

everystep

JULY 2025

The latest news & industry updates from the UK's largest podiatry product specialist.

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SafeTPen™



A Message from Louise Bakker, Managing Director



As we reach the halfway point of 2025, I'd like to thank you for your continued support and partnership with Canonbury. It's been a busy few months since our last edition of EveryStep, and I'm pleased to share some highlights with you.

It was a pleasure to see so many of you at the Royal College of Podiatry shows in Northern Ireland and Scotland, at the Primary Care Show in Birmingham and the Foothold & Running Conference in Telford. Meeting customers face-to-face always reinforces how important connection is in our industry, and we left both events feeling energised by your feedback and enthusiasm.

We've made some exciting strides since February. Our **Price Promise campaign – Ensuring Value: Delivering Excellence** – has been well received, and we're proud to have frozen the prices of over 700 products and reduced prices on nearly 300 more this year. This commitment underlines our promise to deliver quality without compromise.

We've also expanded our product range with the successful launch of the **K38 domiciliary drill** and **Kiato Blades**, both of which are already proving popular with practitioners across the UK.

Alongside this, we recently conducted our customer satisfaction survey. Your feedback has been invaluable – we've already taken several actions based on your responses, and we're committed to continuing to improve where it matters most to you.

As we look ahead to the rest of 2025, we're excited to be working on several new product launches and further additions to the Canonbury range – if there's anything missing from the Canonbury catalogue, please let us know! Our focus remains firmly on offering dependable quality, great value, and excellent service.

Thank you once again for being part of the Canonbury community. We look forward to continuing to support you and your practice in the months ahead. We're always a phone call or email away!

Warm regards,

Louise Bakker
Managing Director

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Meet the Team: Your Canonbury Sales Experts



Earlier this year, we welcomed some fantastic new faces to our sales team, and many of you may have already had the chance to meet them. Whether it's been at a conference, during a visit to your clinic, or over the phone, we hope you've had the opportunity to chat with them about how they can support you and your practice. For those who haven't yet had the chance - here's a quick introduction!



Steve Sheldon, Business Development Manager (North & Ireland)

Steve returns to Canonbury with 16 years of podiatry sales experience. Covering the North and Ireland, Steve is ready to help with everything from consumables to capital equipment.



Mark Lawrie, Commercial Director

Leading our sales and business development teams, Mark has 16 years' experience across manufacturing, sales, and customer service in the podiatry sector. He's committed to ensuring Canonbury continues to deliver the best products, service, and business support.



Tracey Bartlett, Business Development Manager (South)

Covering the South of the UK, Tracey brings deep expertise in healthcare and orthotics. She enjoys helping clinics run smoothly with tailored advice and support.

We're Here to Help

Whether you're looking for advice, equipment recommendations, or just a chat, Steve, Tracey, and Mark are here for you. We look forward to connecting with you soon at an event, in your clinic, or online.

On The Road & Making Strides

Celebrating Domiciliary Podiatrists & Foot Health Practitioners

Taking expertise beyond the clinic

While many patients love the familiarity of a treatment chair and waiting room, thousands simply can't get there. Age-related mobility issues, disability, chronic illness or rural isolation leave a growing cohort house bound. That's where domiciliary podiatrists and foot health practitioners' step in, transporting clinical-grade knowledge, infection-control standards and compassionate care directly to the doorstep. The Royal College of Podiatry reminds us that home visits are essential "for patients who are genuinely unable to access treatment at a clinic" rcpod.org.uk. By keeping people mobile, pain-free and independent in their own environment,

mobile practitioners protect overall health and quality of life.

Driving accessibility – and the profession's reputation

Mobile services have shifted public perception of podiatry from a static, appointment-only speciality to a dynamic, patient-centred profession. Families, carers and community nurses increasingly recognise podiatrists as an accessible first line of defence against ulceration, falls and infection. Every successful home visit widens the referral network and strengthens the profession's standing among GPs, district nurses and social-care teams.

Equipped for mobile excellence

A day on the road demands a toolkit that's lean, reliable and 100% compliant:

- Compact autoclaves: countertop units small enough for home storage keep instruments fully sterilised between rounds.
- Sterilised single-use sets: ready-packed Susol® and Instrapac® podiatry and nail-surgery kits eliminate cross-contamination risk and save precious prep time canonbury.com.
- Lightweight drills: battery life and torque now rival mains-powered units, making it easy to deliver high-quality finishing wherever you set up.

Canonbury – your partner on the move

Whether you're setting up a new domiciliary service or refreshing your kit bag, Canonbury has everything you need.

Podiatrists choice: the Saeyang K38™ portable drill

Canonbury's latest launch proves mobile doesn't mean compromise. The K38 Pro Brushless Portable Domiciliary Drill weighs in at just 420 g (control box) yet drives 35,000 rpm through a virtually vibration-free BS30 handpiece. A high-capacity Li-ion battery delivers up to 4.5 hours of continuous use; full recharge takes only three hours, and you can run on mains if the day overruns. An intelligent power-saving mode preserves battery life between patients.



