



# FUSSPFLEGE AKTUELL

The magazine  
for the practice

Issue 1 / 2022

## Living between work and ergonomics with a sense of balance

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Receive a voucher equivalent to 20% of the fee when booking selected seminars for your next purchase.

# A new era with humanity

Beauty Forum has awarded the Prix d'Honneur de la Beauté to Jobst-Peter Gerlach-von Waldthausen. The trade journal is honouring his life's work. For his love of detail, focus on quality and the value he places on people have made him the grandmaster of footcare.

Jobst-Peter Gerlach von Waldthausen is driven by the idea that even the smallest changes can bring about vital improvements. "There are always ways to make something better", the Lower Saxony native explains. It was with the desire to advance the well-being of the feet that Jobst-Peter Gerlach-von Waldthausen took over the management of the Eduard Gerlach family business in 1978. Based on the quality claim - which had always applied - he consistently expanded the partnership with the specialist trade, led the company into a new era, and consistently oriented the product range to the requirements of the service sector, with a technology sector, cosmetics, medicinal products and medications. He expanded the problem and prevention oriented care of the feet with innovative products, and vehemently stood up for active substance cosmetics and accordingly high quality standards. Jobst-Peter Gerlach-von Waldthausen met the various needs of a differentiated target group with galenic variety - from creams to masks. But the GERLACH TECHNIK brand for practice equipment and mobile footcare also grew steadily. Today, the full product range includes 1,800 articles. The company's employees have increased from the original 36 to 160 in the present day. The company's products are available in 59 countries worldwide. Growth at any price was never among his principles. Instead, foresight and courage in recognizing innovations and carefully

To validate operational processes, he put significant efforts into advancing the introduction of software-guided quality management (SAP). This is not the only reason why Gerlach operates according to standards that are comparable to those used in drug production. That cannot be taken for granted in the industry. Quality also guided him with his pet project, the new construction. "It was important to me to give my son Timor a business that is well equipped for the future", he describes his motivation. The generational changeover follows tradition and shows the familial association through values such as loyalty, a down-to-earth attitude and respect are passed on. Nearly a year ago, grandson Maximilian was the first member of the 6th generation to be born. Based on this, the entrepreneur takes on responsibility for the company, the region and worldwide. "His friendly smile immediately promised a good partnership", Dr. Miroslawa Galecka, Miralex GmbH in Poland, who calls him a friend since 20 years, explains. Importer Anders Erichsen, Argo Fodpleje Artikler S/S, Denmark, is enthusiastic: "I feel like a member of the big family. I'm proud to be able to import GEHWOL products to Denmark and sell them here." As a person, Gerlach-von Waldthausen has remained down-to-earth despite his success. He is always focused on people being there for each other, and emphasizes that he puts a lot of effort into bringing people together. This has continued to be a win for professional footcare across the decades. The award of "the Oscar in the beauty trade" for his life's work therefore honors the humanitarian as well as the creator, pioneer, innovator and philanthropist.



implementing them for practical footcare are defining features. "We see our quality consciousness as part of our responsibility to our customers, and an essential aspect of our partnership with the profession", the prize winner stated.



# Living between work and ergonomics with a sense of **balance**





## Optimal conditions for better performance

An ergonomic environment and work organization are just as important as work-life balance. Relaxation by taking breaks, walking or with ergonomic equipment pays off – especially in jobs that are physically demanding. The risk of physical discomfort – and even injury – decreases.

The number of occupational issues remains high, especially in the cases of back problems and burn-out. According to the study "BURDEN 2020 - The Burden of Disease in Germany and its regions 2020" by the Robert Koch Institute, 61.3 percent of those surveyed said they had experienced back pain within the past twelve months. 15.5 percent said they had it chronically. According to the AOK, back problems are now the second most common reason for sick leave. In 2018, the German Trade Union Federation investigated to see just how many people are stressed at work. For example, the types of stress can include constant heavy loads as well as working in an awkward posture. The "DGB-Index Gute Arbeit" [DGB Good Work Index] shows that physical stress caused by working in a bent-over or forward-leaning posture is common. 31 percent of those surveyed complained about this.

This is also often the case for foot care professionals. It is not uncommon for them to keep the same, often uncomfortable position for 8 to 12 hours. For many foot care professionals, this has negative impacts on their health. Changing positions while sitting or walking a few steps between treatments does not do much to help. It takes at least 20 to 30 minutes of fast walking to have a positive effect on our metabolism and cardiovascular system.

As a practitioner, there are plenty of reasons for you to look after not just your patients, but yourself as well. There are a few approaches to this. They start with exercising, and continue with having regular breaks and a balanced diet. Ergonomic equipment, on the other hand, is essential for low-strain work. The fundamental principle of ergonomics is to relieve the strain on people during their work, while avoiding improper strain and increasing their range of movement in an orthopaedically sensible way. This is the principle that GERLACH TECHNIK has followed for over 50 years. Whether it is cabinets, patient or work chairs, or even hand instruments, functional design not only increases your work efficiency, but also provides relief in everyday life with ingenious concepts and details. These products were developed in a partnership with practices to incorporate user needs.



# User-oriented design for relief. As well as simple exercises.

Stresses in the practice and mobile foot care are high. A busy schedule with long periods of sitting in an awkward posture does not leave a lot of time for self-care in everyday life. There are three essential areas for providing relief in everyday life.

Joana Weingärtner, Head of GEHWOL Academy

The procedures of a treatment in a foot care practice usually follow a consistent pattern: welcoming the patient, getting them into the podology chair, positioning them, and then treatment followed by departure. This means high levels of physical strain for many foot care professionals in everyday situations. There are some simple tips you should follow to stay fit and avoid physical discomfort. Regular breaks are a must. Use this time for stretching and relaxation exercises. You can also take power naps by closing your eyes for 10 to 20 minutes. On a related note: Your eyes can use some relaxation too, especially since you are permanently focused during treatment. Optimized equipment for everyday work situations - both in the practice and on the road - makes an especially important contribution to relieving strain. One such example is the work chair in which we sit for most of the day. The Pending work chair, for example, has eight pendulums hidden inside. They pick up impulses from breathing and movement and carry them to the seat surface as resonant vibrations. The body has to continuously compensate for these vibrations. This trains the musculoskeletal system. Patient chairs like the Concept F3 have numerous ergonomic features, such as its wide range of settings to enable safe, comfortable and relaxed leg and foot positioning for customers. The lightweight mobile foot care case was designed so that all necessary materials, devices and instruments can be easily stowed away. To avoid cramping when working, handpieces and instruments should be comfortable to hold for periods of 8 to 10 hours. These examples show that you can provide relief not just with relaxation exercises, but also by using ergonomic equipment.

