

*Dr. Scholl's® Tri-Comfort® Insoles*

***To Address Common Foot Pain Keeping Comfort Top of Mind***

**Montreal, March 18<sup>th</sup>, 2004** – Thanks to the footcare experts at *Dr. Scholl's®*, whatever your shoe style, you don't have to be in pain anymore. *Dr. Scholl's® Tri-Comfort®* Insoles allow you to wear your favorite shoes comfortably, by providing cushioning and support.

Providing clinically proven pain relief, *Dr. Scholl's® Tri-Comfort®* Insoles target the lower back and three of the most common areas for foot pain including the arch, heel and ball-of-foot. Furthermore, these insoles are delivered in a special  $\frac{3}{4}$ -length design that doesn't crowd your toes.

About one out of two adults suffers from tired, achy feet.<sup>1</sup> Now, thanks to *Dr. Scholl's® Tri-Comfort®* Insoles, arch pain sufferers need not sacrifice comfort for arch support. With the unique *FlexiSpring™* arch, the *Dr. Scholl's® Tri-Comfort®* Insoles provide optimal and flexible arch support by yielding to your natural step as you walk.

Each time you step down, your arch flattens and springs back. The special structure of the *FlexiSpring™* arch allows it to mimic the foot's natural arch movement, working with your foot and bouncing back with each step. The result is relief and support for tired, achy feet in an insole that doesn't crowd your shoes. Comfort cushions in the heel and ball-of-foot reduce impact and fatigue while the special  $\frac{3}{4}$ -length design allows toes to move freely.

In addition, these insoles are especially suited for women who wear high-heel shoes. Incidentally, it has been demonstrated that women experience four times as many foot problems as men.<sup>2</sup> By choosing the proper insole, one can avoid unnecessary foot pain, especially common in the arch of the foot, that can lead to more serious problems down the road. These insoles are truly effective for people with arch pain and for the ones seeking more flexibility in that area.

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So, relieve your feet and get a pair of *Dr. Scholl's*® *Tri-Comfort*® Insoles to make your shoes ever so comfortable! *Dr. Scholl's*® *Tri-Comfort*® Insoles include the following features:

- **Clinically proven pain relief** in the heel, arch and ball-of-foot.
- **Unique *FlexiSpring*™ arch** for optimal support. The flexible arch yields to your natural step, bouncing back as you walk.
- **A gently tapered forefoot and ¾-length design** that drops at the right place so toes can move freely for a better fit.
- **Comfort cushions in the ball-of-foot and heel area** relieve pain-prone areas by reducing impact and fatigue with every step.
- **Fit comfortably** in most shoes including high heels.

For more information, please visit [www.drscholls.ca](http://www.drscholls.ca)

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Information:

Martha McKimm  
BDDS|Weber Shandwick  
416.642.7957

[mmckimm@webershandwick.com](mailto:mmckimm@webershandwick.com)

Sabrina Tremblay  
Schering Canada inc.  
514.428.7475

[sabrina.tremblay@spcorp.com](mailto:sabrina.tremblay@spcorp.com)

1. Canadian Foot Care U&A 2001 conducted by Schering Canada inc.
2. Scholl Institute ([www.schollinstitute.com](http://www.schollinstitute.com))