



FUSSPFLEGE AKTUELL

The magazine
for the practice

Issue 1/2023

Ice age!

Hot tips for cold feet

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200,000 year old coloured
footprints in Tibet

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"You have full control
if you make it yourself."

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Ouch, swollen feet!
Pain has many faces

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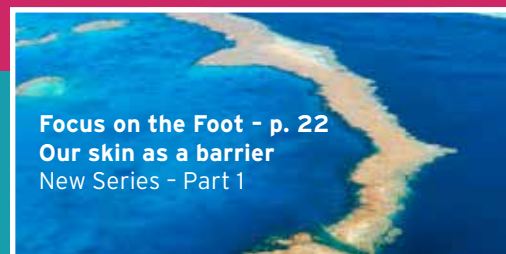
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Its two main active ingredients form a dream duo, especially in winter. A sweet, floral spicy scent wafts into your nose, reminding you of Christmas biscuits.

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Beauty Forum Stars Award winner in the foot category

GEHWOL FUSSKRAFT Soft Feet Butter voted as top product

Users have decided: GEHWOL FUSSKRAFT Soft Feet Butter is the most innovative product in the foot care category. The hottest wellness darling among foot specialists has now been awarded the Beauty Forum Stars Award 2022. In this industry award from Health and Beauty Germany GmbH, beauty professionals vote for their top products through online voting. The award ceremony took place on 18 November in the "Fifty Heights" Tower in Frankfurt am Main. Buttery soft and smooth with a hint of pomegranate! This is how care feels with the Stars Award winner in the foot category. FUSSKRAFT Soft Feet Butter by GEHWOL proves itself to beauty professionals and users with its rich formula. Fruity pomegranate extract, nourishing moringa seed oil and deep-acting hyaluron provide extra moisture, ensuring a fresh and intact skin appearance. Secondary plant substances reveal their youthful effects by neutralizing free radicals and protecting against skin ageing due to light exposure. The skin stays beautifully soft, supple and nourished thanks to intensive shea butter. It also lends this pampering product its particularly rich and creamy consistency.

For the first time this year, honours were only awarded to the most innovative products in the individual categories. Favourites on the market for no more than three years were eligible to be nominated in 12 product categories. Except in the Classics category: This is where long-time bestsellers could apply for the User Award. By the way, this is the second award for Gerlach after winning 1st place at the Beauty Forum Stars Awards 2020.



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Ice age!

Hot tips for cold feet

Glacial cold, ice and snow or simply damp winter weather – the frosty season is often no fun at all, especially for your feet. Frozen feet, after all, make everyday life thoroughly unpleasant. This kills the joy of being active outdoors. What to do about icy feet?

Special free nerve endings in our skin and mucous membrane make sure that we can feel cold (as well as heat). These “temperature sensing” thermoreceptors send signals to the brain when the temperature of our body periphery changes. When external temperatures drop, the skin cools down, activating our cold sensors. Their signals reach our brain via the central nervous system. This activates the area responsible for “thermoregulation” – in other words, maintaining body temperature.

Temperature perception is vital

Our body depends on maintaining an “operating temperature” of 37°C. In order to maintain a consistent core temperature, our temperature control centre constricts arteries in the less vital extremities of the body when external temperatures drop. This restricts blood flow in the body regions farthest from the heart. With less blood circulating to the extremities, less heat is lost through the skin. That’s why our feet – as well as our hands, nose and ears – are the first to feel the cold.

However, women are twice as likely to complain about cold feet (34 percent) as opposed to men (17 percent). GEHWOL Foot Care Trends proves this: Cold feet are the most common foot problem, especially among under-20s and even under-30s. Women’s lower muscle and body mass may be the reason why they feel cold more easily. While men generally have over 40 percent muscle mass, women have an average of only 25 percent muscle mass to generate heat. Consequently, they are more likely to suffer from cold and icy feet.

Winter problem: Dry skin

Cold feet are not the only problem when the thermometer drops – very dry foot skin can also cause trouble. The constant temperature changes between cold outdoor air and warm indoor air stress the skin, even on our feet. Heated indoor air also draws moisture from the skin. Insulating winter shoes and socks add further strain by trapping moisture and preventing evaporation, which swells the skin barrier. The skin often lacks lipids as well, making it harder for the barrier to protect against moisture loss. The foot skin becomes rough, brittle and scaly, which can lead to cracking. If the cracks mostly form in heavily stressed areas such as the tips of the toes or soles of the feet, this is known as “atopic winter foot”. People with sensitive skin or a tendency to allergies are especially affected.

Thawing

When temperatures drop, our goal is therefore: **Avoid anything that can cause cold feet! Sometimes we need to thaw our icy feet. In addition to the right footwear, warm foot baths are especially helpful.**

Suitable shoes and socks can keep our feet warm and dry. But what exactly is important about this "packaging"?

- **The fit:** Winter shoes and socks should not be too tight or short. Pressure on the small blood vessels and insufficient space for the toes reduces blood flow.
- **The soles:** Thick soles are preferable to prevent the cold ground from chilling your footwear.
- **The inner lining:** Warmth and breathability are key features. Natural materials such as new wool or lambskin are ideal. They keep the feet from becoming damp too quickly.
- **Socks or stockings:** Breathable materials such as new wool, merino wool or alpaca wool are also recommended here. It is important to ensure that there is enough room in the shoes and boots for thick winter socks or stockings. The same goes for insoles.
- **Thermal insoles:** Soles with an aluminium underside and a warming upper layer - made from lambswool, for example - provide bottom insulation. At the same time, they lend soft, cosy warmth. For those of us who get especially cold, heated or pre-heatable insoles are available. They can provide a constant 37°C for several hours.

