

What Causes Foot Pain?

How do Barefoot Science insoles fix feet and eliminate foot, back, and body pain?

Let's start with understanding foot pain...

*Is foot pain caused by overuse? **Nope***

*My shoes protect my feet from injury while I'm in motion. **Not exactly***

*By cushioning and stabilizing my painful feet, I can eliminate my pain. **WRONG***

At Barefoot Science, we have spent over 15 years researching foot function and the causes of foot pain to develop our revolutionary foot care technology. And what we've found is that the pain in your feet starts with...

...Your Footwear!

Almost every step we walk in today's world is taken wearing some kind of footwear. We begin to wear shoes before we can even walk. But walking is the best means we have to exercise the 20 muscles in each of our feet. Because we wear footwear of some sort as a matter of course in the modern world, we take almost all of our foot exercising opportunities – each of the thousands of steps we take each day – with our foot muscles immobilized, unable to properly flex.

And the more steps you take, the more your foot muscles fall into disuse and ultimately weaken. When your foot muscles and ligaments fall out of alignment, a chain reaction of misalignment is set off right up your legs and spinal cord. ***This is why we find so many people who spend time on their feet at work – nurses, office workers, construction workers – and other active “steppers” – joggers, cyclists, golfers – complaining about pain in their feet, knees, hips, and back.*** Over time, denying your feet the benefits of walking barefoot by wearing shoes can compound into an alignment problem that may not only be responsible for your sore feet, but also your chronic lower back pain. In fact, an estimated eight out of ten people in the U.S. have gait problems that cause sore feet, aching backs and hips, and pains in the leg and neck.

So, if you've been wearing orthotics for all these years, why aren't you better?

For many people, foot pain becomes a chronic problem. People for whom being on their feet is a job requirement have no choice but to search for a solution. And for over 100 years, the standard medical approach to treating foot pain has been to custom brace the foot with an orthotic. An orthotic is defined as a brace for a dysfunctional joint or muscle. But based on what we already know about foot muscle weakness leading to misalignment and ultimately causing foot pain, the concept of bracing the foot just keeps the same weak foot muscles in a constant state of weakness – without any hope of improvement. Once you put an orthotic in your shoe and permanently brace it, you will never rehabilitate it because

your foot muscles will have even less opportunity for exercise than before. ***So in many ways, the modern approach to foot pain – the orthotic – starts a vicious cycle of muscle weakness and ongoing pain.***

What do our feet want?

Our feet want to be bare. Our foot muscles need to experience a range of motion not possible while walking wearing shoes. The soles of our feet need to experience physical stimulation to send signals through the nerve endings and muscles of the foot.

- We want to feel the earth – we don't want sensory insulation
- We want as much freedom or range of motion as we can get for our foot
- We certainly do not want to brace, cushion or support our feet

To achieve the barefoot effect for your feet in our “shoes required” world, you need Barefoot Science.

How our insoles rid you of your pain

Barefoot Science is a foot strengthening system. Similar to walking in sand, our insoles cause the 20 muscles in each of your feet to fire in a way that makes them stronger. As with any muscle, the more they are exercised, the stronger they get. Why do you need strong feet? Because your feet are your foundation and strong, aligned feet are pain-free feet! Not only will your feet benefit, but the rest of your body, including your heels, knees, shoulders, and back will be aligned and pain free as well. Barefoot Science's insoles correct the cause of your pain versus just accommodating it as do other insoles and orthotics.

“How does the multi-level strengthening system work?”

Wearers simply switch out the patented foot-stimulating tab that fits neatly into the arch of the insole until they progress from stage 1 through 5 (or 7 with our special therapeutic model). How do you know when to move up a level? Your foot will tell you! When the muscles in your foot have gotten strong enough for the next level, you will notice that you can't feel the insole in your shoe anymore and that's the signal that it's time to move up. How long does it take? We usually recommend about one week between levels. We've sold over a million insoles to people the world over; it's time **you** experienced what pain-free living is all about! And, with Barefoot Science's 100% satisfaction guarantee, there is no risk involved. Love them or we'll refund your money.