

Product Information.



EMILYBRAIDWOOD.COM

HELLO.

Emily Braidwood is an Australian foot health company with a simple philosophy to pioneer sophisticated, podiatrist-designed insole products delivering innovative comfort & support.

Our founder, Emily Smith, is the Podiatry Director of 5 highly regarded Sports Medicine Centres, including Sydney Sports Medicine Centre & Sydney Sportsmed Specialists. Emily's extensive experience encompasses teams including the Wallabies, NSW Institute of Sport, NSW Swifts, GWS AFLW, Bangarra Dance Theatre as well as elite individual athletes & high level corporates.

With a mission to redefine high heel comfort since her final year University project, Emily's diverse multi-disciplinary experience has allowed her to observe & collate clinical patterns, establish & test theories, then test & refine insole antidotes. A decade later, the Emily Braidwood footbed range was born.





Despite all warnings, women are always going to want to wear fashionable shoes. As a Podiatrist, I believe it is my role to support patient goals whilst mitigating injury risk. The Emily Braidwood range allows me to help my patients wear on-trend shoes & perform barefoot activity, without compromising comfort or support.

- Emily Smith, Australian Podiatrist
& Emily Braidwood Founder

THE UNDERLYING BIOMECHANICAL EFFECT OF HIGH HEELS

Our findings identified that in a heel over 4cm:

1. The Windlass Mechanism is consistently activated
2. The foot naturally supinates
3. The calf & peroneal complex are heavily recruited to maintain neutral alignment
4. The calf & peroneal complex are overloaded, leading to fatigue & tightness
5. The toe flexors & extensors become overloaded, leading to further fatigue & tightness
6. Leading to increased risk of acute ankle injury, plantar fasciopathy, as well as forefoot pathology including hammertoe contracture & deformity



EB STILETTO DESIGN:

Having identified supination as the underlying cause of high heel pain, our patented footbeds are engineered with valgus support from rearfoot to forefoot to minimise over-supination, increase foot stability and promote high gear toe off. Mild arch support is added to maintain optimal alignment and support women with a flexible flat foot. A mild metatarsal dome is integrated into the HEXAGEL formula.



*Designed for all styles of heels 4cm+

EB STILETTO

MEDIGEL™

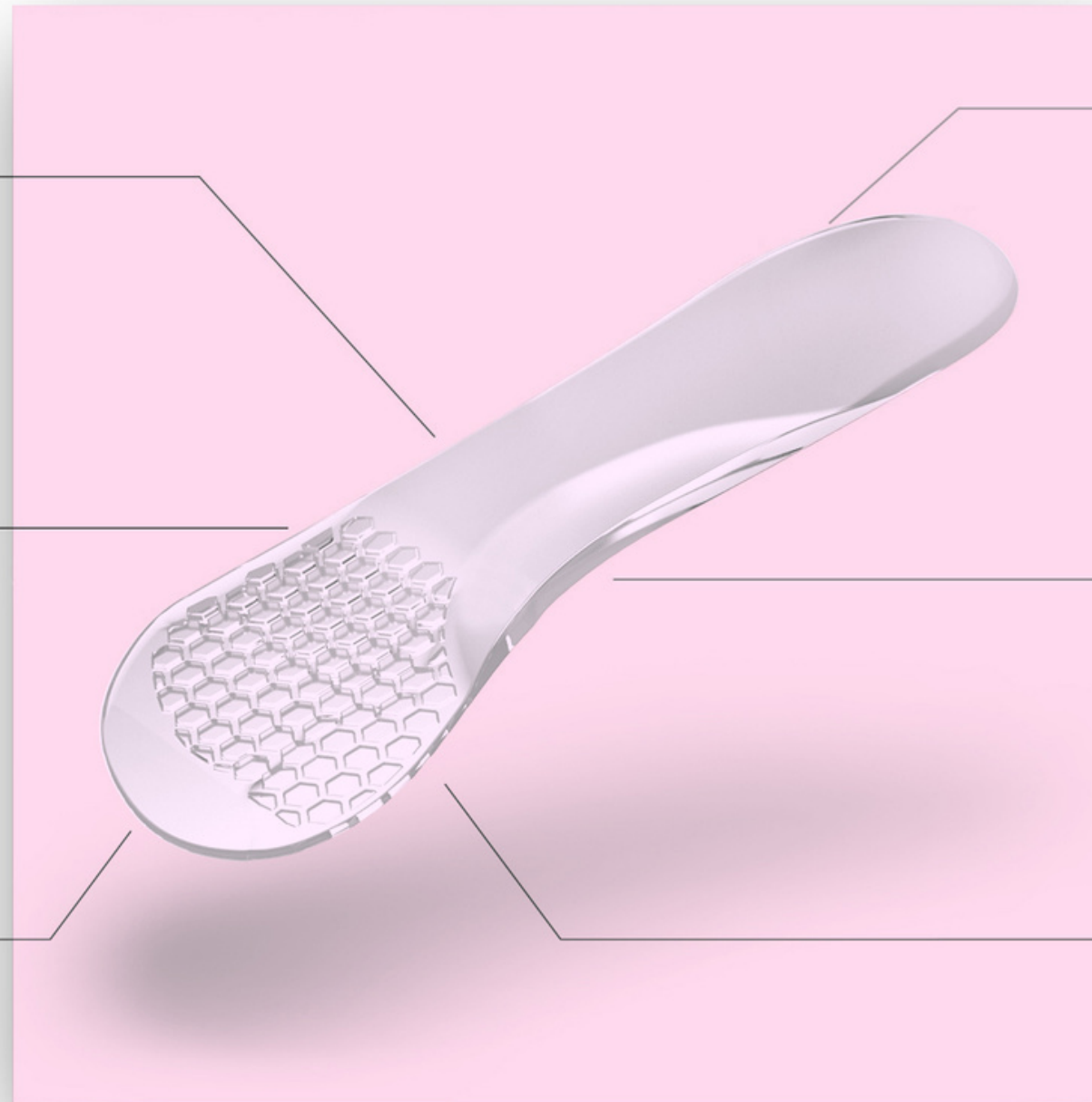
Patented intrinsic engineering for full foot comfort and support