Shoes: Avoid moisture

When the feet are "packaged" to withstand the frigid outdoors, they quickly start sweating in heated indoor conditions. Over time, this makes for an unpleasant sweaty odour. But the moisture has another unwelcome consequence: The accumulated moisture slowly starts to evaporate, cooling off the foot skin. If you then go outside again, icy feet are all but guaranteed. Tip: To reduce moisture in winter shoes, it helps to switch to lighter footwear for indoors, air out your shoes, and change clammy socks.

Soothing, warm immersion

If your feet are chilled, a 10-minute foot bath with a water temperature around 37°C provides fast relief. The water should reach up to the calves, with plenty of space for the feet. Important: In people with impaired foot sensation (polyneuropathy) such as diabetics, excessively hot footbaths can cause scalding injuries. Always make sure to check the water temperature with a bath thermometer before immersing your feet! In some cases, a warm foot bath is only recommended to a limited extent or even not at all. For people with mild varicose veins, for example, footbaths should only use lukewarm water (32 to 35 °C) for a maximum of five minutes. Footbaths are not recommended for persons with pronounced varicose veins, acute foot or lower leg inflammation, lymphoedema, and vascular circulatory disorders of the legs.

Cold protection for the feet

For comfortably warm winter feet, we recommend adding circulation-promoting GEHWOL FUSSKRAFT Warming Bath Concentrate to your footbath. Follow the bath with skin care using GEHWOL FUSSKRAFT RED for more cosy warmth.

GEHWOL FUSSKRAFT Warming Bath Concentrate contains paprika and ginger extracts. These spicy substances activate our heat receptors, promoting blood circulation to the skin. Essential oils of mountain pine, lavender and rosemary also warm up the feet. An ideal combination with multiple benefits: Foot baths quickly and lastingly warm the feet, while also unfolding revitalizing, disinfectant and deodorant effects. Even smelly feet are now a thing of the past. And the foot skin is simultaneously pampered with nourishing avocado oil and moisturizing vitamin E. GEHWOL FUSSKRAFT RED skin care also nourishes and warms the skin. The care balm's extracts and essential oils of paprika and ginger provide a lasting, pleasant feeling of warmth. Extra lipids and moisturizing ingredients also help keep the skin pleasantly smooth and supple.





Those who run faster get more out of life!

Long-distance races and ultra-marathons are in style. More and more people are taking up the challenge of pushing their physical limits. The best runners seem to come from a remote area around Urique, Mexico. The Tarahumara are one of the oldest indigenous peoples in North America. With their extreme endurance capacity, they even outperform professional athletes.

Most of the Tarahumara live in the highlands of the Sierra Madre Occidental in Mexico. Surrounded by mountains, the locals mainly support themselves with agriculture and cattle breeding. These small, remote villages are usually very quiet. Once a year, however, runners from countries across the globe are drawn to this remote region for one of the most

infamous ultra-marathons in the world - the Caballo Blanco. An 80-kilometre route leads along deep gorges, through streams and along stony paths. The steep mountain landscape and temperatures of up to 35°C degrees are a struggle even for top athletes. Only the Tarahumara seem to be able to handle the extreme route without difficulties. Men in jeans and women in long, fluttering, colourful dresses run for up to 10 hours at a time without flinching. Most of the professional athletes are left far behind them.

Instead of everyday running shoes, they wear "huarache lunas" - sandals made from a piece of leather or a car tyre, and bound to the foot with a string. They also use a special running technique. Many athletes have to put in a lot of work to learn this method. When running, the Tarahumara first



touch the ground with the ball of the foot. This allows them to leap ahead powerfully. But this method can also strain the calves and tendons. During the ultra-marathon, friends and families cheer on the highland runners from the side-lines. They hand them home-mixed drinks made from water and maize flour to sustain them for the route.

But what is the real secret behind this extraordinary endurance? These people call themselves "Rarámuri". Which means: Those who run fast. The locals travel long distances starting at a young age. As there are hardly any roads in the mountainous terrain, it is normal to travel by foot every day for many kilometres. If you want to go shopping, you often have to get your ingredients in the nearest village. The villages are often hours apart. This long-distance

lifestyle builds up endurance. The Caballo Blanco has great traditional significance for the indigenous people. But for the Tarahumara, the prize of 1,500 euros also plays an important role. They often earn little money and live in poor conditions. With the prize money, they can support their families. But pure joy in racing also brings the Rarámuri back to the starting line every year. They are usually the first to reach the finish line. Observers of this spectacle will see many smiling and happy faces among the participants, even after 10 hours of running without a break. This is a joyous sight for sports enthusiasts - especially the ones who travel from afar to witness the ultra-marathon.

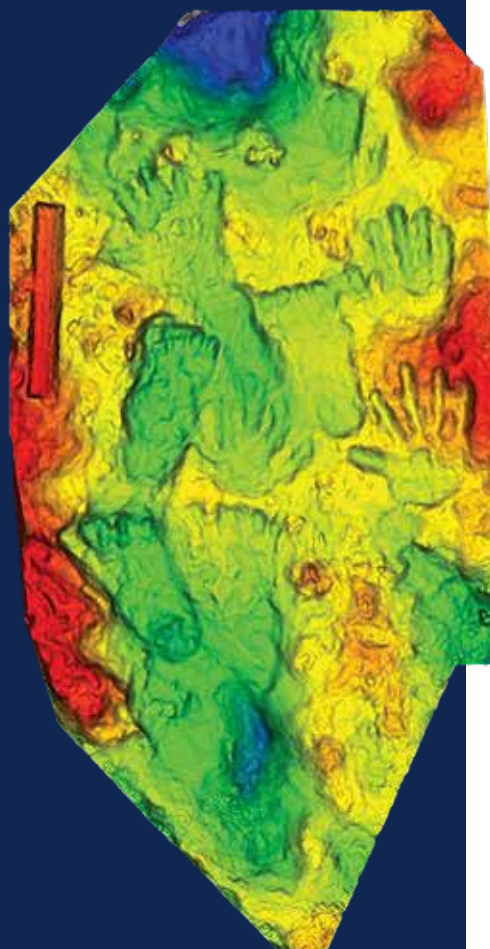


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Old graffiti

Archaeologists working near Quesang on the Tibetan Plateau have discovered prehistoric hand and foot prints. These represent the earliest human-made marks in the region so far. Researchers estimate the age of the prints at 169,000 to 226,000 years. They are reminiscent of cave paintings in Spain and France from around 45,000 years ago.

