

Waco Shoe Company Unveils New Revitalign® Elevated Essentials

Waco Shoe Company, a leader in the orthotic footwear market, introduces the Revitalign® Elevated Essentials collection, just in time for fall. The collection features the Laurel, Malibu penny, and Maple Mary Jane loafers, each designed to blend style with orthotic-grade support seamlessly.

“At Waco Shoe Company, we believe that style shouldn’t come at the expense of comfort,” said Jeff Antonioli, co-owner of Waco Shoe Company. “With our new Revitalign® loafers, you can keep going all day long knowing your footwear is made from quality construction with orthotic-grade support. They’re so comfortable and they do their job.”

The Revitalign® EVA and TPU cradled footbed, treated with Ultra-Fresh antimicrobials, helps control odor-causing bacteria, ensuring freshness with every wear. The removable insole, orthotic arch support and deep heel cupping offer superior comfort, while the Full Contact Comfort® technology, complete with a

metatarsal pad, ensures all-day support.

- **Malibu** penny loafer combines the ease of a slip-on sneaker with a fashion-forward edge. Featuring a suede upper, elastic stretch panels and a penny loafer design accented with decorative stitching, the Malibu offers both style and ease of wear.

- **Maple** Mary Jane loafer stands out with its chunky silhouette, available in corduroy, genuine nubuck or patent leather. Paired with a lugged outsole and dual strap design, the Maple is the perfect blend of durability and trend-setting style.

- **Laurel** chunky loafer with gold chain embellishment was released in early 2024.



To discover more about Revitalign® footwear and the new Elevated Essentials collection, please visit WacoShoeCompany.com or [click here](#).

Introducing the New Robotic M7 MLS® Therapy Laser

Cutting Edge Laser Technologies is proud to announce the launch of the new Robotic M7 MLS® Therapy Laser, marking the next milestone of photobiomodulation therapy.

Since 2001, Cutting Edge has been dedicated to improving the landscape of the medical field with best-in-class laser technologies. The next evolution of their clinically validated and patented MLS Laser Therapy technology is here. The M7 MLS Therapy Laser is an intuitive and sophisticated device, designed to enhance clinical outcomes and streamline practice operations. Building on the excellence of their previous models, the M7 introduces advanced features that prioritize both patient care and practitioner

efficiency.

The launch of the M7 MLS Therapy Laser marks a significant advancement in laser therapy for foot and ankle surgeons. With its state-of-the-art features and enhanced therapeutic capabilities, the M7 Laser represents a new era in the evolution of nonpharmacological pain management for a wide range of podiatric conditions, including plantar fasciitis, Achilles tendonitis, peripheral neuropathy, and more. This advanced device is poised to redefine clinical standards, offering unparalleled precision, improved patient outcomes, and a broader range of treatment options in podiatric care.

Take your practice to the next level with the new MLS advanced robotic therapy laser. Embrace innovation to enhance patient outcomes and differentiate your clinic from the

Continued on page 114



competition. Evolve with MLS Laser Therapy and lead the industry with best-in-class technology.

For more information about the M7 MLS Therapy Laser and how it can benefit your practice, please visit celasers.com, click here, or call 1-800-889-4184 x400.

KiddieFLOW™ : A More Flexible Solution

In response to clinician requests for an orthosis with more foot plate flexibility, Allard USA has extended their pediatric AFO line with KiddieFLOW™. KiddieFLOW allows for better control of foot positioning in late swing which aids in stability during stance. It also provides dorsiflexion assistance in the swing phase while allowing for more range of motion in the stance phase. KiddieFLOW bridges the gap between insoles or SMOs and their current KiddieGAIT™ or KiddieROCKER™.



A 2019 study published in the Journal of Paediatric Rehabilitation

Medicine showed improvement in swing phase, initial contact, and mid-stance for unilateral spastic Cerebral Palsy patients wearing KiddieGAIT compared to them wearing shoes alone or being barefoot.

All FLOW models (Ypsilon® FLOW ½, ToeOFF® Flow 2 ½, and KiddieFLOW) offer increased ROM in the sagittal plane and a smoother transition or flow throughout the gait cycle.

Established evaluation tools such as gait analysis, ROM testing, manual muscle testing or other recognized measures should always be considered for choosing the right orthotic combination. Allard USA can support you in the selection of the most appropriate device for your patient.

To request your FREE Product Selection Guide, contact Customer Service at 888-678-6548 or email info@allardusa.com or click here.

