



FootHuggers Comfort Socks Newsletter

- May 2008 Issue -

www.foothuggers.com

Congratulations to Sara Wooley from Longview, TX!

Sara is the May winner of a free pair of socks in our monthly drawing. Each month, we draw one name from our email list and that person receives 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.

Made in USA

Did you know that FootHugger Comfort Socks are all USA made? They are! The fabric we use is made by Polartec LLC located in Lawrence, MA. Previously known as Malden Mills, they are the creators of Polartec® fabrics - the most advanced performance textiles available today. They can keep you warm when it's cold, keep you dry when you sweat, even repel wind, rain, and snow to protect you from the elements. We buy their fabric and ship it to Minnesota where we make FootHuggers Socks. No China connection here. Even our thread is made in America! *(Just thought you might want to know.)*

\$\$ SHOW COUPON \$\$

Believe it or not, every month's newsletter represents an opportunity to save money on any of our products at an upcoming show in your area. Simply print the 1st page of this newsletter and bring it to any of the shows listed below. You will receive an additional **\$2.00 off your purchase**, in addition to any other show specials available. Therefore, if you are planning to attend a show - **PRINT THIS PAGE!**

Quote of the Month

"I wear western style boots all year long and have done so for the past...well let's just say, for a long time. In the past forty years I have probably tried every sock design out there, with little satisfaction. About a month ago, I found your site on the web. Being skeptical, I ordered two pair of your boot length socks to try. To be honest, I didn't have a great deal of faith that they would perform. What a surprise!!! I love these socks.

I just placed an order for more and have committed to buy all of my bootsocks from you folks. My boots now go on and come off with ease. No more struggle getting boots off because of sweaty cotton socks that stick to my feet, or for that matter, pulling wet, sweaty socks off after a days work. These socks stay up and come off when you want them to. The socks are far more comfortable then any others I've tried and appear to provide good wear. Haven't had a chance to try them in the cold yet, but can't wait. Thank you so much for developing such fine...underfoot wear???"

You folks are the best,
Ed Tobin, Fairfax, VA

FootHuggers Bootsocks

(In keeping with the quotation above, I thought it would be appropriate to highlight FootHugger Bootsocks.)



FootHugger Bootsocks: This is our tallest sock most commonly referred to as knee-high. And yes. It is very tall. The top cuff actually meets where your knee starts. The cuff rests in that small area just below the knee and above the calf muscle. The Bootsock has a top cuff that 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 and do not grip your legs as aggressively as elastic.

But do they stay up? Yes, FootHugger Bootsocks have been carefully designed to stay up without feeling tight. Bootsocks are hand-cut to match the shape of your leg. Smaller at the very top. Bigger at the meaty part of your calf, and smaller by the ankle. FootHugger Bootsocks stay up because they are designed to match your shape!

As you may have guessed, FootHugger Bootsocks are designed to fit in boots. Any boot. Like Ed stated above, Western boots have never felt so comfortable and now go on easier and come off easier. Your boots and feet feel great. Dress boots, Ski boots, Military boots, etc. FootHugger Bootsocks make all your boots more comfortable.

You don't have to wear boots to love FootHugger Bootsocks. FootHugger Bootsocks are also a great choice for :

1. Sensitive / Swollen Legs: If your legs are sensitive to elastic and easily dent from most socks, FootHugger Bootsocks can help. Our Bootsock gives gentle support to your entire lower leg without tightness. No dents, only gentle support. The top band is high, above the problem areas and again, no tightness.
2. Heavy / Large Calves: FootHugger Bootsocks have tremendous stretch and can fit most large calves. Sometimes we may need to select the next large size, but we can fit you!
3. Circulation Issues: FootHugger Bootsocks offer gentle support and warmth. Improving circulation and helping to keep you more comfortable.
4. Chronic Tired Legs: When you are on your feet all day and your feet and legs are hurting, Bootsocks are like first aid to your legs. You will be amazed how much better your feet and legs feel instantly. You may want dance!

Summer Socks

I know, who wears socks in the Summer? Well, most of us do, unless we are wearing sandals or flip-flops. Wearing shoes without socks can be hard on your feet causing friction and blisters. Therefore, most people who wear shoes, wear socks. The most common socks that people wear are cotton socks. No-show, anklets, footies, crew, whatever. All these socks are available in cotton. Cotton socks are best because they absorb moisture/sweat helping to keep feet cool - right? No, actually cotton socks do absorb moisture. However, cotton also **retains** moisture. It is this wetness that works against you both Summer and Winter.

FootHuggers socks are not cotton. FootHuggers are made from recycled man-made materials and therefore **cannot retain moisture**. Moisture actually travels on the surface of the fabric, helping promote evaporation. Evaporation

is nature's way of cooling the body. Just like Ed Tobin of Fairfax, Virginia explained above, FootHugger "**socks are far more comfortable than any others I've tried. No more struggle getting boots off because of sweaty cotton socks that stick to my feet, or for that matter, pulling wet, sweaty socks off after a days work. These socks stay up and come off when you want them to.**"

Last Summer was our second year exhibiting at Cheyenne Frontier Days in Cheyenne, Wyoming. This event is held the last 10 days of July and it is typically very hot. 95 – 100 degrees HOT! Everyone dressed in their western attire including boots. Cotton socks, tall boots, and 100 degrees meant hot feet. Customers soon discovered that FootHugger Bootsocks actually help dissipate the sweat, helping them stay cooler. FootHuggers are a wicking sock. What that means is they help move moisture away from your skin and promote evaporation. Well, at 98 degrees, evaporation happens fast, and that's cooling to the skin, and that feels great! Last August, a customer emailed her thoughts -

Love my FootHuggers

From: Priscilla B.

Sent: Sun 8/05/07 6:44 PM

I got my FootHuggers at the Frontier Days in Cheyenne, WY and love them!! My feet have never felt so good. I wear them with everything! They are great.

Thank you so much,
Priscilla B.

Upcoming Shows

**Rocky Mtn Horse Expo
Vail/Eagle Valley, CO**

Eagle River Center - inside building
www.rockymountainhorseexpo.com

May 30-June 1

**Peoples Fair
Denver, CO**

Downtown around Capitol Building
www.peoplesfair.com

June 7-8

**Land of the Loon Festival
Virginia, MN**

New location, 288E - Just North of Main Entrance
www.landoftheloonfestival.com

June 21-22

Gold Wing Association Bike Rally

Billings, MT
Holiday Inn Grand Montana
www.gwta.com
July 14-16

Cheyenne Frontier Days
Cheyenne, WY
Exhibit Hall, Booth 13-14 (same as last year)
www.cfdrodeo.com
July 18-27

Thanks for all your support and interest.

*Please forward this newsletter to a friend
who might benefit from this information.*

Have a Great Day!!!

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