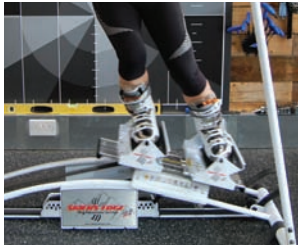
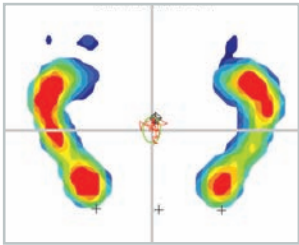




THE SPORTS FOOTWEAR & ORTHOTICS SPECIALIST



Complete footwear solutions combining custom orthotic insoles and sports footwear to improve performance and increase comfort

Welcome to Profeet



Founded in 2001, Profeet set out to bring the benefits of biomechanical analysis enjoyed by the sporting elite, to everyone, regardless of performance level.

The goal today is still the same - to increase comfort, help prevent injury and reduce pain, leading ultimately to greater enjoyment and enhanced performance in your chosen sport. We invite you to make an appointment to visit the Lab to see and feel the benefits for yourself.

Hamish Wolfenden (Founder & Director)

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OUR LOYALTY PROGRAMME

At Profeet we find that many of our customers come back to us time and time again. We like to recognise this loyalty with special offers. Here are just some of our rewards for returning customers:

FREE REASSESSMENT

Following a SPORTS or PRO appointment, you are entitled to one free reassessment of your orthotics/footwear

MULTI PURCHASE DISCOUNT

25% discount on your 2nd pair of insoles
50% discount on your 3rd pair of insoles

HIGH MILEAGE DISCOUNT

High mileage on the roads, the courts or the slopes?
Ask about our frequent replacement programme & recycling of old footwear

Profeet's Comfort Guarantee



- Should a comfort problem develop, we will happily refit your footwear at no extra charge. Please call us to discuss any issues you may have and arrange a refitting appointment on 020 7736 0046.
 - If, despite our best efforts, your footwear or custom insoles still prove unsuitable, we will offer you a refund or replace that particular item. Our Comfort Guarantee is above and beyond that offered by the Sale of Goods Act.
- See page 15 for full details

Call 020 7736 0046 to book an appointment

Profeet Technicians

Our skilled technicians will analyse your biomechanics and morphology and recommend the most appropriate footwear and orthotics:



HAMISH WOLFENDEN
Founder & Director
MSc Biomechanics
PGdip Biomedical Engineering
BSc Quantum Physics



PAUL O'MALLEY
Clinical Supervisor
MSc Clinical Biomechanics
PGCert in Sports Podiatry
BSc (Hons) Podiatry



JONATHAN MORRISON
Retail, Buying & Chief Bike Technician
BSc Sports Rehabilitation
Certified Retül Fitter



RICHARD FELTON
Chief Footwear Technician
BSc Sports Science
Personal Trainer



STEVE TAYLOR
Chief Outdoor Technician & Treatments
BSc Sports Therapy
Massage Therapist



JANETTE JONES
Ski & Tennis Technician
Qualified Ski & Tennis Instructor

Profeet Athletes and Ambassadors

Our athletes and ambassadors further enhance our understanding of footwear and orthotics in demanding situations and help us select the very best in footwear and equipment for our customers:



DION HARRISON
Triathlon
ITU Long Distance World Champion
2008



GRAHAM BELL
Skiing
BBC Ski Presenter and
Olympic Skier 1984 - 1998



DANIEL LLOYD
Cycling
Garmin Cervelo Pro Team Rider
© Matthieu Riegler, CC-BY, Wikimedia Commons



TARKA & KATIE L'HERPENIERE
Outdoor
Extreme Explorers and Adventurers



LEE CHILDS
Tennis
Former Wimbledon and
British Davis Cup Team Player



DAMIAN HOPLEY
Rugby
CEO of The RPA and London Wasps
Rugby 1990 - 1998

Profeet sports footwear and custom orthotic insoles improve performance while increasing comfort and reducing injury.



