

**FOR IMMEDIATE RELEASE
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**TRACTENBERG & CO.
HEATHER KLEINERT
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212.929.7979**

**SUPPORT BREAST CANCER AWARENESS
WITH FOOT PETALS**

THINK: Beautiful feet for a beautiful cause.

WHAT THEY ARE: The perfect way to fight painful shoes – and breast cancer. Founded by **Tina Aldatz-Norris** to meet the unique needs of fellow women, **Foot Petals** has always been dedicated to improving women's everyday lives. Tina recognizes that breast cancer is a **reality women face each day**, an issue so important that Foot Petals personally joined the fight.

In support of breast cancer awareness, **Foot Petals** created **Rose Heart Tip Toes**. Like **Foot Petals' classic Tip Toes**, these **heart-shaped cushions** stick to the inside of shoes to keep the **balls of feet** padded.

Designed to **prevent calluses** from forming and **protect bones and tissue**, Tip Toes ease the pain caused by stilettos. They also **prevent toes from sliding forward** and hanging off the edge of shoes by keeping the balls of feet **firmly in place**.

Foot Petals donates 10% of sales from Rose Heart Tip Toes to the Susan G. Komen Foundation.

WHAT THEY COST: \$6.95 a pair

WHERE TO FIND THEM: To find retailers near you, please visit www.footpetals.com

**FOR MORE INFORMATION, SAMPLES OR TO SPEAK
WITH TINA ALDATZ NORRIS:
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Tina Aldatz Norris has always had a love/hate relationship with shoes. After years of uncomfortable shoe problems, she finally set out to create a stylish solution and Foot Petals was born. Today the brand consists of over ten unique products (all created with a high-performance urethane called PORON that repels moisture, bacteria and odor and absorbs shock) and kits that provide women with stylish, yet invisible, solutions to common problems caused by wearing their favorite shoes. Beloved by countless celebrities, it is currently sold in over 2000 retailers in the United States alone and is endorsed by the American Podiatric Medical Association.