



# The Phidippides Encino Messenger

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

VOLUME 1, ISSUE 3

SEPTEMBER 2007

## HIGHLIGHTS

- Fall Products Are Arriving Now!
- Diabetes Epidemic Looms Large—what you can do to help.
- Training Tips from Jeff Waldberg, RPT
- Support a Greener LA—get involved with One Million Trees LA!

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## New Fall Products Arriving Now!

Well, at least the evenings are cooling down! But fall will get here, and we'll all be looking for that top or jacket or pair of tights to keep us warmer.

Brooks has introduced a new Wanganui Soft Shell to replace the Paradox jacket. It's a new water- and wind-proof thermal softshell that protects you from the elements, wicks moisture away via the unique island/channel lining and redistributes heat via X-Static sliver



threads. It's MP3 ready, has lots of pockets and looks good enough you'll wear it out for the evening. The new Vapor Dry Hoodie for

women is a sleek hooded top with mitten cuffs,



great moisture management. For really cold weather it

makes a great mid layer. For California it's superior outerwear! There is also a better feeling more snag resistant fabric on the popular Podium 1/2 Zip for men and women.

Great colors, great feel, great performance.



Timex is introducing a new watch that allows you to control your Ipod Nano *from the watch*—no more fumbling around with the Nano controls. It will, however,

not work in tandem with the Nike Ipod kit, so you have to choose between speed/distance and ease of control. The watch should be available for the holidays and price has been announced at \$130.

The new Ibungee Lace System makes it easy to keep your laces snug without having to tie your shoes every time.

There are several elastic laces on the market, but the Ibungee is by far the easiest to use.



They come in several lengths to fit most types of shoes. Great for kids or adults with a physical impairment that prevents them from tying their shoes easily. Price is \$5.00.

We'll be sending you our Holiday Shopping Guide in November!

## Diabetes Epidemic—What You Can Do About It

The statistics on Type 2 diabetes, especially in young people are alarming. We here at Phidippides serve a wide range of customers, including a great number of medical referrals, and in increasing number of those referrals are suffering from Type 2 diabetes. It's a national epidemic that is seeing the onset of the disease in much younger people as well. While there is some genetic predisposition to Type 2, the medical community is in agree-

ment that the proper diet, moderate exercise and keeping weight down can prevent or delay the onset of the disease. The earlier onset of the disease usually means that the complications the disease brings are also seen at an earlier age, resulting in increased need for medical treatment, shortened lifespan and decreased quality of life as the disease takes its toll. We need to take steps to encourage young people to eat right, trim down

and exercise more. You don't have to run a marathon—studies show that with as little as 30 minutes of exercise a week coupled with dietary changes can reduce the likelihood of Type 2 diabetes by 50%. So, if you have family or friends whose life style makes you worry, do something about it! Encourage them to get fit and get moving for their own good! For information visit the American Diabetes Association at [www.diabestes.org](http://www.diabestes.org).

## Support A Greener and More Beautiful Los Angeles

Please join us in supporting One Million Trees LA—an organization promoting the planting of trees across the LA Basin to beautify the city, to cool our homes and buildings by shading them and both directly and indirectly offset some of the CO2 produced in our heavily congested metro environment.

To find out how to get involved and to support the effort, visit:

[www.onemilliontreesla.org](http://www.onemilliontreesla.org)



For A GREENER LA

### 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!



## How Much Stability Do You Need?

The subject of "stability" in shoes usually involves a discussion of the usually misunderstood biomechanical issue of "pronation".

First, let's clarify that pronation, and it's companion action, supination, are normal and necessary events in the chain of events that make up the act of running.

