



Sales Guide

Support Made Comfortable

110 S. Mary Ave, Suite 2-145
Nipomo, CA 93444
Office: 805-219-0931
Cell: 805-458-0567
www.cadenceinsoles.com
info@cadenceinsoles.com

Thank you for your order! With the addition of Cadence Insoles to your inventory you become part of a family that is passionate about comfort, quality, and friendly and responsive customer service.

We are confident your customers will appreciate the support, comfort, durability and fit that Cadence insoles provide. This guide includes various sales points and benefits, FAQ's and other information you and your staff should find helpful.

You and your customers' satisfaction is important to us. We believe we produce a high-quality product at a tremendous value and stand by our product 100%. Should you have any questions or comments please do not hesitate to contact us at any time.

Sincerely,

John Hinds, PT
Founder, Owner
Cadence Insoles
john@cadenceinsoles.com
805-458-0567

Cadence insoles are high-quality replacement insoles that provide the elusive combination of contoured support with greater shock absorbing comfort in the heel and forefoot. No gimmicks or crazy claims, just true support and real comfort.

They were designed by a Physical Therapist with more than 26 years of experience in Orthopedic and Sports Rehabilitation and a focus on the foot, ankle and knee and using feedback and outcomes from patients with various pain syndromes of the lower extremity.

We understand the insole of a shoe is what your foot contacts and *feels*, connecting your foot to the shoe and providing the first line of comfort and support for your 3-dimensional foot. Factory insoles are unsupportive and they quickly compress and wear out.

We also know that many people endure aches and pains in their feet and legs, but few recognize the solution for some of the more common causes is often as simple as a more supportive and comfortable insole, shoe or both.

***We understand that people want and appreciate
a more comfortable supportive insole.***

Cadence insoles are used and abused by thousands of satisfied customers, including walkers, hikers, runners, military personnel, doctors, pilots, construction, law enforcement, industrial and agricultural workers, restaurant personnel, and others.

The Cadence EX, EX+MP, Low Volume, and 3/4 models are exclusive to and only available from participating retail stores and medical offices. **They are not available online.**

Located in Nipomo, California, Cadence Insoles are proud supporters of Team in Training, the Leukemia and Lymphoma Society and The Folds of Honor Foundation.



The Cadence Difference

Support Made Comfortable - As a supportive insole, Cadence provide greater shock absorbing comfort.

The combination of the unique support shell and polyurethane foam helps manage the natural shock absorbing function of the foot (pronation) while providing support and energy return comfort.

People appreciate a more comfortable supportive insole

Durability - Cadence insoles are made with durable, high-quality materials and should last 2-3 years or longer depending on the type of use. You may see some wear and tear on the top cover but the foam and nylon shell will maintain their shape and function for years.

The shock absorbing foam is a high rebound low compression set polyurethane and the supportive shell is a high durometer nylon.

Sizing - Smaller size range per insole for a more optimal fit.

Cadence Insoles provide only 3 half sizes per insole compared to the 4 or more of some others.

An insole doesn't have to be hard and uncomfortable to be supportive and beneficial

Experience The Cadence Difference

Take advantage of your free pair. Wear them, try them in different shoes, walk, run, hike, work and live in them so you can experience the Cadence difference.

If you didn't get a pair, call or e-mail us to request one. We encourage everyone to compare Cadence with other brands to feel the difference.

Let us know what you think. As a small business working hard to develop a functional and helpful insole, we appreciate all feedback.

You will not find a supportive insole that offers the combination of support and comfort like Cadence



EX



EX+MP



Low Volume Original



Orange Original



Low Arch



3/4

Consumers Appreciate a More Comfortable Supportive Insole

Common Features

- All models have a durable $\frac{3}{4}$ length nylon orthotic shell that provide varying degrees of support
- All shells include a unique “Comfort Zone” cut out in the heel that provides pressure relief and comfort under the heel
- All models provide a hi-rebound polyurethane foam in varying thicknesses for exceptional shock-absorbing comfort
- The low compression set foam maintains its shape, energy return and comfort longer than other more common foams
- Antimicrobial top covers provide odor protection and moisture control

EX and EX+MP

- The EX and EX+MP models have the most rigid shell of the 6 models and are 7mm thick under the heel and ball of the foot before tapering to 5mm at the toes; arch height is 32mm
- The EX+MP includes the addition of a metatarsal pad to help support the transverse metatarsal arch
- The EX and EX+MP have a smooth low friction anti-microbial CoolMax material top cover

