

Z-Coil Pain Relief Footwear™
August, 2009

In this issue:

In The News

- The Bella - A limited edition Z-Coil® shoe has arrived!
- New Safe Relief for Pain - You have to try it!
- Another shipment of Fitflops for Women and Men
- More on the The Cluffy Wedge

Specials

- Tune-up extended to September 15 with savings on coils and insoles!

To Your Health

- Plantar Fasciitis Stretching

Happy Labor Day!

- History of Labor Day
- We will be closed on Labor Day!



In The News

The Bella Has Arrived!

Bella

Z-Coil
Pain Relief Footwear

THE LIMITED EDITION
BELLA
from Z-Coil

The FUN
& FLIRTY
new Bella
from Z-Coil!

FASHION NEVER FELT SO GOOD

You'll love being on your feet all day in the fun and flirty new Bella from Z-Coil.

Our unique shock-absorbing heels will definitely put a spring in your step, while extra cushioning at the toes and built-in arch support provides incredible comfort—and even improves your posture. You'll finally feel as good as you look!

Hurry in today for a custom fitting—these limited-edition shoes won't last long!

www.zcoil.com

It is finally here in the San Jose store and will be in San Francisco Saturday 8/29, and we have many preorders that are in the process of being filled. 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 and is arriving in two shipments at the warehouse. The first shipment is sold out so we will not be able to order any more of these for awhile, but we do have a few left in each size. So, if you are interested, come on in and try them on before they are gone. They look great!

New Safe Relief From Pain - You have to try this remarkable product!

I became aware of a new product on the market that claimed to relieve pain topically. I try out every product before I bring it in the store (if I can... some of the women's shoes are too small for me!) I didn't expect much, but I was surprised! I have arthritis in the neck from an old motorcycle accident where I broke my neck. It does act up at times, so this was the perfect test. The product comes in a roll-on and I applied it as directed and it actually worked! So, I decided to put it to the ultimate test... my wife! She has issues with her knees that are helped significantly with Z-Coil footwear, but there are times when she is on her feet too long that they will flair up. She used the bluMjk and she also had relief. So much so, that I never saw my sample bottle again!



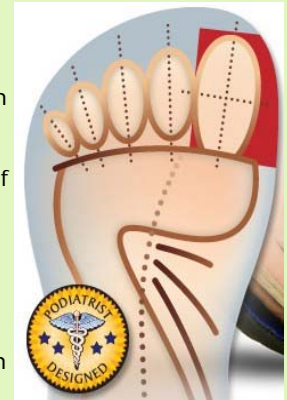
BluMjk is completely safe, with many natural ingredients and no reported side effects. The lotion applies like a deodorant roller, and a little bit goes a long way. **It is an aspirin based product so do not use if you are allergic to aspirin.** The regular price is \$24.95 but right now we are offering an introductory price of \$19.95. We do have a tester in the store so you can try it out. I think you will be impressed with the effectiveness of this

product. I know I was!

More on the Cluffy Wedge!

This device continues to amaze me! I had a customer that we fit with the Cluffy Wedge two weeks ago who came back into my store for another pair of Z-Coil® footwear. She told me that she had suffered with pain in her hip for about 10 years and after only two days of wearing the Cluffy Wedge, the pain had disappeared. We had another customer who came in to buy some footwear who had a knee issue. The Z-Coil® shoes helped tremendously, but when we put the Cluffy in her shoes, her knee pain was almost totally gone. When your feet do not work properly, you compensate in so many different ways that can affect every part of your body. By getting proper movement in your big toe, you have a smoother gait, relieving stresses on various parts of your body.

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.



More Fitflops in stock for Women and Men!



Another shipment of Fitflops arrived in various colors and sizes, including a men's toe-post version. We still have several months of summer left here in California and these stylish shoes look and feel great! many of our customers are using them as an around-the-house shoe when they do not want to wear their Z-Coil® Footwear. We have black, gold, blueberry, strawberry and other colors and we are not sure if we will be able to get any more this summer. If you want them, then get them soon!

Specials

Tune-Up Month extended to September 15th!



We have had a great response to our special on a tune-up, but I know that there are many others out there who could use a new set of coils! We have had people come in where the rubber was all the way through to the metal, probably scratching every surface they walk on and making one heck of a racket!

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.