Explore our Domiciliary range!



HARNESSING THE HEALING POWER OF NATURE

How Natural Ingredients Are Shaping Modern Footcare

From cracked heels and fungal infections to diabetic ulcers and chronic inflammation, the foot endures more than its fair share of ailments. While clinical treatments have long relied on synthetic formulations for fast and targeted relief, a quiet revolution is underfoot - driven by natural active ingredients. Today, science and nature are no longer at odds. In fact, it's the synergy between the two that is redefining how podiatrists care for their patients.

The Return to Nature, With Scientific Backing

Among the most exciting developments in modern podiatry is the use of natural ingredients - like plant extracts, essential oils, and marine microalgae - that actively support the skin's natural regeneration process. These biologically active substances are being formulated into creams, sprays and powders to help soothe, protect, and rebuild compromised skin.

Take **microalgae**, for instance - a powerhouse from the ocean that's packed with antimicrobial, anti-inflammatory, and cell-protective properties. One strain in particular, derived from *Spirulina*, has garnered significant attention in dermatological research. This microalga is capable of forming a protective barrier on the skin, defending against bacterial and fungal colonisation while simultaneously supporting tissue renewal.

What makes microalgae-derived ingredients so promising is their ability to do more than mask symptoms. Their multifunctional benefits - antiviral, antibacterial, and tissue-regenerative - make them ideal for vulnerable skin conditions such as:

- Fungal infections (e.g. athlete's foot)
- Cracked or callused heels
- Post-surgical healing sites
- Skin affected by diabetes or poor circulation

Evidence-Guided, Nature-Powered

Clinical studies have shown that certain microalgae extracts can reduce microbial activity and stimulate skin cell regeneration, particularly in areas subject to pressure and friction. The natural origin of these ingredients also makes them well tolerated by sensitive skin types, including patients prone to eczema or psoriasis.

Importantly, these natural agents do not compromise on efficacy. In fact, microalgae-derived bioactives have demonstrated remarkable stability and performance when incorporated into dermatological formulations - meaning their benefits persist on the skin long after application.

Not a One-Size-Fits-All Approach

Still, nature isn't always enough on its own. In clinical podiatry, there are many cases - especially those involving infection, ulceration or persistent

inflammation - where man-made, pharmaceutical solutions remain essential. Antibiotics, antifungals and corticosteroids play a critical role in acute management, and their use must not be undervalued.

This is where the real innovation lies: in combining the therapeutic potential of natural compounds with the targeted power of man-made medicine. Used together, these solutions can offer faster recovery, improved skin resilience and long-term protection - delivering the best possible outcome for patients.

A Future Rooted in Balance

As natural ingredients continue to evolve, guided by rigorous research and technological advances, they are finding their rightful place in the podiatrist's toolkit. Microalgae are just one example of how nature, when understood through the lens of science, can dramatically enhance patient outcomes.

For practitioners looking to elevate treatment regimens, the future lies in balance: not abandoning science for nature, nor ignoring nature in favour of synthetic medicine - but harnessing the best of both to support recovery, comfort and long-term skin health.

Spirularin®



Microalgae Active Protection



Continued Professional Development: Strengthening the Future of Podiatry

In a constantly evolving healthcare landscape, Continuing Professional Development (CPD) remains a cornerstone of professional excellence in podiatry. From the early days of qualification to decades into practice, maintaining and enhancing clinical knowledge is not just a regulatory necessity, it's a commitment to delivering the best possible care to patients.

CPD enables podiatrists to stay informed of emerging treatments, technologies, and best practices. It helps ensure that care remains evidence-based and aligned with evolving patient needs. In turn, this raises the standard of service across the profession and helps maintain public trust in the vital role podiatrists play within the wider healthcare system.

In many cases, maintaining membership with industry bodies and professional registers - such as the HCPC, IOP or the RCoP - relies on a consistent record of CPD activity. Beyond compliance, though, ongoing development reinforces the respect and recognition that podiatrists earn from peers in other clinical disciplines.

We're proud to support this professional journey! Canonbury's monthly CPD accredited webinars offer accessible learning experiences developed by Michelle Gibson - an industry expert with over 30 years' experience and a senior lecturer at the Global Banking School in Birmingham. Attendees can earn CPD points by tuning in and completing a short series of reflective questions to cement their learning.



Michelle Gibson, Podiatrist & Senior Lecturer, Global Banking School, Birmingham.

