

Phidippides Voted Best
Running Store in LA
Jan 2008 LAS&F



The Phidippides Encino Messenger

We know running and walking... Get to know us!

VOLUME 1, ISSUE 6

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HIGHLIGHTS

- Endorphins and your brain
- Bra Fitting Clinic—Girls Night Out on August 28
- UV Rays and Your Skin and Eyes

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Summer News!

Bra Fitting Clinic—

Aug 28th 7:00 pm

Ladies! Join the staff of Phidippides and Moving Comfort bra fitting expert Amy Johnson, for a Girls' Night Out event to help you find the best fitting bra for your workouts. Our last bra clinic was a tremendous success. Light refreshments will be served and our female staff members will be there to assist you as well. The guys will be serving the hors d'oeuvres and tending the register (we are good for *something*). So come on out for a relaxing, fun evening and get a great fitting running bra at the same time!

Summer Hydration Tips

Summer has really been quite mild so far, but as we Angelenos know, the worst part of summer isn't really here yet and can stretch well into September! Our bodies need a constant supply of fluid to keep up with what we sweat out in these warm summer months. The hydration guidelines for an active person suggest that we consume 75% of our body weight in ounces. So a 150 pound active person should be consuming about 3 quarts of fluid per day. Runners will need lots more than that before, during and after the event. Timing of hydration is important since our bodies can only absorb about 6-8 ounces every 15 minutes. The other trick is to NOT wait until you FEEL thirsty. Drink those 6-8 ounces every 20 minutes during your workout to ensure you don't become dehydrated. And there's no excuse to not carry water as there are lots of great water carrying systems in the store - so come on by let us help you prepare for summer running!

Gout Stages a Comeback

When we hear the word "gout" we always think of 19th century English gentlemen sitting in a book lined study smoking a cigar and enjoying a brandy after a big meal of beef, while their inflamed feet rest on the ottoman. Well, we here at Phidippides regularly see customers coming in with a diagnosis of gout, a painful disabling form of arthritis that causes inflammation in the joints, especially the hands and feet. In fact, the incidence of gout in the US has doubled in the past few decades. The Arthritis Foundation just released a study of 15,000 adults that has found that high fructose consumption (and high fructose corn syrup is in EVERYTHING—it is the largest single food source of calories in the US diet) appears to "significantly increase serum uric acid levels and the risk of gout". The advice is to lower fructose consumption, especially if you have any hint of gout.

China and Price Increases

As we noted in our last newsletter, a number of factors are causing significant price increases in *all* Chinese products, including running shoes. The first of these price increases are being seen right now, but be forewarned the price increases will continue for the foreseeable future, well into 2009.

Online Shopping At Phidippides

We are almost ready to launch our on line shopping site. With fuel prices making trips out for Balega socks or other small accessories too expensive, we plan to start our on line store with just such smaller accessories. Most everyone still wants our expert personal assistance with their shoe pur-

chases, so at least initially we will not be offering shoes on line. When it's ready to go, we'll have a big announcement on our web site.

Injury Screening Clinics

We've been offering these clinics for more than a decade, and it has come to our attention that some of you may not know about them. Once a month we have a free, appointment based screening clinic with a podiatrist and a physical therapist. The clinic is NOT a treatment clinic—it is triage to help you figure out what is going on and what kind of treatment to seek. The clinics are held on Saturday mornings generally once a month, so if you have some nagging problem call and make an appointment.

Green Bag Program

Phidippides will be teaming up with Brooks Sports to help eliminate the use of plastic bags. While we will continue to offer plastic bags until the city or state bans them, we want to encourage the use of reusable bags. There is no easy solution to the "bag" issue, as bags of any kind use resources and require energy to produce and transport them. The Green Bag is made of recyclable polypropylene and have a service life of 4-5 years. You can use them for your purchases anywhere you shop. To encourage you to participate, when you either buy a bag at the store for \$1.00 or bring in your Phidippides/Brooks Green Bag you can enter our monthly raffle contest for FREE Brooks/Phidippides merchandise. So join in and do your shopping with a Phidippides-Brooks Green Bag.

