



medigel®

Marval Heel Care

*Calm your foot*

CE



Your feet carries body burden  
& never takes day

off  
Take good care of your foot  
by taking a day

off



meribel

## 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 actively involved in development of various technologies that can aid foot care. With the existing strength of numerous health care products (under the brand name Medigel®) ; we are now launching Medigel® Arch care developed from Italian C3I Organogel Technology for providing artificial cushioning designed for your feet. It includes *Lifestyle, Sports, Diabetics and Heel Care Socks*.

We assure optimum cushioning beneath your feet with significant elastic rebounding impact allowing complete care of your feet.

Let's put a best foot forward by adding *Miracle* to your life!



## 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.



Are you suffering from  
heel pain ?



Heel Pad (Plain) | Heel Pad (Wedge) | Heel Pad (Pando) | Heel Pad (Donut) | Ladies Heel Cushion  
Heel Care Socks | Heel Cup | Heel with Arch

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Do you feel pain in heel region  
after prolonged exercise or  
being gymmer  
/athlete under training?



Heel Pad (Plain) | Heel Pad (Wedge) | Heel Pad (Pando) | Heel Pad (Donut) | Ladies Heel Cushion  
Heel Care Socks | Heel Cup | Heel with Arch

Do you have to carry  
heavy weight material?



Heel Pad (Plain) | Heel Pad (Wedge) | Heel Pad (Pando) | Heel Pad (Donut) | Ladies Heel Cushion  
Heel Care Socks | Heel Cup | Heel with Arch



(refer: Manual on Ladies Heel Cushion & Heel Care Socks)

Do you wear  
uncomfortable footwear?



Heel Pad (Plain) | Heel Pad (Wedge) | Heel Pad (Pando) | Heel Pad (Donut) | Ladies Heel Cushion  
Heel Care Socks | Heel Cup | Heel with Arch

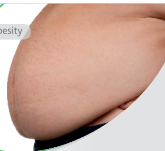
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Are you overweight or  
have recently gained  
weight suddenly!

Recent Weight Gain



Obesity



Steroid medication  
induced weight rise



Pregnancy induced  
weight rise



Heel Pad (Plain) | Heel Pad (Wedge) | Heel Pad (Pando) | Heel Pad (Donut) | Ladies Heel Cushion  
Heel Care Socks | Heel Cup | Heel with Arch



Are you suffering from any of these ailments or met vehicle accident putting more pressure on one feet?

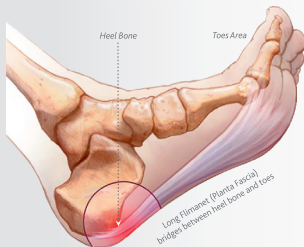


Heel Pad (Plain) | Heel Pad (Wedge) | Heel Pad (Pando) | Heel Pad (Donut) | Ladies Heel Cushion  
Heel Care Socks | Heel Cup | Heel with Arch

Do you feel aching pain  
heel region as you get up  
in the morning?



Heel Pad (Plain) | Heel Pad (Wedge) | Heel Pad (Pando) | Heel Pad (Donut) | Ladies Heel Cushion  
Heel Care Socks | Heel Cup | Heel with Arch



Extreme Heel Pain

↑  
 Straining of Heel due  
 to disruption in transfer  
 of body weight

↑  
 Any inflammation / injuring  
 to long filament

↓  
 Plantar Fasciitis

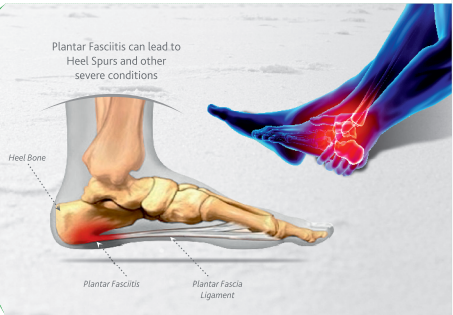
You might be suffering from  
 Plantar Fasciitis, a most  
 common cause of heel pain?



Heel Pad (Plain) | Heel Pad (Wedge) | Heel Pad (Pando) | Heel Pad (Donut) | Ladies Heel Cushion  
 Heel Care Socks | Heel Cup | Heel with Arch

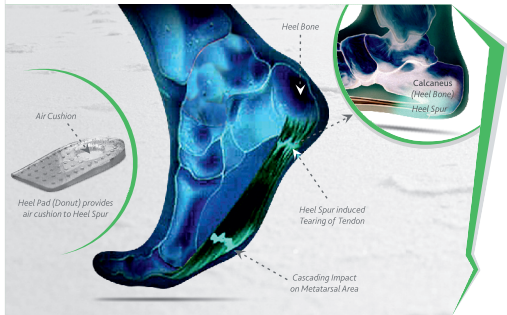


Do you feel unbearable poking pain in heel while you place your first step (barefoot) on any hard platform while walking ?



