

Importance of Running Shoes

Mark J. Mendeszoon, DPM
Precision Orthopaedic Specialties
Achilles Running Shop



Running Shoes



History of Running

- ✕ Ancient Greeks- sound body & sound mind
- ✕ Initially barefoot & naked
- ✕ Romans- thin soled sandals
- ✕ Leather used due to durability



Running Shoe History

- × 1839- Charles Goodyear- vulcanized rubber
- × 1852- first running shoe with spikes
- × 1900- all purpose sneaker: canvas
- × +rubber{sulfphur}
- × A Scotsman 'Old Man' Richings- seamless toebox

ADIDAS

- × Adolph Dassler
- × Rudolph Dassler
- × 1925
- × Arch Support & Speed Lacing
- × 1936 Olympic Games
- × Jesse Owens



Puma

- ✕ Rudolph Dassler
- ✕ Family Fight
- ✕ SNEAKER WARS



New Balance

- × American Company
- × 1960's
- × Provided Running Research
- × Lightweight support & nylon
- × Used as comfort



ASICS

- × Kihachiro Onitsuka - 1949
- × Tiger
- × Post World War Two
- × Children Shoes- exercise
- × Running 1956
- × Kohei Hori - Juvenal Satire
- × "If you pray to God, you should pray for a sound mind in a sound body" ("Anima Sana in Corpore Sano")



Other Running Shoe Companies

- × Asics
- × Mizuno
- × Reebok
- × Saucony
- × Brooks
- × Pearl Izumi
- × Altra
- × Newton
- × Hoka
- × On Cloud



1972- Nike

- ✕ Phil Knight
- ✕ Bill Bowerman
- ✕ Steve Prefontaine
- ✕ Waffle Iron
- ✕ Hayward Field



OUT OF NOWHERE

The Inside Story of How Nike Marketed the
Culture of Running



by Geoff Hollister



MEYER
& MEYER
SPORT

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"There's hardly a more perfect Bowerman biographer than
Kenny Moore, who brings both *Sports Illustrated* writing chops and
an intimate knowledge of Bowerman's coaching style to the task."

—THE SEATTLE TIMES



BOWERMAN

AND THE MEN OF OREGON

The Story of Oregon's Legendary Coach and Nike's Co-founder

KENNY MOORE

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#1 NEW YORK TIMES BESTSELLER

SHOE DOG

A MEMOIR BY THE CREATOR OF NIKE

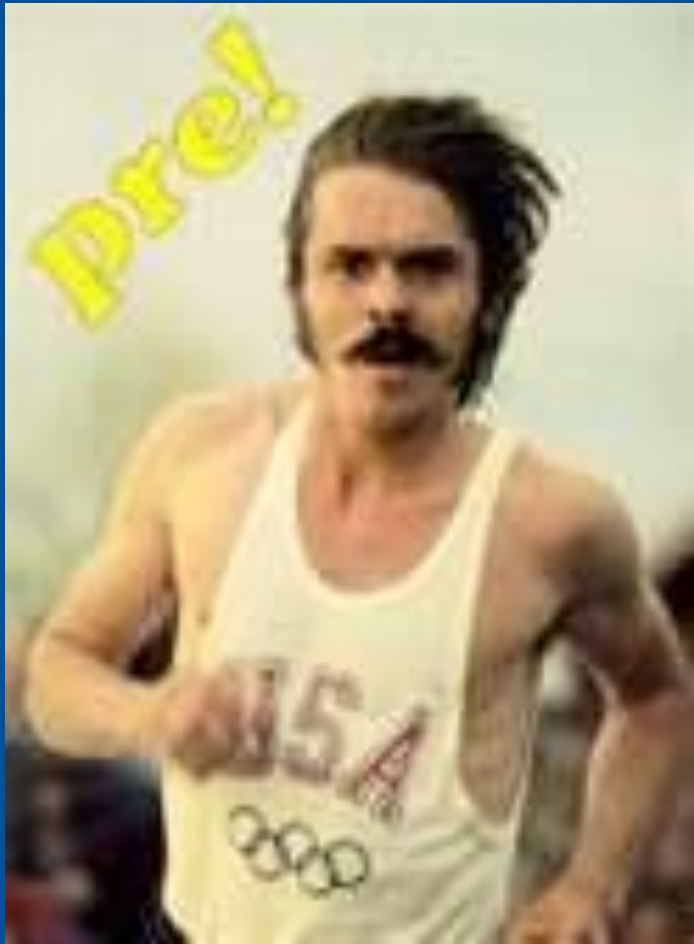


PHIL
KNIGHT





Steve Prefontaine



2

February 1975

MONDAY, FEBRUARY 24 (30)