Update On Sunscreens

A recent review of the myriad of sunscreens on the market found that many of these products (4 out of 5) provide inadequate protection from damaging UV radiation. Many (even many that DO work) also present varying levels of problems associated with the chemicals used to block the UV rays. We are pleased to report that the easy to use Kinesys sprays did a very good job on UVA/UVB protection with a very low hazard rating. The thing that has made Kinesys so popular is that it is so easy to apply and comfortable on the skin. No messy creams to smear around, just a nice clean feeling non-greasy spray on the skin gives you great protection.

Free Fun Runs from the Store

We have fun runs from the store at 6:30 pm most Tuesdays, Wednesdays and Thursdays. The pace is easy and the runners are friendly. It's a great way to add some mileage to your week, especially if you are a beginning runner. Call before coming out just to make sure there will be a group that evening.

Can Running Give You A High? Actually, It Can!

Ahh... the fabled runner's high—that euphoric feeling that feels like having taken mood altering drugs! We've read about it in novels, like the classic *Once A Runner*, by John L Parker; we've all heard people talk about it, we may even think we have felt it ourselves. Well, the question is, is it real or imagined?

The hypothesis proposes that there are real biochemical effects of intense exercise on the brain (are you thinking what I'm thinking, Pinky?). Chemicals are released that could change an athlete's mood, and those chemicals were endorphins, the brain's naturally occurring opiates. This much has been known for 30 years, but until recently there was no way to prove that these opiates could make it to the brain.

Now medical technology has an answer! Using PET scans combined with recently available chemical markers that reveal endorphins in the brain, German scientists were able to compare runners' brains before and after a long run. The data showed that, indeed, endorphins were not only being produced during exercise, but that they were attaching themselves to areas of the brain associated with emotions—the same areas that are associated with romance and that euphoric chill you get listening to great music! The subjects' reported euphoria levels also correlated to the detected endorphin levels—the higher the runner felt, the higher the detected endorphin level in the brain!

The scientists are now hoping that they can figure out what triggers this endorphin response and perhaps help those who do NOT enjoy ex-

ercise enjoy it more by helping them produce the endorphins that create the euphoria (sounds like the magic ball that got passed around in Woody Allen's *Sleeper*).

What is perhaps even more interesting is that the scientists got into this because they were studying pain perception. With this new data in hand, they are engaged in a follow up study to see if running alters pain perception. There are studies that demonstrate enhanced pain tolerance in runners, so the same types of brain scans to detect changes in the pain detecting areas of the brain.

Maybe one day we will be able to simply down a pill or two instead of pounding out that 20 miler just to get that amazing runner's high!

Today's Exercise Test: Truth or Myth?

If you're not sore the day after a workout, then you didn't push yourself hard enough.

Myth: Soreness usually comes when you have laid off for a while, or you are trying something that you don't normally do on a regular basis. If you don't do situps every day, just try doing 20 or so. You may be able to do it, but you will really feel it in the morning. Your body needs repeated, moderate effort (and this effort is relative, of course to your current fitness level) in order to improve and get stronger. Fit runners might not even be sore after a heavy workout, but the heart is still improving and getting stronger.

Running causes arthritis or damages knee cartilage.

Myth: Dr. Tim Church, director of preventative medicine at

Pennington Research Center in Baton Rouge recently wrote "this is so crazy. The data clearly shows that people who are physically active, whether running or walking, have much better joints as they age." Our knees are NOT like Michelins, that will wear out after so many miles. In fact, Dr Vonda Wright of the orthopedics department at the University of Pittsburg points out that the only research that ever looked at running and cartilage found that elite runners who *ignore* injuries are the ones whose miles saddle their knees with wear and tear. Not so with average runners. "That's not to say that runners don't get arthritis or wear and tear, but continuing to run has never been proven to make it worse."

Stretching will help prevent injuries.

Myth: An analysis of more than

350 studies presented at the American College of Sports Medicine found NO correlation between stretching and injuries. The College concludes that after 10 years of research "stretching immediately prior to exercise has no effect on decreasing injuries in athletes and non-athletes". What stretching *is* good for is increasing range of motion, particular for people who are naturally less flexible, and this has more value in sports requiring greater range of motion (golf or baseball, for example). Flexibility is considered to be one component of fitness, which also includes strength and endurance. The general consensus seems to be, stretching is fine if you enjoy it, and some stretching is good to do just to maintain that component of your fitness, but don't expect it to do miracles for you.

