

PHIDIPPIDES VOTED BEST
RUNNING STORE IN LA
JAN 2008 LAS&F MAGAZINE



The Phidippides Encino Messenger

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

VOLUME 1, ISSUE 4

FEBRUARY 2008

HIGHLIGHTS

- Spring Products Are Arriving Just In Time for Valentine's Day!
- Aerobic Exercise As A Treatment for Depression
- Energy Gels and Your Teeth
- Send Your Gently Used Running Shoes to Soles 4 Souls
- NEW HOURS! NOW OPEN WEDNESDAYS 10-8 AND THE FIRST SUN OF THE MONTH 12-4.

INSIDE THIS ISSUE:

Running Faster— 2
Not As Easy As
Changing Your
Shoes!

Taking care of 2
your teeth in the
era of energy gels
and blocks.

New Products 3
Reviewed

Shoe Tech 101— 4
Running Shoes
"Go Green"

New Spring Products Arriving Now!



Spring weather in Los Angeles is about as good as it can get. And Phidippides is ready to help you get outfitted and comfortable for those spring running outings. And, don't forget **Valentine's Day is coming!** We've got a great selection of gifts for the light of your life! We've even made it easy for you with some prepackaged Valentine's Day gift boxes that are ready to roll!



Brooks has updated its HVAC clothing line with new colors in the HVAC Short, T and Trainer.

There are some great new spring colors in the **Women's Epiphany Short and T** as well. And,



of course, with spring on the way, you should take a look at the new HVAC that match the new spring colors.

Moving Comfort has introduced several new sports bras, like the Alexis pictured here, in a wide range of colors with matching skorts and shorts.



Now owned by Brooks, Moving Comfort has the resources to develop lots of new high quality innovative clothing for women. If you haven't taken a look at MC recently, check them out when you're in next.



Clifbar has introduced some great new flavors in the immensely popular **Mojo Bars**. These are great for snacks, and of course, those long runs where you need some carbs to fuel your run.

And please check the product review on page 3 for a description of the new and highly innovative electrolyte replacement system from Enlyten. It's compact, easy to use, tastes good and saves you from having to carry bulky fluids.

And for you gearheads, **Garmin** is about to introduce the new **Forerunner 405**, a new GPS unit that is smaller, more sensitive and more versatile than the 205/305. You can add modules for bike cadence, heart rate, and speed pods for indoor use. The unit also communicates wirelessly with your computer! Prices will start at \$300 for the base unit.

Aerobic Exercise As An Antidote to Depression

As far back as 1999 the American Psychological Association was calling exercise "an effective but under-used treatment" for mild to moderate depression. The call to action was largely ignored, in spite of the mounting evidence supporting the notion that physical activity can help resolve symptoms of depression. It has proven difficult to implement exercise as a standard part of mental health treatment programs. Experts maintain that

there is little evidence for the popular notion that exercise produces a rush of endorphins that improve mood (the fabled "endorphin rush" of running legends), but they are in agreement that it helps – they just don't understand why. But then again, researchers don't fully understand how anti-depressant drugs work either.

Research at the University of Texas recently showed that a mere 30 minutes of aerobic ex-

ercise three to five times a week could cut the incidence of depressive symptoms in half, results on a par with drug regimens, but without the side effects! And the benefits were greater for those engaged in more intense exercise. The study acknowledged, however, that motivating depressed individuals to exercise is a formidable challenge as the patients with depression tend to withdraw rather than seek out new activities.

Can I Run Faster If I Land On My Forefoot?

Donate Your Gently Used Shoes

Many of you bring your “retired” running shoes to Phiidppides for recycling by Nike’s Re-Grind program that turns worn out shoes into rubberized track and playground materials thus keeping them out of the landfills. We send 6 or 8 boxes a month back to Nike. Now there’s a good way to get your GENTLY worn shoes of any kind onto the feet of the needy around the world. Visit www.giveshoes.org for information on how to send shoes to the non-profit Soles for Soles program.



For A GREENER World

Free Fun Runs from the Store

Run With “The Moose” Tuesday thru Thursday evenings—at 6:30 pm from the store. Come join Craig, the Moose, Chambers for great fun runs. Perfect for beginners, too!



