



FUSSPFLEGE AKTUELL

THE MAGAZINE
FOR THE PRACTICE

Issue 3/2023

THE FOOT MANIFESTO

Into a new era
with GEHWOL





PRELUDE – P. 3 NOTHING HAPPENS WITHOUT MOVEMENT!

The evolution of the brand keeps GEHWOL on the move. Only those who lead the way can be followed.

TITLE – P. 4 GEHWOL MOVING FORWARD

GEHWOL has a new mission! The brand's foot cosmos is also taking shape with a new look.

STORY – P. 12 WRONG IDEA!

To get to your destination faster, the step cadence is particularly important.

STORY – P. 14 THE 2 MILLION EURO MAN

What are body parts actually worth? Body insurance is no longer a celebrity thing.



STORY – P. 16 BOISTEROUS FEET

Coach and consultant Peter Weidmann explains what is important when "firewalking".

STORY – P. 18 POLE DANCE

Pole dancing has become a popular fitness trend in recent years. Pole sports world champion Yvonne Haug explains why training is primarily about the feet.

STORY – P. 20 SPECIAL OLYMPICS

Eduard Gerlach supported the podology stand "Fit Feet" at the 2023 Special Olympics.

STORY – P. 22 THE SHOE WHISPERERS

Shoe shiners belong to an almost forgotten occupational group. Peter Borggreve from Potsdam is one of them.

FOOT FOCUS – P. 24 SERIES: FEELING GOOD IN MY SKIN, PART 3

Thermoregulation describes all the mechanisms that ensure that the body temperature remains constant.

FOOT FOCUS – P. 26 DIABETES REPORT 2023

This is the state of Germany's foot health – this time, the GEHWOL Report is published with an additional patient survey.

FOOT FOCUS – P. 28 FOOT CARE IS SEXY

For beauty-conscious beauties, the appearance of their own feet comes first. And they like rituals.

FOOT FOCUS – P. 32 SWEATY-DRY

What a dilemma: Sweaty feet produce dry skin. These three GEHWOL formulations help against both.

FOOT FOCUS – P. 30 TWO NUTS AND A POMEGRANATE FOR SOFT SKIN

Witch hazel, pomegranate and almond pamper the skin wonderfully.



FOOT FOCUS – P. 34 FAVOURITES OF THE SEASON

The GEHWOL Testers' Club community raves about GEHWOL FUSSKRAFT Soft Feet Foam!

FOOT FOCUS – P. 36 UNMASKED

Which product with almond oil and microsilver are we looking for?



IMPRINT

Publisher: FUSSPFLEGE AKTUELL is published on behalf of EDUARD GERLACH GmbH // Bäckerstraße 4-8 32312 Lübbecke // Germany // Phone +49 5741 330-0 // info@gehwol.de // www.gehwol.de

Editorial office and publisher: Dorothea Küsters Life Science Communications GmbH // Falkstraße 5 // 60487 Frankfurt am Main Phone +49 69 61998-0 // info@dkcommunications.de // www.dkcommunications.de // Editorial management: Dirk Fischer Editorial office: Sabrina Schaftner, Philipp Stangier, Lisa Viel, Barbara von Wirth, Michael Wiedemann

Graphic concept and realization: District Line Werbeagentur GmbH // 61239 Ober-Mörlen info@districtline.de // www.districtline.de

All rights reserved. Reprints, even in excerpts, are only permitted with the publisher's permission and citing the source. Rights of translation and other uses reserved. No liability is accepted for unsolicited manuscripts, review copies, etc. If FUSSPFLEGE AKTUELL cannot be published or delivered, this shall not give rise to any claims against the publisher. Place of jurisdiction: Frankfurt am Main. Personal data is collected for the purpose of holding competitions and processed by the agency commissioned to run the competition, solely for the purpose of delivering the prize. Participants can object to such processing at any time. Find more information about your data protection rights at www.gehwol.de/datenschutz.

FOLLOW US

facebook.com/GehwolDE
instagram.com/gehwol_de
twitter.com/GehwolDE
youtube.com/gehwolfussvital
pinterest.com/gehwolDE



“LIFE IS LIKE RIDING A BICYCLE. TO MAINTAIN BALANCE, YOU HAVE TO KEEP MOVING.”

Albert Einstein



NOTHING HAPPENS WITHOUT MOVEMENT!

A view of the night sky in clear air and beyond unbearable light pollution fills us with pure humility: A cosmic spectacle opens up, with millions and millions of stars and planets and some form of energy and matter in between them. Everything seems to be standing still somehow, and yet everything is moving. Our earth, for example: At the equator, it moves at an incredible rotational speed of 1,670 km per hour. But we earthlings would hardly notice this accelerated forward momentum at all if it weren't for the change between day and night. Why not? The answer is simple: Because everything on earth rotates with us, and everything beyond the earth is so infinitely far away. It is the same with social trends: They often move and change us without us being consciously aware of their dynamics. Looking back, it is easier to recognize change. Many are overcome by a feeling of nostalgia and melancholy. “Oh, how nice it used to be”, some people think, and long to return to their comfort zone. But life is not that simple. The universe is in motion, the earth is turning, the world around us is changing, and our needs follow new standards that determine our actions. Movement and change – that's what this issue of FUSSPFLEGE AKTUELL is all about. You have already noticed that something is different by looking at the front page. The magazine is a foretaste of evolutionary, not to say revolutionary times at Gerlach. You could also say: a brand in transition, no, much better: a brand that is moving forward. Brands have a lot to do with change and movement. GEHWOL is probably the best-known foot care brand in the world. This means: People trust GEHWOL when it comes to the well-being and care of their feet – from Norway to Namibia, from Ecuador to Japan, everywhere around the globe. Trust is the capital of a brand. In return, it promises guidance. Applied to GEHWOL: People's care needs are changing – driven by the ever-changing spirit of the times. For all those who value healthy feet – 90 percent of people, according to foot care trends – GEHWOL is a leader, a guide with a clear quality promise as a pioneering beacon through the many megatrends: Prevention, green tech, mindfulness, self-optimization, me-time, sustainability, product safety! All of these impulses influence care behaviour. Users trust GEHWOL to provide solutions. To maintain this trust, however, people must also recognize a brand's willingness to change. Only those who lead the way can be followed. That is why a new GEHWOL is at the center of our evolution. And what better way to start a GEHWOLution than by renewing our brand commitment? We want to be a partner for all people worldwide who value healthy feet. The manifesto you see on the front page is not something we promise to put in your hand, but – as befits a podologist – on your foot. Anyone who follows this manifesto and respects their feet will keep moving forward. That's why our new brand promise is: GEHWOL moving forward! Behind it, a new foot care cosmos opens up, starting today. Stay curious: there is a lot to discover. Just like the universe, by the way, of which only about five percent makes up the known cosmos! The rest is dark matter. It needs to be explored. But nothing happens without movement.

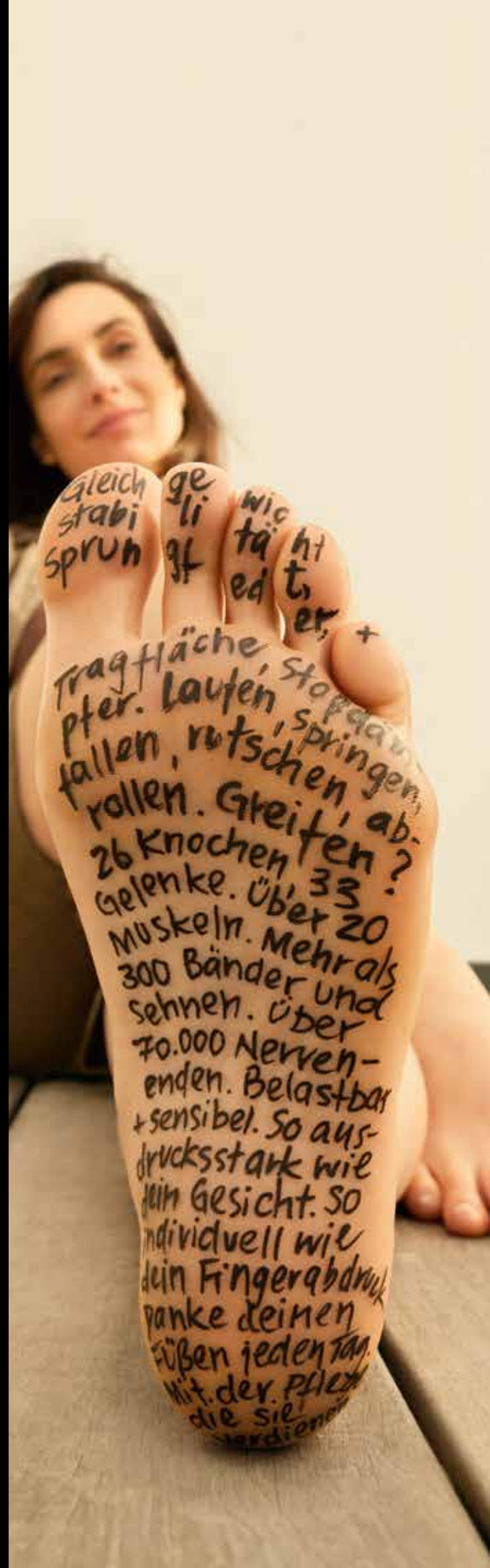
YOURS, TIMOR GERLACH-VON WALDTHAUSEN

GEHWOL[®]

BEWEGT

“GEHWOL moving forward is our mission. Because we want to move people, we are also renewing our commitment to the well-being of feet. Because moving forward is what gets us to our destination, not standing still.”