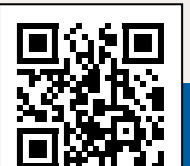
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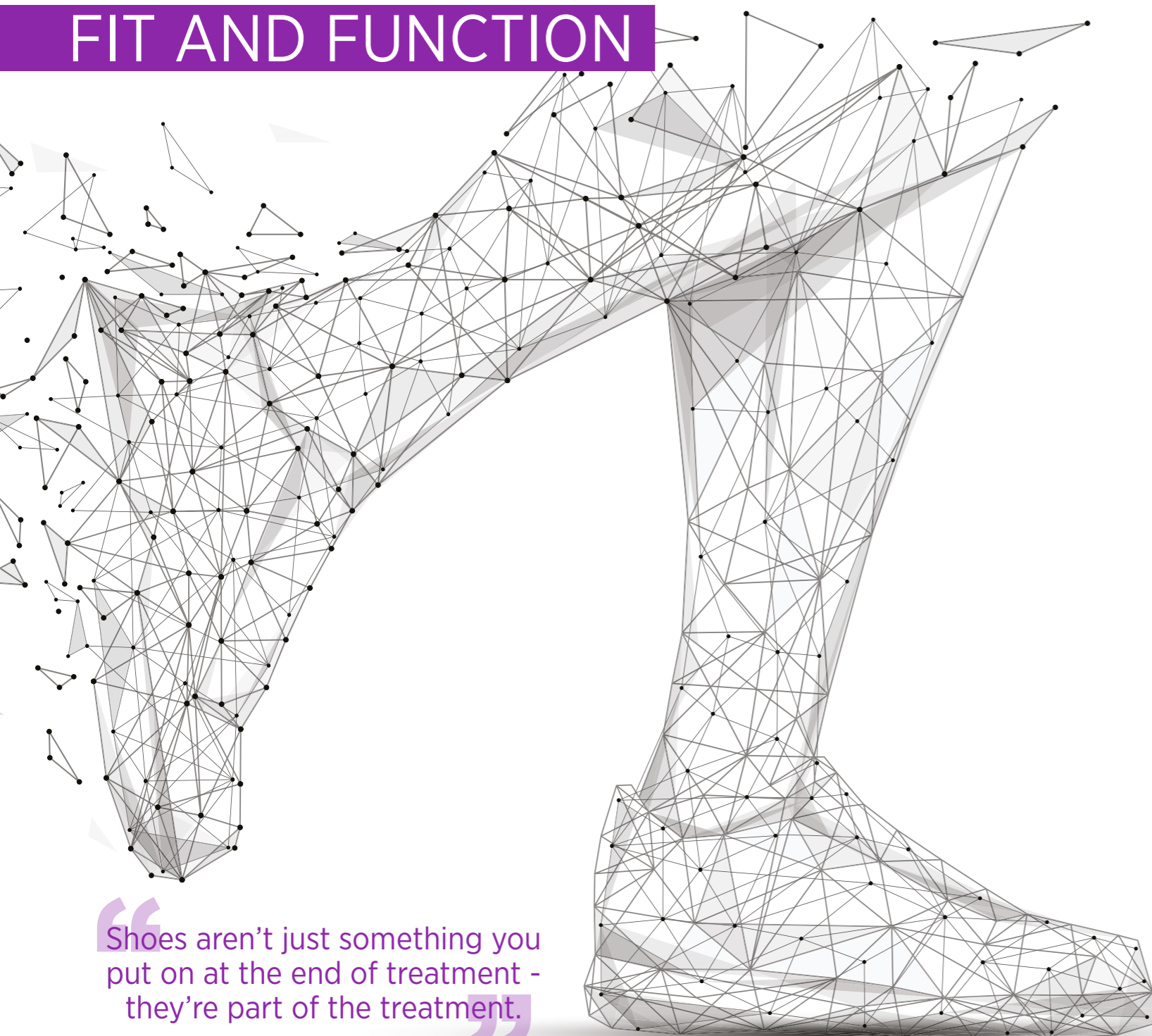
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VISIT WWW.CANONBURY.COM/EVENTS OR SCAN HERE



EXPERT INSIGHT: FOOTWEAR MATTERS – A PODIATRIST'S VIEW ON COMFORT, FIT AND FUNCTION



“Shoes aren’t just something you put on at the end of treatment - they’re part of the treatment.”



Featuring Mr D.K. Smith MSc, FootHouse Podiatry & Biomechanics
With over 25 years of experience in podiatry and a master’s degree in applied biomechanics, **Mr David Smith of FootHouse Podiatry & Biomechanics** knows a thing or two about feet, and more importantly, about what helps keep them healthy. In a recent blog, David shared his perspective on the role that appropriate footwear plays in managing foot conditions and improving quality of life for his patients.

In this edition of EveryStep, we’re spotlighting his expert advice on choosing the right shoes, and how they can work hand-in-hand with biomechanical assessments and custom orthotics to deliver lasting comfort and support.

