

GEHWOL journal

MAGAZINE FOR FOOT AND SKIN HEALTH

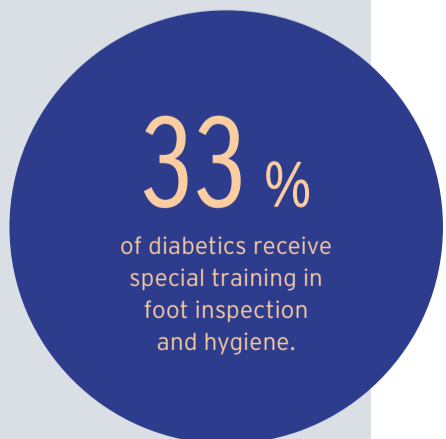
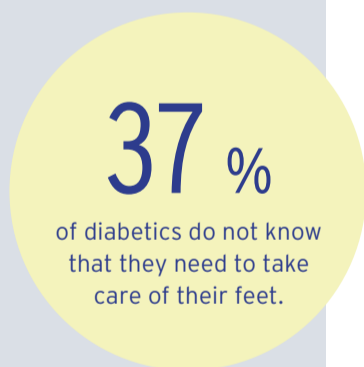
Summer Sun Ritual



Time-saving care concepts are highly in fashion this year. Fast solutions are wanted, but we also want to relax. This is where rituals can make a difference.

Rituals are actions that follow fixed rules. They help to make your foot care routine simple and clear, and highlight its benefits. Our lives today are often defined by our stressful and hectic lifestyle. Rituals give us a chance to pause for a moment - just relax and enjoy the moment. They provide structure and support in what would otherwise be a hectic daily routine. Rituals are also wonderful for the summer. A quick refreshment for the feet, aqua feeling and bathing fun along with lasting care! These are all combined into a summerly care ritual. Menthol is an essential oil of mint and effectively helps to bring the feet into a summer mood. This is because the essential oil stimulates the cold receptors of the skin. Take off your shoes in the evening and give your feet a dose of care with the push of a button: The explosive experience of the cooling aerosol can already provide the highlight of your summer day. At least once a week, the care can be a bit more in-depth: for example, an urea-intensive refreshing footbath combined with a fragrant natural bamboo and jojoba scrub. Finish with cool-down care from the repertoire of a lovely, cooling mint lotion.

The exclusive GEHWOL range from your foot care professional contains everything needed for a summer care ritual: From refreshing footbaths, fragrant scrubs and refreshing sprays to cooling mint balms.



If you have diabetes, make sure to take care of your feet!

Foot care rituals can also help people with diabetes. In fact, it is especially important to make footcare a part of a daily routine. Diabetes can often lead to dry skin, particularly when sugar levels cause poor blood circulation to the skin. And without care, dry skin cracks easily. Pathogens have free access, and can cause wounds and tissue defects in the worst cases. In technical terminology, this is called diabetic foot syndrome. Consistent care is an important part of reducing this risk. Of course, this includes regular visits to a podology practice. But there's more: Along with excellent foot care, foot specialists will also give you many useful tips for taking care of your feet at home. For example, if you are diabetic, make sure to use a lipid-rich cream that protects against calluses, ideally one that also promotes your skin circulation (e.g. GEHWOL med Lipidro Cream). Unfortunately, many people with diabetes still do not understand the importance of foot care. If you know anyone affected by diabetes, help them out by advising them to get foot care.



Source: GEHWOL Diabetes-Report 2021/22
 N = 107 physicians with 2,793 diabetes patients
 On the internet: <https://www.gehwol.de/Aktuelles/Diabetischer-Fuss-Praevention-und-Pflege-Report-2021>



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GEHWOL and GERLASAN balance

Innovative trendsetters with a fine sense for what stressed skin really needs: mainly, no more than necessary. There are three powerful active ingredients.

