

SHOEBEDOO

BUNBURY • DUNSBOROUGH



Below are just a few of the common aches and pains that a lot of our brands will assist with, namely: [Arche](#), [Arcopedico](#), [Beautifeel](#), [Betula](#), [Duckfeet](#), [Klouds](#), Mephisto, [Naot](#), [Place Strive Footwear](#), Silver Linings



BALL OF FOOT (METATARSALGIA)

Pain underneath the ball of the foot is sometimes referred to as “metatarsalgia” because the pain occurs in the region of the metatarsal bones. This common condition effects more women than men and is often accompanied by hard skin (callus). It can feel as if you are standing on a small stone and can be very painful.



While high heels can contribute to this condition, it is largely caused by a strain on the ligaments and joint capsules in the forefoot. If the foot is not in its most efficient position these soft tissue structures have to work harder to compensate and often become less capable of supporting the structure of the forefoot – hence the pain.

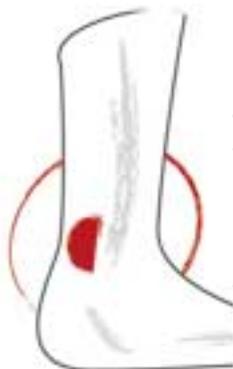
HEEL PAIN (PLANTAR FASCIITIS)

Heel pain affects 1 in 4 of us at some point in our lives and can be very painful. This is largely because we are walking on unnatural hard surfaces and the foot has to adapt accordingly. As the foot adapts, the arch can flatten causing strain on a structure called the plantar fascia which runs along the bottom of the foot.



This is why the condition is sometimes referred to as “Plantar Fasciitis”. Its insertion into the heel bone (Calcaneus bone) often becomes the point of pain because of the continual pulling and stretching where it attaches. In some people, this can also develop into a bony spur known as a “heel spur”.

ACHILLES PAIN (ACHILLES TENDONITIS)



Pain at the back of the ankle where the Achilles tendon runs can also present with swelling, stiffness or even weakness. The Achilles tendon attaches the calf muscle to the heel bone (Calcaneus) and is the strongest tendon in the body. It is intended to withstand a huge amount of strain but sometimes our daily activities, footwear and hard surfaces take their toll.

If left unattended these symptoms can worsen and even progress to the tendon rupturing so it is important to treat this condition sooner rather than later. Whilst icing the area and doing gentle stretching exercises can help, it is also important that the heel bone is held in a stable optimal position.

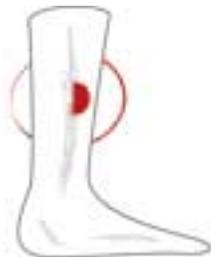
KNEE PAIN



Pain in the knees can be caused by a number of different things. However it can often be as a direct result of the position of the feet. If you stand in front of a full length mirror & roll your feet in and out, you will notice that your lower leg rotates and your knees also turn in and out.

The knee joint is similar to a hinge joint, like you would see on a door and is not designed to withstand too much strain in other directions other than backwards and forwards. If your feet roll in when you walk or run, your knee joint has to twist and can cause pain underneath the knee cap or around the ligaments which support your knee joint.

SHIN SPLINTS



Pain which occurs in the shin usually happens during or after activity and is caused by a pulling of the leg muscles as they attach into the bone. Lack of shock absorption from walking or running on hard surfaces is also a major contributing factor to this condition which is why it is more common in people who run regularly on roads or pavements.