

# PODIATRIC MARKETPLACE

## New RYBOAirBalance Brace

RYBO Medical, Inc. introduces their latest Balance Brace, the AirBalance Gauntlet, as the latest addition to the RYBO line of Balance Braces.

Patrick Chappell, president of RYBO Medical, Inc., states "Our clients asked for a Gauntlet-style version of our AirBalance brace...a comfortable, low-profile brace which allows for better control and minimal correction over our standard Air Brace where needed on a case-by-case basis. By streamlining the design and trim lines we've created the exact Balance brace our clients have been asking for."

All RYBOAirBalance braces are manufactured in RYBO's industry-leading 2-day turnaround time. "Our clients had patients changing their minds, waiting up to 5 weeks



for a brace to be made. Patients were being lost due to slow service and excuses. We responded by

running 2 shifts, even over-time, to keep up with demand and maintain our published turnaround time," states Chappell.

All RYBOAirBalance braces are available in 4 colors, with multiple options to fit any patient.

*For more information visit [www.rybomedical.com](http://www.rybomedical.com) or click here.*

## Free Orthotic Education at ProLab's Website

ProLab is pleased to offer the podiatric community the most up-to-date educational resources relating to orthotic therapy at [ProlabOrthotics.com](http://ProlabOrthotics.com). Whether you are a practitioner, resident or student, the lab invites you to take advantage of their comprehensive collection of the best available educational resources,

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## NuvoLase Introduces the New Next Generation PinPointe FootLaser

NuvoLase Inc. is pleased to announce the availability of their new next generation PinPointe FootLaser for the temporary improvement of clear nail in patients with onychomycosis as well as for the treatment of verruca.

The PinPointe FootLaser was the first light-based device to receive FDA clearance specific to clearing nails infected by onychomycosis, commonly known as nail fungus. With over 300,000 procedures performed worldwide and growing, the PinPointe FootLaser remains one of the only devices on the market today with well-documented clinically proven efficacy.

"I am pleased with the interest and uptake of the new next generation device," says Steve Duddy, President and Chief Executive Officer of NuvoLase Inc. "The new system gives us the flexibility to grow in the future and the new contemporary touchscreen design will look great in any office." He adds, "The PinPointe FootLaser has quickly become the light-based device and procedure of choice for many cli-

nicians worldwide seeking alternative methods for onychomycosis and warts. The FootLaser is a great alternative to oral medications, which can be risky for the patient."

The PinPointe FootLaser is available worldwide with approvals that include FDA clearances, CE Mark, TGA, shonin approval from the Japanese Ministry of Health, Labor and Welfare (MHLW), Health Canada and the KFDA in Korea.

### About NuvoLase Inc.

NuvoLase, Inc. develops and markets innovative devices for healthcare providers worldwide. NuvoLase products are the result of solid research, sound science, and extensive clinical experience, ensuring that they always provide superior clinical performance. The PinPointe FootLaser is available worldwide. *For more information, visit [www.NuvoLase.com](http://www.NuvoLase.com), call 530-809-1970, or click here.*



\*NuvoLase, PinPointe, and PinPointe FootLaser are trademarks of NuvoLase, Inc.

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tools, and orthotic therapy solutions.

The user-friendly website features webinars, links to published orthotic therapy articles, orthotic terms and definitions, references, advice and more. Advanced information includes orthotic prescription-writing information and casting videos. The ProLab website delivers timely information, frequent updates and a simple, efficient user experience.

Visit [www.prolaborthotics.com](http://www.prolaborthotics.com) or click here, to watch a video, listen to a podcast, read the research and see what's new!

## Bintz Lateral Wedge

Bintzco's Lateral Wedge orthotic is designed with a full-length lateral support wedge that helps to ensure proper foot-knee alignment and to reduce arthritis pain. It also inhibits supination. Indicated for peroneal tendonitis, peroneal tendon tears,



peroneal tendon subluxation, lateral ankle instability and recurrent lateral ankle sprains; pain associated with shin splints, plantar fasciitis and mid-foot osteoarthritis; and leg length discrepancies. PQ gel with a fabric top cover. Available in Small (W7-9, M6-7), Medium (W10-11, M8-9), Large (W12-13, M10-13) at \$14.00 per pair. Easily trimmable.

Only available through the Verne Bintz Company. Call 800-235-8458, click [bintzco.com](http://bintzco.com) to order, or click here.



## SPOTLIGHT ON VILEX

### Vilex's New Generation of Cannulated Screw Systems

Vilex, the first company to introduce the 2.0mm cannulated screw, has released the next generation of cannulated screw systems. The Titanex™ Small Cannulated Screw System released earlier this year is a premier cannulated screw fixation system from Vilex. The fully modular Titanex™ system features 2.0mm, 3.0mm, and 4.0mm lag screw implant modules.

