

CATALOGUE & FOOTCARE GUIDE

9th Edition

Foot
Care
Guide



INCLUDING

Noise-x

EARPLUGS

1933

Alec Freeman opens his first shoe shop in Bermondsey in London's Docklands

1953

Alec's son Lionel joins the business, eventually taking it over and expanding it to 3 shops

1992

Lewis joins the business and starts selling gel products across the globe

1969

Lionel's first of three sons Lewis, is born. Simon comes along in 1973 and then Elliot in 1976

1995 Simon follows and works with his father and brother to build the business

1997 Lionel sells the shoe shops and concentrates on developing gel products

2000 The gel products business is sold to a large multinational. Lionel deservedly retires to spend more time fishing!

2002 Lewis, Simon and Elliot continue a family tradition of working together and start **Profoot (UK) Ltd**, creating an innovative range of footcare products that are distributed to pharmacies throughout the country

2005 Lionel's first grandchild is born – Simon becomes a father

2007 Profoot starts distributing its products to UK supermarkets

2008 Profoot moves its offices to larger premises and brings its warehousing in-house

2009 The brothers employ their first member of staff to help run the warehouse

2010 Profoot distributes to over 2000 pharmacies and the UK's 4 largest supermarket chains

2012 As the business grows, more staff join the growing team at the office and warehouse in Watford as well as an external sales force across the UK & Ireland

2014 Lionel's eighth grandchild is born, all 3 brothers have been very busy over the last 9 years!

2025 Profoot goes from strength to strength adding more products to the range, totalling 69 products

1983

Lionel opens a specialist shoe shop in Chiltern St W1 specialising in handmade footwear

1991

Lionel introduces innovative gel products to the UK, designed to help with footcare problems

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PRODUCTS

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Many foot problems are caused by friction and pressure from walking, standing and changes to the foot's shape. Therefore one of the key functions of a footcare device is to reduce friction and pressure. A lot of foot problems are related; especially if untreated, one problem can lead to another.



BLISTERS

A blister is a small pocket of fluid within the upper layers of the skin, typically caused by forceful rubbing (friction). Most blisters are filled with a clear fluid called serum.

However, blisters can be filled with blood (known as blood blisters) or with pus (if they become infected).

CALLUSES

A callus is a toughened area of skin which has thickened and hardened. It is the body's reaction to friction or pressure. Calluses are most commonly found under the metatarsal heads (ball of foot).

A callus is usually larger than a corn, does not have a central core; and may or may not be painful.

CORNS

A corn is a localised area of hyperkeratosis (thickening of the skin), which usually occurs over a bony prominence as a result of localised friction between the skin, the bone and footwear.

It has a visible, translucent central core which presses deeply into the skin, causing pain and sometimes inflammation.

Hard corns commonly occur on the top of the smaller toes or on the outer side of the little toe. These are the areas where poorly fitted shoes tend to rub most.

Soft corns or seed corns sometimes form in-between the toes, most commonly between the fourth and fifth toes. These are softer because the sweat between the toes keeps them moist. Soft corns sometimes become infected.



FUNGAL NAIL

Onychomycosis is a fungal infection ("mycosis") of the nail ("onycho") that affects fingernails and toenails. The disease is mainly caused by dermatophytes such as Trichophyton Rubrum and Trichophyton Mentagrophytes, which together account for more than 93% of all infectious organisms involved in onychomycosis.

These organisms feed on keratin, one of the nail components. It is a very common foot complaint thought to affect up to 25% of the adult population at any one time.

Fungal nail infection is an unsightly condition causing embarrassment for sufferers. It is a condition that does not resolve by itself – treatment is necessary. Without treatment the infection can cause pain and will generally become worse (causing the nail to crumble), spread to other areas of the nail/foot, and infect other people. Patients with diabetes could develop complications.

INGROWING NAIL

An ingrowing nail grows so that it cuts into one or both sides of the nail bed. Ingrowing toenails are one of the most common foot problems. The condition can be very debilitating often resulting in people limiting their activity as they are in so much pain.

Ingrowing toenails are often caused by the incorrect trimming of nails, cutting nails too short or snipping down the sides, resulting in nails growing and piercing into the surrounding skin, causing soreness and swelling, and often infection.

Because more serious complications can develop, ingrowing nails often require prompt professional attention by a qualified podiatrist.

FOOT ODOUR

The main cause is sweating. Excessively sweaty feet is a complaint known as Hyperhidrosis. The foot has 250,000 sweat glands, therefore feet tend to perspire more than other parts of the body. Sweat itself is odourless, but it creates an environment for bacteria to grow and produce unpleasant odours. Odour is often created when sweating increases and shoes and socks have inadequate ventilation for many hours.



HAMMER TOE OR CLAW TOE DEFORMITY

A hammer toe occurs when the toes become bent at the first joint, raising the toe and making it more prominent. Often the raised toe will rub against the shoe. This can affect any number of the middle toes. In some cases, a bursa (rather like a deep blister) is formed over the joint and this can become inflamed (bursitis). With time, hard skin or corns can form over the joints or at the tip of the toe. These toe deformities can mean that extra stress is placed on the ball of your foot, which can lead to metatarsalgia.



