

Cracked heels?
There's More to the Story...



Hello Forward Family,

Have you ever slathered on lotion, used a pumice stone, maybe even tried foot masks—only to have your **heel cracks or thick calluses come right back?**

Here's the thing most people (and even some providers) miss: it's not just a skin problem. It's a pressure problem.

Let's talk about what's really going on—and what finally gets those feet soft and smooth for good.

Cracks & Calluses: What They're Trying to Tell You

Your skin is **protecting you**—that's why it thickens where there's too much pressure, friction, or imbalance.

But if your feet are constantly forming deep cracks or stubborn calluses, there's usually more going on underneath:

Common Causes You May Not Have Thought About

1. The Wrong Shoes

Open backs, hard soles, or poor cushioning = constant stress on your heels and balls of your feet.

2. Walking Pattern Issues

If your gait puts uneven pressure on certain spots, the skin reacts by toughening up.

3. Hidden Biomechanical Imbalances

Flat feet, high arches, tight calves—any of these can change how force hits your foot.

4. Damaged Skin Barrier

Frequent scrubbing, harsh products, and walking barefoot too often can **weaken your skin's natural defenses**, making it harder to heal.

What's Really Causing Your Heel Cracks?



Open-Back Shoes



Pressure Points



Walking Pattern



Over-Scrubbing

What Actually Helps

Instead of just removing the hard skin again and again, we go deeper:

Pressure Mapping + Gait Analysis

We find out exactly *where* and *why* you're building up pressure.

Customized Insoles (Not Just Store-Bought Ones)

Cushion the right areas to stop cracks from forming in the first place.

Foot-Specific Skin Care

We recommend medical-grade foams and gentle exfoliants that protect your barrier—not strip it.

Class IV Laser (yes, really!)

It improves circulation and speeds healing for deep cracks or painful skin tears.

QUICK TIP:

Avoid barefoot walking on hard floors at home.

It's one of the fastest ways to build up thick, dry skin—especially if your heels already

QUICK QUIZ:

Do You Know What's Causing Your Cracked Heels?

Answer YES or NO:

- 1 I wear open-backed shoes or sandals most days
- 2 My heels feel worse when I walk barefoot around the house
- 3 Lotion helps—but the cracks always come back
- 4 I notice thick, hard skin mostly on one foot more than the other
- 5 I've never had my walking or pressure pattern checked

If you said “YES” to 3 or more... it's time for a foot check!

Your skin may be doing its best to compensate for something deeper—and we can help you fix it.

Ready for Smooth, Happy Feet?

Tired of hiding your heels in sandals? Let's get to the root cause and stop the cycle.

Call us at **(925) 532-0099**

Visit forwardfeet.com

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