8	18.0	9 mile run	1
9			2
10			3
11		9 mile run	4
12			5
EVENING			

TUESDAY, FEBRUARY 25 (30)

8	17.0	10 mile run	1
9			2
10			3
11		7 mile trail run at rising pace.	4
12			5
EVENING			

WEDNESDAY, FEBRUARY 26 (30)

8	17.5	7.5 miles	1
9	17.5		2
10		7 miles	3
11			4

February 1975

THURSDAY, FEBRUARY 27 (30)

8	18.5	7.5 mile run	1
9			2
10		3.5 morning	3
11		8x80 (400) 2:12-4:15-2:18-2:15	4
12		2:12 2:11 2:09 2:07	5
EVENING			


FRIDAY, FEBRUARY 28 (30)

8		8.1 mile trail	1
9			2
10			3
11		5 mile run (jog)	4
12			5
EVENING			

SATURDAY, MARCH 1 (30)

8		8 mile run	1
9		6x30 4:15 4:15	2
10		5 mile jog	3
11		5 mile run	4
12			5
EVENING			

PREFONTAINE
STEVE PREFONTAINE
METICULOUS
HIS RUNS ARE



WAFFLE IRON—THIS IS SIMILAR
TO THE ORIGINAL WAFFLE IRON,
WHICH BARBARA BOWERMAN
THREW AWAY BECAUSE HER
HUSBAND HAD GLUED IT SHUT.



Downton Eugene

Powerman in the 66

early 1900s



NIKE CORTEZ 1972 -
BLUE RIBBON SPORTS
SUCCESSFULLY SUED ONITZUKA
THE EARLY '70s TO KEEP
EXCLUSIVE RIGHT TO THE
CORTEZ NAME.

nike

Letting
in black
over
swoosh
in orange.

Be sure
lettering
is parallel
w/ edge of
label.

Carolyn Davidson



1973 "WORD"

Knight's marketing plan
and a key mark of his
Masterplan, the Japanese
Engine for his talent
show, among others.

1980s Nike is first world

understanding middle class

NONE OF THE MARKS
PROVIDED BY DESIGNER
CAROLYN DAVIDSON
IMPRESSED PHIL KNIGHT,
INCLUDING THE SWOOSH.



Nike Changed Running & Industry

- × Thick Heel
- × Promote heel-toe strike
- × Addressed Pronation
- × Blown Rubber
- × Massive Marketing
- × Overseas Production

(c) allsport



The Majority of Western Civilization wear the **WRONG** shoes



Function of Running Shoes

- ✕ Protection
- ✕ Support
- ✕ Shock Absorption
- ✕ Ventilation
- ✕ Cushioning
- ✕ Performance



Have a General Understanding of ALL Musculoskeletal Injuries

Lower Extremity MUST have a Thorough
Understanding !

Foot & Ankle Biomechanics

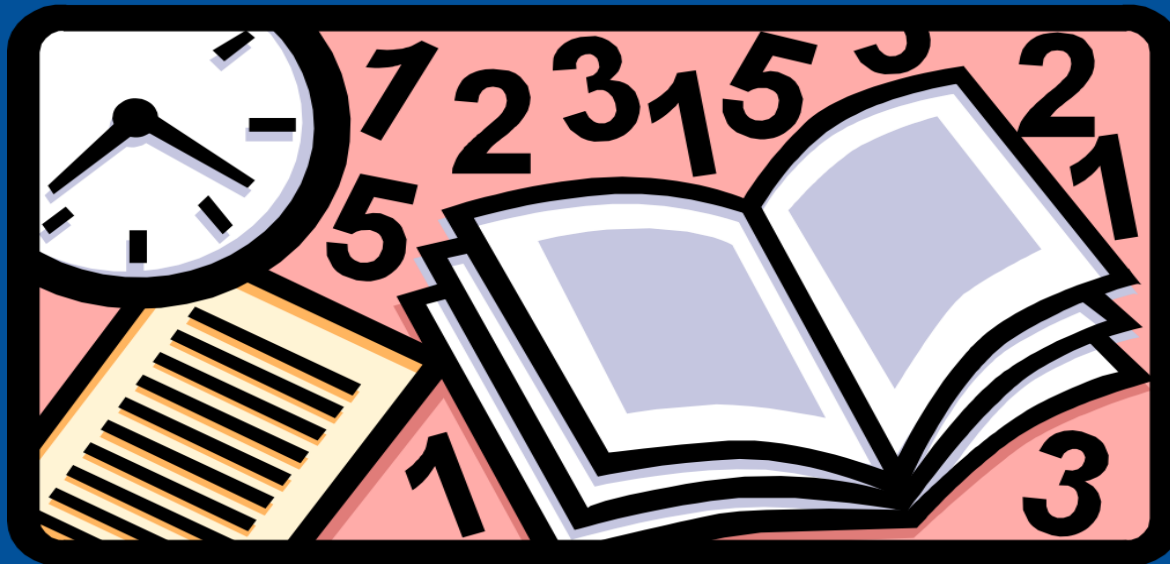
- × The Science of How the Foot Propels the Body
From Point A to Point B