There’s been a lot of buzz lately about landing on the forefoot as opposed to the heel being a “better” way to run. It has been touted as a sure fire way to “run faster”. Much of this discussion stems from the idea that our ancestors went shoeless, landing on the midfoot or forefoot as they tracked game in the outback. We, however, don’t live in the outback and our “game tracking” consists of running with our dog down the rock hard cement bike path around Lake Balboa.

What is clear is that as you run faster you tend to land more on the midfoot or forefoot rather than the heel. Studies show that 80% of slower paced runners land on the heel when wearing running shoes. Track runners and elite athletes land more on the midfoot or forefoot. However, if you run that same slower pace barefoot you will land on your midfoot or forefoot because it flat out hurts to land barefoot on the heel in a world of concrete and asphalt.

Distance running coach Robert Lyden, the author of a fascinating book, *Distance Running* (complete with pages of patent information about running shoe components—alright, it’s a bit esoteric, but we’ve

got it in the store for you running geeks) points out that virtually no one running faster than 6:00 minute pace will land on their heel, but rather the forefoot or midfoot. These runners are landing that way because they are running faster. They are *not* running faster because they land on their forefoot.

My experience over 30 years of running going from rank novice (“what’s a marathon?) to having completed over 250 marathons with a PR of 2:26, several dozen 50 milers with a PR of 5:18 and five Western States 100 milers with a PR of 18:44 is that I went from being a total heel striker to a complete midfoot striker—because I got faster.

The point here is that no shoe can make you run faster by making you land on your forefoot. You need to train to run faster so that you can develop the strength to do so by conditioning your body. There is also a certain level of biomechanical efficiency that must be present to run faster. Our body weight, frame, and bony structure all place certain limits on the range of what we can do, and in some cases intentional radical changes to our running style can introduce inefficiencies that will result in our working harder since we are not running the way our bodies have “learned” to do during our running lives. This is not to say that we can’t improve our form and our running style with time

and effort, and in some cases we may see performance increases over the long haul due to these form changes. Lighter, less supportive shoes may be of help to some runners in this process, but they are not what is going to make you go faster. Shoes won’t instantly change your running form or increase your speed or endurance. They should be viewed as an additional training tool to be used as appropriate in your training regimen. The risk to these kinds of lighter, less cushioned, less supportive shoes is, of course, the injury factor. The wear and tear of training in our modern concrete world has placed additional stress on our lower anatomy and this needs to be taken into account when we choose a running shoe. And, any radically different shoe geometry will take some time to get used to. The shoe may be lower in the heel, lower in cushioning or something else that you are not used to and your body will need some time to adapt to these biomechanical changes, and while that process is going on, you may have aches and pains you haven’t seen before, so keep your senses sharp to read your body and know when to limit what you are doing if you experiment with radically different types of shoes from your normal training styles.

Charlie

Training Tips From the Experts—Energy Gels And Your Teeth

Endurance Athletes At Risk for Tooth Decay

In the quest to maintain energy and nutrition, endurance athletes turn to a variety of bars, blocks, gels and drinks that are high in carbohydrates. While athletes are replenishing their bodies, they are also replenishing nutrients to cavity causing bacteria. These bacteria take the carbohydrates and convert them to acid. Citric acid used in many drinks piles even more on. What is particularly damaging is the frequent or repeated exposure of acid causing carbohydrates to the teeth. With

every acid exposure, minerals are leached out of teeth. Naturally occurring minerals and enzymes in our saliva are designed to replace those minerals, keeping tooth structures solid. But with repeated acid exposure, the saliva does not have a chance to keep up with the mineral loss. Pair that with the dryness (i.e. lower saliva levels) that during training and events and you have a recipe for dental cavities.

What can endurance athletes do to protect their teeth? Well, you probably won’t brush and floss after every energy gel, so, visit your dentist and den-

tal hygienist for regular exams and cleanings. Ask your dentist about a prescription strength toothpaste such as Colgate Prevident 5000 to give your teeth increased mineral strength. During training or events, rinse your teeth with water after intake of energy products. The use of xylitol containing products, such as gum, between workouts can help restore lost mineral levels in the teeth. Are your teeth ready to go the distance?

