



Bring **balance**  
to your **life**



**medigel**<sup>®</sup>  
Magnatic Arch Care

CE



“ The human foot is a masterpiece  
of engineering and a *work of art* ”

Leonardo Da Vinci

## From the desk of Chairman

Foot is terminal portion of our body that bears weight, allows movement and an indicator of human health. The posture erectness is the key to prevent our metatarsal, heel, ankle & knee pains, spinal problems and eventually complete health. A connective tissue layer beneath our feet is the major cushioning zone that allows us to stand, walk, jump and to be mobile in our whole life. Just imagine a foot without such cushioning; it is like standing on pin-pointed nails.

We are developing wide variety of health care products using Medigel® (C<sub>3</sub>I organo-gel technology). The health care products are available as Marval Heel Care; Magnatic Arch Care; Maximal Fore Foot Care; Mollify Insoles; Premium Orthopaedic Footwears; Mystic Diabetic Foot Care; Miracle Gel Socks; Impact Resistant Gel Care; Active Health Care; Natural Touch Breast Prosthetic Care; Magic Touch Scar Reduction; Chillax Cushions and many other occupation specific health care products. We also dealt with SR Creations personal care range; Medipure aqua-gel range and other allied product lines.

We assure optimum cushioning beneath your foot or any joint vulnerable to injuries with significant elastic rebounding impact allowing comprehensive body care.

Let's put a best foot forward by adding this unique invention to your life !



(Ajay Gupta)

## Disclaimer

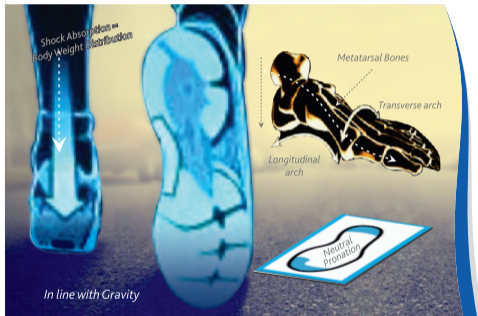
The content in this manual is based on understanding of foot related pains attributed towards occupational needs; wrong posture practices / selection of footwear, any diseased state under progression etc. The various practices (in the form of questions and facts) are indicative evaluated on the basis of extensive survey of data. The various products offered are being used by lakhs of users all across the country with full satisfaction. The company doesn't claim any product to be curative while they are preventive care thereby continuous usage of Medigel® products reduces pain as well as restricts aggravation of disease. Remember always look for G-certification, CE and ISO certification along with Medigel® (registered trademark of the company while technology is protected and reserved by Gel Craft, Italy). The use of Medigel® is delegated to Bionova Corporation exclusively for their use as well as authorized to delegate further to any other company. No other company is delegated to use / sub-delegate the use of this trademark on any of their products under this category. In case you receive any product with Medigel® trademark and suspicious to be non-genuine, kindly mail us at [bionovacorporation@gmail.com](mailto:bionovacorporation@gmail.com) to confirm whether product received is of right quality or not. We provide right quality product through online portals like Amazon etc., as well as our registered dealers in India, it is your right to receive quality product, just exercise your rights. In case the product is not of right quality and sold by our registered dealer, necessary action will be taken to ensure complete customer satisfaction.



Do you know that infant born  
without minimal arch, that  
develops within first  
10 years of earlier child growth?



medigel®  
Bring balance  
to your life



Do you know that arch (midfoot) provides shock absorption to foot during activity?



Sports Insole (with starter Arch) | Heel with Arch | Arch Support | Insole with Arch

Do you know that arch curve  
between heel and forefoot acts  
as pillar of strength & body  
weight distribution?



Sports Insole (with starter Arch) | Heel with Arch | Arch Support | Insole with Arch

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Flexible foot in children is often flat-footed without pain, observe your child carefully!



Sports Insole (with starter Arch) | Heel with Arch | Arch Support | Insole with Arch

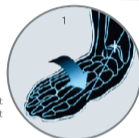




Progressive flat foot is  
accompanied with various  
altered dynamics of foot !



