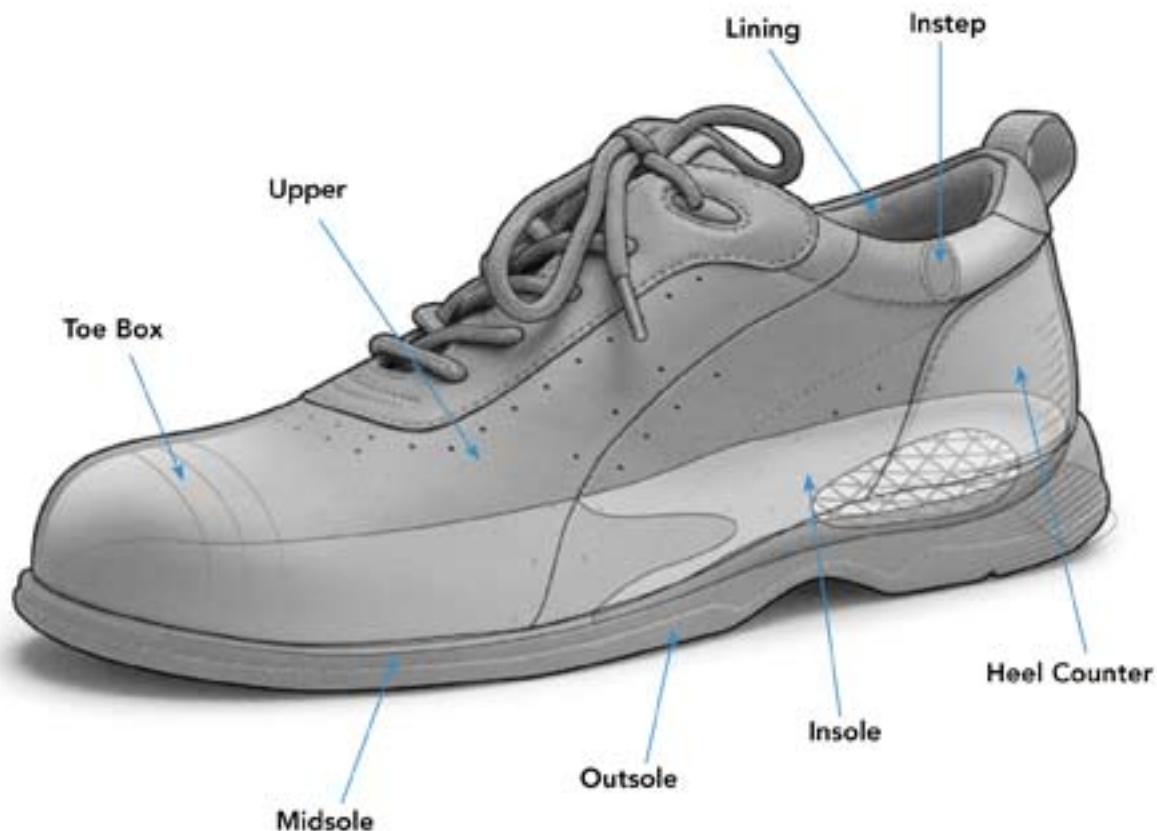


# Anatomy of Footwear



## *What to look for in a Shoe Purchase*

- **The Outsole** should be made of Polyurethane (PU) for durability and cushioning. It should also have a lower profile for stability and balance.
- **The Midsole** should also be made of Polyurethane.
- **The Heel Counter** should be a rigid to semi rigid piece set inside the upper. You should be able to feel this. It provides stability.
- **The Toe Box** area should be wide and deep. Your toes should be able to wiggle with the shoe on. This is a very important design feature to look for.
- **The Upper** should be made of Full Grain Leather or Mesh for breathability. It is vital that the upper is made with a breathable material.
- **The Insole** should be removable and be made of a Moisture Wicking material. It can also be designed to have stability features. Don't be shortchanged here.
- **The Lining** should be made of a soft and moisture wicking material
- **The Instep** should keep the ankle in place and provide good padding around the entire ankle area.

## Additional Shoe Buying Tips

- Have your foot measured every time you buy shoes.
  - Have your foot measured while you are standing.
  - Try shoes on both feet.
  - Never wear vinyl or plastic shoes, as they do not stretch or breathe.
  - Recognize signs of ill fitting shoes — corns, bunions, etc.
  - The condition of the shoe is more important than the price or brand name.
  - It is best to have more than one pair of shoes. Alternate to avoid rapid deterioration.
  - Try on shoes while you are wearing the same types of socks you expect to wear with the shoes.
  - Shoes should feel good from the moment you put them on. Quality shoes do not need to a “break in” period.
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## Summary

- Stay Active — The Key to Remaining Healthy.
  - Be mindful of the messages your feet are sending you.
  - Good Footwear is the best preventative care against foot ailments.
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For additional information about footwear and foot care  
visit our web site: [www.priorityfootwear.com](http://www.priorityfootwear.com)  
or call Toll Free: 1-866-557-3478

The logo for Priority Footwear & Pedorthic Services, LLC. It features a blue square with a white stylized 'P' on the left. To the right of the square, the word 'Priority' is written in a large, bold, serif font. Below 'Priority', the words 'FOOTWEAR' and '& Pedorthic Services, LLC' are written in a smaller, all-caps, sans-serif font, stacked on two lines.