

# PROFOOT®



2018 CATALOGUE  
counseltron  
Innovators of design... for your health



# PROcure<sup>™</sup> SCIENCE AND NATURE

## About Science and Nature

At PROcure, natural healing is better healing. Our line of First Aid products brings together the wonder of nature and the wisdom of science. We've combed the world over to find the best botanicals that complement proven ingredients from modern medicine. There's centuries of knowledge inside every box. PROcure – a better way to heal and smarter choice for you and your family.

### Nature

#### Aloe Vera

The Aloe plant has been used medicinally since ancient times as a multipurpose skin treatment. Known for its soothing effects, Aloe contains 9 of the 10 minerals essential for muscle health and recovery. Aloe also penetrates the skin 4x better than water alone, allowing the restorative powers of Epsom Salt to reach painful areas quicker.

#### Arnica Montana

Used for centuries as a natural therapy, Arnica Montana is produced from a bright yellow flower grown in central Europe and Siberia. Today, Arnica is trusted by professional athletes and prominent doctors the world over to relieve and soothe bruising.

### Science

#### Magnesium Sulfate

The curative properties of Epsom Salt were discovered in the spa waters near Epsom, England in the 1600s. Magnesium assists the body in reducing inflammation and helping muscle and nerve function. Sulfates help to improve the absorption of nutrients, flush toxins and improve blood flow. Together, they form a powerhouse knockout for sore muscles and body aches.

#### MSM

MSM is an organic sulfur compound that is the third largest nutrient found in the body. Widely known for its joint health benefits, MSM is becoming more recognized for containing crucial nutrients that detoxify and reduce inflammation.

## Fast Fade™

Gel + Arnica

## Improves the appearance of bruises and spider veins

### Retailer Benefits:

Bruising is one of the most common “everyday” injuries.

- Works on subcutaneous bruises as well as discoloration due to surface veins.
- A completely new unique offering, there is no other product like it.
- Accessible price point for multiple customer segments.
- High quality, High Margin.
- PROF00T® Money Back Guarantee.

### Customer Benefits:

- Dramatically helps improve the appearance of bruises and spider veins.
- A soothing botanical-rich formula with Arnica Montana, MSM, and aloe.
- Easy-foam applicator.
- No touch. No mess. Just squeeze and apply.
- Non-greasy and fragrance free.



C52515

## Easy foam applicator



Without Fast Fade™



With Fast Fade™

The strength of science + the wisdom of nature

PROcure™

## Epsom Salt Rub

Gel + Aloe Vera

### All the benefits of Epsom Salt without the bath

#### Retailer Benefits:

- Muscle Tension and aches are among the most common “everyday” maladies across age groups.
- The benefits of Epsom Salts actively sought out by consumers (Google Trends Score 96 out of 100, March 2015).
- Extension of successful PROcure line launch with geo-targeted media support.
- High quality, high margin.
- PROF00T® Money Back Guarantee.

#### Customer Benefits:

- All the benefits of Epsom Salt in a convenient spot treatment.
- All the benefits of Epsom Salt without the bath.
- PROcure Epsom Salt Rub is a concentrated spot treatment uniquely formulated with Aloe Vera and essential oils.
- Fragrance free.



C52520



Convenient Spot Treatment

### The strength of science + the wisdom of nature



Aloe Barbadensis

+



Magnesium Sulfate

Epsom Salt Rub + Aloe Vera spot treatment rubs on quickly, delivering a powerful blend of essential oils that target pain at the source for quick relief of muscle tension, stiffness and aches.



## HEALTH AND WELLNESS

Your feet are the foundation for your active, fulfilling lifestyle. Whether you're chasing the next business deal or a toddler who escaped from the bath, running a 5k marathon or walking around an amusement park with your family, your feet are your most constant ally in your busy life.

