

## FOR IMMEDIATE RELEASE

### **Arcopédico Makes Strides toward Healthier Earth, Healthier Feet**

*Green & Anatomical Footwear a 'Shoe-in' for Earth Day, National Foot Health Awareness Month*

SPARKS, NV (March 20, 2013) – [Arcopédico](#), longtime producer of handmade, patented twin-arch women's comfort shoes, helps women celebrate both Earth Day and National Foot Health Awareness Month this April with shoes designed to make a small ecological footprint, while supporting podiatric health.

#### **Eco-Centric**

There's no better time than Earth Day (April 22) to make baby steps toward improving the environment. Arcopédico makes the trek easy with a line of Earth-friendly shoes made from proprietary fabric Lytech. [BioCalce](#) certified as environmentally-friendly, Arcopédico's Lytech shoes are made from biodegradable and vegan materials. Furthermore, Arcopédico shoes are the sustainable choice in footwear given that they are hand-made in Portugal with sturdy, long-lasting materials.



Lighten your footprints with the new white/bronze **L45** shoe (pictured above-right; MSRP: \$99), featuring a subtle lined and textured Lytech upper, and durable polyurethane soles. The flexible, circulation-supporting upper and patented, twin-arch sole are also designed with a *sustainable* healthy, comfortable stride in mind.



#### **Med-Step**

April's National Foot Health Awareness Month reminds us to take a break from pointy, uncomfortable, and dangerously high-heeled shoes, and take a moment to care for our feet. Arcopédico offers a solution that combines style with health for care-free feet all year long.

Arcopédico's signature formula for foot health consists of three basic principles, exemplified in the environmentally-friendly Lytech **L14** shoe (pictured left; MSRP: \$89):

1. A wide, anatomical foot bed, allowing a natural, non-pinching fit for most foot shapes
2. A patented dual-arch outer sole (shown at right) made without metal shanks, for under-foot support and improved flexibility
3. A soft, flexible and breathable upper that conforms to the foot's unique size and shape and allows healthy air and blood circulation (The L15 and other styles feature a customizable elastic fastener for enhanced comfort and security.)



This recipe for success helps women avoid common problems like blisters, corns, calluses, ingrown toe nails, pinched nerves, aching arches and general foot fatigue. Additionally, breathable, machine-washable uppers and SanSmell insoles help maintain a healthy, antimicrobial environment free of fungus and athlete's foot, while a removable insole can either provide cushioned comfort or make room for a personal orthotic.

**Arcopédico** shoes can be purchased at independent shoe stores throughout the U.S. Simco Imported Shoes, Inc. is the sole U.S. distributor of **Arcopédico** shoes. Arcopédico is located at 1480 Kleppe Lane, Sparks, NV 89431. For more information, contact the company at (775) 322-0492, or visit [www.ArcopedicoUSA.com](http://www.ArcopedicoUSA.com). **Editors seeking more information, images, or media samples may contact Karen at [Karen@thepressroom.com](mailto:Karen@thepressroom.com) or (805) 773-1000.**