BUNIONS (HALLUX VALGUS)

A bunion is a deformity of the base joint of the big toe or less commonly at the little toe joint, known as a Tailor's Bunion. There is often thickening of the skin and tissues next to the affected joint. The thickened skin and tissues may become inflamed, swollen and painful.

Sometimes a fluid filled sac (bursa) develops over the joint. Pressure from the first toe then affects the other toes, which become crowded, leading to deformity of the toes (Hammer Toe) and callus formation.

The condition is four times more common in females and the incidence increases with age. Extra stress is put on the ball of the foot because of the bunion and this can lead to metatarsalgia – pain under the heads of the metatarsal bones (the forefoot).

DEEP VEIN THROMBOSIS (DVT)



Deep vein thrombosis (DVT) occurs when a blood clot forms in the deep veins, typically in the legs. If the clot dislodges and travels to the lungs, it can cause a pulmonary embolism, a serious complication. DVT symptoms include swelling, pain, and redness in the affected leg. Compression socks are an effective prevention method, applying gentle pressure to improve blood flow and reduce clot formation by preventing blood from pooling. They are especially useful for those immobile for long periods, such as during flights or bed rest, and for individuals with risk factors like obesity, pregnancy, or a history of DVT. Regular use during high-risk activities can greatly lower the chances of developing DVT.



PLANTAR FASCIITIS

The plantar fascia is a fibrous band that stretches between the heel and the base of the toes.

It helps to maintain the structure and shape of the foot. This can often be the cause of severe heel pain. Plantar fasciitis causes small tears to appear at the heel, which can become inflamed and extremely painful.

Typically, pain is felt first thing in the morning after getting out of bed but recedes after around 30 minutes as the band is stretched and the swelling is reduced. Pain can also be felt under the arch of the foot after prolonged walking or standing.

Plantar fasciitis is more likely if you have:

- Suddenly become more active (you have begun an exercise programme, for example)
- Weight problems
- High arches
- Flat feet



HEEL SPUR – HEEL PAIN

A heel spur is a hook of bone that can form on the heel bone (calcaneus) and is associated with plantar fasciitis. The heel spur itself is not thought to be the primary cause of pain, rather inflammation and irritation of the plantar fascia is thought to be the primary problem. A heel spur diagnosis is made when an x-ray shows a hook of bone protruding from the bottom of the foot at the point where the plantar fascia is attached to the heel bone.



MORTON'S NEUROMA

This is sometimes called Morton's Metatarsalgia. It is a condition that affects one of the nerves that runs between the metatarsal bones in the foot (the plantar digital nerves). The nerves become irritated or compressed and the following symptoms could arise – pain, burning, numbness and tingling between two of the toes of the foot. Eventually this could lead to cramp in the toes and a sharp shooting or burning pain on the ball of your foot.

The pain could be made worse when footwear presses on the affected area when you are walking.



METATARSALGIA – BALL OF FOOT PAIN

Metatarsalgia is the name given to pain in the front part of your foot under the heads of your metatarsal bones (the ball of your foot). This discomfort sometimes feels like you are walking on stones, sometimes it can be a vague pain or a burning feeling, or it can be more localised around one or two toes.

This condition can be caused by wearing high-heeled shoes, being overweight, certain foot shapes, or by claw or hammer toes.

ATHLETE'S FOOT

Athlete's foot, also known as tinea pedis, is a common fungal infection that affects the skin on the feet. It is caused by dermatophytes, a group of fungi that thrive in warm, moist environments such as changing rooms, showers, and around swimming pools. The condition typically manifests as a red, itchy rash, often beginning between the toes and spreading to other parts of the foot. Symptoms may include peeling, cracking, and scaling of the skin, accompanied by a burning or stinging sensation. Athlete's foot is contagious and can be spread through direct contact or by sharing contaminated surfaces or items like shoes and towels. Treatment usually involves antifungal creams, sprays, or oral medications, and maintaining proper foot hygiene is crucial to prevent recurrence.



PRONATION OR FLAT FEET

Most people's feet are arched on the inner side; the height of this arch (which develops between the ages of 3 and 10) varies from one person to another. If you have a low arch or no arch, it is often called flat feet or fallen arches where the foot may over-pronate.

Normal pronation, or "rolling inward" of the foot, is necessary as the foot adapts to the ground. With excessive pronation or over pronation, the arch, flattens and collapses, and soft tissues stretch.

This causes the joint's surfaces to function at unnatural angles to each other. When this happens, joints that should be stable, now become very loose and flexible.

Symptoms of Excess Pronation

Symptoms can manifest in many different ways. The associated conditions depend on the individual lifestyle of each patient. Here is a list of some of the conditions associated with excess pronation:

- Arch pain
- Hallux valgus (bunions)
- Hallux rigidus (stiff first toe)
- Metatarsalgia (ball of foot pain)
- Heel pain (plantar fasciitis)
- Ankle sprains - pain
- Achilles tendonitis
- Corns & calluses
- Hammer toes
- Shin splints
- Knee pain



CRACKED HEEL

Cracked heel, also known as heel fissures, is a common problem caused by dryness of the skin, and an accumulation of dead skin. Over time it may cause pain and irritation.