New Product Review

Powerbar Gel Blasts



New from Powerbar are these great tasting Gel Blast dots. There are two refreshing flavors, lemon and cola. The Blasts have a kind of marshmallowy, juicy center to them. Take one or two Gel Blasts every ten minutes to maintain your energy level during long events. The price is \$1.99 for a packet of 8 pieces (equivalent to one Power Gel pack).

Balega Kids' Running Sock



The incredible comfort of Balega socks is now legendary—some stories about them border on the apocryphal! Now, Balega has brought their high thread count, seamless toe and great fit to the kids' market with the Enduro Kid's Quarter sock. Now the entire family can enjoy Balegas! The price for the kids' Balega—\$8.00 each.

DeFeet Political Socks



This election year is going to be one of the most followed, most passionate in recent memory. To help you get in the spirit of things and encourage greater participation in the electoral process, De-

Feet has introduced the Aireator sock with three new logos—the Republican Elephant, the Democratic Donkey and a more traditional USA flag. Embroidered down the back of the sock is the word VOTE! So if you want to show your spirit, pick up a pair of these comfortable fun socks and show your colors! Priced at \$9.00 they are available in sizes Small through Extra Large.

Brooks Kid's Adrenaline and Kid's Defyance



At long last Brooks has gotten serious about the youth running market. The Adrenaline last is one of the best fitting shapes out there and Brooks has done an excellent job in scaling the last down to kids' sizing. The Adrenaline Jr (more stable) is \$60, comes in two colors and offers youth sizes from 1-6. The Defyance Jr (the neutral choice) is \$55, comes in two colors and goes down to size 12.5 youth. These are great offerings in the generally neglected kids' market and have arrived just in time for the youth track and field season.

Adidas Supernova Sequence



Adidas has struggled mightily in the technical running market over the last 10 years. They've had some great shoes and some lousy ones, but perhaps the biggest complaint has been the lack of consistency from one version to the next. Well, they have been listening and are promising to make fewer severe changes in their main running shoes and to keep them in the line longer. They have also paid a great deal of attention to fit and comfort issues. The new Supernova Sequence replaces the Supernova Control and offers a great fitting moderately stable shoe that will compete in the Adrenaline/2130/Air Structure class. The medial posting is not nearly as strong as the Adrenaline or AST, but it will do the job for a healthy percentage of runners needing moderate pronation control. The fit is great, it's relatively light weight and there are no nasty overlays like we have seen on some Adidas in the past. The price is \$95.

Brooks Trance 8



The significant news with the Trance 8 is that the midsole is now made of BioMoGo, Brooks' new version of the very well received MoGo midsole. Traditional midsoles take about 1000 years to degrade in a landfill. BioMoGo will break down into reusable nutrients for plants and animals in 20 years, reducing the impact on landfills. The Trance 8 offers all the same great cushioning and support of the Trance series. Think of it as

a more environmentally friendly Trance 7. For some great visuals and information on MoGo, visit www.brooksrunning.com/technology. The price (what else is new) has gone up to \$140. We have most sizes in stock, but the Trance is one of the shoes that has been impacted by production troubles in China, so supply is tight.

Brooks Dyad 5



The Dyad is a unique shoe in that most cushioned shoes are built on curved lasts, the assumption apparently being that "Fred Flintstone" straight lasted feet with lower arches tend to need more support. While that may be generally true, there are neutral feet that need the extra platform width of a straighter last. The Dyad and the Asics Fortitude are aimed at these feet and have served that category well. The Dyad 4, however, ran too wide for many people and the new Dyad 5 has corrected that. It's also available now in men's EEEE and women's EE, so if you have that wide, straight foot and you don't need the motion control of the Beast/Ariel/Addiction, the \$95 Dyad is a great choice. And remember that simply because the platform is wider, the support in this shoe is much better than most curve lasted shoes in the cushion category.

Come on by and check out all the new items we have in stock. We're here to answer all your questions and let us get you in the right gear for your running!