Apart from the fact that the Quesang discovery is much older, its three-dimensionality is also highly significant. The European cave paintings were drawn on the walls. The find from Quesang, on the other hand, is pressed into stone.



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THE CHILDREN of Quesang

More and more artists like Banksy are taking up the spray can and making street art for public enjoyment. Whether stencilled or freehand, her art tells stories, draws attention to social problems and adds beauty to metropolises across the world. The term "graffiti" comes from the Italian word "graffito" and describes a drawing carved into stone. Researchers have recently found what may be one of the oldest pieces of graffiti in the world.

The fascinating find consists of five foot and hand prints in porous limestone. The astounding impressions were dated by determining the age of the rock. This "travertine" stone was formed near hot springs of the period. At the time, it was still soft and malleable. The size of the footprints would suggest that they were from a seven-year-old and twelve-year-old child. They probably could not resist pressing their hands and feet into the smooth, soft surface to make prints. Just like children playing in the snow, using their feet to draw patterns in the chilly blanket of ice crystals. The discovery could be interpreted as one of the oldest works of art. Researcher Zhang and

his colleagues explain: "Most parents would call the tentative artistic efforts of their children art, and proudly display them."

This find is one of the earliest signs of human life in the area. But they were not necessarily of the species homo sapiens. The find of a 160,000-year-old jawbone indicates that early Denisova humans also inhabited the Tibetan highlands. The archaeological team suspects that Denisova humans were smaller than today's homo sapiens. Which is why the prints might also have come from adolescents or adults.

Either way, this discovery gives us insight into the evolution of our ancestors' minds. Even today, artists leave graffiti wherever they can, not just to tell stories but also to immortalize themselves; just like the children of Quesang.





LUCKILY, we have shoes!

Psychologist and marketing expert
Dr Hans-Georg Häusel explains why sneakers
- and footwear like them - make us happy.

Shoes make women happy. But men tend to get excited when it comes to cars. That's why many of them will roll their eyes at the topic of "women and shoes". They simply do not understand the value that women place on shoes.

According to a 2017 study by the Cologne-based opinion research institute YouGov, a woman in this country typically owns around 17 pairs of shoes - more than twice as many as men. And while women purchase an average of six shoe models per year, their male counterparts hold back on their purchases with around two pairs. But not all shoes are regularly worn by their owners. More than half of women's shoes - almost 11 pairs - are worn less than once a month. For men, this applies to four pairs of shoes. What is the secret behind this passion for footwear - not just shopping for shoes, but also owning them?

Dr. Hans-Georg Häusel is a graduate psychologist and expert in neuromarketing, which combines scientific findings from brain research and marketing psychology. As the world's leading expert in this field, he is internationally sought-after for his lectures. He has also written numerous publications and books on the subject.



Emotions decide

"Owning things is firmly anchored in our psyche because it helps to secure our survival - which is why it makes us feel good," explains graduate psychologist and neuromarketing expert Dr. Hans-Georg Häusel. "We are also rewarded with this good feeling when we buy something. This is because the purchase satisfies our needs, which arise from our emotional systems in the brain. Happiness hormones (endorphins) are especially important to buying, and they are part of these emotional systems. When we want to buy something, the hormone dopamine is released. Once we have the desired object in our hands, it makes us happy - at least for a while. But our brain's own opioids - which have mood-enhancing effects - also play a role."

He explains further: "Psychological studies also show: Men and women differ in their buying behaviour. For example, if a man needs new business shoes, he usually heads for a shoe shop in a need-and-goal oriented manner - like a hunter. He does not usually let himself become distracted by the wide range of other shoe models. Technology products are much more likely to encourage men to make an unplanned purchase. Women, on the

other hand, are born collectors and rely more on emotion when buying, which is what drives most of them to shop. This means they take their time, browse, touch and try out. They are inspired, interested and tempted with a brightly-lit world of goods and a range of products! As far as shoes are concerned, 70 percent of all women (up to 60 years-old) are highly or very highly interested in shoes. This only applies to 30 percent of men."

But why specifically shoes?

There are several reasons why it feels good to buy shoes. This is where GEHWOL Foot Care Trends 2016/2017 can help us out: 87 percent of women utilize shoes to express their individual style; fashion aspects play a role for 48 percent (nearly every second woman). In contrast, only 70 percent of surveyed men seek shoes to match their personal look, while only 35 percent focus on fashionable footwear.

There's more for women: Pumps, stilettos and high-heeled sandals promise long, slim(mer) legs. Besides, you can always shop for shoes! While gaining weight around the belly and hips can make shopping for clothes a frustrating experience, it is always fun to try on shoes!

Ownership also matters

For example, a woman may go out intending to buy a new pair of winter boots. But instead, new pumps or another pair of sneakers ends up in her shopping basket. It doesn't matter that this wasn't originally planned, or that the pumps might be slightly too tight or the sneakers a little too small. The glitter of chic sports shoes or the shine of patent leather stilettos is simply too irresistible. They also promise an ultra-fashionable or sexy appearance. At home, the shoppers proudly examine their "treasures". But their hearts are just as delighted by the increased shoe collection: Often arranged by colour or style, they promise beauty, attractiveness and fashion-consciousness for nearly any life situation. Simply looking at them can make a woman happy, even though the less foot-friendly models may end up spending most of their life in storage.



