

*We give  
Your Feet  
a Hand*



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# The Importance of Healthy Feet



Every day we depend on our feet for countless things: transportation, recreation, business opportunities, exercise, etc. What happens when our feet have pain? Our entire lifestyles can be negatively affected including our health.

Life is too short for painful feet and legs. The quality of your life will improve dramatically with the proper care given to the health of your feet. Back problems can be prevented or improved, mobility can be greatly enhanced, and the freedom to do what you want will help you live life to the fullest.

We know that ultimately pain free feet consist of more than pedorthic care and shoes. Healthy feet are also a result of proper nutrition and exercise. That's why we are continually developing innovative systems that encompass all aspects of healthy and comfortable feet.



*"I can't be funny if my feet don't feel right"*

Billy Crystal – US Comedian, Actor



# The Visit to Sunrise Shoes

Our beautiful retail location is comfortable, spacious and centrally located, easily accessible from anywhere in the greater Sacramento Region.

Our state of the art pressure scanning system gives us a computerized bio-mechanic foot screening. This aids in our comprehensive evaluation and allows us to create an innovative solution for your individual needs. From our large selection of the finest and most proven brands of shoes and footcare products from around the world, we will select the most appropriate shoes to maximize comfort.



At Sunrise Shoes we have a full service Shoe Repair and Custom Shoe Department. Here you can have our custom shoemaker construct shoes and foot orthoses, or do modifications and repairs. All work is done precisely according to your doctor's prescription. It is done right the first time and in a timely manner.



*"I refuse to be  
blown off my feet."*

Mahatma Gandhi – Indian Philosopher

# Common Foot Problems



At Sunrise Shoes and Pedorthic Service[] we are specialists at managing these and many other types of foot problems. Come in and start feeling better today!

- ✗ Plantar Fasciitis (Heel Pain)
- ✗ Metatarsalgia
- ✗ Flat Feet (Pronation)
- ✗ High Arch (Supination)
- ✗ Diabetic Feet
- ✗ Arthritis
- ✗ Neurological Problems
- ✗ Traumatic Lower Extremity Disorders
- ✗ Posterior Tibial Dysfunction

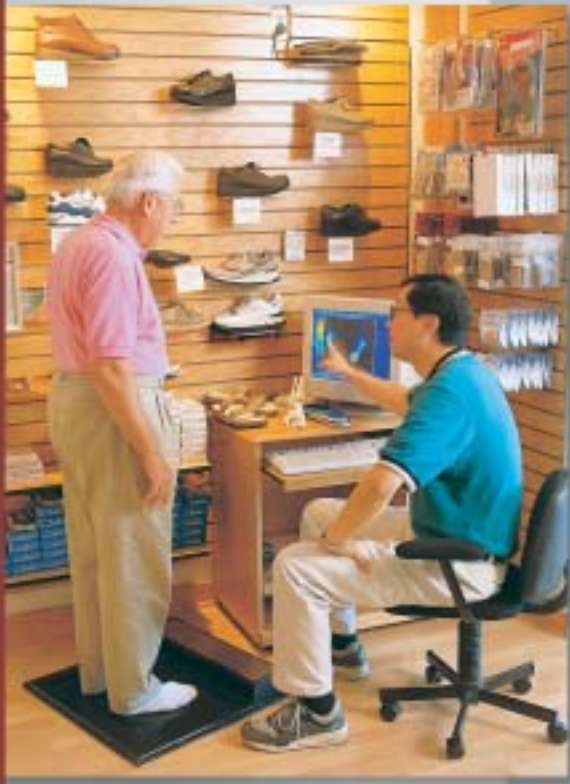


*"Where your will is ready,  
your feet are light."*

George Herbert – English author, poet

# What is Pedorthic?

Sunrise Shoes' Certified Pedorthists have been trained to help prevent and accommodate routine foot problems that may occur, through the use of proper shoes and foot orthoses.



Pedorthics is the design, manufacture, modification and fit of shoes - and foot orthoses - to alleviate foot problems caused by disease, overuse or injury. It is footwear, carefully fitted, to relieve or accommodate temporary or permanent foot problems. Pedorthic footwear can look so "mainstream" that people don't even realize a foot condition exists.