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Open Tue-Thur-Fri 10 to 6, Wed 10-7, Sat 10-5

Closed Sun/Mon (open 12-4 FIRST Sun Each Month)

We know running and walking... get to know us...

Phidippides Encino opened in 1980 and is one of the nation's foremost technical running and walking stores. We are renowned for our service, knowledge, expertise and product selection. We want to help you make fitness a part of your daily life because fit people live longer, healthier, richer lives.

Shoe Tech 101—More Questions and Answers

Q: How much support do I need in my shoes?

This is probably one of the most misunderstood issues in our business. First let's establish that there is a very wide range of biomechanical profiles out there in the running and walking world. About 75% of the population has some degree of overpronation, where the foot rolls inward too much. Not everyone who overpronates will develop any problems as a result of this excessive motion. The most common problems we see are plantar fasciitis (most often discovered as heel pain in the morning getting out of bed), medial side knee pain and medial shin pain (posterior tibial tendinitis). A very small percentage of the population (2% or so) underpronates (usually erroneously described as "supination"), where the foot stays too long in the supinated position and does not roll inward enough. The most common complaints with this kind of foot are lateral side knee pain and shin pain (anterior tibial tendinitis).

Typically the foot that overpronates will need a shoe that has more torsional strength and a stronger medial aspect. The foot that underpronates needs less of the "support" features and more emphasis on cushioning as shock is more of a problem in a foot that does not pronate enough. In either case, the job of the shoe is to not deform prematurely. The shoe should not twist laterally or medially; the upper should remain centered over the shoe and not shift off the platform; the midsole should not crush and collapse.

The features you will need in your shoes therefore depend entirely on your biomechanics and the specific types of stress that your foot is capable of placing on the shoe. Every shoe will wear out, so the goal in selecting appropriate shoes (good fit, of course, is essential) is to determine what types and what level of support and cushioning you need in your shoes. Many shoe reviews focus entirely on subjective reports of test runners. This often leads to wildly incorrect ratings as what is perceived by one tester as "support" another one calls "cushion". That's where Phidippides Encino comes in. Let us help you determine your shoe requirements and match you up to just the right pair!

Q: Do shoes that claim to stimulate muscle activity in the legs and feet really work?

In the last few years, several shoe models from running shoe companies and entire lines of shoes from non-athletic footwear makers claim to improve muscle tone, burn more calories, even get rid of cellulite! Most of these shoe models are softer, less torsionally stable models (see the first question in this column) that, in fact, allow and in some cases encourage the foot to roll more and thus require more effort to compensate for this lack of stability in the shoe itself. In essence, the foot has to make up for the shoe's instability. Now, of course, the debate is whether or not this is a good thing or a bad thing. Obviously, if you are the shoe manufacturer, this concept is the greatest thing since sliced bread. For everyone else, the opinions are all over the map—good idea to horrible idea. In our humble opinion it all depends on the

biomechanics of the foot involved. Neutral feet, of course, have no issues to deal with. Folks that have higher support requirements may actually exacerbate problems if the shoe allows the foot to roll excessively. Typically these types of shoes not only have less structure, but narrow bases as well, allowing even more roll.

Q: Can I use my running shoes for my gym workouts?

Running shoes have a very fundamental problem to address: impact. The midsoles on modern running shoes are designed to absorb the 3-5 times your bodyweight that is generated every time your foot slams to the ground. In order to do that, the midsole must give. This makes the running type shoe significantly less appropriate for lateral motion sports like tennis, racquetball, kick boxing or the like. As more people cross train these days, there is more likelihood that folks will try using a running shoe for a sport it is not intended for. Using a running shoe for such activities will shorten the life of the support in the shoe, increase the likelihood of rolling the shoe over and twisting your ankle as a result. If your gym workouts are more forward motion—elliptical machines, treadmill, stair steppers, stationary bikes, etc, the running shoe should be just fine. If you have lateral motion sports in your mix, you are better off adding a court type shoe to your gym bag and using those shoes just for those activities. Your feet, ankles and knees will thank you!

Got a question? Please feel free to give us a call. Remember:

We know running... get to know us...