

Phidippides Voted Best Running Store in LA
Jan 2010 Competitor



The Phidippides Encino Messenger

We know running and walking... Get to know us!

VOLUME 2, ISSUE 2

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HIGHLIGHTS

- Spring gear now in stock
- Phidippides voted Favorite Athletic Shoe Store by readers of Competitor Magazine
- Great spring events we are supporting
- Chinese cost increases will impact athletic shoe prices

INSIDE THIS ISSUE:

Barefoot Running—the naked truth 2

Why running may slow the aging process 2

New Product Review 3

Tech 101—Shoe and Biomechanics questions answered 4

What's Up at Phidippides Encino

Spring Is Here (except if it's still raining...)

Spring things are now in stock!



It seems that the rain will never stop, but we know it will, and at Phidippides we are ready with all the latest spring gear, new clothing styles in fresh new designs and colors. So come on by and get yourself outfitted and ready for springtime in LA and the LA Marathon!

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this event since the very first year. This year the race will be a 10k/5k rather than the old 8k and it will run through the newly opened Bull Creek Restoration project, over foot bridges and around the island. You'll see

birdlife and run through areas of restored native vegetation. If you haven't taken a look at the Bull Creek area yet, here's your chance to do so at a great community event that raises money for the C.A.T.S. abuse treatment center out of Northridge Hospital. There's lots of goodies and prizes, so mark your calendar for this one!

Upcoming Events!

• The Bandit Run on March 13

Phidippides is pleased to help sponsor the Second Annual Bandit 15K/30K Trail Run in nearby Simi Valley. The race starts and ends in Corriganville State Park on a challenging hilly course with lots of scenic views of the valley. There may be 3 water crossings if the rainy season persists, so don't bring those new white shoes expecting them to stay clean! But DO come out and run a challenging, beautiful course and bring the family and stay and have a picnic in the park! Phidippides will be there with a booth, so stop by and say hi!

• The 8th Annual Victory for Victims Run on April 11

We have been a proud sponsor of

Green Silence by Brooks is NOW available!

It's HERE! It's COOL! It's also a GREAT racing shoe! It's called the Green Silence, made from 75% post consumer waste! And it is SO good looking. Call and have us



hold a pair of this limited production \$100 racing shoe.

China's Growth Continues

As China powers ahead in manufacturing, the population's income is rising and with income, the power to buy more things. China has now surpassed Japan as the number 1 car market. Labor costs continue to rise, but what could have the greatest impact on prices of Chinese exports (read SHOES, here) is a revaluation of the Chinese currency. The Chinese government continues to resist such a revaluation, but pressure from leaders around the world continues to mount to do so. Foreign products cannot compete in China's fast growing consumer market due to the low valuation of the yuan. The consensus is that any revaluation would be reflected percentage to percentage in the price of Chinese exports. Add in the cost increases due to improved worker benefits and conditions, and in short, we can expect Chinese imports to the US to cost more, potentially a LOT more in the next few years.



Barefoot Running—What's It All Mean?

Exercise Continues To be Proven Beneficial

Wow! This is amazing news—researchers in Germany have discovered the reason those who exercise regularly have a lower incidence of almost all diseases. In the initial study on mice, vigorous exercise seemed to keep something called telomeres (protective caps at the end of our DNA strands) from slowly shortening over time. When the telomere caps get too short or frayed the cell dies. The shortening and fraying appears to be part of the aging process. The German study looked at the telomeres of athletes and discovered that human and mice endurance athletes of any age showed the same chemical signs that exercise was protecting their telomeres. 50-year-old human athletes had significantly longer telomeres than relatively healthy people their same age! As the oft cited Stanford study has shown, exercise is not just about living longer (hey, science can keep us “alive” a long time nowadays) - it's all about the *quality* of those extra years, and it appears that vigorous aerobic exercise can make those years much more full and productive— and we appear to be getting a handle on WHY!

A day doesn't go by but what we are asked about the idea of “barefoot running”. What is really being talked about here is generally *not* actually running *without* shoes, but rather running more “naturally”. This concept is not exactly new. Way back in the early days when we opened, there was a school of thought that had runners doing their training in “flats” - shoes with minimal structure and minimal heel lift. Then there was the Nike “Free” shoe series, and the Adidas “Feet You Wear” series.

In a nutshell, the argument goes like this: running on our heels is not natural, and, in fact, cannot be performed without padded running shoes. Running “naturally” (read “unaided by the modern running shoe”) is biomechanically “correct” running. In “natural” running we will land on the forefoot, therefore, shoes are “bad” because they force us to alter our “natural” gait and allow us to land on the heel. Further extensions of this thought line imply that our feet and legs get *weaker* because we are not using them “naturally” when we run in a shoe; that we may get injured more frequently by using running shoes; and that we will run *faster* if we run barefoot because our feet are on the ground for less time.

