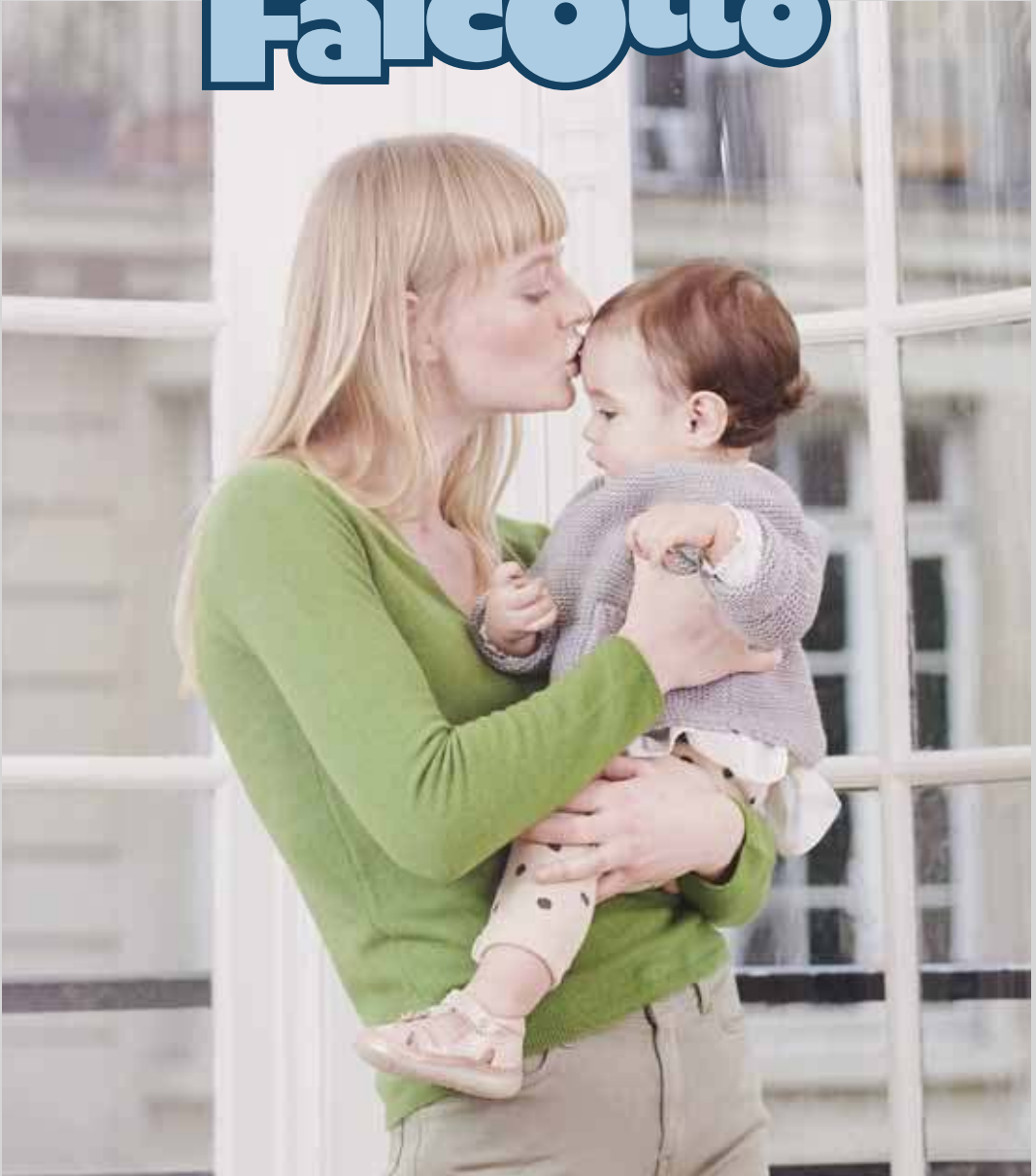


Falcotto



Pediatric guide to a child's first steps





Falcotto is the line for children who are crawling and beginning to take their first steps created by Italian company Falc, the industry leader in handcrafted footwear for children, who also produce the well known brand Naturino. Founded in 1974, in Civitanova Marche, in the heart of the Marche, an area with decades of shoe makers honing their craft. Today Falc is a global entity. Recognised across the world for the excellence, style and innovation This is the result of ongoing collaboration with pediatricians and our direct continuous dialogue with mums.

