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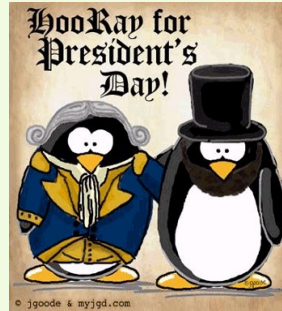
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**In The News**

***Haitian Shoe Drive Was a Great Success!***

Thank you, thank you, thank you! **By the end of January, we had collected over 650 pounds of shoes, and although we lost track of how many pairs, we estimate close to 600 pairs in total!**

These shoes will change many people's lives in Haiti. Z-Coil headquarters also donated 250 pair of new footwear to Soles4Souls to use as they see fit. If you did not have a chance to donate during January, we collect shoes all year round. You can also [click here](#) to find other ways to donate your shoes if you cannot make it to our stores.



As you might recall, we were asking for donations to cover the cost of shipping, which for that many pounds, can be a substantial amount. We had many generous donations which we really appreciated. During the search for a low cost shipping company, we had an unbelievable offer... **Suddath Shipping stepped up and offered to ship the shoes for free!** Thank you Suddath! Our plans now are to write a check to Sole4Souls for the amount of the donations we received for shipping to help them in their operations and their shipping costs. If you donated money for shipping and would like it returned, please feel free to contact us.

***Show Your Shoes Some Love!*** (from the Z-Coil headquarters blog)

**5 simple steps to keep your Z-Coil footwear looking good and lasting longer.**



**1. Avoid excessive heat.**

Never leave your Z-Coil footwear in a hot environment, like a car parked in the sun, since extreme heat can cause the forefoot cushioning to shrink and separate from the Z-Orthotic™.

**2. Remove your shoes properly.**

Always take your Z-Coil shoes off by untying them first, then gripping the heel of the upper — not by standing on the rubber heel pad and prying them off your feet. This could cause the heel pad to separate from the coil.

**3. Clean your Z-Coil footwear inside and out.**

Winter snow, slush and salt can be especially hard on your shoes, but it's easy to keep them in good shape. Simply wipe your shoes clean with a cloth dipped in mild, soapy water and use shoe polish to keep them shiny. For leather uppers, you may want to use a leather cleaner plus a leather conditioner to keep them smooth and supple. You can even remove and hand-wash your padded insoles in warm, soapy water and let them air-dry. We carry a variety of different products to help in this area.

**4. Allow your shoes to air out.**

To keep your shoes fresher, it's a good idea to rotate the Z-Coil shoes you wear and give each pair a chance to "breathe." If you own only one pair of Z-Coil footwear, consider buying a second pair of padded insoles that you can swap out and hand-wash as needed or buying a second pair.

**5. Get regular footwear tune-ups.**

As a valued Z-Coil customer, you may receive free fitting adjustments from many Z-Coil distributors for as long as you own your shoes. Our goal is to maximize the pain relief benefits of our footwear by maintaining a custom fit. Bear in mind that, as the condition of your feet and body changes, so should your shoes! Have your coils inspected on an annual basis to see if they need to be replaced. A new set of coils and a new insole can make a huge difference in the comfort of your shoe.



Also remember, **Z-Coil footwear, like any other shoe brand, does wear out!** We have many people that come into the store that have had their shoes for 4 years or more, and they are worn out... Just because the uppers look to be in good shape does not mean that the forefoot cushioning is still in good shape. **Wearing shoes that are worn out can cause issues.** Stop in and we will inspect them and we will give you our recommendation or try a new pair on and compare!

## Walk It Off Bay Area



**Don't forget about our new program designed to reward you with \$1 store credit for every pound you lose during the course of 2010.** It's simple to enter and no purchase is required. Simply stop into either our San Jose store or our San Francisco store, fill out an entry form, weigh in and you are on your way. Full program details are available in the store.

Check out the recipe below, too, for a great low-calorie dinner menu to help you on your goal!