Running Statistics

- × 8 times body weight per step
- × Approx. 1500-2000 steps per mile
- × Do the math
 - × *Distance X body weight X steps = total*



The Foot Is a Mobile Adaptor

- ✕ Absorbs shock
- ✕ Adapts to underlying surfaces
- ✕ Balances the body
- ✕ Propels forward



As Foot & Ankle Specialist
we must take into
consideration several issues
when placing patient into
proper running shoes

As Foot & Ankle Experts We Must

Learn the Anatomy of Shoes

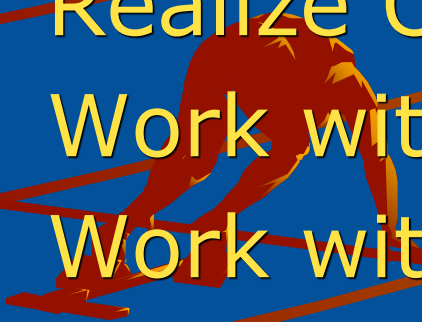
Familiarize with Shoe Materials

Understand the Category of Shoes

Realize One Brand isn't the BEST

Work with Local Stores

Work with Local Orthotist



Patient Considerations

- ✕ Height
- ✕ Weight
- ✕ Foot Type
- ✕ Orthopedic Condition
- ✕ Medical Condition
- ✕ Activities
- ✕ Goals



Insoles & Custom Orthotics

- ✕ Will definitely change which running shoe to utilize



How Do People Buy Shoes?

- × Price
- × Color
- × Name
- × Trends
- × Advice











Many Type of Walking & Running Shoes


- × Cushion
- × Support
- × Stabilizing
- × Motion Control
- × Racing Flats
- × Spikes
- × Hybrids
- × Minimalist
- × Negative Heels

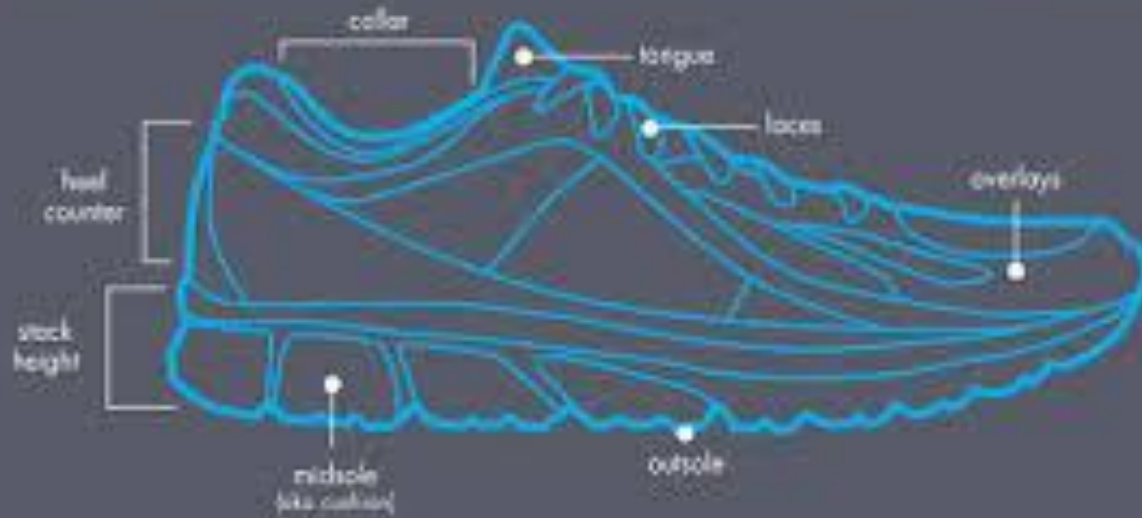


Running Shoe Anatomy

- × Uppers
- × Lace system
- × Lasts
- × Midsole- \$\$\$ research
- × Outsole/rubber
- × Achilles notch

