

# PODIATRY MANAGEMENT

## Aetrex Introducing New Essence and Sandalistas Styles

Aetrex Worldwide, a global leader in comfort and wellness footwear, is introducing new styles to its popular

Essence and Sandalistas collection for Spring 2013. All styles in the new spring lineup deliver on comfort and fashion and incorporate Aetrex's "Healthy 3": Lynco orthotic footbeds

for support, balance and alignment; memory foam cushioning for customization and comfort; and Aegis antimicrobial technology to protect against fungi, bacteria and odor.

Aetrex is also making a splash this spring with the introduction of its new Men's Sandals collection. Following the success of Aetrex's Women's Sandalistas, Aetrex Men's Sandals take the same Lynco orthotic shape and cork materials to create three functional men's sandals that provide support and optimum comfort.

"When designing shoes for spring and summer, our goal was to maintain



the comfort, shape, and materials of our most successful styles and reinvent them to keep our sandals and heels fresh and on-trend for women of any age," said Susan Ryder, Design Director, Aetrex. "We considered what men would be looking for in a warm weather shoe and found that there is a need for comfortable, supportive and stylish sandals that are appropriate for more than just the beach."

Aetrex footwear is available in women's sizes 5-11 (including half sizes), men's sizes 7-13 and 14. Visit [www.aetrex.com](http://www.aetrex.com) for more information and to find retailers, or circle #161 on the reader service card.

## Alma Lasers Introduces Clear Choice Laser for Onychomycosis

For the 35 million people worldwide who suffer from onychomycosis, treatment for nail fungus has been a challenge because the infection is embedded within the nail and is difficult to reach. But Alma Lasers' innovative

ClearChoice approach addresses onychomycosis from the inside out by targeting the fungus located deep beneath the nail bed for visible results. The Q-switched module fires short bursts of higher energy and quickly heats a focused spot on the nail bed, allowing for concentration in areas where the fungus lives. The 1064nm Nd:YAG module slowly heats the entire nail bed, killing the yeast organisms responsible for the nail infection. Through this innovative platform, physicians and aesthetic providers

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