## The right grip for the hand

AESCULAP scalpel handle BB 63 from the GERLACH TECHNIK product range sets new standards for ergonomic work. The added grooves provide a perfect grip. The blade holder is simple to guide due to its round handle, and is easily turned with your fingers. This avoids unpleasant and strenuous hand twisting while working, protecting the wrist and preventing risks such as secondary arthrosis. The BB 63 is durable, ergonomic, time-saving, and can be used for a variety of scalpel blades. Making it, above all, cost-effective.



Like tires gripping the road - the grooves on the handle make the BB 63 scalpel handle a perfect fit for your hands.



Context

## Exercises for more relaxed work

Rigid posture and strained finger positioning often leads to a lot of physical strain. Stay fit with exercises that you can incorporate into your everyday life at any time, while preventing the effects of continuous stress:

- Mobilizing the neck area: Move your left hand above your head to the right temple. Pull your head down to your left shoulder (and vice versa). Slide your right hand along your thigh towards your knee (with increasing intensity). Moving your shoulders and arms in a circle relieves strain in-between.

Our hands and fingers often stay in fixed positions, such as when doing delicate work or working on the feet of a patient. With exercises, you can continue to work while staying relaxed:

- Loosening the wrists: Intertwine your fingers with each other, and draw a figure eight using your wrist.
- Stretching the fingers: First intertwine your fingers with each other (prayer position), and then stretch your palms out away from your body.
- Strengthening the muscles: Place the palm of your hand on a smooth surface and stretch your fingers upwards one by one. This is also helpful for purposeful coordination of individual muscle strands. It is easy to do when making a phone call, for instance.



The two images at left show more exercises that you can use to loosen up your wrists. The two images at right show good positions for stretching your fingers. There are many exercises for relaxing the hands. We have illustrated some exercises in a video. Simply click on the QR code and follow the hand exercises. We wish you success!

**For the perfect twist!  
It could hardly be more handy.**

AESCLAP Scalpel Handle BB 63 with blades BB 10-15







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# Running up the walls



**Geckos adapt their feet to the environment. They can climb smooth walls and hang upside down on the ceiling for hours without any problems. As impressive as these gymnastic manoeuvres are, they are impossible for us. But nature was often not so sure whether this characteristic was really so important. All told, it has evolved eleven times through evolution, but disappeared again at least nine times. But how does their foot miracle work, and why do geckos never need a pedicure?**

Geckos adapt their feet to the environment. They can climb smooth walls and hang upside down on the ceiling for hours without any problems. As impressive as these gymnastic manoeuvres are, they are impossible for us. But nature was often not so sure whether this characteristic was really so important. All told, it has evolved eleven times through evolution, but disappeared again at least nine times. But how does their foot miracle work, and why do geckos never need a pedicure?

Geckos seem to trick gravity itself. They can climb up glass panes effortlessly, and then hang from the ceiling by one foot. To do this, they figured out how to use the weakest binding force described in physics: The van der Waals force. This attraction force works when two molecules come very close to each other. ‚Close‘ meaning closer than a nanometre. It’s not easy to reach such a small distance between sufficient numbers of molecules. When seen through a microscope, even apparently smooth surfaces are interspersed with mountains and valleys. No matter how hard we press our feet against a glass pane, there is still not enough contact to make us stick due to this rough surface. Geckos’ feet have billions of tiny hairs on their soles, which in turn are covered with even smaller hairs. The van der Waals forces starts to act between each hair tip and the ground. Although the effects of this force between two molecules are infinitesimally small, it is enough to give geckos their surprising abilities when it happens on the scale of billions. So the secret of the gecko is to increase the sheer scale of the contact area. And that is the explanation for how a gecko can stick. But that is only half the secret. Because the animals are also able to lift their feet without any problems. And they can run up a glass pane in

seconds. A special lipid layer on their feet lets them detach their feet from the surface. These special abilities inspire researchers all over the world. In the field of adhesives, strong adhesion combined with easy release is a necessity. For example, think of a super-sticky sheet to hang shelves on the wall, or venturing up to the third floor on the side of a building with the help of gecko shoes. Unthinkable? Sure enough, engineers have already developed such an adhesive strip on a small scale. But it still needs more development before we will see it in hardware stores. Its model, gecko feet, has one more defining characteristic. These lizards never need a pedicure. Despite the fact that they never so much as bend a toe to keep their feet clean. Dirt just does not seem to stick to them. The nanometre-sized hairs are responsible for this fact. Particles of dirt smaller than the hairs disappear between the “adhesive” surfaces, and do not impair adhesion. The gecko removes all other particles with a special movement. Researchers have observed that the animals shuffle a tiny bit over the ground with each step. This is how they simply wipe off irritating dirt particles. Geckos are not the only creatures using physics to defy gravity. The feet of jumping spiders also use the van der Waals force. Nature offers a lot of room for inspiration and admiration. Especially when it comes to feet - and it has come up with quite a few things over millions of years. Here, feet are far more than the basis of movement: They represent a decisive survival advantage. Although we no longer depend on our feet for survival, they still influence our quality of life. Which is why, unlike geckos, we should give our feet the attention these marvels deserve.

**Geckos are split between lamellate and clawed geckos. Only the former can run up smooth surfaces. But even that has its limits. The animals will slip if their feet are soaked with water, or if the glass is wet.**







# The inventor of hiking

**Hiking is among the most popular leisure activities nowadays. But how did this activity first get started? Its origins reach far back into human history.**

Unlike modern government, the German king - who was also the emperor of Rome - did not have a fixed seat of government in the 12th century. The legitimacy of the rule of a monarch required a presence in the countryside, which meant that the monarch spent their whole life travelling their land along with their armies and court. Emperor Henry VI and his entourage, for example, travelled more than 4,000 kilometres while criss-crossing Germany in a single year, with a travel speed of 20-30 kilometres per day. The monarch rode or drove in a carriage, while most of the entourage travelled on foot.

Pilgrimages, or travel for religious reasons, go back even further. The earliest prominent pilgrim was Helena, the mother of Emperor Constantine. In 326 AD, she made her pilgrimage from Rome to Palestine. This forced the

development of the first Christian sites there. But besides its religious purposes, the journey was politically motivated as well.

