

Foot Facts

Baby Boomers Take Step In Right Direction

(NAPSA)—Baby boomers, who grew up wearing athletic shoes, are now moving into the demographic that may need podiatrist help, orthopedic shoes or both. But because they don't wear leather oxford or orthopedic "space shoes," boomers want them to be like the shoes they're used to wearing.



Walking In Style—Etonic DRx, a shoe that makes their feet feel better, has caught the attention of Baby Boomers.

That message hasn't been lost by Etonic, who has created a line of podiatrist designed, athletic-styled walking shoes that combine medicine and foot health with shoe comfort. The new line, called Etonic DRx®, features multiple width sizing for both men and women. They also have extra depth to accommodate custom designed orthotics or other medically required devices.

Dr. Tom McGuigan, the podiatrist who designed the shoe, also added Etonic's Footrest Comfort System—a dual density, multilayered footbed with a Tylite gel heel insert for extra cushioning.

The new shoes have been approved for reimbursement under the Medicare Therapeutic Shoe Bill. Medicare recipients with diabetes are entitled to one pair of extra depth shoes and three pairs of custom moldable inserts per year when prescribed by their primary care physician. A step in the right direction all around.

For additional information, contact Etonic at 1-888-447-0023, or their Web site: www.etonicdrx.com.