Timor Gerlach-von Waldthausen



If our feet could tell a story, it would be a tale of pleasure and burden, well-being and agony: the pleasure of movement, the burden of carrying our bodies over many decades, the well-being of daily care and the agony of incorrect footwear and overload. As a foot specialist that focuses on the well-being and health of the feet, the Eduard Gerlach company understands all of these untold stories. With its customized foot care products, it ensures healthy and well-groomed feet in more than 50 countries around the world, and thus mobility.

Literally NOTHING works without our feet! With 26 bones connected by 33 joints, 114 ligaments, 20 muscles, 200 tendons and around 70,000 nerve endings and sensors, our feet are an anatomical and physiological marvel. Its complex interplay carries us, lets us feel the ground, gives us traction, stability and, above all, mobility. We walk an average of 6,000 to 7,000 steps a day, covering five to six kilometers. In other words: By our mid-80s, we have covered around 160,000 kilometers thanks to our feet, theoretically circumnavigating the globe four times. Of course, no two feet are the same. And their state of health is as different as their appearance is individual. Everyday working life, lifestyle, increasing age and sometimes illness leave their marks here. But above all: Over the years, we can also recognize the appreciation, attention and care our feet have received and whether they are up to daily challenges and strains.

NOTHING IS AS IMPORTANT AS THE RIGHT CARE!

To ensure that our feet carry us reliably throughout our lives and can take leaps as well as sprints, we need the right footwear, a healthy lifestyle with regular exercise, and a balanced diet. Their daily preventive care also plays a role that should not be underestimated – with quality products for every foot and every foot problem. This is the only way to fulfill what is written on the foot as a manifesto:

“Thank your feet every day with the care they deserve.”

As an experienced specialist retail partner, Eduard Gerlach provides these care products with its GEHWOL brand. After all: “Everyone deserves healthy and well-groomed feet!” is the credo of the entire Gerlach team.

The fact that the pioneer of foot care understands the well-being of our feet is due to more than over 150 years of expertise. An attentive eye and open ear are also crucial for the company, and key to the success of its GEHWOL brand: By continuously monitoring the medical, health and cosmetics markets, foot care experts are able to identify and address associated findings and megatrends for the foot care market of the future at an early stage. Another pillar of success is

the fact that the Gerlach team maintains close contact with professional podologists and GEHWOL users. Last but not least, it also regularly conducts representative online surveys – the “GEHWOL Foot Care Trends”.

All of this enables the family business to develop pioneering, high-quality foot care products at its company site in Lübbecke, East Westphalia, where they are also produced and sold. What began over 150 years ago with Eduard Gerlach’s development of the world’s first foot care cream for people with foot problems has now grown into an entire cosmos of GEHWOL products. The GEHWOL brand has established itself as a protector and helper for the feet. With its innovative products, its close networking with the cosmetics and podology industry, and its exclusive alliance with specialist retailers, it supports everyone who considers the well-being of their feet a matter of everyday importance.

For many decades, the GEHWOL product motto was “We take care of your feet”, but today, Gerlach’s team claim goes even further. That is why it is now called: “GEHWOL moving forward” – not only our feet, but ourselves as well!



GEHWOL®
MOVING FORWARD.



AHEAD OF THE TIMES!

GEHWOL IS ON TREND

The currents of change alter us, our views, attitudes and behaviours – including towards our own bodies. GEHWOL is ready for the future, ready to move people.

With its new umbrella brand claim “GEHWOL moving forward”, Gerlach once again documents its pioneering spirit. To lead and pave the way – figuratively speaking, to enable people to live out their own mobility and further developments with good care products and support from professional foot care services: This attitude is founded on a responsibility towards our own pioneering role in everything that is important and necessary for healthy, well-groomed feet. And this is exactly what today’s generations of carers expect: Sharing responsibility for a healthy, self-determined and sustainable lifestyle. At its new company site on the edge of the Lübbecke Moor, Gerlach has already taken important steps to provide GEHWOL with a future-proof development and production environment: In addition to state-of-the-art laboratories and production facilities, all signs here point to innovation and sustainability: from the foundation that is built of water-permeable gravel tamping columns to the in-house water recovery system and heat pump – to name just a few examples. The modern company location is proof that Lübbecke has read and understood the signs of the times.

THE FUTURE STARTS NOW – EVEN FOR YOUR FEET!

So-called “megatrends” show which thought patterns influence care awareness, care behaviours, and product expectations. According to the Frankfurter Zukunftsinstitut [Frankfurt Institute for the Future], these “deep currents of change” are characterized by their duration of at least several decades. They are multi-layered, comprehensive, complex and global. One important example of this is the “health” megatrend. This includes various sub-trends, as the Frankfurter Zukunftsinstitut shows in its forecasts. For example, trends such as mindfulness, preventive health awareness and sporting activities shape our present and future. That’s reason enough for Gerlach to monitor these trends continuously and closely. The findings and changes resulting from the “health” megatrend and its sub-trends are incorporated into the development of the GEHWOL product world and the company’s services. The following examples from various sub-trends show how much GEHWOL is in line with the trend.

“GEHWOL is a modern brand. Building on a long tradition, it embodies much of what currently drives people in their care behaviour.”

Jarek Raby

PREVENTION AND MINDFULNESS

Mindfulness means being aware of one's own body and its needs, and listening to them. However, this does not automatically mean that we also pay attention to our feet and their health. There are still many people who neglect their feet. Here, Gerlach once again focuses on the foot manifesto, betting on information and prevention with the GEHWOL brand. Just as Gerlach picks up on important trends with its products for every foot problem, GEHWOL users are also real trendsetters. They don't wait for problems to develop before they take care of their feet. They greatly value preventive measures and comprehensive care. GEHWOL offers you an entire foot care cosmos with the right products for your individual needs: not just today, but also tomorrow – for treating problems as well as for prevention and increased well-being.

PRO-AGING AND DOWN-AGING

Health-conscious behaviour leads to better quality of life, especially in old age. But it's not just this realization that makes many of us take better care of ourselves and live a more health-conscious lifestyle. Due to medical advances and better living conditions, many older people today also feel younger than their chronological age. This results in a desire for an active, self-determined and self-confident young lifestyle. However, we can only move easily and enjoyably to strengthen our fitness if our body foundations are healthy. As a guarantor of mobility, the feet are therefore increasingly attracting interest. GEHWOL products are the perfect care partner here – after all: GEHWOL moving forward!

PLANT-BASED AND GREEN TECH

GEHWOL products are active cosmetics in the truest sense of the word. Anything else would contradict what is written in the foot manifesto: give your feet the best possible care every day! The best possible care is always based first and foremost on efficacy. A product must contain ingredients that promise maximum effect for the respective care objective. GEHWOL research therefore focuses on substances that match perfectly and complement each other's effects. Active plant ingredients have always

been the natural heroes in GEHWOL products. GEHWOL combines its longstanding knowledge of the effects of plants with the latest technical achievements, using state-of-the-art technology to process the best and most effective herbal ingredients. Where necessary for optimum care results, they are supplemented with additional ingredients. This is the result of Gerlach's research and development expertise. This combination of nature, technology and science ultimately serves the current trend towards green tech.

SAFETY AND TRANSPARENCY

The megatrend of safety is reflected in a need for transparency. GEHWOL already produces to the highest standards and with a quality management system that is comparable to pharmaceutical production: Supplier qualification in purchasing, working conditions comparable to those in a hygienic clean room, modern filter systems, strict quality control, our own microbiology laboratory – every step is documented and traceable.

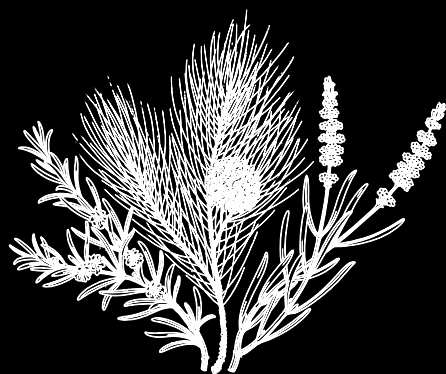
CONTEMPORARY WITH A NEW LOGO

GEHWOL proves its modernity as a trendsetter. But what would a modern brand be without a modern design? For this reason, GEHWOL will appear in a new outfit starting in January 2024. The focus is on the new logo. Freed from its frame, the footprint has moved confidently and effortlessly towards the lettering. This forms a stable, calm basis for it due to the uniform stroke width, the broad font style and, above all, a self-sufficient colour tone. The word/figurative mark thus appears self-confident, confident and modern at the same time.