For many people, cracked heels are a nuisance and are unsightly, but when the cracks are deep, skin can bleed and can be extremely painful. In severe cases, cracked heels can become infected.



VERRUCAS

Verrucas, or plantar warts, are small, rough growths on the soles of the feet caused by the human papillomavirus (HPV). They can be painful and often have black dots in the centre. Commonly spread in communal areas like swimming pools, verrucas spread through direct contact. Treatments include salicylic acid, cryotherapy, or laser therapy. Preventive measures include wearing flip-flops in public showers and keeping feet clean and dry.

MONEY BACK GUARANTEE

We use one of the most powerful marketing tools in the sale of many of our products – removing the buying risk from customers by offering a Money Back Guarantee. This allows them to try the product and know that if it is not suitable, we will refund the full retail price to them – no questions asked.

We are proud to say that less than .007% (7 in 100,000) of our products are returned.

What's more, this guarantee does not involve the retailer at all, apart from helping to increase sales.

WHAT IS SOFT GEL?

External friction, pressure and shearing forces are the cause of many foot problems. Our Soft Gel has all the properties needed to relieve or to reduce these causes, providing relief from pain for many of your customers' foot complaints.

Soft Gel is a tri block polymer gel made with pure medical grade mineral oil. The gel is used in many areas of healthcare including footcare, prosthetics, scar and burn management and pressure sore prevention. It has the following benefits:



Friction Reduction

As the gel's opposing surfaces move separately from each other, friction is dramatically reduced.



Pressure Relief

The gel has the ability to redistribute downward pressure sideways, providing excellent pressure relief to the body.



Moisturising

The gel contains a pure medical grade mineral oil – helping to keep the skin soft and supple. This reduces hard callused skin, helping to prevent calluses forming and breaking down corns.



Adaptable

As our gel conforms to whatever shape or surface contour it comes into contact with, it provides excellent protection and cushioning for all areas of the foot.



Value

The gel is washable and reusable; while retaining all of its benefits, the products last far longer than traditional padding material, offering excellent value for money.



Variable Size

Many of the products are elasticated and one size often fits all; most products can be trimmed to size.



Used By Professionals

These products are used by Chiropodists and Podiatrists worldwide.



All products that contain Soft Gel are indicated by this symbol.



BUNIONS

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Multi-use Gel Padding	21
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HAMMER TOES

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Gel Tube	15
Toe Protector	15
Toe Foam	22
Toe Support	26



OVERLAPPING TOES

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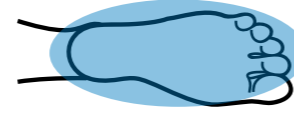
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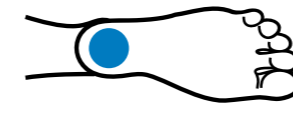
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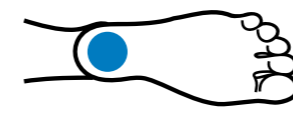
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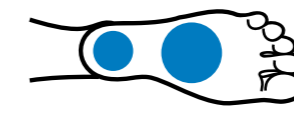
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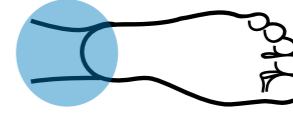
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DVT

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CORN WRAPS

Instant relief from painful corns

Soft Gel with moisturising mineral oil. Aids corn removal, while providing instant friction and pressure relief.

Key Features

- Relieves pressure and rubbing
- Washable and reusable
- Moisturising
- Stays in place

Product Code: 31562
PIP Code: 298-2346



CORN WRAPS XL

Key Features

- Wider wrap for bigger toes

Product Code: 31563
PIP Code: 354-6496



TOE SEPARATORS

For corns, calluses and overlapping toes

Soft Gel Toe Separators are placed between toes preventing rubbing, providing pain relief caused by corns, calluses and other problems between the toes.

Key Features

- 3 separators in 2 sizes ensures comfortable fit
- Instantly relieves sore spots between toes
- Washable and reusable
- Moisturises

Product Code: 70025
PIP Code: 313-3683



CORN CUSHIONS

Instant relief from painful corns

Dual layer foam relieves pressure on corns.

Hypo-allergenic adhesive for sensitive skin.

Key Features

- Relieves pressure and friction
- Super soft cushioning foam
- 12 cushions in each pack

Product Code: 70681
PIP Code: 335-3794



MOISTURISING CORN PLASTERS

Instant pain relief

Helps to treat and prevent corns.

Hydrocolloid plasters focuses moisturisation, softening corns. Plasters act like a second skin, providing relief and protection.