ANATOMY OF A RUNNING SHOE & SOME FUN FACTS

presented by Believe in the 



ANATOMY OF A RUNNING SHOE



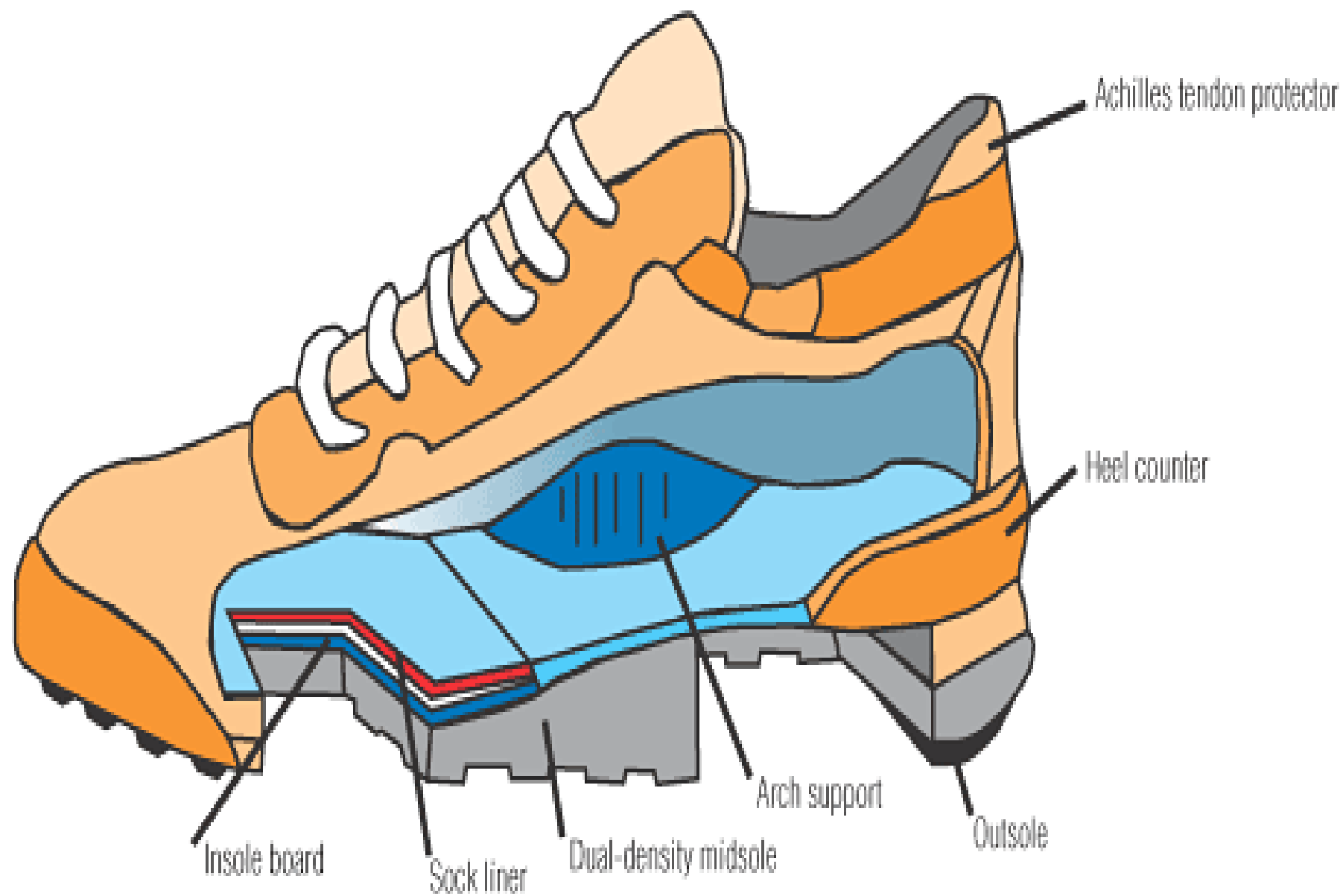


FIGURE 1. Knowing basic running shoe anatomy will help physicians recommend shoes that are best suited for an individual patient's needs.

