

New ShoeZap™ UltraViolet Shoe Sanitizer from PediFix® Kills Germs That Cause Foot & Nail Infections— Without Toxic Shoe Sprays

By Mark Bailey, DPM

The PediFix Footcare Company introduces its newest product for podiatric care—the ShoeZap UltraViolet Shoe Sanitizer.

Jon Case, president of the 4th-generation, family-owned podiatry supplier explained, “ShoeZap offers a better, faster, simpler, and easier way to disinfect shoes, without toxic chemicals. For patients suffering from, susceptible to, or being treated for Athlete’s Foot, fungal nail infections, foot and shoe odor, diabetic infections and other conditions, UV shoe sanitizing provides meaningful, clinically significant benefits and advantages.”

“Podiatrists recognize that the warm, dark, damp shoe environment creates an ideal breeding ground for pathogens that can infect and re-infect feet and nails. In addition to providing ‘microscopically-clean’, safer and more hygienic footwear for patients, ShoeZap offers a new revenue, profit and service opportunity for our customers,” adds Case.

Shoe Sprays Are Just Not the Answer

“First, there is little clinical proof of the effectiveness of chemical sprays,” says Case. “Second, there are drawbacks of aerosol dispersants most use, and third, perhaps most importantly, too many shoe sprays contain toxic ingredients that turn ordinary footwear into a poisonous foot bath—an unhealthy environment for perspiring feet to be enclosed in for 12-18 hours each day.”

“UVC germicidal light is clinically proven to kill most every type of fungus, bacteria, virus, molds, yeast, allergens and other pathogens that can live in footwear, including *T. rubrum*, *T. mentagrophytes*, *P. aurigenosa*, *Candida albicans*, *E. coli*, *Staphylococcus aureus*, even MRSA—quickly, safely, thoroughly, and without leaving behind chemical residue”.

The elimination of pathogens inside shoes is expected to enhance professional care outcomes. “ShoeZap works in conjunction with oral, topical and laser antifungal therapies—it’s already being dispensed to every patient undergoing these treatments at several busy practices,” according to Case, “with great results and patient satisfaction.”

“Treat Their Shoes While You Treat Their Feet”

“My patients fighting common infections wanted to get ShoeZap for frequent, at-home use” says Mark Bailey, DPM. “The device is available for in-office patient purchase—a



convenience for them, with profits for my practice, he adds. ‘ShoeZapping’ patients’ footwear during appointments is also proving to be a popular, value-added service that I charge for, or offer complimentary, as a way to attract, retain and re-activate patients. My practice benefits both ways.”

“This is a new, ancillary business opportunity for our customers,” says Case.

“ShoeZap is both a unique product to sell, and a beneficial service to offer. Doctors can charge \$5, \$10, \$15, even \$20 for one, or a series of ShoeZap in-office treatments,” says Case. “The product itself sells for \$125, \$115

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+ \$10 S&H, with special wholesale prices for doctors. For practitioners who prefer to prescribe, ShoeZap is available for patient direct-order via 1-800-PEDIFIX, and the firm’s website.

First Sanitizer with Unique Advantages

According to Case, ShoeZap is the first and only UV Shoe Sanitizer to combine several design advantages. “ShoeZap works in just 15 minutes, unlike other sanitizers that require 45 minutes or many hours to disinfect shoes. Second, the single-sized ShoeZap fits any and all shoe sizes, types and styles, including boots, sling-backs, even flip flops. Third, ShoeZap is ‘reversible’ to disinfect the heel area. Finally, ShoeZap features an industrial-strength design, engineered for years of frequent use.”

“ShoeZap offers significant clinical benefits—killing fungus and bacteria, without the disadvantages of toxic chemical shoe sprays,” says Case. “and provides a profit opportunity for doctors to earn additional income,” he concludes.

To order, or get more information, contact PediFix today. Call 800-424-5561, Fax 800-431-7801, [click here](#), or e-mail info@pedifix.com. For your purchasing convenience, ShoeZap is now also available from leading podiatry industry distributors, including Moore Medical, Henry Schein, Gill Podiatry and others.

