

How to Put Your Best Foot Forward

Shoe companies spend billions of dollars a year on advertising expensive footwear and convincing us that high prices on sneakers are the telltale of a good shoe. Do your feet hurt walking around the mall? How about when you take long walks outside? Does your back ache after standing for long periods of time? It may be your footwear.

You may not realize it, but not all sneakers are created equal. Each brand of sneaker has a specific purpose in mind. From Nike to Asics, each sneaker is made for a different person and a different purpose. There is nothing wrong with having sneakers that look great, but isn't it important to purchase sneakers that feel great? I once walked into a reputable sneaker store and asked to be fitted for a pair of running sneakers. The response I got back was "Can't fit in all sneakers?" I tired educating myself as to what would be the best sneaker for me. I have sore ankles from years of overuse and finally went to a store in State College called Rapid Transit. Not only did they take the time to get to know my fitness schedule, they also took me outside to watch how I walked and ran. I have been very pleased with my Asics ever since.

Do yourself a favor. Don't just buy sneakers because of the name or because you think that the more expensive they are, the better they are. Take the time to go to shoe store where the employees actually understand the differences between the shoes. Your back, legs, and feet with thank you!