

== GENIUS IDEAS ==

**Science Comes To High Heels:
Women Can Now Enjoy Wearing What They Love**



Science meets sexy with a new product that actually shifts a woman's weight off her forefoot and toes back onto her heel and will work in any style of high heel one inch or higher and improve body alignment while reducing pressure on the ball of the foot.

(NAPSA)—Although women love the way heels make them look, they have to live with the way heels make their bodies feel—unbalanced, with aches and pains from the balls of their feet to their lower backs. Fortunately, an ingenious idea based on medical science and technology is helping to make heels feel more like comfortable flats.

This idea is the result of the merger of science and sexy. Created by the combined efforts of a world-renowned podiatrist and an MIT rocket scientist, Insolia® Inserts improve body alignment and ankle stability while reducing pressure on the ball of the foot and lower back, and alleviate leg and foot fatigue. These inserts shift weight by modifying the inside contour of the shoe, achieving the feel of comfortable flats.

"I have seen hundreds of women who live with pain because they have an absolute love affair with their high heels," said Dr. Howard Dananberg, creator of

Insolia Inserts. "Now they tell me I've changed their lives forever—and that's quite a feeling."

The inserts create such a difference in high-heel shoes that women who thought they had to give them up forever can go shopping again—for more heels—and can now feel sexier yet more comfortable in their high heels. The American Podiatric Medical Association awarded Insolia its Seal of Acceptance. The seal sets the standard for quality products that promote foot health.

The inserts work in any style of shoe with a heel of one inch or higher and are invisibly applied to the inside of the shoe. To maintain their comfort features, they should not be moved from shoe to shoe. The inserts are available at various retailers and most CVS/pharmacy locations nationwide as well as online at www.cvs.com. To find a store near you, go to www.insolia.com/locator and enter your zip code.