

When to Get New Shoes

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Running shoes are usually considered critical gear for running. However, with costs upwards of \$120 per pair of running shoes, the question of when to purchase new shoes often arises. Further, with little research to guide this decision and with often contradictory information present on the internet, the running consumer can rightly feel confused about how best to make this decision. Understanding the basic framework of most running shoes as well as a few key principles may make determining when to purchase a new running shoe easier.

While running shoes vary by brand, style, and the amount of stiffness to the shoe nearly all running shoes feature the utilization of a similar component that makes up the midsole or arch of the shoe: Ethyl Vinyl Acetate, or EVA for short. EVA is the spongy material found in the midsole of the shoe that provides shock-absorbing capabilities for the shoe. It may vary in stiffness depending on the brand and style of the shoe but it generally will break down over time due to the weight of the runner and due to the amount of miles/time running in the shoe.

I recommend keeping track of when you purchased your shoe and consider purchasing a new shoe every 6 months or every 300-400 miles or whichever comes first. Think of new shoes like you would new oil for your car. Your car's engine runs best when it has fresh oil and you will run your best (or at least perhaps you will feel your best) when running in a fresh pair of shoes.

If you don't keep track of when you purchased your shoes and/or can't remember how old they are, another way to know that it is time to purchase new shoes is when you start feeling more sore either during or after running than usual. If all of a sudden you start noticing every bump in the road or every crack in the pavement it might be time to consider purchasing new shoes.

When it comes to purchasing shoes I recommend you go to a running shoe specialty store. The owners and employees of these stores often are runners themselves and can help answer your questions as well as fit you with a good pair of running shoes. With the many changes in shoe styles and brands it can be hard to know if you have selected the best shoe for your body type, running style, and your running goals. The enthusiastic employees found in many of the running shoe specialty stores in the Greater Cincinnati region can best help you find a new running shoe when the time comes.

Keep on Running!

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