

When it Comes to Comfort, Finn Comfort Shoes are in a class of their own

By Lucas Wetzel, on behalf of Comfort Plus Shoes & Footcare

Whether it's BMW convertibles or Krups coffee grinders, German-made products have a reputation for outstanding quality and craftsmanship. But one of their most impressive exports might be Finn Comfort, a line of footwear that includes walking shoes, dress shoes and sandals.

UNDERSTATED SOPHISTICATION

Meticulously handcrafted in Germany since 1945, Finn Comfort shoes have a classic look, with various shades of smooth or textured leather all held together by hand-stitched seams. The anatomical, rounded toe box traces the shape of a foot, giving the shoe a natural, subtly European feel. Rather than being flashy, Finn Comfort projects an understated sophistication.

SIGNATURE INNOVATIONS

One of Finn Comfort's signature innovations is the resilient cork, latex, and suede-covered footbed — an actual orthotic device that can be customized for each wearer to maximize comfort and support. The design also includes a flexible toe cap (to eliminate pressure points), a curved heel with a padded topline (to eliminate pressure and rubbing), and a polyurethane outsole that's highly shock-absorbent and gentle on joints.

ENCOURAGE PROPER POSTURE, BONE HEALTH AND REDUCED BACK PAIN

In the words of my friend Chris, "These shoes make me feel like an adult." Chris says he values the way Finn Comfort shoes encourage proper posture and bone health. As a carpenter and tile setter, he spends most days on his feet and benefits from the reduction in back pain he's felt since he began wearing Finns. "I also appreciate

that on my honeymoon in San Francisco, I was able to walk up and down hills for seven days without my feet or back being sore, and without any trouble from shin splints," he says.

EXPERTS IN PROPER SHOE FIT

As with any health shoe, being properly fitted by a knowledgeable footcare specialist is an important part of the process. When I purchased my first pair of Finn Comfort shoes in 2006, the staff at Comfort Plus enhanced the medial and metatarsal arches for me. Several months later, they modified the orthotic footbed to fit my wear pattern.

"We can tell a great deal based on the wear pattern on the footbed — where excess pressure is being placed, and where more arch support could transfer weight and pressure to where the foot is naturally inclined to carry it," says Matthew, an associate at Comfort Plus.

Customizations that can be made to the shoes include adjustment of the arch height, increased arch support, added medial/lateral posting in the heel or forefront, an adjustment of the cushioning in the forefoot or heel spur dispersion, or a cushioned or leather top cover. All of these modifications can be done on site.



**FINN
COMFORT
WOMEN'S
COLUMBIA
SHOE**

If you'd like to try a pair of Finn Comfort shoes out for yourself, pay a visit to Comfort Plus Shoes & Footcare in the Camelot Court Shopping Center at 11715 Roe. You won't regret it, and neither will your feet.

Comfort Plus
SHOES & FOOTCARE

Comfort Plus is open Monday through Saturday
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BECAUSE WHEN YOUR FEET HURT, YOUR WHOLE BODY HURTS.