GEHWOL

FUSSKRAFT®



**First line in the new
design – available from
the turn of the year**
(temporarily also with
the old name!)



ZERO HOUR!

With GEHWOLution 2030, Gerlach is putting its corporate strategy on track – a strategy that stops at nothing: new brand promise, new logo, new packaging design, new products, new advertising materials. GEHWOL FUSSKRAFT is the first to benefit from this future-oriented initiative at the earliest possible time. It all starts in January!

Guests on a guided tour of Gerlach's new company building stop off in the employee lounge. Here, as in nearly all other work areas, view the company's own lavender fields through floor-to-ceiling windows on one side and the expanse of the Lübbeck moor on the other. This is a tribute to nature, whose power makes GEHWOL products so effective. The power of nature – GEHWOL FUSSKRAFT stands for this, and especially for quality and reliability. With this sub-brand, a complete product line exclusively aimed at foot care and (later) podology practices and beauty institutes was introduced for the first time in 1961. Products intended exclusively for practice use by podologists, for care advice and for resale to patients – this exclusivity is still an expression of Gerlach's traditional partnership with all service providers in the field of cosmetic and podological foot care. It goes without saying that such a line must meet the quality standards of professional foot care. Essential oils are a good example of what this looks like in practice. Their use is formative for the understanding of GEHWOL FUSSKRAFT. The best quality is guaranteed by pure natural essential oils. This means that the oil is extracted exclusively from the plant that gives the oil its name, using specific parts of the plant. The geographical origin, cultivation method and extraction process are also decisive for quality.

Low-quality oils from similarly scented plants are sometimes mixed into less expensive oils. This can change the concentration of the essential components, rendering the product less effective. For this reason, GEHWOL FUSSKRAFT uses 100 percent natural and pure essential oils wherever possible.

NEW PACKAGING DESIGN!

Foot specialists have always benefited from the quality and exclusivity of the GEHWOL FUSSKRAFT product line. And it will stay that way! Starting in January, however, the products will be available in a completely new, modern packaging design. The new logo in a specific colour scheme that includes the sub-brand (FUSSKRAFT) and the foot symbol as components of the logo can be seen here, as well as the product name and skin condition. This provides a quick orientation about the care goals for which the product is suitable. The active ingredient drawings are unique in the world as a graphic continuation of the main ingredients, which are also listed. The drawings by a pharmacist and illustrator, who was long sought globally for this purpose and finally found, are reminiscent of pen and ink drawings from traditional botanical illustrated books and textbooks. The packaging therefore communicates efficacy.

NEW DESIGN, NEW NAMES

GEHWOL FUSSKRAFT has a modern look for its accustomed quality and content. The plus is also in the new product names, which explain the care benefits:

- **GEHWOL FUSSKRAFT Care Cream:** The cream for stressed feet was previously called GEHWOL FUSSKRAFT GREEN.
- **GEHWOL FUSSKRAFT Intensive Cream:** This specialist for dry and brittle foot skin was previously known under the name GEHWOL FUSSKRAFT BLUE.
- **GEHWOL FUSSKRAFT Refreshing Cream:** It cools and revitalizes tired feet, and was previously known as GEHWOL FUSSKRAFT MINT.
- **GEHWOL FUSSKRAFT Warming Cream:** Warms and regenerates chilled feet with fiery ingredients. It was previously marketed under the name GEHWOL FUSSKRAFT RED.
- **GEHWOL FUSSKRAFT Leg Vitality Cream:** Revitalizes and firms tired legs with its skin-smoothing formula.
- **GEHWOL FUSSKRAFT Hydro Lipid Lotion:** Intensively moisturizes the feet and legs.
- **GEHWOL FUSSKRAFT Herbal Spray:** The natural spray revitalizes and refreshes tired feet at the touch of a button.
- **GEHWOL FUSSKRAFT Nail and Skin Protection Spray:** Protects nails from fungal infestation and nourishes the cuticles.
- **GEHWOL FUSSKRAFT Herbal Bath:** This natural foot bath is outstanding at eliminating foot odour and softening calluses.

In the case of GEHWOL FUSSKRAFT, a muted shade of green was chosen for the individual colour of the sub-brand. It is also a reminder of the natural power of the formulas, in which the quality claim of this product line refers not only to essential oils, but to all ingredients. Some of the most important active ingredients are:

- **ROSEMARY OIL:** has a bactericidal effect, stimulates the circulation, invigorates, activates and boosts well-being
- **MOUNTAIN PINE OIL:** invigorates, refreshes, disinfects, deodorizes
- **LAVENDER OIL:** healing, antiseptic, soothes and boosts well-being
- **AVOCADO OIL:** rich in active ingredients, mild and skin-smoothing, absorbs well, particularly suitable for dry, scaly skin
- **THISTLE OIL:** anti-inflammatory, rich in vitamin E (an antioxidant) and linoleic acid, an essential fatty acid which the body cannot produce itself
- **JOJOBA OIL:** rapidly absorbed, nourishes and creates a velvety, soft skin sensation, keeps the skin smooth and supple
- **ALGAE EXTRACTS:** revitalize and tone, promote the skin's blood circulation, positively affect the skin's moisture balance, smooths callus

The range in the new styles will be delivered starting in January 2024. To make the transition easier, the previous names will still be communicated on the packaging for the present time.

THE FOOT COSMOS ON THE HORIZON!

THE NEW GEHWOL BRAND ARCHITECTURE

Everything moves thanks to healthy feet – and this is Gerlach's guiding principle. At the same time, the company's team thinks and acts with the future in mind. This can now be seen in the GEHWOL brand. With its restructuring, EDUARD GERLACH is preparing for the future, and along with it, for the success of your practice or institute.

Tightly scheduled appointments, customers who want to be well looked after and, last but not least, the need to keep the practice organized – everyday life in a podology or chiropody practice is often stressful. This makes it all the more important for everything to run perfectly and smoothly in terms of equipment. This is the only way that you can devote your full attention to your patients. Of course, high-quality and highly effective foot care products that provide you with optimum support in your work are just as important. In addition, your further education and training should not be neglected. This is the only way to ensure that you are always up to date on practical issues, and able to impress with both practical expertise and your specialist know-how. It's good to have a professional, reliable practice outfitter at your side who will advise and support you as a partner! The decisive factor: Just as everything revolves around the well-being of the feet, Gerlach's GEHWOL brand is at the center of an entire foot cosmos in which everything revolves around professional foot care.

OVERVIEW: THE NEW BRAND ARCHITECTURE

Whether it's high-quality booth equipment, instruments and foot care products or further training – Eduard Gerlach GmbH offers an entire foot care cosmos. The company, which dedicates itself to foot health and professional all-round support for you as a foot care specialist, sees quality as the basis of its decades of success. However, the demand for quality is not limited to the company's products and preparations alone. It determines the thoughts and actions of the entire company, and is also geared towards the future. That is why GEHWOLution 2030 also includes a new brand architecture. Since an absolute focus and specialization on the foot with corresponding offers around practice management, therapy, prevention and care is at the core of the GEHWOL brand, EDUARD GERLACH products are now consolidated and reorganized under this brand. The GEHWOL brand world of the future – in a new colour and visual look – includes everything you need for your practice or studio and your customers. The same applies to all sub-brands along with GEHWOL FUSSKRAFT: Each sub-brand is given a specific colour scheme as a defining stylistic packaging element. Along with grey, the colours vary between shades of blue and green. After the launch of GEHWOL FUSSKRAFT, the new design will be extended to the new brand world. You will also receive new advertising materials with exclusive images, displays and materials for your shop window.

GEHWOL FUSSKRAFT

The GEHWOL FUSSKRAFT series is and remains the professional brand in the GEHWOL cosmos, which means: These products are only available from you, the foot specialists. Products from professionals promise maximum efficacy and remain true to themselves. The focus is still on the power of nature, thanks to high-quality essential oils. They give the products a broad spectrum of action.

GEHWOL FUSSKRAFT SOFT FEET

Whether it's a scrub, care bath, cream, lotion, foam or care butter – with its trendy active ingredients, this product line is the right choice, especially for wellness and relaxation. This appeals to all consumers, including younger ones. The common denominator is a particularly deep-acting hyaluronic acid and a lasting product experience thanks to individual, modern fragrance compositions.

GEHWOL MED

Anyone suffering from major foot problems will find help with GEHWOL MED – the tried and tested product line with problem-solving expertise. These include products for dry, chapped skin, calluses, cracks and nail problems, for example. The highlight: The different dosage forms and products build on each other in a cascade, forming an overall medicinal care concept for problem feet.

GEHWOL CLASSIC

When the GEHWOL brand was officially registered in 1910, it was not yet clear that an entire foot cosmos would form under this umbrella. GEHWOL is the oldest product line with balms, foot baths, deodorant products and more for daily basic care or minor problems. It is therefore logical to continue this oldest line under the new brand umbrella as GEHWOL CLASSIC.

