

# THE CORE STORE

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## TREAT THE CAUSE, NOT THE SYMPTOM

30 years experience as a fitness professional and functional footwear expert made Trish Scott, The Core Store owner, 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 30 years experience and passion for what I do. My career in fitness had resulted in knee surgery and diminishing hip function.

## THE PROBLEM AS I SEE IT

### The Cause is The "S"-word

Most modern footwear is considered **supportive**. This so-called support, constricts, limits and binds our 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 on their own.

Current research suggests that the way we have evolved to moving with support, 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 sensors in your feet send proprioceptive feedback to your brain. ***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!***

## IS WALKING A PAIN?

Reduce the stress to your joints and back by walking on air with kyBoot shoes

**kyBoot**  
walk-on-air

Scientific finding suggests that the feet-not the shoes-must provide the support!