QiGong

Training posture and perception while walking backwards

This form of body and movement training from the Middle Kingdom is one of the five pillars of traditional Chinese medicine (TCM). The name “QiGong” means that the flow of life energy, “Qi”, is harmonized and controlled through “Gong” - “work” or “skill”. We speak with Dr. med. Ingrid Reuther about its effects, and why walking backwards in particular can be revitalizing.

Dr. Reuther, is QiGong actually an umbrella term for this Chinese art of movement?

Yes, there are many different schools, such as QiGong Yangsheng and Wudang QiGong. And while they may have different exercises, they all have one goal in common: To bring body, mind and breathing into harmony to strengthen health and well-being while alleviating or healing illness.

What is the rationale behind QiGong?

TCM assumes that all life processes in the human body depend on energies which interact with each other: The life energy, Qi, flows through meridians. Not only do these connect all the organs with each other, but they also connect the body functions with the psyche.

In this process, the Qi harmonizes the polar energies “Yin” and “Yang”. Yin” is associated with calm and cold, while “yang” is associated with energy and heat. If a person is ill or their well-being is disturbed, yin and yang are sent into imbalance, and the flow of Qi stops. QiGong helps to balance Yin and Yang, to gain fresh Qi and to remove blockages in the body. Which means that life energy can flow freely and harmoniously again.

What is important about the exercises?

Regulating your mind and breathing is an essential part of it, along with the slow, flowing movements of lying, sitting, standing and walking. It is important to focus your thoughts on the pattern of the exercises. Visualizing images for the respective exercise helps. One example is the idea of “standing like a tree”, which helps not just to stand firm and root yourself to the ground, but also to centre yourself mentally. Controlled inhaling and exhaling with your movements also helps to keep your breathing calm, flowing and deep.

Why are the feet so important in QiGong?

The feet and your stance do more than determine your connection with the ground



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and how your body weight is distributed. The “kidney meridian” begins at the soles of the feet. It is part of the “functional kidney circuit”. The kidneys are said to carry the energy that underlies all of our physical, mental and spiritual activities. Therefore this meridian is crucial for our vitality and organ function. It also affects the functional circuits of the heart, lungs and liver.

Backward movements are also part of the training. Why?

You cannot see where you are going when walking backwards. This primarily trains your sense of intuition and inner perception. The big toe touches the ground first, and then the foot rolls from front to back. This stretches the sole of the foot, activating the kidney meridian. Such training helps to recover lost energy, especially when you exhaust energy during the day through activity and forward movement. Additionally, backwards exercises are very good for lower back pain. The exercises

also activate the joints of the foot and stretch its tendons.

What does QiGong do and for whom is it best suited?

A total of 20 to 30 minutes of QiGong daily has a calming and relaxing effect. It also helps with ailments such as migraines, high blood pressure and Parkinson’s disease. This is shown by studies. And the especially positive thing: It has no physical restrictions. QiGong is suitable for elderly or weakened people, or even for wheelchair users.

Dr. Reuther, thank you very much for speaking with us.



Dr. med. Ingrid Reuther runs a practice for Traditional Chinese Medicine (TCM), acupuncture and QiGong in Bad Neuenahr. She has even led courses in this Chinese art of movement for many years.



No bounce?

Track and field athlete Malaika Mihambo jumped seven metres to win the gold medal at the 2021 Olympic Games in Tokyo. She then topped her Olympic results last year at the World Championships in Athletics in Eugene, USA. She seemed to fly when she secured the world title in 2019 with 7.12 metres. Basketball legends like LeBron James or Michael Jordan also seem to “take off” when they score a ball into a basketball hoop.

How can I train my feet for high-speed, explosive, maximum force, Mr Bosnjakovic?

The fact that humans can stand, walk, run, jump and perform incredible leaps in competitive sports is mostly due to an anatomical work of art: their feet. And this (jumping) power must be trained.

26 bones - about one-quarter of human skeletal bones - and nearly 30 joints, about 200 tendons, 100 ligaments and 60 muscles must smoothly work together. This is the only way to make sure that the "functional foot unit" has perfect interaction. Our body weight mainly rests on the heel and the ball of the foot during any kind of movement, while the longitudinal and transverse arches of the feet act as shock absorbers, cushioning force when we step down.

Higher, farther, faster

For problem-free travel on foot, our feet need to be regularly challenged and trained. This is especially important for optimal jumping power in competitive athletes, as it determines a lot more than just the height and distance of a jump. Dalibor Bosnjakovic, fitness trainer with a B and A licence and competitive sports trainer, explains: "Jumping power is not just about jumping. It also impacts kick-off speed, sprinting strength, stride length and sport-specific movement patterns. This makes it important for athletes in a wide range of sports."

Classic sports that require a lot of jumping power include athletic disciplines such as the high jump, long jump or gymnastics. Training one's jumping power is also important in team sports such as football, volleyball, basketball and hockey, or in solo disciplines like skiing and bobsledding. It is a matter of principle that powerful jumps are required anywhere where fast, precise leg movements are essential. Well-developed jumping ability also improves the way in which the muscles work together. Overall, this makes their movement patterns safer, faster, more powerful and more precise.

Decisively important: different forces

There are different forces "at work" in the height and distance of a jump. "Starting power" is important to initiate the jumping

movement. It determines how quickly and powerfully you can push off. "It (starting power) is the force that occurs at the beginning of a muscle contraction," says Dalibor Bosnjakovic. "This explosive force subsequently allows for the largest amount of possible energy to be unleashed. This permits a beginning movement pattern to be continued at maximum speed."