Inward Movement  
of Midfoot



Outward Movement  
of Heel (Hallux valgus)



Forefoot Turning  
Outwards



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Let your child be barefoot/wear  
slippers, playing outdoors,  
running; exercise their arches,  
less chances of flat feet!



Sports Insole (with starter Arch) | Heel with Arch | Arch Support | Insole with Arch

Numerous confounding factors/  
diseased situations lead to flexible  
flat feet in children!




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Tightening of calf muscles (Achilles tendinitis) and foot pains (plantar fasciitis) are also associated with progressive flat feet!



Sports Insole (with starter Arch) | Heel with Arch | Arch Support | Insole with Arch



Do you feel pain and stiffness  
in mid portion of foot after  
long walks?



Sports Insole (with starter Arch) | Heel with Arch | Arch Support | Insole with Arch

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Any discomfort within or  
pain near to ankle joint?



Sports Insole (with starter Arch) | Heel with Arch | Arch Support | Insole with Arch

Are you suffering from painful  
shin splints with increased  
foot activity?



Sports Insole (with starter Arch) | Heel with Arch | Arch Support | Insole with Arch

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Are you a runner feeling change in rotation of feet (overpronation) & loss of performance!



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Are you suffering from knee  
inward rotation and pains!



Sports Insole (with starter Arch) | Heel with Arch | Arch Support | Insole with Arch

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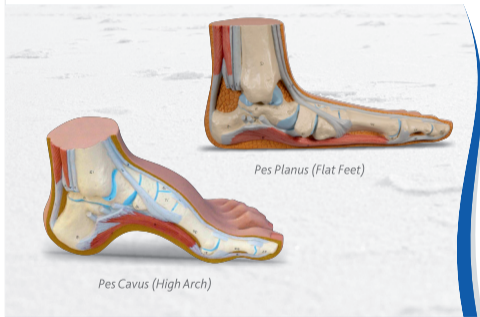
Are you suffering from back  
pain too!



Sports Insole (with starter Arch) | Heel with Arch | Arch Support | Insole with Arch


Numerous confounding  
factors / diseased situations  
lead to Adult flat feet!





**Pes Planus** (PP- Flat Feet, Hyperpronated Foot-20 to 30% prevalence) & **Pes Cavus** (PC-Supinated Foot, High Arch -10% prevalence)



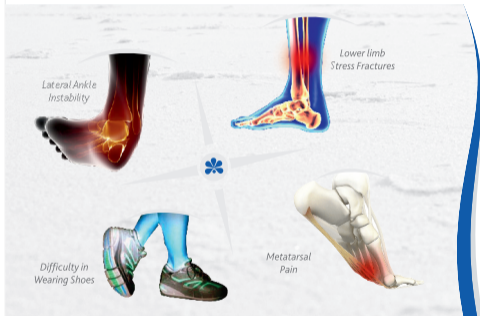


Lessening of ability to  
dorsiflexing of foot – High  
Arches getting rigidity



Sports Insole (with starter Arch) | Heel with Arch | Arch Support | Insole with Arch

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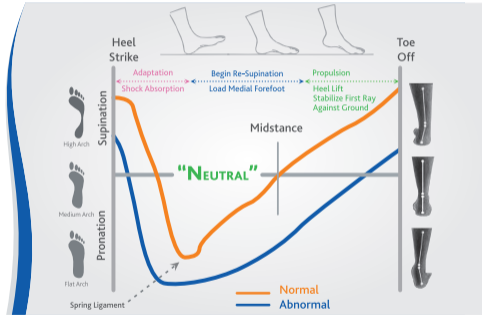


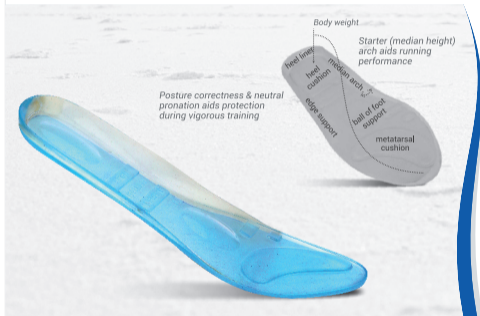
High Arch associated foot  
problems, accompanied with  
knee/ back pains!



