



Dr Comfort Update – Oct 31, 2008

Happy Halloween from Dr. Comfort!

Our Ladies Shoes Are So Light.....

How light are they? As the old joke goes... Well, very light. The euro-style shoes (which include the Kristin, Betsy, Lily, Betty, LuLu, Move and Walk) have an improved, light-weight outsole. A pair of these shoes without an insert weighs in at just 1.2lbs. They weigh only 1.4lbs when you add one of our pre-fabricated Gel Plus or Elite inserts.

These shoes are just great for those patients that are concerned about 'heavy shoes' and we believe that they are as light, if not lighter, than any other diabetic shoe out there. Give them a try – weigh them for yourself. Your patients will love them.

It's Time to Request Your Patient Lists!

Want to track down those patients who bought shoes from you in 2007, but haven't ordered shoes for 2008 yet? We can help. Just call any of our customer service reps and ask them to run the 2007 Patient List report for you. This report compares the patient names for 2007 and 2008, eliminates the names of patients (spelling of names is important) that purchased shoes from you in both years – leaving only those that you have not sold shoes to yet in 2008. We can fax or email this list to you almost immediately.

Coming Soon... Dr. Comfort Diabetic Socks

In typical DrC fashion, we are hard at work on a line of diabetic socks, and are confident that they will be the absolute best socks for you and your patients. We plan to introduce our new socks (Crew, Ankle, MerryJane and Extra Roomy – most in 4 colors) before year-end. These socks have features like:

- Nano Bamboo Charcoal Fibers that incorporate natural health qualities,
- Y-gore construction in the toe and heel areas to eliminate bunching,
- Ventilated airflow mesh on top of the forefoot and instep for cooling,
- Light arch supports to gently caress the arch and instep,
- Graduated construction that naturally forms to the lower leg area,
- ...and more.

Stay tuned – we will get more information and samples out to you soon.

The 2009 Catalog is Almost Complete

We are still putting the finishing touches on the 2009 catalogs. The new catalogs and other sales collateral will be available in December. Until then, please bear with us as we wind down the number of catalogs we are able to send you.

All of the new styles will be in here as well – remember this is a great marketing piece for your practice.

YOU CAN NOW ORDER SHOES AND INSERTS ONLINE!