GEHWOL TECH

Previously offered under GERLACH Technik, everything you need for the professional technical equipment of your podology or foot care practice is available here – from practice units to treatment chairs and couches, work chairs to foot care equipment, lights, equipment for mobile foot care, but also instruments, brace systems and much more.

GEHWOL PROFESSIONAL

This new label includes products for exclusive use in practices. These include, for example, special therapeutic preparations such as GEHWOL Fluid, GEHWOL Corn Tincture, wound care and dressing products, as well as all important products for pressure relief and nail prosthetics. The range also includes hygiene products for instrument reprocessing along with skin and surface disinfection.

GEHWOL ACADEMY

Knowledge and insights change – therefore, constant learning is essential. As your partner in professional matters, the GEHWOL ACADEMY keeps you moving forward. The training courses offered here, some of which accumulate points, bring foot care specialists up to date in a practice-oriented manner, for example when it comes to the certificate of competence for processing medical devices, for brace techniques, or in the use of active ingredients.


GEHWOL
FUSSKRAFT®


GEHWOL
FUSSKRAFT®
Soft
FEET


GEHWOL
MED®


GEHWOL®
CLASSIC


GEHWOL®
TECH


GEHWOL®
PROFESSIONAL


GEHWOL®
ACADEMY

WRONG IDEA!

adobestock_eAlisa



With strides up to 2.95 m long and a top speed of almost 45 km/h, the Jamaican Usain Bolt achieved world fame in 2009. To this day, his 100-meter run in an incredible 9.63 seconds at the World Athletics Championships in Berlin remains unbeaten. In addition to rigorous training and a gifted disposition, the fastest man in the world also benefited from his leg length of 110 cm (at a height of 1.96 m). After all, tall people automatically take longer steps. But if you are of normal height and think you will get faster with longer strides away from the tartan track or far from major sporting events, you are mistaken. It actually slows you down. To get to your destination faster, the step cadence is particularly important.

Our steps are a complex interplay of bones, joints, muscles, tendons and ligaments. But our heart, lungs and nervous system are also involved, as are our sensory organs – the sensory receptors in our skin, our eyes and ears with the balance organ in the inner ear. In addition, our personality and mental state as well as our age, fitness level and health determine our gait, and therefore our speed. As the example of Usain Bolt shows, our natural stride length depends on our body size and the type of gait, sporting activity or sport. The steps of the Jamaican are not only unrivaled, but also unattainable for us as “normal” people. A rough estimate for us: If you are between 1.50 m and 1.70 m tall, your average stride length is around 60 cm. If you are taller than 1.70 m, stride length is around 70 cm.

LONGER STEPS SLOW YOU DOWN

To understand why you slow down rather than increase your pace with larger steps, you need to know what happens during normal walking: We move rhythmically for a safe, efficient gait. The arms swing relatively symmetrically with every step, saving energy, and the movement of our feet always follows the same pattern. This so-called gait cycle is divided – in simplified terms – into the

- **Support leg phase:**

It begins with heel contact, followed by midfoot and then forefoot contact with the ground, taking up 60 percent of the cycle.

- **Swing leg phase:**

It describes the period of time in which the foot lifts off the ground with initial momentum and is moved forward in the air by the leg's momentum. This phase accounts for 40 percent of the gait cycle.

“What's more,” says physiotherapist Ulrike Wittstamm, “our body's center of gravity is also crucial. It is located approximately in the middle at hip height and unites our entire body mass as an imaginary point; this is the focal point of gravity. This means that the body's center of gravity plays an important role in our movement and speed: If you lengthen your stride in order to supposedly become faster, you place your foot further away from your center of gravity. But that costs energy. In addition, the heel is practically

rammed into the ground when you touch down. At the same time, the body's center of gravity is not placed over the foot so that you can take the next step. This stops a large part of your forward motion, causing a loss of momentum. In addition, the foot is in contact with the ground for longer, additionally slowing you down.”

The physiotherapist explains further: “With shorter steps, on the other hand, you place your foot closer to your body's center of gravity. This saves energy and allows you to take the next step more quickly.” Increasing the number of steps therefore increases the pace. The fact that stride frequency is crucial for speed is particularly evident in top runners: At around 180 to 190 steps per minute, they set the fast pace that leads them onto the home stretch.

Shorter steps are also recommended for health reasons, especially for joggers and recreational runners.

“Long strides strain the muscles, tendons and ligaments. This increases the risk of pain as well as stress and strain injuries,” says the expert.



Ulrike Wittstamm is a physiotherapist with her own practice in Bochum

Find out for yourself!

Do you walk a lot and want to know how many steps you have taken on a route? This information and other calculations relating to walking and running can be found free of charge on the internet – for example at: www.blitzrechner.de/schritte-meter-umrechnen/

126,000 €

SPACE 10



Body parts	Insurance sum paid out in the event of loss
Arm	213,000 Euro
Leg over middle Thigh	213,000 Euro
Arm above Elbow joint	201,000 Euro
Arm below Elbow joint	186,000 Euro
Leg to middle Thigh	186,000 Euro
Hand	174,000 Euro
Leg below knee	156,000 Euro
One eye	153,000 Euro

Body parts	Insurance sum paid out in the event of loss
Leg to middle of lower leg	141,000 Euro
Foot	126,000 Euro
Hearing in one ear	96,000 Euro
Thumb	66,000 Euro
Index finger	36,000 Euro
Sense of smell/nose	30,000 Euro
Sense of taste	18,000 Euro
Other finger	18,000 Euro
Big toe	18,000 Euro
Other toe	6,000 Euro

THE TWO MILLION EURO PERSON

WHAT ARE BODY PARTS ACTUALLY WORTH?

Julia Roberts had her smile insured for 27 million euros. Cristiano Ronaldo had his legs insured for 212 million euros, and J.Lo even had her whole body insured – for an incredible one billion euros. Crazy? Not at all! Even people without celebrity status receive money from their insurance company if they lose a bodily function. But what is the value per body part for normal mortals? The data analyst Sapera has determined this.

As a rule, private accident insurance pays out if people lose a part of their body or can only use it to a limited extent as a result of an accident. Insurance companies allocate different amounts of money to different parts of the body. The technology company Sapera has determined how high these are in detail by analyzing the so-called “limb rates” of the ten largest insurance companies in Germany. Legs and arms accordingly have the highest worth, since the loss of an arm or leg is most limiting to a person. The extremities are insured for up to 213,000 euros. However, if the leg is lost below the knee, insurance companies only pay an average of 156,000 euros. Insured persons receive the lowest compensation for the toes at 6,000 euros – with one exception: the big toe. Its absence – just like the loss of a finger or sense of taste – is insured for 18,000 euros. The important foundations of our musculoskeletal system – our feet – are the 10th most insured body part: Insurance companies are prepared to pay as much as 126,000 euros for the loss of a foot (see table).

According to Sapera, the entire human body is worth an average of around two million euros to insurance companies. This value can be insured for around 190 euros per year. These are the average premium costs for accident insurance in Germany.

In principle, such protection sounds helpful and sensible at first. However, the amount of compensation that insured persons receive in such a case is rather small compared to the effects of losing a body part. This is because, in addition to the psychological strain, those affected must often also bear the costs of converting their house or apartment to adapt it to their needs. For some people, it can also mean the end of their professional career – a guitarist cannot continue working in their profession after losing their fingers any more than a dentist or craftsperson. In such a case, occupational disability insurance is of great benefit. In the event of permanent impairment, it pays a lifelong pension and can thus reliably close the emerging pension gap.

There is no special body parts insurance in Germany, as is often the case for celebrities or professional athletes. People with exceptional talents or persons who depend on a specific part of their body for professional reasons should therefore take a close look at the terms and conditions of their accident insurance. This is because these can often be adjusted so that a higher sum can be paid for the loss of a certain body part in the event of a claim.

CLAY STONES SHARDS



BOISTER- OUS FEET

Why do some people actually walk over glowing coals or broken glass? When it comes to overcoming inhibitions, fears and our own limits, gaining energy and achieving goals, the extreme “short-distance run” over the carpet of fire or broken glass can help us. We spoke to firewalking coach Peter Weidmann about what is important.

Mr. Weidmann, firewalking is not a modern action event, but has been practiced for thousands of years in a wide variety of cultures. What is it all about?

Fire is a living elemental force of nature and pure life energy. Walking over hot embers is an experience that connects us to an expanded power, to something greater. The firewalk has always been used for cleansing, transformation, strengthening and healing. In our seminars, which I run together with my partner Sina Lucia Kottmann and our team, we consciously bring people into contact with this elemental force in order to activate their own inner fire.

Fear of fire is one of man's primal fears. Firewalking is therefore a significant mental challenge; mental preparation is important. What does this look like?