Sports Insole (with starter Arch) | Heel with Arch | Arch Support | Insole with Arch

Do you know that stronger and normal sized arch ensures neutral pronation and protects foot!





Sports Insole (with starter arch)  
protects against sports injury &  
performance enhancer.





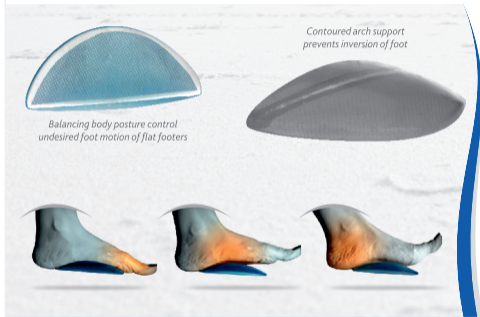
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Heel with Arch reduces heel pain  
& aid posture correctness



Sports Insole (with starter Arch) | Heel with Arch | Arch Support | Insole with Arch

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Arch Support align body posture and transfer weight effectively

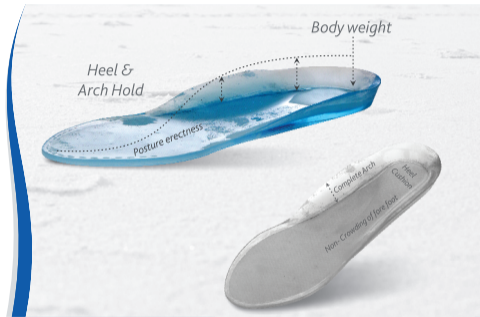


Sports Insole (with starter Arch) | Heel with Arch | Arch Support | Insole with Arch

Arch Support brings  
balance to your life  
(prevents aggravation of  
progressive flat foot)

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Bring **balance**  
to your **life**

Insole with Arch support -  
Performance enhancement;  
Foot Pain Reduction;  
Posture Alignment



Complete solution for progressive flat foot



Sports Insole (with starter Arch) | Heel with Arch | Arch Support | Insole with Arch

medigel®  
Bring balance  
to your life



Organic



Silicon Free



Elastomeric



Non Allergenic



Comforter



Impact Stabilizer



Posture Erector



Massager

Easy to Clean



Reusable

## STANDARDS WE COMPLY!



Sports Insole (with starter Arch) | Heel with Arch | Arch Support | Insole with Arch

## How to select right arch care product to enhance your performance?

Are you healthy with / without any pre-existing flat foot issues?

In case you are suffering from complete foot pains, even progressive towards ankle, knee and back pains, thereby confirmed progressive flat foot conditions.

Are you running / exercising ?

Use Heel with Arch

Select arch support of your size (in case 7-8 foot size, you should use medium, but for **for first month use next size - Arch Support Large**- you might feel discomfort or pain for sometimes

Do you get tired / losing your strengths?

Does your foot move inwards while walking and have intermittent heel pains?

Now **for next 03 months use your foot sized optimal Arch Support** i.e. Medium (for foot size 7-8)

- Use Sports Insole (with Starter Arch)

Does your foot move inwards while walking and have intermittent heel pains ?

If still have heel and forefoot pains, now switch over to **Insole with Arch (as per your foot size)** otherwise stick to Arch Support

Note: Insole with Arch is an ideal choice that works for all above conditions except supination, so choose it if still confused about what to choose.



Sports Insole (with starter Arch) | Heel with Arch | Arch Support | Insole with Arch

## User's Feed Back

Product(s) Purchased .....

Name of Dealer (if any) .....

Online purchase (Please specify Portal) .....

Name of User (In captitals) .....

Address for Correspondence .....

District ..... State ..... Pincode .....

Tel. No. (with ISD & STD code) .....

Mobile ..... E-mail: ..... Facebook .....

[Please send duly filled feedback to Bionova Corporation (Address at back of booklet)  
& get 5% cash back on next purchase\*, please keep you invoice safe as will be needed for purchase]

\* Terms & Conditions Applied (Mail us at: [bionovacorporation@gmail.com](mailto:bionovacorporation@gmail.com) to get details of our recent offers)





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*"At your service always."*



**BIONOVA CORPORATION**

A UNIT OF GELCRAFT HEALTHCARE PVT. LTD.

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