



March 2011 Newsletter

Customized Comfort  
Freedom from Pain!



### In This Issue

#### From Caesar's Desk

- Spring is upon us!

#### In the News

- The SideWinder Sandal is back but in limited quantities.
- Tenevis for Men due out soon!
- Somnio casual shoes put on hold.
- Prescription medication discount cards are available!



#### Specials

- Wild Wednesdays. Follow us on Facebook to participate!
- Z-Coil and Somnio Still Reduced!
- Aetrex Closeout.

#### To Your Health

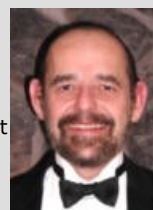
- Poised for Good Health - posture is critical for your body to function.

#### Recipe Corner

- Calcium Rich recipes

### From Caesar's Desk

Spring is upon us. Although we are still getting our share of rain, the fruit trees are in blossom, the acacia are spreading their "wonderful" yellow pollen, and daylight savings time has hit! If you have been sitting inside all winter, now is the time to get out and start that exercise routine. Whether it be running or walking, exercise is important to help us get in shape and potential alleviate some of the injuries that can occur if we have weak muscles and bones. Did you know that exercise is key to promoting strong bone growth? Even a brisk daily walk can help revamp your bone growth and prevent osteoporosis. See below for some recipes that will also help in this area.



It also becomes the time to start showing off that pedicure with open toe shoes! To help out, Z-Coil has reintroduced the SideWinder Sandal, but they are limited. See below for more details.

Tenevis for men are expected in the store at the beginning of April or maybe before. We have people waiting, including myself. Check out the styles below.

Lastly, if you have been in the store and have tried out the Somnio casual shoes and loved them, we have some bad news... See the article below for more details.

Thanks to all of you that made it into the store to sign Al's greeting card or sent greetings for us to write on the card. I know he had an excellent birthday!

Until later,

Caesar...

### In the News

#### The SideWinder Sandal Is Back but limited...



Z-Coil and Sandals has been a sore spot for many of our lady customers. If you recall, Z-Coil was going to introduce a new women's sandal at the beginning of 2010 and so they discontinued the SideWinder Sandal. Due to a variety of issues, that never happened, so we went through all of last summer with very few sandals to sell to our ladies.

After much hounding by the dealers and our customers, our headquarters decided to make one last run of SideWinder Sandals in black leather! But they are limited... they are only in size W6-W9 and

we are scheduled to get only 34 pair in stock at a cost of \$179. We already have a waiting list for these shoes and I expect that they will sell out quickly with summer just around the corner. We should have them in our store next Friday, 3/25. So, if you are interested, please call and reserve your pair. We are requiring a 50% deposit and we will hold them for you for up to two weeks.

## Tenevis for men due out soon.



Tenevis will be delivering their La Jolla and Cardiff shoes for men in late March/early April. We have been carrying the women's styles now for many months and they have been a big hit. The men's styles will include a La Jolla in black all-leather and a gray athletic style with breathable mesh. We will also carry the Cardiff in black all-leather and gray/white suede. With the impact reduction close to Z-CoilL at a lower price point, you definitely need to come in and try out these shoes!



We already have a list of people that are interested and if you want to be notified when they arrive, call us and we will put you on the list. This first run will be a limited quantity so don't hesitate.



## Somnio Casual Shoes on Hold!

Somnio has made a decision to put their comfort shoes on hold until their 2012 line.

What this means to you is that what we have in stock, is all we will have for another year! They have no more available in their warehouse. Although we have many pairs, we are out of some sizes in some of the styles. They did this so they could



concentrate more on their line of running shoes, which we will continue to carry. So, if you are interested in their casual shoes or want a second pair, come in now while we still have some in stock.



We have sold quite a few so it is very disheartening to us because our customers love them!

## Medication Discount Cards Available!



In the last newsletter, we talked about a free discount card for prescription medications and many of our customers have taken advantage of it. In talking with one customer, she was extremely pleased with the results she got using the card. One of her prescriptions for glaucoma, Lumigan, was costing her \$375 for a 3 month supply. With the card, she is able to purchase it for \$260, a 30% savings! Other customers are reporting similar savings on their prescriptions also. In another case, someone has a pet that is on a daily medication due to some heart issues. It turns out that the medication is one that is normally prescribed for humans and they were able to use the card at their pharmacy and get a 25% savings.