So what do these words mean? Pronation is often described as "rolling in" and supination as "rolling out". While this is a gross oversimplification, the visual image of these motions is helpful. In running the initial contact is made on the lateral (outside edge) of the foot (the "supinated position"). The foot then rolls inward ("pronation"). What is interesting is that the mechanical state of the foot is quite different when these two actions are occurring. The foot is only in contact with the ground for half a second or less when running. During this contact, about 70% of the time is spent with the foot pronating and the other 30% supinating. A pronating foot is described as a "mobile adapter" because the joints of the foot are unlocked, making the flexible enough to adapt to terrain and absorb the tremendous impact of footstrike. Conversely, a supinating foot is known as a "rigid lever" because it locks the joints and stabilizes the foot, providing a firm foundation and mechanical force to propel the body forward. What is amazing is that the human foot can

convert from one state to the other in hundredths of a second and thousands of times per mile.

Pronation involves the inward tilting (eversion) of the heel, outward movement (abduction) of the forefoot, upward bending (dorsoflexion) of the ankle and inward (medial) rotation of the lower leg.

What biomechanists and shoe designers focus on is "overpronation", since pronation and supination are normal for all runners. If a foot has pronated too much (too many degrees) or for too big a portion of that half-second of contact, the overpronated foot will not be able to supinate enough, or it will supinate too late in the cycle. This means that the foot is going to be unlocked and unstable at the wrong time, so that the runner will be pushing off (propulsion) with a "mobile adapter", unstable pronated foot rather than a "rigid lever", stable, powerful supinated foot. When running on an overpronated foot, the muscles have to work harder to stabilize the foot and tendons and ligaments connecting the knee, lower leg and foot structures will be stretched longer and with more force as well. This can lead to the classic problems we see every day here at Phidippides—plantar fasciitis, posterior tibial shin splints, medial side knee discomfort, patellofemoral knee pain, and even strain in the tendons of the upper foot.

Now, what throws a bit of a curve at us is the fact that biomechanical research shows that the high level of

cushioning required of a running shoe can actually *increase* the amount of pronation versus running barefoot. So, components must be added to shoes to compensate for this increased tendency to overpronate. Most current biomechanics research indicates that combining stability features in a shoe—dual density midsoles, TPU mid and rearfoot stabilizer bars, firm heel counters, deep forefoot flex grooves, beveled outsoles and either over the counter or custom arch supports can minimize this overpronation. In fact, research has shown that there is almost no such thing as too much stability in a running shoe, while there is plenty of research that shows that there is most definitely such a thing as too *much* cushioning. And, since NO shoe on the market is "corrective", there not a running shoe made which will make a runner "roll out".

In our experience, we agree with the research—there really is no such thing as "too stable" a shoe. Runners may have preferences in shoes which will lead them to find the most stable shoes too "clunky", but there is no mechanical reason to avoid them. Yet, runners constantly think they want maximum cushioning, without realizing they are inviting the kinds of chronic overuse syndromes we see here daily.

So, let us here at Phidippides help you find the right level of stability for *your* running. We know running... Get to know us.

## Training Tips From the Experts

### Start Slow to Run Faster Times

Why is it important to run easy for the first 8-12 minutes? When our muscles exercise they require more oxygen. Oxygen in blood is pumped by our heart through the circulatory system, similar to plumbing in our homes. Unlike our homes that have a fixed amount of pipe capacity, our circulatory system can increase or

decrease blood flow based on the oxygen demand of the muscles. While the major vessels (arteries and veins) are always open, the smaller capillaries only open as demand is sustained. To avoid injury and improve efficiency and performance make sure these vessels are open before running full bore. This can take 8-12 minutes of easy run-

ning. Therefore, take it slow at first, get those capillaries open and THEN increase the pace.

Jeff Waldberg PT,MOMT.

Many of you have met Jeff at one of the injury screening clinics here at the store for the last 15 years or so. Jeff is an accomplished athlete in his own right, as well. Visit Jeff at [www.orthopropt.com](http://www.orthopropt.com).

