



SmoothToe Diabetic Socks Acquired by Lifestyle Medical Group

Saint Charles, July 8/ - **SmoothToe**, the only brand of diabetic socks available anywhere in the world with a **Lifetime Blister Free Guarantee** as well as a **Five Year Extended Warranty**, has new owners and is expanding internationally.

Lifestyle Medical Group LLC (www.SmoothToe-Socks.com) is pleased to announce its April 1st 2008 acquisition of the SmoothToe brand of diabetic socks and their introduction to the UK via the website: www.SmoothToe.co.uk .

“The expansion into the UK market with the SmoothToe brand is a natural extension of our comprehensive online marketing plan” said Greg Hoscheit, partner at Lifestyle Medical Group.

Mr. Hoscheit created the SmoothToe line while he was director of consumer products at Osborn Medical Corporation, and formed Lifestyle Medical Group to purchase the SmoothToe division from Osborn and develop other medical products.

“I was looking for high quality medical products for my pregnant clients and other clients with vulnerable feet, when I discovered SmoothToe Diabetic Socks on a trip to the United States in January” explained Dr. Joe Kabukoba, SmoothToe distributor in the United Kingdom.

Dr. Kabukoba, a Senior Consultant Gynecologist in Birmingham, continued

“There’s nothing on the market that compares to SmoothToe’s design and construction. Moisture management is of critical importance for the diabetic foot and SmoothToe uses 74% CoolMax fabric, which is the most I’ve seen in any socks. CoolMax is the acknowledged leader in moisture wicking fabrics and should replace cotton for use on the diabetic foot in order to limit bacterial growth, possible skin breakdown and infection.

Also, there are the medical benefits of graduated compression, which are well documented. SmoothToe achieves the necessary graduated compression without any of the discomfort often associated with medical compression hosiery. In fact, SmoothToe are more comfortable than regular socks, and as a result more patients are likely to enjoy wearing them.”

About SmoothToe

SmoothToe Diabetic Socks are dispensed as part of patient care at leading medical facilities such as the Gunderson Clinic in Wisconsin and The Mayo Clinic in Rochester, Minnesota. SmoothToe are also recommended by leading American Podiatric Medical Association members and other leading foot care experts.

SmoothToe customers online can take advantage of a **30 Day Risk-Free Trial**, where they have 30 days to try the diabetic socks before paying for them. See: <http://www.SmoothToe.co.uk/diabetic-socks-free-trial.htm>



Contact:

Greg Hoscheit

Partner

Lifestyle Medical Group LLC

+1 507 251 6092 Greg@LifestyleMedGroup.com

Joe Kabukoba

Managing Director

Boundless Health Ltd

(44)845 057 7864 customerservices@boundless-health.com