Original Orange

- The Original Orange is 7mm thick under the heel and ball of the foot tapering to 5mm at the toes; arch height is 32mm
- The Orange shell is not as stiff as the EX and EX+MP

Low Volume

- The Low Volume is a thin 5mm thick from heel to toe and has a narrower mid foot and heel
- The Low Volume support shell is also more flexible than the EX and EX+MP. The arch height is 30mm

Low Arch

- The Low Arch is a slim 5mm thick from heel to toe and has the lowest arch profile within the Cadence lineup at 25mm
- The Low Arch shares the same rigidity as the Low Volume
- The Low Arch were designed partially in response to requests from Run Specialty store owners and others asking for a thin low arch insole with the trademark Cadence heel

3/4

- The $\frac{3}{4}$ is a slim 5mm and has the same arch profile as the Low Volume model with a 28mm arch height
- The $\frac{3}{4}$ is ideal for low volume flats, boots, athleisure, and dress footwear or for those not wanting additional forefoot cushioning

Benefits

The unique blend of support and shock absorbing comfort helps:

- Reduce stress and fatigue in the feet, legs, hips and back
- Manage the natural shock absorbing function of the foot (pronation) while providing energy return comfort
- Alleviate and prevent common pain syndromes and injuries such as:
 - a. Plantar fasciitis and heel pain
 - b. Metatarsalgia (pain under the “ball” of the foot)
 - c. Reduced Transverse Arch, Shin splints
 - d. Iliotibial band syndrome
 - e. Patellofemoral pain (non-specific pain around the knee cap)
 - f. Achilles tendonitis
 - g. Posterior tibialis tendonitis and other conditions of the foot, knee, hip and back
- Enhance and customize the fit of your shoes to help optimize energy transfer, balance, and pressure distribution
- Minimize excessive movement within the shoe to help reduce friction and blisters

Quality and Durability

- Cadence insoles are made with high quality materials that resist compression and deformation for superior durability and long lasting comfort

Value

- Research has demonstrated that replacement insoles offer the same benefits as custom orthotics in the relief of many common foot and lower extremity pain syndromes at a significant savings

Cadence Insoles Sell Themselves

The easiest way to sell a pair of Cadence is simply ask the customer to try a pair. Leave the factory insole in one shoe and replace the other with Cadence and allow them to experience the difference themselves.

Support + Comfort = A Happy Customer! (And a sale)

Sizing and Fit

Shoe size may vary from a customer's actual foot size. While the foot size and shoe size are often the same, there are occasions when shoe size differs from actual foot size.

For most accurate sizing and optimal fit, choose the insole size that most closely matches the customers foot size. If your customer feels the arch of the insole is too far forward or too far back they may need a smaller or larger size insole.

Please advise the customer that there may be a 3-5 day "break in" period and they may want to start wearing them for 2 hours and adding 2 hours daily or until they feel comfortable.

Although our history shows that most customers do not require a break in period, a new insole does represent a "change" that has the potential to cause different or "new" sensations in the customers feet, knees, hips or back. While these "changes" are typically for the better, it is usually best to be gradual about it.

Continued discomfort or pain is not acceptable and the customer may want to consult a medical professional to address the issue.

Cadence Size Chart

Size	A	B	C	D	E	F	G	H	I	J
Boy's	2	3.5	5	6.5	8	9.5	11	12.5	14	15.5
Men's	3	4.5	6	7.5	9	10.5	12	13.5	15	16.5
Girl's	3	4.5	6	7.5	9	10.5	12	13.5		
Women's	4	5.5	7	8.5	10	11.5	13	14.5		

***Please Note: Size A only available in the Low Arch and $\frac{3}{4}$ models
Size J only available in the EX, EX+MP, and Original Orange models***

Who Can Benefit from Cadence Insoles?

The insole connects your foot to the shoe and provides the first line of comfort and support for your 3-dimensional foot.

Anyone who spends time on their feet or participates in sport can benefit from Cadence insoles, including, but not limited to walkers, hikers, runners, golfers, construction, agriculture, and restaurant workers, and military and tactical personnel to name a few.

***You don't need to have a "problem"
or pain to benefit from Cadence insoles***

What Type of Shoes Can Cadence Work In?