# New Product Review

## Brooks Trance 7



The Trance series has always been Brooks' top of the line shoe and as such has typically introduced the running world to Brooks' latest technology improvements - the Trance 6 debuted the MoGo midsole. The new Trance 7 offers several improvements over the 6: a new TPU midfoot bridge that lightens the shoe without detracting from stability. The shoe is lighter and less bulky feeling with a better balance than its predecessor. *Runners' World Magazine* gave it the Editor's Choice Award for Best New Shoe. Charlie was on the wear test team for the Trance 7 and reports that it's the best Trance to date, with excellent fit and feel, good stability for overpronators (but look to the Beast/Ariel or Addiction if you need maximum support or are a bigger runner) and a great, long lasting ride. The Trance 7 is available now at \$135.

## Brooks Adrenaline ASR 4



The ASR (All Surfaces Running) was a truly revolutionary trail shoe when it was introduced a few years back as it finally brought real stability to the trail market that to this day seems to not understand that if the bulk of the road shoes built are

aimed at overpronators, then it should logically follow that trail shoe needs would be similar. The latest ASR tweaks an already fine package with a MoGo midsole, a new outsole made from sand, not oil, as part of Brooks' Green Initiative. The shoe is fitting wider than previous versions, so if you are on the narrower side of things, you may need an extra Spenco to take up the slack. Priced at \$95.

## Color Updates On Beast/Ariel

The current Beast/Ariel get great new colors 10-1. We really think the new colors are sharp, so we're giving you a sneak preview of the color-ups so you can plan your fall running wardrobe! And don't forget, the Beast is now available in a black/charcoal color—ideal for formal wear (Sou Cal style).

## Saucony Grid Paramount



Saucony has entered the high end running shoe fray with an excellent offering in the \$165 Grid Paramount. The Grid Paramount sports full length Pro Grid (Saucony's advanced cushioning technology), modularized crash pods and a unique new Micro Sphere upper material that helps to regulate foot temperature by actually absorbing or releasing heat in an effort to maintain ideal foot temperature. The Grid Paramount offers moderate stability in a lighter weight, great fitting (albeit not as wide as most Sauconys) great riding shoe.

## Asics Gel Evolution 3

The first two versions of the Evolu-

tion had a strange feel about them



on certain people—a sense of rolling over to the lateral (outside) of the foot. For those that didn't sense that, the shoe offered great cushioning and stability. The Evolution has been a competitor to the Beast/Ariel since its introduction. The new Evolution 3 offers a Sol Lyte midsole, improved platform width eliminating most of that sense of lateral roll, a Space Trusstic bridge in the midfoot that offers improved comfort in the arch and improved stability. The price remains the same at \$110. The Evolution 3 offers a lighter, softer ride than the Foundation, yet retains the stability that customer is seeking.

## New Energy Gel , Bar Flavors

Several new flavors have debuted! GU has introduced Mint Chocolate flavor. They're available in a introductory 6 pack priced at xxx. Carb Boom has also introduced new a great new flavor Double Espresso for all you caffeine freaks. We have all these new flavors in stock now! The wildly popular Bonk Breaker Bar has added a companion to the very tasty Peanut Butter and Jelly Bonk Breaker the choco-holic's—Peanut Butter and Chocolate Chip. We're delighted to carry these bars, developed here in the SF Valley by Jason Winn in Chatsworth. He spent a long time testing recipes and the PB and Jelly bar has been a stellar success—we're sure the Choco-

late Chip will be a hit as well.

## New Nike Watches

Nike has introduced a great new line of watches derived from the Triax 26 series.



These new watches feature five segment timers, 50 or 100 lap memory capabilities, extra large digits for us aging boomers, a unique convertible display allowing display of lap time, total time or both, and a unique 50 lap target times feature to track your workout progress, and, of course, all the normal watch type functions. Add some great colors and you have a great watch! . They sport the same easy to read without turning your arm, slightly angled watch faces that made the Nike Triax series famous. There are two case sizes so women will get a watch that fits just right. Prices are very competitive as well, at \$59 (50 lap) and \$79. (100 lap).

## New Sportline Pedometer

Lower priced solutions for speed and distance usually don't work well. A new full function wrist watch/ pedometer priced at \$50 has tested well with store staff for ease of use and accuracy. Also a new credit card sized pedometer at \$30 has just arrived, too—thin and light! Stop by and take a look!

