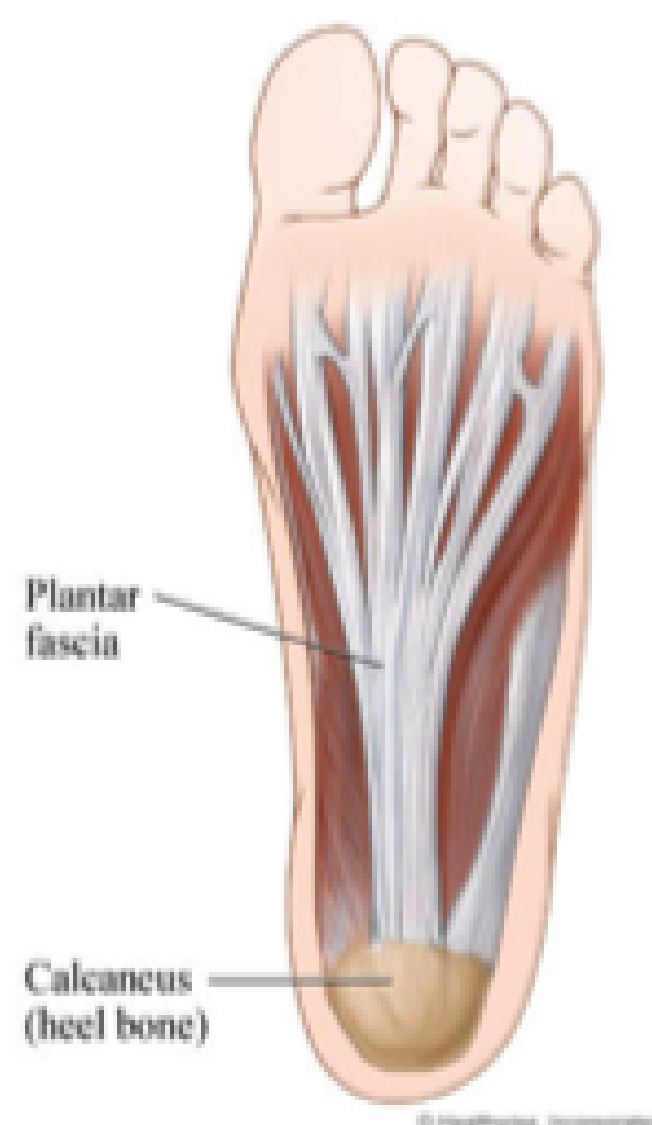


PLANTAR FASCIITIS



DESCRIPTION: Inflammation of the plantar fascia, a thick fibrous band of tissue in the bottom of the foot that runs from the heel to the base of the toes. When placed under too much stress, the plantar fascia stretches too far and tears, resulting in inflammation of the fascia and the surrounding tissue and formation of scar tissue.

SYMPTOMS: Pain at the base of the heel that is more severe in the morning upon the first step out of bed and at the beginning of a run when it is more tight, often fading as it loosens up.

CAUSES: Plantar Fasciitis is a repetitive strain injury involving foot and leg muscles, tendons, ligaments, and the bones they attach to. Inflexible calf muscles, tight Achilles tendons, high/rigid arches, flat/flexible feet, and incorrect shoes can all exacerbate the problem as they put more stress on the plantar fascia.

SELF-TREATMENT: In the presence of severe pain, discontinue running/walking. Icing and massaging the foot will decrease the swelling and break up the scar tissue. Stretch, address any footwear/gait issues, and return to activity gradually.

HELPFUL PRODUCTS:

ORTHOTICS: Orthotics will work to force the fascia to lengthen out, stop the foot from overpronating, and distribute the weight of the body and the force of impact more evenly across the foot.

FOOT RUBZ: Foot Rubz work well as a self-massage tool. They will break up the scar tissue that is forming and increase the flexibility of the fascia.

STRASSBURG SOCK: The Strassburg Sock is a night splint that has adjustable tension on the toes. It works to reduce the buildup of tension in the plantar fascia and encourage it to stay in a lengthened position.

THE STICK: The stick is a self-massage tool ideal for increasing flexibility in the calves.

FOAM ROLLERS: Foam rollers work to break up lactic acid buildup, scar tissue, and increase overall flexibility.

GOOD FORM RUNNING: Overuse and tightness of the calves, excessive heel striking, and excessive overpronation can all exacerbate plantar fasciitis. Sign up for our free clinic to learn how to improve your running form, become more efficient, and avoid injury.