“One of the most important aspects of treatment is recommending proper footwear,” David explains. “Footwear can make a huge difference—especially when it comes to conditions like plantar fasciitis, arthritis, bunions, or diabetic neuropathy.”

Comfort and Clinical Consideration

What stands out from David’s insights is the importance of supportive, specialist footwear, not just from a comfort perspective, but as part of a considered treatment approach. While he frequently turns to the Dr. Comfort range, particularly for its versatility and accommodation of deformities, he’s quick to point out what matters most: structure, adjustability, and compatibility with orthotics.

“The shoes I recommend need to do more than just fit—they need to absorb shock, ease pressure, and help support a more functional gait,” he says. “Rocker soles, arch support, and cushioned insoles aren’t gimmicks- they’re clinical tools.”

He also notes that foot conditions rarely present in isolation. Patients with diabetes, for instance, benefit greatly from breathable materials and seamless construction that reduces friction and lowers the risk of ulcers.

Why Biomechanics Matters

David’s approach doesn’t stop at recommending footwear, he integrates biomechanical assessments into his daily practice to assess posture, gait, alignment, and how each patient’s feet interact with the ground.

“Our assessments allow us to get to the root of the issue,” he explains. “When you understand how someone’s feet function, you can design orthotics that enhance their natural movement—and make sure their shoes are doing the job they need to do.”

When custom orthotics are created with this level of precision, patients experience significant improvements not just in foot comfort, but in mobility and even balance.

And when those orthotics fit seamlessly into supportive footwear, it’s a combination that really delivers.

Spotlight: The Annie Shoe

One model that has become a favourite in David’s clinic is the Dr Comfort Annie. Designed with adjustability and flexibility in mind, it’s an option he frequently recommends to patients with deformities such as bunions or hammertoes.

“It’s lightweight, has a roomy toe box, and can accommodate fluctuations in foot shape or swelling,” he says. “The neoprene and leather combo provides support without being restrictive.”

But perhaps most importantly, it ticks the boxes of both clinical function and patient satisfaction.



Dr Comfort, Annie

“Patients want shoes that work for them - but they also want shoes that look and feel good. That’s where the Annie really delivers.”

Footwear as a Foundation

At FootHouse, David and his team view footwear not as a standalone product, but as part of an integrated care pathway. By aligning a patient’s biomechanics with tailored orthotics and footwear, they’re able to help individuals move more freely, with less pain, and greater long-term comfort.

“Shoes aren’t just something you put on at the end of treatment - they’re part of the treatment.”

We’re grateful to David and the team at FootHouse Podiatry & Biomechanics for sharing their experience and clinical approach. To learn more about their clinic, visit www.foothouse.co.uk.

Canonbury is proud to support podiatrists like David by supplying a wide range of clinically considered footwear, orthotic solutions, and practice essentials.



Canonbury’s Professional Range of Footwear

The Professional Range of Canonbury’s Footwear offers practitioners a tailored selection to address diverse patient needs, enabling you to recommend the ideal footwear solutions for patients.



Vionic, Walk Max Wanderer



Scan to view the range!



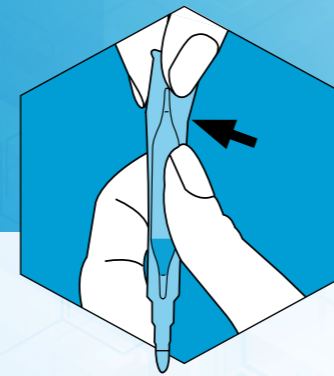
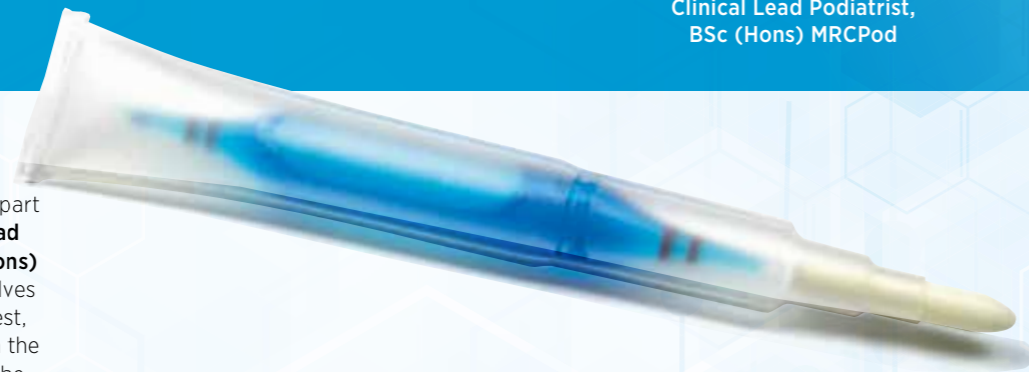


A Clinicians perspective

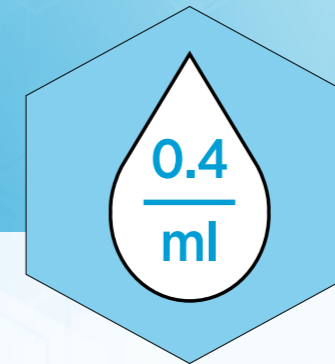
Why SafeTPen™ is Now Foot Medic's First Choice.