Running Shoe Materials

Nylon

Mesh

Plastic

Gels

Carbon Rubber

Cardboard

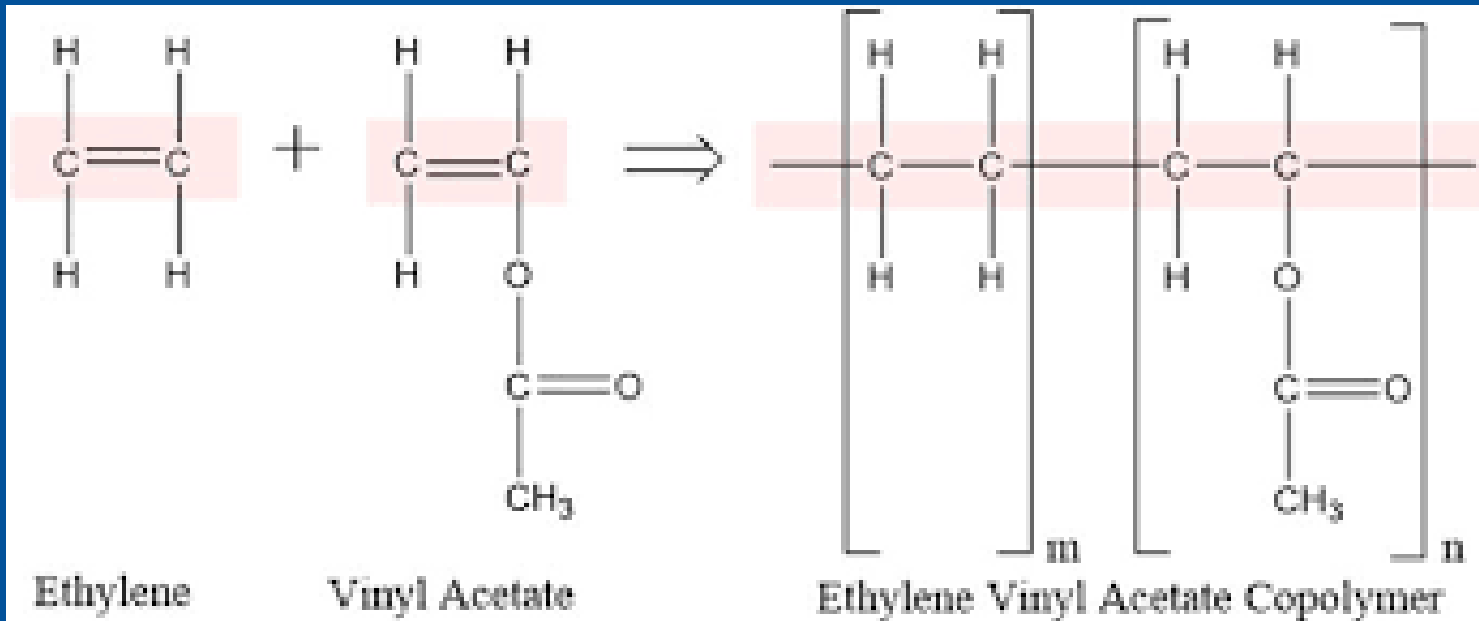
Compressed Air

Liquid Silicone



Most Import Material

EVA: Ethylene Vinyl Acetate





Adidas Boost



Thermoplastic Poly Urethane TPU



Shoe Lasts





Bill Bowerman created the first Oregon shoe last in 1933. The last was made of wood and was used to create the first Oregon shoe. The last was used to create the first Oregon shoe, which was a high-top shoe. The last was used to create the first Oregon shoe, which was a high-top shoe.