People have always been on the move on foot, whether it was to go from one battlefield to another, settle in other lands, or simply to seek far-away work opportunities. But modern hiking probably has a different origin: "The only thing that drove me was the desire to get to know the exceptional height of this part of the world by sight." This is what the Italian poet and historian Francesco Petrarca wrote after his ascent of Mont Ventoux, about 100 kilometres north of Marseille. The mountain belongs to the Alpine region and rises another 1,100 metres up from the terrain. When measured from sea level, its height is 1,909 metres. "I was numb, I confess..." the scholar wrote in his journal. He was accompanied by his brother. He was expected to restrain himself in asking questions so as not to "annoy" the amazed Petrarca.





With his statements and journal, Petrarch documented that he was travelling purely for pleasure and to enjoy nature. Religious, political or any other reasons played no role. Going on the journey was both means and end. This is precisely what most hikers focus on today. The desire to enjoy nature and to pass through it without any stress or obligation is the focus of an entire movement.

A survey of nearly 3,000 hiking enthusiasts by the portal "bergzeit" last year shows that there are two reasons for hiking that stand out. Stress reduction and relaxation are high on the list, each being cited by 78 percent. But one reason still towers above them: feeling connected with nature (85 percent). According to the statistics portal "Statista", eight million people in Germany hike regularly, while 31 million do so occasionally. The German Alpine Club alone has 1.4 million members. The German Hiking Association has 600,000; coincidentally, it was founded at the same time as Eduard Gerlach's launch of GEHWOL FUSSKREM against sores and blisters. Today's hiking - which Petrarca rather unintentionally kicked off - has become indispensable. And anyone who hikes knows why: taking a deep breath, enjoying nature and peace, escaping from everyday life. Exactly the thing for grounding yourself and replenishing your energy during stressful times.

**Francesco Petrarca** was born in 1304. Together with Dante Alighieri and Giovanni Boccaccio, the story writer and poet is considered to be one of the most important representatives of early Italian literature and a co-founder of Renaissance humanism. The poet, who was huge by the standards of the time at 1.84 metres, studied law in Montpellier and Bologna, lived in Avignon and died in Arquà, where he owned a house called the Casa del Petrarca.





New construction series

Quality



# Innovation and progress are also a matter of trust

Eduard Gerlach GmbH has always worked at a consistently high level of quality. The new building included structures that not only secured the present quality, but also laid down the basis for being able to adapt to regulatory changes. Founder and Managing Partner Jobst-Peter Gerlach-von Waldthausen talks about the how and why.

## Mr Gerlach-von Waldthausen, the new building was built on top of a 'green field' area. Why not modernize the headquarters in the centre of Lübbecke as well?

Over the decades, we have always kept our traditional company headquarters between Bäcker- and Lange Straße up to date with modern facilities and equipment. It has not always been easy, but we have always had a strong willingness to engage with change. This also happens to be a decisive prerequisite for long-term success in the market. We have been creating our products based on the most modern standards and with the highest precision for one and a half centuries. The introduction of SAP some 15 years ago is an example of how we are continuously considering and finding ways of making our processes even better and more effective. At our old company headquarters, we finally

reached our limits. The decision for a new building as a future project seemed the right and compelling thing to do in order to be ready for coming decades.

## Is this also due to the fact that a new building allows for unrestricted modernization?

Of course, with something new, you can simply consider your needs in the planning process and then implement them accordingly. And that is just what we have done, creating an excellent setting for future development of innovative products while ensuring long-term quality.

## Could you give some more detail?

For a long time, we have been working by standards that are comparable to those in pharmaceutical production. Such a focus on quality is not a given in the foot cosmetics industry. For example, we believe that the requirements for

hygiene as well as ingredients will only continue to increase in the future.

Apart from the environment, the focus was also on supporting quality, research and development in the wake of modernization. The new building would not only be equipped with new processing technologies and analytical equipment, but with new leadership bringing in fresh expertise as well. With this, Gerlach can not only just meet regulatory quality standards for its product, but even exceed them.

## Do you have any examples of how this works out in practice?

More sensitive areas - like the laboratories and production - are operated under slight positive air pressure to prevent germs from entering from outside. Additionally, we have installed extensive filtering systems that ensure near-





sterile conditions. Employees wear personal protective equipment, and airlocks separate building areas from one another.

Conditions in the laboratory and in production are similar to those of a ‚clean room‘, meaning a production facility with an extremely low concentration of airborne particles. For example, similarly specialized manufacturing processes are used in bioscience research and pharmaceutical production. In the end, it is all about making production - and by extension, the products - safe.

#### Why is the focus on quality so important to you?

We see our quality awareness as integral to our responsibility towards our customers, and as an essential part of our intensive, real-life partnership with the profession. The quality of

products and the ability to keep improving products or developing new preparations is also a matter of trust, regardless of whether it's about highly effective cosmetic products or equipment for a foot care practice.

Quality awareness is evident in even the smallest details, some of which lead to significant improvements. Just think of the improved ergonomics and significantly reduced noise emission of our TITAN suction device, which we have introduced as a class IIa medical device, or the GERLAVIT Moor Vitamin Cream facial care, which has been reformulated according to the latest research findings.

#### How exactly does this affect trust?

Actually, everyone can answer that for themselves. When you buy a product, you expect it to be useful, to work and, above all, to be safe. This expectation is ingrained in us humans and is just-

fied. Trusting that preparations work and that technology and equipment optimize everyday life makes the work of foot care professionals easier.

The new building is therefore not only a modernization, but also underpins the loyalty to our customers that has existed for decades. In addition, the investment in the future of the new building forms the basis for being able to rely on the continued existence of our successful traditional company. We owe this not only to the profession, but also to our partners, the region and, above all, to our staff. Because they are the ones who create our products day after day.

Thank you for the interview!





Hairnets are worn in production under real-life conditions. These were omitted in the photoshoot for depiction reasons.



### Processing raw materials

Before the raw materials are used for production, as is the case here with GEHWOL FUSSKRAFT Green, the laboratory uses biochemical analysis methods to analyse the quality of the raw materials - for example with modern high-performance liquid chromatography (HPLC).



### Clean production

The production of the brand products is technologically state-of-the-art. GEHWOL, GERLAVIT and GERLASAN are produced in-house. This is not a matter of course in the industry, but has the advantage of remaining independent in quality management.