But there is little evidence to support any of this. First, we have little data on the podiatric problems of primitive people, so there is no way of knowing if they ran farther, faster and

with fewer injuries than modern man. Recent studies have shown that there is no difference in running economy, or in running speed between forefoot and heel strikers. High speed video taping of world class long distance runners has also shown that 75% of them land on the heel, 24% on the midfoot and 1% on the forefoot. As far as injuries go, in our anecdotal experience here at Phidippides, the idea of barefoot running strengthening the foot is contradicted by the experiences of our customers. Certain types of biomechanics will do fine barefoot running. Others will stress connective tissues that do NOT have high levels of cell activity (plantar fascia, tibial tendons) and that take a LONG time to heal if stressed. These folks seem to heal and stay pain free if they are in a more supportive shoe. In fact, they are often coming to us with problems *because* they were in more “natural” unsupportive footwear in the first place. “Natural” does NOT mean biomechanically correct, as we can attest to on a daily basis. Furthermore, runners may find that as they run more over the years, their style will change. They may in fact become more midfoot or forefoot strikers—or not.

Running shoe companies have long recognized that different running styles and running biomechanics require different types of shoes. The often used categories of “neutral”, “stability” and “motion control” are multiplying—we now have companies

refining categories or blurring the distinctions between them. We here at Phidippides have always felt that there is a continuum of structure in shoes and that the categories are in some ways not so helpful. What has always mattered is finding the right shoe for the runner, regardless of how a shoe is categorized.

Right now, in fact, most companies are looking to a new generation of materials that will automatically adapt to different running styles, runner body weights, effectively transcending categories. Witness the new **Brooks Glycerin** with its new **DNA** adaptive cushioning system, or the **Nike Lunarglide** series. **Asics** has long touted the **IGS** system as somewhat auto adaptive. The idea here is to not *force* the foot to do anything in particular, but to automatically support the foot and adapt to the specific requirements of the individual runner.

In summary, the way we look at the barefoot running idea is that it may well be a great training tool and become a component of training for some runners, but it is certainly not the panacea for every running ailment under the sun that some adherents proclaim it to be. To that end, Phidippides is carefully adding more of these neutral, auto adaptive barefoot offerings to our product mix. Our goal has been and continues to be to use our knowledge and expertise to help our customers have the best running experience possible and to achieve their fitness goals no matter what they may be and do it with as few injuries as possible and to stick to this principle regardless of the latest fads.

New Shoes

There are lots of new items at Phidippides to help you get the most out of your training. So stop by and check out our new arrivals!

Soleus Watches



Nike has dropped out of the conventional running watch business and is ONLY making the

Nike Sportband—a great product to measure speed and distance, but not exactly a performance runner's watch. **Soleus** watches are being manufactured by the same company that made Nike's watch line. They have three different models in men's and women's case sizes with a full set of features that runners want. The nice thing about them is the numbers are BIG and LEGIBLE for all of us whose arms seem to be getting shorter. Prices range from \$55 to \$95. They also have two very nice heart rate monitor watches that, again, have all the features runners look for. Prices there are \$75 and \$95.

K-Swiss Running Shoes



Years ago when we opened we carried K-Swiss tennis shoes. Well, it's 30 years later and K-Swiss has

New Product Review

jumped into the running market in a big way. They are now the official shoe of the LA Marathon! And, quite frankly, they have several really good shoes that are competitive with anything in their class. The light and stable **Konejo** competes nicely with the Asics 2100 series or the Brooks Adrenaline series. No widths are being offered yet, but the shoe fits well, rides very nicely and offers great support. The neutral **Keahou** has a won-



derfully plush ride and is the same class as the Asics Cumulus or the Brooks Defiance. Once again, no widths are being offered, but if you have a medium width foot, these are shoes you should try on if you have used any of the competitors. K-Swiss has done a great job as they enter the running market with a fast blast out of the starting gate. Both shoes are competitively priced at \$100.

Brooks Glycerin 8



The Glycerin 8 is the first of what I think will be many new shoes to employ new breakthrough materials to dramatically increase the

adaptability of the running shoe to the runner's individual needs. The Glycerin 8 uses a non-Newtonian fluid cushioning system (Brooks calls it DNA) that has some pretty amazing properties. For a cute introduction to DNA, check out Brooks cool [video](#) of how DNA works.

The quest is to build a shoe that works for not just a wide range of runners, but one that will respond differently to different running speeds and styles. Keep an eye out for other vendors as they introduce their versions of these new materials. For the first time in many years, there are real breakthroughs coming in materials engineering in running shoes!

New Nathan Water Packs



Nathan has been making really nice products since Bryce Thatcher signed on with them after selling Ultimate Direction. The new \$50 **Auto Cant** pack features a unique ring in between the two 10 oz bottles that allows the belt to swivel in a hinged sort of fashion around the wearer's body. There is less kinking and buckling of the belt for many runners. There is an ample easy access pouch in the front over the Velcro closure.

The other new pack is a modification of the popular Elite 1 Plus, a pack with a 20

New Gear

oz bottle, a gel flask, a storage pouch and a lashing strap for light jackets or



other gear. The new version is less bulky as the large storage pack to the left of the bottle holster has been replaced by the gel flask holder which used to ride piggyback on the main bottle. In place of the gel flask there is now a very small storage pouch for a couple of gels or a small set of keys. The lashing strap remains, but has been moved to the right of the main bottle. Overall, there is less storage, but the pack is less bulky and should work better for smaller framed athletes. The price remains at \$35.