Cosmetic trends in 2022 include products with innovative active ingredients and formulations that follow the idea of "less is more". This is based on the view that a care product should not have more ingredients than it truly needs. Also trendy: Products for stressed skin. Many of us are becoming increasingly aware of the connection between frequently stressful lifestyles, environmental risks, and their influence on our skin. Eduard Gerlach GmbH has also considered this and developed a care concept that specifically serves these needs: innovative active ingredients in a more minimalist and vegan formula. It contains only three active ingredients. One of them is a probiotic made by the lactic acid bacterium Lactobacillus (see column on the right). GEHWOL balance Foot Cream and GEHWOL balance Leg & Foot Lotion are the first products on the market - and in the country - to offer probiotic cosmetics for foot care. They show an innovative approach to strengthening the natural protective barrier function of the foot and leg skin. But it is not just the use of a probiotic ferment that is trendy. As previously mentioned - we are going minimalist! Along with Lactobacillus, the products only use white tea extract for skin hydration, along with pure sesame oil for a supple and nourished skin sensation. The formula is optimized for protecting stressed skin from daily stress and environmental influences. Without protection, stressed skin reacts with typical symptoms: Dehydration, mild itching and redness. By the way, Gerlach also has a similar product for hand care: GERLASAN balance Hand Cream. These three products are all vegan, PEG-free, contain no parabens or silicone oils, are dermatologically tested and suitable for diabetics.

Innovative care! Probiotic lactobacillus strengthens the skin barrier

The sum of microorganisms on the skin makes up the skin microbiome. It plays a major role in preventing foreign microorganisms from the environment from multiplying, and from harming the skin or the organism. When the natural microbiome is in balance, it complements and strengthens the natural protective barrier function of the skin. But when harmful microbes from the environment gain a foothold, the microbiome becomes imbalanced. The skin becomes stressed, and starts drying out as it reacts with itching and redness. Probiotics offer an innovative protective approach. For example, one active ingredient which actively supports the self-regulation of the skin flora can be obtained from the skin's own lactic acid bacterium Lactobacillus pentosus through fermentation. Its cosmetic benefits have been proven in placebo-controlled studies. It shows that the probiotic active ingredient reduces skin moisture loss down to one third while also restoring the skin barrier. Symptoms such as redness and itching are reduced.

Moor plant extract improves skin moisturization

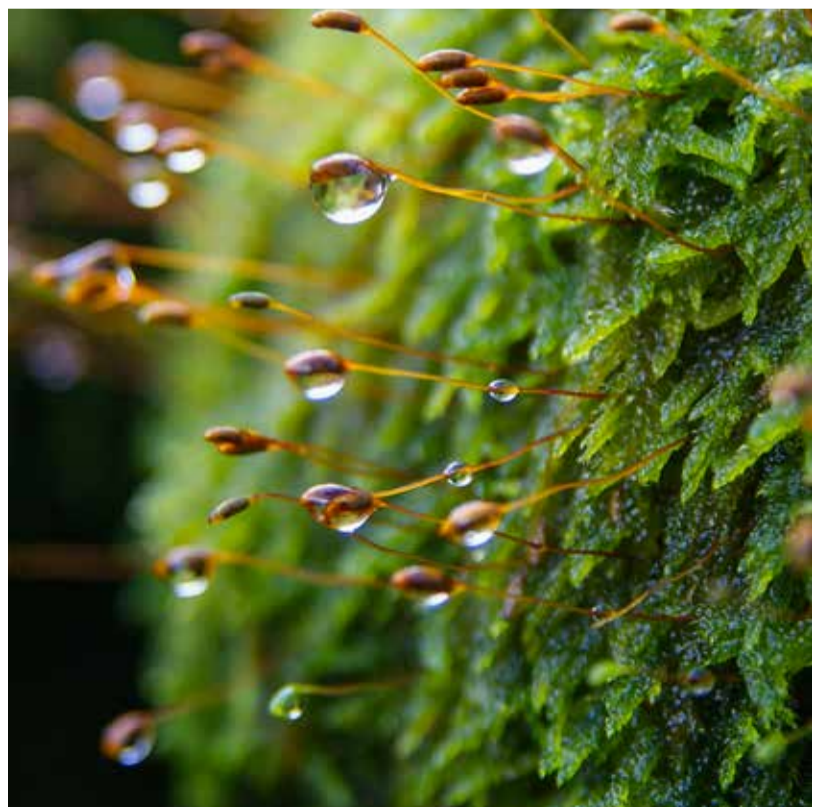
Moors are highly effective water reservoirs, and act as natural regulators of sustainable water cycles. Due to precipitation and the inflow of ground, surface or spring water, the soil is permanently saturated with water. The stagnant water with heavy vegetation is low in oxygen. For this reason, organic material is not fully broken down here. This results in the formation of peat, a substrate on which three moisture specialists thrive along with other organisms.

