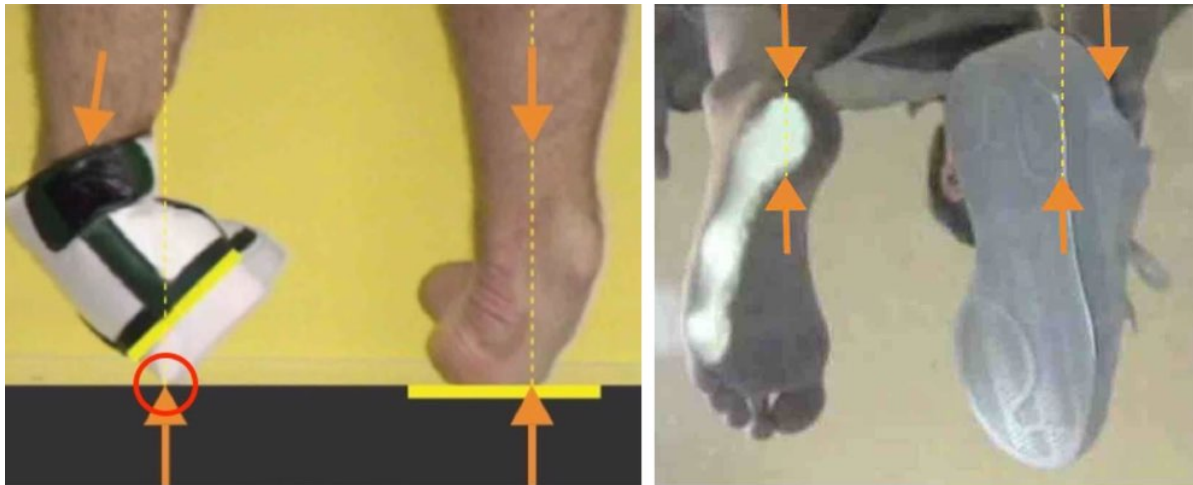


UNNATURAL INSTABILITY: Shoe Soles Have a Structure With a Major Stability Defect, Shockingly Dangerous and Costly, But Correctable

The structure of shoe soles has a major stability defect that is shockingly dangerous and costly, but correctable. A shoe is artificially unstable when tilted-out into the typical ankle spraining position. That precarious instability is completely avoidable, as proven by its stark contrast with the natural steady stability of the barefoot in the same rolled-out position.



Ironically, the primary casualty of the shoe's unnatural instability – the frequently damaged human ankle – is mistakenly blamed for that instability. The ankle is incorrectly maligned as a weak link in the chain of human evolution.

Instead, hidden in plain sight for at least 2,000 years, the true blame lies with the stability defect in the structure of shoe soles, which appears to cause annually an estimated 20,000 deaths, 700,000 hospitalizations, 3,200,000 Emergency Room visits, and \$65 billion in medical costs in the U.S. alone, based on CDC data. Nearly all of this can be prevented with proven stability corrections in shoe sole structure based on existing modern technologies that are available for free and open public use.

Corrected designs can eliminate the safety defect without undue difficulty. The result is redesigned shoe soles that restore the true natural foot and ankle stability provided by the sole of the barefoot, and are also much more comfortable. The far better stability and comfort are so noticeable that shoe sales should increase substantially, easily offsetting the relatively low industry cost of finally making shoes safe.