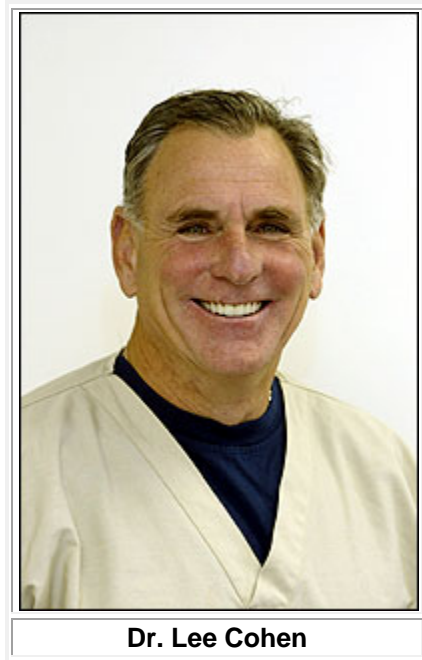


PODIATRISTS AND SPORTS MEDICINE

Eagles Use Kevlar Shock-Absorbing Insoles: PA Podiatrist

The latest game-changing tactic in the Philadelphia Eagles and 76ers playbook is military-grade technology to protect the players' feet. "Current insoles were just not working, resulting in muscle injury, joint pain, foot fatigue and soreness. So, we literally needed to step up our game," says **Dr. Lee Cohen**, team podiatrist for both the Eagles and 76ers. Enter in Unequal® Ultra-Lite Insoles, which according to a Villanova University study, block up to 80 percent of harmful shockwave impact to reduce the injury and fatigue that players experience.



Dr. Lee Cohen

The insoles are also the first product ever in the sporting goods industry to use the bullet-stopping power of DuPont's Kevlar as a shock suppressant. Speaking specifically to his work with the Eagles, Cohen said: "With the trend of turf and the ever-increasing speed of play, football has more of an impact on the human foot than any other sport. I knew Kevlar was lightweight, pliable, and the best shock-blocking material, so we tried the Ultra-Lite insoles. The players felt the difference immediately."

Source: KRNV-TV NBC 4 (NV) [10/13/09]