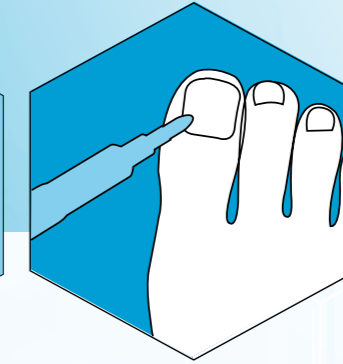
Martin McCafferty
Clinical Lead Podiatrist,
BSc (Hons) MRCPod



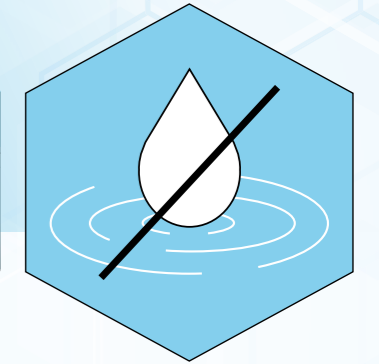
Snap, Snap, Squeeze



Liquid Phenol 89% USP



Precise Application



Safe, Non Splash

At Foot Medic™ Glasgow, delivering advanced, patient-centred care is part of everyday clinical life. As **Clinical Lead Podiatrist, Martin McCafferty BSc (Hons) MRCPod** explains, part of his role involves keeping the team aligned with the latest, evidence-based practices, always with the goal of improving patient outcomes. The clinic is known for its comprehensive and modern approach to podiatry, from MSK cases and orthotic therapy to regular nail surgeries and verruca treatments.

But like many busy clinics, the team faced a frustrating barrier when it came to phenolisation: regrowth. And in an already tight diary, re-treating nails wasn't just a clinical inconvenience, it risked adding stress to the team and patients alike. That's why they decided to try something new.

Switching to SafeTPen™: Why Foot Medic™ Made the Change

"We had used a few different methods - bottled phenol, laser, and preloaded swabs," explains Martin. "The swabs in particular were too thick, hard to control, and we were seeing a higher rate of regrowth. That just wasn't acceptable in such a busy clinic, especially when patients needed to come back for a second round of surgery."

That's when Martin came across SafeTPen™ - an innovative new delivery tool for liquid phenol that allows clinicians to apply phenol with more precision, accuracy, and safety than ever before.

Unlike traditional methods, SafeTPen™ holds twice the amount of phenol compared to alternative applicators, meaning fewer applicators are needed per procedure. Its non-splash design helps protect clinicians from exposure, and the pen-like tip allows for

"There was no regrowth at all, and we believe healing times have improved too"

a clean, controlled, and targeted delivery of phenol which reduces waste and improves outcomes.

"We saw it in *The Podiatrist* magazine and were immediately interested. Our only hesitation was around how it would fit with existing protocols, for example, one or three applications, but once we tried it we were impressed."

Early Results: No Regrowth, Improved Healing

Foot Medic™ began trialling SafeTPen™ on both partial and total nail avulsions. After just

a handful of procedures, the benefits were clear.

"There was no regrowth at all, and we believe healing times have improved too, something we're now starting to monitor more closely," says Martin. "The team were all happy to use it, found it easy, and were impressed by the lack of splashback. It's a major improvement over the swabs."

Another standout benefit was the coloured phenol, which made it easier to track placement during application, ensuring precise, consistent treatment every time.

Changing Practice for Good

Today, SafeTPen™ has become the team's go-to for all nail surgery procedures.

"This will absolutely be our method of choice going forward. It's easy to use, the results speak for themselves, and the team feel confident every time they use it."

And for patients? While most won't be aware of the tool itself, they're undoubtedly benefitting from fewer return visits, faster healing, and more consistent results.

"I'd absolutely recommend SafeTPen™ to other clinicians."

"I'd absolutely recommend SafeTPen™ to other clinicians. We've seen a measurable improvement in outcomes and fewer issues with regrowth. Honestly, there's no reason for us to consider anything else right now."

As SafeTPen™ continues to make its mark in podiatry, it's practices like Foot Medic™ who are forward-thinking, patient-focused, and clinically ambitious, that are proving just how game-changing the right tools can be.



