

Phidippides Voted Best Running Store in LA
Jan 2009 LAS&F



The Phidippides Encino Messenger

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

VOLUME 2, ISSUE 1

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HIGHLIGHTS

- LA Marathon Gets March Date on NEW COURSE
- Phidippides voted Favorite Athletic Shoe Store by readers of the LA Daily News
- Lots of new products to talk about
- Phidippides now on Facebook

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What's Up at Phidippides Encino

LA Marathon Back to March on a Great New Route



From the Stadium To The Sea

The LA Marathon has always been a special race for those of us here at Phidippides. Craig was one of the legacy runners and was an unbelievably enthusiastic supporter of the race, encouraging hundreds of runners and walkers over the years to do the race. We've been heavily involved with the LA Roadrunners as well, offering shoe clinics, injury clinics and more and helping direct runners to programs like the Roadrunners that would get them ready to do the race.

Now we are even MORE excited! Under the direction of LA Dodgers' owner Frank McCourt, who we have had the pleasure of meeting at the store, and his dedicated hard working staff, the LA Marathon has gone back to March when the weather is generally more favorable for long distance running, and to make the race even MORE exciting, they have secured a great new course starting at Dodger Stadium and ending at the beach in Santa Monica! We really can't imagine a better, more exciting, more "LA" course than this one. It's going to be REALLY big, REALLY fun, REALLY exciting, and we suggest you sign up early! We'll be post-

ing more info and links on our web site as we find out more, but bookmark www.lamarathon.com in your browser and check back at the end of September when they anticipate having all the details available. We will no doubt be doing something special in memory of Craig at this year's LA. He would be going crazy talking up this one, I know.

Entertainment! Refreshments! Door Prizes!

We're teaming up with businesses in our center to bring you a fun filled afternoon!

Join us on Sunday November 8 from 1-4 pm for an afternoon of:

- Music by Ava's band
- Light Refreshments
- Vendor Booths
- Raffle Prizes
- Door Prizes
- Coupons and discounts to stores in the center and the surrounding area.
- Friends and neighbors to chat with.

Phidippides Encino Voted "Favorite Athletic Shoe Store" by readers of LA Daily News



We have won numerous awards over the years for our outstanding service and selection, but we are particularly pleased with this award, as this readership represents a very wide range of people—not just runners, but fitness walkers, orthopedic referrals and folks just trying to get through the day without foot pain. We are gratified that the general public has enough confidence in us that they have voted us Favorite Athletic Shoe Store in LA. Thanks, and we look forward to serving you for years to come.

Green Silence by Brooks

Brooks has announced a new performance racing shoe that is SO cool, you'll just want to wear them around town! It's called the Green Silence, made from 75% post consumer waste! And it is SO good looking. Reserve a pair now as production is limited! Available 2-1-2010.



Valuing The World Around Us and Our Place In It

Coffee Drinkers Rejoice

One day you read coffee is bad for you, the next they tell you it's a great antioxidant. Now a new study says that while we probably shouldn't drink gallons of the stuff, it's actually a very complex drink with lots of chemical components. It appears to lower the risk for Type 2 diabetes; it lowers the risk for liver cancer; it may (slightly) reduce the risk of stroke. It is clear that it's the caffeine in the coffee that boosts athletic performance. I remember reading that tip back in the good old days. Only difference is, now they think it helps by releasing more calcium ions allowing the muscles to contract more forcefully. For more info, check out:

www.myhealthsense.com/F20090511_coffeeRejoice.html, and pour another cup!

Phidippides Now on Facebook!

We have joined the Facebook world! Friend us on Facebook and keep up with what's going on at the store and all your connections through the store. We know so many of our customers on a more personal basis that I think Facebook will prove to be a great resource for the Phidippides community.

Here in LA we live in a stressful urban world with quite limited links to nature. Trail running has always been a really important source of pleasure for those of us here at Phidippides. It reconnects us to nature and helps place us in it. In the last decade there has been considerable research in the new field of ecopsychology. Some very amazing studies have shown that hospital patients recover more quickly in a room with a view of leafy trees than those where windows looked out at brick walls. Drivers exposed to high pressure situations showed much lower levels of stress when exposed to lush vegetation than those exposed to urban

visual blight. Numerous studies have shown repeatedly that contact with nature can lower blood pressure, reduce anxiety, relieve stress, sharpen mental states, and among children with attention and conduct disorders, improve learning and behavior. The studies have also demonstrated that these effects are cross cultural, suggesting that this is something that humans are wired for. This has lead researchers to examine what happens when we withdraw (or are withdrawn) from nature. Ecopsychology is rooted in the idea that mental health requires, in addition to strong human bonds, a connection with nature and an under-

standing of our place in the ecosystem we are part of. Ecopsychology is concerned that the loss of connections with nature has the potential to inflict deep harm to human well being. It's a tough issue to address in the world we reside in.

We have a nice selection of books that will get you thinking about who we are and where we fit in the world around us. Ask us about trails in our area, too. And, in spite of the damage the recent fires have wreaked, there's still a lot of amazing nature around us—let's get out there, relax, take it in, and at least for a moment, be part of it.

