

Foot Notes

Pain, Passion And Secrets— Shoe Confessions Come Out In The Open

(NAPSA)—Whether they're wearing stilettos or slides, American women have an intense, love-hate relationship with their shoes, according to a revealing new survey by a major foot care company. Women love the pleasure they get from their favorite shoes: Nearly 90 percent say that when their feet feel and look great, they feel great, too. But—ouch—they also hate the pain their shoes can cause: Nearly two-thirds say they would love to wear certain styles of shoes, but they just hurt too much. In fact, 60 percent say they have cut short or skipped activities such as walking, shopping or dancing because of the discomfort caused by their shoes.

"When it comes to shoes, women do not want to sacrifice style for comfort," says shoe expert Meghan Cleary, founder of the shoe-lover's Web site, www.missmeghan.com, and author of "The Perfect Fit: What Your Shoes Say About You." "The modern woman wants it all: to wear her high heels, and be comfortable."

Now women can easily have both because the experts at Dr. Scholl's® For Her have created an entire new line of foot care products designed just for women and the shoes they love to wear. The new products include Comfort Insoles, Open Shoe® Insoles and clear Ball of Foot Cushions—all with Massaging Gel that provides incredible comfort—and are designed to fit in everything from a fab ballet flat to your favorite sexy stiletto.

And when the shoes come off, nothing satisfies more than a foot massage, especially when given by someone special. In the survey,

Smart Shoe-Shopping Tips:

- Look for shoes with uppers and linings made of natural materials that "breathe." Because they let moisture out, they're more comfortable and last longer than synthetic shoes.
- Shop for shoes in the afternoon or evening, when your feet are at their biggest (they swell as the day goes on).
- The right size means the right width, too. If your feet are narrow or wide, don't try to compensate by buying medium-width shoes in a smaller or larger size.
- Look for shoes that combine comfort with fashion-forward looks. Any shoes can feel better with Dr. Scholl's® For Her insoles and cushions. No one will see these, but you'll feel the benefits of their incredibly comfortable massaging gel.



women confess that actor George Clooney is the celebrity most likely to play a role in their foot-massage fantasies, with 20 percent of women choosing him to soothe their soles!

If George isn't available, women can turn to the Dr. Scholl's® For Her line for all their foot-pampering needs. The product line also includes a range of deep-moisturizing foot creams, scrubs and pedicure implements, all specifically designed for the skin on the feet—which is 50 times thicker than the skin on the rest of the body.

Shoe lovers looking for more information on foot fashion and foot care can visit www.drscholls.com to request a copy of Footnotes for Her, a pocket-sized booklet that provides a wealth of useful information on smart shoe shopping, a sneak peek at the season's hot new shoe trends and tips for perfect home pedicures.