

# The Good Feet Store Opens in Columbia to Help Local Residents and Workforce Live the Life They Love

*The Leading Retailer of Premium, Personally-Fitted Arch Supports Expands with the Sixth Store in Maryland*

COLUMBIA, MD, UNITED STATES,  
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EINPresswire.com/ -- [The Good Feet Store](https://www.einpresswire.com/2024/11/12/the-good-feet-store-opens-in-columbia-to-help-local-residents-and-workforce-live-the-life-they-love), recognized nationally as the market-leading manufacturer and retailer of premium, personally-fitted arch supports, announced today the upcoming opening of a location in Columbia. Scheduled for December 12, the new store will be the brand's fifth location in the Baltimore area.

"We're very pleased to continue growing The Good Feet Store presence in the Baltimore area with our newest store in Columbia. Market expansion not only supports our business, it supports our customers in their journey to live the life they love with less pain," said Jonathan Cotten, long-term franchise owner and President and CEO of Easy Step Enterprises.

Situated at 6435 Dobbin Road, Suite 23, the new store joins nearly 300 locations open now nationwide and is part of a strategic growth initiative that stands to add more than 40 locations in 2024. The Good Feet Store opened approximately 40 locations in 2023 as well. As with all the brand's stores, the Columbia location will offer customers a no-obligation, free, personalized in-store fitting with a trained Good Feet Arch Support Specialist.



For more than 30 years, The Good Feet Store has been an innovator in foot health and wellness — and it starts with Good Feet Arch Supports. Consisting of three types of arch supports, the Good Feet Arch Supports System works in concert to provide better pain relief, performance, balance and comfort. By focusing on all four arches in the foot, the supports are designed to keep the foot in the ideal position for the body, which helps to eliminate the pain felt in the feet, knees, hips and back.

“Everything is connected,” said Dr. Pamela Mehta, MD, a board-certified orthopedic surgeon and Chief Medical Officer of Modern Performance + Recovery Brands. “Oftentimes people with low back pain, knee pain, or hip pain don’t even recognize that it’s actually coming from the poor support they have in their feet. The Good Feet 3-Step Arch Support System is clinically proven to provide significant pain relief in only 4 weeks\*, as found in an academic study conducted with Dr. Adam Landsman from Harvard Medical School and Massachusetts General Hospital.”

The Good Feet Store in Columbia will be well-suited to serve customers of all ages and interests. Beyond common lower body and back pains, the arch support system fosters wellness for professionals commonly on their feet, active adults and student-athletes.

“We are thrilled to announce the opening of our latest store in Maryland with Easy Step Enterprises Group. As a brand dedicated to empowering our customers to take control of their health, the Easy Steps Enterprises team is the right group to continue serving Marylanders,” said Richard Moore, President and CEO of Modern Performance + Recovery Brands, the holding company of The Good Feet Store.

To learn more about The Good Feet Store, visit the company’s website at <https://www.goodfeet.com/>

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#### About The Good Feet Store

Founded in 1992, The Good Feet Store is the market-leading manufacturer and retailer of premium, personally fitted arch supports, with nearly 300 retail locations in the U.S. and abroad. Engineered for comfort and pain relief in more than 400 styles, flexibilities and sizes, Good Feet Arch Supports are personally fitted to the precise needs and preferences of its customers and are backed by a Manufacturer's Lifetime Limited Warranty. The Good Feet Store operates with an end-to-end approach to maximize performance and ensure consistent quality standards. Good Feet Arch Supports are manufactured in a state-of-the-art facility in Carlsbad, California, and supplied exclusively to its retail locations. Each Good Feet Store location is staffed with well-trained Good Feet Arch Support Specialists who provide customers with a no-obligation, free, personal fitting. To learn more about The Good Feet Store and Good Feet Arch Supports, and to see Good Feet Store reviews from actual customers, visit [goodfeet.com](https://www.goodfeet.com).

#### About Modern Performance and Recovery Brands (MPRBrands)

Modern Performance and Recovery Brands (MPRBrands) is dedicated to improving physical well-being through personalized health solutions. With a focus on performance, recovery, and long-term wellness, MPRBrands unites a complementary ecosystem of brands including The Good Feet Store, ING Source (OS1st), Stretch\*d, and Compression Health. MPRBrands serves customers globally, offering products and services that address both temporary physical challenges and ongoing health needs. We believe that health and wellness should be personal, and we are committed to delivering solutions that make a real difference in people's lives.

For more information on MPRBrands and its portfolio of health and wellness brands, visit <https://mprbrands.com/>

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\* "A test of efficacy and foot position alteration in patients wearing Good Feet arch supports for the treatment of pain"; Massachusetts General Hospital Institutional Review Board #2022P000291. In an uncontrolled clinical study, at Day 30, most patients with plantar fasciitis reported a 50% decrease in pain.

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