

A Product Spotlight Provided by Icy Feet Orthotic Cold Pack

By Craig Synder

Dear AAPSM Members:

I would like to introduce you to the Icy Feet Orthotic Cold Pack. Icy Feet is the first and only icing product that has been specifically design and engineered to reduce pain and inflammation to the plantar surface of the foot. Many of the designed features incorporated into this patent pending product came from ideas and suggestions that were provided to Icy Feet by a group of medical professionals including podiatrists, physical therapist and sports medicine specialists. What evolved is a product that will truly change the way you use icing in your practice.

The recessed heel cup and elevated arch provide total contact to the sole of the foot. The orthotic cold packs also feature a one size fits all design, accommodating over 90% of your patients and can be dispense as pairs or by individual units depending on your diagnosis.



Many of your colleagues have found success with Icy Feet by incorporating the orthotic cold packs into their office protocol for patients that present themselves with plantar fasciitis, tendonitis, heel spurs and/or any plantar inflammation due to excessive use. Putting them on your patient in your exam room while they are waiting to be seen is a good way to introduce icing therapy into your discussion of remedies for pain and inflammation

They are also recommending these orthotic cold packs should be used in conjunction with their prescribed orthotic therapy (custom or prefab) when treating those same foot ailments in order to help reduce recovery time and relieve the pain.

They can be dispensed directly from your office or can be obtained at many local DME store. Should you wish to learn more about how this unique product can add value to your patients in-office experience please contact us at info@icyfeet.com or visit our website at www.icyfeet.com or stop by our booth 1307 at the 2013 New York Clinical Conference being held this January 25-27 in NYC at the Marriot Marquis Hotel.