We approach fire with all the respect it deserves. It is not about defeating the fire, but about being connected to it. Consciously walking barefoot over the hot embers is an essential step towards inner freedom and autonomy. We intensively prepare participants for the physical experience, both mentally and emotionally. For example, meditation, positive thinking, reflecting on the power of our heart and our body wisdom, i.e. what our body tells us, help us to find our center and build self-confidence.

Specifically how does the walk over glowing coals work?

At our seminars, we light a large fire together in the evening, its flames flickering high into the sky. It is maintained by our fire masters, and produces rich embers with a temperature of 700 to 900 °C after approximately three hours. This is usually shaped into an ember carpet that is five to seven meters in length. Then, just as they have internalized in their preparations, the participants walk over the embers individually and at their own pace.

Why is it that you can walk over glowing coals? Isn't there always a risk of burns?

Many wild theories circulate about firewalking; ultimately, however, there is no explanation for the fact that we can walk over the embers unharmed. But the right mental and emotional preparation is important. Without this, burns may well occur. However, this has never happened in our seminars, which we have been running for over 20 years.

In your experience, what motivates people to take part in a firewalk?

Most participants face a particular challenge for which they need strength and belief in themselves. Others want to recharge their inner “battery”; or they are in a phase of change; for example, if they want to let go of the old and invite new things into their lives.

What does the firewalk do?

People feel pure joy in life during a firewalk; walking over glowing coals is a source of strength within us that we can always fall back on.

We all want to live a self-determined life, and need our inner strength to do so. Walking over embers awakens and strengthens this power within us, allowing our inner limitations to fall away. Walking on fire is proof that we are capable of so much more than our minds and other voices may want us to believe. Our mind is capable of breaking boundaries; our body follows. In this way, the experience of firewalking helps us to master our “everyday firewalks” more confidently and calmly; we know that we are capable of greater things when our inner fire is kindled and our soul opens up to its true potential.



PETER WEIDMANN

Peter Weidmann from Legau in Unterallgäu is a firewalking trainer, coach and personal development consultant; he runs a practice for energetic healing with his partner Sina Lucia Kottmann.

Further information is available at www.feuerlaufen.com and in the book by Sina Lucia Kottmann: Die Kraft der Elemente [The power of the elements], published in 2021 by Kosmos/nymphenburger Verlag, www.kosmos.de/de/die-kraft-der-elemente-9135

POLE DANCE

DANCING ON THE POLE





Pole dancing has long since shaken off its grubby image and made its way into dance and fitness studios. Pole sports world champion Yvonne Haug knows why your feet are also important during this training.

Anyone who still thinks of nightclubs when they think of pole dancing has missed out on one of the coolest dance and fitness trends of recent years. Pole dancing or pole sports are a challenging and fascinating sport that combines fitness, acrobatics and dance. The dance sport is performed on a vertical pole, which is mounted between the floor and ceiling. Using considerable arm and leg strength, dancers lift their body into the air, hold various positions, or rotate around the pole. It trains flexibility, endurance and the cardiovascular system – as well as every single muscle in the body. Training requires strength. However, this is not a prerequisite to start pole dancing. Beginners start on the floor, as Yvonne Haug, six-time world champion in pole sports and pole dance trainer, explains: "Beginners first learn the basics such as running around the pole, spins or elements on the floor that are performed using their own physical strength." Only after a few training sessions do they start climbing – and work upside down. They move on to various techniques and figures, such as sitting and climbing on the pole or doing lateral handstands.

You don't need any special equipment to get a taste of pole dancing. "Only short clothing is required, since skin contact provides the necessary grip on the pole," the professional explains. This also applies to the feet. They play a crucial role in pole dancing, for example when pushing oneself up the pole, or for holding positions while the rest of the body performs other movements. "It's important not to have sweaty or oily feet, since slippery soles can cause problems when performing tricks," Haug says. It is therefore taboo to apply cream before training. Special gripping agents such as magnesia, on the other hand, can help if your feet become too sweaty. The roots of pole dancing are still unclear. Traditional Asian disciplines such as Chinese Pole or the Indian sport Mallakhamb have been practiced on poles for centuries, and are certainly among the most important influencing factors.

In its dance form, pole dancing most probably developed in the early 1970s in the strip clubs of Canada and the United States. Starting in the 1990s, the first overseas fitness studios introduced pole dancing as an alternative form of fitness training. Today, pole dancing is more versatile than ever. In addition to beginners' courses, there are courses in which either choreographies or only tricks are learned on the pole. Pole art, for example, is an expressive and artistic variation of pole dancing. Exotic pole dancing, on the other hand, focuses on dancing in high heels, while pole fitness sets your muscles on fire with workouts. "And that's also the beauty of pole dancing. There are countless ways to find your own individual form of expression," Haug enthuses, and advises us to just give it a try: "You don't need an affinity for dancing to pole dance. The most important thing is to have fun."



YVONNE HAUG

**POLE SPORTS WORLD CHAMPION
AND OWNER OF STUDIO YH POLE
(AND) SPORTS**

Yvonne Haug is a former artistic gymnast, and was the German artistic gymnastics champion in 1982 and 1983. She joined pole sports in 2009 because she was looking for a new sporting challenge. Today, she is a two-time world champion in the 40+ and 50+ age groups in Pole Sports and a two-time world champion in Artistic Pole. She operates her own pole dancing studio in Berlin.

SPECIAL OLYMPICS

This year, the Special Olympic World Games took place in Germany for the first time. From 17 to 26 June, the competitions in Berlin focused on the promotion and recognition of adults and children with intellectual and multiple disabilities. Among them – the Healthy Athletes® with the podology standpoint “Fit Feet”. GEHWOL podologist Joana Weingärtner also provided on-site support.



Badminton, horseback riding and sailing – these are just three of the 26 sports that were held at the Special Olympics 2023. Over 5,000 athletes took part in the inclusive competitions, which were held at eight different locations in the capital. The Healthy Athletes® program ensured that the participants were able to undergo various preventive examinations on site. Many athletes suffer from pain in their feet and ankles or from deformities that impair their performance. The volunteers from the “Fit Feet” health discipline supported the participants with shoe analyses and blueprints, podology assessments of skin and nail condition, individual care advice, and gait analyses. Manfred Berchtold, Clinic Director at Healthy Athletes Fit Feet reports: “This year, we examined 2,415 people in our program.”

SPORTS WITH HEART AND SOUL

The Special Olympics were not only an exciting experience for the participants. GEHWOL podologist Joana Weingärtner explains: “I have been to many large events, but I have to say that the Special Olympics surpassed everything. An event of this dimension, scope and diversity of people, and the whole thing crowned by acceptance, tolerance, respect, togetherness and helpfulness, shows a completely different kind of world that is possible.” She shares this impression with podologist Elvira Gelver. The Saarland regional coordinator of the Fit Feet program was on site with three trainees. She remembers one situation in particular: “One of the athletes simply ran past the next competitor to whom she was supposed to hand the Olympic flame. It thus naturally and unintentionally set the spirit of the games – namely tolerance and humanity – in motion. The spectators in the stadium celebrated the athlete for this.” It is precisely these moments that make the event something very special, with a light-heartedness and joy from which we can still learn a lot.



THE SHOE WHISPERS



Until the 1930s, they were found on the streets of German cities with creams and polishing cloths in hand: Shoeshiners. Today, the profession is almost forgotten in this country. But it still exists. Peter Borggreve is one of the few a shoe cleaners in Germany who is passionate and meticulous about keeping shoes clean.

Heavily soiled shoes are Peter Borggreve's favorite. After all, making other people's shoes shine is his job. With his "fine appearance", he is out and about in shopping centers, at trade fairs and events. In his luggage: lots of brushes, cotton cloths, creams and a beautiful, comfortable leather Chesterfield armchair – his shoe shine throne: "You take a seat on it, relax, have a coffee and while we have a nice chat, I look after your shoes." The care takes between 5 and 15 minutes – depending on the type and condition of the shoes. "Of course, heavily soiled shoes are the most difficult. But I like them best," Borggreve mischievously explains. "It's a real challenge to get them back into the condition they deserve." For Borggreve, cleaning other people's shoes is neither discriminatory nor unusual. For him, shoe care is a passion. It also requires manual dexterity, excellent technique and an ability to communicate with the person sitting in front of you. "I meet new people every time. That's exciting for me too. And with a good conversation, shoeshining becomes a pleasant experience for both sides," says Borggreve.

Conversations with the shoeshiners were already important in earlier times. After all, the profession of shoeshining is a traditional craft that has existed for many centuries. Shoeshine boys were mainly to be found on the streets of towns and in markets, where they not only offered their services, but also served as a point of contact for the latest news. But since the industrial production of shoe care products and the use of modern materials in shoe manufacturing, their services are in low demand. Nevertheless, they still exist today. In Buenos Aires, Cairo and Istanbul, shoeshine boys are still part of the cityscape. At Rockefeller Center in New York City, people even queue up for clean shoes. There are still ten professional shoeshiners in Germany. However, most of them do not do this job every day. Like Peter Borggreve, they are booked – above all as event shoeshiners for events or trade fairs.