Pediatric guide to a child's first steps



FALCOTTO
Recommended by specialists

Every child who takes their first steps is at the beginning of the greatest adventure of all:
discovering the world around them.

On this journey, they develop their gait, their walking pattern for life. They must have shoes which support, and enhance their learning to walk, a must for health, while still being fashionable. A child's foot requires both protection and freedom of movement. Falcotto shoes include features which protect soft little feet so that children can safely



explore, during the crawling stage and when they take their first steps. Soft and flexible, with an all important supporting back counter for the ankle, and always in line with the latest trends in fashion. Falcotto shoes are always evolving, embracing research and collaboration with experts in the medical field. Falcotto has been awarded the seal of approval by the **APMA**, the American Podiatric Medical Association, one of the most authoritative international bodies in the sector. The APMA, has always specialized in the promotion of healthy feet and recommends consumers use quality footwear, safety and features to ensure feet develop in the correct manner: just the criteria you will find in Falcotto.



A Healthy foot helps the entire body to grow better

The foot is a complex and harmonious anatomical structure, formed by bone, ligaments, muscles and joints, which develops over time to support the entire body. Its numerous nerve endings determine the skin's sensitivity to contact and heat, as well as the important functions required for the coordinated movement of joints. Over the first few months, the feet are sensory organs with which the newborn gathers tactile information; for this reason, it is best to leave them barefoot as much as possible. Seventy percent of the information the brain receives regarding "how" to walk, run and jump is sent from the soles of the feet; as a result, the more children are able to feel the ground beneath them, the more they will be able to comprehend their surrounding environment and therefore they will more effectively develop their ability to walk.

THE STAGES OF GROWTH

Let's start crawling

After learning to sit up straight, the new born will begin to crawl and, in doing so, stimulate the plantar and finger muscles. In general, children begin to crawl between 6 and 12 months; there is no hard and fast rule as to when. Infact, some children skip this stage entirely and experiment with other methods of movement, such as moving on their tummies and, using their hands and feet, moving straight from the seated position to standing up.

Crawling is not a prerequisite to walking, and each child has their own personal psychomotor learning process. During such a delicate stage, the parent must first ensure there are no obstacles and/or hazards in the areas where the child is crawling. Once these have been removed, the child will benefit from being left to explore freely on their own, as much as possible. They will gradually feel safe and secure, and slowly get ready to stand up on their own two feet. Through all their attempts, the behavior of mum and dad must always be playful and encouraging, and never worried or over-protective.



Pediatric guide to a child's first steps



Their first steps

Those of you who have followed us overtime know this well: The first steps are fundamental to the growth of a child.

This is why it is important to understand when the right time has arrived for your child to put on their first pair of shoes, and how to prepare them for this big event.

First of all it is important to remember that when a child begins to take its first steps it is best they do it in bare feet, and in the safety of the home. The child will have maximum contact with the ground through the sole of their barefeet and will, therefore, be able to sense when they have optimal support and balance.

Before putting shoes on little ones, who in general tend to fuss and try to remove them, first get them to wear non-slip socks. In this way, your child will have warm and protectedfeet, while still having the freedom of movement that is necessary when learning to walk. After this initial period of home "training" with the aid of a push-walker, or the helping hand of mum and dad, your child will have taught the soles of their feet to maintain a certain level of stability. This is the time to get 1st pair of shoes, to protect and support their feet, while exploring the outside world.

In search of the just the right shoe

There is no doubt that shoes are not only for children, indispensable to maintaining a correct posture, preventing problems with the spine and, above all for little ones taking their first steps, essential to healthy development of the feet, legs and, more generally, overall motor development.

