

Move Over Dr. Scholls... Meet Newport's Dr. Roth

When it comes to putting your best foot forward the doctor to call is Ivar E. Roth, D.P.M. Dr. Roth is making great strides towards becoming the next Dr. Scholls as he continues to research and develop advanced products that will revolutionize the foot-care industry.

As a practicing podiatrist and a private doctor, Dr. Roth became disappointed with the lack of available effective treatments for foot problems. Foot care needed to be simpler and offer better results, but options were limited. So Dr. Roth embraced the old axiom that suggests if you want something done right, do it yourself.

And he did.

Dr. Roth determined to develop universal solutions by using his patients to create a line of amazingly effective products. He carefully tested and retested each design until he found a solution that met his high standards.

"I wanted to be a podiatrist ever since I was a kid," says Dr. Roth, who admits he wanted to follow in the footsteps of his uncle who was a podiatrist. He even earned a pre-podiatry undergraduate degree. Determined to be the best podiatrist he could be Dr. Roth scoured the nation to find the prestigious Podiatric Medical School in Chicago, IL. Dr. Roth also picked up a Masters Degree in Public Health at the University of Illinois. He then pursued a three-year residency in foot and ankle surgery. Very few podiatrists climb that high up the educational ladder.

Upon completion of this training, Dr. Roth returned to Newport Beach to begin his practice.

While in Chicago he trained with the foot doctor for the Joffrey Ballet, the Chicago White Sox, and the Chicago Bulls. He watched his mentor work with Nike to create insoles for their shoes. The experience

rubbed off, and Dr. Roth soon adopted an 'If he can do it, I can do it' attitude.

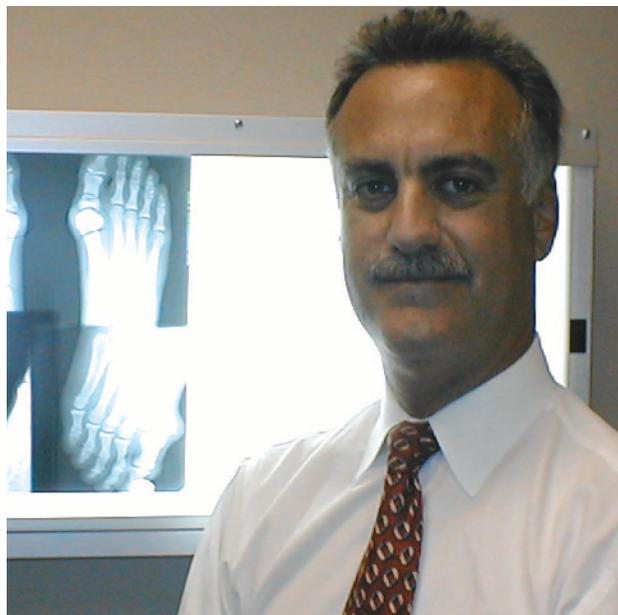
Dr. Roth's creative juices began to flow as he began working with dancers. Dr. Roth recognized that their foot problems were due to lack of arch support. He looked around at various products to solve the problem, but nothing worked adequately in the field of dance. So he designed a unique removable arch support. The product, called 'Fabs' (Foot Arch Band Support) worked wonders. "If you are experiencing pain in the sole/bottom of your feet, you can understand the problems encountered by professional athletes and dancers. Their success or failure often depend on pain free feet. Many of these people are now using my products to help alleviate their foot pain problems."

Dr. Roth found that what works for dancers works well for everybody. "The number one foot problem in the U.S. is heel pain and heel spurs. This solved that problem quite well in addition to simply providing great arch support," says Dr. Roth.

This simple design got the ball rolling. Dr. Roth experimented with adding magnetic material to the arch support and developed what he calls Mag Fabs. This product also took off.

Necessity became the mother of all Dr. Roth's foot care inventions.

"I believe that, decentralization from the doctor's office and the empowerment of the consumer/patient is a must; especially in these times of skyrocketing medical cost and debt ridden State and Federal budgets. Many foot problems can be relieved inexpensively by thinking outside the box, keeping it simple, making the product anatomically true, demanding the product be safe and effective, insisting upon the highest standards of quality and ensuring final product affordability.



I believe that my team and I have accomplished exactly this balance. Over the last several years we have made it a priority to develop over the counter products to treat the 10 most common foot problems." He then commenced to research and design unique products to tackle foot issues including foot and toenail fungus, pain under the ball of the foot, and diabetes related foot problems.

