

THINGS TO BRING:

- Your old running shoes in order to determine wear patterns
- Socks worn during exercise
- Any orthotics or inserts that you may use
- An open mind!

THINGS TO CONSIDER:

- The printed size and the actual fit are different
- With running shoes, you'll probably go up a half or full size from dress shoe size
- Running shoes are designed to fit the foot type: not every style will work for every foot
- There is no brand we carry that is 'better' than the other; the best shoe will be the one that properly fits you!
- Fashion has NO effect on the fit of the shoe

ANN ARBOR WESTSIDE HQ

5700 Jackson Rd.
734.929.9022
Mon.-Fri. 9:00-8:00
Sat. 9:00-6:00 • Sun: 12:00-5:00

ANN ARBOR DOWNTOWN

123 E. Liberty
734.769.5016
Mon.-Fri. 9:30-8:00
Sat. 9:30-6:00 • Sun: 12:00-5:00

NORTHVILLE

Northville Village Center
17783-C Haggerty Rd.
248.380.3338
Mon.-Fri. 9:00-9:00
Sat. 10:00-8:00 • Sun: 12:00-5:00

NOVI

Novi Town Center
43280 11 Mile Road
248.347.4949
Mon.-Fri. 10:00-9:00
Sat. 10:00-8:00 • Sun: 12:00-5:00

WEST BLOOMFIELD

Shops at Old Orchard
6623 Orchard Lake Rd.
248.626.5451
Mon.-Fri. 10:00-8:00
Sat. 10:00-6:00 • Sun: 12:00-5:00

TRAVERSE CITY DOWNTOWN

300 E. Front St.
231.932.5401
Mon.-Fri. 10:00-8:00
Sat. 10:00-6:00 • Sun: 12:00-5:00

TRAVERSE CITY

Across from Grand Traverse Mall
3301 S. Airport Rd.
231.933.9242
Mon.-Fri. 10:00-8:00
Sat. 10:00-6:00 • Sun: 12:00-5:00

www.runningfit.com
www.shoprunningfit.com

The store for runners,
walkers, and people with
sore or hard-to-fit feet!

RUNNING iFIT
"get out and run"

DETERMINING YOUR FOOT TYPE

The first step in choosing the right shoe for you is to determine your foot type. This will ensure that the shoes you purchase match the characteristics and biomechanical needs of your feet. Don't be intimidated - we are here to help!

When you come into a Running Fit store, our shoe experts analyze your feet to determine your foot type. There are 3 foot types; high-arched, normal-arched and low-arched/flat. Once your type has been determined, the correct footwear category can be established. Neutral shoes work best with high-arched feet that under-pronate. Stability shoes provide better support for normal-arched feet that pronate. Motion control shoes correct the inward rotation of flexible low-arched and flat feet.

The experts at Running Fit will help you find the best shoe for your lower extremity anatomy and bio-mechanics. You will compare many different brands in the correct category in order to find the shoe that fits, feels and performs the best for you!

Running Fit even lets you test-drive your new shoes for a week! Just save the box and the Running Fit receipt and be sure to test your new shoes indoors on a clean surface!



THE HIGH ARCHED FOOT

High Arch, Under-Pronation

Description: A high arched foot leaves an imprint showing a very narrow band connecting the fore-foot and heel.

Characteristics: A curved, high arched foot is generally called supinated or under-pronated. This foot usually does not pronate enough, so it does not effectively absorb shock.

Best Last: Curved or semi-curved.

Recommended: Neutral shoes with single density midsoles; stay away from motion control and stability shoes as they might force the foot outward.

Choose footwear from the following brands:

Nike, Asics, Brooks, Saucony, New Balance, Adidas, Mizuno, K-Swiss, Zoot



THE NORMAL FOOT

Normal Arch, Normal-Pronation

Description: A normal foot has a medium arch, and it leaves an imprint showing a forefoot that flares but is connected to the heel by a wide band.

Characteristics: A normal foot lands on the outside of the heel, then rolls inward (pronates) slightly to absorb shock. Runners with normal feet and normal weight are usually considered biomechanically efficient and should wear stability shoes.

Best Last: Semi-curved.

Recommended: Stability shoes with moderate control features, such as a two-density midsole and solid heel counters.



We also carry:

Orthotics
Orthotic sandals and flip-flops
Micro-fiber socks
Compression socks
Minimalist footwear
Vibram Five-Fingers
Triathlon gear* (selected stores)



THE FLAT FOOT

Low Arch, Over-Pronation

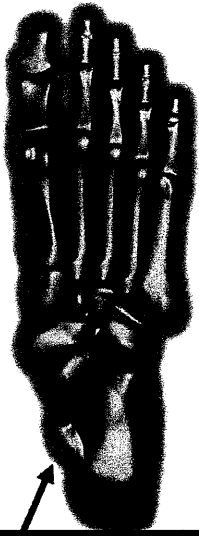
Description: A flat foot has either a low arch or none at all, and it leaves a nearly complete imprint, including the forefoot, arch and heel.

Characteristics: This imprint usually indicates an over-pronated foot that strikes on the outside of the heel and rolls inward excessively. If unchecked, this can cause many different injuries.

Best Last: Straight.

Recommended: Motion control shoes or stability shoes with firm multiple density midsoles and control features that reduce the degree of pronation.

