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Orthoheel Introduces New Line of Sport Recovery Sandals, the Vionic Collection

From amateur to professional, Vionic offers biomechanically-sound motion control and relief for athletes

San Rafael, CA – November 2011 – Orthoheel, the internationally recognized, podiatrist-designed footwear and orthotics brand, introduces its new Vionic line of sports recovery sandals. Many common athletic pains and injuries often occur from poor lower limb alignment. For correct alignment and foot support, Vionic sandals help relieve common pains associated with this misalignment in athletes across the sporting spectrum.

“The inspiration for the Vionic line is to bring our proven technology to athletes who rely on their feet for ultimate performance,” said Phil Vasyli, founder of Vionic by Orthoheel. “The feet are pushed to the extreme during training and are rarely given the proper recovery they require to stay healthy. Vionic gives them the relief, recovery and pain-preventative support they need to maximize performance.”

Vionic- the synergy of ‘biomechanics’ and Vasyli, a global leader in foot health - contains the same biomechanical contours as the popular Orthoheel and Weil Integrative collections, namely the motion control footbed that provides support and rear-foot stability and alignment. The difference with the Vionic collection is with the foot function-enhancing materials: The triple-density midsole provides extra support and cushioning precisely where needed, and the Vibram® outsole aids traction and durability.

Used by renowned athletes such as Loretta Harrop, World Champion Triathlete and Athens Olympic Silver Medalist, Vionic Sandals are making a splash in the sports recovery market. The spring collection features three styles for women: the Cascade thong built with flexible leather uppers and soft padded jersey liner with bungee strap overlay; the Mojave slip-on sandal with two-toned webbing around flexible leather uppers, an elasticized toe ring and hook-and-loop adjustable strap for a customized fit; the Muir back strap sandal with two-toned webbing around flexible leather uppers and incorporating a hook-and-loop adjustable strap in both the forefoot and midfoot for a customized fit.

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In addition, there are two men's styles: the Bryce thong with flexible leather uppers and a soft toe post for a comfortable fit; and the Boyes performance sandal with an adjustable back strap, flexible leather uppers, adjustable front and mid-foot straps with a hook-and-loop closure and soft padded jersey liner.

For more information and to view biomechanic and foot health expertise written by Phil Vasyli, please visit www.orthaheelusa.com. The Vionic line ranges in price from \$89.95 to \$99.95 and is available at www.orthaheelusa.com and select retail outlets throughout the U.S.

About Orthaheel

Australian Podiatrist, Phillip Vasyli introduced the award-winning Orthaheel brand in 1991 in order to reach an even larger audience of people struggling with heel, knee, leg and lower back pain. Guided by "think tank" advisors, new technologies in Vasyli Medical orthotics will continue to provide the foundation for the Orthaheel brand. In addition to orthotics, Orthaheel's unique technology is a built-in staple for its collection of shoes, sandals and slippers. For more information, visit www.orthaheelusa.com.

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