1933
D

BILL BOWERMAN CREATED
LASTS FOR MANY OF HIS
TALENTED OREGON



31 11:36 AM

Curved Last



Straight Last



Modified Last

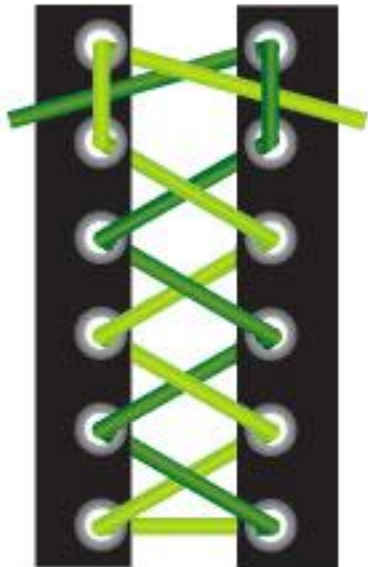


Uppers & Lace System

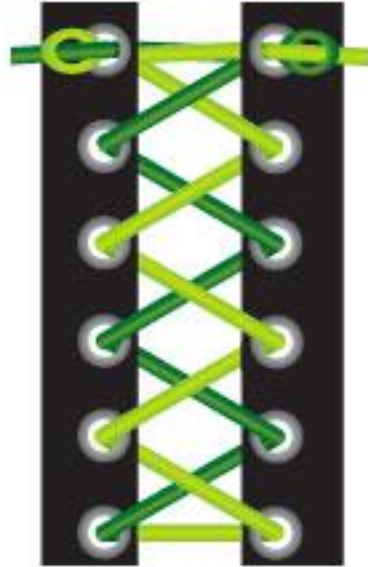


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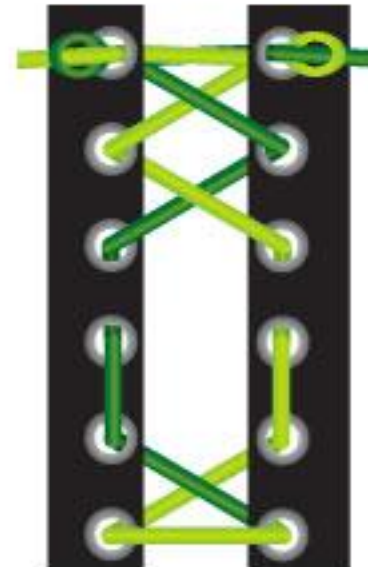
Shoe Lace Techniques