But the jump also has "reactive force". This refers to the energy generated in the muscles when they first fully stretch out, before completely contracting in a movement pattern. Similar to a spring, the resulting pulse of force is significantly increased. Optimally training "maximum" or "base" strength is also essential for competitive athletes. This refers to the maximum force at take-off and when landing on the ground.

Which training?

Even though non-athletes or recreational players do not need to train their foot strength as much as competitive athletes, it is still recommended to increase the strength of their feet in everyday life.

Dalibor Bosnjakovic has the following tips: "Towel crunches are one example of an effective exercise. Just put a towel under your foot and scrunch it up with your toes, then release it. But heel raising exercises are also recommended. This involves raising and lowering both heels while standing. Step stretching involves standing on the edge of a step with the tips of your feet and lowering your heels behind the step."



Dalibor Bosnjakovic

is a fitness trainer with B and A licences as well as a competitive sports trainer, sports rehabilitation trainer, health trainer and owner of a personal training club in Munich.



My feet, my business.

Ralph Bauhaus on the cultured
everyday life of a foot model



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For many, modelling is an absolute dream job - whether on a catwalk or in front of a camera. But photo models are not just for the fashion world. Agencies and companies are often looking for "body part models". As the name suggests, the focus here is on one body part in particular. These also include the hands and feet. For example, professionals might pose for shoe commercials to present nail varnishes and care products. Ralph Bauhaus is the owner of the modelling agency GREENS. For him and his colleagues, searching for models is part of their daily routine. These experts have an eye for who can shine in front of the camera lens. Bauhaus often uses applications to approach models with a focus on feet. "It's not so easy to find foot models," he explains. In the "Foot" category, his file mainly contains women. "This is because women often look after their feet more intensively", he reports. This statement matches the results of the current GEHWOL Foot Care Trends. Female respondents from this representative study regard foot care as more important than male respondents as far as beautiful, well-groomed appearance is concerned. Fundamentally, foot care plays an important role for models in this field. The agency owner and photographer reports that regular visits to a foot care pro are standard procedure. "The length and care level of finger- and toenails has to be right as well", the pro explains. Some body part models select their speciality right at the start of their careers. "However, most of them grow into their fields", Bauhaus explains. Those who find it difficult to get contracts can often get back in front of the camera by focussing on the hands, legs or feet. Nowadays, this occupation is a side-line for many models. It's hard work to get into this industry. "Most of them fail due to a lack of good image materials", the expert comments. Those who lack professional photos often barely stand a chance. But what are the essential qualities of a foot model? Fundamentally, people with shoe sizes 38 and 39 have better opportunities. The hands and feet must be well groomed, but the proportions of the toes and ankles also need to be right. "Body discipline is everything", the agency owner says. Models must be able to maintain complex poses for long periods. Age, on the other hand, scarcely plays a role. "We use models of different ages. Customers' wishes will vary depending on the campaign." Ralph Bauhaus has two tips for hand and foot models just starting out: "If you are interested in this occupation, you should first compare photos of your hands and feet to advertising photos. This gives you an idea of whether your own feet come across similarly to those in professional shots. Newcomers should also have a flexible schedule." Lastly, the pros need to stage their hands, feet and legs so that they tell a story in the images. This brings a photo to life and captures the attention of curious eyes.



Ralph Bauhaus
GREENS Owner

Ralph Bauhaus owns the modelling agency GREENS in North Rhineland-Westphalia. With decades of experience under his belt, he provides professional models to fashion and advertising photographers, advertising agencies for photo shoots and events. In addition to classic photo models, the agency's roster also includes talented newcomers, children and best-agers. GREENS also has a section for hand and foot models. The Bocholt agency owner also pays attention to personal character traits when choosing models. A pleasant working atmosphere and professional interactions are important.



MADE IN.

LÜBBECKE

MADE IN.

“We can only achieve full quality control if our company is also the manufacturer,” Timor Gerlach-von-Waldthausen explains. This expresses a clear commitment to quality. Quality requires responsibility in the implementation and verification of established manufacturing standards. For Gerlach, however, responsibility also means not relinquishing control over quality. After all: “If we want to have high quality standards for our products – and we do! – then we also need to do our own research, development and production in the core segments of the product range. That’s our core expertise”, Gerlach’s chief executive continues.



Quality requirements for cosmetic products are high because cosmetics directly impact the body and our well-being. For this reason, all manufacturers of cosmetic products are obligated to ensure that their products are safe, tolerable and have a good shelf life. To this end, the EU Cosmetics Regulation stipulates that manufacturing should be carried out in accordance with "Good Manufacturing Practice" (GMP), among other requirements. This regulation defines production and operational quality control standards. Products can only be produced at the desired, consistent quality levels when these guidelines are fulfilled. But even with binding standards, quality differences can still happen. It starts during the development process. Every manufacturer must subject newly developed products to numerous tests. Products are only cleared for technical production when user tests, effects, stability and microbiological quality are proven to be flawless. If this is not the case, research continues. And this is precisely where the potential for quality differences is found. Those who do their own development are also free to define the specifics of their quality requirements. For example, in the selection of raw materials: The cosmetic regulations specify the use of ingredients. In general, only

approved ingredients may be used. But the manufacturer decides the quality levels of the ingredients. For example, they may use near-natural or even synthetic essential oils. Or - like GEHWOL - pure natural oils. They have an especially high share of nourishing, skin-protecting components. It is the same for other ingredients. Aside from the manufacturer's creativity and an instinct for a good, useful and functional formulation, the quality level of its individual ingredients determines the quality of a product. And this quality level is defined by the manufacturers themselves, who are responsible for their own research and production. This is also true for manufacturing processes. Gerlach has utilized all available options in equipping its production facilities, the new laboratory and its global quality management system to allow the company to produce according to the highest standards. And that is a necessity. After all, the company not only manufactures cosmetics, but also medicinal products and pharmaceutical products. The requirements for pharmaceutical products are more stringent. At Gerlach, quality management is actually oriented to the quality standards for medicinal products. Its cosmetics are likewise produced to meet this highest standard. This makes Gerlach unique in the foot care industry.

