



FUSSPFLEGE AKTUELL

The magazine
for the practice

Issue 2/2019

Feeling good can be
so soft and fresh

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NEW

Story:
A first step
Why the foot turns
humans into humans.

Focus:
Those who consider
footcare important...
... are closer to themselves.

Dossier:
Beautiful in shape
Nail prosthetics with
GEHWOL Nail repair

Feeling good can be so soft and fresh

Title - p. 4

A new type of foam

With the new GEHWOL FUSSKRAFT Soft Feet Foam with aloe vera, olive and deep-acting hyaluron, the GEHWOL FUSSKRAFT Soft Feet range is given an option for quick feel-good care and fresh scent.

Story - p. 10

A first step

What turns humans into humans? For this question, the foot plays a particularly important role and has done so for much longer than you would think.

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Limited Editions

for Christmas



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On the go on foot with...

night watch Bruno Ludwig. The energetic pensioner takes spa guests and tourists through the old streets of Bad Nauheim. Since he walks a lot, foot care is important to him.

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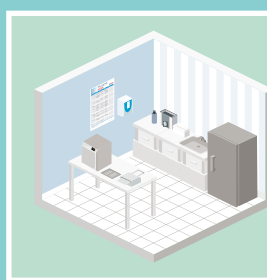
"We are strong together"

Under this motto the company Eduard Gerlach GmbH has redesigned the exhibition stand. But the motto also stands for a philosophy that, for instance at the second GEHWOL Bloggers' Day, was very well received.

Focus - p. 18

Those who consider foot care important...

Further results of the GEHWOL foot care trends show that people who consider foot care important also generally pay more



Dossier - p. 24

No space for pathogens

A sanitary room needs three clearly separated areas for cleaning and disinfection, sterilization and storage.

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Beautiful in shape

The GEHWOL Nail repair System makes nail repair for manicures and pedicures perfectly easy.

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Gerlach International: Cyprus

The interest in foot care and foot care products is great in Cyprus.

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A new home

With the help of Gerlach, an orphanage was built in Diabo, Burkina Faso; it was completed in April.

attention to themselves. Self-care plays a big role among them.

Expertise - p. 22

Morton's neuroma

Stinging, seizure-like pain haunts those affected. Foot professionals make a fundamental contribution to the relief.

Newsfeed - p. 26

Legislature relieves podiatrists, study on hygiene compliance with stress and study on hand hygiene in women and men.

Imprint

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OFFER
Further offers in
the campaign insert !

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FUSSKRAFT Soft Feet
Foam

in the introductory display

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NEW: Christmas event
in 2019

with the limited editions
GEHWOL FUSSKRAFT Soft
Feet Butter und GERLASAN
Hand Cream

P. 29
GEHWOL Nail repair

with free GEHWOL Protec-
tive Nail and Skin Oil, 50 ml.



Our present
for you

The first 2,000
purchasers will re-
ceive our GEHWOL
thermos drinking
bottle for free.

Dear Foot Care Pros and Podiatrists,

“We are strong together” - we redesigned our entire exhibition presentation with this slogan, and not just at the BEAUTY in Düsseldorf. Instead, this statement represents a fundamental attitude that we have maintained since Eduard Gerlach GmbH was founded. Together with our staff and partners in the specialist trade, we have been committed to ensuring the well-being of the feet for 150 years - a long tradition of consistency. We see the task of jointly upholding these values and preserving them for the future as a worthwhile challenge which we face gladly, and together.

In this issue of FUSSPFLEGE AKTUELL, we present our new GEHWOL FUSSKRAFT Soft Feet Foam - a refreshing addition to the popular GEHWOL FUSSKRAFT Soft Feet series. The foam is a pleasant experience in feel-good care. Other interesting themes and offers also await you in the new issue.

And with the third issue of FUSSPFLEGE AKTUELL using the new design, we would also like to ask for your feedback. Read below on this page about how to participate in the survey. We appreciate any feedback from you. Now, we hope that you will enjoy reading!



Timor Gerlach-von Waldthausen

Jobst-Peter Gerlach-von Waldthausen

A close-up photograph of a person's hands holding a foot over a swimming pool. The water is clear and blue, and the person is wearing a white swimsuit. The text is overlaid on the right side of the image.

