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Arch Angels Innovative Arch Support System: Walking Comfortably With or Without Shoes

By Tyler Ellis

A new arch support system that enables people to walk more comfortably with or without shoes has been gaining the support of consumers and podiatric medical professionals, according to Steven Llorens, Founder and President of **Arch Angels Brands LLC**.

Arch Angel Brands, LLC officially launched its Sole Angel™ product line at the New York State Podiatric Medical Association's Clinical Conference held in January.

Mr. Llorens said that since the launch the response from the podiatric community to Arch Angel Brand's proprietary product, the Sole Angel™ Arch Support, has been overwhelmingly positive. "Doctors are recommending the

Sole Angel™ Arch Support and the patients that are using them are really enjoying the benefits of less heel and foot pain," said Llorens.



The Sole Angel™ Arch Support system couples cushion pads with an elastic compression band that holds the arch support in place. This innovative, patent pending design allows the wearer to enjoy the benefits of a supported arch while wearing footwear, or when barefoot.

Also introduced at the New York conference was the Sole Angel Beachwalker™, a silicone arch support with an adjustable band designed to be used at the beach or poolside, with flip flops, sandals or barefoot. The Sole Angel Beachwalker™ is offered in four colors, translucent, peach, pink

and blue.

The Sole Angel™ Arch Support was created by Mr. Llorens while he was a patient of Dr. Spero Demoleas, DPM of Old Tappan, New Jersey. Mr. Llorens suffered from plantar fasciitis and understood that taking pressure off of the plantar fascia could help alleviate his heel pain. Unfortunately, or fortunately, Mr. Llorens could not find any product in the retail marketplace that provided enough support to help to alleviate his heel pain, particularly when he was walking barefoot.

After seeing Mr. Llorens wearing a Sole Angel™ Arch Support during a follow up visit, Dr. Demoleas began to prescribe the Sole Angel™ Arch Support as part of his treatment plan for patients suffering from similar conditions. The positive responses from Demoleas' patients reinforced the product's value toward treatment and it was Demoleas who urged Mr. Llorens to introduce the product to the medical community. According to Mr. Llorens, Dr. Demoleas does not have an ownership interest in the company, but does now act as one of company's medical consultants toward product development.

The doctors prescribing the Sole Angel™ Arch Supports are finding that the arch support can also be moved to different parts of the foot to help relieve other foot ailments, not just plantar fasciitis. According to Dr. Demoleas, "It's a very versatile, economic and simple solution to common foot problems".

The products can be purchased from podiatrists, or through the company website.

For more information, visit www.supportforyoursole.com, call 800-766-0560, or circle #163 on the reader service card.

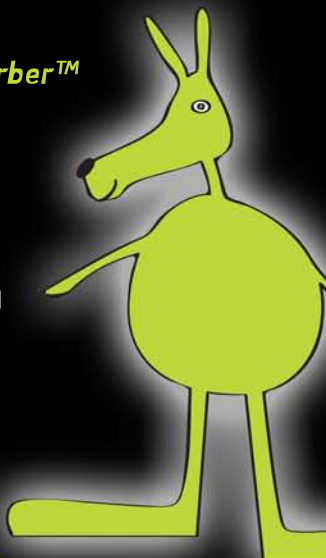
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