



The Importance Of Treating Athlete's Foot

While most people will be familiar with the term athlete's foot, and most people have had or seen the condition, not everyone is aware of how serious it can become.

In fact, athlete's foot, more correctly known as tinea pedis, is actually an infection of the skin caused that is caused by several different types of fungi. These include the *Microsporum*,

Epidermophyton and *Trichophyton* species, and they all need moist, warm environments to survive and thrive, which is why it is so common in locker rooms or around saunas, hot tubs and swimming pools.

In extreme cases, the infection can result in skin blisters that are then prone to secondary bacterial infections. Additionally, people will experience scaling, burning, redness and extreme itching that can negatively impact their quality of life. It is also not uncommon for the fungi to attack the nails or the skin of the hands, creating similar issues.

The significant complications that can occur because of untreated athlete's foot include:

- Cracked and damaged skin that is at risk for further infections deep in the tissue
- Fungal infections of the nails of the toes that can lead to malformation of the nails or loss of the nails. This type of fungal infection is much more challenging to treat and can potential cause an increased risk of infections in the bones of the feet and throughout the body when the immune system is compromised.
- Open wounds – for those with diabetes or poor circulation, the scratching that is so common with the condition can result in large open lesions that are very slow to heal. This in turn poses an additional risk of further complications and much deeper infections in the surrounding tissue.
- Allergic reactions – some individuals can be allergic to the particular fungus that causes athlete's foot. This results in skin blisters, rashes and irritation on the chest, arms and the back.

Additionally, and this is important to remember, athlete's foot is very easily spread. An infected person walking on the floor can leave the fungus behind, and it will attach to the skin of the next person.

Shoes, socks and even towels used by an infected person can continue to re-infect the same individual or spread the condition if not treated.



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Hello! We are pleased to send you this monthly issue of *Foot Prints*. It is our way of saying that you are important to us and we truly value your business. Please feel free to pass this newsletter on to friends and neighbors. Enjoy!

Monthly Joke



The Secret to a Winning Team

A Little League team seeking sponsors asked a prominent businessman for a donation. "We need bats, gloves, and new uniforms," the team manager explained.

The business leader gave the manager \$100, and promised to come to the team's next game.

A week later he came out to the local ballpark to find his team practicing with the same worn-out equipment and ripped uniforms. Angry, he walked out onto the field.

"What happened to that \$100 I gave you for new equipment?" he demanded.

"Well, we're playing the best team in the league," the manager replied. "So we thought we'd put the money where it would do the most good."

"And where's that?"

"Bribing the umpire."

Sales Enablement Tactics for B2B marketers

Sales enablement starts with aligning sales and marketing, as without that alignment it will be impossible to ascertain the sales team's needs and wants, and thus, no way for those requests to be catered to by marketing. Defining project language is a crucial sales enablement tactic. Trying to work the terms that should be used to describe your product by your sales and marketing teams can be tough, but also very beneficial in the long term. The brand identity and message needs to remain consistent all the way across the board, so it is a good idea for the two departments to meet and discuss the issue, with the experience of sales reps being particularly crucial given that they are talking to prospects every day. It is also a good idea for marketing to talk to sales about the kind of questions they frequently get from prospects, which they may then be able to tailor content such as blog posts towards.

Help Your Child To Love Learning

School vacations sometimes go on forever, and children can actually even fall back a learning level if they do not have enough physical or mental stimulation during a long break. The good news is that families, including those with children of different ages, can have fun together while also learning a great deal. There are lots of ways to involve kids in opportunities for informal learning and to create fun and memorable family activities that also stimulate the brain. One good idea is to try and organize a concert with family and friends. Make popcorn, divide the responsibilities, create dance numbers and music you can perform for one another, and even print up a program. Another fun, and simpler, idea is just to decide on some fun books you can all read together – reading aloud to smaller children – and never forget to make use of any educational games that may be in the home. Even watching television or a movie can be educational, as you can help them to develop their critical perspectives by discussing the plot, characters, acting, and themes that are present in the entertainment.

The Danger of Lead for Kids

Doctors the world over say that lead has no safe level, with exposure able to have an adverse impact on almost every part of the human body and frequently left undiagnosed, and thus, untreated until too late because it often takes place with no discernible symptoms.

Particularly vulnerable to the danger of lead poisoning are children under the age of six years old, as it can have a serious effect on both their physical and their mental development.

Lead is a potent and irreversible neurotoxin, and is dangerous because symptoms and signs may not appear until long after the exposure, even years in some cases. Children who may appear to be completely healthy can have a high level of lead in their blood.

Parents need to watch out for learning difficulties, loss of appetite, fatigue and sluggishness, vomiting, hearing loss, developmental delays, irritability, weight loss, abdominal pain, and constipation.

If a child is suspected to have had any kind of exposure to lead, they should be tested immediately.



Beating Writer's Block

Writing is never easy. It can be very difficult to find just the time to write, let alone the energy, mood, motivation, and inspiration. Whether you use the term “writer's block” or not, it is vital to feel inspired so that you can come up with anything, let alone something genuinely great.

