

Innovative Plantar Fasciitis Treatment Expedites Heel Pain Recovery

Applied BioKinetics LLC was granted a patent on April 9, 2013 for its doctor-recommended plantar fasciitis heel pain relief system, FasciaDerm®. This new innovation represents a significant advancement in the treatment of plantar fasciitis, decreasing the typical pain recovery period to that of only days.

Houston, TX ([PRWEB](#)) April 10, 2013 -- Applied BioKinetics LLC has been granted patent # 8414511 for its [heel pain treatment](#) technology, which promises to significantly reduce pain recovery time. [Plantar fasciitis](#) is a painful inflammation of the tough connective tissue – the [plantar fascia](#) – which runs along the bottom of the foot. This condition is described to feel like “an ice-pick in the heel,” especially during the first steps upon waking or after other prolonged periods of rest. Plantar fasciitis is the result of small tears in the fascia, generally caused by excessive or repetitive stress on the fascia. Every year, millions of individuals are afflicted with this painful condition, and recovery usually takes several months despite the various treatments available.

FasciaDerm® was developed specifically to manage stress in the plantar fascia, by Donald Bushby, an engineer who recognized at once that conventional devices which simply sit beneath the foot can, at best, provide a meaningful level of stress reduction only during a portion of the walking cycle. These devices fall short in reducing plantar stress during the critical “heel lift” or “propulsion” phase. Protecting the fascia from excessive stress through the entire walking cycle is essential to pain recovery and to the prevention of immediate re-injury. The product is an ultra-thin, micro-fiber support system, designed to adhere to the foot, to provide direct support to the plantar fascia. It can be comfortably worn all-day, during all active hours, to aid in pain management and recovery. Each FasciaDerm® package contains 6 days’ worth of easy-to-apply treatments for a single foot. Typical users often experience significant pain relief in the first few days of use. Average use during heel pain recovery is the range of 9 - 24 days, making FasciaDerm® a highly cost effective treatment for heel pain.

The remarkably improvement in pain recovery time is due to FasciaDerm’s biomechanically-introspective design, specialized adhesive and materials of construction, which together enable it to durably and effectively support and protect the plantar fascia through all stages of the walking cycle. By acting like an “external fascia”, FasciaDerm® can manage the stress placed on the plantar fascia, immediately setting the right conditions for healing. As inflammation subsides, pain is reduced. It’s important to note that pain relief is a welcome first sign of recovery, but the continued use of FasciaDerm for a period of days (minimum 6), after pain subsides, is recommended to allow the fascia to strengthen before subjecting it to high levels of stress.

While not typically effective in providing rapid pain relief other treatment approaches such as: orthotics, supportive footwear, stretching, foot strengthening, weight loss and night-splits can each play a role in minimizing potential for new flare-ups and in extending periods between bouts.

In the Company of Champions...

Developed by Applied BioKinetics LLC (ABK), this technology was briefly introduced to the market in 2009. This product’s effectiveness was demonstrated when samples were sent to a professional football team in October 2009, in response to a news report that their star quarterback was injured and confirmed to be suffering from [plantar fasciitis](#). The medical diagnosis was made on a Monday night, and upon hearing the report, unsolicited samples of the ABK heel pain relief product were express shipped to the team, arriving that Wednesday. A follow-up telephone conversation with the training staff on Friday confirmed the product was

received and was being used as a key element in the athlete's treatment program. To the amazement of the sports and sports media communities, this high-profile quarterback practiced lightly on Friday, and played that Sunday, after missing practice on both Wednesday and Thursday. Reporters, familiar with the long recovery times associated with plantar fasciitis, were taken aback by this prompt and successful return to the field. The quarterback did not specifically give credit to the ABK product, but did report daily pain improvement and generally "feeling good". On the Monday morning following the game, ABK received a phone call from the team's trainer, who expressed his gratitude and praised the product's effectiveness. He then proceeded to place one of the first bulk orders for the product.

This originally introduced product was taken off the market shortly after introduction due to trademark challenges. The company is proud to offer the same effective [plantar fasciitis treatment](#) under the FasciaDerm® brand name. According to the company's founder Donald Bushby, "There has been a long standing need for a non-invasive plantar fasciitis treatment which provides fast pain relief, and that does not inconvenience daily life".

For more information or to set up an interview, contact Donald Bushby [DBushby\(at\)FasciaDerm\(dot\)com](mailto:DBushby@FasciaDerm.com) or by phone at 713-474-0856 or Toll Free at 888-433-5339.

Applied BioKinetics LLC is a registered medical device manufacturer committed to developing non-invasive, cost-effective solutions through innovation, engineering and applied science.



Contact Information

Donald Bushby

Applied BioKinetics LLC

<http://www.FasciaDerm.com>

(888) 433-5339

Online Web 2.0 Version

You can read the online version of this press release [here](#).