

Many of the people who suffer from bunions, hammertoes, calluses, heel spurs and other common foot disorders believe that foot pain is normal and, short of surgery, there is nothing to be done about it. "My feet are killing me," they will say, and they may be right.

Foot disorders that are not treated can cause everything from bad posture and lack of balance to chronic pain in one's feet, legs, ankles, knees, hips, back, and/or neck.

YOUR FEET ABSORB SOME 5 MILLION POUNDS OF PRESSURE DAILY. THAT'S A LOT OF WEIGHT.

And if your foot disorders cause you to walk on the inside or outside of your feet to compensate, you are not distributing that pressure evenly. No wonder your feet hurt!

The good news is that there is a solution, and it's as easy as buying a new pair of shoes or orthotics — or having your old ones modified — at Frank's, where every pair of shoes is custom fitted to your individual foot. You won't believe the difference! Why let your feet "kill" you when they could be taking you places you've never gone before?

Frank's Custom Shoe-Fitting carries only the finest footwear for athletics, casual, dress, outdoor and diabetes, including:

Adidas	NAOT	SmartWool
Aetrex	New Balance	Spenco Medical Products
ASICS	Orthofeet	SUPERfeet
Drew	P.W. Minor	In-Shoe Systems
Birkenstock	Red Wing Boots	Teva
Garmont, Inc.	Reebok	Thor-Lo
Lowa Boots	Rockport	Wigwam
Mizuno	Saucony	

FRANK'S
custom
Shoe-Fitting

Middletown, New York

Free video-taped Treadmill Analysis
Free Digital Foot Scan Analysis

Accepts Medicare and all Major Insurances.

EMPOWER YOUR FEET

And they'll empower you

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Happy Feet Guaranteed

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HOW does Frank do it?

Frank Giannino is a Certified Pedorthist AND a Master Shoe-Fitting Technician

Think of Pedorthics as the bridge between foot health medicine and shoe-fitting. Frank Giannino has studied the anatomy of the foot and foot disorders — from the common ones, like bunions and heel spurs, to those resulting from diabetes, arthritis, and injury. He has also studied (and received certifications in) orthotics, orthotic modification, and all custom shoe-fitting technologies. In fact, Frank has 30 years of experience as a master shoe-fitting technician who creates foot molds for customers who need them as part of the fitting process.

As a Pedorthist, Frank works hand-in-hand with the healthcare profession, filling prescriptions that they write to enable their patients to get the footwear, orthotics, and creative shoe modifications they need to restore foot health and prevent injury. Frank's passion for every client is communicated clearly in his statement, "The only difference between a patient and a customer is simply a prescription."



Frank's Five Steps to Happy Feet are:

- 1 Shoes** *(most important step)*
- 2 Socks** *(to ensure healthy in-shoe climate)*
- 3 Inserts** *(foot orthotics, custom foot beds, OTC insoles)*
- 4 Lacing** *(can make or break the ride)*
- 5 Modifications** *(to fine-tune fit and ride)*



WHY does Frank do it?

Frank Giannino learned to honor feet in 1979, the first time he ran across America. He ran across the country a second time in 1980, and he continues to participate in and organize running events to this day and is one of the race directors of the Classic 10K.

These running events are a salute to the adventurous spirit in all of us. Besides successfully raising funds and awareness for non-profit health care organizations, Frank believes that foot races inspire people everywhere of all ages to live, and give, as actively as possible.

Frank's Custom Shoe-Fitting is an extension of his conviction that people truly want to live healthier and have more active lifestyles.

Athletes come from throughout the tri-state area to be fitted by Frank and staff or to have their favorite footwear modified. Frank modifies the fit of ski boots, ice skates and shoes of all kinds. But regular people who simply want to walk, skip, dance and hike in complete comfort seek out Frank's Custom Shoe-Fitting as well.