We achieve this with our Profeet seven step process:

- 1 We employ the best people.** Our technicians are graduates from top universities in the fields of biomechanics, podiatry and sports rehabilitation.
- 2 We use the best technology available.** We not only examine the foot and ankle, but also observe the motion of the knee, hip and upper body to create a complete biomechanical profile.
- 3 We select and fit the best footwear.** Our test team rigorously evaluate fit, function and performance using laboratory and field assessments so we can recommend the best possible footwear for your foot type and biomechanical needs.
- 4 We select and fit the best custom & orthotic insoles.** We make custom and orthotic insoles that work perfectly with your feet and shoes to distribute pressure evenly, cushion impact, stabilise and guide your foot as you move.
- 5 We improve your movement.** We demonstrate and provide sports rehabilitation based exercise programmes.
- 6 We offer an absolute comfort guarantee.** When you purchase footwear, ski boots, custom insoles or any other product from us, we guarantee they will fit and perform to the highest standards.
- 7 We provide the best possible service.** We operate a one-to-one appointment based analysis and fitting service.

Profeet biomechanical and fitting services

Profeet offers three levels of analysis based on the degree of biomechanical observation

PRO assessment

Helping take your performance to the next level

- For athletes looking to gain performance and leisure sports participants wishing to improve comfort and reduce / recover from injury
- A full biomechanical analysis with a qualified biomechanical engineer / podiatrist*
- Shoe recommendation, fitting and assessment
- Custom orthotic insoles handcrafted for biomechanical, morphological, and sport specific needs
- A personal pre-booked appointment

SPORTS assessment

A personalised three dimensional fit for optimum support and comfort

- For all sports and active individuals
- Lower body biomechanical analysis and fitting with a trained technician
- Custom made orthotic insoles
- Shoe recommendation, fitting and assessment
- A personal pre-booked appointment

LITE assessment

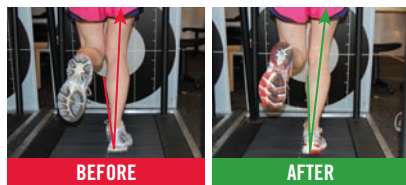
The best shoe-to-foot compatibility

- For recreational sports and active individuals or those who are injury-free with existing orthotic insoles
- Basic gait analysis focused on the foot and ankle
- Shoe recommendation, fitting and assessment
- Optional trim-to-fit insoles
- A personal appointment is recommended



* Bike fitting is with a Retül certified technician – see bike page 11 for details

Advanced analysis technology to assess your biomechanics; foot stance, foot type, foot motion and timing - allowing us to choose the correct levels of support and cushioning in your orthotics and footwear.



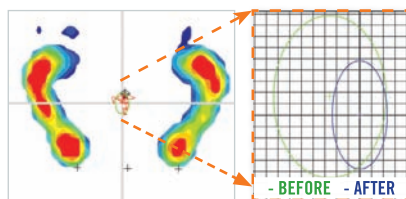
Video gait analysis (kinematic / motion analysis)

- Examines movement of the body and limbs, either individually or as a whole
- Allows our technicians to identify movement related problems and select appropriate footwear and orthotics (AFTER: pronating ankle now in alignment)



Dynamic foot scan (kinetic / force analysis)

- Examines the forces acting through the foot as it interacts with the ground and illustrates timing, flow and distribution of pressure
- Allows our technicians to identify the degree of cushioning and support required



Static foot scan

- Examines the posture and alignment, balance and co-ordination (proprioception) and ability to react and adjust to changes in movement and terrain
- Allows our technicians to assess the efficiency of the neuromuscular feedback pre and post fitting of orthotics (AFTER: blue circle = improved centre of balance)



Full body biomechanical profiling using markers

- Records motion, position, velocity and acceleration of the body, feet and legs, and captures data using high speed video cameras and analysis software
- Used in our PRO assessment for detailed motion and postural analysis and treatment



In-shoe dynamic foot scan

- A highly advanced in-shoe scanning system allows measurement of multiple steps and interaction between foot and shoe
- An additional service for analysing specific performance and movement issues.

A comprehensive solution to your footwear, custom orthotic insoles, and biomechanical needs.

Footwear recommendation and fitting

- Our Profeet Approved Footwear range has been chosen based on: fit, performance, and comfort as well as foot type: neutral / pronation / supination, wide/narrow, etc
- Following your personal evaluation our technicians will recommend and fit the most appropriate footwear



Profeet custom orthotic insoles

- As no two feet are the same, a custom insole is used to personalise your footwear to match your foot. Standard insoles, in sports footwear, are flat or pre-moulded and offer little or no support, hence the fit is two dimensional. A Profeet insole provides a unique, personalised three dimensional fit
- Moulded exactly to your foot, your custom insole will cushion impact, stabilise and guide your foot while, evenly distributing pressure
- Close contact with the foot optimises neuromuscular feedback and proprioception
- A wide range of insoles from flexible running to rigid skiing - there are different insoles for different sports



Re-analysis and adjustment

- Our technicians can modify and stretch shoes to accommodate abnormalities such as bunions and spurs, etc
- After fitting, we carefully re-evaluate your movements by comparing results from before and after

Exercise programmes to improve movement

- Qualified therapists can recommend and provide exercises to improve your movement, performance and comfort
- A selection of rehabilitation and exercise equipment is available in store



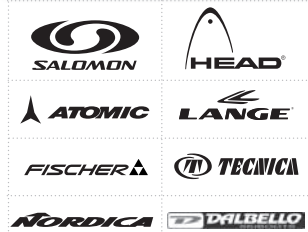
Profeet Ski boots – a perfect fit and increased ski control every time!