Heel Pad (Plain) | Heel Pad (Wedge) | Heel Pad (Pando) | Heel Pad (Donut) | Ladies Heel Cushion  
Heel Care Socks | Heel Cup | Heel with Arch

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You might be suffering from  
Heel Spurs-an outgrowth of  
heel bone poking into  
your soft tissue!!

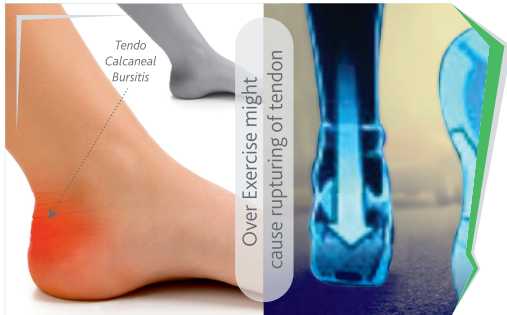


Heel Pad (Plain) | Heel Pad (Wedge) | Heel Pad (Pando) | Heel Pad (Donut) | Ladies Heel Cushion  
Heel Care Socks | Heel Cup | Heel with Arch

Does your heel pain is  
projecting towards ankle?



Heel Pad (Plain) | Heel Pad (Wedge) | Heel Pad (Pando) | Heel Pad (Donut) | Ladies Heel Cushion  
Heel Care Socks | Heel Cup | Heel with Arch



Have you recently enhanced your running intensity significantly without giving time to body to adjust?



Heel Pad (Plain) | Heel Pad (Wedge) | Heel Pad (Pando) | Heel Pad (Donut) | Ladies Heel Cushion  
Heel Care Socks | Heel Cup | Heel with Arch

Do you run on hilly terrains or  
feel tight calf muscle after  
running or both?

*Running in Hilly Terrain (Hiking)*

*Tightening of Calf Muscles*



Heel Pad (Plain) | Heel Pad (Wedge) | Heel Pad (Pando) | Heel Pad (Donut) | Ladies Heel Cushion  
Heel Care Socks | Heel Cup | Heel with Arch



Are you above 50 yrs of age  
feeling loss of strength while  
walking or pain after wards?



Heel Pad (Plain) | Heel Pad (Wedge) | Heel Pad (Pando) | Heel Pad (Donut) | Ladies Heel Cushion  
Heel Care Socks | Heel Cup | Heel with Arch

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Are you an aged person play  
basket ball or tennis on  
weekends only?



Heel Pad (Plain) | Heel Pad (Wedge) | Heel Pad (Pando) | Heel Pad (Donut) | Ladies Heel Cushion  
Heel Care Socks | Heel Cup | Heel with Arch



Prolonged Stair Climbing !



Heel Pad (Plain) | Heel Pad (Wedge) | Heel Pad (Pando) | Heel Pad (Donut) | Ladies Heel Cushion  
Heel Care Socks | Heel Cup | Heel with Arch



Are you on Fluoroquinolones  
Medication?

### Fluoroquinolone Warning

Brigitte M. Kawan  
JAMA. 2004;290(3):391-9. doi:10.1001/jama.290.3.391-9.

Text Size: A A A

Article Figures

#### Extract

The Food and Drug Administration (FDA) is requiring labeling for fluoroquinolone antibiotics to include a black box warning that patients taking these drugs are at increased risk of tendinitis and tendon rupture.

Despite an existing warning that fluoroquinolones may increase the risk of tendon rupture, a recent FDA analysis revealed that the agency continues to receive many reports of tendon-related adverse events among patients taking these drugs. In addition to the black box warning, the manufacturers of fluoroquinolones are being required to provide medication guides outlining the risk.



Heel Pad (Plain) | Heel Pad (Wedge) | Heel Pad (Pando) | Heel Pad (Donut) | Ladies Heel Cushion  
Heel Care Socks | Heel Cup | Heel with Arch

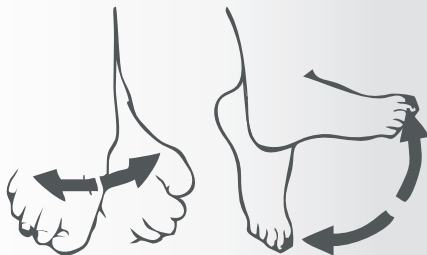


Feeling stiffness in Morning?



