

UCLA Study Supports Shoes as Source of Pain Relief

This clinical study shows that GDEFY® shoes with VersoShock® technology significantly reduce knee, back, ankle and foot pain.

By Gravity Defyer Medical Technology

GDEFY Shoes Dramatically Reduce Knee Pain

One in four American adults are suffering from chronic knee pain¹, so a non-surgical solution should be welcome news for many. A recent study out of UCLA indicates that GDEFY® medically engineered shoes could be that solution. In fact, study participants wearing the GDEFY shoes with patented VersoShock® technology reported an average reduction in knee pain of 85%, as well as significant decreases in other common conditions.

The *Journal of the American Podiatric Medical Association* published the study's findings in their March 2022 issue. The study showed that wearing GDEFY shoes with VersoShock soles decreases knee pain by up to 85% vs. wearing shoes with conventional soles during prolonged standing and walking.

Alexander Elnekaveh, inventor and engineer, founded Gravity Defyer Medical Technology Corporation in 2008 after his 14-year-old nephew was diagnosed with a cancerous growth in his heel. Even after successful heel replacement surgery, physical therapy, and help from leading doctors in pain management, Elnekaveh's nephew had little chance of walking pain-free again. But Elnekaveh, an inventor, wasn't satisfied with that prognosis, so he assembled a team of top podiatrists, physical therapists, biochemical and material engineers (Impact Research Technology Group) to help him develop the first Gravity Defyer (GDEFY®) shoe with VersoShock® technology.

"Our mission is to maximize comfort and boost performance for people who have foot biomechanics that keep them from walking properly, and to enable normal pronation," said Elnekaveh. "This study proves what we've known all along—that our breakthrough VersoShock technology provides the ultimate pain relief protection for the entire body in a way no other shoe can."

To accommodate customers at work, home, and play, GDEFY men's and women's footwear come in several styles, widths and sizes. All shoes come with a polyure-



DIABETIC FRIENDLY FOOTWEAR

- VersoShock® Shock Absorbing Sole Technology
- Soft Seamless Interior
- Roomy Toe Box
- Extra-Depth Interior + Removable Insoles

MENS: Highly Walk Athletic Shoes



thane removable insole to adjust to one's comfort preference.

GDEFY footwear is available online at www.gdefy.com or in GDEFY stores throughout the country, as well as in multiple comfort shoe stores, specialty stores, and other online retailers.

¹ <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3408027/>.

A Personal Note from Arnold Ross, DPM

I have been fortunate to have been introduced to the Gravity Defyer company and shoes over a decade ago. My name is Arnold Ross, and I practice podiatric medicine in Los Angeles. I'm trained in podiatric biomechanics and orthotics for over 40 years.

I am currently an associate professor at Western University of Health Sciences, School of Podiatric Medicine. I instruct students in the biomechanical orthotic lab.

It is said that great products and ideas stand the test of time. I have referred many friends, patients and colleagues to use Gravity Defyer shoes for many reasons, both from a therapeutic and a comfort level. I also have experienced significant relief in my own knee pain from an injury over 30 years ago.

GDEFY shoes can be considered medical devices in many conditions that are helped by the shoes. I also get lots of compliments on how they look!

I've also met very many interesting people through my work as a consultant for their company. This is a company full of people with great integrity. They are looking to produce the best product possible, from the owner of the company throughout the entire organization.

Recently in January 2022, in the *Journal of the American Podiatric Medical Association*, a significant paper on the medical benefits of the shoes was published regarding the patented sole that is used to accomplish so much. I use Gravity Defyer shoes as my main shoes and recommend them often.

Dr. Ross is a consultant for GDEFY; please feel free to contact him at askDrross@gdefy.com or click here for questions or insights you may have.