



Mission Statement

Foot Efx is committed to improving the quality of life for the entire family. Our arch supports, comfort shoes and foot care products are designed to help people of all ages and lifestyle activity levels. We provide foot care products that support proper balance and body alignment offering comfort and relief from foot, ankle, knee, hip and back pain. This results in an improved quality of life.

Foot Efx is also committed to preventing foot conditions associated with diabetes through community involvement and education. The Foot Efx Diabetic Program teaches the importance of proper footwear and foot care. We are also dedicated to providing diabetics the highest quality foot care products available.

Foot Efx is equally committed to its franchisees and distributors; providing them with a unique business model that makes us the leader in the foot care industry. Through our honest and ethical business practices, as well as our ongoing franchisee support, we are dedicated to the continued growth of the Foot Efx family.



Our business model includes:

- ✓ On-site and in-store training for our franchisees
- ✓ professional shoe fitting for the diabetic
- ✓ in-service training for diabetic educators
- ✓ low inventory requirements
- ✓ the most technologically advanced product line on the market
- ✓ podiatric-approved products for youth athletes and children





FOOT Efx™ has the key essential elements that bring stability and growth to a franchise:

Growing Market

“Oh, My Aching Feet” —

Demand is Strong and Growing

The American Podiatric Medical Association estimates that 19 percent of the United States



Dr. Rehm back pain



Dr. Rehm



Our Target Market - Hong Kong

Male			Female		Total	
Age	Number	%	Number	%	Number	%
45–54	619 900	8.8	678 000	9.6	1 279 900	18.4
55–64	432 300	6.1	432 200	6.1	864 500	12.2
65>	422 700	6.0	489 400	6.9	912 100	12.9

Dr Jenny Leung, president of Diabetes HK, says Hong Kong is experiencing a diabetes calamity, too. "We estimate that 10 per cent of the population, or 700,000 people, have diabetes in Hong Kong, but only 350,000 know it."

Our Products

- ✓ The Symmetry Endurance
- ✓ The Symmetry XT
- ✓ The Symmetry Plus
- ✓ The Symmetry Sport
- ✓ The Symmetry Barefoot
- ✓ The Symmetry Dress
- ✓ Foot Efx Cushions





As a Foot Efx Franchisee you will have exclusive use of The Foot Efx Symmetry Product Line in your territory

The Symmetry product line is based on the original prototypes developed by a famous German orthopedic shoe designer and foot specialist. This design, with its unique waffle pattern underneath, has been proven to provide relief for thousands of foot pain and foot problem sufferers.

Armstrong Atlantic State University did a study using the Symmetry arch support. The results of the study showed an 85.1% decrease in foot, knee hip and back pain and a marked increase in balance and stability.





Embedded Testimonial Video

