



www.mysouls.co.uk

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LAUNCH OF THE FIRST EVER RANGE OF INSOLES FOR PREGNANT WOMEN

Professionally made, Beautifully designed, 100% British made

United Kingdom., May 18, 2017

– The Launch of ‘Souls’, the world’s first insole for pregnant women -, supporting feet and arches for a fit and healthy pregnancy.

“We are delighted to launch this new range of insoles to the market, specifically designed to aid mums to be by reducing the pressures on joints, and enabling women to stay healthy and active throughout pregnancy and beyond.”

Rob Lewis, co-founder of Souls

‘Souls’ are the first to market an insole specifically for pregnant women. They encompass medical expertise, British quality, orthotics and a flare for fashion. The ‘Souls Insoles’ are designed and made in the UK. Created by professional British Podiatrists and hand made by a professional orthotic manufacturer, ‘Souls’ insoles use high quality British leather and technology to create a shock absorbing cushion of air, which reduces the impact of walking on the body.

The ‘Souls’ insoles come in 6 different colour options. Vibrant tones: royal purple, poppy red and silver are designed for those who want to stand out, in sandals in summer or as a flash of colour in covered shoes. In contrast, subtle tones of baby pink, baby blue and slate grey are created for those who want a low key option that blends with their existing wardrobe.

“This project had been a long time in development because we wanted to get all the fine details right. I had been working with foot care brands for over a decade, but when my wife became pregnant with twins it was a different sort of insight that I was given into the value that insoles can have on womens’ bodies during pregnancy.” Says co-founder Andrew Wootton

Brief History

‘Souls’ Insoles is the brain child of founders Rob Lewis and Andrew Wootton. They have spent over ten years working on one of the world’s most recognised footcare brands. With their combined

industry expertise and life experience; each having three children, they were aware of the impact pregnancy has on the female body. Their insight led them to one of their mantras; 'looking after the body starts from the feet up'.

Souls' beautiful leather insoles are specifically designed and manufactured in the UK. The base templates are cut by hand to each of the sizes required for the Souls range, and the arch supports are manually applied to the base. Once these are complete the leather is cut by hand and stuck to the base making every single one unique with its own pattern. The process of making a single pair can take an hour or so and involves 4 people in the process including the cutter, the sewer, the fixer and the quality checker. They are made in our factory in the north of England.

**Souls are priced at £25.99 (plus postage and packing). There is an introductory 10% discount available here: [10Souls17](#)

For high res. images, further information and sample requests email: info@mysouls.co.uk

If you would like more information please go to www.mysouls.co.uk

Testimonials

"I'm really excited about 'Souls', I wish I had them for my first pregnancy. I had terrible back pain towards the end of that pregnancy and was mostly in bed for weeks towards the end with it... This time round I got my 'Souls' in place pretty early (maybe 2 months along) and I am a convert! These insoles give me a spring in my step."

"The supportive arch provides a noticeable and welcome benefit. I've noticed a big improvement in comfort whether worn for a short time or all day long"

"Wearing the insole makes my trainers feel brand new"

"Once my feet were used to the insoles I couldn't tell they were there and the ache I had in my ankle has almost gone"

"When I became pregnant I really hadn't thought about the impact on my feet. I was very conscious about other changes to my body but had completely ignored my poor feet, which would go on to carry the weight of both me and my growing baby! After hearing about Souls I wanted to look after my feet more and hopefully prevent problems further into my pregnancy so I bought a lovely pink shiny pair. I got them around 12 weeks and wore them every day to work (I'm a Primary School teacher so on my feet a lot). My feet felt really comfortable and I soon forgot I was even wearing them. I'm almost 38 weeks now and I haven't had any problems at all with my feet, no swelling and no pain and they don't seem to have changed shape or size. I'm so glad I got the Souls when I did and used them throughout my pregnancy, they have helped my feet stay happy and healthy during the last 6 months!"

"I think they're a really good investment, and I like the bright colours too – they look pretty cool in my sandals - like the K-Taping of footwear!"