Anyone who meets a shoeshine boy should take a seat and enjoy this noble service. Professional shoe care usually only costs a few euros. The service also includes minor repairs such as gluing a loose sole, or changing laces or their end caps – the so-called pinks. Borggreve's customers are mainly men with upmarket footwear such as welted shoes. They appreciate the quality of

professional shoe care. But women and children also like to use the service. On the other hand, men who think that you can clean your own shoes are difficult. According to Borggreve, cleaning shoes is a man's job in most households. "But when they see how professionally I care for their shoes and they get tips from me, they are happy to go along with it." Speaking of tips – Peter Borggreve also has one for anyone who isn't lucky enough to have their shoes professionally cared for: "Only use wax for leather shoes, not leather grease." Grease closes the pores of the leather and the shoe can no longer breathe. "And then you swim in your shoes."





Shoe shine professional Peter Borggreve from Potsdam ensures a well-groomed appearance with his equipment, and puts everyone in a good mood with his friendly manner. On the Internet: www.der-feine-auftritt.de



FEELING GOOD
IN MY OWN

skin

PART 3: THERMOREGULATION



A LOT OF SPORTS LEADS TO MORE SWEAT?

Interestingly, our body adapts perfectly to different conditions. People who exercise regularly or spend time in hot climates can develop increased sweat production and improved thermoregulation. This is because the body adapts to the strain and becomes more efficient at dissipating heat.

A person's core body temperature must be kept constant at 37 °C. All the mechanisms that ensure this are summarized under the term thermoregulation. It is of enormous importance for our well-being and our health. Our body temperature, for example, is regulated by sweat production and the control of blood circulation.

Whether it's after an intensive sports session or on a hot summer's day, sweating is a completely natural reaction when the body heats up. Just like shivering and freezing in the cold. But how do these processes work, and why are they so important? When our normal body temperature rises due to physical exertion or high ambient temperatures, for example, our body triggers an amazing reaction – sweating, also known as perspiration. Our skin plays a central role in this. Millions of tiny sweat glands are located here; these function as heat exchangers. When our body temperature rises, the glands start to work and release sweat. Sweat evaporates on the surface of the skin and removes heat from the body, cooling it. This is comparable to the way a wet body cools down on a hot day through evaporation. Transpiration is an effective mechanism to prevent overheating. Our feet also play an important role in this process. The skin on our feet is thin and contains a large number of sweat glands. When it is warm or we move around, our feet become a major source of sweat secretion. There is a simple reason for this: The feet are normally heavily used parts of the body and therefore generate a considerable amount of heat. The feet also contribute to another important aspect of thermoregulation: blood circulation. The blood vessels in our feet can dilate or constrict in order to adjust blood flow accordingly. When it is hot, the blood vessels dilate, allowing more warm blood to reach the skin surface.

Here, it releases heat more efficiently to cool the body. In cold conditions, the blood vessels in the feet contract to reduce blood flow and minimize heat loss. This keeps more warm blood in the core of our body to protect vital organs. These small vascular connections, which enable targeted control of the blood flow in the feet, are known as arteriovenous anastomoses. In addition to constricting blood vessels, people often begin to shiver in the cold. These two processes stimulate heat generation. Finally, our feet also have special fatty tissue – the so-called subcutaneous fat, which serves as insulation material. It helps to protect the feet from the cold and acts as a natural heat buffer. When temperatures are very low, the subcutaneous fatty tissues are only supplied with a small amount of blood circulation, so that the blood does not cool down in the extremities, and stays within the warm center of the body. It is therefore called a natural insulation barrier – just like body hair. Clothing, on the other hand, is an artificial insulation barrier.



64 % of practices are connected to a specialized foot care network.

In the case of palpable foot pulses, 58% of doctors decide to carry out a follow-up diagnosis.

92% of doctors are convinced that individual risk awareness has a major influence on the development of foot complications.

66% of doctors take a specific medical history at every patient appointment.

61% of doctors recommend a podologist for further treatment of foot complications, 39% only if a prescription is available.

82% of doctors believe that foot care products should have a positive influence on the skin's microcirculation.

68% of doctors are clearly in favour of using economic incentives to promote specialist professions such as podologists, orthopaedic shoemakers and diabetes consultants.

73% of doctors would like diabetics to be able to obtain foot care products on prescription.

DIABETES-REPORT 2023

THE STATE OF FOOT HEALTH IN GERMANY

Much is known about the widespread disease diabetes, and the care situation for diabetic patients is correspondingly good. Nevertheless, the picture that emerges year after year is devastating: Well over 30,000 amputations below the ankle joints are performed. Many of them could have been avoided!

This year's GEHWOL Diabetes Report once again provides important insights into this health problem. In the first part, we address the question of the (foot) health of diabetes patients. 120 general practitioners, endocrinologists and diabetologists were surveyed. Doctors determine various findings in diabetes patients, such as dry skin, neuropathy, foot fungus, or nail fungus. This is sometimes due to nerve dysfunction, which can be triggered by diabetes. In the worst case, these risk factors can lead to dangerous secondary diseases such as diabetic foot. According to the latest GEHWOL Diabetes Report, 21% of patients also have peripheral arterial occlusive disease, which impairs wound healing and is classified as especially dangerous. What promotes this development? 92% of doctors say that individual risk behaviour significantly influences foot health. But there is also good news. Only 13% of doctors state that their patients' foot care awareness is poor or inadequate. And only very few doctors are dissatisfied with their patients when it comes to shoes and pressure relief, mostly giving them good grades. If the tools for keeping the feet healthy are known, why is diabetic foot syndrome still so widespread? Education is key. Most doctors educate their patients, but a third only do it for those at high risk. Easily one-third of doctors only recommend podology treatment when a prescription is required, and not in general.

18 % OF DOCTORS RATE PATIENTS' FOOT CARE AWARENESS AS GOOD OR VERY GOOD. MOST PATIENTS ARE IN THE MIDDLE RANGE. THE FIGURES ARE SIMILAR FOR SHOES AND PRESSURE RELIEF MEASURES.

MOST DOCTORS (56 %) STATE THAT UREA CONTENT OF FOOT CARE PRODUCTS SHOULD BE 10 % FOR DRY SKIN. MOST PEOPLE (48 %) ARE IN FAVOUR OF A HIGHER UREA CONTENT FOR CALLUS.



GEHWOL Diabetes Report 2023.

Structured standardized written survey with n = 500 patients and n = 120 physicians. Survey and analysis by Statista. April to June 2023.

The results can be downloaded from the Internet:

www.gehwol.de/Aktuelles/GEHWOL-Diabetes-Report-2023

64 %

58 %

92 %

66 %

61 %

82 %

68 %

73 %

FOOT CARE IS SEXY!

In the cold winter months, most feet disappear under thick blankets and into cozy socks. But that is not a reason to neglect their care. Quite the opposite – the skin dries out more quickly, especially during the cold season. If you value the appearance of your feet, you can do something about it all year round. The current GEHWOL foot care trends define these people as “beauty-conscious care enthusiasts”.

If you look at the distribution, 27% of people in Germany belong to this group. The appearance of their own feet is particularly important to women (34% of female respondents). Just 20% of men say the same. Incidentally, this also applies to partnerships. The majority of the group also attaches importance to a well-groomed appearance of their partner’s feet. Paradoxically, it is the same for those who find foot care itself too cumbersome (foot care nihilists).

Beautiful feet and good health go hand in hand. So it’s no wonder that 94% of beauty-conscious care enthusiasts are concerned about the health of their own feet. There is still some room for improvement in terms of satisfaction: Just under 20% of respondents from this group do not find their feet presentable. Just over a third suffer from dry skin and cold feet. Low temperatures make them even more susceptible than usual. Preventive care can help with this.

When it comes to optimal foot care, rituals usually play an important role. This is also the case for beauty-conscious care enthusiasts. 59% have special care rituals for their feet. This puts foot care rituals in second place in terms of importance, just behind facial care. Here, the relaxation factor, efficiency and pleasant fragrance have the highest priority. Almost three quarters of those for whom appearance plays a decisive role believe that a manufacturer’s care products should be combinable. This makes a lot of sense, especially with regard to an interconnected foot care routine. Specialists such as GEHWOL have an advantage here, according to many respondents.



