



PONTIFEX
Physiotherapy
& Performance

SPRING NEWSLETTER

Thank you!

With warmer weather and longer days upon us, it's the perfect time to enjoy the outdoors. To make the most of this wonderful season, it's important to take care of your feet and choose the right footwear. We have a few topics about feet in this newsletter that will help you make the most of the outdoors this spring and summer. We'll also share some helpful tips and exclusive discount offers for our members to keep you moving comfortably all season long.

- ✓ Do Shoes Cause Bunions?
- ✓ Are Crocs The Best Shoes Ever??? Maybe not, but there may be a few surprising reasons why they will be good for you
- ✓ What Are Flamingo Feet?
- ✓ Special 20% off On Archies and Flamingo Feet for our members*!
- ✓ Welcome our New Members! Details of the program are at the end for you





DO SHOES CAUSE BUNIONS?

We have a short video that I recommend you watch for more detail by my colleague in Victoria who is a foot specialist Physiotherapist and the owner of flamingo feet. He goes into some great detail with some interesting research on bunions.

Link to video : [here](#)

QUICK SUMMARY:

- ▶ It's highly likely that shoe wear plays a significant role in the development of bunions.
- ▶ Hallux valgus, the big toe deviation towards the other toes on the same foot, is what leads to the bunion issue. With the research mentioned in this video, narrow based shoes around the toes puts pressure on the toes and the big toe to deviate.
- ▶ The research also states that the presence of a bunion leads to an increased risk of falls.
- ▶ One of the main studies, discussed in this video, analysed many different eras including the medieval times and what footwear was worn and the prevalence of bunions and fractures with these people. This was through physical examination of the bones of 177 bodies from different regions and what certain demographics were wearing for shoes.



ARE CROCS THE BEST SHOES EVER?

Crocs can be a polarising choice for footwear, but they offer several benefits that are often overlooked. Our colleague, a foot specialist physiotherapist in Victoria, discusses these advantages in detail in a video (link [here](#)) that is worth watching.

KEY BENEFITS OF CROCS:

- 1. Wider Forefoot Area:** Crocs have a spacious design around the toes and forefoot, making them suitable for individuals with conditions like bunions or Morton's Neuroma.
- 2. Space for "Flamingo Feet":** Crocs provide enough room to accommodate "flamingo feet," a product designed to improve toe alignment and activation, balance and stability, as well as foot strength. (We have more detail below on flamingo feet)
- 3. Improved Balance with Long-Term Use:** The textured grip inside the shoes stimulates sensory receptors (proprioception) on the foot's underside. Research indicates that improved proprioceptive feedback can enhance balance and stability, particularly in the elderly, who may rely more on proprioceptive cues than younger individuals. This makes Crocs an excellent option for warmer months when socks aren't desired. Relevant studies include:
 - ▶ J Sport Health Sci. 2019 May;8(3):218-227
 - ▶ J Sport Health Sci. 2021 Sep; 10(5): 585-593
 - ▶ Front Aging Neurosci 2015 Jun 23;7:97
- 4. Forefoot Flex:** Crocs mimic the natural bending of the foot during walking, providing essential support while allowing for movement. This flexibility can significantly contribute to overall foot health, especially compared to stiffer shoe options that lack this feature.

Although some people might not like the look of Crocs, if you are someone with foot issues, balance issues or a barefoot runner then these might be worth a second look.



WHAT ARE FLAMINGO FEET?

Flamingo Feet are **Toe Spreaders** designed to gently splay the toes and **strengthen the muscles** of your feet and ankles, providing a myriad of benefits to anyone experiencing discomfort of their feet. If you sit, stand, walk, dance or run, **Flamingo Feet** could be the answer!

Each set (a pair) of Flamingo Feet are designed to help with:

- ▶ Toe alignment
- ▶ Bunions & bunionettes
- ▶ Morton's Neuroma
- ▶ Balance & stability
- ▶ Foot & ankle strength
- ▶ Hammer, claw, or mallet toes
- ▶ Arch & heel pain
- ▶ Tired & aching or stiff & rigid feet
- ▶ Metatarsalgia

WHAT WE HAVE SEEN IN THE CLINIC WITH FALAMINGO FEET?

We have used the flamingo feet with patients in the clinic for almost two years now with very good results. There has been three main patients that we have used them for so far:

- ▶ Senior patients with needs for balance improvements
- ▶ Athletes looking for improvements in foot control with running or their sports
- ▶ Bunions and toe alignment/pain issues





**No Breaks
Or Blowouts**

Ultra strong
one piece design.



Real Arch Support

Gives your feet the
support they need.



Moulds To Your Foot

Specialised
foam material.

Archies and Flamingo Feet Special Order

We are going to do a clinic order on **November 1st** for both
flamingo feet and Archies. We will be giving

our newsletter members a 20% discount

on this order. Just email us or speak
to us at the clinic with either of the below:

- Colour and how many pairs of the Flamingo Feet (White or Pink)
- Your size and colour of the Archies footwear (Thongs only)

Here is the Archies website to help with your selection

<https://archiesfootwear.com.au/>

MEMBER PROGRAM

We have also been looking for the right balance to reward our awesome patients who spread the word of our clinic and recommend our clinic to friends and family. We will look to expand the program as the years go on, but for now two great benefits for every member will begin.

MEMBER BENEFITS:

FIRST REWARD:

\$20 added to your account for every new patient that you refer to us that attends our clinic. This will be added to your account and can be used at your next consultation.

- ✓ E.g. 1 new patient equals \$20
- ✓ The new patient needs to mention your name at their initial consult
- ✓ The new patient can allocate the bonus to only one person
- ✓ E.g. 5 new patients that you recommend equals \$100 added to your account.

SECOND REWARD:

- ✓ The second benefit is a 10% discount off all products in our clinic as standard.
- ✓ Just mention the newsletter to our team when purchasing your products

WHAT IS NEEDED TO BE A MEMBER?

- ✓ Simply read our newsletters (only 4 per year) and that is it! **Nothing else is needed**

WHAT IS NEEDED TO OPT OUT?

- ✓ Simply email us or unsubscribe from the email and we will remove you from our program and the benefits that are included



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