- ✓ Your toes carry one-half of your body weight each time your heel leaves the ground when you walk
- ✓ An average day of walking equates to carrying hundreds of tons of force. That's as much as a loaded cement truck!
- ✓ With about one-quarter of the bones in the human body concentrated in the foot, it's crucial to make sure that your feet are properly supported so that your entire body is properly aligned



## Stress Relief Insoles

The stress ball for your feet!

### Retailer Benefits:

- Actively reduce stress and pain by relieving foot pressure with every step you take.
- Pressure relieving "SRSR technology" is lightweight and provides stress ball sensation triggering comfortable feel.
- State - of - the - art cushion is 2x lighter than competition.
- Stress Ball Squeeze two main benefits;
  - ✓ Repetitive steps on lightweight slow recovery material provides soothing sensations that reflex through entire body sending relaxation messaging
  - ✓ reducing pain overall
- ✓ The muscles in your feet can become weak from numerous conditions; such as over use arthritis, fracture or sprains, walking on stress ball materials can help to rehabilitate and strengthen your feet



**C22400**  
MENS



**C22401**  
WOMENS



Lightweight SR Foam sends relaxation messages through the entire body, reducing overall pain.

Walking on stress ball materials can help rehabilitate foot muscles weakened by overuse, injuries or arthritis.

# PROFOOT®

## BETTER FEELING FEET

### What is Plantar Fasciitis?

Perhaps the most common cause of heel pain, plantar fasciitis originates from inflammation to your plantar fascia. This band of tissue attaches itself to the heel bone and extends to the base of your toe joints. It is the structure that creates the arch of your foot. Repeated damage can create small tears in the ligamentous type structure, which may lead to swelling and chronic pain. Common origins for damage to the plantar fascia are:

- ✓ Rolling your feet inward too much when you walk aka pronation
- ✓ Flat feet or high arches
- ✓ A tight Achilles tendon or calf muscles
- ✓ Weight increase, injury or sudden increase in activity
- ✓ Standing, walking, or running for long periods of time.
- ✓ Worn out or poorly fitting shoes. Overuse of thin or very flat shoes



## Plantar Fascitis

Orthotic support

### Retailer Benefits:

- A product for a broad spectrum of your customer.
- A solution for an ailment, which is usually, associated with other health concerns (a frequent shopper in the pharmacy section).
- First product in the category to offer a comprehensive solution to Plantar Fasciitis & the Heel pain it causes.
- A unique, high quality product from PROFOOT® a well-known, well-trusted brand in footcare who consistently brings innovation to the category.
- High margins.

### Customer Benefits:

- A comprehensive solution to Plantar Fasciitis & Heel Pain/Spurs:
  - ✓ Soft cushioning protects sensitive feet
  - ✓ Firm arch support
  - ✓ Gel heel insert for added protection
- An orthotic device like this can reduce pain and promote healing of ligaments, reverse & prevent Plantar Fasciitis.
- A high quality product from PROFOOT® trusted brand in footcare for over 20 years.
- PROFOOT® Money Back Guarantee.



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MENS



**C2102**  
WOMENS



## Miracle Insole

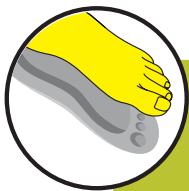
The ultra-light, self-molding insole

### Feel The Comfort

You don't have "problem feet", you just haven't discovered the PROFOOT 2oz. Miracle insole yet. Its unique 2-layer design molds exactly to the shape of your feet to ease pain.

The bottom layer is a shock absorber that lifts your arch and stabilizes your heel while cushioning the impact from walking. The top layer is an advanced memory-foam that adapts to the shape of your foot as you walk.

Within an hour, the 2oz. Miracle insole will feel like it was custom fit for any pair of shoes, and its ultra-light construction will have you wondering if it's even there.



Amazing comfort for tired, achy feet!



**C22048**

MENS 8-13



**C22047**

WOMENS 6-10

### The ultra-light, self-molding insole for tired, achy feet

- Custom comfort from heel to toe.
- Fast relief for sore feet.
- Instantly molds like custom orthotics.
- One pair, fits all sizes.