The translucent cells of peat moss (*Sphagnum magellanicum*) can store 20 to 30 times their weight in water. Icelandic moss (*Cetraria islandica*) is a lichen that can survive in extreme climate conditions in alpine and arctic regions. This tough plant achieves this by attaching storage carbohydrates (polysaccharides) to the membranes of the plant cells. These carbohydrates act like moisture buffers to protect against water loss. The fern plant angelica (*Polypodium vulgare*) has a high content of amino acids: natural moisturizing factors that are also found in human skin. The properties of these three specialists are ideal for cosmetic use - especially for dry skin. A lack of lipids and low moisture makes the skin's brick-like callus layer more permeable, impairing its natural protective function. As a result, harmful substances can more easily penetrate the skin to cause irritation. This is one reason why dry facial skin is often particularly sensitive at the same time. Experts speak of sensitive skin, which tends to be more susceptible to redness, tightness and itching.

Owing to high-quality moor plant extract from sphagnum moss, Icelandic moss and angelica, GERLAVIT Moor Vitamin Cream lastingly replenishes the moisture depots of dry and sensitive facial skin, improving its elasticity and tone. Premium vitamins and natural plant oils complement the rich formulation.

Moreover, moors are among some of the most special regions for climatic reasons. Although they cover only three percent of Earth's surface, they store around 30 percent of natural carbon. Just as they do for our skin, moors make an invaluable contribution to the climate and our living conditions.

Care from the moor





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Animal migrations as an early warning system

A look at the animal world shows just how integral hiking is to nature. Each year, billions of animals set out on their journeys. Some of them cover incredible distances. Arctic terns hold the world record. They fly 20,000 to 30,000 kilometers twice a year, up to a total of 60,000 kilometers. The farthest distance recorded among them is 96,000 km. The over ten thousand kilometer long path of the dragonfly *Pantala flavescens* (aka the small spot-winged glider) is certainly impressive too. The wildebeest is among the most migratory mammals. Each year after the rainy season, a herd of about 1.5 million animals migrate around 3,200 kilometers from Tanzania towards Kenya. Zebras and gazelles also migrate from place to place on their feet - or really their hooves - in large herds of 200,000 to 500,000 animals.

While humans hike mostly for pleasure, animals are primarily concerned with their survival. Animals - such as wildebeest - travel to where they can find enough water and food. Some species also seek good conditions for rearing offspring, or flee from unfavorable environmental conditions. Migratory birds normally migrate to escape the cold. But why they sometimes travel such vast distances in the process is still undetermined.

The Icarus project (International Cooperation for Animal Research Using Space) aims to find out more about animal migrations. Among others, the Max Planck Institute for Behavioral Biology in Radolfzell and Constance and the German Aerospace Center (DLR) are involved in this research. Tens of thousands of animals have been equipped with a transmitter. The radio signals are received by a specially mounted antenna on the International Space Station (ISS).

The data may do more than shed light on the reasons for mass migrations. Researchers believe it can also be used to predict the spread of pathogens. For example, conclusions can be drawn from the flight behavior of African flying foxes about the spread of the dangerous Ebola pathogen. Infectious diseases that are spread by migratory birds could be better predicted with the information gained through Icarus. Researchers also want to use the animal migration data as an early disaster warning system. For example, goats on the Etna volcano in Sicily were fitted with transmitters. Changes in their behavior and movement suggested an imminent volcanic eruption. Nature provides further clues about the distinct sensory abilities of animals. Elephants in Asia, for example, will run for the hills when a tsunami approaches. So, the migrations of animals are not only impressive by the distances travelled or their reasons for doing so, but can also be very useful to us humans.