Continued on page 115

Blue Orchid Marketing Celebrates Exceptional Growth and Expansion in the Podiatry Industry

Blue Orchid Marketing, a trusted leader in podiatry marketing for 23 years, is thrilled to announce a remarkable 57% growth in new clients year over year. This milestone reflects the company's commitment to delivering innovative and effective marketing solutions designed specifically for podiatrists.

In response to this rapid growth, Blue Orchid Marketing has expanded its team by welcoming six new members. This strategic hiring aims to enhance the company's capacity to provide top-notch services and support to a growing client base. The new team members bring a wealth of experience and expertise, further solidifying Blue Orchid Marketing's position as a premier provider of digital marketing solutions for podiatrists.

Over the past 12 months, Blue Orchid Marketing has achieved a record average client ROI of \$88,363 from its email marketing services, bolstered by its patient recall campaign program. This impressive figure underscores the company's dedication to driving tangible results and ensuring podiatry practices achieve their business objectives. Many clients

taking advantage of B.O.M.'s Google Ads campaign management and other revenue-generating services have enjoyed an even higher ROI, demonstrating the comprehensive effectiveness of Blue Orchid Marketing's strategies.

"Our growth is a testament to our unwavering commitment to our podiatry clients and our passion for driving results," said Shaun Zaken, President of Blue Orchid Marketing. "We focus on helping individual practices achieve their specific goals, rather than a one-size-fits-all approach. This personalized strategy has been key to our success."

Blue Orchid Marketing's unique understanding of the podiatry industry has also led to growth in marketing for direct-to-consumer and practice-specific foot and ankle products. Additionally, the company has formed synergistic partnerships with in-clinic technologies, all to benefit their podiatry clients.

For more information about Blue Orchid Marketing and its services for podiatrists, please visit BlueOrchidMarketing.com, click here, or contact Shaun at 203-746-5901.



Durable, Effective, Customizable 3D Printed Braces from Mile High

The Gauntlet Comfort from Mile High Labs has been designed to provide comprehensive support and stabilization for the ankle and foot. This brace is particularly beneficial for individuals suffering from conditions such as Posterior Tibial Tendon Dysfunction (PTTD), severe pronation, and ankle arthritis. One of the primary advantages of the Gauntlet Comfort is its ability to stabilize the talocalcaneal, midtarsal, and subtalar joints, offering both medial and lateral support. This stabilization helps alleviate pain and discomfort, making it a valuable non-surgical treatment option for those with PTTD and hindfoot osteoarthritis. Additionally, the brace enhances mobility by supporting the ankle and foot, allowing for more comfortable and confident walking.

The Gauntlet Comfort is also known for its customizability, as it can be tailored to fit comfortably into a shoe and is available with various closure options, such as laces or Velcro. This ensures a superior fit and long-lasting use, thanks to its high-quality materials and craftsmanship.



SOLE Marketing™ Steps Up Orthotics Volume and Profits

Fortune Business Insights forecasts a 6.8% growth in the global foot orthotics market by 2032, with the U.S. market reaching \$2.71 BIL.

This increased demand for foot orthotics can be attributed to rising rates of diseases like obesity and diabetes, along with advancements in orthotics production, materials, and 3D printing.

Right now, the highest-earning 1% of podiatrists distribute more than 10 pairs of orthotics weekly. However, many podiatrists fall short of reaching their full earning potential. Randy Rosler, National Director of Podiatry Content Connection (PCC), says this is because



“many patients don’t understand, or don’t know how beneficial professional orthotics care is to their foot health.”

The solution? Rosler says it’s making orthotics more visible and understandable, which can also counter misleading claims by certain retailers that falsely equate over-the-counter arch supports with true medical-grade prefabricated or custom orthotics.

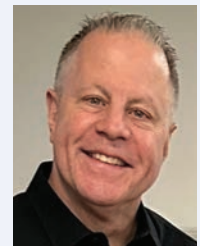
Rosler’s work with podiatrists has helped shape PCC’s “SOLE Marketing™” system, which helps podiatrists provide better care for their patients while increasing orthotics volume and profits.

SOLE Marketing™ uses targeted email campaigns, blogs, web pages and other content to educate and raise awareness, while attracting new patients online.

Eye-catching website graphics, social media posts, and in-office posters also increase orthotics visibility and interest.

“SOLE Marketing™ delivers the orthotics message wherever the patient is,” says Rosler, leading to “more orthotics discussions, appointments, and prescriptions.”

