

What makes **The Sports Medicine Store's** insoles different from others?

The Sports Medicine Store specializes in the construction of biomechanical aligned custom insoles, promoting both pain management & comfort for the foot. The proper selection of materials is as important as positioning the foot in subtalar neutral, to obtain longevity, proper shoe fit and comfort from custom insoles.



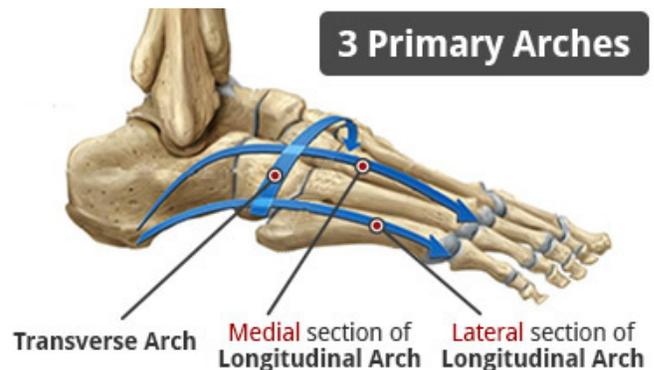
After years of material research and some 12,000 pairs of insoles, we have selected a NEW EVA base material for strength and longevity. This is then covered with a 1/8 orthotic grade compression foam, then topped off with a 1/16th artificial leather top cover. This combination of material is easily moldable (3-5 minutes), long-lasting (7-11 years) and comfortable.

Subtalar Neutral

To obtain optimal insole results, we employ an exact, biomechanical methodology of aligning each foot in Subtalar Neutral.

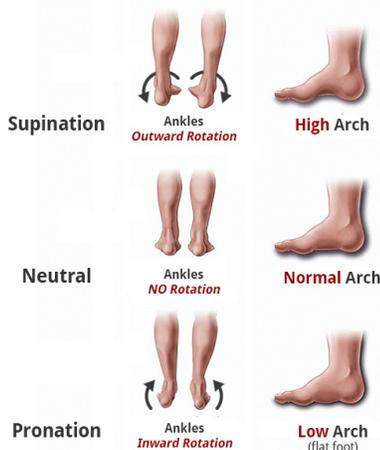
The foot has three (3) primary arches and by positioning the foot in Subtalar Neutral, it anatomically aligns all the bones, joints, and soft tissue to promote proper gait from heel strike to toe off, plus optimal comfort.

Subtalar Neutral is the correct biomechanical position to align ALL arches of the foot. Each arch support is custom molded to the individual needs of each foot, because your right and left foot are not symmetrical.



Each of your feet has *not just one arch, but three: the Transverse Arch, Medial Arch, and the Lateral Arch.* By aligning all of these arches to the individual needs of each foot it helps to align the base of your skeletal system and in turn your ankles, knees, hips and lower back (the lower kinetic chain). Think of the foot as the foundation of your house, if the foundation is good, so is the structure of the house!

Pronation & Supination of the Ankles and its effect on the Arch of the Foot



Understanding Flat Feet -vs- Overly High Arch

Custom insoles can aid in the correction of misaligned feet and ankle joint positions. Incorrect positioning of the ankle joint, **Supination** (outward rotation) and **Pronation** (inward rotation) result in either High Arches or Low Arches (Flat Feet). Our custom inserts work to bring alignment back into neutral alignment. Proper alignment of the joint at the ankle and foot results in a more stable lower leg support system.



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