



2010

Customized Comfort Has Never Looked So Good

ComfortFit Orthotic Labs now has the new 2010 Sandalistas styles from Aetrex. With six fashion forward designs including two new styles, luxurious materials such as Nubuck and leather in this season's must have colors and stylish accents and detailing, the Sandalistas line of women's sandals from Aetrex will provide your patients an extraordinary footwear experience.

To help increase your revenue and make sure your patients maintain their orthotic therapy even in spring and summer, we offer a Sandalistas Orthotic Package that includes one pair of Aetrex Sandalistas sandals and a matching full length custom orthotic designed for a perfect fit, and Aetrex's standard insert featuring Mozaic Customization Technology (see below). All of our custom Sandalistas' orthotics are inserted into your patient's sandal before we ship your order. This allows you to dispense the Sandalistas Orthotic Package easily and allows your patient the convenience of not having to remember their orthotic, it is already in their new sandal. The Sandalistas Orthotic Package is a great secondary sale; this orthotic is designed for their new sandals so they do not have to worry about using orthotics from their other shoes during sandal season. The orthotic we make for the Sandalistas sandals is a true custom foot orthotic made from a mold of your patient's foot. You may add select accommodations to the orthotic and our order form provides space for these instructions. We are offering a reduced price for our 2010 Sandalistas Orthotic Package. Aetrex is fully stocked at this time and ready to ship so the turnaround time for your Sandalistas orders will be quick, within 1-2 weeks upon receipt of your casts.



We also sell all of the Sandalistas styles without an orthotic. Sandalistas are made with IQ150 Memory Foam that conforms to your patients' specific gait pattern and ensures an equal distribution of pressure while they walk. In addition, all of the Sandalistas include Aetrex's Mozaic Customization Technology. If you are not familiar with their Mozaic Customization Technology you will be impressed and so will your patients; it is cool. The standard insole that Aetrex uses for all of their Sandalistas sandals is comprised of mosaic squares on the sole of the insert. Have your patients identify the areas of their feet that feel the most pressure or discomfort then peel away the mosaic squares in these areas and they will immediately feel the difference (you literally pull off little squares from the sole of the insole). They will notice the pressure has been relieved and experience a new level of comfort while wearing sandals.

We suggest you and your patient do this together when you dispense their new sandals. If a standard insole helps make their feet feel better because you slightly off-loaded pressure, this is a great opportunity to show them the true benefits of a custom orthotic. We are offering reduced pricing for the 2010 Sandalistas with standard insole (no orthotic). The turnaround time for the Sandalistas without an orthotic will be within 5-10 days of receipt of your order. As always, you can contact Customer Service to place an order or you may fax or email us any order that does not require shipping a cast.

To help you start your sandal program today, we offer no minimum orders, no required inventory, quick turnaround time, and a low price guarantee.

If you have any questions about the Aetrex Sandalistas, need order forms or would like marketing materials for your office please contact us at 1.888.523.1600 or visit us online at www.comfortfitlabs.com. This year we are offering a bamboo display that holds 6 sandals. Our table top poster is also available at no charge.

We appreciate your business and we look forward to helping you increase your revenue and grow your practice even in the “dog days” of summer.

Sincerely,

Howell Schorr
Tom Calagna
John McMullen