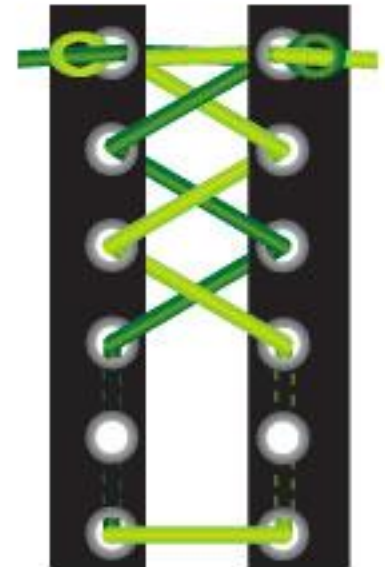
Lock Lacing



Loop Lacing Lock



High-Instep Lacing



Wide Forefoot Lacing

Midsole



Shock Absorption System



Midsole Arch



Midsole Arch



Midsole Arch



Counter & Achilles Notch

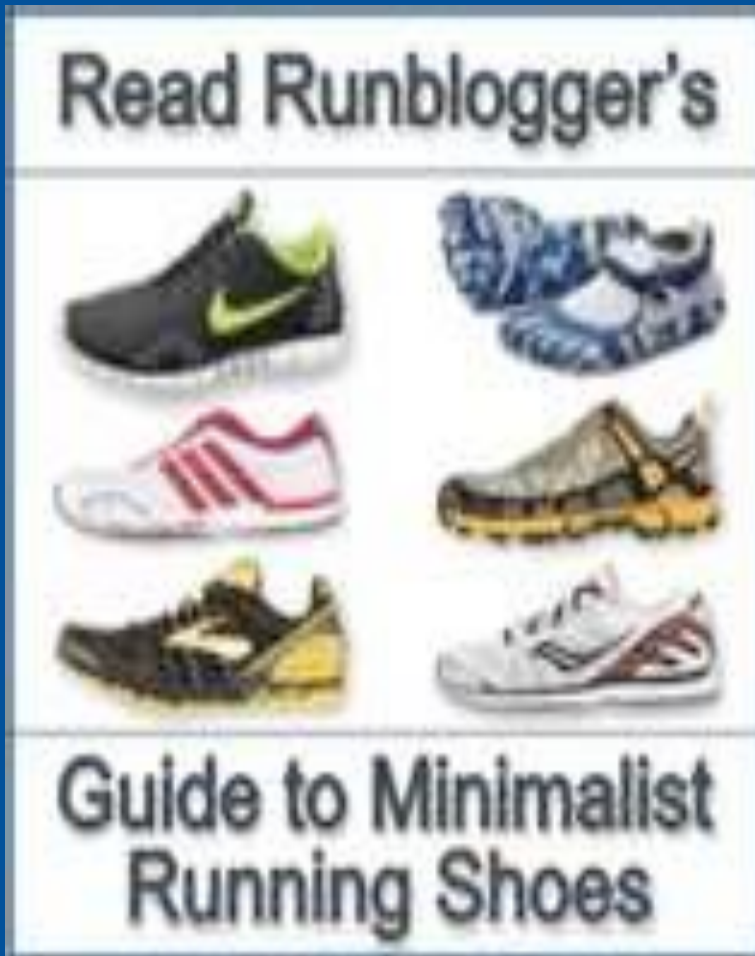


Outsole





Minimal Shoes



Minimalist Philosophy

Man is not designed to walk/run in shoes

??? Reduce injuries

Natural Gait & Foot Strike

shoes



barefoot



Vibram Five Fingers



Barefoot



FiveFingers *FiveFingers*



FiveFingers KSO

Minimal to Zero Drop

- × Measurement Heel height to Forefoot height
- × Typical shoe is 12 MM
- × Minimal : 8 mm, 4 mm, 0 mm

12 mm drop



8 mm Drop



4 mm drop shoe



0 mm Drop



Negative Heel



Negative Heel

Allows Achilles to be elongate

Reduces equinus

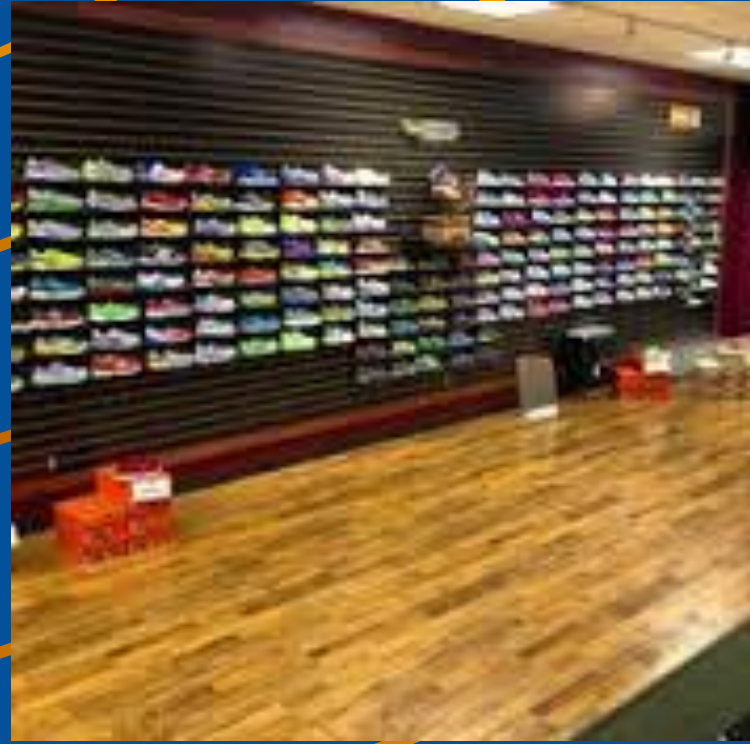
Rolling action

Earth Shoe









Protocol For Proper Shoe Selection

- × Individual's running history
- × Inspection of old shoes
- × Proper measurement of feet
- × Evaluation of walking & running
- × Video analysis





31 11:30 AM

Video Analysis



Running Shop Shoe Fitting Protocol

- × Place the individual in the proper fitting and functional shoe !!!



