



## FootHuggers Comfort Socks Newsletter

- September 2007 Issue -

### **Congratulations to Jerry Svejda from Cicero, IL!**

Jerry was the September 2007 winner of a free pair of socks in our new monthly drawing. Each month, we will draw one name from our email list and that person will receive a FREE pair of FootHuggers Comfort Socks of their choice.

Since you have joined our mailing list, you are automatically entered in this drawing every month!

*Winners are excluded from future drawings for 6 months.*

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### **Welcome Wisconsin State Fair Attendees!**

Welcome to all of you who attended the Wisconsin State Fair and registered your email with us. Each month we will keep you informed on topics relating to our product line and events we are attending around the country. Please email any comments or questions to us at [boothuggers@msn.com](mailto:boothuggers@msn.com).

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### **Minnesota State Fair - Celebrating our 10th year!**

The 2007 Minnesota State Fair kicks off on August 23rd and runs through Labor Day. 2007 is a very important year for us as we are celebrating our 10th year as a vendor.

1998 was our 1st year at the Fair. We were located in the East Room, just to the east of the Grandstand. Our 1st product was **BootHugger Gaiters!**

We sold lots of Gaiters and were inspired by our customers to develop other items to help solve the problems they were facing in dealing with Minnesota Winters.



**BootHugger Gaiter**

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In 1999, we introduced our **WristHuggers** at the Fair. WristHuggers eliminate the gap between your jacket and your glove, helping to keep your hand warm. WristHuggers also help improve circulation. Many of our customers wear WristHuggers without gloves for doing fine work outside in the cold. Many ladies wear WristHuggers in cold offices for their computer work. The applications for WristHuggers seems to never end.



**WristHugger**

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The following year, 2000, we introduced our **HeadHugger Balaclava**. The HeadHugger is made from the same stretch Polartec fabric that we make our WristHuggers and FootHuggers Comfort Socks. Unlike other headgear, the HeadHugger is thin, fits snug but lightly around your head and is very comfortable. It moves with you as you are active. HeadHuggers are perfect under any hat, helmet, or alone.



**HeadHugger**

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But our most popular item came along in 2001, **FootHuggers Comfort Socks**! Our first design was for crew socks, available only in black. You could clearly see our customers at the Fair, they were the ones wearing black socks with their summer shorts! Since then we have introduced both Knee-high Bootsocks and Anklets. Both designs have a wide range of applications and today all of our designs are available in a wide range of colors.



**FootHuggers Comfort Socks**

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### **It's Here! Sock-on-a-Stick!**

The Minnesota State Fair many years ago started a fad of offering many food items "on-a-stick". At the 2006 Minnesota State Fair you could find over 35 food items "on-a-stick". Everything from corn dogs, pork chops, egg rolls, meatballs, you name it - it was "on-a-stick".

However, for 2007, we are breaking new ground at the Minnesota State Fair by offering our very popular FootHuggers Ankle Socks "On-a-Stick" That's right! A "Sock-on-a-Stick"! No you don't eat it, you wear it! It might also bring new meaning to "Put a sock in it"! However you want to use it, its here at the Fair. Come and see our "Sock-on-a-Stick" in the Main Grandstand Building, upstairs, along the back wall.

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## **FootHuggers Comfort Socks help with Raynaud's Syndrome**

*Reprinted from the Raynaud's Association website*

Raynaud's Syndrome is a disease causing an interruption of blood flow to the fingers, toes, nose, and/or ears when a spasm occurs in the blood vessels of these areas. Spasms are caused by exposure to cold or emotional stress. Typically, the affected area turns white, then blue, then bright red over the course of the attack. There may be associated tingling, swelling, or painful throbbing. The attacks may last from minutes to hours. In severe cases, the area may develop ulcerations and infections, which can lead to gangrene. Most treatment to date has centered around minimizing or preventing exposure to cold. Approximately 5-10 percent of all Americans suffer from Raynaud's, but only one out of five sufferers seeks treatment. Both men and women suffer from Raynaud's, but women are nine times more likely to be affected. Some researchers estimate as many as 20% of all women in their childbearing years have Raynaud's.

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FootHuggers Comfort Socks help with Raynaud's Syndrome that is affecting the Feet. FootHuggers help keep the feet and toes snugly warm. FootHugger Comfort Socks have been tested by both the Raynaud's Association of America and by their British counterparts in Cheshire, England. Listed below are the test results as emailed to our attention a few months ago:

Dear John and Sarah,

We sent the FootHuggers Comfort Sock samples which you provided to a few of our Raynaud's members here in Cheshire, England who have real problems trying to keep their feet warm. Please find attached their evaluations and comments. As you will see the socks have been a resounding success - proving to be very popular with our sample of Raynaud's Syndrome sufferers. Thank you for giving our Raynaud's & Scleroderma Association the opportunity to trial the socks.

**Melanie, age 35-44, Anklet sock.** Results: Excellent; Very happy with the fit; They are so warm and snug fitting; FootHuggers are perfect. They hug your feet and keep them warm; I would buy them.

**Roger, age 45-54, Bootsock.** Results: Excellent; Very happy with the fit; Keep feet dry, warm and comfortable; "Keep your feet snuggler with a FootHugger"; I would buy them.

**Rosemerry, age 45-54, Bootsock.** Results: Good; Very happy with the fit; Very soft and comfortable; They give your feet the warmth they deserve! I would buy them.

**Fiona, age 25-34, Crew sock.** Results: Excellent; Very happy with the fit; Superb fit and very cozy; Once you've tried FootHuggers you will never want to wear any others; I would buy them.

