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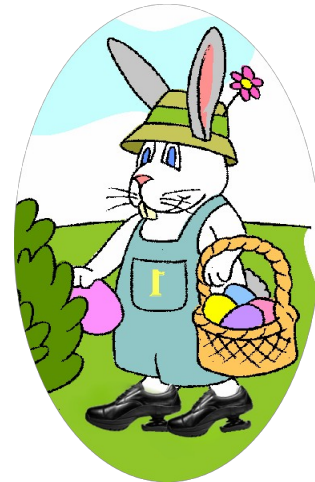
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### From Caesar's Desk

April is never one of my favorite months... or at least April 15th isn't, mainly because taxes are due! When you own your own business, you have to make sure that you have everything set up properly so you don't get hit with a big payment on April 15th... On the other hand, if you do it right, then you will have a little bit coming back. In order to ease the tax burden, we are paying the sales tax for a period of time this month. And you now have a place to spend that extra you got back... Read the details below.



It's Easter time! Easter has always been one of my favorite times of the year, mainly because I enjoyed seeing our kids look for their Easter baskets and the Easter egg hunts that we used to take them on. Of course, they are all over the age of 18, so those traditions have gone by the wayside, but I am still a kid at heart and love to color Easter eggs... maybe I can talk one of my kids into doing it with me one more time! I know at least one of them will be up for the event. We will be closed on Easter in order for our employees to enjoy this special day with their families.

Until later,

Caesar...

### In the News

#### Tenevis for men have arrived.



I am one of the best tests for any shoe that we bring into our store (as long as they make them in Big Foot size). With my knee, foot and hip issues, if they work for me, there is a great chance that many of you will benefit also. I have been wearing the Tenevis Cardiff for a few days now and they are great! The cushioning in the heel and the stability is fantastic. As you know, we have been carrying the women's styles now for many months and they have been a big hit. I am sure the men's will do well also.

The men's styles include a La Jolla in black all-leather and a gray athletic style with breathable mesh. We also carry the Cardiff in black all-leather and gray/white suede. With the impact reduction close to Z-Coil at a lower price point, you definitely need to come in and try out these shoes!



This first run is limited quantity so if you want to try some on, you better hurry. Who knows how long they will last.



#### The SideWinder Sandals are flying off of the shelf...



As I mentioned in the last newsletter, we received a limited number of SideWinder sandals (34 pair) and have sold more than half of



them in the last month. We are out of women's 8 and can't get any more, although we are begging other dealers for some. We do have size W6, W7 and W9 in stock but I am not sure how long they will last based on the demand. There will not be another Z-Coil sandal out this year, so if you want to show off that pedicure, then you better hurry in or call us as soon as possible! One thing

to take into consideration is that many times, you can go down a full size in the sandal since you do not have to worry about your toe hitting the end of the shoe.

### Summer Fitflops are on order.



We have several different styles of Fitflops on order and expect arrival within the next two weeks. We are bringing in our top seller, the Electra, plus adding some new styles like the Hooper.

The Hooper has an adjustable velcro strap to be able to fit those high and low insteps easier. Others include the Oasis in stone and lilac plus more! We will post a note on Facebook when they arrive, so if you are not following us there, now is a great time to start!



Prices range between \$49.99 and \$79.99 depending on the style. It is one of the few flipflops on the market that is actually good for you! Try them out today.

### Medication Discount Cards Available!

Don't forget to pick up your discount drug card when you are in the store. They provide great reductions on prescription drugs.

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. 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!

### Taking Care of Your Shoes



I had a customer come into the store the other day who had her shoes for two years. The coil was down to the metal and she was really going to the outside when she walked. This was starting to cause some issues with her hips since her alignment was way off. Also, the toe box was severely stretched out on the outside of both shoes, since her foot was riding so much to the outside. The

shoes were a mess.

Unfortunately, because she delayed so long in getting her coils replaced, it destroyed the integrity of the shoes and she had to buy a new pair in order to get back in alignment. No adjustment of a set of new coils was possible.

The moral of this story is DO NOT WAIT to get a new set of coils. Your Z-Coil footwear is an investment in your health and if you treat them well, they will treat you well and give you several years of enjoyment. I strongly encourage you to replace your coils and insoles at least once a year in order to protect your body and your shoes. It is worth the time and small investment to get it done, and now is a great time with our No Sales Tax Event!

### Specials

#### No Sales Tax Event!



With tax time upon us, we thought we would help ease your burden a little and pay the sales tax for you! From now until the end of the month, any purchase in our store will be tax free. This will be a public event for one week only from April 15-23 but people that are subscribed to our newsletter or follow us on Facebook can take advantage of this savings for the full two weeks. With the sales tax at close to 10%, that is a significant savings over the already reduced prices. If you come in the week of April 25-30, please mention this newsletter for your savings, but do it discreetly... We want to reserve this extra week for our special customers that have to put up with my ramblings!

#### Wild Wednesdays still going strong! Follow us on Facebook.

We had even more great specials for our Facebook followers this last month, including a 15% discount if you bought two pairs, 10% off all white Freedom 2000's and a 20% savings on coils and insoles. We are at 91 followers but really are shooting for many, many more. So, if you have a Facebook account and want to get in on these special deals, then [Click here!](#)



#### Aetrex Closeout



We still have many Aetrex shoes in stock at an unbelievable price of \$71.99 (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 at this price.

## To Your Health!

### **4 Foot Woes You Shouldn't Ignore**

With summer here and the need to have your feet exposed, you can develop issues on your feet that should not be ignored. Cracked heels, damaged cuticles and dryness aren't just ugly. They can put your health at risk.

Serious medical conditions can result from neglected feet – from bacterial infections to cutaneous tuberculosis, says Amy Newburger, M.D., a Scarsdale, N.Y., dermatologist and author of [Looking Good at Any Age](#) (Doubleday).

But chill out! You don't have to celebrate warm weather without **healthy, pretty feet**. This article talks about four issues you need to be concerned with and how to deal with them. Of course, we do have great products to help deal with these issues, such as Gilden Tree lotions and creams, orthotics and shoes that not only look good, but are good for you! [Click here](#) for the low down on what to look for and how to take care of these issues.



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## Recipe Corner

### **Easy One Pot Meals**



With the longer days and great weather, one thing you do not want to do is spend a lot of time in the kitchen! You want to be out enjoying the sunshine and not be burdened with long meal preparation and clean-up. I found some great recipes that are easy to make, nutritious and will free up your time to do other things, like take a nice long walk or spend time with your family. Although they are called One-Pot dishes, you probably will want to serve many of them with rice, noodles or salad, so you might have to dirty two pots!

How about a Saucy Coconut Chicken Stir fry? I am looking forward to trying this one! [Click here](#) for the recipes.

Bon Appetit!

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## **Location**

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

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

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!