

VARSIITY  FOOTWEAR

CARE GUIDE



Discover the secrets to keeping your cheer shoes looking white and bright this season with our Cheer Footwear Care Guide.

REGULAR CLEANING: After each use, take a few minutes to clean off any dirt, debris, or stains. Use a soft brush or cloth to gently scrub the surface of the shoes. Avoid using harsh chemicals or abrasive cleaners that may damage the material. For a deep clean, we recommend soaking your shoes in mild, soapy water for 1-2 hours. We advise against putting your shoes in the washing machine.

SPOT CLEANING: If you notice specific stains or marks on your cheer shoes, gently dab the stain with mild soap on a soft cloth until it lifts. We recommend using the [Glo Athletic Shoe Cleaner](#) for spot treatment.

AIR DRY: Never put your shoes in the dryer. Instead, after cleaning, remove the foot bed inserts and let them air dry naturally at room temperature. Placing them in direct sunlight or using artificial heat sources can cause the shoes to warp or lose their color.

STORING YOUR SHOES: When you're not wearing your shoes, store them in a cool, dry place away from direct sunlight. Consider stuffing them with paper towels to maintain their shape.

TRANSPORTING YOUR SHOES: Carry your shoes in a bag with a shoe compartment or in a protective case to maintain their shape and to keep them from becoming dirty.

WEAR TRAVEL SHOES: Only wear your cheer shoes on performance surfaces, such as the track, court, or mat. Wearing a travel shoe like the Varsity Vibe to change into before and after games and practice will keep your cheer shoes in pristine condition.

ROTATE YOUR SHOES: Though Varsity footwear is built durable and tough, like all shoes, general wear and tear is expected. We recommend kicking off your season with two pairs of shoes – one designated for game day and the other for competition. Having two pairs of shoes will help extend their lifespan and give you maximum protection and support for your entire season.