

Z-Coil Pain Relief Footwear™

July/August, 2009



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In The News

The Cluffy Wedge - Incredible results!



We started carrying this device in June and we have had some incredible results! One customer had knee and foot issues that Z-Coil® Footwear were helping with but the issues were not totally resolved. We put in the Cluffy wedge and within a short period of time, he came back into our store and remarked that the Cluffy had helped problems he didn't even know he had! He had been focused on the pain in the knees and feet and after they started feeling better, he realized that his hips felt better too... all from better motion in his big toe joint. He brought in a pair of non-Z-Coil® footwear in to have the Cluffy added and commented "I don't leave home without my Cluffy Wedge!"

Another area that we have seen great results is for people suffering from Morton's Neuroma. When the big toe joint works better, the lesser toes do not have to do as much work, so it takes pressure off of the area of the Morton's Neuroma.

Do you have a "duck walk"? In other words, when you walk, do your feet turn-out. This can be caused by several things, but one of the causes is the need to compensate from a locking toe joint. Since you can't roll over the toe smoothly, you pitch your foot out to the side to compensate for the lack of motion. Many customers have seen immediate change in the position of their foot and others have seen it over the course of time as they have worn the wedge.

Will the Cluffy Wedge help me?

Besides the items we talked about above, other issues that the Cluffy Wedge will help are:

- If your little toes curl under, and they "grab" as you walk;
- If you have bunions;
- If you feel stress on the top and outside part of your foot;
- If your insole has a deep depression at the big toe;
- If your hips hurt on the outside;
- If you get shin splints;
- If you have heel pain (plantar fasciitis);
- If you suffer from Morton's neuromas;
- If you have calluses behind your 2nd-5th toes;
- If you have back pain.

They fit in most shoes that have adequate depth in the toe box and can help with many different issues including neuromas, bunion pain, hammertoes, plantar fasciitis, leg pain, achilles pain and more! A simple test can determine

if you have the condition so come on in and give them a try. The Cluffy Wedge is an affordable, yet remarkable breakthrough in pain relief! [Click here](#) for more information on this great product.

The Bella - A Limited Edition Z-Coil® Shoe Due in August!

There has been a slight delay in the delivery of the Bella, but it is expected to arrive the third week of August. This fun, stylish shoe is tan and brown, with cranberry accents. It has a split cowhide leather upper with breathable mesh and two adjustable velcro® straps. It has a soft, padded heel and anti-bacterial insole for extra comfort. Available in Women's sizes 6-10.



The Bella has been manufactured in very limited quantities. We have received many preorders already so if you want to be one of the lucky people that gets one, call to reserve a pair. First come, first served! We are requiring a deposit to hold the shoe for you when it comes in.

Fitflops for Men!



We have received a limited number of fitflops for men in a slide version without a toe post. They are available in black or brown and are going quickly. If you are interested, please call ahead to ensure that we have your size and color in stock. We are also expecting more women's fitflops within the next two weeks in various colors and sizes and the men's style with the toe post in black. Availability of this product has been difficult this summer and we apologize if we have not had your size or style available, but we are at the mercy of the manufacturer! Hopefully, our latest order will arrive shortly and we will be able to provide them to you so you can enjoy our great, long summer here in California!

Z-Coil® Footwear Ruined!



So I got your attention! My Z-Coil® footwear recently visited the Chichen Itza ruins in Mexico! When you are spending a long day on your feet, touring around a huge ruin site, Z-Coil® shoes are invaluable! Sure saved my feet and knees and made the day very enjoyable!

Do you have a picture and story to share? If you have a picture of you with your Z-Coil® footwear on at some special place, send it in. If it is chosen to be in the newsletter, you will receive a pair of Aetrex Copper Sole Socks which help fight 99% of the bacteria and fungus on your feet and a \$12 gift certificate towards your next Z-Coil® footwear purchase. You must pick the socks up at the store if you are the lucky winner. So send those



vacation photos in for a chance to win!

Aetrex Sandalistas Available in San Jose

Aetrex has done it again! The new Sandalista sandal series offers superior, customized comfort. These ultra-comfortable, customizable sandals have built-in Lynco anatomical footbeds, combined with memory foam and Mosaic pressure-relief technology to ensure the perfect fit.

We have received a limited number of the Montserrat sandals in San Jose as a trial, and customer feedback has been exceptional. These are seriously comfortable sandals. Due to high demand for the sandals, quantities in stock are limited. If we continue to have demand, we will bring in a wider selection for the spring. Currently, we are only stocking the one color, but we can special order them in black or pumpkin. Come in and try a pair on!