The color-coded Titanex™ system simplifies the procedure in the operating room with easy to identify quick connect instrumentation: cannulated drills, redesigned countersinks, and hexalobe drivers. Each removable caddy is a self-contained screw system with instrumentation presented in the sequence of the procedure for the convenience of those assisting in surgery.

Low profile cannulated implants include hexalobe drive offering greater torque control and driver engagement. 3.0mm implants have been redesigned to accept a 1.4mm guide wire, offering greater wire stiffness for reduced bending and improved implant positioning. Implant threads are optimized for osteotomy fixation and are self-drilling, self-tapping, and feature individually hand-sharpened cutting tips. A complete range of implant sizes ensure the proper implant is available for surgery, including 1mm increments in lengths between 10mm-20mm with more implants in each size: a total of four implants in 2.0mm and 3.0mm sizes, and three implants in 4.0mm sizes.

Learn more at [www.vilex.com](http://www.vilex.com) or click here.

## New—Serrated Super-Cuts Available from gSource

gSource Super-Cut Scissors with micro-fine serrations on the edge of the blade help to prevent tissue slippage and facilitate effortless cutting. Renowned for their unsurpassed sharpness, these blades are specially heat-treated to achieve a long-lasting razor-sharp edge, and retain their sharp edges

longer than ordinary scissors. They cut through multiple layers with precision and ease, and help to reduce hand fatigue and carpal tunnel syndrome.

gSource is committed to putting the finest instruments into the hands of podiatrists and their teams. Crafted from German surgical stainless steel, and recognized by their finely finished surface, gSource instruments

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are designed to perform with precise surgical function. They are also conceived to be affordable. It is this combination of quality and realistic

pricing that distinguishes the gSource brand.

The gSource catalog contains nearly 3,500 instruments with many patterns available for same day shipment from their NJ headquarters. All standard instruments are guaranteed for life against manufacturing defects of material and workmanship.

See gSource instruments at booth #4 during the Goldfarb Foundation Clinical Conference.

Contact gSource at 800.978.1119, [email@gSource.com](mailto:email@gSource.com), or visit [www.gSource.com](http://www.gSource.com).



## SOLO Labs Offers Superior Custom Orthotics and Footwear at Competitive Prices

With over 30 years of experience and technological advances in the orthotics industry, SOLO Laboratories is one of the nation's leading manufacturers of custom prescription orthotics and podiatric devices. SOLO has built their reputation on the pillars of quality products, exceptional service and an enduring commitment to helping doctors improve

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## Exquisitely-Made Non-Custom Orthotics from Italy, Available Exclusively to Physicians and Allied Healthcare Professionals

Made in Italy and distributed in the U.S. exclusively to medical and allied healthcare professionals, Saluber® products are purposefully designed and feature premium materials including Poron®, Alcantara®, leather, and wool. Saluber products include:

- Full and 3/4 length orthotics
- Off-loading devices
- Heel lifts and pads
- Miscellaneous inserts

For patients: Saluber® products combine best-in-class materials, workmanship and design to create elegant, luxurious, and durable products that meet their needs and preferences.

For podiatrists, orthotists, C-Peds: Saluber® products are a premium quality and proprietary retail product line that can be sold at competitive prices, while still earning robust profit margins. BONAPEDA™ does not sell directly to the general public, and does not supply Saluber® products to retailers for internet sales to the general public.

What are DPMs saying about Saluber® products and BONAPEDA's™ service?

*"I generally recommend Saluber® products for patients who require cushioning and support after they have been successfully treated for pain associated with heel spur syndrome, plantar fasciitis, tendinitis, neuromas and in some cases, pain associated with leg length differences. In my experience, Saluber® orthotics sold by BONAPEDA™ Enterprises offer the best performance and quality and most economical choice compared to other off-the-shelf orthotics for my patients. My patients trust that I will give them the best treatment plan and recommend the most appropriate products available to them. When I see my patients, they've already tried the ineffective and oftentimes inappropriate OTCs from the local pharmacies and sporting goods stores. Generally, my patients have been very happy with Saluber® orthotics. I am extremely happy with the prompt and pleasant customer service at BONAPEDA™."*

—Catherine Lee, DPM, New York, New York, July 2015

Please visit [bonapeda.com](http://bonapeda.com) for more information or click here.



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their patients' lives. Their philosophy, echoed in their name, has been to Serve Others, Love Others.

By continually adopting and developing new technology, SOLO takes pride in their ability to create superior, customized orthotics at competitive prices. Their intensively researched products include fully custom orthotics designed specifically for your patient, pre-molded insoles, braces, sandals and diabetic footwear.

