



# RETAILERS GUIDE



## WELCOME TO MDM

We have compiled this guide to assist you in understanding our brand philosophy and core principles when it comes to creating a dance shoe. We hope to empower you with a foundation to engage your customers with the MDM product.



## INTRODUCTION TO MDM

### THE FOUNDERS OF MDM



Timothy Heathcote

Following a career in professional dance, Tim was responsible for the design and commercialisation of dance footwear for the world's biggest brands, Bloch and Capezio. Tim's unique set of skills allow him to understand the needs of a dancer whilst pushing the limits of manufacturing capabilities.



Simone Goldsmith

Former principal artist of The Australian Ballet and dance mentor, Simone's deep connection to the dance industry is responsible for successfully building MDM's brand and maintaining MDM's relevance to the dancewear market.

### WHAT IS MDM ABOUT?

MDM is an Australian based company that produces the world's most technologically advanced footwear for dance that helps promote safe dance practice, injury prevention and functions as a training aid to correct pronation.

With testimonials and endorsements by leading podiatrists, physiotherapists, professional dancers, teachers and studio principals, MDM is shifting the conversation, developing dancewear that is better understood as dance equipment.

## WHY MDM?

### 4 SIMPLE REASONS TO CHOOSE MDM

- 1 MDM SHOES CAN REDUCE THE CHANCE OF INJURY**  
Using proprioception, MDM shoes will guide the dancer's foot in to the optimal alignment, helping students find their safest posture.
- 2 MDM SHOES STRENGTHEN**  
The Dance Base Support is designed to provide gentle resistance to the intrinsic muscles of the feet.
- 3 MDM SHOES SUPPORT**  
The Dance Base Support will gently support the arch, reducing fatigue and reducing the chance of injury.
- 4 AESTHETICS AND BEAUTY**  
While our shoes work hard in the background, to ensure that students stay healthy and happy whilst dancing, we have also ensured that our products look beautiful.

## DEFINITIONS OF KEY PRODUCT FEATURES

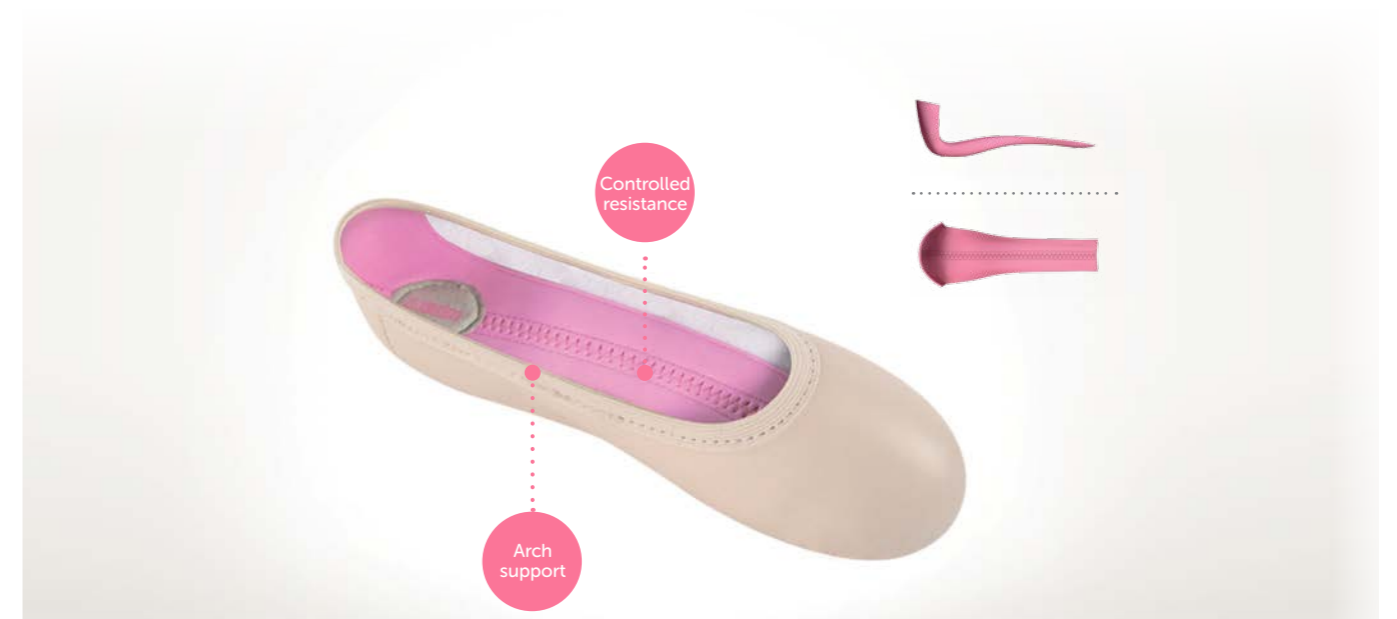
### DANCE BASE SUPPORT

**Description:**

Moulded EVA support structure built into the shoe.