## To Your Health

### Arthritis and Exercise

Many people are under the misconception that if they have arthritis, then putting additional stress on the joints through exercise is bad. Studies have shown just the opposite. Exercise can help reduce weight, relieve stiffness, strengthen muscles and in the long run, put less stress on the joints. The Arthritis Foundation has an excellent article on the different types of exercise that are good for people with arthritis and have developed a 12-week walking plan to assist you in getting into the habit of exercise. [Click here](#) for the information on developing your own plan and happy walking... of course, with your Z-Coil footwear on!



If walking isn't your cup of tea, there are many other exercises that you can do to reduce stiffness, inflammation and promote overall health. [Click here](#) for the full article.

## Specials

### Discontinued Styles Reduced even further - \$169.95!

We still have all of the ladies sizes in the gray High Desert Hiker and a few of the men's sizes. It is a rugged all-terrain hiker with toe and bumper guards for protection and great ankle support.



The Z-Trek, which was a limited edition shoe that features a nubuck leather upper with breathable nylong mesh, rugged toe and heel guards and a breathable spandex lining. We have a few of them left in women's and men's sizes and if you are looking for something that is a cross between a hiker and an athletic shoe, then this is it.



**We just found out that headquarters will not be delivering a new style sandal before Summer 2010,** and the Sidewinder Sandal has been discontinued and is in short supply or not available in some sizes. We do have an excess of the narrow sandals in stock in tan and black so we decided to offer them to you at a reduced price. The major difference between the two is that the area around your big toe is more tapered, so on some ladies, the toe will not be totally in the foot bed. It's never too early to plan for summer!



The brown Z-Walker has now been added to the discontinued style list. It is a great walking shoe and looks fantastic with slacks or suits. Full grain leather upper that comes in Men's 8-13.

These styles normally sell for \$210-\$239 but are **on sale for \$169.95!** That's a huge discount... No returns or exchanges on these items.

### Summer Fitflops Reduced



In order to get ready for next year's styles, we have reduced the cost of the FitFlops we have in stock. The Walkstar I, which has nylon straps, normally retails for \$49.95 and is now reduced to \$39.99. The Walkstar III with leather straps normally retails for \$59.95 and is reduced to \$44.95. Limited sizes and colors available.

### Free Shipping From our Online Store

We are currently offering free shipping from our online store plus **10% off of your first order!** Just enter the code "tenoff" at checkout. If you are in need of any non-Z-Coil item, like a new (or second) pair of Lynco Orthotics, just log on and order. We will do the rest! Items in stock are shipped within 24 hours.



**Don't forget you can reserve Z-Coil footwear also from our website.** Headquarters has added all of the discontinued models that we may not carry in the store. As you are browsing, you will see "Reserve Your Pair" buttons that will take you to the appropriate place where you can select the style and size. If they have it in stock, they will ship it to us so it will be here for you to purchase.

You can access our store by going to [www.ez-shoes.com](http://www.ez-shoes.com) and click on Buy Now in the links or just [click here](#).

## Recipe Corner



### 500 Calorie Dinner Challenge!

I always find some great recipes that look good and seem to be low in everything, but it is



usually for the main dish. As soon as you add all of the extras, the calorie count climbs and climbs... This month, I found a site that has put together many meals that you can cook that are 500 calories or less for the whole meal! How does Seared Chicken with Apricot Sauce, Steamed Lemon Spinach, Cheesy Broccoli Potato Mash and Banana Pudding Pops sound? All for under 500 calories! They also offer variations if you prefer broccoli to spinach or quinoa (a delicate grain) to potatoes.

[Click Here](#) for the recipe and Enjoy!

*Happy Belated Valentines Day and President's Day! Hope they were great!*

*Until next time...*

Caesar...

### Z-Coil® Pain Relief Footwear™

[www.ez-shoes.com](http://www.ez-shoes.com)

2077 Camden Ave  
San Jose, CA 95124

At the corner of Camden and Union in the Camden Park Shopping Center  
Store hours: Monday-Saturday 10-7, Sunday 11-6

637 Irving Street  
San Francisco, CA 94122

In the Inner Sunset District between 7th and 8th Ave  
Store hours: Tues-Sat 10-6, Sun 11-6. Closed Monday