Scan here for full video tutorial

SafeTPen™ at a Glance

The Revolutionary alternative for the application of liquid phenol



- ✓ Double the volume of phenol per applicator
- ✓ Non-splash application keeps clinicians safe
- ✓ Thinner, more precise tip for accurate delivery
- ✓ Coloured phenol for clear visibility and control
- ✓ Longer shelf life due to glass ampoule
- ✓ Improves workflow and outcomes in nail surgery



About Foot Medic™

The Foot Medic Group is a network of podiatry clinics throughout the UK & Ireland, that work in partnership to deliver the highest standard of patient care.

Learn more at: www.foot-medic.co.uk



Retailing with Confidence: Practical Marketing Tips for Growing Sales

Turn your clinic into a trusted retail space, offering your patients the products they need, when they need them, both in person and online.

A recent Canonbury customer survey highlighted a common theme - many podiatrists want to improve their ability to retail to patients but are unsure where to start. The good news? You're already halfway there. As a trusted healthcare professional, your recommendations carry weight. With a few small changes, you can turn everyday patient interactions into opportunities to improve treatment outcomes and grow your business.

Make It Visible: Create Simple, Effective Displays

Patients can't buy what they can't see. Position a small display area near your reception desk or waiting area featuring a curated selection of creams, powders, orthotics, and post-treatment essentials. Group products by condition (e.g. 'For Dry Skin' or 'For Heel Pain Relief') and use simple signage to highlight benefits. Including a few words on what the product does and why it's helpful will help your front-of-house team save time and prompts conversations naturally.

Pro tip: Use shelving at eye level and keep the display clean and uncluttered. Swap items

seasonally - think antifungal sprays in summer and warming creams in winter.

The Power of Conversation

Use treatment time to educate. When explaining a condition or performing a procedure, take a

moment to mention the recommended at-home care.

Train your team to confidently talk about product benefits, not to

'sell', but to reinforce clinical advice and offer convenience. Patients will appreciate being able to buy trusted products then and there, without having to shop around.

Encourage Repeat Visits

Why not offer a 'Product of the Month'? Highlighting a different item each month and offering a small discount, loyalty points, or a treatment-linked recommendations gives patients a reason to return, especially if they're not due for a check-up soon.

In today's digital age, retail doesn't stop at the clinic door. Your website, email list, and social media channels are valuable tools to support patients between visits and gently promote ongoing care.

Add Retail to Your Website

If you already have a website, consider adding a basic online shop, or a simple page listing the products you sell in clinic. Include product names, descriptions, and why they're useful. A direct link to purchase isn't essential, just seeing what's available can prompt patients to buy during their next visit or call ahead to reserve an item.

Start small: Focus on the top five products you most frequently recommend - creams, heel balms, insoles, sprays, and foot files are often a good place to begin.

Launch or Grow Your Email Newsletter

A monthly email is an excellent way to stay top of mind. Encourage patients to sign up by:

- Offering a welcome discount on their first retail purchase
- Highlighting seasonal footcare tips
- Letting them know when you have new stock or limited-edition items
- Sharing advice on at-home care and reminding them to restock essentials

Make the tone warm and helpful, just like your clinic environment, and avoid hard

selling - focussing on value, advice, and timely reminders.

Make sign-up easy by using a QR code on your reception desk or forms patients fill in, and team members can encourage sign up when customers are booking their next appointment.

Use Social Media to Educate and Inspire

Social media is one of the simplest, most cost-effective ways to reach both existing and potential patients. Use it to share bite-sized advice, highlight products, and build trust.

Ideas to try:

- 'Product of the Week' posts with quick reels or photos from the clinic
- Tips on managing common foot issues, such as heel pain or fungal infections, with subtle product mentions
- Behind-the-scenes content showing how you choose products for the clinic
- Patient FAQs in story format, e.g. "Can I use moisturiser if I have athlete's foot?"

Top tip: Use testimonials or product reviews from real patients - with their permission, of course - as social proof.

Ready to Get Started?

Retail doesn't have to feel like sales. When done well, it's simply an extension of your care - providing trusted, clinically recommended products that support recovery and prevention. Start small, stay consistent, and track what your patients respond to.

And remember, Canonbury is here to support you every step of the way, with

trusted products, merchandising support, and digital content to help promote your clinic.

For tailored support or product recommendations for your practice, get in touch with your Canonbury Business Development Manager today.

With You Every Step.