**Amazing Comfort for tired, acchy feet!**



#### Vita-Foam® memory technology

- 1 Grey top layer molds to the shape of your foot
- 2 Dark blue bottom layer absorbs shock, lifts arch, and stabilizes heel

**Technologie à mémoire Vita-Foam®**

La couche supérieure grise s'adapte à la forme de votre pied.

La couche inférieure bleue absorbe les chocs, soulève la cambrure et stabilise le talon.



#### Vita-Foam® memory technology

- 1 Light blue top layer molds to the shape of your foot
- 2 Dark blue bottom layer absorbs shock, lifts arch, and stabilizes heel

**Technologie à mémoire Vita-Foam®**

La couche supérieure bleu clair s'adapte à la forme de votre pied.

La couche inférieure bleu foncé absorbe les chocs, soulève la cambrure et stabilise le talon.

## Triad Orthotic

3-Zone support for heel, arch, & ball of foot

### Step up to most advanced insole ever made!

Triad Orthotic inserts help correct poor foot alignment to promote relief of knee, leg and back pain. You'll feel a dramatic difference from the very first step. The triple-action ergonomic design aligns your foot, provides comfort and supports the three zones of your foot: ball of foot, arch, and heel.

#### Retailer Benefits:

- Provides outstanding support to the three zones of the feet:
  - ✓ Balls-of-feet
  - ✓ Arches
  - ✓ Heels
- No other insole does a better job relieving knee, leg and back pain.
- Provides superior shock absorption to reduce fatigue.
- 3/4" length allows toes to move freely.
- Built-in odor protection with Ultra-Fresh.
- PROFOOT® Money Back Guarantee.

**Clinically proven to relieve knee pain, leg pain and back pain.**



Vita-Foam™ Technology



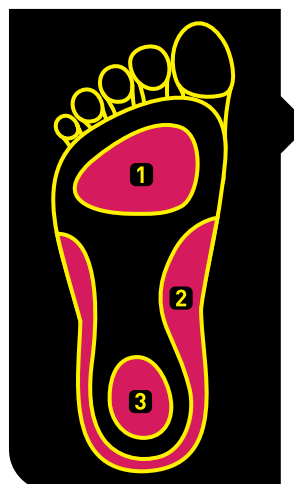
**C2022**

**MENS**



**C2021**

**WOMENS**



- 1 Cradles the ball of foot and prevents that burning sensation
- 2 Comforts and supports arch
- 3 Cushions heel from impact

## Custom Insole

Self-molding orthotics cushion, support and stabilize any type of foot

### Retailer Benefits:

- An Innovative High Quality Insole offered as a “comprehensive” lightweight alternative to what the gel insoles offer.
- Designed as solution to many foot problems; pronation, supination, fatigue, heel pain.
- Fills a “void” on the footcare set.
- An “affordable” alternative to custom orthotics, which can cost hundreds of dollars.
- A comprehensive solution to “WHY MY FEET HURT!”
- Nothing like it has ever been available in the footcare set.
- Lightweight, trim to fit in most shoes.
- A fraction of the cost of custom orthotics, with the same benefits.



**C2007**

MENS 8-13

**C2008**

WOMENS 6-10

## Flat Fix™

Supporting Flat Feet and Weak Arches

- The custom solution to your weak arches.
- Molding arch provides ideal amount of support without providing too firm support, a common complaint.
- Nothing like it has ever been available in the Footcare set.
- Lightweight, with maximum shock absorption.
- A fraction of the cost of custom orthotics, with the same benefits.
- PROFOOT® Money Back Guarantee.



### Product Features for Comfort and Stability:

- Flat feet affects close to 62 million people in the US alone.
- Flat, weak arches contribute to pronation issues & ankle misalignment.