**Anne, age 65+, Anklet sock.** Results: Excellent; Very happy with the fit; Very comfy and warm; Most effective socks I've tried; I would buy them.

**Kathryn, age 25-34, Crew sock.** Results: Excellent; Very happy with the fit;

I like the soft material & ease of getting them on; FootHuggers kept my feet warm, which I usually find difficult with my Raynaud's. They helped to maintain the temperature of my feet which ended up helping my ulcers; I would buy them.

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### Quote of the Month

"Hello, my name is Tamera and I live here in Cheyenne, Wyoming. During Frontier Days my husband and I stopped in at your booth and purchased 2 pairs of your ankle socks. I work in the grocery industry and am on my feet all day. Let me tell you there are evenings I would come home and my feet would be killing me and I wear expensive work shoes. My husband works in the construction industry and he wears expensive work boots. He had shattered both of his ankles years ago and has major problems with his feet. Also in the wintertime he really has a bad time with his feet. Anyway, we purchased two pairs of the ankle socks and what a blessing we have found in your product. Ever since I started wearing them I can get to the end of my shift at work and I don't hobble out of the store. I go home and my feet aren't hurting so badly that I am close to tears. Same goes for my husband. We have been on your website and my husband has a list of the socks he wants to purchase. I just wanted to send this to you and thank you for your wonderful product. And I tell anyone who will listen about them. They truly are a blessing."

*Tamera Langberg*

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### FootHuggers Crew Socks



With the hint of Fall in the air, you may want to start re-thinking your choice of socks. Our Crew style socks are a good choice for cooler weather with more protection above the ankle. Crew socks are our most common style that people wear. FootHugger Crew Socks extend approx. 6 inches above the ankle. (They are not mid-calf.) The top cuff is doubled and gently holds to your leg. FootHuggers socks do not use elastic. Instead FootHuggers use Spandex or Lycra. Both of these materials are very gentle on the feet and legs and do not grip your legs as aggressively as elastic. As a result, most people can wear FootHuggers Crew Socks with much improved comfort.

If you suffer from **cold feet** more often than you would like, FootHuggers Comfort Socks are the answer. FootHuggers wrap your foot in snugly comfort and warmth. FootHuggers look thick, but are actually quite thin and will fit in all your boots and shoes. Say goodbye to cold feet, wear FootHuggers Comfort Socks.

If you suffer with **Diabetes**, FootHuggers may be your best choice for diabetic

socks. With no elastic, FootHuggers offer greater comfort, improved circulation, and more cushion for your feet. FootHuggers help your feet stay warm and cozy when you are so used to having cold feet. FootHuggers are also a wicking sock that helps control moisture and that's good for your feet.

If you suffer with **Neuropathy**, FootHuggers have been helping many people with this nerve condition. FootHuggers help with Neoropathy by adding a cushion to every step. Helping to minimize or eleiminate the discomfort often felt with Neuropathy

If you live with **Raynaud's Syndrome**, FootHuggers should become your everyday sock. The warmth you will feel will brighten your day. FootHuggers will be perfect any time of year. The Raynaud's Association has tested FootHuggers and have given them a big THUMBS UP! (Be sure to visit their website at [www.raynauds.org](http://www.raynauds.org) to learn more about Raynauds and related information.)

Like all FootHuggers Comfort Socks, FootHuggers Crew Socks do not have that annoying seam across the toe area. All seams lay flat against your skin and are rarely noticed at all. FootHuggers Comfort Socks are pure comfort. It's like wearing bedroom slippers. Your feet are cushioned all day and feel great. If you are on your feet all day, you will notice your feet actually feel good all day!

We have also discovered people who live with Arthritis, Gout, and Lupus have found significant comfort from wearing FootHuggers Comfort Socks. FootHuggers keep your feet so comfortable and warm, with no tightness. Aching joints feel better all day.

*Applications for FootHuggers Crew Socks include:*

- Dress Shoes: Yes, they do fit in Dress shoes! If your feet get cold in dress shoes, you need FootHuggers. Perfect in all shoes.
- Work Boots: Perfect in work boots. If you work outside all day no matter what the weather, FootHugger Crew Socks will keep yur feet feeling great all day. Wicks moisture, adds comfort, and helps control odor.
- Hiking: The wicking action of the material helps sweat evaporate, keeping you more comfortable during long walks. We recommend a liner sock too to help control blisters.
- CC Skiing: Perfect choice. Fits in the small boots with warmth and comfort. Just the right height.
- Sleeping: Crew socks are a popular choice for wearing to bed. If you routinely have cold feet in bed, FootHugger Crew Socks are the answer.
- Lounging: Crew socks are great to wear when watching TV or a sports game. Snugly warm on the couch!
- Slippers: Many people simply wear FootHuggers Crew Socks like slippers around the house. Great for keeping cold feet warm. (Please note, our socks do not have gripper bottoms, so they may be slippery on hard surfaces like linoleum or wood floors.)

**Minnesota State Fair**  
Grandstand Building, Upstairs, SW Corner  
St. Paul, MN  
August 23 - September 3

**W. Washington Fair**  
Crafts & More Building  
Puyallup, WA  
Sept. 7 - 23

**The Big E**  
Mass Building  
W. Springfield, MA  
Sept. 15 - Oct. 1

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**Thanks for all your support and interest. Please forward this newsletter to a friend who might benefit from this information. Have a great day!**

**Best Regards,  
John & Sarah Tyree**

***PS: Print the 1st page of this email for an extra \$2.00 discount at any of our shows!!***