SOLO Labs goes beyond custom orthotics with stylish and high-quality footwear. Sandals by NAOT, with custom insoles, and diabetic shoes from OrthoFeet are specially designed by biomechanical engineers to provide the support and comfort you expect from top-of-the-line footwear. SOLO's shoes assist the diabetic patient by easing injury and discomfort while helping prevent new concerns. Their sandals have a removable insole that allows for the placement of a custom orthotic thereby providing just the right support. Walk with comfort and ease with SOLO.

For more information visit [sololabs.com](http://sololabs.com), call 800-765-6522, or click [here](#).

## Multi Radiance Super Pulsed Laser Technology

Multi-Radiance is running a special promotion for the podiatric community:

- Save up to \$4,990 off
- Purchase a MR4® DLS LS50-4D Package + Receive (2) TQ Solos FREE!
- DLS Promotion Package includes:
  - (1) MR4 MR4™ Control Unit
  - (2) MR4 LaserShowers™ 50W, each with a coverage area 20cm<sup>2</sup> (over 7.8")
  - (1) Magna Cart Hands-Free Delivery System, 2 arms for Unattended Treatments
  - (2) TQ Solo 15 W Super Pulsed Lasers are cordless, so ideal patient rentals—FREE!

Offer Expires November 15, 2015

Promotion Info: [http://www.multiradiance.com/~media/multi-radiance/files/pdfs/podiatry-plus2\\_111515.pdf](http://www.multiradiance.com/~media/multi-radiance/files/pdfs/podiatry-plus2_111515.pdf)

Multi Radiance Medical® Laser technology is an advanced and high-

ly effective non-invasive treatment method and is cleared by the FDA. This proprietary technology incorporates Super Pulsed Laser, red and infrared light, and magnetic field to provide temporary pain relief and enhance blood circulation.

Multi-Radiance reports that positive ROI is possible even within a couple of months.

For more information visit [www.multiradiance.com](http://www.multiradiance.com), call 800-373-0955, or click [here](#).



## New Portable Lower Extremity Scanner (LES) from Mile High

Mile High Orthotics Lab announced its new portable orthotic scanning system, the Lower Extremity Scanner (LES). Using an iPad with a scanner attachment, practitioners are now able to scan for orthotics and AFOs anywhere they can bring the iPad to. The key to this device's accuracy is the software in combination with the scanner.

With precision and accuracy down to one millimeter, LES eliminates the mess of plaster casting or the hassle of shipping foam boxes. The idea behind LES is to make it easier to scan a patient's foot and send in an order for production instantly, cutting down on shipping costs and turnaround time. This scanner will be used for both custom foot orthotics and AFO's.

MHOL brought LES to market hoping it would allow practitioners to expand their practices from being exclusively traditional treatment room-based to being able to expand their practices on the go. No longer will a scanner hold your treatment room hostage or tangle you and your staff

up with all of the wires on today's traditional scanners. LES will give you the freedom and technological look of a well-established practitioner to make a long-lasting impression on your patient.

Mile High takes pride in being technologically advanced and in having a dedicated group of highly trained employees committed to paying attention to every detail of their work. The lab still accepts plaster casts, foam box impressions, and STS Socks to manufacture their complete line of orthotic devices but the addition of the new scanner reflects their reputation for bringing new innovations to the orthotic industry.

For more information visit [www.mholabs.com](http://www.mholabs.com), call 866-710-4880, or click [here](#).

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

Pedicis Research is pleased to announce in Q4 2015 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 re-



cent 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

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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.

## Foot Miracle® & Urea Care® from Straight Arrow Products

Foot Miracle and Urea Care from Straight Arrow restore and protect the skin's natural moisture balance. *Foot Miracle*, a deep penetrating moisturizing formula, is a 'pedicure



Foot Miracle

in a tube' ... effective, yet affordable...it softens calloused, rough areas while helping to fortify weak nails. It rejuvenates the driest skin without mineral oil, petroleum, or a greasy feel. *Urea Care* is a practitioner strength therapeutic treatment that consists of a blend of 10% Urea, Aloe Vera, essential oils, vita-

mins A, D and E and other hydrating properties that provides maximum moisture to heal dry, cracked, rough skin, also associated with diabetic foot ailments. *Urea Care* glides on easily, immediately revitalizing your skin or feet, leaving them soft, silky and velvety. Straight Arrow Products, Inc. has brought award-winning products to the marketplace for over 40 years.

For more information: please call 1-800-827-9815, log onto <http://straightarrowtherapeutic.com>, or click here.

## Nomir Medical Ships 100th Noveon® NaiLaser™

Nomir Medical Technologies, Inc., announces the shipment of its 100th Noveon NaiLaser. Based on dual wavelength laser technology that uses light rather than heat to successfully treat onychomycosis, the Noveon NaiLaser features automatic operation to treat multiple toes simultaneously.