**C2009**

MENS 8-13

**C2010**

WOMENS 6-10

## Super Sport

Arch support

### Makes Shoes Super Comfortable Helps Relieve Aching Tired Feet

- New Massaging Gel insert provides 33% better comfort and support.
- Cushions and supports both arches (front-to-back & side-to-side).
- Absorbs shock and puts extra spring into every step.
- Provides "Sneaker-Like" comfort.
- Keeps the bones of the foot in their most natural and healthy position.
- PROFOOT Money Back Guarantee.



**C2012**

MENS



**C2011**

WOMENS

## Ultra Gel

Energizing insoles

### Pain-relieving support

#### Retailer Benefits:

- A winning combination; PROFOOT®, a trusted and quality branded product with the comfort and support of gel.
- High consumer awareness.
- Opening price point on gel insoles; the #1 SKU in category.
- Better margin.

#### Customer Benefits:

- Twice the comfort with two layers of gel; Ultra-Gel Insoles are not only incredibly comfortable, but the double gel design returns energy with every step, which helps to fight pain & fatigue.
- Orthotic support & enhanced stability; the firm orange gel is designed to support the heel & arch in a stable healthy position. This greatly reduces the risk of missteps & injury.
- Fits in all shoe types: Casual, Dress, Sneakers.



**C2091**

MENS



**C2090**

WOMENS

# PROFOOT®

## SKINCARE

### Smooth Feet

Does the dry skin on your toes and heel catch on your sock or stockings? PROFOOT's luxurious lotions are specially formulated to smooth the toughest of feet.

### Did You Know?

A daily dose of moisturizing foot cream helps keep them not only soft but healthy. Dry cracked skin can become painful, left unattended it can change your gait and result in knee, leg and back pain.



## Heel Rescue Foot Gel

Exfoliating booties

**NEW**

### Dramatic Results, Reveal Baby Soft Feet, Target Calluses & Dead Skin

#### Retailer Benefits:

- Foot Peel provides dramatic results for baby soft feet targeting calluses and dead skin.
- Foot Peel booties exfoliate using natural fruit acids and botanicals for dramatic results.
- Pedicure results, without pedicure prices.
- Plenty of product in each bootie for maximum results.

#### What You Can Expect:

- Dead skin will start peeling off in 3-7 days. To accelerate process, soak feet in warm water for 30 minutes.
- Do not use callus shaver when calluses begin to peel off.
- Peeling process may last up to 14 days. Do use lotion until peeling is complete.
- Wait at least 2 weeks after first application is needed.



**C31269**

## Epsom Salt Foot Rub Gel

Refreshes tired feet and helps soft skin

## With Aloe Vera & Cool Mint

**BEST  
SELLER**

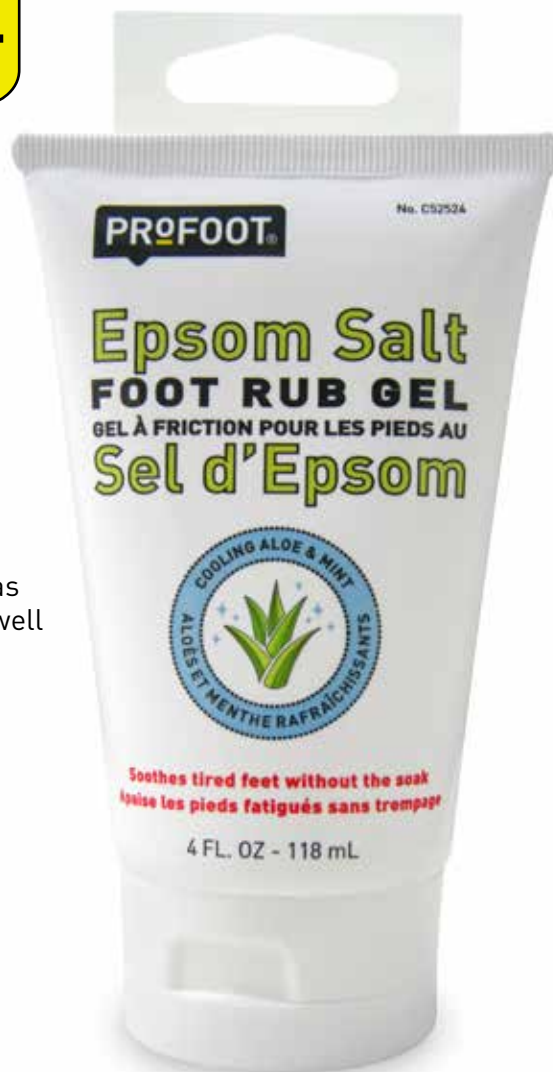
### Retailer Benefits:

PROFOOT Epsom Salt Foot Gel is a therapeutic remedy for sore, swollen, achy feet. Goes beyond moisturizing to bring relief to feet instantly – without a soak!

- Epsom salt is a well known healing remedy mainly used as a bath or foot soak to relieve muscle aches and pains as well as reduce inflammation.
- Triple-play soothing formula:
  - ✓ Made with 83% aloe vera to soothe and calm swollen, achy feet.
  - ✓ Epsom salt to soothe muscle tension and aches.
  - ✓ Cooling peppermint oil and wintergreen leaf extract to revive.
- Concentrated relief with 30+ applications – no foot soak needed!
- PROFOOT Satisfaction Guarantee.

### Did you know?

- Epsom Salt or magnesium sulfate has been used for centuries as a natural remedy for aches and pains.
- Aloe is a widely known ingredient to soothe inflammation.



**C52524**



Aloe  
Barbadensis

Magnesium  
Sulfate

**PROFOOT®**

## Merchandising Recommendation

Merchandise with Foot Relief items such as Heel Rescue.

## Heel Rescue

Superior moisturizing foot cream

**BEST  
SELLER**

## Heel Rescue Superior Moisturizing Foot Cream

- Loyal customer following.
- Most economical foot cream in set.
- Convenient one-handed pump.
- New super-moisturizing Argan Oil.
- Updated packaging: modern square jar.
- Clean new graphics leveraging the PROFOOT®.



### Heel Rescue New Ingredient: Pure Argan Oil

Argan Oil is extracted from the kernel nuts of the Argan tree, a tree native to Morocco. It offers:

- A nutrient-rich, antioxidant composition - including Vitamin E & Omega-6 fatty acids to soothe & soften dry skin.
- A lightweight moisturizer that hydrates the skin.
- A perfect complement to an already Superior Moisturizing Foot Cream.



**C1253**

## Pedi Blaster

Gel exfoliator / Acid-free

**ACID-FREE**

### No more cutting or scraping

- Reveal soft, smooth skin in minutes.
- Fast acting, super concentrated formula.
- Absorbs to quickly.
- Exfoliate hard skin in one easy step without irritation.
- Gently removes dead skin with dermabrasion beads.

**Pedi Blaster™**  
GEL EXFOLIATOR / GEL EXFOLIANT

### Gel Exfoliator Triple Action



**C1261**



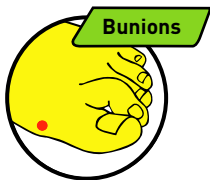
## Gel Bunion Wrap

Realigns and protects problem toes

**NEW**

### Retailer Benefits:

- Instant pain relief for bunions and hammertoes you can use all day.
- Soothing gel cushion eases painful bunion pressure.
- Hook loop tab allows for personalized compression.
- Realigns and protects problem toes, any day and night!



Bunions



Hammertoes

### Providing all in 1 pain relief, all day

- 23% of American's have bunions.
- No viable night time solution for bunion pain.



C41484

## Toe Straight

Gently realign hammer toes, overlapping or crooked toes

**Latex free**

**BEST  
SELLER**

### Retailer Benefits:

- A non-bulky, foam toe loop that can ease the pain & discomfort of overlapping & hammer toes.
- Works like a splint to help prevent further joint damage, & can correct "flexible" hammertoes.

