



## IS HEEL PAIN NORMAL, *and will it go away on its own if left untreated?*



While foot problems such as bunions, corns and dry, cracked skin affect many Americans on a daily basis, one particular ailment—heel pain—stands out as one of the most commonly experienced, yet least treated, of all foot disorders.

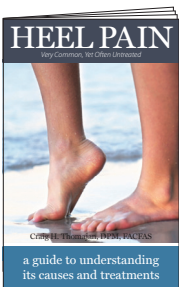
Heel pain is generally the result of faulty biomechanics (walking gait abnormalities) that place too much stress on the heel bone and the soft tissues that attach to it. The stress may also result from injury; a bruise incurred while walking, running, or jumping on hard surfaces; wearing poorly constructed footwear; or being overweight.

**A variety of steps can be taken to avoid heel pain and accompanying afflictions:**

- Wear shoes that fit well—front, back, and sides—and have shock-absorbent soles, rigid shanks, and supportive heel counters.
- Wear the proper shoes for each activity.
- Avoid wearing shoes with excessive wear on the heels or soles.
- Prepare properly before exercising. Warm up and do stretching exercises before and after running.
- Pace yourself when you participate in athletic activities.
- Don't underestimate your body's need for rest and good nutrition.
- If obese, try to lose weight.

**While millions of Americans every day experience heel pain and countless other foot ailments, it's important to remember that foot pain of any kind is not normal and should be taken very seriously.**

### FREE EDUCATION REGARDING HEEL PAIN



If you know of a friend, family member or colleague that may be interested in learning how to prevent foot issues associated with heel pain, please take advantage of our complimentary new book, HEEL PAIN.

The book was written by Dr. Craig Thomajan, founder of Austin Foot and Ankle Specialists.



5000 Bee Cave Rd., Suite 202  
512.328.8900  
[www.austinfootandankle.com](http://www.austinfootandankle.com)



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