BUNION RELIEF

Intrinsic metatarsal dome for forefoot comfort and toe deformity prevention

EASILY TRANSFER BETWEEN SHOES

Remove, wash, dry, then re-stick



LATERAL ANKLE SUPPORT

Unique wedging to balance the foot and stabilise the ankle

THE PERFECT ARCH SUPPORT

Suitable for all foot types to prevent and manage foot pain

HEXAGEL™

Unique graduated hexagons for advanced anti-gravity cushioning and biomechanical support

EB FLATS DESIGN:

Unlike any other insole on the market, our patented footbeds balance the foot from heel strike to toe off by minimising over-supination at heel strike, providing adequate midfoot support during midstance and facilitating optimal traverse axis alignment at toe off. Additionally, our unique HEXAGEL pods provide luxurious PMA comfort & support, whilst our heel aperture increases calcaneal comfort in flat, hard-soled dress shoes.

*Designed for all styles of shoes 0-4cm heel height.



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EASILY TRANSFER BETWEEN SHOES

Remove, wash, dry, then re-stick

HEEL PAIN DONUT

Clinically formulated for treatment of plantar fasciitis & heel spurs

THE PERFECT ARCH SUPPORT

Suitable for all foot types to prevent and manage foot pain

HEXAGEL™

Unique graduated hexagons for advanced anti-gravity cushioning and biomechanical support



Our Design Features:

MEDIGEL™

Our patented gel engineering delivers a full length valgus post to prevent over supination whilst providing balanced arch support suitable for all foot types & shoe styles. Our insole thickness, arch height and dimensions are optimised for a discrete fit and to prevent the foot slipping out of the shoe.

HEXAGEL™

A forefoot cushioning system like no other, our multi-height, air-infused hexagon pods uniquely create inter-pod movement to deliver long-lasting comfort & facilitate optimal forefoot alignment. A mild metatarsal dome is integrated into the HEXAGEL configuration.

SMART & SUSTAINABLE

Our gel is removable, reusable, transferable & shoe-friendly. They are skin-stickable & are great for maintaining alignment & preventing pain during dance, Barre, Pilates & yoga, when worn under grip socks. They are flexible so won't affect pointe in dance shoes.

PATHOLOGY MANAGEMENT

Both our EB FLATS & EB STILETTO footbeds have integrated metatarsal support for targeted relief of forefoot pathologies. The EB FLATS has an additional heel aperture for heel pain management. Practitioners can adhere customised support dorsally using foam, PPT or EVA.

The EB Difference:

ON POINT FOR PURPOSE

We are passionate about supporting women get back on their feet, therefore 5% of all retail sales go to a charity that supports disadvantaged women and children become educated and employed.

In 2020/2021 we are proudly supporting the Cathy Freeman Foundation to help indigenous children experience their potential in school & beyond.

30 DAY EB GUARANTEE*

We offer a 30 day money back guarantee. You refund your patient, we refund you cost price.

Simply email the patient receipt & refund transaction to returns@emilybraidwood.com with your bank details.

*Must have been sold to the patient at RRP.

FOR OPTIMAL PATIENT OUTCOMES

PRESCRIBE IN CONJUNCTION WITH:

1. Progressive calf raises (performed with high gear form & reps only to fatigue)
2. Calf complex stretches
3. Peroneal & extensor complex stretches
4. Plantar fascia self release / massage
5. Intrinsic foot muscle strengthening
6. Footwear advice
7. Customised orthoses for sports shoes



IN SUMMARY

RRP \$49.95

PERFECTLY ENGINEERED

- for shallow / open fashion shoes where custom orthoses don't fit

SIMPLE & ECONOMICAL TREATMENT

- for barefoot & minimalist shoe sports incl. sprinting, football, gymnastics, Pilates, yoga & Barre,

PATENTED SUPPORT LIKE NO OTHER

- suitable for all foot types & styles of shoes

CUSTOMISABLE DORSALLY

- for cases requiring extra support

INCREASED REVENUE

- with two pairs the average sale

EB 30 DAY GUARANTEE

- For patient & practitioner peace of mind

2 STYLES

- EB STILETTO & EB FLATS

2 COLOURS IN BOTH STYLES

- GREY & PINK



Size conversion chart:

EB	SMALL			MEDIUM			LARGE				
US AUS	6	7	7.5	8	8.5	9	9.5	10	11	12	13
EU	36- 37	38		39	40	41		42	43	44	
MENS US			6	6.5	7	7.5	8	8.5	9.5	10.5	11.5

Questions?

SALES

www.briggatemedical.com

PRODUCT SUPPORT

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webinar: www.emilybraidwood.com/pages/podiatristresources

RETURNS / REFUNDS

returns@emilybraidwood.com

