

# Sore heels? Aching feet? Knee pain? Which do you want to overcome?

Sharlene\* is in her mid-twenties and works as a retail assistant in a busy fashion store. She is on her feet all day but despite wearing flat-heeled shoes suffers from constant knee and heel pain.

Sharlene's mother, Ann\*, is a diabetic. She's suffered nerve damage in her lower legs and now has virtually no feeling in her feet. Ann doesn't know it yet but she's developing ulcers which, if left untreated, could develop into gangrene. A distinctly unpleasant prospect.

Neither Ann nor Sharlene realise that their problems could be quickly and easily solved by visiting a well qualified and experienced podiatrist. That's because neither have connected their medical problems with their feet which are naturally under a great deal of pressure.

## Problem ignored

Let's face it – most of us tend to ignore our feet until there's a problem. Ann and Sharlene are exceedingly lucky, because a friend who knows about their problems has told them about Fit Feet, a podiatry service that is new to Dunedin. Run by leading UK podiatrist David Ilian, Fit Feet is kitted out with state-of-the-art diagnostic equipment that will immediately identify the causes of Ann and Sharlene's discomfort.

David is a recent immigrant who's settled here with his family after falling in love with the city. A qualified podiatrist who has worked with one of the world's top podiatry clinics – King's College Hospital, London – David pioneered a world-first prescription technique which proved hugely successful for his clients. But he wanted to set up his own clinic to provide exceptional levels of expertise and service, and to help find

permanent solutions to his patients' foot problems.

He says, "I have made it my mission to find any technique, new or old, that could offer a better solution. Happily, I have often been able to help people who have seen umpteen other health professionals without success, which lets me know I'm doing a good job."

## Underlying causes

One of the keys to David's success is his determination to find the underlying cause of his patients' symptoms. He does this by using the latest diagnostic software



Fit Feet's state-of-the-art diagnostic equipment displays a computer image of a client's walking pattern.

Foot problems do not afflict just the elderly. They can be problematic for youngsters who have soft bones or who go through growth spurts during which disease can develop. Sports fans also often have foot problems, which can be the result of poor foot function, as do women who wear slip-on shoes. In fact heel pain is very common for people who are on their feet all day.

## Unique solutions

David understands that each foot problem is unique, requiring its own solution. In addition to sourcing the best available orthotics, David has set up a small workshop in his clinic, where he either makes his own orthotics or adapts others' to meet the individual needs of his patients.

## An invitation

Fit Feet invites anyone with actual or suspected foot problems to come in for a consultation. No GP referral is required but please phone the number below to make an appointment.

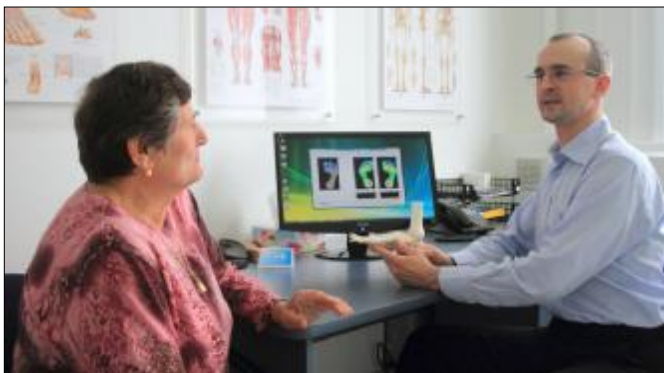


The new Fit Feet clinic in Bond St, Dunedin.

which examines the way a patient walks. He can then prescribe a remedy which solves the root cause rather than just the symptom the patient presented with. This, says David, often costs people less money in the long run.

Of course, Ann and Sharlene's problems are not the only ones which afflict our feet. As we get older our toenails thicken which can cause both pain and inconvenience. Fit Feet can thin down thickened nails and even provide a permanent cure for ingrown toenails, one of the most common foot ailments.

Wednesday mornings are set aside for a nail care clinic and a special price of just \$39 is offered for treatments.



Fit Feet podiatrist David Ilian shows patient Pierina Costa how to improve the condition of her feet.

\* Names have been changed.



**For an appointment phone 477 2575  
or 0508 348 3338.  
We are on Level 2 Consultancy  
House, 7 Bond St, Dunedin.**