



# Trish Scott created Incrediball Enterprises in 1998 and in 2010 moved her business to Fort Langley

*She has focused her entire career on finding holistic solutions to foot, joint and back pain.*

## “TREAT THE CAUSE, NOT THE SYMPTOM”

31 years experience as a fitness professional and functional footwear expert made Trish Scott question current belief systems. *“WHY are foot problems in our society becoming epidemic? WHY is everyone in need of orthotics or getting knees and hips replaced? WHY is so much money being spent on treatments and user fees for back and joint pain?”*

Almost every customer that walks through our doors has a story. Pain, injury and countless treatments that have been unsuccessful. My story is not much different, but I am happy to let people know that we have another option for them. “I am not a doctor, nor do I have a college degree. What I do have is 31 years experience and passion for what I do. My career in fitness had resulted in knee surgery and diminishing hip function. Doctors told me **never to go barefoot** and **never to run again**. Being an outside the box thinker, I refused to accept their assessments and beat the odds! I did my own research and the end result is that I am not only back to running, but running in barefoot shoes and close to 100% hip function again.”

## THE PROBLEM AS I SEE IT

### **The “S” Word**

Most modern footwear is considered **supportive**. This so-called support, constricts, limits and binds feet into unnatural positions. Adding more support in the form of orthotics just acts as a substitute for what your foot muscles and tendons should be doing.

Current research suggests that the way we have evolved to moving in supportive footwear, seems to be the CAUSE. We have simply lost the ability to function naturally.

## FACTS

- Our feet are our foundation.
- Modern footwear acts as a crutch. Additionally, tight socks restrict movement, which creates faulty foot and ankle biomechanics.
- Faulty foot biomechanics have a detrimental effect on our entire skeletal system.
- Our skeletal system is designed to absorb shock.
- If our skeletal system is not functioning properly, the stress can be transferred to our muscles, tendons, ligaments and joints.

All of these facts result in dysfunctional movement patterns. The performance of knees, hips and spine will be compromised.

## THE SOLUTION

The muscles and tendons in your feet are your **NATURAL SHOCK ABSORBERS**. Spinal discs are the natural shock

absorber for your spine. Your feet are your foundation. As they absorb the impact of our concrete world, they send shock waves through your entire skeletal system. All that support has allowed us to evolve to moving badly. Shoe companies, in an effort to protect us, have actually caused us to adopt poor movement patterns. The result is propulsive gait patterns, which create excessive ground force. Every time your heel hits the ground it sends shock waves through your entire body causing detrimental effects on your feet, joints and spine. The faulty movement patterns eventually break down your posture, leading to forward head, slumped or rounded shoulders, kyphosis or excessive curvature of the upper spine. Remember, your skeletal system is all one connected unit. As your posture shifts, so does the pressure points in your feet, which compromises your foundation. The sensors in your feet send proprioceptive feedback to tell your brain the location of your feet. **We have protected, supported and covered our feet up too much.** We have lost valuable sensory feedback. The loss of that feedback causes us to slam our feet into the ground in order for our brains to receive the message. The end result is excessive rear foot strike which is clearly causing a host of repetitive stress injuries. As we age, these repetitive patterns exacerbate or worsen. If the way you move is causing you pain, then the **ONLY** solution that makes sense is to change the way you move. **Stop treating the symptoms and start addressing the cause!**

## DON'T TAKE OUR WORD FOR IT!

As a kyBoot partner in Canada, we are so privileged to be able to offer holistic solutions to so many appreciative customers. It is really quite overwhelming to hear some of their stories. One such story is of ‘miracle shoes’:

One day last winter, a woman entered our shop. She told me the most heartbreaking story. She was walking with a cane and was told that the only alternative for the compressed disc in her spine, was surgery. “They could not guarantee that I would walk again, so I said NO WAY.” She had travelled from another area of Canada to visit her daughter in our town. She saw our sign (and now believes it was fate that brought her to us). I was hesitant at first, due to the severity of her problem, but I knew she really had no other alternative and took a chance. She loved them. She purchased a pair of kyBoot that day. Several months later, she appeared in our shop with a friend. I was surprised to see she was walking without a cane! She threw her arms around me and turned to her companion and said “this is the lady that sold me my **miracle shoes**”. With her adorable French accent she announced “me, I can walk with no cane and even climb the stairs again”.