Specials

August is Tune-Up Month!



Have you owned your Z-Coil shoes for more than one year? Do you wear them almost every day? Take a look at your coils for tread wear. It might be time to get your coils replaced.

Do your Z-Coil® footwear feel the same as when you bought them? Do you feel

like you are no longer walking level, maybe tipping in or out? Do your coils look like the ones pictured here (and we have seen many that look like this!)? Is there any padding left in your insoles at the ball of the feet and the heel or have they flattened out? These are all signs that you need a tune-up.

Normally, the cost of a set of coils and insoles is \$59.95 but for the month of August, we are reducing the price to \$54.95 (almost 10% off) to help you get ready for the fall and winter seasons. You won't see this kind of price again! Also, if you have a round coil rather than the traditional coil or want to try these coils, we have an excess in small and medium. The tune-up price using those coils during August is \$45.95, which is a great deal.

Even if you do not need the coils right now, they can be purchased and shipped to you. You can come in when it is time to replace them and we will put them on for no charge. Don't pass up this opportunity to refurbish your shoes and make them feel like new again. I have had several customers comment after a tune-up that they now remember why they bought their shoes in the first place because they feel so good! Don't delay! August will pass by quickly.



To Your Health

Natural Pain Relief Remedies (by LifeScript pharmacist Suzy Coen, R. PH.)

You won't find the following remedies at the pharmacy, but these natural alternatives may offer relief from aches and pains.



1. Pineapples

This fruit contains a powerful extract called bromelain, which acts like Pac-Man chomping down dangerous clots and plaques that cause pain and inflammation.

Who's it for? Pineapples or the supplement bromelain can help people who have arthritis or post-surgical inflammation.

2. Crabs and Lobsters

Shellfish are rich in glucosamine, which helps build up the squishy cartilage between your joints. Studies have compared natural glucosamine to medicine and guess what? Glucosamine worked better in the long run!

Who's it for? Crabs and lobsters are perfect fare for people with osteoarthritis.



3. Fish

Go for the fish that swim in freezing water like salmon, cod and mackerel. Fish or supplements with pure omega 3 fish oils can reduce the amount of nasty prostaglandins, which cause pain and inflammation.

Who's it for? People with several health problems benefit from a diet rich in fish. Omega 3s not only ease pain, but also relieve constipation and clean up clogged arteries. It's ideal for people who have pain *and* heart disease or high cholesterol. You can take it with almost all medications and other supplements. Plus, it has a slight beneficial blood-thinning effect. Fish oils also increase your skin's suppleness – a cool bonus from these slimy critters. Look for better brands that meet or exceed pharmaceutical standards.

4. Worms

More specifically silkworms, but you don't have to eat them! You're looking for a supplement with the pain-busting extract serrapeptase, derived from worms. When the silkworm emerges from hibernation as a moth, it produces an enzyme that breaks up the cocoon and works as an anti-inflammatory.

Who's it for? Serrapeptase supplements help people suffering from fibromyalgia, arthritis, bursitis, tendonitis, plantar fasciitis - pretty much any kind of "itis." The brand Vitalzym X works well because it combines serrapeptase with other natural anti-inflammatories. Vitalzym may also shrink fibroid cysts.



5. Green-Lipped Mussels (*Perna Canaliculus*)

You can eat the little guys if you want, but the pain-relieving quality comes from their extract. Green-lipped mussels are popular in New Zealand, which explains why so few Kiwis have arthritis. The magic in the mussel lies in two primary ingredients: a natural antihistamine and omega 3 fatty acids, which calm inflammation. There's also a little glucosamine present.

Who it can help: People with asthma, multiple sclerosis and skin problems can benefit. Those with shellfish allergies will want to pass on them.

For other ways to relieve pain, look beyond your comfort zone: Consider hands-on healing: hypnosis, transcendental meditation, yoga, massage, chiropractic care and acupuncture. These are all non-drug alternatives that reduce pain chemicals and stress in the body.

Happy Anniversary To Us!

WOW! We opened the San Jose store on August 21st of 2003 and we've made it through six exciting years thanks to you, our loyal customers! There have been good times and some interesting times... we have met some incredible people and have changed many, many lives! We have had tears, hugs, laughing and dancing in the store as people were able to leave their pain behind... There are not too many jobs in this world that can be this rewarding (and get to use power tools to boot!)

Our thanks go out to all of you as we move through this journey and we hope to be able to provide many more years of service in the area of pain relief.

Until next time...

Caesar...



Z-Coil® Pain Relief Footwear™

<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