New Talking Pedometer

Can't get enough conversation on your runs or walks? Take along the new Sportline Talking Pedometer for walking, running or hiking. This \$26 pedometer announces your steps, distance, calories and exercise time. It features a smart timer that starts and stops when you do. It can also announce when you have reached a programmed goal!





Phidippides Encino

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Open Tue-Thur-Fri 10 to 6, Wed 10-7, Sat 10-5

We know running and walking... get to know us...

Phidippides Encino opened in 1980 and is one of the nation's foremost technical running and walking stores. We are renowned for our service, knowledge, expertise and product selection. We want to help you make fitness a part of your daily life because fit people live longer, healthier, richer lives.

Tech Talk 101—The Answers to Life, the Universe and Everything (42)

Q: What does the wear pattern on the bottom of my shoe tell me about my running?

Not much, usually. About all it can tell is whether you are a rear, mid or forefoot striker. In severe cases of over or under pronation there may be some tell tale signs, but, again, only in the most severe cases. What matters more is what has happened to the midsole—that white cushiony part of the shoe. Has it compressed too much on the medial or lateral side? Is there evidence that the upper or the heel counter have broken down and allowed the foot to spill over the platform of the shoe? There's a lot more to your wear patterns than meets the eye!

Q: I want to lose some weight. Can I use one of those calorie counting devices to help me?

A: Most all of these types of devices are making estimates of calorie consumption based on things like sex, age and weight. However, studies have shown that these devices may as much as 25-30% high or low. Even something as simple as holding on to the handrails on a treadmill or walker/stair stepper can overestimate your calorie consumption by as much as 40%! The only REAL way to do it is to accurately measure the amount of heat your body puts out while exercising—not practical for most of us outside of a laboratory setting. So the thing to remember is that these devices can give you some general guidelines. The same goes, of course, for estimating your caloric intake, especially if you are not eating prepackaged, clearly labeled food items.

Q: I tan quite easily. Should I still be wearing sunscreen when I run?

A: While we all *know* that we should probably be smearing on the sun screen 20 min-

utes before we head out the door for a run in the sun, we probably don't do it. Studies have shown that about half of us use sunscreen regularly. A recent study done in Europe on 210 marathoners and 210 control group non-runners matched for age and sex. All were white, a risk factor for malignant melanoma. The runners showed significantly more solar caused skin aging (know as solar lentigines) and more lesions suggestive of basal cell and squamous cell carcinoma. But what was more disturbing is that they concluded that sun exposure alone is not the only risk factor that distance runners face. The researchers believe that while the exact mechanism is unknown, trauma sustained during extreme exercise can induce the release of cytokines, proteins that stimulate the growth and activity of various immune cells and that may limit the ability of the immune system to fight potential cancers. If this is the case, then protecting against unnecessary sun exposure is even more crucial for runners. The researchers suggested that water resistant sunscreen with an SPF of 30 or better and sun resistant sleeved clothing that protect the face, arms, shoulders and upper back be used to minimize risk. Fortunately, most of the running gear companies are now offering at least some garments with UPF ratings of 40-50 and there are lots of great sunscreen products that work well for runners. Of course, Phidippides has what you need for the upcoming spring and summer running season.

Q: I am confused as to the kind of sock to wear. What should I be wearing?

A: It seems that the number of brands and styles of socks are approaching the infinite. What we CAN tell you is that you want not just a wicking fabric, but one that does NOT generate heat, as some of the wicking fabrics out there can WICK really well, but because they generate and hold more heat actually in-

crease the amount of moisture on the foot. The foot already has heat and moisture issues, as the average human foot has over 250,000 sweat glands—more per square inch than any other part of the body—up to 2 pints per day per foot! Remember that sweating is the body's way to cool itself. There's a reason the manufacturers make running shoes with highly breathable uppers—to vent all that heat and moisture. As to what BRAND of sock — that's a very subjective thing. Some of us like tighter fitting thin socks. Others prefer thick looser socks. The thing to do is try various brands and styles of socks and see what works for you and what you like the feel of. Just make sure you are using a sock made from a wicking material that doesn't generate excess heat, and these days, preferably one with a Lin (seamless) toe to reduce the likelihood of blisters.

Q: With spring and summer coming up, I want to do more trail running. How do I carry water for longer runs?

A: Back when Phidippides Encino opened, there were NO water carrying products on the market and, yes, dinosaurs ruled the earth. But the dinosaurs and their fodder are now being pumped into our gas tanks, and the running scene is replete with choices in water carrying devices. The first question to be answered is how much water do you want to carry. In our experience, anything over two 20 oz bottles will be better carried in one of the back pack style units with a bladder. Such units allow you to comfortably carry up to about 128 oz of water. Beyond 128 oz will require some hand held water carriers to boost your carrying capacity, and there are several comfortable, anatomically shaped hand units on the market. Come on in and let us help you find JUST the right solution.