

Aging Feet

BY JORDAN CLUFF
FIT EXPERT

The core of our customer base is made up of runners. But an equally important – and growing – number of the people who walk through our doors are looking for expert fitting advice even though they'll never run a marathon.

You see, finding the perfect fit is just as important for those of us with aging feet as it is for athletes.

Given there are 28 bones and more than 30 joints in the foot, it's not surprising that the feet are often the first place we feel the cumulative effects of a lifetime of abuse and neglect.

As we age, our feet spread out and lose some of their natural padding. Even much of the knee, hip, and back pain we blame on age is often rooted in problems in our feet.

The Fit Experts at our two New Balance Vancouver locations often get referrals directly from some of the area's best podiatrists, who want their patients to get the best fit possible. These customers are often dealing with special needs that can have a huge impact on their foot comfort.

New Balance Robson

990 Robson Street
Vancouver
604.685.2281

New Balance North Delta

109-6345 120th St.
North Delta
604.501.1333

Jordan Cluff, Fit Expert

Arthritis, diabetes, and circulatory issues all demand extra attention to foot care, and your choice of footwear.

Our specialized range of walking shoes provides stability, arch support, room for custom orthopedic devices, extra room in the toe box, and even Velcro closures to make getting in and out easier.

Of course, continued treatment and monitoring by a health professional is crucial, but in many cases, it is possible to alleviate foot pain by choosing the right shoe, and getting an expert fit.

Whether it's a seasoned runner looking for a performance-enhancing boost, or someone simply searching for shoes that will alleviate their pain and discomfort, helping people find the perfect fit is part of the job that I really love.

When you consider how central mobility is to our sense of independence, you can appreciate the value of properly fitted shoes that let you keep on walking.



www.newbalancevancouver.com

MW926 Walking Shoe

- New Balance's best stability walking shoe
- Available in multiple widths and sizes