Photo: Ross Woodall, Skier: Chris Fecher

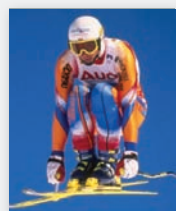


profeet APPROVED SKI BOOTS ✓



Profeet Ski Lab Service

- + A personal appointment with a qualified technician
- + Biomechanical and foot analysis to ensure full ski boot compatibility
- + A range of boots picked by our test team
- + Ski specific custom orthotics that stabilise the foot and ankle for even pressure distribution and transfer
- + Skier's Edge ski simulator for alignment and canting
- + A full ski boot workshop for shell modification
- + Optional full custom foam injected liners for the ultimate in personalised comfort, fit and performance
- + An exercise programme to prepare for skiing
- + Profeet Comfort Guarantee



“ Profeet have been custom fitting ski boots for a decade and in that time have fitted many skiers from those with incredibly difficult feet to world cup racers using handcrafted custom insoles and modern technology for the perfect fitting ski boots.”

Graham Bell

BBC Ski Presenter and Olympic Skier 1984-1998

SKIER'S EDGE

Profeet use and recommend the Skier's Edge for training and assessment

Profeet Services	Sport	Pro
Static footscan	✓	✓
Postural body analysis		✓
In-boot foot pressure scan		✓
Ski simulator/alignment check	✓	✓
Custom orthotic insole	✓	✓
Ski boot recommendation and fitting	✓	✓
Shell modification and customisation	✓	✓
Re-analysis and adjustment	✓	✓
Exercise programme	✓	✓
Comfort Guarantee	✓	✓
Analysis, fitting and orthotics	£149	£299

Comfortable feet and improved support. Faster, stronger, more comfort, less fatigue, and less injury.

Profeet Running Lab Service

- + A personal appointment with a skilled technician
- + The most advanced and comprehensive biomechanical analysis – not just a “gait analysis”
- + Comprehensive range of footwear from recreational to race and from road to trail
- + Specific running orthotics that cushion, guide and propel the foot
- + Before and after treadmill analysis
- + An exercise programme to correct and improve movement
- + Profeet Comfort Guarantee



“ First Profeet helped me with my run, their custom insoles helped me run faster for longer and relieved foot pain towards the end of the race. Now my Profeet Retül bike fit has maximised my biking performance by dialing in an aerodynamic position.”

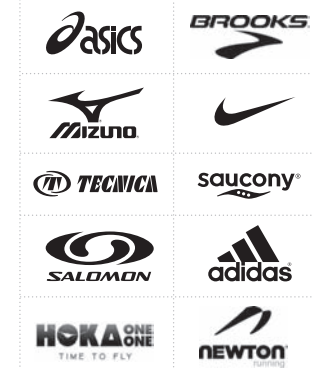
Dion Harrison

ITU Long Distance World Champion 2008

Profeet Services	Lite	Sport	Pro
Video gait analysis	✓	✓	✓
Running technique assessment			✓
Dynamic foot scan		✓	✓
Static foot scan			✓
Full body biomechanical profiling using markers			✓
In-shoe dynamic foot scan			✓
Footwear fitting & modification	✓	✓	✓
Exercise programme		✓	✓
Comfort Guarantee		✓	✓
Analysis, fitting and orthotics	-	£149	£299



profeet APPROVED FOOTWEAR ✓



Eliminate sore feet and reduce the stress and strain of walking and climbing on the feet, knees, hips and back.