### Monitored, controlled, packed

Creams, lotions, butter, ointments - the produced goods are filled into the respective packaging. The production lines automatically bundle packs into shipping units. In the end, suitably picked packages come out, which then travel to the customers.





# Quality, research and development

**Users of active ingredients and produce cosmetics as well as individual medicinal products not only need validated quality management, but also high and modern technological standards in all work steps. With the new building, Gerlach has now “stepped it up a notch” in this respect as well. The focus of the modernization was on the work areas of quality assurance, research and development.**

Plans for the new building focused on safety. The production premises, for example, are permanently kept under slight overpressure. This makes it almost impossible for germs to enter from the outside. The installed aseptic filters exchange the air at regular intervals. Light, temperature and hygiene conditions are also optimal in the so-called “white area”, i.e. in production. In addition, the employees have to pass through a security gate. Gerlach operates under conditions that are otherwise only standard in sensitive areas, such as the production of medicines in the pharmaceutical industry. These are the ideal conditions for the production of active substance cosmetics in the GEHWOL, GERLASAN and GERLAVIT quality brands. Quality assurance begins when ingredient deliveries are received. In the laboratory, Gerlach experts examine raw materials for production. Among other things, state-of-the-art high-performance liquid (HPLC) or gas chromatographs are used to examine the raw material for the substances that it contains. This makes it possible to check the quality of a product, including its microbiological quality, during the entire production process - from the receipt of goods to each individual processing step in the production process, through to the finished preparation before shipping. All processes in the laboratory and production are logged in the SAP software by employees.



## Room for greatness

Filling our commodity wares takes space. The new building offers enough space to fill the different sizes. Experienced staff members use the modern instruments in the new premises for this purpose.

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Quality



# Diabetic foot

## Advice to diabetics; protect your feet!

The rate of people affected by diabetes is increasing steadily. It seems realistic to assume that there will be around 11.5 million people with type 2 diabetes in Germany in 2040. One particularly serious complication is diabetic foot syndrome, or DFS for short. The clinical picture usually develops after many years of diabetes. It is characterized by complex processes. The simultaneous existence of diabetic nerve damage (polyneuropathy), diabetic vascular insufficiency (macro- and microangiopathy) and a weakened immune system plays an important role. Poorly healing skin lesions can develop into foot wounds (ulcers) and eventually into severe inflammatory tissue defects (necroses). In the worst case, such processes lead to complete or partial foot amputation. Four out of five amputations in diabetics could be prevented. The prerequisite is, among other things, an appropriate risk awareness! According to the current GEHWOL Diabetes Report, this is the core of the problem. One third of diabetics are not aware that their feet need special attention. They often miss check-ups, and recommended measures for identifying patients at risk are not always used at examinations. This is particularly serious: Podiatry is usually only recommended if there is a prescription entitlement. If, on the other hand, those affected have to bear the costs themselves, the recommendation is often not made. Generally, podological care at the first diagnosis of diabetes could help to improve primary prevention. This is also what 86 percent of doctors say.



Source: GEHWOL Diabetes-Report 2021/22  
N = 107 Ärzte mit 2.793 Diabetespatienten  
Im Internet: <https://www.gehwol.de/Aktuelles/Diabetischer-Fuss-Praevension-und-Pflege-Report-2021>

37 %

of diabetics don't know that they need to look after their feet.

43 %

of doctors only inform diabetics when there is an identifiable risk of ulceration

39 %

of diabetics do not know what an ulcer is, or how one develops.

39 %

of doctors recommend podiatric treatment only if there is a prescription entitlement





Context

## Urea is set, but not only!

Skin care preparations with urea tend to be very popular among products for diabetic foot care. However, more than half of practising physicians believe that urea concentrations should vary based on the goal of treatment. Nonetheless, the efficacy of a care product does not depend on urea alone. The importance of the overall galenic concept is impressively displayed by the positive effects of GEHWOL med Lipidro Cream for dry and very dry skin. Along with 10 percent urea, it also contains algae extract and allantoin, plus avocado and sea buckthorn oil as lipid components. With this combination of active ingredients, the cream stabilizes the skin barrier and leads to noticeably higher skin hydration. Furthermore, and also very importantly, it increases the skin's blood circulation significantly. This effect on skin microcirculation is especially important for diabetics. This is because the blood supply to the skin, as well as the supply of moisture from skin blood vessels, is often reduced in neuropathic and ischaemic patients. Therefore, the fact that GEHWOL med Lipidro Cream significantly increases microcirculation is a decisive benefit. The majority of doctors also believe that, generally, attention should be paid to formulations which positively influence skin microcirculation.



Aktion

# #Savethe4

Diabetes affects us all. You may be affected yourself or have someone in your circle of acquaintances who is ill with it. In fact, the probability of this is very high, since there are now about nine million diabetics in Germany. After all, that is eleven percent of the population. Diabetes as a cause of diabetic foot syndrome plays an important role for Eduard Gerlach GmbH. Anyone interested in the well-being of their feet cannot avoid this topic. Diabetic foot syndrome is still responsible for a large proportion of major amputations in Germany and worldwide. According to studies, four out of five of these interventions could be avoided if we took more precautions. To draw more attention to this situation, Eduard Gerlach GmbH supports the #Savethe4 campaign. In doing so, it also involves its online community. The campaign is very popular. Under the hashtag #Savethe4 in connection with @gehwo\_de, there are already over 2,900 engagements - meaning posts, comments and interactions such as shares or likes. Join us! Post a selfie.







# Air to the top

Foot care for hiking enthusiasts and running fans

A survey done on behalf of the GEHWOL brand community GTC FootActives (GEHWOL Testers' Club FootActives) shows the situation regarding care of the lower extremities. Foot care is a high priority in this group, since many active people have already had foot problems. Both hiking enthusiasts and running fans rely on their feet. Therefore, care or protective preparations are especially found in their backpacks. At least three quarters of hikers carry blister plasters, and 42 percent bring along a protective cream to prevent blisters and sores. However, blisters are still the most common problem for both walkers and runners. Excess callus lies in second place. This could be counteracted with appropriate care. Nevertheless, about 33 per cent of runners set off without preparations, and 39 per cent of hikers only take care of their feet when they have problems. This shows: There is still a lot of room for improvement in foot care before and after a run or tour. This is where the GTCFootActives come in. The community for foot care fans engaged in active sports draws attention to the importance

of well-groomed feet. Special attention is given to integrating foot care into everyday (sports) life. For some, this even helps them to achieve new sporting heights. Eduard Gerlach GmbH supports the members of the GTCFootActives with individually fitting products and events. All sports enthusiasts with a public social media profile on which they regularly report on their sporting hobby can apply. The application form and all survey results are available at [gehwol.de](http://gehwol.de)



## Curious about the GTCFootActives?

Here you can find all information about the application and the survey results.