So, how do you select the first pair of shoes for your child?

The ideal shoe for growing feet must be comfortable, with a soft upper to allow the toes proper mobility without restricting them or forcing into an unnatural position.

Another fundamental detail is the sole, which must be flexible yet have firm reinforcements at the back of the foot (in line with the heel) to provide the child with greater stability and security when they are taking their first steps.

Lastly, remember that you must check your child's feet, approximately every 3 months, to ensure they have not outgrown their shoes. Use a template or measuring device to assess whether the shoes they are wearing still fit, or it is time to move up a size.

Now, with these little tips in hand, you are ready to conquer the world, hand in hand with your child.



The right size

Children grow quickly, and so do their feet which grow an average of 2 or 3 sizes each year (a size is equal to 6.6mm). It is therefore important to measure a child's foot correctly and at the right time. At the end of the day, the foot is subject to a type of structural relaxation which causes them to lengthen a little. This is the best time to take a measurement, which may vary by a few millimeters compared to the morning. At this age, millimeters are important. That said, length must be measured from the back of the heel to the tip of the big toe, positioning the child's foot on a sheet of paper, using a pencil to trace the line which joins the edge of the heel and the tip of the big toe. To this measurement, we add 1.2-1.5 centimeters in order to obtain the precise size of the shoes to buy.





FALCOTTO BEA



FALCOTTO BARTLETT



FALCOTTO HEART



FALCOTTO ADAM VL



FALCOTTO BEACH



FALCOTTO LAGUNA VL



FALCOTTO CONTE



FALCOTTO CARL

The role of the specialist

Right from the birth of your child, it is important to have their feet checked by a specialist who is able to immediately recognize problems with posture, the locomotor system, or any malpositions of the foot, problems with posture or the locomotor system.

Your pediatrician is so important. They can easily monitor the development of the feet through clinical observation or with the aid of a podoscope, an instrument which uses polarized light to provide a real view of the sole of the foot. If necessary, the pediatrician will refer you to other professionals such as a podiatrist or osteopath. In the event of a more serious pathology, they will refer you to an orthopedic surgeon.

The role of the parents

It is also important for the parents to actively work with the specialist and observe their child's movements in order to recognize any problems.

Among the small malpositions of the foot, one of the more common is flatfoot.

At birth, all children have physiological flat feet. It is only much later, through growth, that the process known as "development of the child's arch" occurs. This process begins around the age of four and is complete at the age of nine or ten. If this condition persists (or if the arch is too high), it is then necessary to consult an expert, as in the case of abnormal gait and posture, i.e.: a child who walks with their toes pointing inwards, with bowlegs or knock-knees, or if they trip over their own feet. In addition, parents should check their children's shoes at least once a week to see if the soles are wearing evenly across the entire surface of the sole.

The toes also need attention, for problems such as hallux valgus (bunion) or overlapping toes can be successfully treated if addressed in time.

Another frequent problem is an in-growing toenail, usually caused when a nail is trimmed incorrectly or the toes are compressed to get her by the shoe. This problem is increased by far by wearing of poor quality shoes, and shoes which do not allow the foot to breathe.



What to look for?

1

The shape of the child's foot: if the two feet look completely different from one another; if one foot turns one way and the other foot turns the other way (right foot facing inward and left foot facing outward), or if one foot is flat and the other arched when looking at the flat of the foot and the profile.

2

The position of the feet when the child is asleep: if sleeping on their front with the feet facing inward, or with the feet facing outward when on their back.

3

How does the child sit? Do they tend to sit in the W position (with the legs splayed out to each side).

4

If the child walks incorrectly, often trips, tires easily or has poor coordination in their movements.

5

If the child has one gluteus crease which is higher than the other.

6

If their shoulders or scapulae are asymmetrical.