Profeet Outdoor Lab Service

- + A personal appointment with a qualified technician
- + We match your biomechanical and foot profile to custom orthotic insoles and the right style of walking boots
- + A range of footwear for all terrain and all foot types
- + Specific outdoor orthotics that cushion, support and propel the foot
- + Test the comfort and fit in-store on our treadmills
- + An exercise programme to prepare you for your trip
- + Profeet Comfort Guarantee



“ Since my first pair of (Profeet) shoes and orthotics I've done somewhere around 1000km vertical on various mountains around the world. When you're ready to devote your energy to the task in hand rather than how hard you can grit your teeth, then drop the guys a line, it will change your life. ”

Tarka L'Herpeniere
Extreme Explorer and Adventurer

Profeet Services	Lite	Sport	Pro
Video gait analysis	✓	✓	✓
Dynamic foot scan		✓	✓
Static foot scan			✓
Full body biomechanical profiling using markers			✓
In-shoe dynamic foot scan			✓
Footwear fitting & modification	✓	✓	✓
Re-analysis and adjustment	✓	✓	✓
Exercise programme		✓	✓
Comfort Guarantee		✓	✓
Analysis, fitting and orthotics	-	£149	£299



The world's best technologies to increase performance, improve efficiency and maximise comfort.

Profeet Cycling Lab Service

- + Personal, one-to-one appointment with a certified Retül Bike Fitter and experienced cyclist/triathlete
- + Physical and postural assessment relating to cyclist riding position
- + Cycling specific orthotics based on your foot type, to stabilise the foot within the shoe for increased alignment and efficiency
- + Assessment and adjustments of cleat position, including the use of “wedges” where essential
- + A cycle specific stretch, exercise and rehabilitation programme based on assessment findings
- + Profeet Comfort Guarantee

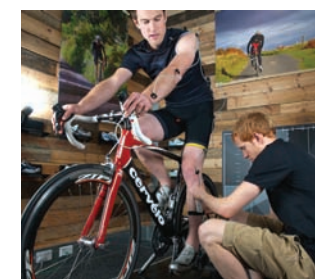
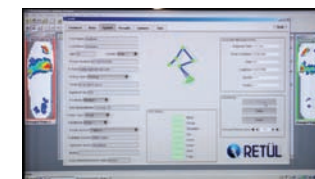


© Matthieu Riegler, CC-BY, Wikimedia Commons

“ Custom insoles are often overlooked in cycling, but in my mind they are just as important as a good chamois or saddle. Spending hours on the bike every day, it is really important to be both comfortable, and sure that all my power is being transferred through the shoes to the pedals, I would never be without my Profeets. ”

Daniel Lloyd
Garmin Cervelo Pro Team Rider

Profeet Services	Lite	Sport	Pro
Retül bike and rider analysis / adjustment		✓	✓
In-shoe dynamic footscan		✓	✓
Footwear and cleat alignment and fitting	✓		✓
Custom orthotic insole	✓		✓
Footwear recommendation and fitting		✓	✓
Exercise programme		✓	✓
Comfort Guarantee		✓	✓
Bike Fit	£149	£200	£309



www.retul.com

Improve speed, power and timing while also increasing comfort and reducing stress on your joints.



Profeet Tennis & Racket Sports Lab Service

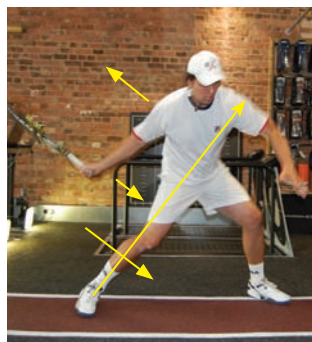
- + A personal appointment with a skilled technician
- + Tennis specific biomechanical and foot analysis to ensure full shoe and orthotic compatibility
- + Specific tennis orthotics for support, stability and cushioning
- + A select range of tennis footwear for different foot types, shapes and performance
- + An exercise programme to improve your on court movement
- + Profeet Comfort Guarantee



“With my Profeet orthotics my shots are more powerful. I am quicker and more balanced around the court.”

Lee Childs

Former Wimbledon and British Davis Cup Team Player



Profeet Services	Lite	Sport	Pro
Video gait analysis	✓	✓	✓
Video swing and stance analysis			✓
Dynamic foot scan		✓	✓
Static foot scan			✓
Full body biomechanical profiling using markers			✓
In-shoe dynamic foot scan			✓
Footwear fitting & modification	✓	✓	✓
Re-analysis and adjustment	✓	✓	✓
Exercise programme		✓	✓
Comfort Guarantee		✓	✓
Analysis, fitting and orthotics	-	£149	£299

Improve swing consistency, power and timing while also improving comfort and reducing stress on joints while walking the course.