Key Features

- Instant pain relief
- 8 plasters per pack
- Waterproof

Product Code: 70080
PIP Code: 398-4820



CORN REMOVAL PLASTERS

Salicylic acid for fast corn removal

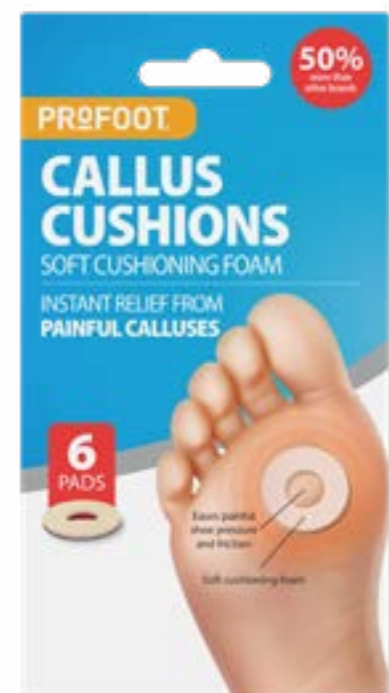
Foam ring provides instant pain relief. Targeted action.

Key Features

- Protective foam ring to prevent friction
- 35% salicylic acid
- Easy to apply

Product Code: 70077
PIP Code: 379-3841





CALLUS CUSHIONS

Instant relief from painful calluses

Six dual foam ring pads per pack.

Hypo-allergenic adhesive for sensitive skin.

Key Features

- Relieves pressure and friction
- Super soft cushioning foam
- 6 cushions in each pack

Product Code: 70711
PIP Code: 335-3802



CORN & CALLUS TRIMMER

Effective removal of corns and calluses

Easy and safe to use.

Key Features

- Surgically sharp carbon steel blade
- Contains 1 trimmer and 3 blades
- Manufactured and designed in Germany

Product Code: 70044
PIP Code: 339-7734



REPLACEMENT BLADES

For use with our Corn & Callus Trimmer

Key Features

- 10 blades per pack
- For use with the Corn & Callus Trimmer
- Manufactured in Germany

Product Code: 70043
PIP Code: 422-3681



GEL TUBE

For corns, bunions and hammer toe

Relieves discomfort from overlapping, hammer, arthritic or sore toes.

Soft Gel with moisturising mineral oil.

Key Features

- Washable and reusable
- Cut to size
- Elastic sleeve to stretch over different toe sizes

Product Code: 70773
PIP Code: 335-3778



BIG TOE PROTECTOR

For corns, ingrown toenails, hammer toes, overlapping toes and toe injuries

Cushions and protects, providing instant relief for painful toes.

Specifically designed for the big toe.

Key Features

- Relieves pressure and friction
- Works as a toe or finger cuticle moisturiser
- Helps to soften ingrown toenails

Product Code: 31557
PIP Code: 436-2075



TOE PROTECTOR

For corns, hammer toes, overlapping toes and toe injuries

Cushions and protects, providing instant relief for painful toes.

Can be used for fingers as well.

Key Features

- Relieves pressure and friction
- Stretches to fit any size toe
- Works as a toe or finger cuticle moisturiser

Product Code: 31556
PIP Code: 298-2353





ALL-DAY COMFORT INSOLES

For foot discomfort, extra cushioning or ill-fitting footwear

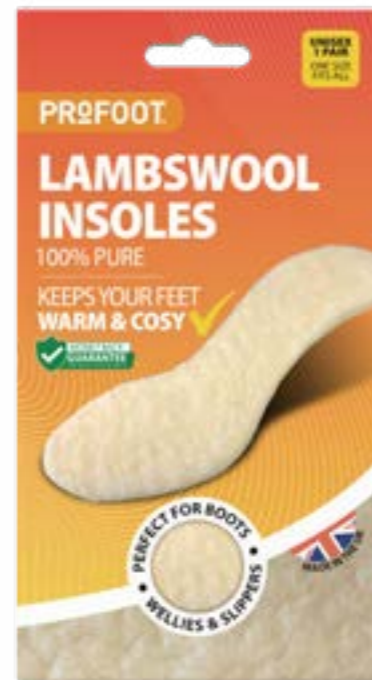
Anti-bacterial protection. Trim to fit.

2 pairs per pack.

Key Features

- Lightweight latex insole.
- Contains Ultrafresh antimicrobial
- Absorbent perforated cover helps keep feet dry and cool
- Can be cut to size

Product Code: 70070
PIP Code: 366-4251



LAMBSWOOL INSOLES

For cold feet and foot discomfort

Keeps feet warm and cosy. Improves comfort in shoes, wellington boots and slippers.

100% pure lambswool.

Key Features

- Extra warmth and comfort
- Contains Ultrafresh antimicrobial
- Can be cut to size

Product Code: 70071
PIP Code: 366-4539



ODOUR INSOLES

Destroys odour instantly

Active charcoal layer instantly destroys odour and provides longer lasting protection with the added benefit of offering extra comfort.

Key Features

- Destroys odour instantly
- Can be cut to size
- Scientifically proven to be up to 6x more effective than other leading brands

Product Code: 70075
PIP Code: 408-0701



MEMORY FOAM INSOLES

Pillow like softness with every step

Luxuriously soft, they contour perfectly to the feet, remoulding with every step.

Key Features

- Contours to the foot
- Trim to fit

Product Code: 70076
PIP Code: 404-0051



GEL INSOLES

Absorbs shock while providing support

Designed with dual gel technology. The soft gel provides extra shock absorption, whilst the firmer gel provides extra support.