Custom Orthoses & Insoles Will Change Shoe Selection



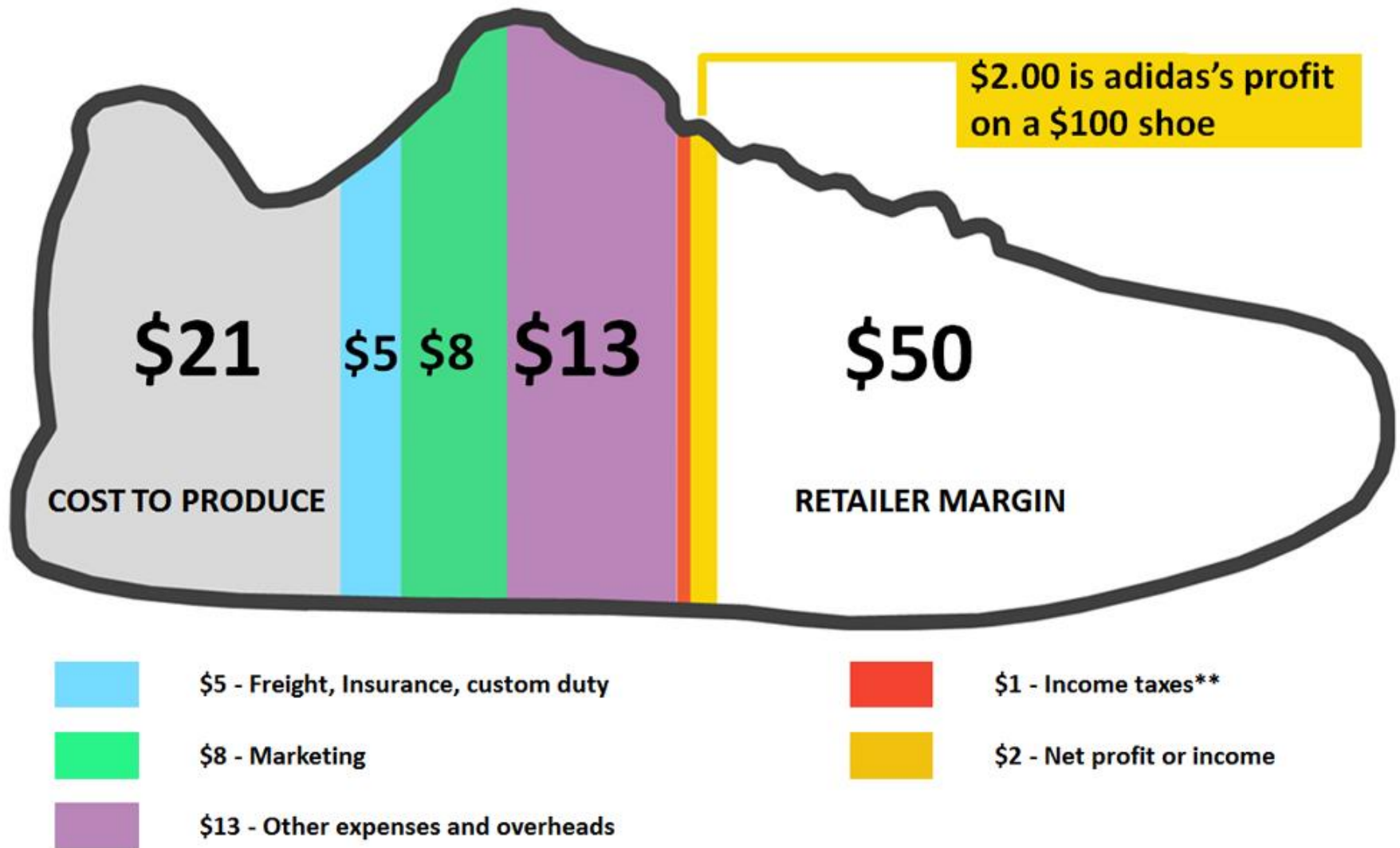
Care of Your Walking & Running Shoes

- × Use them only for running
- × Wear proper socks- 'wicking' fabric
- × Lace & Unlace shoes at all times
- × Powder shoes
- × Keep in area of air currents
- × Rotate Shoes
- × Maximum mileage 400-600 miles

Socks



The financial anatomy of a \$ 100 adidas shoe*



* Based on overall cost of sales as per 2015 adidas income statement. Freight+insurance+duties are assumptions.

** Taxes are calculated on the gross income, which is 3% of the retail price.

Advantages of Bricks & Mortar Stores

- × Local Community Business
- × Price Points are set by Industry
- × Local Discounts
- × Support Local Events & Schools
- × Local Employment
- × Fit Process
- × Shoe Variability
- × Knowledge
- × Symbiotic Relationship

Thank You

