

No Need to Choose Comfort Over Style This Summer

Medi-Dyne Healthcare Products Launches SoftMoves™ Adhesive Gel Pads

Colleyville, TX – May 25, 2007 -- Medi-Dyne Healthcare Products Ltd. announced today the national launch of the new SoftMoves™ Adhesive Gel Pads, the first self-adhering shock-absorbing gel pads that can be worn with or without shoes.

Summer has always presented a time to liberate your feet with open-toe shoes, sandals or even going barefoot. But for many, the resulting blisters can be a high price to pay for that freedom. According to the Foot Health Foundation, almost 20 percent of the U.S. population has more than one foot problem each year. Summer should be carefree, relaxing and fun -- the last thing you want to think about is heel pain and blisters.

Using the latest break-through technology, *fixi-gel*, the SoftMoves™ Adhesive Gel Pad puts the ease back into summer.

The SoftMoves™ Adhesive Gel Pad actually sticks directly to your foot or shoe without messy, one-use adhesives -- providing a soft, pliable cushion for blisters or a shock-absorbing pillow for hard-working feet. SoftMoves™ Adhesive Gel Pads are transparent so they can be worn undetectably with any style of shoe – sandals, flip-flops, backless heels, open-toe pumps or even no shoes at all. And because the *fixi-gel* itself is adhesive in nature – it can be moved from foot to shoe and still remain in place without falling, sliding or moving.

“SoftMoves™ are a natural for summer but sandals are increasing in popularity as a year-round shoe for men and women. The superior cushioning and self-adhesive nature of the transparent, soothing *fixi-gel* makes SoftMoves™ the perfect year-round shoe accessory. At Medi-Dyne our focus is on innovations in pain prevention. We understand that comfort never goes out of style,” state Craig DiGiovanni, Vice President, Medi-Dyne Healthcare Products.

Sandals, flip-flops, sport shoes, heels, open-toe shoes and COMFORT! Freedom never felt so soft.

Beginning in early May 2007, SoftMoves™ will be available in finer footwear stores, athletic footwear stores and in the footcare section of your local pharmacy.

About Medi-Dyne Healthcare Products

Medi-Dyne Healthcare Products LTD is a global healthcare company dedicated to providing innovative products that deliver effective pain prevention and injury rehabilitation. With leading products in physical therapy, foot care, stretching, and skin care categories, Medi-dyne is committed to its partnerships with healthcare professionals and the efficacy of its products. The company is based in Colleyville, TX.
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