Key Features

- Shock absorbing for all day comfort
- Ideal for everyday shoes and boots
- Trim to fit

Women's
Product Code : 70034
PIP Code : 404-0044
Men's
Product Code : 70035
PIP Code : 404-0036



DOUBLE CUSHION

Extra thick cushioning for double the comfort

For all types of boots and shoes. Often used in wellington and work boots.

Key Features

- Dual layer foam improves shoe fit and comfort
- Absorbent perforated cover helps keep feet dry and cool
- Can be cut to size

Women's
Product Code : 38020
PIP Code : 290-3540
Men's
Product Code : 38021
PIP Code : 290-3532
Unisex
Product Code : 70063
PIP Code : 313-1505





3-ZONE ORTHOTICS

For pronation, foot, knee, back and heel pain and plantar fasciitis

Relieves knee, leg and back pain. Relieves burning sensation in the ball of the foot.

Key Features

- 3 cushioned areas for arch, heel and ball of foot
- Shock absorption built-in
- Lightweight

Women's
Product Code : 32021
PIP Code : 290-3516
Men's
Product Code : 32022
PIP Code : 290-3508



HEEL & ARCH PAIN RELIEF ORTHOTICS

For plantar fasciitis, knee and back pain and pronation

Moulded arch and heel support for: knee pain, shin splints, achilles injury pain and foot fatigue caused by weak arches.

Key Features

- Cushions and supports both arches under all types of foot impact
- Heel area designed to provide extra shock absorption

Women's
Product Code : 32011
PIP Code : 290-3565
Men's
Product Code : 32012
PIP Code : 290-3557



HEEL PAIN GEL MAX CUSHIONS

For heel spurs, plantar fasciitis, knee and back pain

Clinically proven to reduce pressure and absorb shock*.

Extra thick Poron centre for superior comfort.

Key Features

- Reduces pressure and absorbs shock
- Helps prevent hard skin build-up on heel
- 1 pair per pack

Women's
Product Code : 31911
PIP Code : 290-3581
Men's
Product Code : 31912
PIP Code : 290-3573



* British Journal of Sports Medicine 2008; 42; 750-752

NEW PLASTIC FREE PACKAGING
Reclosable pack keeps plasters safe



BLISTER PLASTERS MEDIUM

BLISTER PLASTERS MIXED PACK

EXTREME BLISTER PLASTERS

Instant relief from pain caused by blisters

Works like a second skin to create an optimal environment for healing. Protects damaged skin from moisture, dirt and bacteria.

Can be worn for days. Discreet plasters, can be worn while bathing and swimming. Stays stuck, great for sports.

Reclosable box, perfect for travelling and keeping in sports bag.

Key Features

- 6 per pack
- Designed for heel blisters

Product Code: 71619
PIP Code: 379-3825



Key Features

- Mixed pack with 3 different sizes included for all eventualities
- 6 per pack

Product Code: 71618
PIP Code: 396-7098



Key Features

- Quilted design provides 20% extra cushioning
- For intense activity and extremely painful blisters

Product Code: 71617
PIP Code: 428-0525



What are Hydrocolloid plasters?

Hydrocolloid plasters are made of two layers. The outer layer forms a backing which acts as a seal to keep the wound clean and free of infection-causing bacteria. The second layer, next to the skin, is a hydrocolloid that absorbs wound exudate. The plasters act as a second skin instantly removing pain caused by blisters, while creating an environment proven to promote fast healing. Hydrocolloids are often used in hospitals when treating wounds.



FLIGHT SOCKS RIBBED

Reduces the risk of flight related DVT

Compression factor of 14-18mmHg. Made in Italy.

Clinically proven compression level.

ISO13485:2016

Class 1 medical device.

Key Features

- Available in two sizes
- Washable and reusable
- Black, ribbed style

UK Size 4-7
Product Code: 72002
PIP Code: 408-5130
UK Size 8-11
Product Code: 72003
PIP Code: 408-5148



FLIGHT SOCKS SILKY SMOOTH

Reduces the risk of flight related DVT

Compression factor of 14-18mmHg. Made in Italy. ISO13485:2016

Clinically proven compression level.

Class 1 medical device.

Key Features

- 2 pairs per pack
- Washable and reusable
- Natural, silky smooth style

Product Code: 72001
PIP Code: 408-5122



MULTI-USE GEL PADDING

Versatile Soft Gel padding to protect any area where the skin is threatened by pressure and rubbing

Cut to size and shape with a hypo-allergenic adhesive backing that can be stuck to either the foot or shoe.

Key Features

- Takes up little space in footwear
- One 7x11cm sheet
- Used by chiropodists worldwide

Product Code: 70018
PIP Code: 306-8780



CHIROPODY FELT

Versatile felt padding protects any area where the skin is threatened by pressure and rubbing

Cut to size and shape with a hypo-allergenic adhesive backing that can be stuck to either the foot or shoe.

