

Propét Collaborates with Dr. Harold Schoenhaus on Game-Changing AdaptaStep and Rejuve Footwear

By Cecilia Lauerman

Propét USA will continue the expansion of its comfort and therapeutic footwear offerings in 2015, with a focus on its new line of footwear featuring the patent-pending Rejuve Motion Technology—a stabilizing heel cup that minimizes pronation. This new line was built in collaboration with foot and ankle surgeon Harold Schoenhaus, DPM—Propét’s first podiatric advisor. In addition to Schoenhaus’ collaborative efforts on the Rejuve™ footwear line, he was also instrumental in the design and launch of the Propét Preferred AdaptaStep, a revolutionary new recovery shoe with variable flexibility that promotes healing and a quicker transition to normal gait, following surgery or trauma.

“Propét has a long history in the comfort footwear category and a strong background in providing shoes for the therapeutic market,” said Schoenhaus, “so it was only natural that we collaborate on bringing some game-changing ideas to life.” In podiatric medicine for more than 45 years, Schoenhaus, podiatric medical director at Penn Wound Care Center at Penn Presbyterian Medical Center in Philadelphia, has experienced the evolution of both the profession and the development of footwear and footcare products.

Shoes that incorporate Rejuve Motion Technology, a deep U-shaped heel cup and independent side flanges that stabilize the foot and support the arch, minimize pronation and associated symptoms, protecting not only the arches and ankles, but also the knees, hips and lower back.

The technology is built into the advanced sole system of Rejuve shoes and is biomechanically engineered to cup the heel bone and maintain its alignment relative to the leg and ground. This design places the heel in an inverted position at heel strike so the foot can be controlled while allowing normal motion to occur.

“We’ve had great success with the launch of our Rejuve footwear line,” said Marketing Director Cecilia Lauerman. “These shoes have opened up some new doors for us and have allowed us to broaden our distribution into some better-grade retailers. We continue to look to this line for additional growth as we gain momentum in the market.” In addition to the success that Propét has experienced with the retailer, consumers who participated in a third party study found the Rejuve sandals they wore



Rejuve Heel

effective in relieving discomfort associated with improper foot function and overpronation. View study results online at www.propetusa.com.

The AdaptaStep recovery shoe features Variable Flex Technology, which involves two sets of three removable rods that are inserted into the forefoot of the shoe and extend into the sole. Clinicians can remove rods, varying the shoe’s flexibility—from rigid, to semiflexible, to flexible—as the patient recovers.

Schoenhaus said this shoe, designed to transition patients from the postoperative period back into their regular shoes, helps return flexibility to the foot and sole, speeding recovery of normal gait.

The AdaptaStep, which provides offloading and can accommodate custom orthotic inserts, may also be used to assist with diabetic wound healing.

The shoes are designed to reduce edema with large, fully removable top and heel panels with hook-and-loop closures that provide compression, but not constriction—a problem sometimes caused by the straps of other postoperative shoes. The AdaptaStep, washable and lined with nanosilver, also helps reduce the risk of infection.

The AdaptaStep shoe was created to be a more effective alternative to aiding postoperative or post-traumatic recovery. This shoe is targeted at podiatric surgeons, physical therapists, hospitals, surgical centers and DME suppliers. In addition, the AdaptaStep, which provides offloading and can accommodate custom orthotic inserts, may also be used to assist with diabetic wound healing.

Propét USA—celebrating its 30th year in the footwear business—is well known for its comfort shoes in a variety of sizes and widths. Those include the TravelWalker collection and the company’s Propét Preferred line of therapeutic footcare products.

For more information visit PropetUSA.com or *click here*.



AdaptaStep

Circle #157