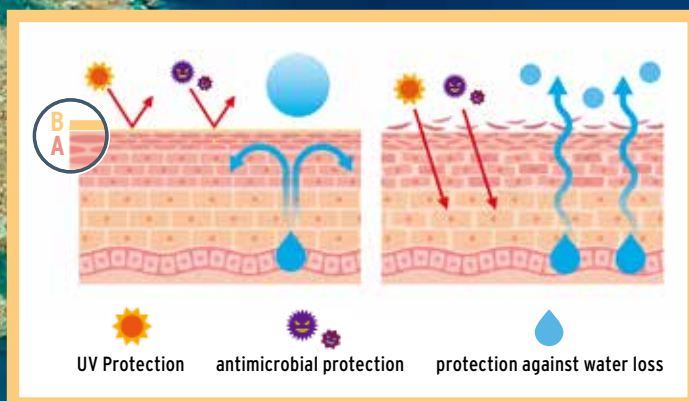
Feeling good
in my own

skin

Part 1: the barrier function

If the skin feels dry, tight, irritated and has a scaly appearance, these are signs of a disturbed skin barrier. Which brings us to our subject: What options are available to keep this barrier intact? Structurally, the barrier consists largely of the skin's own fats (lipids) and bound moisture. If the skin lacks lipids, moisture rapidly escapes. The skin dries out. Consequently, lipid-rich care is important! Skin lipids include ceramides, linoleic acid, phospholipids, squalanes as well as phytosterols. They can be supplied to the skin via various care oils and base ingredients. Some good examples include avocado oil, jojoba oil, sea buckthorn oil, almond oil, sesame oil or shea butter (for example, in GEHWOL med Lipidro Cream, GEHWOL med Sensitive, GEHWOL FUSSKRAFT Hydrolipid Lotion or GEHWOL FUSSKRAFT Soft Feet Butter). Modern probiotic active ingredients are also good for the skin barrier. Just as lipids are an important part of the mechanical barrier, the microbiome provides an additional biological barrier. One can imagine it as a microbial biofilm on the skin. The microbiome is populated by billions of beneficial bacteria and fungi. They protect the organism from pathogenic bacteria, viruses and fungi found in the environment. Probiotic active ingredients are harvested from lactic acid bacteria, among other

things (for example, in GEHWOL balance with probiotic *Lactobacillus pentosus*). They promote the growth of the microbiome and support the skin's biological barrier function. The skin has the special ability to constantly renew itself. Vital cells are originally formed in the lowest layer, gradually altering their structure and function. In this process, they begin to move out towards the external layer. As dead callus cells bound by lipids and proteins, they eventually form the mechanical barrier on the outermost skin layer before they are shed due to pressure from the cells growing beneath them. In dry skin with excess callus, this process may be faster. Under pressure load, the callus cells growing beneath move outwards faster than the rate at which dead cells are shed. Special callus creams with a high urea content can help here (for example, GEHWOL med Callus Cream with 18 % urea). They intensively moisturize the skin. In a kind of "rinse", the callus cells become loosened so that the skin can shed them. Scrubs can also help. But take care - aggressive chemical scrubs are best avoided! Gentle alternatives use natural exfoliating bodies such as sugar, bamboo or mother-of-pearl powder and regenerative active ingredients such as jojoba oil, avocado oil and vitamin E (for example, GEHWOL FUSSKRAFT Soft Feet Scrub and GEHWOL Mother-of-Pearl Scrub).



The barrier is the outermost skin layer. It consists of lamellar callus cells bound together by skin lipids and proteins (A). The skin additionally forms a hydrolipid film - the acid mantle (B). It consists of sweat, fats, amino acids and cell scales. The pH value of the acid mantle varies depending on the body region. Matching the pH, the protective mantle provides an ideal microclimate for each body region in which useful bacteria and fungi (microbiome) can multiply. Together, the mechanical and chemical-biological barriers fulfil an important protective function. They keep the skin from losing moisture, thereby preventing harmful microorganisms and environmental toxins from penetrating the skin from the outside. For this reason, the skin barrier is an important part of the immune system.

Let's stay active!

The current GEHWOL Foot Care Trends show that foot care benefits from important societal developments. The fact that foot care is a lifestyle topic today is related to the fact that prevention - associated with a health-conscious and mindful lifestyle - is one of the hottest megatrends in Germany according to the Zukunftsinstitut [Future Institute]. People who are still working often have a stressful everyday life. However, they can use exercise, grooming and a healthy diet to ensure that they retain their physical and mental power right into old age. But mindfulness does not stop there. On the contrary: Beginning pensioners eagerly anticipate an engaged, active, experience-oriented retirement. To make this work, many people go the extra mile in creating a good work-life balance. Even healthier, even more athletic, even better groomed: that's the motto for old age. This becomes clear in GEHWOL Foot Care Trends. At 41 percent, health-conscious care enthusiasts are by far the strongest group among respondents. Their defining feature: Foot problems are uncommon, and care is performed specifically for preventive reasons. People in this group don't have foot problems and make sure that they don't develop them. Typically, this attitude is widespread among young people. At 42 percent, under-20s frequently confirm that they don't have foot problems. But this is even more common among persons over 60, at 49 percent. They are the leading group in preventive foot care. But that's not all there is to it: easily one-third of people who almost never have foot problems generally consider a health-conscious lifestyle important. Care is just as important as healthy diet or exercise. Foot Care Trends also shows that such a lifestyle change is worth it. 93 percent of health-conscious care enthusiasts consider the health of their feet important - more than almost any other care group. They also tend to be much more satisfied with the condition of their feet. And they show a clear preference when choosing their care product: The product must, above all, have preventive benefits and provide protection against foot problems. Problem solving or glamour factors are less significant. Compared to other care groups, they are also more likely to trust brands that specialize in care for specific body areas. What's more, care and mindfulness as a part of prevention really work: 76 percent of people in Germany consider foot care important or very important. 45 percent of them rarely have foot problems. This is only true for 21 percent of those who don't consider foot care important.