In an effort to fit in as many different types of shoes and personal preferences as possible, Cadence insoles provides varying thicknesses and rigidities among the different models. With six models to choose from, we like to say that Cadence insoles are for work, play, and everything in between.

If the shoe has an existing insole that is removable then remove it before inserting Cadence insoles. If the factory insole is not removable, loosen the laces (if it has laces) and try putting your Cadence insole on top. Re tie the laces making sure there is room for the toes and your heel does not lift out of the shoe when walking.

***Cadence insoles provide lasting support, comfort,
and improved fit***

The Cadence Guarantee(s)

You and your customers' satisfaction are important to us. We believe we produce a high-quality product at a tremendous value and stand by our product 100%.

Customer Comfort Guarantee

Our standard return policy is 60 days for exchange or refund. If there is a case when a customer brings in a pair after the 60-day period, no problem. We will gladly replace the returned pair to your inventory and there is no need to send the return back to us.

Your customer has nothing to lose and everything to gain when trying a pair of Cadence insoles!

Lifetime Performance Guarantee

For our retail partners: if at any time you decide Cadence are not a fit for your store or office, we will buy back your remaining Cadence inventory at the original purchase price. We want you to feel confident in Cadence insoles and how they will perform for you and your customers.

If ownership, management or staff has any questions regarding Cadence Insoles please feel free to contact your Cadence sales representative or myself at any time.

Frequently Asked Questions

Directions for Use

Remove existing insole from shoes and replace with Cadence insoles. If needed, you can trim around the toe portion of the insole for a better fit. Use the old footbed as a stencil and place on top of your Cadence insole with the heels lined up and trace a line around the toe and trim with scissors. Trim only around the forefoot and be careful not to trim them too short. Wear for a few hours daily until feet adjust to correction. Then wear full time.

How do I clean my Cadence insoles?

Hand wash using warm water and mild soap and air dry. Do not machine wash, dry or iron.

How long will my Cadence insoles last?

It's hard to say for sure because a lot depends on use. Mileage will vary but they can last 2-3 years or more or 2-3 pairs of shoes.

Can I wear Cadence insoles if the factory insole is not removable?

In some cases yes, but it depends on the individual shoe. You will need to try it on an individual basis to see if it fits properly. Loosen the laces of the shoe, insert your Cadence insoles, put your foot in the shoe and adjust the laces to a comfortable fit. Be sure there is room for the toes and your heel does not easily lift out of the shoe when walking.

Will I feel any changes to my footwear?

Some people do, some don't. It often depends on the individual shoe and depth of the foot bed. Most factory insoles are easily removed and you want to do that before inserting your Cadence insole. After inserting your new Cadence, put on your shoe and lace it up. They should feel like a bucket seat for your feet.

How long will it take to get used to my Cadence insoles?

It may not take any time to adapt to your insoles or it may take a few days of wear. Although our history shows that for most customers there is no break-in period, a new insole does represent a "change" that has the potential to cause different or "new" sensations in the customers feet, knees, hips or back. While these "changes" are typically for the better, it is usually best to be gradual about it. Use should be discontinued if there is an increase in discomfort or pain.

Can I add a varus wedge, post, metatarsal pad or other external addition to my Cadence insoles?

Yes! This has been done in clinical settings by podiatrists, physical therapists and chiropractors and is very effective. Your Cadence insoles can be customized with wedges, posts, heel lifts and other additions. Most of these devices have a self-adhesive backing and are quick and easy to apply to help customize Cadence insoles to meet individual needs.

What if I have diabetes or a foot deformity?

If you have diabetes, poor circulation, lack of sensation in your feet, or unusually shaped or deformed feet, consult your health care professional before using our product to ensure appropriate use, treatment and care.

My insoles seem to squeak, what can I do?

Squeaking from insoles and orthotics is common and is usually the result of friction between the shell and footbed of the shoe.

Fortunately, there are some simple and effective solutions. Try one or all of these:

1. Remove the offending orthotic/insole and sprinkle a small amount (1/2 tablespoon or so) of baking soda, cornstarch, or baby powder in the bottom of your shoe, shake around to lightly cover the footbed of the shoe then replace orthotic/insole.
2. Place a dryer sheet under the orthotic or insole.
3. Cut and stick a piece of moleskin (or Duct Tape) on bottom of the orthotic/insole.

Thank you for your support and feel free to contact us with any questions or comments. All feedback is welcome!