



kick into fun. slip into style.

Agency contact: Emilee Tappen, Emilee@thepressroom.com;
Stephanie Musso, Stephanie@thepressroom.com (805) 773-1000
Client Contact: Alan Beatty (800) 443-5656, alanbeatty@flojos.com

FOR IMMEDIATE RELEASE

New Flojos® Slides Offer Athletes and Active Consumers Massaging, Comfort Foam Footing
Thong-Free, Egg-Crate-Style Soles Slide on to Help Soothe Sore and Fatigued Feet

THOUSAND OAKS, CA (October 22, 2012) – [Flojos](http://www.flojos.com), top manufacturer of high-quality sandals since 1979, helps athletes, active consumers, and busy professionals put their feet up with a new line of comfort slides featuring a single, thong-free, over-the-toe strap.

Expanding upon Flojos’ popular comfort line, the new slide style boasts the same characteristic egg-crate design and massaging comfort foam sole as Flojos’ thong-style comfort sandals. Appealing especially to those who find thongs uncomfortable, the cushy recovery-wear slides are ideal for throwing on at the spa, after hitting the gym or for a long day of walking or shopping.



The women’s **Gia** (pictured above-right, available in Black/Blue and Brown/Orange, MSRP: \$40) and men’s **Gavin** (available in Brown or Black, MSRP: \$40) provide customizable comfort with an adjustable Velcro-strap that can be tailored to varying foot widths.



Boasting a wider foot strap with four anchors, the women’s **Dora** (available in Black/Lavender and Brown/Fuchsia, MSRP: \$37) and men’s **Andre** (pictured left, available in Black and Brown, MSRP: \$42) cover more of the top of the foot for added stability and security when walking.

The new slide style, as well as Flojos’ complete line of sandals, shoes and boots for men, women, children and toddlers, is available nationwide in chain stores, surf shops, specialty stores and fashion boutiques. For more information on Flojos, visit www.flojos.com or Flojos’ [Facebook](#). Media interested in a catalog, samples, high-res images or more information may contact Emilee at On the Horizon Communications: Emilee@thepressroom.com or call (805) 773-1000.