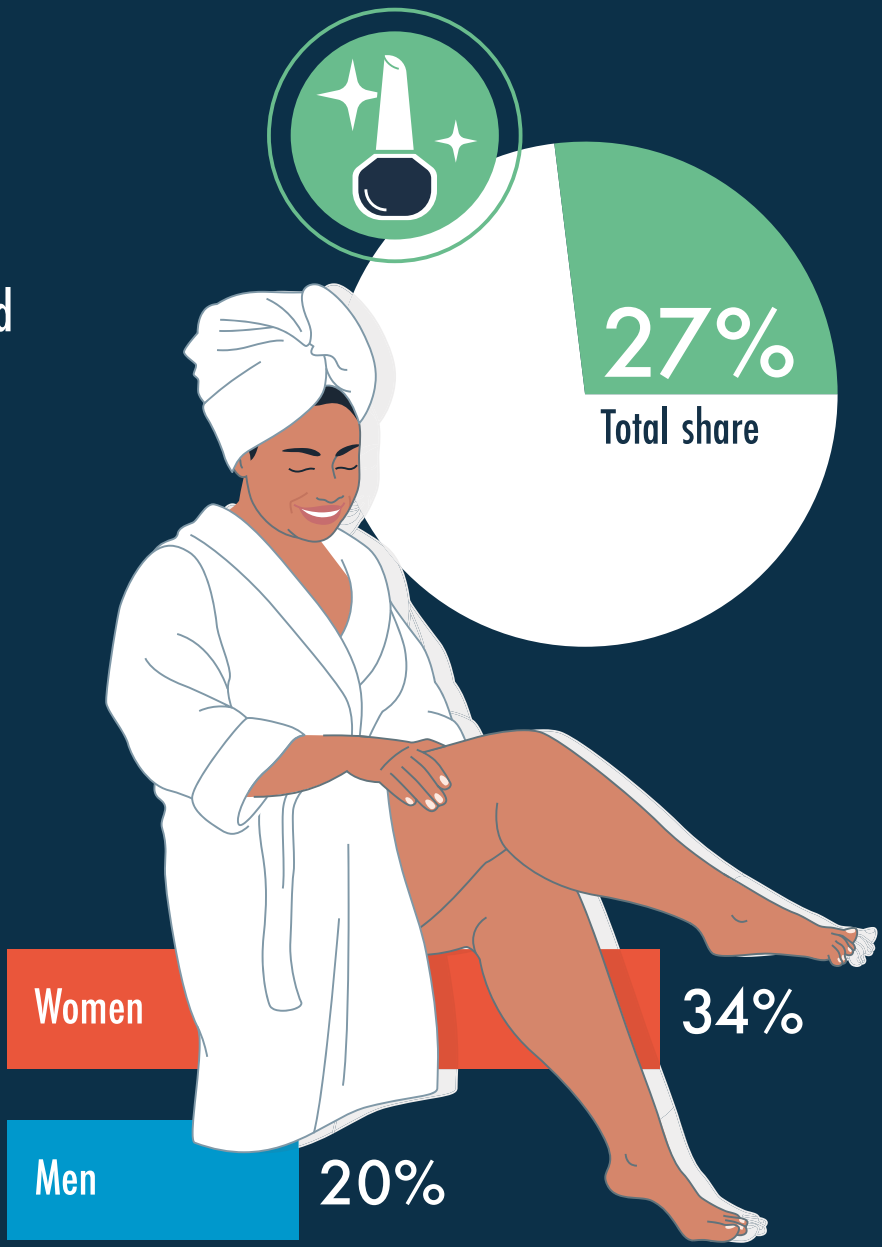
GEHWOL foot care trends 2022/23
n = 1,000 people in Germany aged 16 and over,
online-representative, April 2022 (Statista GmbH).
Trends on the Internet:
www.gehwol.de/Aktuelles/GEHWOL-Fusspflgetrends-2022

FOOT CARE TRENDS 2023

Beauty-conscious

BEAUTIES

Take care of their feet because a beautiful and well-groomed look is important to them, including their feet



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

WITCH HAZEL



The “Virginian witch hazel” (*Hamamelis virginiana*) has earned itself an honourable reputation in medicine and cosmetics. Due to its anti-inflammatory and healing properties, it has been valued as a medicinal plant for centuries. The Indigenous people of North America were among the first to collect witch hazel leaves, twigs and bark to make healing infusions for injuries.

POMEGRANATE

The pomegranate is not only a delicious fruit, but also a real treasure in terms of its health-promoting properties. This fruit contains over 120 phytochemicals! It supports our immune system and helps to protect our cells against oxidative stress. If you taste the slightly tart, bitter flavour of the pomegranate, it is the anti-inflammatory bioactive substances – tannins. Pomegranates have long played an important role in history! It is mentioned in the Bible, and many cultures regarded it as a symbol of power, youth and beauty.



ALMOND

Almonds were considered a delicacy even in ancient Egypt, and were also found in the tomb of the Egyptian king Tutankhamun! The almond originates from the Middle East and was first cultivated around 3,000 BC. This makes it one of the oldest snacks in the world. On average, people in Germany consume one kilogramme per year. However, many people don't realize that almonds are not true nuts. In fact, they are a stone fruit because they are the kernel of a fruit – specifically, the almond tree.



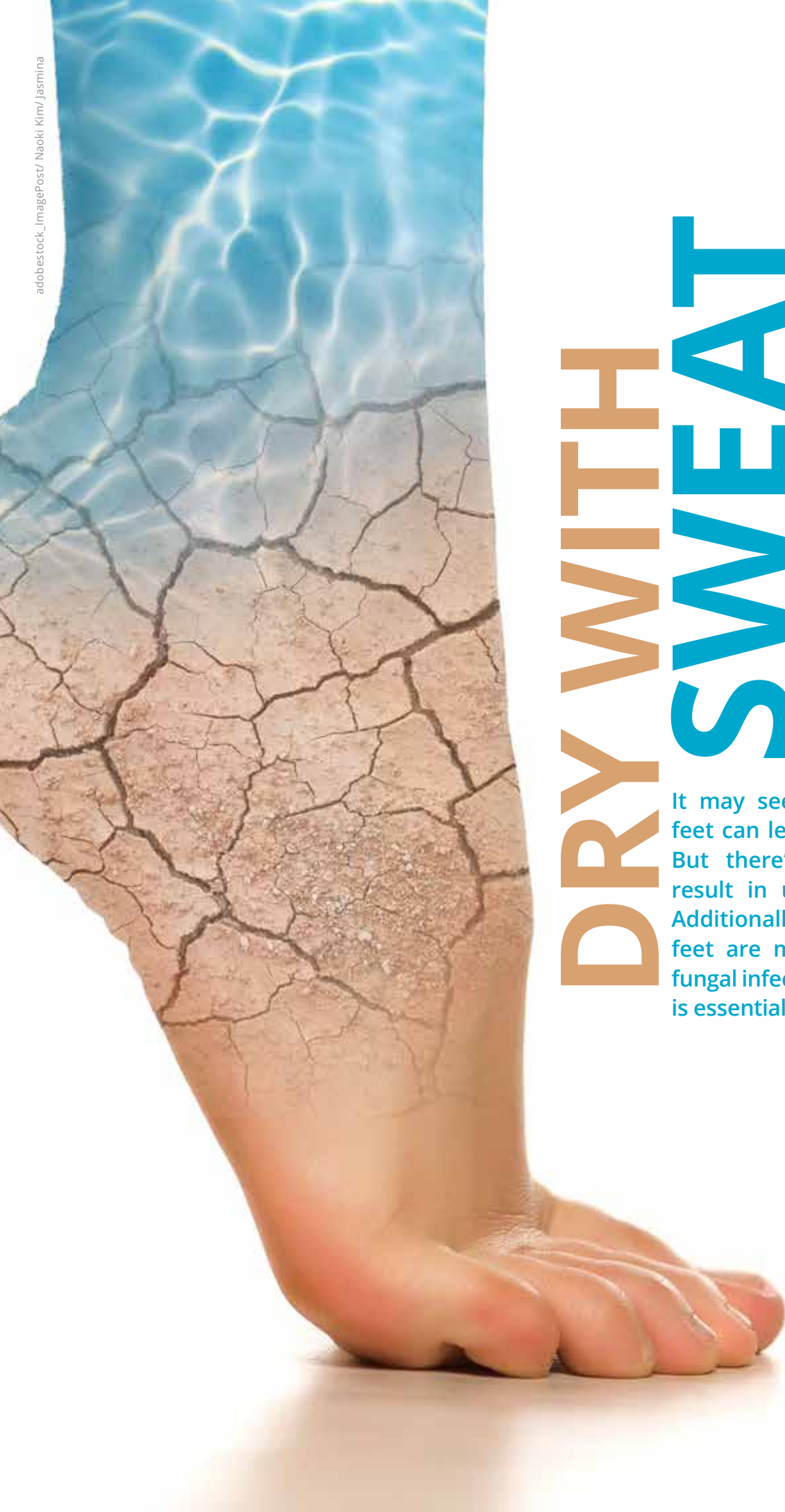
TWO NUTS AND A POMEGRANATE FOR SOFT SKIN

Prepared for the 2023 Christmas season with the finest ingredients and tender skin

In beauty care, natural treasures often harbour the most effective properties. Almonds, pomegranates and witch hazel have long since found their place in wonderfully pampering our skin.