Training Questions & Answers

Q: I think I sprained my ankle on a trail run. Since it's just a sprain should I do anything special for it?

A: Actually, the answer is "Yes", you should be somewhat concerned. Studies have shown that undertreatment of ankle sprains means that 30-40% of people with simple ankle sprains develop chronic long-term joint pathology. In a recent interview Dr. Tricia Hubbard, athletic training director at University of North Carolina, indicated that in general, a sprained ankle should be immobilized to protect the joint and allow the injured ligaments to heal—a week for a simple sprain, 10-14 days for a moderate one and 4-6 weeks for a severe sprain. And, she pointed out, lack of pain may not indicate the ligaments have healed. And then, after the injury has healed, an athlete should make sure to provide extra protection for the an-

kle in the form of an ankle brace, preferably, not just a simple neoprene slip on. An additional note is that women recovering from a sprained ankle should avoid high heels with narrow bases as that's just inviting a new injury.

Q: What kind of carbohydrates should I be looking for in my workout energy supplements?

A: As the word implies, "carbohydrates" are composed of carbon, hydrogen and oxygen. Carbohydrates provide the body with energy and heat. All carbohydrates are broken down and converted into glucose and store in the body for energy, primarily in the muscles and the liver in the form of glycogen. Complex carbs are made up of two or more linked simple sugars. Complex carbs take longer to digest and store in the body for energy up to 24 hours. Complex carbs should be eaten

about 2 hours before an athletic endurance event (I love a bowl of oatmeal, myself). Simple carbs are quick to break down into glucose, therefore being readily available for the body to convert into energy. This type of carb can be consumed just before and, of course, during long efforts for immediate fuel for energy. Most of the gel and chew type products on the market are using longer chain carbs in their formulation in order to enhance the long term energy level of the athlete. In an endurance event like a marathon, you should plan on consuming some sort of energy source ever 30-45 minutes and, just as importantly, water for fluid replacement and to process your energy source, about every 20 minutes. Keeping your energy level up makes running a LOT more fun!

New Shoes

There are lots of new items at Phidippides to help you get the most out of your training. So stop by and check out our new arrivals!

Nike Sportband

The Nike iPod Sport Kit has been an immensely popular training aid. It uses a sensor (the oval shaped gizmo in the picture above) placed in or attached to one of your running shoes to send speed and distance information wirelessly to an iPod Nano or iPod Touch. This works great for those that listen to music, but it has not been enticing to those who



don't. So Nike has added the Sportband to their lineup. The shoe sensor is the same, but now you use the Sportband wristwatch as the receiver. You get all the same information about your speed and distance, but instead of a voice talking to you mixed with your favorite music tracks, you get a silent display on your wristwatch. The Sportband interfaces with your PC via the USB port to upload your workouts to Nike's free web site where you track your progress and "compete" with other runners. The kits are in stock now and the price is about the same as a regular sport watch—

New Product Review

New Gear

\$59.99. Only thing is, Lance Armstrong and other running superstars won't be coming on your iPod at the end of your Rocky Theme Song track to congratulate you on your best run yet. Small price to pay for silence...

Bio Soleil Sunscreen



There are lots of sunscreens on the market today, and we carry several great ones in the store. Here is how your sunscreen protects you from sun burns and aging skin... in a nutshell. To start off, sunscreens and sunblocks are not the same thing, but for this review, we'll concentrating on explaining how a sunscreen works as that is what most of us are using at the moment. Believe it or not, your sunscreen contains chemicals that actually absorbs the rays and then scatters them. This means that the length of the rays are altered enough to prevent serious damage. Eighty percent of lifetime exposure to sunlight occurs before the age 18. That means that for some of us, it is too late to worry about the damage that has already taken place. It also means that those of us that are parents need to emphasize sun protection with our kids—a tough thing to

do, let me tell you. For most adults, it's our athletic activities that expose us to too much sun. On top of this, some folks have a real sensitivity to the chemicals that prevent skin damage. This is where BioSoleil Sunscreen comes in. The chemicals are suspended in a solution of beeswax which helps to protect your skin from the chemicals. If you seem to have trouble with sunscreens and sensitive skin, try BioSoleil. It's \$13.99 for a 2 ounce bottle.

GU Chomps



The energy gel and chew market is really crowded and everyone has their favorites, but the folks at GU (our best selling gel brand) have a real winner on their hands with **GU Chomps**. There are four great flavors and they have the same branched chain amino acids that the GU Gels do and 100% of your RDA for vitamins C and E, as well as good levels of sodium and potassium for electrolyte replacement. Price is \$2.25 per pack and there are quantity price breaks.

Asics Chafe Free Powder and Lotion



Aceba that is actually dry,

Asic's new anti-chafing products use a revolutionary new ingredient named

even in lotion form. It goes on without any sticky messy feeling and does a great job. The lotion comes in a water resistant and a water proof variant for water sports where you need chafing protection under a wet suit for example.