# High hygiene expectations

Last year, the German Dental Association wanted to know about current hygiene behaviours in Germany; it commissioned a representative study from the opinion research institute Forsa for this purpose. The results show that hygiene is a high priority. 95 percent of the more than 1,000 respondents stated this. 92 per cent of people report that they give "full and complete" or "moderate" attention to compliance with hygiene rules. For a clear majority, Corona is a major reason: 86 percent pay more attention to

hygiene than before the pandemic. A good three quarters (76 percent) of respondents assume that they will maintain their higher hygiene standards even after the pandemic is over. However, hygiene satisfaction is not the same in all facilities. Dental practices (88 percent) enjoy the greatest trust here, followed by general practitioners (84 percent). Hospitals generate significantly less trust, at 65 per cent. Orthopaedic surgeons (43 per cent) and physiotherapeutic practices (41 per cent) are clearly lagging behind.

The results also provide an important insight for professional foot care: Hygiene is much more than compliance. Its visible implementation creates trust and - today more than ever - forms the basis for a long-term customer relationship.



Regular hand washing



Instrument disinfection



Surface disinfection





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## Exercise on foot is trendy

### More walking after corona, too

In April of this past year, Mitteldeutscher Rundfunk (MDR) surveyed 25,000 people to find out if, and how, their choices for transport had changed. Corona thus has a clear impact on the mobility of most respondents. Only about 40 percent said that the pandemic had not changed their mobility. Another, especially important result: Among all modes of locomotion, only one type was able to achieve an increase: Going on foot. 16 to 29 years-olds in particular walked more often during the pandemic, at 33 percent. 30 to 49 year-olds and over-65s follow behind, with 26 percent each. Among 50 to 64 year-olds, the figure is still at 23 percent. In regards to means of transport, the losers are cars and, above all, public transport. Participants were also asked how they would like to change how they get around after the pandemic. And once again here, the foot is champion, because: 29 percent would rather stick with walking. However, the car is catching up again at 13 percent. And accordingly, cycling will also make a leap - up to 26 percent.

## More gait safety for people with prostheses

Wearing a foot or leg prosthesis is often not easy for the affected person. When running, there is permanent pressure on the soft tissue due to leverage. Skin redness, lesions and even ulcers may develop. Many sufferers feel that carrying is a burden and movement is restricted. Researchers have worked for many years to make wearing prostheses easier. Feedback from stimulated nerves or sensors is to provide relief in the future. The Austrian start-up Saphenus Medical Technology, in which ski jumping legend Toni Innauer is also involved, has developed a shoe called "Solaris" that is expected to provide relief via

Bluetooth and sensors. The sensors are located on the heel, on the outside and inside, and on the tip of the foot. A Bluetooth transmitter transmits the rolling stimuli of the foot while walking. So-called activators, which are assigned to the sensor regions, generate vibrations. In turn, nerves provided for this purpose on the amputation stumps transmit the signals to the brain. The imitation of natural movement is intended to increase gait security. In addition, the phantom pain that often develops after an amputation can be alleviated or even eliminated in this way.

Can an  
**artificial sole**  
 be made?



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# Cuxson

Gerlach International, Part 21



Eduard Gerlach GmbH and its English partner Cuxson Gerrard & Co Ltd have a lot in common. In addition to their enthusiasm for foot care and podiatry, one of the things that distinguishes both of them in their company history to date is a certain pioneering spirit. "Since our founding, we have introduced numerous new and innovative products to the foot care market," David Wain, who works with Eduard Gerlach GmbH as Managing Director at Cuxson, proudly explains. The biggest feature of the English foot care market is probably the UK National Health Service (NHS). Qualified patients also receive free foot care treatments. In addition, the number of private podiatry practices in England is increasing. A well-functioning pharmacy network provides access to foot care products for about 1.6 million people every day. This also includes GEHWOL Fluid and GEHWOL med Nail softener. "As people in England live longer and longer, toenail problems are on the increase," explains Wain. "This is where we have positioned GEHWOL products at the top - both among foot care professionals and consumers." Also popular: the GEHWOL FUSSKRAFT range, especially GEHWOL FUSSKRAFT BLUE, which holds a special place in the hearts of English specialists. The latter, by the way, differ in their licenses to perform certain interventions. Many foot care professionals in England are qualified to perform surgical procedures on toenails and write prescriptions for medication. These podiatric surgeons are members of the surgical fellowship at the Royal College of Podiatry. They treat hallux valgus, malpositions, pinched nerves, arthritic changes and sports injuries up to and including fractures. But it's not just the problems that drive Brits to foot care. Women in particular are drawn to specialists in spring to get their feet ready for summer. "We sometimes call it MOT for feet. Like the annual car inspection, also called MOT," jokes Wain. Weddings and holidays are two other events that trigger a visit to the foot care professional. In future, David Wain would like to see even greater public access to professional foot care. A well-positioned product market should also support effective treatment methods.

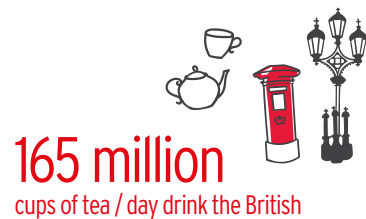
### About Cuxson Gerrard & Co Ltd

- Founded 1878
- Employees: 75
- Seat: Oldbury, West Midlands, England (about 11 km from England's second largest city Birmingham).
- Exclusive importer for GEHWOL
- Leading manufacturer of adhesive pressure relief insoles and self-adhesive bandages in the foot care sector.
- Represented at all national and regional trade fairs and exhibitions relevant to foot care

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**58 letters**  
is the longest place name (UK):  
Llanfairpwllgwyngyllgogerychwyrndrobwl  
llantysiliogogoch



**165 million**  
cups of tea / day drink the British



**Swans**  
belong to the Queen



# Small talk

in patient and customer communication - why it is important and how you can master this art