Key Features

- 7x10cm sheet
- 4mm thick
- Used by chiropodists worldwide

Product Code: 70020
PIP Code: 325-6658



CHIROPODY FELT XL

Versatile thicker felt padding protects any area where the skin is threatened by pressure and rubbing

Cut to size and shape with a hypo-allergenic adhesive backing that can be stuck to either the foot or shoe.

Key Features

- 22.5cm x 10cm
- 5mm thick
- Used by chiropodists worldwide

Product Code: 70021
PIP Code: 408-0800





HEEL SNUGS

Extra padded heel grips make loose fitting shoes fit better

For discomfort caused by slipping and rubbing due to loose fitting shoes. Helps to prevent blisters.

Key Features

- Prevents rubbing at the heel
- 1 pair per pack
- Softer and thicker than other heel liners

Product Code: 31075
PIP Code: 306-8756



TOE FOAM

Soft foam toe tubes for relieving pain caused by pressure and friction

Can be cut to size.

Key Features

- 3 tubes - 2 small, 1 large to ensure perfect fit
- Comfortable in all types of shoes

Product Code: 70804
PIP Code: 367-4199



FINGER & TOE BANDAGE

Protects finger and toe injuries

4 metre roll of tubular bandage plus applicator.

Key Features

- Easy to use applicator
- Cut to size
- Can be used for closed or open ended bandage

Product Code: 71625
PIP Code: 406-7112



MOLESKIN COMFORT PADDING

Slim padding providing instant relief from painful rubbing

For foot pain caused by friction.

Hypo-allergenic self-adhesive backing. Can be cut to shape and be stuck to either the shoe or foot.

Key Features

- Relieves friction
- 7cm x 40cm

Product Code: 70834
PIP Code: 335-3828



MASSAGE BALL

For plantar fasciitis, arch pain and tired feet

The massage ball supports circulation and helps provide relief from pain caused by plantar fasciitis, heel spurs and tired feet.

Key Features

- Simple to use
- Raised nodules on ball for increased massaging effect

Product Code: 71626
PIP Code: 422-0455





TOE SPREADER

Helps align the big toe, reducing discomfort caused by a bunion

Soft Gel provides superior inter-digital cushioning and comfort.

Key Features

- Soothing mineral oil to soften hard skin and corns
- Last for weeks
- Washable and reusable

Product Code: 31558
PIP Code: 298-2361



BUNION PROTECTOR

Instant relief from painful bunions

A thin layer of Soft Gel on a fabric backing takes up little space in footwear while reducing friction, and redistributing pressure caused by the enlarged big toe joint.

Key Features

- Gel conforms to shape of toe/foot
- Slim design stays in place in those shoes with little room for extra cushioning
- Washable and reusable

Product Code: 70001
PIP Code: 306-8798



BUNION GUARD

Bunion Cushion and Toe Spreader all in one

Cushions, protects and prevents rubbing pain and discomfort caused by bunions, whilst helping to relieve toe-joint pressure.

Key Features

- Helps relieve bunion and big toe pain
- Helps relieve toe-joint pressure
- Gently aligns toes
- Washable and reusable

Product Code: 70755
PIP Code: 409-5824



GEL BUNION SLEEVE

Elasticated sleeve with Soft Gel pad built in providing cushioned relief from painful bunions

Comfortable sleeve stays in place.

Key Features

- Washable and reusable
- Fits left or right foot

Product Code: 70750
PIP Code: 377-3371



BUNION CUSHIONS

Soft-cushioning dual foam rings that remove rubbing and pressure from bunions

Slim-fit design, for use with all shoes.

Key Features

- Hypo-allergenic adhesive
- Contains 4 disposable cushions
- Discreet appearance - can be worn with low-cut shoes

Product Code: 70745
PIP Code: 423-2542





TOE SUPPORT

Relief for hammer toe and toe curl

Soft Gel Toe Support gently helps lift and realign toes.

Key Features

- Washable and reusable
- Relieves pressure
- Toe loop keeps support in place

Product Code: 70094
PIP Code: 320-7800



TOE STRAIGHTENER

Straps two adjacent toes or fingers together helping to stabilise them

Used for crooked, overlapping and hammer toes.

Ideal for strapping an injured or broken toes or fingers together.

Key Features

- One size fits all
- Two per pack
- Washable and reusable

Product Code: 70099
PIP Code: 406-7104



GEL BALL OF FOOT CUSHIONS

For metatarsalgia and morton's neuroma

A thin, but very effective Soft Gel pad sandwiched between two layers of fabric providing pain relief under the ball of foot

Key Features

- Toe loop holds cushion in place
- One pair
- Washable and reusable

Product Code: 70803
PIP Code: 335-3786



TOE BEDS

Invisible advanced gel cushioning

Gel cushioned pad for ball of foot and toes.

Key Features

- Relieves pressure and friction
- Can reduce hard skin build-up and prevent corns
- Non-slip design - won't slip out of place

Product Code: 35055
PIP Code: 290-3524



24 HOUR FEET

Invisible, discreet gel cushions

Reusable gel cushions for sore or fatigued feet caused by wearing uncomfortable shoes - especially high heels.