Describing how the 100 system milestone was reached, Jack Kay, Nomir CEO, said: "FDA clearance last year led to increased sales in

the US as word of the Noveon NaiLaser's ability to successfully treat onychomycosis has spread. Our new CE Mark designation is now adding significant sales interest in other markets."

Dr. Annette Joyce, a Noveon NaiLaser physician explained, "My patients appreciate the rapid improvement they see in their infected nails, something they weren't getting with other treatment options. The Noveon NaiLaser saves my time by treating multiple nails simultaneously and automatically, giving me a treatment option for patients who are not comfortable with prescription solutions."

Noveon NaiLaser—FDA Clearance

The Noveon® is currently indicated for the temporary increase in clear nail in patients with onychomycosis (e.g., dermatophytes- *Trichophyton rubrum* and *T mentagrophytes*) only when used together with topical antifungal drug therapies approved to treat the accompanying *tinea pedis* and/or approved to treat onychomycosis.

For more information visit [noveonlaser.com](http://noveonlaser.com), call 800-620-8622, or click here.



## New Peg Assist Walker Insole from Darco

Darco International, Inc. is proud to announce an addition to their very popular Peg Assist Series of offloading insoles—the Peg As-



sist Walker Insole. The Peg Assist Walker Insole is a tri-laminate product that allows most standard walker boots (any brand) to become an offloading device. The Peg Assist Walker Insole relieves up to 65% pressure around the wound site. This is an excellent tool in the treatment of diabetic ulcers and wounds of the foot, or for post operative pressure relief. The PW is built on a wider platform to cover the larger surface area a walking boot provides. The Peg Assist Walker Insole is easy to use, effective and eco-

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## SPOTLIGHT ON NEUROGENX

### Don't Fear the Cash!

Get NEUROGENX CashProComplete™—A Comprehensive Medical Cash Integration System

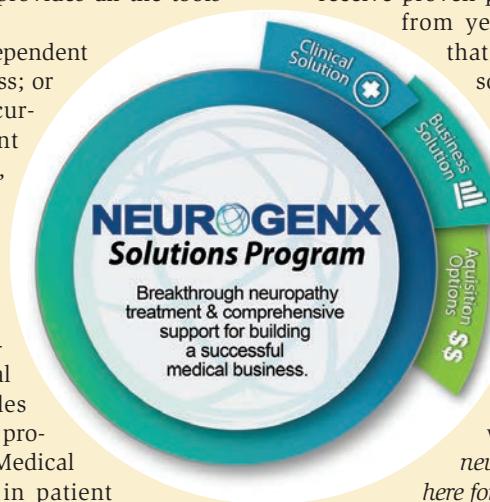
A key component in the suite of business and clinical support programs available to NEUROGENX providers, CashProComplete™ provides all the tools and acumen needed to:

- Either implement an independent stand-alone patient-pay business; or
- Effectively mesh your current insurance reimbursement practices with a successful, easy-to-implement patient-pay system.

NEUROGENX CashProComplete™ makes it simple to collect 100% cash or to integrate more patient-pay business into your existing medical practice. The program includes one week of personal on-site, professional training with their Medical Business and Finance Team in patient

consulting, evaluation, closing, treatment plan implementation and more! Among other materials, you will receive proven patient consultation scripts crafted from years of effective field experience that address how to discuss and resolve patient issues and objections.

Transform your business and clinical operations with the Neurogenx Solutions Program: cutting-edge treatment technology for chronic nerve conditions combined with a proven, comprehensive medical business model and a suite of support programs that includes technical and business training, marketing support, specialty operations software and more. Please contact [info@neurogenx.com](mailto:info@neurogenx.com), 1-800-335-7624, or click [here](#) for additional information.



nomical. You can offload your patient in 3-4 minutes time. The Peg Assist Walker Insole is available from your Darco distributor, or *for more information visit [www.darcointernational.com](http://www.darcointernational.com), or click here.*

### Edser Labs Introduces Moda Flexheel Dress Orthotic

"There's a way to do it better- find it"—Sergio Sanchez, Owner, Edser Labs

Edserlabs introduces the Moda Flexheel dress or-

thotic, specially designed to adapt to all footwear heel heights. It allows your female patients to wear the same orthotics for high heels or flats. Moda orthotics are also available in an Extra Narrow version and Cobra S shape for women who wear pumps.

Edserlabs offers quality custom foot orthotics made from a wide variety of materials for all your patient needs. They fabricate from electronic scanning, cast molds or impression boxes.

Visit <http://www.edserlabs.com/305-774-0776> or click [here](#).