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The Foot
26 + 2 Bones



THE PELVIS (Hip)

Cradle to hold the Upper Body

THE FEMUR (Thigh Bone)

The largest bone in the body

THE TIBIA (Shin Bone)

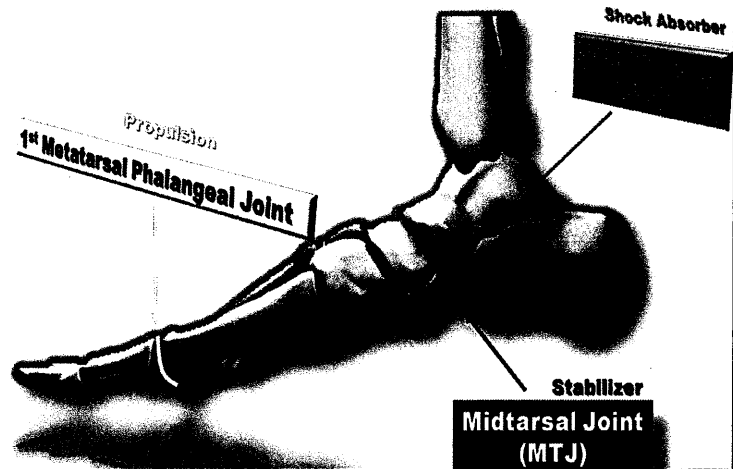
Weight bearing bone in lower leg

THE FIBULA (Think Coat Hanger)

Non-weight bearing bone

The Foot:

- 1/4 bones in body in feet
- Few people born with foot problems but 75% will have problem
- 33 Joints
- 19 Intrinsic Muscles/ Tendons (muscle to bone)
- 112 Ligaments (bone to bone)



The Arch:

- Cannot be self supporting until the keystone is in place
- MTJ = keystone of the human arch
- Bone Structure not Muscle holds up the arch



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Foot has 2 basic functions:

1. Rigid Lever (bear weight and propel forward) - think pole vault
2. Mobile Adaptor (adjust to uneven terrain and absorb shock) - think bag of bones

Foot Motion:

1. Supination (Rigid lever): consists of AD-duction, plantarflexion and inversion
2. Pronation (Mobile adaptor): consists of AB-duction, dorsiflexion and eversion

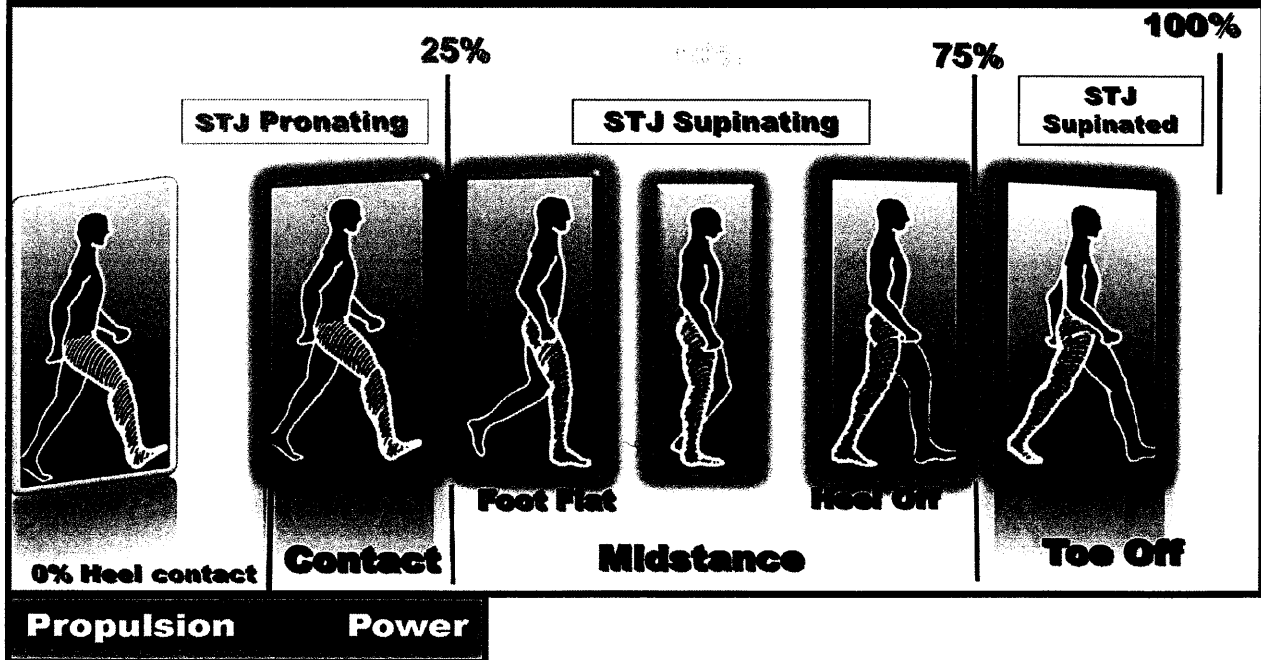
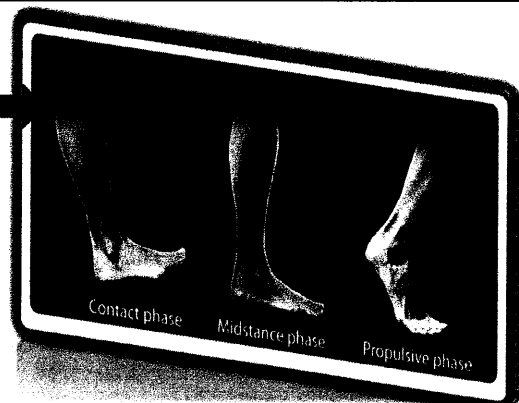
* Every foot pronates & everybody supinates, but excessive motion alters biomechanical timing! Biomechanics is all about TIMING!

The Gait Cycle

Heel contact to heel contact for a given foot

- Timing?
- Propulsion?
- MTJ Function?

Two Components:
Stance Phase: ~60%
Swing Phase: ~40%



- 65-70° ROM need for Big Toe function at toe off
- You can either go "Through it" or "Around it"
- Stable STJ & MTJ = more range of motion in Big Toe



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