Key Features

- Gel cushioning for balls of feet
- Transferable between shoes
- Non-slip design - won't slip out of place

Product Code: 70032
PIP Code: 313-1521





360 FOOT FILE

Gently removes calluses and hard, dry skin

The foot file has a soft interior that allows it to conform to the shape of the foot, while the coarse surface smooths skin with ease.

Key Features

- Can be used wet or dry
- Easy to use and comfortable to hold

Black
 Product Code : 70045
 PIP Code : 358-7292
Pink
 Product Code : 70047
 PIP Code : 878-2023



LONG HANDLE FILE

Easy reach double sided file

Easily removes hard skin and calluses. Designed to be used on both wet and dry skin, the wide head and comfortable handle allows for greater comfort and control.

Key Features

- Long handle ideal for those with limited flexibility
- Double sided
- Can be used wet or dry

Product Code: 71622
 PIP Code: 413-4037



HARD SKIN REMOVER

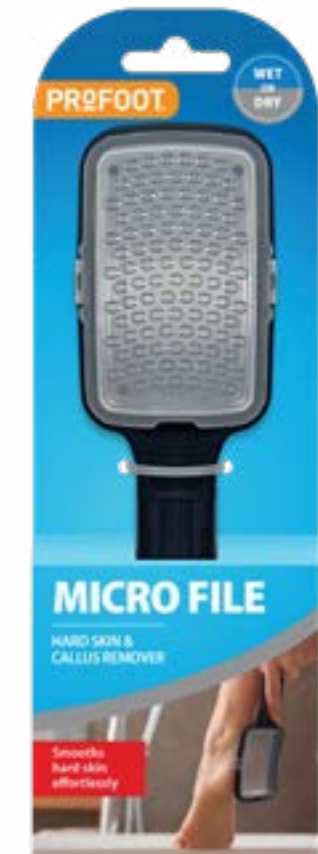
For soft smooth feet

Gently removes calluses and hard, dry skin on feet.

Key Features

- Smooths rough, dry, hard skin
- Easy to use
- Can be used wet or dry

Product Code: 70002
 PIP Code: 419-3454



MICRO FILE

For rough callused feet

Stainless steel micro blade that easily removes hard skin and calluses.

No mess - filings are collected in the dual purpose cover.

Key Features

- Stainless steel micro blade
- Complete with cover to protect file when not in use
- Can be used wet or dry

Product Code: 71624
 PIP Code: 409-3936



CRACKED HEEL CREAM

Visible results in 3 days

Contains 25% urea to help moisturise, soften and exfoliate dry skin.

Quickly absorbed, leaving skin feeling non-greasy.

Key Features

- Visible results in 3 days
- 25% urea
- 60ml

Product Code: 7062
PIP Code: 403-9889



MOISTURISING FOOT SOCKS

At home pedicure treatment

Intensive repair for dry skin. Enriched with Vitamin E and Tea Tree, soothing, softening and deeply hydrating dry skin and cracked heels.

Key Features

- 1 complete treatment
- 20 minute treatment
- With vitamin E and Tea Tree

Product Code: 7065
PIP Code: 410-9294



TOENAIL SOFTENING DROPS

Suitable for ingrown toenails

Developed to soften toenails. Helps to relieve discomfort from ingrown and/or hard toenails.

Key Features

- Easy to use applicator
- Improves the appearance of ingrown toenails

Product Code: 7064
PIP Code: 435-2365



TOENAIL NIPPER

Cuts the toughest toenails easily

Spring action for ease of use, with precise sharp blades.

Key Features

- Clips ingrown toenails safely
- With protective end guard
- Robust stainless-steel construction

Product Code: 1001
PIP Code: 347-1588



360 NAIL CLIPPER

Rotating head makes clipping toenails easier

Clippings are caught in the head of the clipper - mess free.

Key Features

- Comfortable to hold with easy grip handle
- For finger or toenails
- Hand luggage safe

Product Code: 71620
PIP Code: 388-5027



FOOT AND NAIL FILE

Professional quality nail file smooths hard skin and files tough, problem nails

The file is specially coated to improve abrasive quality and ensure the file is long lasting, even when used repeatedly on thick nails.

Key Features

- Double sided metal file
- Packed with protective sleeve
- Durable

Product Code: 71623
PIP Code: 398-4838

Mycosan Fungal Nail Treatment

Mycosan Fungal Nail Treatment stops the development of fungus responsible for fungal nail. It penetrates into the nail and stabilises its structure for a healthy regrowth. Mycosan forms a film on the nail, so as well as treating the condition, a barrier is formed to help protect healthy nails from becoming infected. Rye ferment filtrate acts as a foundation layer for this film and provides optimum conditions for the natural repair of the nail structure. Mycosan may also prevent the infection from reoccurring.

Key Features

- Clinically proven to treat and prevent
- Simple and fast solution
- Easy brush on application

Who Can Use It?

- Adults and children aged 4 years and up
- It is suitable for use by diabetics



Also available in a CDU including an empty brush tube explaining the features of the product.