Retail Readiness Checklist

Use this guide to boost your clinic's retail potential:

In-Clinic Retail:

- Set up a small, clean retail display area in your clinic
- Group products by need (e.g. dry skin, fungal issues, post-treatment care)
- Add clear signage with short, benefit-led descriptions
- Choose 5-10 hero products to start with
- Brief your team on how to introduce products during appointments
- Introduce a "Product of the Month" to drive interest and repeat visits

Website & Digital:


- Add a page or section to your website listing retail products
- Include product descriptions and benefits
- Promote seasonal or popular items online
- Set up a newsletter sign-up form on your website (with QR code option for in-clinic)
- Plan a monthly email to share advice and promote featured products

Social Media:

- Create a simple content plan: 1-2 posts per week
- Share tips and advice related to footcare and follow-up treatments
- Highlight a "Product of the Week" with a short explainer or testimonial
- Use photos from your clinic (staff, products, displays) to build trust
- Tag relevant suppliers (like Canonbury) for increased reach and engagement

Ongoing:

- Ask patients for feedback on products they've used
- Track which products sell best and rotate stock accordingly
- Regularly refresh your display and update digital content to reflect seasonal needs



From Clinic to Centre Court: The Rise of Podiatry in Elite Sport

Twenty-five years ago, the presence of a podiatrist in an elite sports team's medical line-up might have raised a few eyebrows. Today, it's not just accepted, it's expected.

Podiatrists now play a vital role in maximising performance, preventing injury, and accelerating recovery at the highest levels of sport, from the pitches of the Premier League to the hallowed turf of Wimbledon. As the field has grown in recognition, so too have the career opportunities for podiatrists looking beyond the clinic.

A Quiet Revolution in Sports Medicine

Traditionally, sports medicine was dominated by general physicians, physiotherapists, and orthopaedic specialists. But as sports became faster, training more intense, and performance margins narrower, a more detailed understanding of biomechanics and lower limb health became essential.

Cue the podiatrists - bringing with them expertise in gait analysis, injury prevention, orthotic design, and chronic condition management - all critical for keeping athletes at peak physical condition.

What was once seen as a profession focused on corns and calluses is now understood to be pivotal to performance, with podiatrists making vital interventions that can mean the difference between gold and going home.

Spotlight Moments in Sport

There are numerous high-profile moments in sporting history where foot health and podiatry would have been quietly working behind the scenes:

During Wimbledon, players may compete for hours across multiple matches, leading to heel pain, achilles tendinopathy, or intense blistering.

Mo Farah famously struggled with a recurring foot injury ahead of the 2016 Olympics, a condition managed in part by podiatric intervention to keep him race ready.

In football, David Beckham's metatarsal fracture ahead of the 2002 World Cup became national news - highlighting the crucial role of podiatric input in recovery and rehabilitation.

In rugby and netball, where sudden pivoting and acceleration are part of every play,

podiatry helps mitigate ankle sprains, stress fractures, and overload syndromes.

Leading Podiatrists in Elite Sport

Though podiatrists in elite teams often work quietly, a few names stand out:



Ian Griffiths, consultant podiatrist in sports and exercise medicine, has worked with England Football, British Athletics, and the Premier League.



Nutan Shah, a specialist in sports injuries and biomechanics, serves as podiatrist for the England senior football team, Arsenal FC, and Crystal Palace FC.

She's also lectured at university level and been invited to Nike HQ in the US to advise on boot design.



Trevor Prior, a consultant podiatric surgeon, is frequently involved in elite sports medicine and has lectured extensively on sports injuries.

These individuals have helped raise the profession's profile, showcasing the strategic, science-led value podiatrists bring to high-performance environments.

Podiatry Careers Beyond the Clinic

The growth of podiatry in sport has unlocked exciting career paths for practitioners, including:

- ✓ Embedded roles in national sports teams
- ✓ Consultancy work in elite training centres
- ✓ Research and teaching in sports biomechanics
- ✓ Collaboration with footwear and orthotic manufacturers

This expansion reflects a broader understanding of feet as a foundation for performance, not just comfort. It's an exciting time for new graduates and seasoned professionals alike.

News!

Primary Care Show at the NEC

We were thrilled to attend the Primary Care Show at the NEC Birmingham this May, where it was fantastic to meet so many customers face to face. Day 1 kicked off with a real buzz - our stand was busy from the moment the doors opened, with high engagement around instruments and product demonstrations, especially our relaunched SafeTPen™.



The show proved a great opportunity to reconnect with existing customers, introduce ourselves to new ones, and reinforce our position as the UK's only dedicated podiatry distributor at the event. Thank you to everyone who stopped by - we're already following up on the many exciting conversations and opportunities that came from a very successful show!

2026 Appointment Books

Back by Popular Demand - Helping you stay organised all year long

We're delighted to confirm the return of our much-loved Canonbury Appointment Books for 2026 - designed with podiatrists in mind and packed with all the features you rely on.

- Easy-to-use layout for daily appointments
- Dedicated space for client contact details
- Forward planning pages into 2027
- Quick-reference Canonbury contact numbers

FREE with all orders over £75

Available from September 2025!

Just add to your basket before checkout or call us on 01280 706661 to order your copy.



Looking Ahead: Future Exhibitions

Visit us at the following exhibitions and take advantage of exclusive exhibition offers.