Stop by and say HI!



## Phidippides Encino

16545 Ventura Blvd Encino, CA 91436

Phone: 818-986-8686

[www.phidippidesencino.com](http://www.phidippidesencino.com)

Open Tue-Fri 10 to 6, Sat 10-5 Closed Sun/Mon

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 (for continuing education credits)

We're always being asked questions about shoes, and since shoes are the most important item in your gym bag, knowing a bit more about them will help you get a longer shoe life with more injury free miles.

### Q: What is a "last"?

First off, it is NOT the "last" one to cross the finish line... In shoe construction, the soft uppers (the cloth part of the shoe) are sewn together from patterns, much as you would sew a shirt or pair of pants (there are a LOT more parts to sew together, however). The "midsole" (collectively, the assemblage of parts that make up the soft cushioned part of the shoe and where most of the support features are located) is usually created from molds where the materials are either poured or injected and then cured at a certain temperature and pressure. These parts, and others, like the outsole, are assembled together on a form that has the shape of a foot, called a "last". The word comes from an Old English word "laesk" that meant "footprint". Each company has various lasts that they make their shoes on, and the shape of the last is designed with a particular kind of foot in mind. That's why you probably have certain brands, or even certain models of shoe that just seem "to be made for you" - your foot is shaped like that particular last, so when you put that model on, it "fits like a glove", while the person sitting next to you may say that very same model is the worst fitting shoe they have ever tried on. So... when selecting shoes, the process is to determine

what your biomechanical quirks dictate in terms of features, then take into account your foot size and width (not all models are narrow or wide enough) and then try on that set of shoes to see which ones have that magical feel that you are looking for. That's what we're here to help you with—so come on in and let us help you so you WON'T be last...

### Q: My second toe is longer than my big toe and it gets sore and the nail turns black. What can I do?

Many people have a longer second or sometimes second and third toe. This is known as a "Morton's toe" after the podiatrist that wrote the syndrome up. For folks that don't do too much walking or running there are generally no problems. However, when someone runs or walks long distances, the longer toes take an undue amount of pressure. In the "normal" foot, the big toe provides about 90% of the push power to move you along the road. When the second or third toes are longer than the great toe, some of that force is transferred to the adjacent toes and they 1) aren't built to take it and 2) usually point down rather than up like the big toe. The result is that these longer toes dig into the deck of the shoe with a LOT of force, resulting in sore toes, blisters and quite often nail damage. Now that you have identified your problem, don't run out for cosmetic surgery! There are several tricks that can be done with the innersoles to relieve some of the pressure by cutting away some of the material on the innersole to create a kind of "retreat" for those weird longer toes to drop down into. And don't

think you just need to go longer—usually the length of the shoe is NOT the issue (assuming a proper fit in the first place). One more thing to make you feel better—the longer second toe has been regarded as a sign of royalty down through the years! However, based on the feet we see, the royal family must have been quite prolific! So, if your royal toes seem to be giving you grief, stop by and let us commoners make some suggestions.

### Q: The top of my foot gets sore on long runs. What's going on?

This is another common problem we see. Customers come in complaining of soreness or numbness on the top of the foot. Quite often it comes from lacing the shoes too tightly, especially if you use all of the top two or three lace holes found on most shoes. These holes at the top of the lace box are really too close together to use all of them without creating too much pressure on the tendons and nerves that pass from the leg to the foot. If the discomfort is down further, on the top of the instep, say, look closely to see if you have a raised bump on your instep. Charlie has one on his right foot, and it requires creative lacing techniques to get around it. We try to check for these kinds of things as we "shoe" you, and if we notice something unusual we may ask you if you have had any problems with soreness. If so, we'll make some suggestions on how to lace the shoes differently to relieve the pressure. Sometimes a thin tongue pad may help as well.

Well, that's it for Shoe Tech 101—pass your exam papers forward to the front for collection!