**Julius Loewenstein,** bestselling author, *Small talk, rhetoric and repartee in dealing with customers.*



Some find it superficial or impersonal. Some also feel insecure about it and don't know how to start small talk. In Asian countries, it is considered the most important part of closing a deal. Best-selling author Julius Loewenstein ("Smalltalk - Freunde gewinnen" ["Smalltalk - Winning Friends"]) explains how to make the most of small talk: "Harmless topics of conversation are particularly good. The weather is an excellent small talk topic." If you strike up a conversation with other people, chatting about this and that, you are signalling your interest in that person. The author met his current business partner through small talk:

"This has led to a long-standing and profitable collaboration, without which I would not be here." He affirms: "Through effective small talk, you lay the foundation for rich relationships with those around you." Give patients your attention and win their interest. Small talk builds mutual trust. Trust generates sympathy - and sympathy and trust, in turn, help with successful patient retention. Clients want to know that they are in safe hands. The foundation for such a basis of trust is laid by talking about family and simply listening. "Feel free to explain your approach as you go about your work. Why did you decide to pursue this profession? Why do you feel enthusiasm and passion for what you do? People like hearing about this, and it enhances the experience of your customers. Then they will come see you again."

# Urban Jungle

**The secret of healthy skin is not the only thing that lies in the moor. Plants like Icelandic moss also have an amazing effect in your practice outside of the cosmetics field. Living moss images, for example, have numerous positive characteristics.**

Greening rooms is not a novelty, yet the trend of "green walls" is steadily increasing. Aside from the design factor, moss pictures and hydrocultures have a positive effect on health, among other things. Wall plantings, for example, filter out dust particles and pollutants from the air. Living pictures have a sound-reducing effect and create a feel-good oasis. A quiet environment can create more calm in practices - hydrocultures help with this. A study by the Veitshöchheim Technical School found that concentration and work performance increase when there are lots of plants in office spaces. In addition, studies by the Agricultural University of Norway show that the incidences of dry skin, dry cough and sore throat are reduced. Dr. Gunter Mann is President of the Bundesverband Gebäudegrün e.V. (German Green Building Association) and explains that wall greening increases the humidity in rooms. There are numerous plant species that can be grown hydroponically. These include, for example, various moss plants, climbing monstera, or ivy. There are no limits to personal taste here. Within a plant wall, the plants can vary to create an unusual structure. With indoor plants, one must often consider how allergy sufferers will react. This is a particularly important topic when it



comes to room greening in the practice waiting room. Soil cultures and the mould or pests they harbour are a problem for many allergy sufferers. The good news: Hydrocultures are grown in plant granules. These granulates can consist of gravel, clay granulate, mineral wool and other materials. Plant granulate cannot mould and does not provide a habitat for soil-dwelling pests. This makes hydrocultures and moss paintings suitable for allergy sufferers. The care of hydrocultures is uncomplicated. The plants need little water and only rarely require watering. Moss pictures do not need water and also feel comfortable in shady places. Dr Gunter Mann reports that other plant species may need more light or water. This depends on the plant species. Despite the many advantages of hydrocultures and moss pictures, you should not keep the plants in treatment rooms for hygiene reasons. This often violates existing hygiene regulations. That is why you should only consider room greening for the waiting room.



You can have moss pictures put together by a professional or create them yourself. This can be implemented in a few simple steps: You will need preserved Icelandic moss, a solid wood frame with a backing board, plus moss glue and protective gloves. Before gluing, it makes sense to think about where the individual moss elements are to be placed. In the next step, spread the glue on the wooden back of the frame. A glue spreader is suitable for this purpose. Place the individual pieces of moss on the glue as you like. Then weigh down the finished picture for an hour. Books, for example, are suitable for this. In the case of Iceland moss, you should refrain from this step so as not to flatten the cushion-shaped plant. The finished wall plant does not need water because of the preserved moss pieces. Your new picture will also feel at home in shady places and, in addition to its health benefits, will act as a stylish eye-catcher in your practice waiting room. The Bundesverband Gebäudegrün e.V. provided the image materials.



© Bundesverband Gebäudegrün



© Bundesverband Gebäudegrün



© Bundesverband Gebäudegrün



# Ideas — Concepts

## The new GEHWOL Academy

Both the foot and its care are complex and require sound knowledge. The spectrum ranges from prevention to therapy and rehabilitation of disorders of the feet as well as the upper support and locomotor system, to the application of the right care product. Preventive, therapeutic and follow-up medical and nursing treatment of the healthy foot, or feet impacted by or at risk of injury requires a lot of expertise and quality. The quality claim was already a driving force when Eduard Gerlach GmbH was founded over 150 years ago, and it still leads to innovation and improvement today. And there's more: Early on, it was part of the company's self-image to share, for example, knowledge about the right equipment or usefulness of preparations with the profession. Feedback from the service is an equal part for the shared quality claim. This was the basis for the idea of the GEHWOL Academy. The aim of the academy that has now been launched is to build, develop and share expertise together with the profession. Quality and expertise are both the yardstick and the basis. Joana Weingärtner is taking on the management of the GEHWOL Academy. Her practical experience creates the basis for application-relevant further education courses. In order to impart knowledge and optimize the agenda, the Academy will use different formats in future, from online webinars to face-to-face training, from social media to print. Joana Weingärtner also brings her extensive practical experience to other areas. User knowledge also flows into product developments, for example. The GEHWOL Academy was launched with the first seminar on active ingredients (see page 25).



## Joana Weingärtner

In 2010, Joana Weingärtner successfully completed her training as a state-certified podiatrist. She then gained extensive experience in various podiatry practices. These flowed into the founding of her own modern practice in Lübbecke in 2015. "Considering the really great work that our feet do day after day, they are usually treated badly, and only noticed when there are problems." As a podiatrist, my focus is not only on patients' everyday problems and freedom from pain, but above all includes prevention, prophylaxis and therapeutic care for diabetes and high-risk patients. An individual approach to and empathy for patients can also prove to be a challenge. Then there are the hygienic and technical requirements that largely define the way we work."

In addition to physical proximity, their shared quality standards deepened the contact between Eduard Gerlach GmbH and Joana Weingärtner. In 2020, she consequently joined the traditional company and has enriched the house with her professional expertise ever since.