**Benefits:**

- Accentuates the height of the arch.
- Allows the muscles to perform efficiently and recover faster when at rest.
- Pronation is a common dance technical fault. Through the process of proprioception, the Dance Base Support encourages alignment awareness and the opportunity to make small consistent adjustments to facilitate optimal positioning.
- As the dancer moves from whole foot into demi-pointe, the Dance Base Support continues to provide support to the foot and an awareness of the dancer's alignment through the ankle and lower leg.
- Reduced material wrinkling under the arch for a clean line.
- The Dance Base Support helps build strength in the small important (Intrinsic) muscles of the foot by providing controlled resistance. The development of these muscles is key to supporting a dancer's foot work development and the prevention of many common lower leg injuries.



### REFLEX CONTOUR

**Description:**  
Expandable elastic panel placed in the mid section of the shoe.

**Benefits:**  
Ideal for growing bodies - expands with the growing foot.



Allows the shoe to dynamically expand and contract with the dancer's foot, while maintaining fit and aesthetics at all times.

As the foot shortens in a pointed position the Reflex Contour contracts, ensuring the Dance Base Support is positioned correctly to provide resistance to the muscles. A clean, aesthetic line under the arch is also achieved.

### HYBRID SOLE

**Description:**  
Our name for the blend of split sole aesthetics and full sole support found in all MDM ballet slippers, most significantly featured in the Intrinsic and Elemental styles.

**Benefits:**  
Blends aesthetics and functionality, giving the resistance required for optimal working of the intrinsic muscles of the feet and support through the arch with the beauty of a split sole look.



Elemental Hybrid Sole

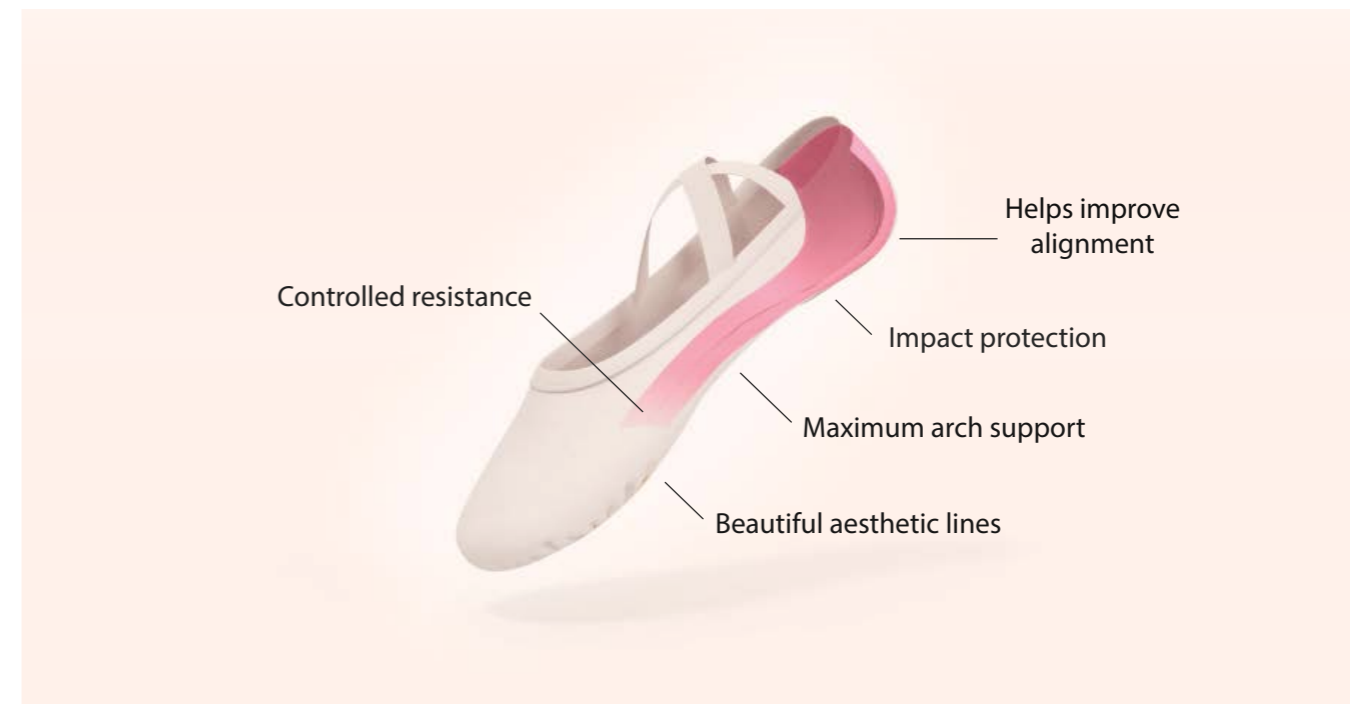
## UNDERSTANDING THE LANGUAGE OF MDM

### DANCE BASE SUPPORT

The patent applied Dance Base Support is designed to support the heel and arch, offering optimal assistance to the foot when working and at rest. Studies have shown that 70% of all dance related injuries are in the lower leg. Injuries may originate from alignment issues or technical faults in this region and the Dance Base Support addresses many of these problems.