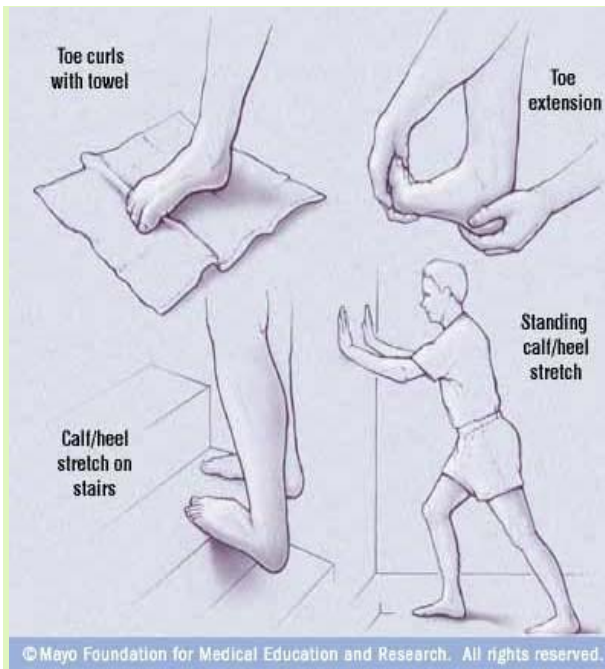
Normally, the cost of a set of coils and insoles is \$59.95 but for the month of August, we are reducing the price to \$54.95 (almost 10% off) to help you get ready for the fall and winter seasons. Also, if you have a round coil rather than the traditional coil or want to try these coils, we have an 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!



To Your Health

Plantar Fasciitis Stretching Exercises (Parts from the [Z-Coil® Pain Relief Footwear™ Facebook](#) account)



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Over 20% of our of our customer base suffers from plantar fasciitis! It is an epidemic due to the hard surfaces that we walk and stand on every day. It manifests itself as pain in the heel, arch or forefoot and can make life miserable since it really impacts your every day life. I found the following information posted on the Z-Coil® Facebook note page and thought that it would be beneficial for everyone! Although Z-Coil® footwear are excellent for relieving the pain caused by plantar fasciitis, we always recommend that you do everything in your power using a multifaceted approach to relief the problem.

Rest is the first treatment for plantar fasciitis. Try to keep weight off your foot until the inflammation goes away. You can also apply ice to the sore area for 20 minutes three or four times a day to relieve your symptoms. Often a doctor will prescribe nonsteroidal anti-inflammatory medication such as ibuprofen.

A program of home exercises to stretch your Achilles tendon and plantar fascia are the mainstay of treating the condition and lessening the chance of recurrence. Below you will find several foot stretches courtesy of the Mayo Foundation. As always, check with your doctor before starting any new

exercise regimen.

Hold each stretch for at least 30 seconds — don't bounce — and do one or two repetitions two to three times a day.

Clockwise from upper left:

1. To strengthen arch muscles, place a towel on the floor, grab the towel with your toes and pull it toward you.
2. While sitting, grasp your toes and gently pull them toward you until you feel a stretch in the arch of your foot. Stretch one foot at a time.
3. Stand as shown, with your back leg straight and heel down. Move your hips forward until you feel a stretch in your calf. Switch legs and repeat.
4. Stand on a step near the bottom of your stairs, put your weight on the ball of one foot and slowly lower that heel until you feel your calf muscle stretching. Repeat on the other side.

So remember, ice when needed, routine stretching, proper support (Lynco orthotics) and most all wear your Z-Coil® footwear!

Happy Labor Day!

So what is the origin of Labor Day? It all began in the late 1880's. As the Industrial Revolution took hold of the nation, the average American worked 12-hour days, seven days a week in order to make a basic living.

With the long hours and terrible working conditions, American unions became more prominent and voiced their demands for a better way of life. On Tuesday September 5, 1882, 10,000 workers marched from city hall to Union Square in New York City, holding the first-ever Labor Day parade. Participants took an unpaid day-off to honor the workers of America, as well as vocalize issues they had with employers.

On May 11, 1894, workers of the Pullman Palace Car Company in Chicago struck to protest wage cuts and the firing of union representatives which led to a boycott of Pullman Railway cars. The strike brought worker's rights to the public eye and Congress declared, in 1894, that the first Monday in September would be the holiday for workers, known as Labor Day.

Although Labor Day is meant as a celebration of the labor movement and its achievements, it has come to be



celebrated as the last, long summer weekend before Autumn.

So as you take the time to relax, give yourself a pat on the back since it is us, the workers, that have made this country what it is today!

We will be closed on Labor Day so we also have that time to relax!

Until next time...

Caesar...

Z-CoiL® Pain Relief Footwear™

<http://www.ez-shoes.com/>

2077 Camden Ave
San Jose, CA 95124
(408) 558-9596

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
(415) 566-6877

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