Much of his research has been conducted locally. The Foot Fixer kit was test marketed locally at Spa Gregorie's for fungus toenails and softer feet. They now offer the Dr. Roth's Signature Pedicure. Dr. Roth is taking his products and services to local spas and salons to make them convenient and readily available. He hopes to continue this trend by teaching and certifying pedicurists in his unique techniques.

This expands the menu of services a salon can offer to the public. "We are taking the 'visit to the doctor' out of the equation to help more people solve their foot problems," says Dr. Roth. "It makes it much more convenient and cost effective than going to the doctor's office."

Dr. Roth has sold over 100,000 devices through catalogue sales and local doctor's offices. He has been diligent in getting patents and trademarks on his line of products. "There's absolutely nothing like these products in all the world," says Dr. Roth.

Some of Dr. Roth's products are listed on the opposite page. For more information for foot care products go online to www.drroths.com or call (949) 646-8413. To make an appointment to see Dr. Roth call (949) 650-1147.

FOOT FIXER KIT

The solution to your foot fungus problems, the Foot Fixer Kit soothes itchy, cracked skin, eliminates athlete's foot, and rids your nails of fungus. The Foot Fixer Kit contains all-natural active ingredients, including Australian Tea Tree Oil, known for its healing and anti-fungal properties.



Dr. Roth's Foot Fixer Kit Includes:

Foot Balm

This silky-smooth emollient cream is specifically formulated for dry, cracked, flaky, and callused skin. Dr. Roth's Foot Balm soothes and moisturizes feet while also containing a natural antiseptic that fights microbials. Tea Tree Oil and other natural ingredients help Dr. Roth's Foot Balm protect feet from fungus and infection.

Foot Wash

Specially formulated for healthy foot maintenance, the delightful lather cleans and disinfects to improve your feet's health and appearance. Tea Tree Oil helps the Foot Wash fight athlete's foot and to soothe and protect dry, itchy skin.

Nail & Foot Gel

A powerful anti-fungal treatment, Dr. Roth's Nail and Foot Gel clears fungus nails like never before. Using natural ingredients such as Tea Tree Oil and Eucalyptus Oil, mother nature's fungus fighters, even the worst toenails are no match for Dr. Roth's Nail and Foot Gel. This specially formulated gel is also an ultra-rich moisturizer that can also be used to help painful cracked heels.

Foot Spray

This antiseptic, antiperspirant spray is ideal for fighting smelly, sweaty feet. Try using it after your shower and before athletic activities to keep your feet and shoes dry and comfortable. Tea Tree Oil and anti-perspirants help your feet stay dry and fungus-free.

Nail Brush to clear away flaky skin and nail debris.

Toe Cots enhance penetration during the nighttime Nail Gel application.

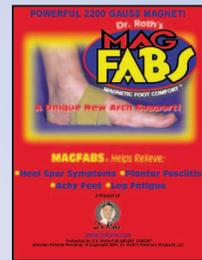
FABS

This unique arch support provides instant relief for tired, achy feet, heel pain, and the lower back pain caused by poor arch support. Originally developed for dancers and athletes, FABS are the only arch support you can wear with sandals or even bare feet. FABS' compression band and shock-absorbent pad provide foot comfort like you've never felt before.



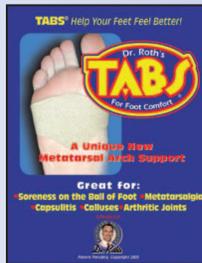
MAGFABS

FABS also come in a magnetic version: For additional relief use MAGFABS at night. MAGFABS' come with a powerful, 2200 gauss medical-grade magnet that works constantly to reduce inflammation and pain in the arch.



TABS

TABS' unique design provides instant relief to soreness of the ball of the foot. TABS can be worn with almost any shoe, sandal, or even bare feet. TABS' compression band and shock-absorbent pad provide foot comfort like you've never felt before. TABS' take pressure off the metatarsal heads.



MAGTABS

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MAGNETIC DISKS

Dr. Roth's medical grade magnets are rated at a powerful 2200 gauss. They are ultra thin, soft, very flexible and have a nearly pure unidirectional penetration of 2-3 inches. Pure magnetic charging guarantees that the maximum level of desired polarity is penetrating as promised. Both attributes: the pure polar charge and the very comfortable design are in our view the most advanced generation of therapeutic magnetic technology. Dr. Roth's Magnetic Disks can be adhered to most any place on the body by using Dr. Roth's Special Adhesive Tape. NH