Heel Pad (Plain) | Heel Pad (Wedge) | Heel Pad (Pando) | Heel Pad (Donut) | Ladies Heel Cushion  
Heel Care Socks | Heel Cup | Heel with Arch

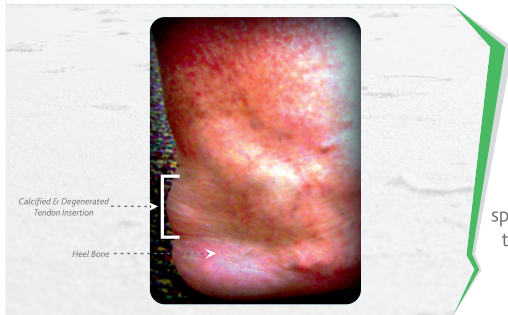
Difficulty in Flex Your Foot



Heel Pad (Plain) | Heel Pad (Wedge) | Heel Pad (Pando) | Heel Pad (Donut) | Ladies Heel Cushion  
Heel Care Socks | Heel Cup | Heel with Arch



## MARVAL HEEL CARE



Are you suffering from heel spur/plantar fasciitis, it might lead to straining of Achilles tendon ?



Heel Pad (Plain) | Heel Pad (Wedge) | Heel Pad (Pando) | Heel Pad (Donut) | Ladies Heel Cushion  
Heel Care Socks | Heel Cup | Heel with Arch

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Do you have swelling in  
Tendon region, touch to  
feel it, is it painful ?



Heel Pad (Plain) | Heel Pad (Wedge) | Heel Pad (Pando) | Heel Pad (Donut) | Ladies Heel Cushion  
Heel Care Socks | Heel Cup | Heel with Arch



You might be suffering  
from Achilles tendinitis?



Heel Pad (Plain) | Heel Pad (Wedge) | Heel Pad (Pando) | Heel Pad (Donut) | Ladies Heel Cushion  
Heel Care Socks | Heel Cup | Heel with Arch

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As your foot move inwards  
(falling arch or inner  
pronation) leads to pain in  
all joints with time!



Heel Pad (Plain) | Heel Pad (Wedge) | Heel Pad (Pando) | Heel Pad (Donut) | Ladies Heel Cushion  
Heel Care Socks | Heel Cup | Heel with Arch

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Heel with Arch reduces  
heel pain & aid  
posture correctness



Heel Pad (Plain) | Heel Pad (Wedge) | Heel Pad (Pando) | Heel Pad (Donut) | Ladies Heel Cushion  
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Organic



Silicon Free



Elastomeric



Non Allergenic



Comforter



Impact Stabilizer



Posture Erector



Massager

Easy to Clean



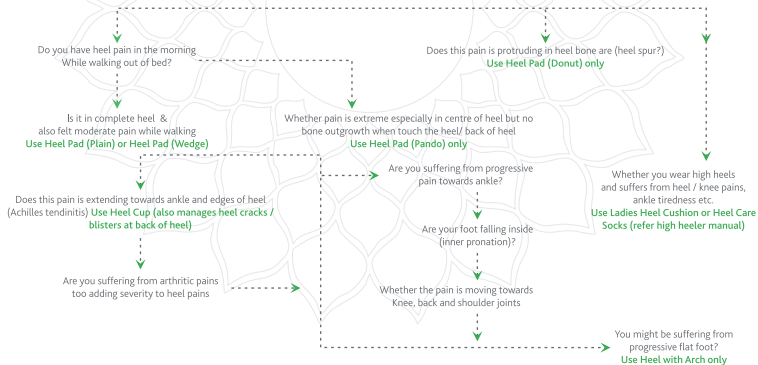
Reusable

## STANDARDS WE COMPLY!



Heel Pad (Plain) | Heel Pad (Wedge) | Heel Pad (Pando) | Heel Pad (Donut) | Ladies Heel Cushion  
 Heel Care Socks | Heel Cup | Heel with Arch

## How to select right heel care product for your heel pain?



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



Heel Pad (Plain) | Heel Pad (Wedge) | Heel Pad (Pando) | Heel Pad (Donut) | Ladies Heel Cushion  
Heel Care Socks | Heel Cup | Heel with Arch



MARVAL HEEL CARE

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Medigel® Marval Heel Care Products

Heel  
Care

01

Heel Pad (Plain)(HP)



02

Heel Pad (Wedge) (HPW)



03

Heel Pad (Pando)(HN)



04

Heel Pad (Donut) (HO)



05

Heel Cup (HW)



06

Ladies Heel Cushion (LH)



07

Heel Care Socks (HCS)



08

Heel with Arch (HA)



## User's Feed Back

Product(s) Purchased .....