Sport Beans



Sport Beans has introduced a new Berry flavor and a new resealable pouch so

you are not chasing Sport Beans around your fanny pack. There's a new formula with natural colors and tapioca syrup and real fruit juice for sweetener and flavor. There is also a new Assorted flavor pack with some of every flavor. Sounds kind of like Bertie Bott's Every Flavor Beans!

Brooks Ravenna



The Ravenna is the follow on to the Axiom. It's light, it's cushioned and it has reasonable support for an overpronator, especially as a faster paced trainer or long distance racer. The fit is quite good with a segmented lace box for more adjustability. There are not many choices in this type of shoe and the Ravenna is at the head of the class. Priced at \$100.



Phidippides Encino

16545 Ventura Blvd Encino, CA 91436

Phone: 818-986-8686

www.phidippidesencino.com

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

Closed Sun/Mon (open 12-4 1st 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—Shoe and Biomechanics Q & A

Q: Does changing to a cushioned insole extend the life of my shoe?

A: Yes and no... How's that for avoiding the question? While cushioning does in fact break down in a shoe, the biggest problem is that the support in a shoe breaks down, and a cushioned insole won't restore that support. Some runners may experience very exaggerated wear in a particular area of a shoe which insoles cannot address. For most runners the life of a shoe is about 400 miles or so for men, and about 500 for women. Body weight, foot strike, biomechanics and running surfaces may affect this number, but it's a good guideline. If you want more shock absorption during the LIFE of your shoe, then a cushioned insole will help (and will generally last through several pair of shoes) but it won't stop a shoe that has lost its support from putting extra stress on your anatomy.

Q: Is my stride always the same?

A: While your basic biomechanics are yours to keep, there are factors that can introduce changes in your gait pattern. For example, as you tire on a long run muscles that absorb impact and control motion tire and are less able to protect joints, muscles, tendons and ligaments from stress and vibration. This can lead to more stress and pain. Further, even a minor injury can cause a significant change in your running form, placing stress on areas NOT actually injured initially and perhaps leading to new stress induced injuries. There is some evidence that more stable shoes may help delay the onset of fatigue and help support the lower extremities later in an endurance event.

Q: Does my foot shape, foot type and morphology impact shoe selection.

A: Yes, it most certainly does. Robert Lyden is the author of an interesting (well, to some of us at least) book called **Distance Running** that includes a wealth of information about the technical side of running shoe design and manufacture (and yes, for you geeks, we DO sell this book in the store). The size and weight of a runner are often overlooked aspects in the selection of shoes (and, unfortunately, even often overlooked in the design of shoes). Bigger runners, for example, can easily bottom out a shoe designed for a light weight neutral foot in a very short time, perhaps as little as 50 miles. Midsole densities, midsole materials, add on cushioning units, shank designs and materials all greatly influence the service life of a shoe. There is even recent research that indicates that a runner's AGE can influence shoe choice! As we get older nerve signals travel more slowly, muscles contract with less force, tendons become less elastic, joints lose range of motion and are more prone to chronic inflammation and the fat pads on our feet begin to shrink. Wow, no wonder I hurt so much! These physiological changes may require new criteria to be used in footwear selection and in many cases additional changes to the innersoles will be very helpful as well, either in the form of modifications or replacement. This is where the experienced staff at a specialty can help you find just the right solution for your biomechanics, body and foot type.

Q: I have a very high arch. Most things I read indicate I should have a neutral, highly cushioned shoe. Is this correct?

A: Ah, if it were only that simple! It's really a common misperception perpetuated in particular by the mass market mail order houses that talk about things like the "wet foot print" test to determine the type of shoe you should be running in. The assumption is that high

arches indicate a requirement for maximum cushioning. A large percentage of runners and walkers with high arches still overpronate and need some support and stability beyond that offered in a neutral shoe. There's even a good percentage of runners who are pigeon toed and overpronate- a bit of an anomaly- and therefore need at least some rearfoot control. For those that truly underpronate, there can still be a problem with many cushioned shoes as they will lift the foot further off the ground and compress more readily than a more stable shoe, thus exaggerating the tendency to roll over laterally in the shoe. This results in increased strain on the peroneal tendon, the iliotibial band, the lateral aspect of the knee and sometimes the ankle. These runners will often do better in a firmer, broader based shoe, particularly if the runner is heavier. It is in fact, MUCH more difficult to design a shoe or an orthotic for an individual who UNDER pronates than it is to deal with a severe OVER pronator.

Q: Do I need a trail shoe if I run off road?

A: This not an easy YES or NO answer. First off, trail represents a very small percentage of running shoes sold, meaning that the number of models, the width offerings, etc, are more limited in the trail category. Really narrow or wide feet, or severe overpronators may not be able to find an appropriate trail shoe. Trail shoes generally do provide more traction on dirt and rock and more protection against rock penetration than road shoes, but in general, the biomechanical and fit aspects should take precedence. The fact is, there are quite a few "road" shoes that WILL provide great traction and protect against rocks and still offer you the fit and support your foot needs. Let us help you find the right trail solution—whether it's a trail shoe or not!