The card can really benefit you if you have no insurance or if you have a high deductible on your insurance. It also works on prescriptions that might not be covered by your insurance, such as birth control pills. [Click here](#) for your free discount card. It costs you nothing but can save you bunches. This site will also help you locate the nearest pharmacy so you can start saving immediately. Give it a try and feel free to pass this along to all your friends. Anything we can do in this economy to save money is needed right now! Make sure you have them access [ezshoes.AccessDrugCard.com](http://ezshoes.AccessDrugCard.com).

We also have displays with cards available for people to put in their stores or offices if you feel that your customers or patients would benefit from these savings. Just call us and we can get them out to you. We are very excited about this program and the fact that we are able to help our customers save money!

## Specials

### Wild Wednesdays! Follow us on Facebook to participate.



If you have not been following us on Facebook, then you have missed our Wild Wednesday Facebook only deals! This last month, we offered an additional 10% off Freedoms one week, 10% discount on Z-Walker Velcros another week and a 20% reduction on coils and insoles! We had several people take us up on these specials so if you want to participate, follow us on Facebook. [Click here!](#)

### Z-CoilL and Somnio footwear are still reduced!



Z-CoilL Footwear is still reduced 20-30% with prices as low as \$159.95 and most styles less than \$200. Receive a similar savings on Somnio, starting at \$130. Not sure how long this will last, so take advantage while you can!



### Aetrex Closeout



We still have many Aetrex shoes in stock at an unbelievable 40% off as we try to clear them out for other brands. They have two layers of removable insoles to make sure you can accommodate any orthotic or to give you more width or depth in the shoe. Casual and dress styles available. Prices valid only for the sizes that are in stock. No special orders.

## To Your Health!



Human beings are made to stand tall. We are naturally equipped with all the bones, muscles and ligaments necessary to maintain a healthy balance that helps us to stand, walk, sit and lie in positions that cause very little stress to our bodies. Poor posture is nothing more than a bad habit that we need to break in order to avoid pain, injury, and fatigue in all our supporting muscles and joints.

Fortunately, it's never too late to improve your posture with a little conscious effort. Here are a few simple steps you can take to feel poised to take on the world:

1. Get up and move. As muscles tire, you're more likely to slouch, and this puts extra pressure on the neck and back. In order to maintain a relaxed, yet supported posture, change positions frequently. Try taking a break from sitting for two minutes every half hour in order to stretch, stand, or walk.
2. Keep your body in alignment. While standing, distribute your body weight evenly to the front, back, and sides of your feet. While sitting, sit up straight and align your ears, shoulders and hips in one vertical line. Avoid unbalanced postures such as crossing your legs, leaning to one side, hunching your shoulders, or tilting your head.
3. Strengthen your core. Core strengthening exercises are most effective when the torso works as a single unit and both front and back muscles contract at the same time. [Try these core exercises](#) from the Mayo Clinic!
4. Wear supportive footwear. Avoid wearing high-heeled shoes, which can throw off your center of gravity. Look instead for shoes or inserts that provide proper arch support, which assists the body's natural alignment.
5. Stay relaxed and mobile. If you're in pain, it's natural to want to limit your movement, but it is important to maintain a relaxed posture to avoid triggering a downward spiral of pain and stiffness.



Though you may never be called upon to carry things on top of your head, cultivating good posture will not only protect you from injury, but can do wonders for your breathing, flexibility and balance, and make you look and feel more poised and confident!

## Recipe Corner



When we talk about posture, our bones are the main support system for our body. Calcium is key to building strong bones and maintaining a good posture. Getting enough calcium is tough in this day of fast foods and hectic lifestyles. I know it is a real problem for me since I do not like milk and I am very picky on the types of cheese that I will eat!

Calcium requirements change as we go through life, especially as we get older. [Here is a link](#) that tells you the daily recommended intake of calcium.

I found some great recipes that provide at the minimum 15% of the daily value of calcium that you require and boy do they look great! How about a Pork Tenderloin "Rosa di Parma" that is only 181 calories per serving and is rich in calcium? [Click here for the recipes.](#)

Bon Appetit!

### Location

2077 Camden Ave, San Jose, CA 95124  
San Jose, CA 95124  
(408) 558-9596 - San Jose  
(866) 4ZCOILS - Toll Free

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.  
[Click here for San Jose driving directions](#)

Call or stop by today!

E-mail: [caesar@ez-shoes.com](mailto:caesar@ez-shoes.com)  
<http://www.ez-shoes.com/>