### Customer Benefits:

- Soft, fully cushioned loop and wrap design holds two or more toes together to stabilize & straighten them.
- Cushioning relieves rubbing & irritation on the top of your toes.
- Layer of thin, non-slip foam distributes pressure without bulk, thin enough to wear in shoes.
- Materials: Nylon, Lycra, Foam-No latex.
- Washable & reusable.



C1574

## Goodnight Bunion

Gently realigns tight tendons and muscles in your foot while you sleep

**BEST  
SELLER**

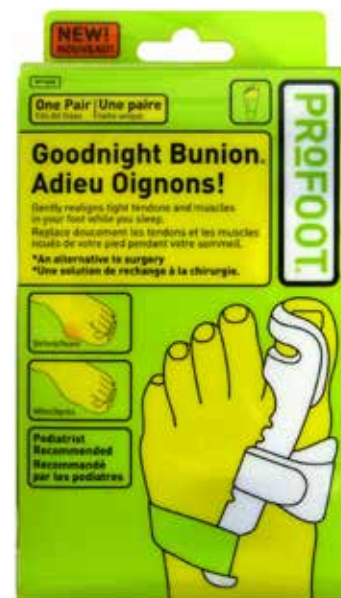
### Retailer Benefits:

- Bunions are a common ailment affecting up to 1/2 of all women & older adults, representing the largest % of footcare consumers.
- Nothing like the Bunion Regulator exists in the footcare set: it will add incremental sales to the category.
- PROFOOT's Money Back Guarantee.



### Customer Benefits:

- Designed by an Orthopedic Surgeon & recommended by Podiatrists as a viable alternative to painful costly bunion surgery.
- Comfortable, safe & highly effective this professional bunion regulator, gently repositions the big-toe to relieve pressure & discomfort while you sleep.
- Comes in a pair; one size fits all. Velcro strap allows you to regulate tension.
- PROFOOT's Money Back Guarantee.



**C1668**

## Flex Tastic™

The secret to healthier feet

**5 minutes a day and  
foot pain goes away!**

## The secret to healthier feet

### Retailer Benefits:

- Totally Unique, Innovative product for your Footcare section.
- Stimulate Consumer trial with a price point on average 70% less than similar mail order products.
- Available with tag for i-hook placement.
- One size fits all.

### Customer Benefits:

- Convenient-wear for as little as 5 minutes a day to restore healthy pain-free feet.
- Can correct multiple problems; bunions, hammer toes, poor foot flexibility & circulation.
- Helps to straighten and re-align toes back to their natural position.



**C1567**

**Massages and relieves sore feet**

## Shoe Stretchers

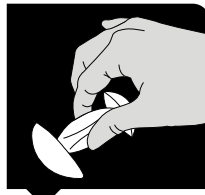
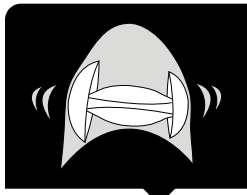
Expand shoes for comfort & relief



**Expand your shoes for the perfect fit**

### Customer Benefits:

- Make every shoe more comfortable with PROFOOT® shoe Stretchers. One night with Shoe stretchers and your shoes will be instantly more comfortable.



- Shoe Stretchers are the perfect aid for wide feet, bunions, corns and blisters. Ideal for breaking in new shoes too, Shoe Stretchers give you that perfect fit.
- Instant bunion relief.



**C41809**

**Instant bunion relief**

## Corn & Callus Trimmer

Makes foot look and feel better

Perform salon quality pedicures with our Corn & Callus Trimmer. It safely removes corns and calluses leaving feet looking and feeling better.

- Eliminates calluses and corns.
- Simple to use.
- Contains 1 trimmer and 3 blades.
- PROFOOT® Money Back Guarantee.



