



In This Issue

From Caesar's Desk

- Happy Memorial Day!
- And other ramblings...

In the News

- Fitflops are in and selling well
- Men are really loving the Tenevis!
- The SideWinder Sandals are almost gone

Specials

- Buy One, Get One 25% off!
- Aetrex Closeout.

To Your Health

- Plantar Fasciitis - Information and Exercises

Recipe Corner

- 500 Calorie Dinner Meals



From Caesar's Desk

May is a time when we celebrate Memorial Day. Unfortunately, Memorial day has turned into a day off from work, picnics at the beach and barbecues. We have lost the real meaning of the holiday - to honor those that have lost their lives protecting this great country of ours. I was surprised that it dates back to the just after the Civil War ended. Several groups claim to be the ones that first started the celebration with putting flowers on graves and flying flags at half mast. You can read more of the history by [clicking here](#). So, as you take the time with



your families on that day, also take a few moments to thank those that gave their lives so we can have the kind of freedom that we enjoy and the sacrifices that they and their families made making it possible. Also, say a little prayer that those who are still protecting our country can come home safely. **To help honor those that have served, we are offering 10% off to all veterans for the month of May.** Just our little way of saying thanks! We will be closed on Memorial Day so do your shopping early.

Since plantar fasciitis is such a large part of business, I have included an article below with some great stretches and exercises to help in your quest to resolve that issue, if you happen to be one of the unlucky people that are currently suffering from this problem.

Lastly, summer is here and our Fitflops have arrived! Come in soon for the best selection or buy them online at our store.

Until later,

Caesar...

In the News

Summer Fitflops have arrived!



We have several different styles of Fitflops in stock at this time, including ones with nylon, suede, patent and glitters! We have our top seller, the Electra, plus a new style called 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!

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 You can buy them online from our store and we will pay the shipping.



Buy Now

Men are loving the Tenevis!



It is always interesting to see a person's expression when they try on a new type of footwear for the first time. Like Z-Coil footwear, Tenevis provides a much





different feel than any other shoe on the market. The comments range from "WOW!

That is really interesting" to "My heel feels like it is floating." In almost all cases, though, they fall in love with them.



They come in all leather or leather and breathable mesh and in both men and women's styles. They have received FDA approval as an orthosis corrective shoe due



to the benefits they provide. So, if you haven't had a chance to check them out, you should do yourself a favor! You will understand why they call them the "Soft and Powerful" shoes.

The SideWinder Sandals are almost gone...



We are down to 6 pairs of SideWinder sandals left - a couple of W6, W7 and one W8. The factory is out and they tell us that they will not be made again. Last chance to get a pair and no complaining if you get left out...

Specials

Buy one, get the second pair at 25% off!

Time to stock up for the summer... If you buy two pair of shoes, we will take 25% off the second (lower priced) pair. This is not valid on closeout shoes or ones that are on the "sale pile" in the store. Need a new pair of work shoes, but also need a pair of athletic shoes for your workouts? Now is the time to do it.



Aetrex Closeout



We still have many Aetrex shoes in stock and for our loyal newsletter customers, we are offering them at an unbelievable price of \$59.95 (over 50% 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

Plantar Fasciitis

Plantar fasciitis is an epidemic in this country today. Over 20% of our business is from people who have suffered or are currently suffering from this problem. The fact of the matter is that our feet and concrete are not really made to go together! The constant impact with the poorly supporting shoes on the market can stress and strain the ligament on the bottom of our foot, resulting in severe pain in the heel, arch or the ball of the foot.



We have many people come in and ask if our shoes will "heal" their plantar fasciitis, and that is not an easy question to answer. The bottom line is that whenever you have any issue, you need to look at a multi-faceted approach to take care of the problem. There is no doubt that having the proper footwear will provide support, reduce the impact and in the end, reduce the pain associated with this issue and allow for the healing process. But a combination of treatments are best to resolve the problem, including icing, stretches and massage.

The footwear we carry, including Z-Coil, Tenevis, Somnio and Aetrex will reduce the impact so you aren't pounding the pavement with every step. Good arch support, like a Lynco Orthotic, is also necessary to make sure that the plantar fascia does not continue to get stressed and strained. We also have the incredible Cluffy Wedge, which helps in cases where your big toe joint is compromised, which is true for over 70% of people. For that immediate pain relief, try BluMjk topical pain reliever in a roll-on bottle.



I found a great article that gives various stretches to help strengthen and stretch your feet and legs that will aid in the treatment of plantar fasciitis. [Click here](#) for more information and remember, approach the problem from all angles if you want a quicker resolution.

Recipe Corner

500 Calorie Dinner Meals



Carrying a few extra pounds, or as we say "full-figured", can also cause or make plantar fasciitis worse. I know how I have tried to take off that extra 15 pounds I carry around every day but I started to get more serious with exercise and eating less. I have lost 4 pounds in the last 2 weeks so I am on my way, but it isn't easy. I found some 500 calorie dinner menus that have some great meal ideas with all of the calories listed. It makes it easy to swap things around if you don't like a particular food. How about a dinner



of Hot and Sour Slaw, Honey-Soy Broiled Salmon, Brown Rice with lemon and a glass of white wine? Yes, white wine with your "diet" meal! Sounds scrumptious... [Click here](#) for the recipes.

Bon Apetit!

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
<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!