

Fashion Trends

Fashionable Foot Solutions

(NAPSA)—Fashion runways confirm that fabulous-looking shoes are still the must-have items for spring. Strappy sandals, espadrilles and ballet flats continue to complement the latest fashions in bold patterns, metallics and soothing neutrals. Unfortunately, even top designers forget comfort when creating shoes, leaving women with the painful choice of either stylish and uncomfortable or dowdy and comfortable.

According to a recent survey by KRC Research, more than eight in 10 women feel that fashionable shoes boost their self-image and choose footwear based on fashion trends as opposed to comfort. As a result of wearing uncomfortable shoes, more than nine in 10 women spend time and money pampering their feet. While most women gladly sacrifice comfort for style, there are some ways to make fabulous-looking shoes more comfortable.

Finola Hughes, renowned fashion expert and host of the Style Network's "How Do I Look?," feels that women should not sacrifice comfort for fashion. "Stylish shoes should not equal sacrifice," declared Hughes. "There is no reason why women can't wear shoes that look great and feel great, too. The key is to be smart about how you wear your shoes."

Here are some of Hughes' best survival tips:

• **Happy Feet**—Burning, numbness and swollen feet are usually the result of a night out on the town. KIWI® Smiling Feet™ Gel Ball of Foot Cushions can help alleviate pressure placed on specific areas of feet, relieving pain



Smart solutions for fashionable feet.

and getting feet ready to hit the town in no time.

• **Treat Your Tootsies**—Going barefoot is fabulous at the beach, but you need to make sure your feet are ready to be exposed. One way to brighten up pale feet is to give a little TLC—either at home or in a spa—and they'll be in tip-top shape in no time.

• **Refresh Your Feet**—Stylish flats offer women comfort and mobility, although going sockless often leaves feet smelling less than sweet. One product to combat odor is KIWI Fresh'ins™ lightly scented, paper-thin disposable inserts that can be slipped into shoes to absorb moisture and odor.

• **Travel Friendly**—Long hours in a plane can leave feet swollen and uncomfortable. Give feet the vacation they deserve after a long flight by pampering them—elevate and massage them to improve circulation.

For more information on staying fashionable and comfortable this summer, please visit www.kiwiforwomen.com.