

ST. LOUIS POST-DISPATCH

Gear: Aetrex IStep shoes

10/29/2008

Aetrex IStep shoes and insoles



What: Shoes with customized insoles designed by an in-store computer to be extra comfortable. Styles range from recreation to dress.

How much: \$120.

Where: About a dozen specialty stores in St. Louis carry the analysis machine and shoes. Visit www.aetrex.com, click the "dealer" button and put in your ZIP code.

Why buy it: The insole provides foot comfort aimed at the fast-paced lifestyle. It's fitted to you by a computer analysis. It's lower in cost than a full-scale, doctor-designed orthopedic shoe.