



89 Nicholson Street, Brunswick East Vic 3057
Phone: +61 3 9416 3111 \ Fax: +61 3 9416 3188
Email: apodc@apodc.com.au \ Web: www.apodc.com.au

Australasian Podiatry Council
ABN: 24 008 488 748

If no II feet are the same – then why are shoes sold as pairs?

At the Australasian Podiatry Council (APodC) we know many patients have mismatched feet (over 60%). This means they may be obliged to pay for two pairs of shoes, and mix and match them to ensure comfort and fit; vital for good foot health.

In the case of diabetes, sometimes full or partial foot amputation will have occurred, but two shoes must still be purchased to meet the patient's need. It is an unwelcome expense for patients, who are already suffering with their condition and whose place in the workforce may be challenged.

The IIFit range of shoes can be sold as a traditional pair (size 7 left and size 7 right) – or a mismatched pair (size 7 left and size 10 right) at no extra cost or, as an individual shoe (left or right) at half the price of a pair.

Selling shoes as an individual size left and right, rather than a traditional pair, helps achieve a customised fit without the customer being required to pay for a custom made shoe, or endure a wait, as the shoes are in store.

We support Ascent's IIFit service to highlight its worth and efficacy – it represents great value and service for podiatry patients.

We joined with Ascent knowing the service offers extremely good value for Australian patients and we are confident that will also be the case in any market around the world.

We recommend the Ascent IIFit service, the only service of its kind endorsed by the APodC.

Podiatrists are experts in foot health and we have no doubt this endorsement will carry weight in any market where podiatry is recognised.

Damian Mitsch.
Chief Executive Officer
Australasian Podiatry Council



Ascent's IIFit service is exclusively available at The Athlete's Foot in Australia.
For more information on Ascent visit: www.ascentfootwear.com.au