The good news is there are ways to find inspiration in your writing. One fun tip is to write a pastiche, which is a style of writing that imitates another specific style.

Pastiches can actually be excellent pieces of work in their own right, but they are also invaluable as tools for writing prompts and exercises. Closely examine the writing style you have in mind and try to mimic it, just with your own original plot and characters.

Having guidelines in place can sometimes be an enormous assistance to concentrating on creating since you no longer have to worry about style, verb tense, or tone.

Another good tip is to take a look at other books, but just read the opening sentence and examine how it draws you into the piece and how you could do the same with your own story.



Health, Wellness, and Family Life

Health and wellness refer to the general sense of well-being that everybody wants to feel, and most of us think of it in terms of diet and exercise, not realizing that it also extends into other aspects of our lives including our family relationships.

One of the things you can do to improve the wellness of your whole family is to cook with your children.

Try to set aside one night every week in which all family members can pitch in to plan and prepare your family meal.

This may require more time than is normally the case, and may also need some patience with young children, but it will result in quality family talk in which to communicate and laugh and even increase the probability of a healthier meal, in addition to teaching kids about meal preparation and the math used in measuring.

Another good idea is to hold family meetings on a regular basis to help kids become part of the process of making decisions such as the nature of family activities, who should do which chores and when, as well as rules and punishments.



Coping With Returning to Work

Going back to work after a few weeks or days away can be difficult and result in people being under stress and in a bad mood. Lethargy and lack of motivation are common factors upon returning to work, but there are ways to get rid of the “back to work blues” quickly.

One good tip is to try to make your work environment as harmonious as possible.

Place photos on your desk of your family members and friends. It is also a good idea to think about opportunities for personal growth and professional development you may have.

Make sure you take some time out occasionally and have at least a fifteen minute break every day.

Another good idea is to get up earlier so that you do not have to rush and can be better organized in the morning. However, you still need to get enough sleep and look after yourself by eating healthy.



DiVORCE

Financial Advice for Divorcees

People can be somewhat distracted after the emotional trauma of going through a divorce, yet unfortunately, this is a time when people need to make vital decisions and pivotal moves about their lives, including their finances.

An important piece of advice is to put your goals down on paper.

This helps you to gain clarity.

Set aside some free time and think about what really matters to you, and then write those things down.

Once you know what it is you really want, this will then have an impact on how you budget for that lifestyle.

You also need to work out exactly how your cash flow works.

Closely examine your earned monthly income, and then figure in expenses such as taxes, health care, and alimony.

Once you have figured out the number, you can then work out the kind of lifestyle you can afford and/or how much you can save.



FOOTPRINTS

GOOD NEWS AND INFORMATION FOR
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A MONTHLY NEWSLETTER TO INFORM AND ENTERTAIN OUR CUSTOMERS

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Parrot Facts

Birds are the fourth most popular pet in the United States following dogs, cats, and fish, with around eleven million birds living as pets in the country, many of which are parrots. Parrots can be demanding but very rewarding pets. They are highly social and intelligent birds that live a long time, but require a lot of enrichment and attention lest they become stressed and bored, which can have a serious impact on their health. Parrots have four toes on every foot as with every other bird; however, parrots do not have the standard arrangement of three toes at the front and one behind, but instead have a pair in front and behind, which provides them with maximum grip in a manner resembling opposable thumbs. Together with beaks so strong that there is no nut they cannot break, their feet make them dexterous climbers and formidable eaters. A lot of parrots are omnivores, which means they will eat anything from seeds, nuts, and fruit to insects and meat. The native kea (also referred to as the Nestor species) in New Zealand were actually seen killing sheep for food in the 1800s.

April Dates to Remember

April 2nd – National Peanut Butter & Jelly Day

April 7th – No Housework Day

April 10th – Golfer's Day

April 20th – Volunteer Recognition Day

April 23rd – First day of Passover

April 26th – National Pretzel Day

April 27th – Administrative Professional's Day

April 28th – Take your Daughter to Work Day

April 29th – Arbor Day

April 30th – National Honesty Day

April is also: National Foot Health Month

<http://www.apma.org/>

National Autism Awareness Month

<http://www.autism-society.org/>

Shoes and Socks for the Homeless

As summer approaches, warmer temperatures bring along a whole set of survival concerns for the homeless: how to stay cool and hydrated in the heat. With temperatures soaring to 110 degrees and higher, it is just as important that they have good shoes and socks to protect their feet from the hot ground.



Fixing Feet Institute wants to do something about their needs and so for the months of April and May, we will be collecting New Socks and New or Gently Used shoes to donate to the homeless in the Phoenix area. We will also be collecting bottled water.

Please help us help them, by bringing your donation of New Socks, New or Gently Used Shoes or Bottled Water to our office. We have conveniently placed donation boxes in our reception area. Our patients and friends have always proven to be very generous in the past. This is our chance to give back and help those who are going through a rough time and to help them get back on their feet.