PIP Code: 878-2558

Product Code: 7060
PIP Code: 371-8988



Mycosan Athlete's Foot Treatment

Mycosan Athlete's Foot Treatment is a fast and hygienic treatment for athlete's foot, providing instant relief from itching. Designed for ease of use, it is equipped with a precision brush that ensures hygienic and targeted application, especially on hard-to-reach areas like between the toes, without the need to use the hands to touch the affected area.

In addition to offering instant itch relief, the product helps clear the symptoms of athlete's foot and works to restore the condition of the skin.

In vitro tests show 50% higher efficacy than competitors.

Key Features

- Instant relief of itching caused by athlete's foot
- Kills 99.9% of fungi causing athlete's foot
- Easy to use precision brush

Who Can Use It?

- Adults and children aged 4 years and up
- It is suitable for use by diabetics

Product Code: 7061
PIP Code: 402-9229



About foot fungus

Consumers are not aware of the risks associated with foot fungus and available treatments.

50% of the population is infected with a fungal infection 

27% of population becomes infected with a fungal nail

24% with athlete's foot
Which are the two most common foot problems

25% are re-infected

Fungal Nail & Athlete's Foot are mostly caused by the same fungi! They are very contagious: they don't resolve by themselves and require treatment to prevent worsening. There's a need to educate the consumer. Fungal nail infections can be very unpleasant. Not only are they unflattering and are a cause for embarrassment but may cause discomfort caused by itching.

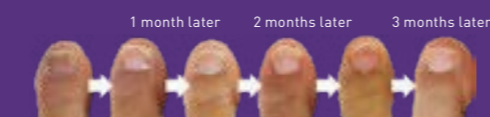
What triggers a fungal infection?

Factors contributing to an outbreak include:

- Age – the risk increases with age
- Swimmers' eczema
- Walking bare foot in public spaces like sauna, swimming pool or gym
- Sickness like diabetes mellitus and psoriasis
- Nail trauma
- Compromised immune system

Duration of fungal nail 6 to 9 months

Fungal nail infection can take 6 to 9 months before the nail looks fully healthy. This is the time needed to grow out the affected part of the toenail.



We are seeing a large increase in drug-resistant fungal infections driving consumers to search out new novel treatments. Profoot's Mycosan Athlete's Foot and Fungal Nail range are non-traditional treatments.

CURRENT ISSUE WITH TRADITIONAL ANTI-FUNGAL TREATMENTS

20TH MAY 2023 ARTICLE PUBLISHED IN THE DAILY MAIL

Strongest athlete's foot cream on chemist shelves is becoming 'useless' as drug-resistant fungal infections increase, experts warn

Athlete's foot can become 'untreatable' even with the strongest over-the-counter creams, due to the rise of drug-resistant strains of the bug that causes the common skin infection. One clinician said antifungal treatments are now ineffective in about a third of all skin

infections he treats. 'We're seeing more and more drug-resistant fungal skin infections and, frankly, the issue has not had nearly enough attention,' says Dr Neil Stone, a consultant in infectious diseases and microbiology at University College London Hospitals NHS Foundation Trust.

This problem has been bubbling up over the past five years and now we're at a point where these hard-to-treat infections are becoming

commonplace,' says Professor Darius Armstrong-James, an infectious disease expert at Imperial College London. 'Patients often need to use multiple applications of terbinafine. This is the case in around a third of cases.' Prof Armstrong-James classes a 'significant' number of his patients as 'untreatable' – meaning they have to use antifungal medications almost continuously to keep their infections under control.





Floor Display Unit

17 Hooks

Dimensions:
Height - 154cm
Width - 29cm
Depth - 26cm



Counter Display Unit

9 Hooks

Dimensions:
Height - 56cm
Width - 27cm
Depth - 18cm



WAX EARPLUGS

- SNR 20db
- 6 pairs per box
- Made of natural wax and cotton
- Wax softens when shaped, and moulds perfectly to fit the ear canal

Product Code: 155
PIP Code: 304-2835



SILICONE EARPLUGS

- SNR 24db
- 3 pairs per box
- The soft silicone moulds to the ear for a waterproof and airtight fit
- The earplugs adhere gently across the opening of the ear canal so there's no risk of them falling out

Product Code: 159
PIP Code: 334-0163



BULLET EARPLUGS

- SNR 26db
- 2 pairs per box
- The softest and smoothest earplug in the range using PU foam
- Creates minimal pressure in the ear canal, yet effectively reduces noise, making them ideal for use over long periods
- Ergonomic shape makes them easy to place in the ear

Product Code: 148
PIP Code: 304-2843



SWIMMER'S EARPLUGS

- 1 pair per box
- Specifically designed to keep water out of ears
- Manufactured from Soft Silicone
- Graduated thin flanges create an excellent and watertight fit
- Washable and reusable

Adult's
Product Code: 117
PIP Code: 304-2868
Child's
Product Code: 124
PIP Code: 304-2876



NOISE-X CDU WITH 18 PACKS

- 18 packs per display
- Eye catching design

Product Code: 111DISPLAY
PIP Code: 878-2040

All of our earplugs are CE marked and come with a hard travel case.

Feet have never felt so good

PROFOOT®

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