Almonds, which we associate with festive treats and the cosy Christmas season, have enriched beauty care for millennia. Premium almond oil found in creams, ointments and bath additives is obtained from the brown seeds by gentle cold pressing. This light, almost transparent oil with a hint of yellow is a true miracle cure for the skin. It contains a balanced mixture of saturated and unsaturated fatty acids that protect and nourish our skin. Despite the wide variety of exotic oils that are available today, almond oil is a true treasure. It nourishes and protects the skin with regenerating and soothing effects. Almond oil is suitable for all skin types, even sensitive baby skin, is gently but deeply absorbed, and provides an immediate sensation of well-being. From magnesium and zinc to carotenes, it is filled with valuable active substances that strengthen our skin cells. Vitamin E, which is contained in almonds, ensures youthful skin, reduces redness and slows down the ageing process. The GEHWOL FUSSKRAFT Soft Feet Care Bath uses the power of almond oil to moisturize and provide the skin with vitamins. The result: smooth, firm skin that makes you feel good. The ingredients of the pomegranate, including anti-inflammatory polyphenols and vitalising vitamins, ensure a firmer and more refined skin texture, while also protecting against premature and light-induced skin ageing. This fruit contains over 120 phytochemicals! These bioactive

substances have anti-inflammatory effects, protect our cells from harmful influences, and can even slow down the ageing process. GEHWOL FUSSKRAFT Soft Feet Butter uses pomegranate extract in combination with other skin-friendly ingredients such as moringa oil, shea butter and hyaluronic acid to intensively nourish and pamper the feet and legs. Witch hazel is another of nature's heroes. This plant contains valuable tannins, flavonoids and essential oils, which are used in creams and ointments to alleviate skin problems. Its astringent, anti-inflammatory and soothing effects make it the ideal active substance in care products such as GEHWOL Leg Balm. In combination with other natural ingredients such as horse chestnut, chamomile and menthol, it relieves skin irritation and promotes blood circulation. The herbal balm also ensures smooth, supple and beautiful skin with regular use. Dry skin, skin blemishes, discolouration, foot fungus and premature skin ageing are prevented.



DRY WITH SWEAT

It may seem absurd: Sweaty feet can lead to dry foot skin. But there's more. Wet feet result in unpleasant odours. Additionally, wet or very dry feet are more susceptible to fungal infections. The right care is essential to prevent this.

The fact that the soles of our feet are particularly densely equipped with approximately 600 sweat glands per square centimetre of skin and normally secrete around 250 ml of sweat per day is intended by nature. This moisture provided firm ground traction in the days when we humans still travelled barefoot. With our especially "grippy" feet, we were better able to flee in an emergency – or attack. Today, this relic from the distant past tends to be more of an annoyance, since sweat is unable to evaporate out of shoes and socks. If high temperatures and/or physical activity are added, the sweat glands work overtime, and moisture levels rise quickly.

TOO MUCH SWEAT PRODUCTION

But sweat production can still increase significantly even without heat or exercise, for example. This is known as hyperhidrosis (Greek "hyper" = over, too much and "hydor" = water). In some cases, the cause of this abnormal sweating is unknown ("primary hyperhidrosis"). "Secondary hyperhidrosis", on the other hand, is when sweat production is stimulated by anxiety and stress, for example – in other words, for nerve-related reasons. Excess weight or hormonal changes can also boost sweating. The secondary form may be a sign of an illness such as diabetes, hyperthyroidism, high blood pressure or infection.

MOISTURE HAS CONSEQUENCES

The prolonged salty sweat "bath" dissolves lipids (fats) from the foot skin and washes them away. As a result, the skin loses its natural moisturizing factors, disrupting the hydrolipid film. If the feet are not wet – attacks of hyperhidrosis occur several times a day or week – the skin becomes dry, brittle and may crack. The loss of elasticity leads to increased callus formation, which can cause deep, painful cracks. But that's not all: If the wetness persists, the bacteria of the natural skin flora multiply. As they break down sweat, which is odourless in itself, the byproducts cause unpleasant odours. Foot odour becomes a burden for affected persons when the wetness softens and swells foot callus and the skin's own bacteria break down keratin, a fibre protein. This produces intensely foul odours, which is why this is referred to as bromhidrosis (from the Greek "brómos" = stench). However, odour is not the only problem with sweaty feet and even more so with bromhidrosis. Dry, brittle or swollen foot skin is also particularly susceptible to fungi and infections.

STRONG AGAINST FOOT ODOUR!

The antimicrobial GEHWOL MED Foot Deodorant Cream helps with smelly feet and bromhidrosis for at least 24 hours, as studies have shown. The pleasantly scented foot deodorant cream's highly concentrated active ingredient of manuka oil plus zinc oxide inhibits bacteria (as well as fungi). Micronized zinc oxide also

has skin-protecting properties. Jojoba oil and aloe vera in the cream base provide proven additional care: Aloe vera is not only effective against bacteria and inflammation, it is also characterized by its regenerating, moisturising effects. Jojoba oil, which is rich in polyunsaturated fatty acids, supports the skin's natural functions. As a natural liquid wax, it is also readily absorbed by the skin, which is a particularly pleasant feature. With regular use, the cream protects against foot odour and foot fungus while ensuring supple skin.

STRONG AGAINST SWEATY FEET!

If your skin sweats heavily but is still dry, rough and brittle, we recommend applying GEHWOL MED Antiperspirant to your feet every day. It contains aluminium chlorohydrate, which constricts the sweat glands to inhibit perspiration and odour development. Zinc ricinoleate (a zinc salt) additionally eliminates unpleasant odours. With aloe vera, avocado oil and glycerine, the Antiperspirant also provides rich care, while its added sodium PCA protects the skin against dehydration.

STRONG AGAINST DRY FEET

GEHWOL FUSSKRAFT GREEN is the third product for combatting sweaty, smelly feet – or, with its new name starting in January: GEHWOL FUSSKRAFT Care Cream. It offers a unique combination of a rich foot care formula with the proven long-term DEOZINC® active ingredient complex. It combines micronized zinc oxide and zinc ricinoleate to form a highly effective antimicrobial zinc compound. DEOZINC® provides long-lasting protection against the bacterial degradation of sweat while effectively neutralizing foot odour. The rapidly absorbed cream with urea, aloe vera, glycerine, shea butter and jojoba oil moisturizes the skin and supplies it with lipids, leaving it smooth and supple. Natural essential oils of mountain pine, camphor, lavender, menthol and rosemary have deodorizing and invigorating effects. This makes GEHWOL FUSSKRAFT Care Cream (formerly GREEN) an ideal companion for people with heavily sweaty feet.



■ WHAT THE COMMUNITY SAYS

The GEHWOL Testers' Club community agrees that GEHWOL FUSSKRAFT Soft Feet Foam creates a perfect feel-good moment while constantly keeping the feet well hydrated. Regular exclusive events are organized for the GEHWOL Testers' Club, providing opportunities to test and report on various GEHWOL FUSSKRAFT products. GEHWOL FUSSKRAFT Soft Feet Foam is included in the welcome pack for new GTC members. According to blogger Eva (@ladychallenge), "well-groomed, healthy feet are essential for overall well-being". She loves using the foam because it "intensively moisturizes and ensures smooth, fresh skin - for both feet and legs". Giusi (@giusi294) also raves about the foot care product. "The effects of aloe vera & olive nourish my legs and feet beautifully - they are perfectly moisturized." In addition to aloe vera and olive oil, GEHWOL FUSSKRAFT Soft Feet Foam also contains deep-acting hyaluronic acid. Together with aloe vera, it provides lasting moisture. In combination with urea, it replenishes empty moisture depots and significantly reduces rough skin. Its oils ensure an intact skin barrier and contain many vitamins and minerals. Annett (@kaninchens_welt) is particularly enthusiastic about the foamy consistency: "It's nice and fluffy and feels super comfortable on the skin. It's also very economical, easy to apply, absorbs quickly and doesn't leave a greasy film or anything." The community member also adds: "But what I like most is its heavenly, fresh scent and its great ingredients."

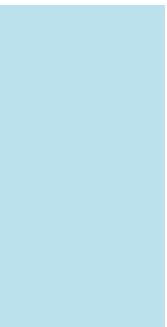


Favourites



WHAT GERLACH SAYS ■

Gerlach says: Good news for those who are short on time – feel-good moments don't have to be time-consuming. One portion of refreshing GEHWOL FUSSKRAFT Soft Feet Foam with aloe vera and olive is enough to give your feet and legs a quick break. The secrets of this care foam lie in its high-quality ingredients: Deep-acting hyaluronic acid effectively penetrates the skin, providing it with long-lasting moisture while promoting elasticity. Highly concentrated aloe vera extract in combination with urea replenishes the skin's moisture depots. This ensures intensive moisturization. Olive and avocado oil render the skin supple while lastingly reducing roughness. Olive oil with 85% unsaturated fatty acids strengthens the skin barrier and ensures healthy skin. Its vitamins, minerals and polyphenols protect against free radicals and light-induced skin ageing. The powerful ingredients of our GEHWOL FUSSKRAFT Soft Feet Foam intensively moisturize the skin, while its fruity-fresh fragrance pampers the senses. Available exclusively from foot specialists: foot care practices, podology practices and beauty parlours. Give your feet the feel-good moments they deserve!





UNMASKED