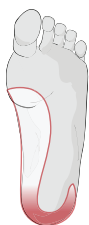


GELThotics®

A Patented Innovation in Pain Relief and Foot Protection for Maximum Performance

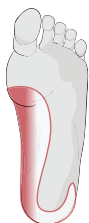
GelThotics® *SupportXGel* Inserts are the first over-the-counter orthotics designed to provide true functional support in all shoes. GelThotics® help control pronation with stability through every phase of the gait cycle and provide one of the highest levels of shock reduction ever tested. The patented design alleviates pain in the heel, arch, and forefoot and prevents recurrence.

HOW GELTHOTICS WORK...



► Heel Pain Relief

The cut-out design of the GelThotics® heel cup utilizes a perimeter cradling technique to simultaneously provide state-of-the-art shock absorption while keeping the heel low to increase stability and support without changing shoe fit.



► Arch Pain Relief

GelThotics® provide customized, long-lasting arch support. Made from the highest-grade pure medical silicone, it forms to the shape of your arch, retraining your foot to a healthy position. GelThotics® will retain their functional support for years of continuous use and will not compress or wear down.



► Forefoot (ball of foot) Pain Relief

Unlike traditional forefoot pads which distort the fit of your shoe, GelThotics® biomechanical design, in combination with *SupportXGel*, alleviate pain by redistributing pressure and shock across the forefoot.

Why GelThotics® For Your Bicycling Shoes?

Today's cycling shoes use stiffer materials in the frame and the shoe base. The better power transfer this produces, comes at the cost of compromising the soft tissue of the foot, leading to a variety of problems including plantar fasciitis or neural problems of the forefoot. GelThotics® is the perfect intermediary, providing lasting softness with its medical grade silicone and support strategies that have been clinically proven; thus allowing full use of these stiffer materials in the shoe and bicycle for maximum efficiency and power transfer. Comfort, fit, performance enhancement, long wear, and hygienic considerations make the GelThotics® the perfect bicycle orthotic.