

For media inquiries contact:  
Amy Cunha, BigPicture PR  
415.362.2085 / amy@bicpicpr.com

**Orthaheel's Fall Winter 2012 Collection,  
A Solution to Comfort & Style**

*Innovative Biomechanically Designed Footwear Collection  
Presents FW 2012 Styles*

San Rafael, CA - **(LAUNCH DATE)** – Orthaheel's Fall Winter 2012 collection builds on the popularity of the line with a response to customer demand for the technology in year-round footwear. Founder and internationally recognized podiatrist Phillip Vasyli designed the new collection to suit women with discerning style. Keeping in mind all-day comfort, with a casual urban sensibility and European flair, the new Orthaheel line offers remarkable wear-ability and features biomechanical support and stability, enabling the feet, ankles, and legs to dynamically function pain-free. The unique technology specific to this line is clinically shown to reduce over-pronation, which can improve foot function and relieve associated pain.

*"It's commonly known that fashion does not always line up with comfort or function," says Vasyli. "This collection is the solution. Our aim was not only to build the best-quality orthotic, but also to transform the most up-to-date trends into the most wearable and healthiest shoes and boots on the market."*

This Fall/Winter, Orthaheel presents covetable new styles. The *Stacey* leather ankle boot and the *Nell* side-zip leather mid-calf boot stand out with signature city-dweller appeal. The *Arcadia*, *Brooke*, *Kate*, and *Nicole* are versatile options for walking commuters and provide athletic-inspired comfort and stability to support each step of a fast-paced lifestyle. The convenient slip-on mules, the *Sasha*, *Melissa*, and *Rachel* feature high style leather appliques, buckles, and straps. This season, Orthaheel also offers orthotic slippers with terry uppers in new fun prints to ensure foot health while in the comfort of home.

Orthaheel offers the only shoes recommended by both the American Podiatric Medical Association (APMA) and America's leading wellness doctor, Andrew Weil M.D. Invented by Australian podiatrist Phillip J. Vasyli, Orthaheel offers shoes and orthotics for women and men.

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**VASYLI LLC**  
4040 Civic Center Drive, Ste. 430  
San Rafael, CA 94903 USA  
t 888.882.7954 • f 800.552.1401

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Continued Orthaheel Fall Winter 2012 Collection

### About Orthaheel

Australian podiatrist, Phillip Vasyli introduced the award-winning Orthaheel brand in 1991 in order to reach an even larger audience of people struggling with heel, knee, leg, and lower back pain. Guided by “think tank” advisors, new technologies in Vasyli Medical orthotics will continue to provide the foundation for the Orthaheel brand. In addition to orthotics, Orthaheel’s unique technology is a built-in staple for its collection of shoes, sandals, and slippers.

For more information and to view articles and videos by Phillip Vasyli, please visit, [www.orthaheelusa.com](http://www.orthaheelusa.com). The line ranges in price from \$59.95 to \$129.95 and is available at [zappos.com](http://zappos.com), Footsmart.com, and select retailers across North America.

