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From Caesar's Desk

There is a pain scale from 0 to 10, where you might just need really comfortable shoes for a long day at work or relief from some chronic, nagging issues. As we continue to expand our lines of shoes, we are trying to address all levels on the pain and comfort scale. Our newest addition, the OeTZI 3300, is a great shoe that fits well in the lower end of the pain relief scale but very high on the comfort scale! We have others, like the Aetrex and Somnio that fit in lower to middle third and Z-Coil and Tenevis that do well throughout the scale. So, no matter what needs are, come in and take a look at the whole range of solutions that we have to offer.



Summer is over and kids are back to school, so it is time to take care of yourself and get ready for all that Holiday shopping that is just right around the corner! A good pair of shoes will help you breeze right through with no aches and pains.

This month, our Z-Coil headquarters has decided to reduce the cost of the Z-Walker, our second most popular shoe. This shoe has full grain leather uppers and comes in black or white. We have also reduced the costs of almost all Aetrex shoes as we make way for the newest line of comfort shoes from Somnio. And of course, the end of the summer brings a sale on all sandals in the store, so take advantage while you can on these great prices.

Until later,
Caesar...

In the News

The OeTZI3300 is here!



We are constantly looking for new lines of shoes that will solve issues for our customers, and the OeTZI3300 meets those requirements, thanks to our friends at Total Relief Footwear in Austin (Cam and Celia). If you have ever worn a Birkenstock, you will love the feel of the OeTZI. It has an antimicrobial cork footbed similar to a Birkenstock but has the added feature of a gel heel cushion to reduce the impact at heel strike. The inside of the shoe is a soft, breathable stretch sock liner to hug your foot. It is a wide shoe that you can

snug up to your foot with the combination velcro strap and tie lacing.

The OeTZI3300 was named after a prehistoric man, Oetzi, who dates back to 3300 BC and was found mummified with nothing but the bare essentials on, including a unique pair of shoes. This inspired the company to create a simple but functional design for footwear.



We currently are carrying the classic tan suede and the black/white canvas models. Come in and try a pair on and see for yourself what great arch support and cushioning feel like! [Find out more.](#)

Somnio Casual Shoes coming soon!



Somnio Running has taken their custom fit component system and applied it to a new casual shoe line. Somnio shoes are designed with the idea that an individual's



biomechanics can be improved through the adjustability of key components of the shoe. All of the customization ensures you are correctly aligned in your shoes, meaning you can be pain and injury free whether running on the trail or walking around town. These adjustments include different cushioning for the ball of the feet and the heel, different arch supports and different varus wedges to properly

align your foot.

These shoes will be available in early October (we hope) and will come in a variety of styles. Judging by the acceptance we have had with their running/athletic shoes, I know these will be a big hit! Great for running, walking, standing or just being on your feet all day. For more photos of the casual line, [click here](#).



Tenevis update



We have had our Tenevis shoes in for a little over a month now and people are loving them. They really reduce the impact, are fairly light-weight compared to some other walking shoes, and are stylish! The Cardiff is similar to the Skecher Shape-ups but is a much more stable shoe to keep you moving forward, not side to side. The La Jolla is in a class by itself with unbelievable cushioning and a spring plate system to protect the midfoot and give you some energy return. If you haven't tried them, you really need to. A perfect walking or exercise shoe or one that just feels great if you are on your feet all day.

We stocked up since the distributor was starting to run out of some sizes and we wanted to make sure we had enough for our customers. Still in limited supply and we are out of a couple of sizes, so if you want yours, don't hesitate.



TENEVIS
soft and powerful shoes



More ways to get Z-Coil footwear!

There are 3 different ways to get your Z-Coil footwear, with advantages and disadvantages to all three. I



wanted to take a moment and help you understand the differences to ensure we have satisfied customers. Our goal is to provide you with the best possible experience and help you live a pain free life!