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

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

Name of User (In capitals) .....

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 your 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)



Heel Pad (Plain) | Heel Pad (Wedge) | Heel Pad (Pando) | Heel Pad (Donut) | Ladies Heel Cushion  
Heel Care Socks | Heel Cup | Heel with Arch

## Medigel® Marval Heel Care Products

Feature(s)	Heel Pad (Plain/ Wedge) HP/HPW	Heel Pad (Pando) (HN)	Heel Pad (Donut) (HO)	Heel Cup (HW)	Ladies Heel Cushion (LH)	Heel Care Socks (HCS)	Heel with Arch (HA)
Cushioning at Heel bottom	++++	+++++	+++	++++	++++	++++	++++
Comforting at back of Heel	-	-	-	++++	-	-	+++++
Wedging towards front	++++	-	-	++++	-	-	+++++
Air Cushioning to Heel Bone	-	-	-	-	-	-	-
Extra Support to Heel Bone	-	+++++	+++++	-	-	+++++	-
Supporting Gel Edges	-	-	-	++++	-	-	++++
Elastin Fabri Support	-	-	-	-	-	++++	-
Body Weight Transfer	++	-	-	+++	-	+++	+++++
Basic Arch Support	-	-	-	-	-	-	+++++
Invisible Medigel Pad	-	-	-	-	++++	-	-
Flat Foot Stabilisation	-	-	-	++	-	++	+++++
Foot Massage	++++	++++	++++	++++	++++	++++	++++
Elastomeric Rebound	++++	++++	++++	++++	++++	++++	++++

Heel with Arch is useful in all types of heel pains in case you are still confused in selection of right product. However, in case of supination, heel with arch is not recommendable.

- : Absent; + : Lower; ++ : Moderate; +++ : Moderately Higher; ++++ : Significantly Higher; -++++ : Extremely Higher



Heel Pad (Plain) | Heel Pad (Wedge) | Heel Pad (Pando) | Heel Pad (Donut) | Ladies Heel Cushion  
Heel Care Socks | Heel Cup | Heel with Arch

## Medigel® Marval Heel Care Products

Causative / Type of Pain#	Heel Pad (Plain/ Wedge) HO/HPW	Heel Pad (Pando)* (HN)	Heel Pad (Donut) (HO)	Heel Cup (HW)	Ladies Heel Cushion (LH)	Heel Care Socks (HCS)	Heel with Arch(HA)
Plantar fasciitis	✓ (P)	✓	-	✓	✓	✓	✓
Heel Spurs	-	-	✓ (R)	-	-	-	-
Achilles tendinitis	✓	✓	-	✓ (R)	-	✓	✓ (P)
Blisters	✓	✓	-	✓ (R)	✓	✓	✓ (P)
Cracked Heels	✓	✓	-	✓ (R)	✓	✓	✓ (P)
Hind Foot Pain	✓	✓	-	✓ (R)	✓	✓ (P)	✓ (R)
Arthritic pain	✓	✓	-	✓	✓	✓ (P)	✓ (R)
Knee Pain	✓	✓	-	✓	✓ (P)	✓ (P)	✓ (R)
Spinal/back pain	✓	✓	-	✓	✓ (P)	✓ (P)	✓ (R)
Calf muscle pain	✓	✓	-	✓	✓ (P)	✓ (P)	✓ (R)
Progressive Flat Foot	✓	✓	-	-	-	-	✓ (R)
Pinched Nerves (Neuroma)	-	-	-	-	✓ (R)	✓ (R)	✓ (P)

Heel with Arch is useful in all types of heel pains in case you are still confused in selection of right product. However, in case of supination, heel with arch is not recommendable.

#- Indicative Utility; \*- [HN] provides extra cushioning w.r.t. [HP] at heel bone area; (P) - Preferable; (R)- Recommended;

\*\*-[HA] comes with basic arch support & body wt. transfer w.r.t. [HW]; [HO] is the only recommended choice for heel spurs; [HL] & [HS] are recommended for high heel induced foot care problems in ladies only



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Marval Heel Care

*"At your service always."*



**BIONOVA CORPORATION**

A UNIT OF GELCRAFT HEALTHCARE PVT. LTD.

WHO GMP Certified Facility

(ISO 9001 : 2016 & ISO 13485 : 2016)

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