



THE "GOOD SHOE" BLUEPRINT

A Visual Checklist for Buying Your Next Pair of Shoes!

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THE STRUCTURAL FOUNDATION (THE SOLE, MIDSOLE, FOREFOOT)



The Twist Test

Action: Grab the heel and toe; try to wring it out like a wet towel.

The Goal: It must resist twisting. If it wrings easily or folds in half, skip it.



The Toe-Flex Test

Action: Push the toe of the shoe upward toward the laces.

The Goal: It should only bend at the ball of the foot. If it bends in the middle of the arch, reject it.



Natural Toe Box Flare

Look from a top-down view. The toe box should mimic a natural foot shape—widening at the toes rather than coming to a sharp, symmetrical point. We recommend a half size (at least!) larger if the toebox is not natural-shaped.

THE ANCHOR (THE HEEL COUNTER)

The Pinch Test



Squeeze the very back of the shoe right above the sole. It should feel stiff and firm, not collapse under your thumb. A sturdy heel cup keeps your foot aligned.

Deep Heel Cup



Look for a heel that sits slightly nestled down into the midsole rather than resting flat on top of it.

THE INTERIOR & CUSTOMIZATION

Removable Insoles

Pull out the factory liner. It should come out easily to make room for custom orthotics or supportive inserts without overcrowding your toes.



Secure Fastening

Choose laces, straps, or buckles over slip-ons. They lock your instep down so your toes don't constantly slide forward and jam.



QUICK-REFERENCE SUMMARY & PRO-TIPS

FEATURE	LOOK FOR	AVOID
Midsole Twist	Resists twisting; rigid core	Wrings easily like a rag
Flex Point	Bends only at the ball	Bends in half at the arch
Heel Counter	Stiff when pinched	Collapses flat
Insole	Slides out completely	Glued down permanently

Pro-tips:

Always go shoe shopping in the late afternoon or evening. Your feet naturally swell throughout the day. Buying when they are at their largest ensures your shoes won't pinch by dinner time!

Your Feet Deserve Better.

You spend thousands of steps on your feet every single day. Taking a few extra seconds to run this checklist before you buy will save your knees, back, and feet from years of unnecessary stress.

Take the Next Step for Foot Health

A great shoe is only half the battle. Scan the QR code to book a foot assessment with our team today!