Courtesy of:

Roberta Cerveny, DDS.

New Product Review

Brooks Infiniti



The Brooks Infiniti represents a new category of shoe for Brooks. They are labeling it “guidance” offering a durable light weight, well cushioned trainer for the person who overpronates *slightly* and does not need the more solid control of the Adrenaline. Built on the Universal Last, (but not available in widths) the Infiniti features a MoGo midsole with a S257 medial post, e2 forefoot polymer to make the shoe more cushioned for the midfoot/forefoot striker. The shoe runs a tad wide,, but if you are looking for a lighter weight trainer or long distance racer, this \$120 is a great new shoe to consider.

Brooks Glycerin 6



The Glycerin 6 is a significant update to the very popular Glycerin 5. The new version features a stacked MoGo rearfoot with a sandwiched slab of e1 polymer for great ride, especially for the heel striker. The Glycerin has never been a high stability shoe, but for those with a neutral foot, the Glycerin continues to offer a plush ride, excellent durability and a great fit. Think of it as a neutral Adrenaline. The medium width only Glycerin is priced at \$120. It comes in two colorways for men and women.

Asics GT 3000



The GT 3000 replaces the Gel Empire, which was the next step up in the “structured cushioning” line from the 2100 series. The 3000 features a Solyte midsole for lighter weight and resilience, a gender specific Space Trusstic in the midfoot for more torsional strength with added comfort, and a great riding rear foot with a Discrete Heel Unit and a large gel pack that really attenuates shock. The shoe fits even better than the Empire and is now available in a wide width in men’s a women’s—no narrows, unfortunately. Priced at \$115, it’s a comfortable, more cushioned alternative to the 2130 and actually a strong competitor to the Kayano!

Nike Zoom Air Structure Triax 11



Anyone who has worn moderate stability shoes down through the years has probably tried an Air Structure Triax. This latest version of the Triax introduces flexible Zoom Air to the forefoot and continues with dual pressure rear air units, medial posting, thermoplastic midfoot shank, PU crash pads in the heel, a decoupled heel for even more impact absorption and widths, and, of course, it’s Plus Ready for use with your Nano and

the Nike Plus sensor chip. What IS really great about the new version is that the women’s model actually fits! The last few iterations have had a VERY baggy upper in the mid and forefoot, which the Structure Triax 11 has addressed quite nicely. At \$95 it competes well against the Adrenaline, the 2130 and the Supernova Control.

Nike Air Zoom Elite 4



The Air Zoom Elite gets a makeover in this new \$100 version. The full length Zoom Air unit has been replaced by separate Zoom heel and forefoot units to make way for the Nike Plus chip receptacle in the midsole. The shoe’s upper is more comfortable with new welded overlays for fewer hot spots. The medial posting on the shoe makes it a choice for a moderate overpronator looking for a durable light weight trainer or long distance racer. The fit continues to be a bit on the narrower side. The shoe has a distinctly racing feel to it. Nice update to a great shoe.

Enlyten Electrolyte Strips



Long distance runners are always faced with the problem of replacing lost electrolytes, especially under adverse warm and/or humid conditions. There are numerous products on the market that are in liquid or powder form that we typically take with us. In training it

usually means either carrying water *and* electrolyte or foregoing the water in favor of electrolyte. At races you can carry your own preferred electrolyte and use the aid stations for water. Now there’s a new alternative. Enlyten is a new system of thin dissolvable strips that you place between the teeth and the cheek. The strips dissolve in seconds and really require no water at all. So, you take the small Enlyten pack with you in your pocket or fanny pack and just carry water or use the race course’s water. It saves weight and bulk and in our trials with it here at the store it seems to work great.

They are packaged in small matchbook sized plastic dispensers with three dispensers per foil envelope. The price is \$5.50 per envelope and they come in three great flavors.

Sportline Pedometer/Heart Rate Watches

The new 955 Pedometer



Watch is a fully featured chronograph that *also* counts steps and measures speed and

distance and calculates calories burned—all for \$49.99. And if you want to throw in heart rate functions, the new Solo 960 Pedometer Heart Rate Monitor Watch at \$99.99 is a great value. All the new Sportline HRMs we carry feature the new EKG accurate 3 beat sensor that gives accurate heart rates in 3 beats and *there’s no chest strap to wear*, although you DO have to touch the watch to get a reading.