Here are the different ways:

- Come into our store! This is, of course the preferred method, since we can evaluate your needs, you can see the products up close and personal, and make sure that you have the best fit possible from one of our trained professionals. It does take some time out of your day, but in the long run, you know that it will be right! If you live a distance away, you can always reserve a pair using the Z-Coil website. When you do that, we get notification and we will get back to you with when we think the shoe will be available, if we do not have it in stock. In most cases, we already have it and will hold it. If we don't, our headquarters will send it to us and we will let you know when it arrives. You can [reserve your pair here](#).
- Call us directly. If you have purchased from us before, we have tried to keep fitting notes on people since 2007. We can usually adjust the shoes and send them in the mail to you. In most cases, this works great, but if you are a very tough fit or have had a change in your physical conditions (weight loss, additional injuries, etc), it may not be totally accurate. We will know the fitting needs and can let you know if we feel it will be appropriate to take this approach. You will incur shipping costs, but may not need to leave our house. **(800) 4-ZCOILS**
- "Buy Now" - The company has started a "buy now" program where you can order footwear directly off of the internet. This has the advantage of not having to leave your house, but the disadvantage of not having the custom fit that you received in our store. It is great for people who have never visited our San Jose and San Francisco store and live a great distance from our location. The costs are also a bit higher in most cases than in our store. If you find something on the online store cheaper than what we offer in the store, we will match the price.

So, as you can see, visiting the store is still the best option, but if your time does not allow that, give us a call and we will recommend the best option!

Specials

Z-Walker - \$185!



Our Z-Coil headquarters had so much success with their Freedom sale that they decided to run another sale for the month of October. All Z-Walker tie shoes in black or white are only \$185, which is a savings of \$45 per pair! A great all leather shoe that goes well with slacks or suits or even works well with jeans. The sale on the Z-Walker will continue through the month of October. Price not valid on previously purchased items. Come on in while the selection is good.



Aetrex Footwear - 30% off! (selected styles)



We are trying to make room for some of the new styles we are bringing in, so we have reduced the majority of the Aetrex shoes by 30% (a \$30-45 savings). These are great shoes for dress or play, with rigid midfoot support, solid heel counters and 2 layers of removable insoles to provide adequate depth and width in the shoe. These are available in both dress or athletic styles.



All Sandals - 20% off!



Although the last few days do not indicate that summer is over, it will soon be into the rainy season and we need to rid ourself of our sandal inventory. The Fitflop brand, noted for its ability to tone your legs as you walk, and the Spenco Total Support Sandals, which have fantastic arch support and cushioning, are both great for those short trips or just for wearing when you get off work after a long hard day. Come in and try a pair on. Remember to mention this newsletter for the discount!



To Your Health

Is there a right way to walk?



One of the absolutely best exercises is walking. It burns calories, reduces stress, and is easy on your body. But is there a right way or wrong way to walk? It turns out that there are many articles written about walking and many of the tips will surprise you. For instance, do you think that a longer stride is better than a shorter one? Not really... it can cause issues with your back and is much less efficient than taking more smaller steps. I have started my routine again so that I can lower my stress and get my knees in better shape. Of course, the proper walking shoe and correct socks are key to your success, so come on in and we can get you set-up with both to make your walk more enjoyable. [Here is an article](#) that gives some basic pointers in proper walking technique to get you moving in the right direction!

Recipe Corner

With the current state of the economy, everyone is looking for ways to save money. And if you are like me, you are struggling to lose those few extra pounds that you've put on to help ease the stress on the feet and knees. I found some great, easy recipes that are low calorie and easy on the wallet. How about some Chicken Piccata with pasta and mushrooms with only 397 calories? You will love this one! [Click here](#) for some great ideas!



Locations

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Located in the Camden Park Shopping Center at the corner of Camden and Union
Monday-Saturday, 10:00 a.m.-7:00 p.m. Sunday, 11:00 a.m.-6:00 p.m.
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