**C1580**

## Toenail Nipper

Cuts the toughest toenails easily

- Special non-slip grip for extra comfort and control.
- Curved blade slips under the nail.
- Made with the finest surgical stainless steel - stays sharp.
- Clips ingrown nails safely.
- Extra comfort rubber grip.
- PROFOOT® Money Back Guarantee.



**C1003**

## Vita Gel® Toe Protector

Surrounds and protects sore toes

- Relieves painful corns, hammer toes and toe tips.
- Surrounds and protects sore toes.
- Stretches to fit any size toe.
- PROFOOT® Money Back Guarantee.



C1556

## Toe Bandages

Wrap your toes in cushioned comfort

- Protects toes & fingers where adhesive bandages and corn cushions can't.
- Easy to use.
- Cut to fit.
- Comfortable in all shoes.
- PROFOOT® Money Back Guarantee.



C1568

## Vita Gel® Corn Wraps

3-Zone support for heel, arch, & ball of foot

- Provides instant relief for toe pain.
- Can be used as a cuticle softener.
- More wraps than the competition for less money.
- PROFOOT® Money Back Guarantee.



C1562

## All-Day Bunion

Instant relief for painful bunions

- Soothes and relieves sore toes with soft wrap-around gel.
- Gently repositions the big toe to relieve bunion pressure and stop a progression to other foot deformities.
- PROFOOT® Money Back Guarantee.



C1554

## Vita Gel® Toe Spacer

Straightens and separates toes while gently cushioning

- Straightens problem toes.
- Relieves pressure on bunion toes.
- Contains soothing moisturizers to soften toes and help prevent corns.
- PROFOOT® Money Back Guarantee.



C1558



**All Vita-Gel products release a soothing Mineral Oil to help relieve discomfort from corns and Calluses**

## Callus Cushions

Relieves pain with soft latex cushions

- Protect tender callused areas on feet.
- Generous sizes, non-medicated rings minimize abrasion.

### Relieves pain. Cushions sensitive calluses with soft latex foam

- **Double the competition:** PROFOOT® offers a package of 12 cushions versus other brands' packages of 6.
- PROFOOT® Money Back Guarantee.

12 CUSHIONS - VALUE PACK

**Cushions calluses with superior softness from the friction-absorbing foam callus cushions**



C6027

## Corn Cushions

Protects and cushions corns

- Non-medicated cushions provide cushioning and comfort.
- **Double the competition:** PROFOOT® offers a package of 18 cushions versus other brands' packages of 9.
- PROFOOT® Money Back Guarantee.

### Provide great cushioning and comfort

18 CUSHIONS - VALUE PACK

**Corn Cushions ease shoe pain associated with friction from shoes**



C6824

# PROFOOT®

## BALL OF FEET

### Fashionable Feet

You love fashion but those pumps, wedges and open toes can take your forefoot for a painful ride. Get relief with PROFOOT ball-of-foot products, designed to give you protection, cushion and support where you need it.

### Did You Know?

The ball of your foot is also called the forefoot. Wearing heels shifts more of your weight onto the forefoot which can cause burning pain. Proper cushioning can help alleviate ball of foot pain so you can wear heels longer.



## Toe Beds

Helps prevent corns and calluses

- Prevents foot from sliding.
- Relieves forefoot pain and toe crowding.
- Helps prevent corns and calluses.
- Ideal for all types of shoes.
- One pair.



C5055

## Foot Cushion

Helps eliminate tenderness & burning sensations

- This great item is a must for people that experience painful ball of foot pressure.
- The unique Poron® construction provides comfort, absorb shock. Helps to prevent calluses from forming on the bottom of the foot.



C1088



100 Tempo Avenue, #18 West - Toronto, Ontario M2H 2N8  
tel: 416.640.6100 / fax: 416.640.6110 / email: [info@counseltron.com](mailto:info@counseltron.com) / [www.counseltron.com](http://www.counseltron.com)