*"You've got brains in your head and feet in your shoes, you can steer yourself any direction you choose."*

Dr. Suess, US author, humorist

# Our Shoes and Accessories



After your custom fitting or foot evaluation, we then select styles from the best quality shoes to meet your particular needs. We can also add specific features to shoes, such as foot orthoses or rocker soles, to help cushion the heel, support the arches, and reduce the aches and pains of your feet.

The selection of the correct shoes for a particular patient is a complex task. Knowing that shoes with a larger toe box, better shock-absorbing cushion, and arch support will relieve pressure for a diabetic patient, is one example of how our experienced Podiatrists use their ability to ensure you get the shoes you need.

You will also find a variety of pre-made ready to wear insoles, heel pads, lifts, and ankle supports as well as oversized edema and seamless diabetic socks to increase comfort.



*"My shoes are special  
...shoes for  
discerning feet."*

Manolo Blahnik – US Journalist, short-story writer

# The Experience

*"Everyday my toes are feeling good, which makes all of me feel good! And that is due to your kind service – even a phone call to be sure of the right toe pads."*

Averil Yuill

*"Thank you for sending my prescription to Sunrise Shoes and Pedorthic...I had my shoes and orthotics in about four days after the fitting, instead of waiting over a month as I did elsewhere. I am experiencing relief and comfort for the first time since diabetic neuropathy developed several years ago."*

Quirino M. Parra

*"Thank you for giving me "new" feet! My walking program is a pleasure now- Like walking on feathers. Your TLC & skillful hands have made a big difference in my life, and I appreciate all of it."*

Margaret Wilson

*"Thanks for the excellent attention and skillful care you give my patients. You do important work! I thank you for doing it so well!"*

Dr. Gilles

*"No words can express how grateful we are for your help fitting my husband with shoes. We appreciate the information and time spent to explain why certain things were taking place and how to correct them."*

Bob and Barbara Spencer

*"I entered your store with aching feet and in no time, you discovered the problem and came up with the correct shoes to remedy my problem. Haven't had an ache or pain since."*

Doris Del Kene

*"I appreciate you're excellent Service. The new shoes are great, and its hard to put into words just how happy I am... I wish I'd gotten these shoes years ago..."*

Mike Sbaffi

# The Knowledge and Expertise



Since 1986 Sunrise Shoes and Pedorthic Service has become the area's leader in specialized foot care. Through continuing education and utilization of the latest technologies, Sunrise Shoes has developed it's own innovative approach and system.

As Pedorthists, our goal is to use our knowledge and resources to help you maintain or regain the lifestyle you desire through proper footwear.



**Ron Williams**  
*Retail Manager  
Certified Pedorthist*



**Lonna Ponce**  
*Office Manager*



**Richard Bello**  
*Certified Pedorthist*



**Lonny Johnson**  
*Certified Pedorthist*



**Peter Wong**  
*Certified Pedorthist*



**Mike Martinez**  
*Certified Orthotist*



**Christoph Richter**  
*Custom Shoe Master*



# Our Mission



Currently Sunrise Shoes is developing a computer aided design and manufacturing system that will allow clients worldwide to have a customized fitting experience. As tools like the internet become more and more a part of our daily lives, we will be bringing the world of pain free and healthy feet to everyone who wants it.



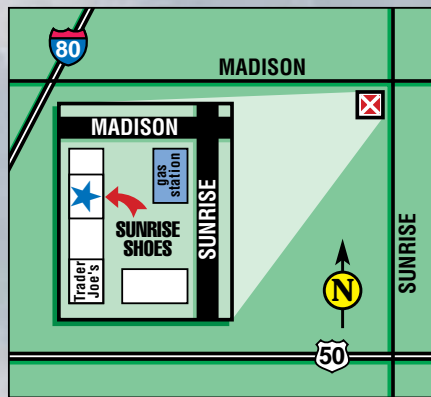
We are dedicated to provide our clients with a quality product and individual customized service. We aim to eliminate aches and pains associated with the feet by selecting footwear that minimizes bio-mechanical stress and realigns your feet to improve posture and maximize comfort.

*"Until we meet again,  
meanwhile,  
keep on listening and  
tapping your feet."*

Count Basie -US Jazz pianist, composer

# WE WORK WITH MOST INSURANCE COMPANIES

Call Us or Stop By for Details



5333 Sunrise Boulevard

## STORE HOURS

Mon-Sat 10-6 & Sun 12-5

Appointments Recommended



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