Phidippides Encino

16545 Ventura Blvd Encino, CA 91436

Phone: 818-986-8686

www.phidippidesencino.com

Open Tue-Thur, Fri 10 to 6, Wed 10-8 Sat 10-5

Closed Sun/Mon Except:

Open FIRST SUNDAY OF MONTH 12-4

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. Winner of numerous industry awards, 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—The Greening Of The Running Shoe

Companies around the world are examining their entire way of doing business in an attempt to become "greener". This drive is not altogether altruistic, as costs for raw materials used to manufacture product, fuel to power fabrication, energy to run the office, etc, have all skyrocketed. And then there is the looming issue of a likely carbon tax to be levied on virtually everything. A recent canvassing of Fortune 500 companies' executives was nearly unanimous in their agreement that carbon taxes are coming. Companies that ignore this near certainty now will be at a very great competitive disadvantage to those that have acted early to reduce their carbon footprint.

Running companies in general seem to be realizing that they bear a greater responsibility as leaders in an industry that is emotionally and physically linked with health, and participation in the outdoors lifestyle. They are coming to realize they must be leaders in efforts to reduce the industry's carbon footprint and to improve its long term sustainability.

Marketing, of course, rears its head, here, however. Consumers must actually *want* and *buy* the products, or the manufacturers can't build them and stay in business. So corporate green efforts must involve getting consumers to understand and support green initiatives and to embrace life style changes that such acceptance entails. At the same time, the "green" product must be something that the consumer finds attractive, affordable and functional.—ambitious goals to say the least.

Let's take a look at a couple of industry leaders in the effort to "green" up the athletic shoe.

Nike has been working on a program called "Considered" that is introducing products (some running product is coming soon). Their product line is broken into three categories (Gold, Silver and Bronze) with Gold being product that meets the most stringent standards of environmental stewardship—water based glues, "green" rubber and the like. Nike plans to have 100% of its footwear lines at least at the Bronze level by the end of 2011. The effort will involve product that is made from recyclable materials., that uses no toxins (zero chemical adhesives), that uses mechanical vs chemical assembly (using mechanics and engineering to put the shoe together instead of chemical solutions.) and that uses closed loop technology (the shoe must be able to come back 100% as another shoe or something else - nothing goes to waste.)

Brooks is embarking on a complete examination of their entire enterprise with the participation of everyone from employee to energy expert. The call is to be an environmental steward in materials, process, transportation and management. They are joining forces with outside organizations like the Forest Stewardship Council to insure that the paper and cardboard they use in packaging shoes and clothing is as minimal as possible and as sustainable as possible.

So, what does all this mean for the running shoe? The latest generation of shoes from virtually every brand are using new processes that have cut the waste in making midsoles

by up to 50%, saving oil and producing less carbon (yes, your shoes primarily are made from petro chemical products).

Disposal of old running shoes remains an issue. Nike's Re-Grind program helps keep shoes out of landfills by reprocessing used shoes into tartan tracks and playground mats, but there is a limit to how many pair can be processed and used in this way. Nike has currently capped the program and no additional dealers are being added to the Re-Grind program. Thus, improvements in the biodegradability of the running shoe is a necessity.

And if your shoes DO make it to a landfill, as most of them will, the EVA midsoles can take up to 1000 years to biodegrade. Brooks is pioneering a new variant of its MoGo midsole called Bio-MoGo, which will debut on the top of the line Trance 8 later this year. Bio-MoGo biodegrades 50 times faster by being microbe friendly in the earth of a landfill. It also uses 50% less petroleum in order to be more sustainable, less toxic and to breakdown more quickly in the landfill. ALL of Brooks' shoes will be Bio-MoGo by the end of 2009. And, as part of their environmental stewardship leadership position they are also making this same technology available to all other footwear brands should they choose to do so.

So, if you are concerned about the world you live and run in, get on board! Realize that WE as consumers need to become better educated about the impact we have on the world around us, and to join with and support those companies that have a vision of a healthy sustainable future!

Charlie