Steadfast heroes



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Running up the walls

Geckos adapt their feet to the environment. They can climb smooth walls and sit upside down on the ceiling effortlessly. How does this wonder of feet work? And why do geckos never need a pedicure?

Geckos seem to trick gravity itself. They can even hang from the ceiling by just one foot. How does it work? Gecko feet have billions of tiny hairs on their soles, which in turn are covered with even smaller hairs. The attraction of molecules then starts to act between each tip of the hair and the surface on which they are sitting. This takes place billions of times at the nano scale, producing adhesion. And detaching the foot from the surface is similarly ingenious. This is made possible by a special lipid layer. The lightning-fast change between detaching and sticking allows for effortless running on smooth, vertical surfaces, and even along ceilings. Even the adhesives industry is taking advantage of this principle to develop a new type of adhesive tape. And there is another advantage. Gecko feet always stay clean. That is why they never need a pedicure. Even the smallest particles fall through between the nano-sized hairs. The reptile simply shakes off any other dirt.

New building



A deeper connection with nature

Eduard Gerlach GmbH has moved into its new company headquarters. The new building on the edge of the Lübbecke Moor nature reserve is a sustainable step into the future.

GEHWOL products are characterized by premium quality. The basis for this is the production process. Modern production at the new site - which is partly geared to pharmaceutical active ingredients and process qualities - has raised our quality standards to new levels. And the traditional quality standard has been refined and future-proofed with this new production facility. But that is not all! The new building manifests Gerlach's regional ties to its home town of Lübbecke. Which was why it was important for Gerlach to design the new company headquarters to be sustainable in every respect, maximizing resource conservation while still being people-friendly. The first evidence of its sustainability is shown in its space efficiency. Out of the six hectares of planning area, the new building uses only about 17,000 square meters, plus traffic areas. Over 30,000 square meters remain undeveloped. Among other things, the space contains a lavender field, providing a pollination area for the bees which were specifically settled here. Part of the roof is greened. Energy-optimized construction begins with insulation. Heat pumps heat the building on cold days and cool it on hot days. This saves energy and protects the environment. So the company stays true to itself. The connection with nature has been at the core of company philosophy since its founding more than 150 years ago. Select herbal ingredients and exquisite essential oils characterize many of the GEHWOL preparations. For example, they form the basis for GEHWOL FUSSKRAFT products, which are only available from your foot care professional. The circle closes at the edge of the Lübbecke Moor, where many things began. GERLAVIT Moor Vitamin Cream is a good example: The Gerlach laboratory found the inspiration for a rich facial care product and its ingredients right here - in the mysterious and diverse plant life of the Lübbecke Moor.

Francesco Petrarca

The inventor of hiking



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

"The only thing that drove me was the desire to get to know the unusual height of this spot of earth by sight." This was written by the Italian poet and historian Francesco Petrarca after his ascent of Mont Ventoux north of Marseille in 1336. With his travelogue, Petrarch documented that he was traveling for pleasure and to enjoy nature. Religious, political or any other reasons played no role. He is considered the inventor of hiking. Going on the hike was the reason itself. Today, this is exactly what approximately 30 million hiking fans focus on. A survey of almost 3,000 hikers by the portal "bergzeit" in 2021 showed that connection with nature is important for 85 percent of respondents. Stress reduction and relaxation followed at 78 percent each. The German Alpine Club alone has 1.4 million members. The German Hiking Association, which came into being almost at the same time as Eduard Gerlach launched his GEHWOL FOOTCREM against sores and blisters in 1882, has 600,000 members. A world without hiking is no longer imaginable. And anyone who hikes knows why: taking a deep breath, enjoying nature and peace while escaping from everyday life. Just the thing for grounding yourself and replenishing your energy during stressful times.

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