Built on dance-specific 3D scanned lasts, the dance base support causes the shoe to sit perfectly against the contours of the foot for maximum support, resistance training and superior fit.

*Please note:* The construction of the Dance Base Support differs slightly depending on the style of shoe, however the alignment guidance benefits are the same across all styles.



## REFLEX CONTOUR

The Reflex Contour is a responsive stretch panel that's built into the mid-section of the MDM shoe. It allows the shoe to dynamically expand and contract with the dancer's foot, while maintaining fit and aesthetics at all times.

Reflex styles available in Intrinsic and Elemental ballet shoes.



## PROPRIOCEPTION

### Short description.

Proprioception is the sense of body awareness. It's the way we sense the relative position of neighbouring parts of the body and effort being employed in movement.

### Detailed description.

Proprioception is used to describe how we innately move our body parts to navigate the world. The sole of your foot has more sensory nerve endings per square centimetre than any other part of the body, and they collect information about how hard, uneven, how steep and so on. With this information you naturally adapt your gait, stride or muscles to safely move to your destination.

### Benefits of the MDM technology.

MDM shoes are unique as they use this amazing ability to inform you when you are in or out of correct alignment. The shoe creates a physical boundary (or tolerance range) for the foot/ankle to work within. If your alignment ventures outside of this range you will feel it, prompting you to return to the correct position. This is important to dancers, because misalignment in the feet can often be the cause of injuries that occur through the body, especially the lower legs, knees and hips.

## INTRINSIC MUSCLES

### Short description.

Intrinsic Muscles is a generalised term for a group of muscles located deep in a structure, in contrast to extrinsic muscles, which are on the surface of the structure.

### Detailed description.

The intrinsic muscles are sited closest to the skeleton and each muscle's origin (belly and insertion) are contained within the structure. In the foot, the intrinsic muscles are the support structure for the joints and aid in the stability of the arch and give dynamic control to the foot and toes.

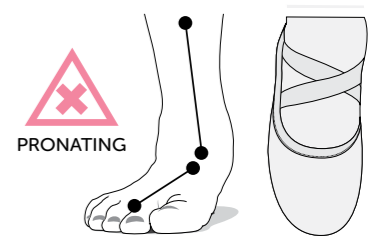
### Benefits of the MDM technology.

The MDM Dance Base Support provides support for the passive structures of the foot, the bones and ligaments. By supporting these structures, the Dance Base Support enables better efficiency and recovery and increased effectiveness of the active structures, the muscles. This ability leads to less fatigue in the muscles of the foot reducing the likelihood of injuries.

## PRONATION

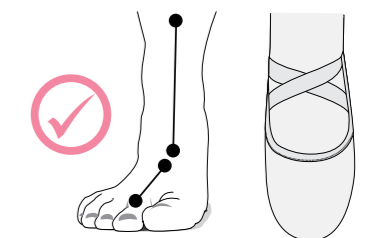
### Short description.

Pronation is the inward roll of the foot during movements such as walking or running. In dance it is termed "rolling".



### Detailed description.

Pronation or eversion is movement that occurs at the subtalar joint (just below the ankle) and is the body's response to ground reaction forces while providing shock absorption. Over-pronation or under-pronation are both potential faults, therefore the correct amount of pronation is important for correct foot alignment and bio-mechanics during movement and at rest. Over pronation or pronation at rest is a common fault seen in many dancers and may lead to injuries in the foot and or leg.





## PRONATION (cont.)

### Benefits of the MDM technology.

The Dance Base Support present in MDM shoes encourages optimal foot alignment by supporting the arches of the foot and in turn promotes the correct amount of pronation. If excessive or reduced pronation occurs the Dance Base Support offers feedback to the dancer.

## ALIGNMENT

### Short description.

Alignment refers to how parts of the body are positioned relative to each other.

### Detailed description.

Alignment is important in both passive and active positions and encompasses the bones, ligaments and muscles. Correct alignment of bones and ligaments enables more efficient control of the muscles and reduces unwanted stress. Alignment of the foot can impact significantly on proximal structures of the body.

### Benefits of the MDM technology.

The Dance Base Support, an exclusive patent of MDM, supports the heel and arch promoting correct foot alignment. This assistance enables the muscles to work at an optimal level and recover more efficiently.

## ELASTIC BINDING

### Description:

Tensioned elastic strip running across the throat of the shoe.

### Benefits:

Elastic binding eliminates the need for a drawstring. This results in a cleaner line and reduced pressure on the Achilles tendon.

## PRE-SEWN CROSS ELASTICS

### Description:

Elastic straps positioned to help hold the shoe against the foot.

### Benefits:

Superior fit and increased arch support.

## FLAT PLEATS

### Description:

Pleats allow the moulding of material over a curved surface.

### Benefits:

Reducing material bulk under the dancers foot increases awareness of the position against the floor and improves balance senses.

## MAXIMUM ARCH SUPPORT

### Description:

Aids the lower leg by supporting the muscles and ligaments in the foot.

### Benefits:

When supported correctly, the muscles in the foot are able to perform efficiently and recover when at rest. This reduces fatigue and lowers the risk of injury.



[www.mdmdance.com](http://www.mdmdance.com)