For more information, call 917-572-5088, visit SoleMarketing.com, click here, or follow on Facebook @PodiatryContentConnectionPCC.



Randy Rosler

ship. By providing a reliable alternative to surgery, the Gauntlet Comfort not only improves the quality of life for those with chronic ankle and foot conditions but also helps them maintain an active lifestyle.

Visit mholabs.com or click here for more information.

Super Quiet Cyclone Vacuum File

The Cyclone Vacuum File is one of podiatry’s most advanced vacuum drills available and sold only by Jan L Inc., the originators

Continued on page 116



of America's vacuum drill market. It features noise-free brushless technology incorporated into both the handpiece and vacuum base. The handpiece has a maximum speed of 40k rpm, is chuckless for fast bur insert/removal, has an easy accessed "vacuum/handpiece" on/off switch on its rear, and can function in forward and reverse. The base has a large digital display, its front controls allow for concurrent vacuum and handpiece operation or just

handpiece operation, and it houses an extra-large filter. The Cyclone reportedly has more vacuum when tested against other systems.

Buy now online at www.janlinc.com or click here for a discounted price, free shipping and a free ceramic bur, or, call 609.261.1133 to purchase.

WartPEEL: NOT Your Typical Topical Wart Treatment

WartPEEL is a compounded, patented semi-solid gel containing active ingredients 5-fluorouracil (2%) and salicylic acid (17%). The two active ingredients are incorporated into the proprietary base. The included adhesive, polyvinyl alcohol, results in increased attachment to the wart tissue, thus minimizing ebbing of the

medication onto the surrounding healthy tissue.

It is hypothesized that 5-fluorouracil in combination with salicylic acid will result in an increased eradication rate of non-genital cutaneous warts than either agent alone. Salicylic acid alone in a sustained release formulation is capable of ablating tissue (at the appropriate concentrations); however, it lacks any



sort of virucidal effect. Introduction of an agent capable of attenuating the virus's ability to replicate at the core of the wart (such as 5-fluorouracil) is essential in optimizing treatment of said warts. Additionally,

Continued on page 117

KURU Footwear Announces Ambassador Program for Healthcare Professionals

Do you provide healthcare for patients with foot pain and want to help them get the treatment they need? Kuru would love to partner with you.

KURU Footwear, a Salt Lake City-based footwear company focused on foot pain relief, now offers an ambassador program to doctors, nurses, podiatrists, chiropractors, and other healthcare professionals.

All healthcare professionals are welcome to apply for this ambassador program to experience KURU shoes for free, share health insights through guest blog posts or social media posts, and help them spread the word about their innovative foot pain solutions as a trusted health partner.

This program aims to highlight voices and expert knowledge within the healthcare industry while working together to spread the



word about footwear that can make a difference in patients' lives.

Additionally, as part of KURU's mission to eliminate foot pain, they also invite aspiring podiatrists to apply for their 2024 Advancing Steps Scholarship. Aimed to support and empower aspiring podiatrists in their pursuit of academic and

professional excellence in podiatry, the winner will receive \$1,000 to be applied to qualified expenses, including undergraduate tuition, fees, books, and on-campus room and board for the 2024-2025 academic year.

Apply for the ambassador program at: <https://www.kurufootwear.com/pages/doctor-ambassador-program> or click here.

Apply for the 2024 Advancing Steps podiatry scholarship at: <https://www.kurufootwear.com/pages/advancing-steps-scholarship>

WartPEEL is occluded, a well-recognized method in wart treatments, to enhance the penetration/permeation of both ingredients.

For more information, www.WartPeel.com or click here.

Darco BodyArmor Stirrup Walker

Darco International is proud to announce a new addition to their product line, the BodyArmor Stirrup Walker.

This new walker has a sleek, modern design and engineered with the patient's comfort in mind. The walker is lightweight and low profile, so it will not affect the gait pattern or create hip or knee issues. The walker has the patented "Power Pods" outsole—a continuous layer

inner footbed with molded power pods providing comfortable ambulation, shock absorption, and secure traction while promoting proper gait and alignment.

The Body Armor Stirrup Walker is designed to hold up over time and the EVA Power Pods improve the performance and durability of the product. The BASW comes in tall and ankle versions, with pneumatic (L4360) and non-pneumatic (L4386) options. This new product is now available from your Darco authorized distributor. For more information or to view their entire product line, visit www.darcointernational.com or click here.

Darco is a proud supporter of the podiatric community and will celebrate their 40th year in business in 2025.

