

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

The Leading Retailer of Premium, Personally-Fitted Arch Supports Expands with the First Store in Alaska

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EINPresswire.com/ -- [The Good Feet Store](#), recognized nationally as the market-leading manufacturer and retailer of premium, personally-fitted arch supports, opened the brand's first location in Alaska on September 30th.



“Expanding our reach into Anchorage means we can support even more individuals to live healthier lives. This opening reinforces our commitment to enhancing lives, through job opportunities and by alleviating pain, boosting performance, providing relief from minor discomfort and aiding in recovery,” said Melanie and Steve Fahringer, experienced Good Feet Store franchisees for 25 years. “The Good Feet Arch Supports aid in fully aligning your kinetic chain, from your feet to your knees, hips and back.”

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*Melanie and Steve Fahringer,
Good Feet Store franchisees
for 25 years*

Situated at 1106 N Muldoon Rd, Suite 140 in the bustling Tikahtnu Commons shopping center, the new store joined more than 250 locations open now nationwide and was part of a strategic growth initiative that stands to add more than 40 locations in 2024. The Good Feet Store opened nearly 40 locations in 2023 as well. Like with all of the brand's stores, the Anchorage location offers 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 Pamela Mehta, MD, a board-certified orthopedic surgeon and Chief Medical Officer of The Good Feet Store. “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 Anchorage is 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 couldn’t be more excited about the opening of our newest store with Steve and Melanie. As a brand committed to empowering customers to take control of their health, we’re confident that Steve and Melanie are the perfect entrepreneurs to help people in Anchorage,” said Richard Moore, President and CEO of Modern Performance + Recovery Brands, the holding company of The Good Feet Store. “Their business experience, commitment to exceptional customer service, and foundational understanding of our brand and their clientele make them the ideal franchise partner in Anchorage.”

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

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 more than 250 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.

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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