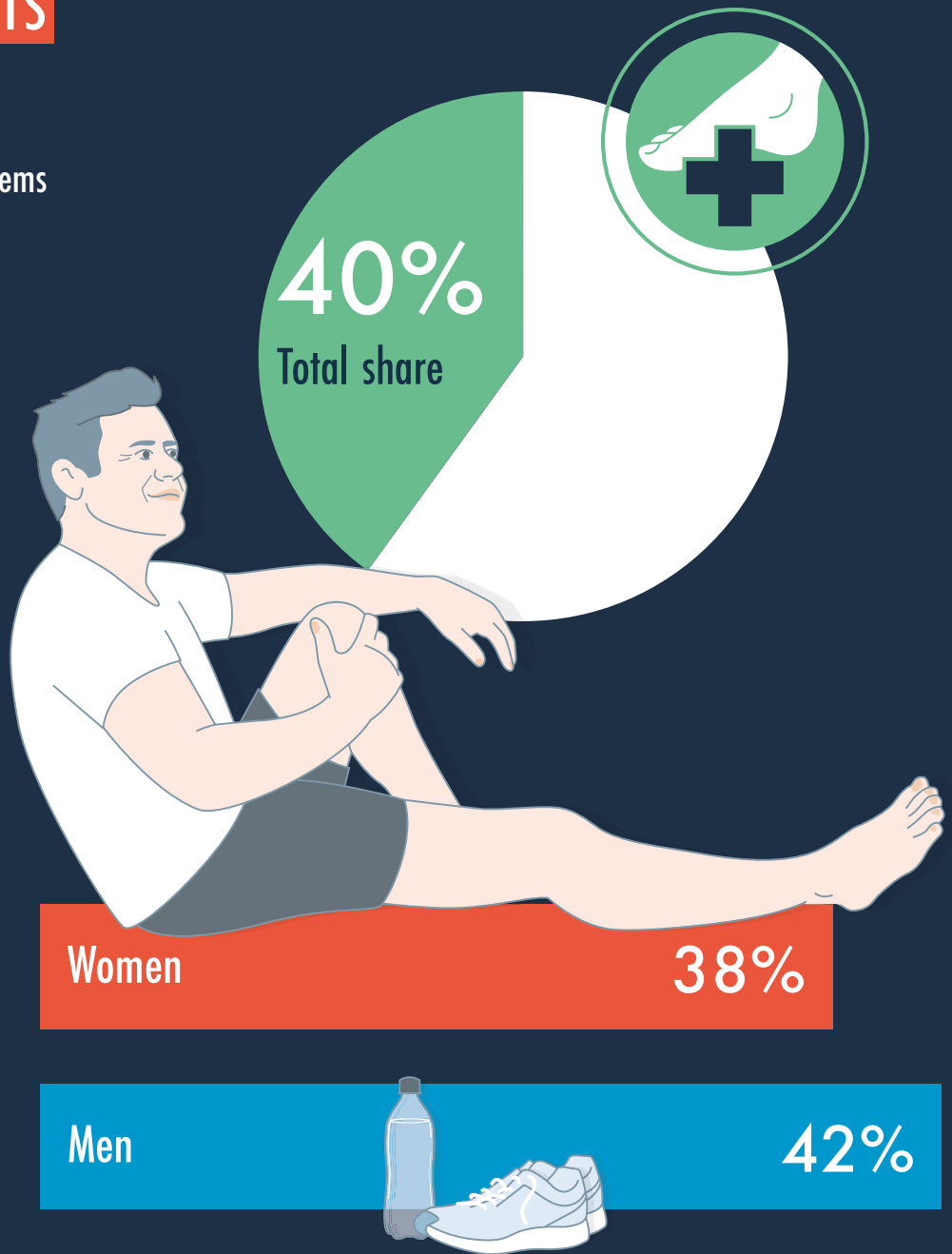
GEHWOL Foot Care Trends 2022/23
 n = 1,000 people in Germany aged 16 and over,
 Online representative, April 2022 (Statista GmbH).
 Trends on the internet:
www.gehwol.de/Aktuelles/GEHWOL-Fusspflgetrends-2022

Foot Care Trends 2023

Health-conscious

CARE ENTHUSIASTS

Rarely have problems with their feet or skin and focus on preventive care



Online survey commissioned by GEHWOL, n = 1,000, April 2022



Spicy berry or hot pod?

In the case of hot peppers, both are true. According to botany, the pod is actually a berry. Many supposed berries turn out to be something quite different - one example is the strawberry, which is actually a "gathered nut" fruit. According to the botanical definition, a fruit is considered a berry if it has emerged from a single or several fused fruiting leaves and encloses several seeds with its flesh. This is the case with hot peppers, but also with bananas, cucumbers, melons, pumpkins, citrus fruit, dates, kiwis, eggplants and tomatoes. Regardless of pod or berry, red, yellow or green, round or pointed, it should be noted that hot peppers are healthy - even for your skin. This is thanks to its high vitamin C content, which can render free radicals harmless. Free radicals are highly reactive and aggressive oxygen molecules or organic compounds that contain oxygen. They attack cells, snatching molecules from them and forming new radicals in this process. This is also known as oxidative stress, which is responsible for numerous types of skin damage. With their high vitamin C content, hot peppers support collagen production in the skin, promoting its ability to protect itself against oxidative processes. Hot peppers contain many other nutrients that are good for the skin, such as beta-carotene, folic acid, potassium, magnesium, zinc and calcium. Beta-carotene also has antioxidative effects. It reduces inflammation, fights wrinkles and protects skin from UV-induced ageing.

