

Shoe Myths vs. Facts: What You Should Know About “Balance Shoes”

A quick guide from your local Kintec Pedorthist

Why you’re seeing these ads

Social media is filled with ads promoting “miracle” shoes that claim to fix balance, prevent falls, or eliminate pain. While some of the information they present may sound convincing, it is often **oversimplified or taken out of context** to promote a specific product.

Myth #1: “Soft, squishy shoes are bad for everyone”

Fact: Not necessarily. Extra-soft shoes *can* feel unstable for some individuals, but for others, cushioning helps absorb impact and reduce strain. A well-designed shoe provides cushioning **without collapsing under your foot**.

What matters:

- Material quality – higher quality will not break down as fast and provides better support
- Rebound (energy return) – a good quality cushion will shock absorb but not collapse under your foot like a marshmallow

Myth #2: “This one shoe works for everyone”

Fact: There is **no one-size-fits-all solution**. That’s why Kintec Fit Experts focus on **you**, not trends or advertising.

Your ideal footwear depends on:

- Foot shape
- Mobility and strength
- Medical history

- Walking pattern

Myth #3: “More cushioning = better balance”

Fact: Too much cushioning can sometimes:

- Reduce stability
- Increase muscle fatigue
- Contribute to overuse injuries

But the *right amount* of cushioning can improve comfort and performance.

Myth #4: “All ‘Hoka-style’ shoes are the same”

Fact: Not true. Showing one type of shoe and applying it to all users is misleading. The “squishy” Hoka shoe they show in the video is actually a high performance, marathon shoe that is specifically designed to have that much “squish”.

Even within one brand, shoes vary widely: Some are built for **distance running (very soft and responsive)**, others are designed for **walking or daily support**

When selecting footwear, key features include:

- **Stack height** (how thick the sole is)
- **Heel pitch** (height difference between heel and forefoot)
- **Stability features**
- **Fit and comfort**

These factors can affect people differently - which is why **individual assessment matters**.

The Bottom Line

A shoe that works well for one person **may not be appropriate for another**.

Be cautious of:

- “Miracle cure” claims or products promising to fix *everything*
- Fear-based messaging and over-dramatization



The best results come from **personalized fitting and evidence-based recommendations.**