THE SMAE INSTITUTE
SMAE Annual Convention,
3-4 October 2025, Oxfordshire



ROYAL COLLEGE of PODIATRY
RCOP Annual Conference & Exhibition,
20-22 November 2025, Glasgow



Game, Set, Delivery! Supporting Champions from the Ground Up

Canonbury & Wimbledon: 25 Years of Expert Support Behind the Scenes

This summer marks over 25 years of Canonbury proudly supporting the All England Lawn Tennis Club with specialist podiatry equipment. And this year, our team made a special delivery right to the heart of the action - Centre Court at Wimbledon.

Pictured here: Steve Evans - Manager, and Graham Anderson - Wimbledon's resident Physio, flanking Canonbury's Hans Bakker on the famous grounds. The equipment we delivered will be working hard behind the scenes during the tournament, helping ensure the world's best players remain match-fit and mobile throughout.

Over the decades, we've seen podiatry gain real recognition in elite sport, and Wimbledon is no exception. From blisters and heel pain to high-impact injury prevention, podiatrists are key members of the support teams keeping top athletes on their feet.

A few foot-focused highlights from our time supplying AELTC include:

- Emergency treatment stations supporting players with acute foot trauma from intense five-set matches.
- The growing use of custom orthotics and foot pressure analysis in Wimbledon's medical rooms.
- Support for players returning from plantar fasciitis, ankle sprains, and stress fractures—often spotted and managed by podiatry teams.

Here's to another thrilling tournament - and another 25 years of keeping the champions comfortable, stable, and ready for match point.

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WALKING THE LINE: RECOMMENDING FOOTWEAR TO PATIENTS IN A STYLE-CONSCIOUS WORLD

For podiatrists and foot health professionals, recommending the right footwear is a natural extension of the care they provide. After all, the best clinical advice can be undone if a patient walks straight out of the consultation room and into a pair of unsupportive shoes. And yet, footwear remains one of the most delicate topics to raise with patients.



In recent years, social media has introduced a new dynamic. Podiatrist influencers now rate popular shoes out of 10, sharing professional insight into how well-known brands and trending styles stack up in terms of support, structure, and long-term impact on foot health. It's informative, entertaining, and often brutally honest - but does this translate into everyday clinical conversations?

The Personal Taste Predicament

Footwear is deeply personal. It reflects our style, our lifestyle, and - let's be honest - our budget. So when a podiatrist recommends changing shoes or avoiding a beloved brand, it can be difficult territory to navigate. While some practitioners confidently recommend specific shoes or styles, others prefer a more neutral, informative approach - arming their patients with key features to look for and letting them make the final decision.

The key challenge lies in striking the balance between professional guidance and respecting a patient's autonomy. After all, comfort and practicality don't always come in fashionable packaging, and telling someone their favourite shoes may be causing their discomfort isn't always well received.

Prescribe, Suggest or Step Back?

Some professionals opt for a direct route - prescribing or ordering footwear on behalf of patients, especially where medical necessity is clear. Others lean on show-and-tell tactics: demonstrating examples in the clinic, pointing out features like heel drop, arch support,



Watch MyFootDr on Instagram

or wide toe boxes. The goal? Empower patients with enough knowledge to choose wisely when they shop.

But what happens when they return wearing something... less than ideal?

It's important to acknowledge their choice with empathy. A poor footwear decision doesn't always stem from stubbornness, it can be down to cost, availability, or simply a lack of understanding. Reopening the conversation without judgment is the key to helping them feel supported, not scolded.

A Gentle Solution: The Simply Feet Affiliate Scheme

For those looking to guide their patients toward trusted options without being

too prescriptive, the Simply Feet affiliate scheme may offer a gentle middle ground. Through Canonbury's sister site, SimplyFeet.co.uk, practitioners can provide patients with a link to browse and shop podiatrist-approved footwear at their leisure. Patients receive 10% off their purchase, and the practitioner receives 10% cashback on the sale.

It's a simple way to recommend suitable options, without putting pressure on patients to buy there and then, or leaving them to navigate confusing high street choices on their own. And perhaps most importantly, it gives patients the freedom to shop at their own pace, within their own budget, knowing their practitioner has endorsed the platform.

simplyfeet



Learn more

Final Thoughts

Recommending footwear will never be a one-size-fits-all process. Whether you take a direct approach, offer suggestions, or simply educate and step back, the goal remains the same: to protect foot health in a way that respects each patient's individuality.

As podiatrists, you already walk that fine line every day - and perhaps, by offering the right tools and advice, your patients can too.

Empower patients with enough knowledge to choose wisely when they shop.

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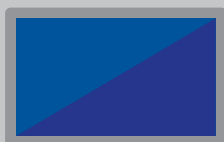
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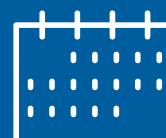


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