But hot peppers are not just good for the skin when consumed as a food. They also have much to offer as an active ingredient in cosmetic products, or as an extract with their active components (INCI: Capsicum Annum Extract). When used externally, capsaicin in particular can really heat up cold foot soles. Capsaicin is an alkaloid and an end product of the plant metabolism that interacts with various receptors, creating a sense of heat and spiciness. For example, a foot massage with fiery paprika balm activates heat receptors in the skin.

Simply put, these receptors pick up temperature signals and process them physiologically. If the receptors signal cold, the nervous system reacts: The blood vessels in the hands and feet shrink from size L to S. In "slim" mode, blood flow is reduced in the extremities to concentrate on the all-important body core. Organisms react in the same manner when sensing heat - for example, from capsaicin. This active ingredient simulates heat, signalling the body to increase blood flow to the outer extremities. Capsaicin also offers positive benefits with its antibacterial and fungicidal effects. Thanks to this property, foot care products with paprika extract also protect against foot odour and foot fungus.



Ouch, swollen feet - which

Pain has many faces, one of which is revealed in the feet and legs. This is not necessarily related to being overweight. Of course, too much weight on the soles is never good for foot comfort. All 22 bones, 33 joints, 100 ligaments and 20 muscles that hold the foot together and connect it to the rest of the body suffer if they bear too much weight. But the feet and legs can swell and hurt even without the burden of body weight. Sitting or standing for long periods of time is enough to cause pain. If you neglect your musculoskeletal system while working, your feet may ache in the evening. Feet that are condemned to such a passive existence during the summer months are particularly likely to become swollen and irritable. But what is the anatomical reason when your shoes no longer fit? The venous and lymphatic systems play a central role here. The veins return deoxygenated blood to the heart and are responsible for the removal of metabolic waste. The lymphatic vessels transport body fluids (lymph) and proteins from body tissues into the venous system. Weakness or congestion in the venous or lymphatic system means that normal fluid exchange no longer works, building up fluid in the tissues. This leads to swelling (oedema). Women are more commonly affected by this phenomenon than men,



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active ingredients can help?

since their connective tissues are weaker. This means support for the venous system. Many women suffer from swollen legs and feet, especially during pregnancy. Venous function also decreases with age. But such issues may also be due to circulation and metabolic problems caused by internal diseases. These particularly include chronic heart failure, kidney or liver disease, protein deficiency or hypothyroidism. Anyone who often has swollen feet or legs should check with a doctor for any possible illness. But a few simple measures can usually provide relief, such as elevating the legs, cooling them, exercising the leg muscles, drinking plenty of fluids and, of course, wearing comfortable shoes. Products with witch hazel (such as GEHWOL FUSSKRAFT Leg Vitality or GEHWOL Leg Balm) are suitable for strengthening foot care. Witch hazel is part of the witch hazel family. Its extracts contain mild tannins and essential oils. It is mildly astringent, which means that proteins are precipitated and cross-linked under its influence. This is how it tightens and strengthens the uppermost skin layers and supports blood circulation. These properties make witch hazel the "fitness coach" of active care ingredients, quickly relieving swelling in the feet and legs.



Favourites



of



the



season!



■ What the community is saying

GEHWOL FUSSKRAFT Soft Feet Butter is one of the winter favourites of the GEHWOL Testers' Club community. Every new member receives a welcome pack with products from the Soft Feet product range. Care is especially popular during the cold season.

Blogger Caroline (@sonne_testet) has a lot to say about the fruity scent of the foot butter: "The pleasant scent takes me away to another world for a little time-out." The dosage form and rich consistency of the care product are just as popular. Testers' Club Member Michaela (@wiggerlsworld) reports: "I love anything buttery, so that's an automatic plus for the dosage form. Soft Feet Butter has a firm consistency. But it gradually melts while it is being massaged into the skin. I find it very nice." Monika (@shoppingmoni) was also convinced immediately after unboxing: "My favourite way to use GEHWOL FUSSKRAFT Soft Feet Butter is right before bed, after a nice evening foot bath. The deep-acting hyaluron strengthens the skin's defences and binds large amounts of moisture. It keeps my feet looking beautiful." Cindy (@rosa87lie) particularly likes to use foot butter in the winter and spring: "Intensive care with moringa oil renders dry skin soft and tender again. The pleasantly light scent also has a soothing effect on the senses, perfectly rounding off my daily evening routine." The GEHWOL Testers' Club community is unanimous: GEHWOL FUSSKRAFT Soft Feet Butter is easily integrated into your own foot care routine, and also offers time for relaxing wellness moments along with its care properties.

What Gerlach is saying ■

GEHWOL FUSSKRAFT Soft Feet Butter has won the hearts of foot care pros and our community. It received the Beauty Forum Stars Award at the end of 2022. The butter intensively nourishes and pampers stressed feet and legs with premium ingredients and a fruity scent. The rich formula with pomegranate extract and moringa oil leaves the skin feeling supple. Refatting shea butter strengthens the skin barrier while leaving behind a pleasantly soft skin sensation. Special deep-acting hyaluron is absorbed by the skin, supporting skin regeneration in combination with vitamin E and avocado oil and strengthening skin defences. Moisture is retained in deeper skin layers, protecting against callus formation.



Unmasked

