

# news release

Mandarin Oriental Hotel Group Limited  
281 Gloucester Road, Causeway Bay, Hong Kong  
Telephone +852 2895 9288 Facsimile +852 2837 3500  
www.mandarinoriental.com



## **ACCLAIMED PEDI:PODIATRIST BASTIEN GONZALEZ UNVEILS INNOVATIVE NEW SHOE INSOLES AND FOOT CARE TIPS FOR FAMILIES, AVAILABLE EXCLUSIVELY AT THE LANDMARK MANDARIN ORIENTAL, HONG KONG**

**Hong Kong, 13 May 2016** – The international foot care expert Bastien Gonzalez is on a mission to change the way society looks at feet – starting with his very youngest clients to avoid the problems that poor care can create over time.

Foot problems are not reserved for ladies wearing high heels and for sport players. According to Gonzalez, it is essential to prevent potential issues developing at an early stage due to supination or pronation of the foot.

When the cause is genetic, early detection is essential to avoid problems from getting worse. Between the ages of 5 and 14 years old, for instance, foot workouts and professional insoles can help to alleviate the pain and improve the situation.

In response to a growing number of requests from adult clients looking to extend their own experience of foot care at the exclusive PEDI:MANI:CURE Studio by Bastien Gonzalez at The Landmark Mandarin Oriental, Hong Kong, the pedi:podiatrist will soon introduce BGA InSoles® for Children.

The tailor-made insoles are the result of extensive podiatric research and are designed to bring comfort, reduce skin problems, and prevent foot by supporting each unique pair of feet through distributing all pressure precisely on the sole. Each pair of BGA InSoles® is tailor-made, thermoformed and personalised to perfectly fit heels, sport shoes and children's shoes.

The consultant, undertaken in a soothing spa setting, includes advice specially tailored for parents and children on footcare.

-more-

Page 2

Bastien Gonzalez commented, “The importance of foot care from the youngest age is indispensable. There is an increasing trend of foot and backbone issues from the early childhood, for example, Vertebral Scoliosis is often spontaneous, it may be due to irregularities of foot and a wrong walking posture in the long-term. A pair of custom-made BGA InSoles would allow daily rectification while there are several foot fitness essentials that one should follow.”

Professional foot care advice will include professional recommendation of what shoes to purchase. Expensive shoes do not necessarily mean better shoes; it is important to know how to select a brand that combines performance and lightweight with different foot shapes.

The consultation will also include a tailor-made foot workout: Fitness Fetich is a workout for the toes designed by Bastien Gonzalez that helps relieve the pain caused by tight shoes, heels and standing on your feet all day long.

Gonzalez, often referred to as the 'foot virtuoso' and the 'Prince of naked feet', trains his certified podiatrists to follow strict guiding principles.

For enquiry, please contact The Oriental Spa at +852 2132 0011 or visit

<http://www.mandarinoriental.com/landmark/spa/>.

### **About The Landmark Mandarin Oriental, Hong Kong**

Intimate, contemporary and ideally placed in the vortex of Hong Kong's financial and luxury shopping districts, The Landmark Mandarin Oriental, Hong Kong sets the standard for personal service and stylish sophistication. State-of-the-art technology compliments alluring interiors in all of the spacious [rooms and suites](#), each one a tranquil retreat for business and leisure travellers. Chef Richard Ekkebus helms the kitchen at two Michelin-starred [Amber](#) restaurant and world renowned musical talents play in the unparalleled exclusivity of [MO Bar](#), equally popular on Sundays for its indulgent weekend brunch. Escape Hong Kong's

-more-



Page 3

urban bustle at The Oriental Spa with rejuvenating Yoga and Pilates plus the pure pleasures of exclusive facials, body treatments and award winning Signature Treatments. For more information and reservations visit [www.mandarinoriental.com/landmark](http://www.mandarinoriental.com/landmark).

### **About Mandarin Oriental Hotel Group**

Mandarin Oriental Hotel Group is the award-winning owner and operator of some of the world's most luxurious hotels, resorts and residences. Having grown from its Asian roots into a global brand, the Group now operates 29 hotels and seven residences in 19 countries and territories, with each property reflecting the Group's oriental heritage and unique sense of place. Mandarin Oriental has a strong pipeline of hotels and residences under development, with the next hotel openings planned in Doha and Beijing.

Visit *Destination MO* (<http://www.mandarinoriental.com/destination-mo/>), the online version of Mandarin Oriental Hotel Group's bespoke publication, MO. News about our award-winning hotels, the best dining experiences, spa treatments, travel retreats and interviews with the Group's celebrity fans is now just a click away. Further information is also available on our Social Media channels.

-end-

For further information, please contact:

*The Landmark Mandarin Oriental, Hong Kong*

Jessica Chong ([jessicac@mohg.com](mailto:jessicac@mohg.com))

Director of Public Relations

Tel: +852 2132 0087

[www.mandarinoriental.com/landmark](http://www.mandarinoriental.com/landmark)

Carolyn Lee ([carolynlee@mohg.com](mailto:carolynlee@mohg.com))

Public Relations Executive

Tel: +852 2132 0086