Profeet Golf Lab Service

- + A personal appointment with a qualified technician
- + Biomechanical and foot analysis to ensure a full shoe and orthotic compatibility
- + Specific golf orthotics that support and stabilise the foot through the swing and provide cushioning for walking
- + While we don't supply golf footwear we are more than happy to make a biomechanical assessment, custom make orthotics and ensure orthotics, foot and shoe compatibility
- + An exercise programme to improve your on course movement
- + Profeet Comfort Guarantee



“Profeet custom insoles helped to stabilise my feet and created much more dynamic platform for my golf swing, so much so that I when I took my shoes off after winning the Ryder Cup I took my insoles out before throwing my shoes into the crowd.”

Paul McGinley

Ryder Cup



Profeet Services	Lite	Sport	Pro
Video gait analysis	✓	✓	✓
Video swing and stance analysis			✓
Dynamic foot scan		✓	✓
Static foot scan			✓
Full body biomechanical profiling using markers			✓
In-shoe dynamic foot scan			✓
Footwear fitting & modification	✓	✓	✓
Re-analysis and adjustment	✓	✓	✓
Exercise programme		✓	✓
Comfort Guarantee		✓	✓
Analysis, fitting and orthotics	-	£149	£299

Improved speed and strength while reducing shock and strain on joints.



Profeet Rugby & Team Sports Lab Service

- + A personal appointment with a qualified technician
- + Biomechanical and foot analysis to ensure full shoe and orthotic compatibility
- + Custom made football and rugby orthotics that guide, protect and stabilise the foot during fast changes in direction
- + While not supplying football or rugby footwear we are more than happy to make a biomechanical assessment, custom make orthotics and ensure orthotics, foot and shoe compatibility
- + An exercise programme to improve your on pitch movement
- + Profeet Comfort Guarantee



“ Profeet have done an amazing job on all my sports shoes. My Profeet orthotics have made a huge difference to my comfort and have stopped my knee pain when running. ”

Damian Hopley

CEO of The RPA and
London Wasps Rugby 1990 - 1998

Profeet Services	Lite	Sport	Pro
Video gait analysis	✓	✓	✓
Video running tech analysis			✓
Dynamic foot scan		✓	✓
Static foot scan			✓
Full body biomechanical profiling using markers			✓
In-shoe dynamic foot scan			✓
Footwear fitting & modification	✓	✓	✓
Exercise programme		✓	✓
Comfort Guarantee		✓	✓
Analysis, fitting and orthotics	-	£149	£299

When you visit Profeet we do our absolute best to make sure that you get optimum results - first time.

To achieve this:

- We employ the most skilled people in the fields of biomechanics, podiatry and sports rehabilitation
- We use the best analysis equipment available
- We buy the best footwear and orthotics
- We guarantee the best possible service by operating a one-to-one appointment only fitting service

Our aim is to ensure that when you purchase footwear, ski boots, custom insoles or any other product from us, they will fit and perform to the highest standards. In fact, we comfort guarantee it!

The Comfort Guarantee

- Should a comfort problem develop, we will happily refit your footwear at no extra charge. Please call us to discuss any issues you may have and arrange a refitting appointment on 020 7736 0046.
- If, despite our best efforts, your footwear or custom insoles still prove unsuitable we will offer you a refund or replace that particular item. Our Comfort Guarantee is above and beyond that offered by the Sale of Goods Act.

Conditions

- (1) The item in question must have been purchased from Profeet and you must produce a proof of purchase.
- (2) You must allow us the opportunity to examine, adjust, refit or replace the shoe, boot or insole at our store.
- (3) The insoles or footwear or ski boots must not be unreasonably worn, damaged or abused.
- (4) You have followed the break in guidelines and any other advice given to you during your appointment.

The Profeet Comfort Guarantee is valid for 30 days from the date of purchase of footwear, ski boots and insoles.

Ski boot fit is guaranteed for the life of the ski boot as we appreciate there is often a long period between your purchase and holiday.

Call 020 7736 0046 to book an appointment





THE SPORTS FOOTWEAR & ORTHOTICS SPECIALIST



- ① Your foot
- +
- ② Profeet approved footwear
- +
- ③ Profeet custom insole
- =
- a totally personalised
3 dimensional fit**

PROFEET SPORT LAB

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SW6 5HP

PROFEET PRO LAB*

The Putney Clinic
266 Upper Richmond Road
London SW15 6TQ

email info@profeet.co.uk
www.profeet.co.uk

APPOINTMENTS

call 020 7736 0046

APPOINTMENTS

call 020 8789 3881

*PRO assessments only



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twitter.com/profeetcustom