

## Soft Science Introduces New Footwear Line

Soft Science, Inc. introduces its new line of footwear with particular applications in podiatry. Their specially-built shoe offers superlative comfort with extra width and depth, and their proprietary insole and outsole, made of Trileon, effectively cushions the foot and relieves high pressure areas. Soft Science's footwear is ideal as a diabetic house shoe, provides instant relief from both plantar and metatarsal pain, and can be used as an interim recovery shoe after surgery. The insole is removable for customization. Podiatrists can purchase their full line of footwear at half price. For more information, contact Eddie Scott at Soft Science. Eddie@softscience.com, 801-455-8558, or click here.



## Announcing a New Targeted Treatment for Foot, Heel, and Plantar Fascia Pain

Pedicis Research is pleased to announce in March 2016 the introduction of new **Plantacin**, an innovative treatment for foot, heel and plantar fascia pain. Plantacin formulation combines a powerful analgesic with anti-inflammatories in a targeted delivery vehicle that promotes deep tissue penetration and provides quick and lasting pain relief. In a recent clinical study, Plantacin reduced pain scores on average of 64% in 2 weeks and 90% of patients experienced significant pain relief after 1 application.

Plantacin is sold as an OTC product exclusively to health care practitioners for dispensing to their patients.

It is not sold in pharmacies or the Internet.

Pedicis also markets

two other innovative products: Vircin advanced wart treatment for resistant warts and Cidacin antifungal solution, one of *Podiatry Today's* 2013 Top Ten Innovations.

For more information visit [www.pedicis.com](http://www.pedicis.com), e-mail [contact@pedicis.com](mailto:contact@pedicis.com), call 800-748-6539, or click here.



## Enhance Understanding, Investigation and Management of Chronic Pain

*Walking Well Again: Neutralize the Hidden Causes of Pain* is a new book written by a Baltimore podiatrist, Dr. Stuart Goldman. Based in part on articles he has published in podiatry, diabetes, and family practice journals, it also includes new original insights which often result in rapid (1-2 days) relief of chronic pain, even if symptoms have been present for years.

Symptoms addressed in this book include back pain, knee or hip arthritis, and foot or leg pain. They could cause difficulty walking, standing, sitting and even lying down, and are frequently attributed to arthritis, spinal stenosis, fibromyalgia, diabetic neuropathy, poor circulation, or restless leg syndrome.

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Information about the book (including a preview, 120 patient interviews and ten letters from clinicians) is available at <http://walkingwellagain.com/> or [click here](#).

Available on Amazon.com, Walking Well Again comes with a one month money-back guarantee.

## Powerstep Pro Tech Line Offers Full Range of Prefab Orthotics

Established nearly 25 years ago and now one of the most podiatrist-recommended brands in the prefabricated orthotic market, **Powerstep** manufactures high-quality orthotics for preventing and relieving the most common foot problems.

The Pro-Tech line is exclusive to medical professionals, and in-office dispensing allows doctors to offer patients immediate and



affordable pain relief as a first-line therapy for mild conditions while waiting for custom orthotics.

The Powerstep ProTech line offers a full range of products with various levels of cushioning and support to meet all your prefabricated orthotic needs. The products feature a polypropylene shell calibrated with flexibility, dual-axis foot control, arch support and a stabilizing heel cradle with Poron® cushioning for relief from plantar fasciitis, heel spurs and other conditions—relieving heel and arch pain, as well as knee and lower back pain.

Powerstep® products have been proven clinically effective in improving comfort, reducing pain associated with plantar fasciitis and are approved by the American Podiatric Medical Association. Powerstep's mission is to provide the most effective products available for preventing and relieving common foot problems.

For more information, call 888.237.3668, visit [www.powerstep.com](http://www.powerstep.com), or [click here](#).

## Announcing Video Tour—An Inside Look at a New Way to New Patients

Your practice website is more than a marketing tool; it's the first impression you make on many prospective new patients. That's why **Online Podiatry Sites** built Video Tour—to help you make those patients feel welcome in your office even before they step through the door.

Video Tour allows you to build a welcome video for your practice website without special equipment, expertise, or editing software. All you need is a practice and a camera, like the one on your phone.

You take the pictures and tell Online Podiatry Sites about your practice. They turn them into a video with professional voice and editing. Patients stay on your website longer, leading to more calls, more appointments, and a better experience all around.

See Video Tour in action by visiting [www.onlinepodiatry-sites.com](http://www.onlinepodiatry-sites.com), by calling 888-932-5560, or [click here](#). Call or click today for a \$100 credit toward any new website package.

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**Spotlight on AmerX: Partners in the Science and Management of Wound Care**

**HELIX<sup>3</sup> Bioactive Collagen Matrix (CM) and Particle (CP) Dressings from AmerX**

Kickstart your wound care program with the latest in advanced wound care from **Amerx!** HELIX<sup>3</sup> Bioactive Collagen Matrix (CM) and Particle (CP) dressings contain 100% Type 1 native bovine collagen for effective wound management in all wound phases. The non-adherent, biodegradable and biocompatible HELIX<sup>3</sup> collagen dressings are highly absorptive, porous and able to absorb up to 40-60x their weight in wound fluids without the need for additives, synthetics or alginate fillers. HELIX<sup>3</sup> Collagen Powder retains up to 10X more native, non-denatured, triple-helical collagen protein than



some competing products, further enhancing the vital scaffolding process to support granulation tissue formation. HELIX<sup>3</sup> Bioactive Collagen is

PDAC approved and now available in the 15-day/30-day AMERX Collagen Wound Care Kits as well as 1g (packets); 2x2, 3x4 and 4x5.25 (pads) easy-to-dispense 10, 20 & 30 unit patient packs.

The comprehensive new Amerx Practice Management Program now offers a Turn-Key approach to DME wound care with a full line of PDAC-approved advanced wound care products, compliance tools and necessary supportive documentation in order to streamline DME billing and wound care protocols. Contact your Amerx representative to learn how Amerx can enhance your practice growth. 1-800-448-9599 or [click here](#).

**Jan L Builds “A Better Dust Trap”**

Integral vacuum/drill systems’ major design flaws include the positioning of a handpiece within dusty airflow and a “hardwired” handpiece assembly. Observing these issues, laws, **Jan L Inc.** has built “a better dust trap.”

Integral handpieces soon experience clogging and reduced dust pickup. Dust, penetrating these handpieces, causes premature bearing failure. Jan L’s hybrid Rhino design resolves these issues. It evacuates via a non-clogging side-positioned tube. The hybrid integral Plug-and-Play handpiece assembly, allows the replacement of the separate handpiece, hose or cord, in-house. These features reduce downtime and repair costs.

In addition, the SmartPro base features vacuum and drill speed controls, forward/reverse, large viewable digital display, and standard knobs/switches. Knobs/switches allow control “by feel alone.” Touch pad buttons on some other units require turning the head, facing the panel, and aiming the finger. A handpiece switch or supplied foot control activate the SmartPro. Base positions include table top or sitting up on the floor. A carry handle provides conveyance, and hand-

piece brackets offer parking for the handpiece.

The SmartPro utilizes secure medical-type handpiece chucking that does not eject burs like quick chucks can.

Visit [www.janlinc.com](http://www.janlinc.com) for more information, call 609-261.1133, or [click here](#).