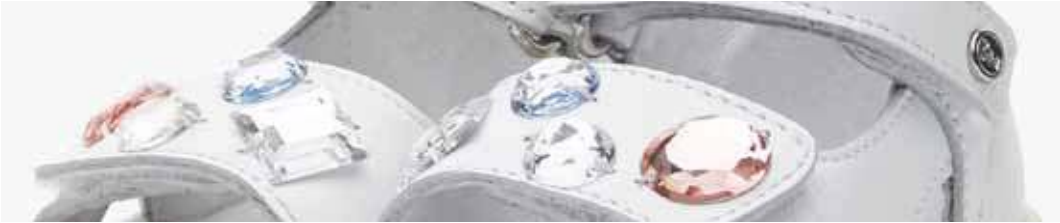
If you think your child presents one of the issues described, see your pediatrician.



Falcotto: Quality guaranteed

Parents who choose **FALCOTTO** know they are purchasing the best for their children because:

- They are fashion footwear, to wear with style! They are fun, comfortable, and from assist in establishing the proper gait from the moment they are ready for their first pair of shoes.



- Sole and upper constructed using rigorously tested materials which protect the foot and, at the same time, accompany each movement naturally, facilitating child development.



- The sole is soft, flexible and non-slip to allow the child's foot to maintain contact with the ground beneath and, at the same time, protect it from rough surfaces.



LIGHT

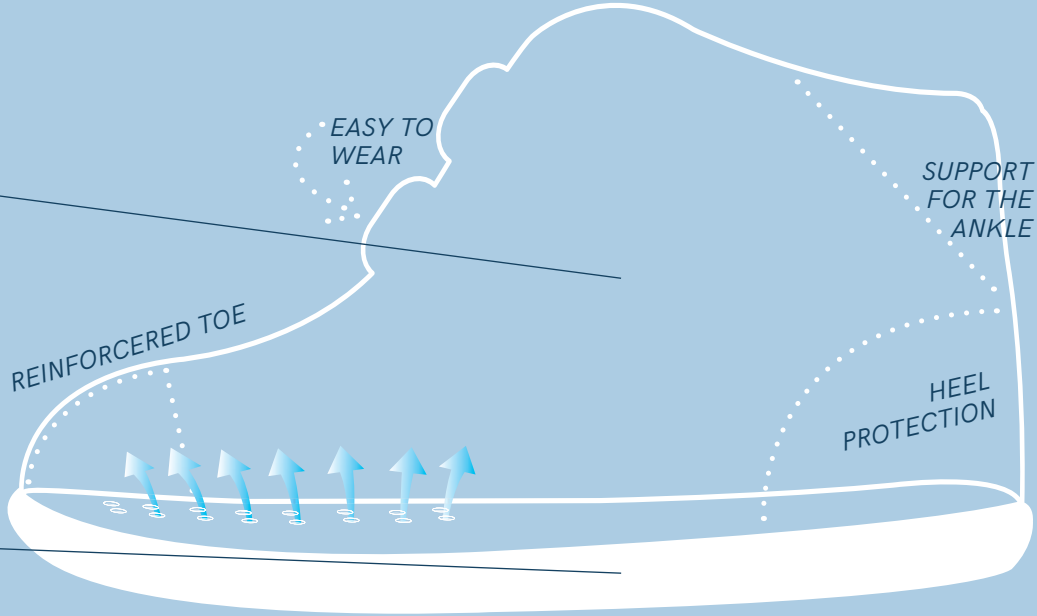
FLEXIBLE

NON-SLIP

BREATHABLE

PRACTICAL

RECOMMENDED BY PAEDIATRICIANS





A few little points to always keep in mind



- To promote movement, place your child on their back and let them kick their legs about freely.
- Only put their first pair of real shoes on their feet when they begin to crawl.
- Every 2-3 months it is a MUST to check their feet to ensure the length corresponds with the size of their shoes.
- After 2-3 years, periodically inspect their feet and toenails. Observe the child's gait for any deviations of the knee from the longitudinal axis and notify your pediatrician.
- Around 3-4 years of age make an appointment to see an orthopedic specialist and podiatrist.



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FOOT MEASURE

Remove and discover
your child's shoe size.
Simply align the outer edge
of the heel with the line
at the bottom.

Falcotto

place your heel here



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