# – Expertise.



## The Academy is off to a good start!

What works to treat dry skin; which ingredients are suitable for foot skin with excess callus or chapped skin? How is a pharmaceutical form actually created? These and many other questions were part of the active ingredients seminar at the GEHWOL Academy. In September last year, the Academy offered their first course. Together with Mechthild Geismann from podo consulting, Joana Weingärtner, Head of GEHWOL Academy, and Dr. Andreas Fitzner, Head of Research and Development at Eduard Gerlach GmbH, taught in-depth knowledge about active ingredients.

### Detail matters

The 50 participants of the online seminar learned, among other things, how a dosage form is created, which active ingredients are used in podiatry, or how to differentiate skin changes. A "normal skin change", for example, is caused by a genetic predisposition, by external influencing factors (extrinsic) or by age-related factors (intrinsic). Even if the skin "only" needs more or less care, the practitioner should know which active ingredients are suitable for care. The same applies to other problematic stages of the skin. What can be done in case of a secondary disease of diabetes, such as neuropathy, microangiopathy or pruritus? The latter causes severe itching. In addition, sweat and sebaceous glands lose their ability to function. In diabetes mellitus, for example, the skin needs a constant supply of lipids in addition to appropriate adjustment of the patient.

### Expertise is well received

The active agent seminar of the GEHWOL Academy imparts in-depth knowledge that is important in professional consultations and patient treatment in two ways. This enables therapy success on the one hand, and showcases your expertise on the other. This is required in the entire patient cycle, which ranges from recording the foot situation to the definition and implementation of the therapy plan and goal, through to the completion of therapy.



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# Psoriatic nails: Relieve the patient

FUSSPFLEGE AKTUELL reported on psoriatic arthritis in the last issue. In this issue, Joana Weingärtner, podiatrist and head of the GEHWOL Academy, describes the special form of nail psoriasis. The problems start with the diagnosis, and even doctors are often in the dark.



**Joana Weingärtner,**  
Head of GEHWOL Academy  
Podologist

According to a study at Saarland University Hospital,<sup>1</sup> the error rate in diagnosing nail diseases was around 54 percent. One reason could lie in medical training. Nail diseases play a comparatively minor role here. This also continues in everyday clinical practice. There are also factors such as time pressure on the doctor, inaccurate statements by the patient and a lack of routine. There is also a risk of confusion. Nail fungus (onychomycosis) has similar symptoms such as white or yellow discolouration of the nails, thickening of the nail plates and structural changes in the nail material. Such commonalities make a purely visual finding almost impossible. In case of suspicion, a detailed anamnesis of the affected person or interdisciplinary work with laboratories that can, for example, perform a biopsy is helpful. Assumptions that psoriasis weakens the skin and nail barrier and thus makes them more susceptible to mycoses have not been confirmed in the evaluation of almost 5000 inpatients at Kiel University

Dermatology Clinic<sup>2</sup>. Accordingly, they can not only occur together, but can also be treated jointly, for example with suitable preparations. Since psoriasis is an autoimmune disease, there is no cure. Only the symptoms can be treated with the help of local, systemic or physical therapies. For the patients, one thing counts above all: To find the therapy that reduces concomitant symptoms and thus increases quality of life. The patient's compliance plays a decisive role.

As a foot care professional, you can alleviate the physical stress that often accompanies this (page 27). Removing excess keratinized tissue relieves pressure from the nail bed. In addition, the risk of further pressure points and other injuries, such as catching on something, is reduced. This makes it possible to roll in the shoe without pain, improving patient quality of life. If the nail plate is largely unstable or detached from the nail bed, a nail prosthesis is recommended.





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Crosswise grooves and excess keratinized material in nail psoriasis should be removed to relieve pressure.



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Some symptoms resemble those of nail fungus (onychomycosis), such as white or yellow coloured nails. This complicates the findings.



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A nail prosthesis is a suitable treatment. It protects sensitive tissue from pressure, but also against fungal attacks. The smoothing effect additionally enhances appearance and quality of life.



## Help from the foot care professional

**Those affected can also do something themselves!**

During treatment, it is recommended to remove crosswise grooves and loosened tissue materials, for example with the quality cutters from the GERLACH TECHNIK product range. GEHWOL Nail Compound has proven its worth for building up the damaged nail. It smooths the nail and prevents nail fungus. Building up the nail contributes to an improved appearance and restores self-confidence. The compound also protects sensitive areas of the exposed nail bed. But you can support the patient with more than temporary treatments. Encouraging regular maintenance helps to ensure an attractive appearance. This is important because treatments are lengthy and may be accompanied by relapses (eruptive recurrences). Optimal care at home also ensures improved nail elasticity and stability. GEHWOL med Nail and Skin Protection Oil is suitable for this purpose. Affected nail areas should also be kept short by filing.

<sup>1</sup> Schirra, A.; Wagenpfeil, S.; Vogt, T.; Müller, C. S. L.: "Retrospektive monozentrische 8-Jahres-Analyse von Nagelbiopsien zur Korrelation klinischer und histologischer Daten", Aktuelle Dermatologie 2018; 44(07): 316–324, DOI: 10.1055/s-0044-100276

<sup>2</sup> Tilo Henseler, Irene Tausch: "Mykosen bei Patienten mit Psoriasis oder atopischer Dermatitis", DOI: 10.1111/j.1439-0507.1997.tb00537

# Painful bony prominence

## Haglund's exostosis

**It hurts and causes an altered gait pattern. Haglund's exostosis is also often called Haglund's heel or Haglund's syndrome. It originates in the posterior region of the heel bone, or calcaneus. Dr Renate Wolansky describes how this happens and what causes it.**

As in many cases of orthopaedic problems, one of the most important causes of Haglund's exostosis is inappropriate footwear. One possibility is, for example, that the heel cap of the shoes is too hard or too low.

Extreme athletic stress, foot deformities, death of bone tissue (juvenile aseptic bone necrosis) or a congenital deviation in the shape of the calcaneus can also cause the spur.

### From pain to calluses

Affected people often complain of stabbing pain, especially during heavy exertion due to pressure and friction in sturdy footwear. In addition, bony bulges, redness, swelling and sometimes calluses may develop. The bulge can be diagnosed by palpation and the associated typical pressure pain. X-rays in adults and less radiation-intensive sonography in children confirm the diagnosis. In order to exclude a rupture of the Achilles tendon or accompanying bone oedema, a magnetic resonance tomography (MRI) is often also considered.

### Reducing pressure strains

In the acute phase, cold treatments (cryotherapy), tape bandages and dressings with anti-inflammatory ointments and a break from sporting activities are helpful. Heel cap padding is suitable for pressure relief, for example using the GEHWOL heel cushion G. In the chronic stage, heat application, ultrasound or shock wave therapy alleviate existing pain.

If foot deformities are also present, custom orthopaedic insoles often improve the situation. If conservative measures do not resolve the symptoms, surgical removal of Haglund's exostosis is necessary in adults. Since the bursae often also become inflamed (bursitis) in the advanced stages, they are also removed.



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Haglund's exostosis occurs in the upper region of the calcaneus. It can cause severe pain to affected patients.



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On visual inspection, the bony prominence is clearly visible. Often, an inflammation of the bursa (bursitis) also develops.

**Dr. med. Renate Wolansky** is an orthopaedist, sports physician and medical foot care professional. She teaches in the field of podology and works as an author, regularly writing articles for recognized professional journals.





# Hands and feet

## Neuropathy due to cytostatic drugs

Cancer usually puts a massive strain on the body. This is often due to treatment with platinum-containing drugs (cytostatic drugs). One side effect affects the hands and feet of some patients. In the course of therapy, neuropathy develops, which can be temporary or permanent. Nerve stimuli can then no longer be transmitted. The damage to the nerve cells, which can also occur as a result of radiotherapy, causes the typical sensory disturbances of neuropathy. Symptoms include numbness, tingling, and pain in the hands and/or feet. Fine motor skills may also be disturbed. This leads to very simple problems in everyday life, such as not being able to hold cutlery properly. Impaired balance and reduced coordination worsen the gait pattern. An increased risk of falling is compounded by calluses or inflammatory wounds as a result of incorrect load bearing (pressure points).

### What can the foot care professional do?

Those affected should retain their quality of life and independence as far as possible. As a foot care professional, you can sensitize your clients in case of cancer. Sensitivity disorders can be detected by means of a tuning fork test or Tip Therm. Excess callus, weals or other foot problems can be treated using classic methods, for example by removing excess callus and applying rich care products. Warming ointments (GEHWOL Warming Balm, GEHWOL FUSSKRAFT RED) or cooling agents (GEHWOL Refreshing Foot Balm, GEHWOL FUSSKRAFT Herbal Lotion, GEHWOL FUSSKRAFT MINT) can be applied to counteract the sensory symptoms. This is recommended for acute treatment of positive symptoms, and is not intended for continuous use.

When there are wounds, a doctor should be involved. In general, experts recommend maintaining a minimum level of activity as well, so that muscle weakening is slowed down or stopped. You should therefore encourage your patients to do regular foot exercises. Simple exercises are for example:

- Increase surface sensitivity: Massage the feet with a spike ball while watching TV.
- Strengthening the foot muscles: Pick up a towel from the floor with your toes or work with movement bands.
- Promotion of blood circulation: Rinse the feet alternately with cool and warm water.
- Increasing perception and the sense of touch: Guess the contents bowls with different contents such as dried and leguminous fruits (peas, beans, ...), noodles, sand, marbles, stones, game pieces etc. with the feet, based on their size, shape, surface or weight.

The Nationales Centrum für Tumorerkrankungen [National Centre for Tumour Diseases (NCT)] of the German Cancer Research Centre has compiled exercises for sensory motor skills or gait training in a brochure.



### Download the NCT brochure:

<https://bit.ly/Neuropathie-was-tun>





# solid

## Powder & Co: Solid facts

The mode of administration has a decisive influence on the availability of the active ingredients on the skin, and therefore on the desired effect. Every vehicle, whether solid, semi-solid or liquid, also has an intrinsic effect. These include physical effects such as cooling or coverage. Solid dosage forms work primarily through their strong moisture-binding properties. This effect is particularly useful for indications such as sweaty feet. Another advantage is the condensed formulation. In this way, high concentrations of active ingredients can be achieved. This makes solid dosage forms particularly productive. The required amount of water can be added when needed, for example in foot baths. Due to the water-free formulation, the solid dosage form also scores in terms of sustainability. The lack of water in production also makes some additives such as preservatives obsolete. However, the simple absorption of moisture requires dry storage, since heat, water vapour or humidity may initiate chemical reactions or "clumping". Typical representatives of solid pharmaceutical forms include powder and shaking mixtures that contain about 50 percent powder, or granulates. There are some differences among powders and granules. For example, powders consist of solid, loose, more or less fine particles with different sizes and structures. They are produced either in a mill, with the help of freeze-drying or by crystallization. Many active ingredients and excipients are in powder form. That is why powders, apart from being used on the skin, are the primary basis for producing other dosage forms, such as granules. Each granule grain is a porous mass of powder particles and contains one or more active ingredients. The advantage of granulates is, among other things, that they produce less dust. They are also easier to dose. Understandably, powder and granules are difficult to interchange when applied to the skin. As usual, therefore, the aim of treatment and mode of application determine the vehicle.



**Dr. Andreas Fitzner,**  
Head of Research &  
Development



## Refresher course in galenics

### Part 2: solid dosage form



## Out of firm conviction

Powders belong to the oldest instruments of dermatology and cosmetics. Eduard Gerlach GmbH was also involved with this topic at an early stage. Due to its moisture-binding property, GEHWOL med Foot Powder is specially designed for use on sweaty feet and foot odour. Tapioca starch, zinc oxide and triethyl citrate prevent unpleasant odours and absorb excess moisture. The powder works without drying out the skin. However, the powder must be used with caution. Less is more! Careful handling prevents lumps from forming on the skin and avoids creating pressure points in the shoe. GEHWOL med Foot Powder is vegan, suitable for diabetics, and free of aluminium, nanoparticles and parabens.

Granules are another solid dosage form with various advantages. In 1984, Eduard Gerlach GmbH introduced GEHWOL FUSSKRAFT Herbal Foot Bath,

the first foot care product containing urea in Germany. In an aqueous solution, urea gradually hydrolyzes into ammonia and carbon dioxide. This is not the case with granules. Water-soluble urea only develops its effect in the actual foot bath. Calluses, warts and corns are easily softened with GEHWOL FUSSKRAFT Herbal Foot Bath. It is eminently suited for rough and dry feet (cracks, tears and redness) The skin is intensively cleansed and lastingly deodorized. Excessive foot perspiration normalizes, and unpleasant foot odour disappears. A long-lasting, pleasant sensation of freshness remains.