Feeling good can be so soft and fresh

That's how it is with our most recent development. The new GEHWOL FUSSKRAFT Soft Feet Foam with aloe vera, olive and deep-acting hyaluron enriches our feel-good range and adds an option especially for the fast feel-good care in between: Lasting moisturizing effect, well-groomed, smooth and supple skin and a refreshing scent experience. That's what awaits you and your customers.

Feel-good care experience

I simply feel great in my skin! Those who can say that are happy indeed. Foot care can also give you happy feel-good moments. For example, a pleasant skin sensation is a sensual experience that influences us, along with joy about supple, visibly smooth and well-groomed skin and a soothing scent that activates our emotional world. GEHWOL FUSSKRAFT Soft Feet embodies sensual feel-good care. Care, relaxation and enjoyment - that's the concept of this series, which is already giving the feet and legs generous downtime with a cream, scrub, lotion and care bath. The idea is to put up one's soft, groomed feet and let your soul relax from time to time. But what happens if there isn't enough time for generous relaxation? It's often like that in the mornings, when we heed the call of our daily duties. We believe: Everyone has a right

to their feel-good care! After all, a day that starts with a beautiful experience and a soft feeling promises to be a lovely day. We therefore expanded the concept by adding GEHWOL FUSSKRAFT Soft Feet Foam to our feel-good product range. With aloe vera, olive and depth-acting hyaluron, which is also a component of the Soft Feet Cream and Lotion, the Foam ensures plenty of moisture, a soft skin sensation, smooth, supple skin and a refreshing scent experience. Let the newcomer to the Soft Feet series give you and your customers some feel-good care for on the go! A beautiful feeling - anytime and especially when you're in a hurry!

It is absorbed rapidly and does not leave a greasy residue.



Triple Plus+ for Feel Good care



Context

The moisture component: the duo does it

The so-called "desert lily" aloe vera has the extraordinary abilities to form nutrients on its own and store water. Everything the plant requires for survival in the desert is stored in the gel-like marrow inside the leaf: 98.5 per cent water and a mixture of carbohydrates, amino acids, fats, tannins and enzymes. The interaction of all these ingredients results in a unique depot of moisture, which protect the plant against extreme climatic conditions and dehydration. GEHWOL FUSSKRAFT Soft Feet Foam uses the moisture deposits of the aloe vera plant in the form of a highly-concentrated extract. Together with deep-acting hyaluron, aloe vera ensures a lasting moisturizing effect.



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INTRODUCTORY DISPLAY

12x 125-ml can plus 1x free tester 125 ml
Complete incl. display und tester:

CABINET WARE

1x 300-ml can

Available as of June 2019





Context

The soft component: valuably complemented

Olive oil is one of the healthiest oils of all. It also has a high priority in skin care. Unsaturated fatty acids make up about 85 per cent of olive oil. The two strongest fatty acids in olive oil are oleic and linoleic acid. As an essential component of the natural skin barrier, linoleic acid provides an intact skin barrier and healthy skin. In addition, olive oil contains important vitamins, minerals and secondary phytochemicals such as polyphenols that protect against oxidative stress. In GEHWOL FUSSKRAFT Soft Feet Foam, olive is the soft care component. Its valuable properties make the skin smooth and supple.



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Context

The refreshing component: the scent invigorates

A fruity-fresh fragrance rounds out the formula of GEHWOL FUSSKRAFT Soft Feet Foam for a sensual experience when you use it. Did you know that fragrances activate our limbic system - the part of the brain in which emotions form and are processed? This is why scents in particular play such an important role for our well-being.



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Perfect harmony for Christmas

Crackling log fire, warm candlelight, relaxed, contented faces and gently falling snow outside. At the same time, about 9,400 km away from Germany on the opposite side of the Atlantic Ocean, in Mexico: Turned-up music, wild dance, loud singing and colourful piñatas. Another 10,000 kilometres away and near the equator, there is Ghana. Here, there are feasts, parades and church services, always with the entire neighbourhood and next to a mango tree with brightly-coloured decoration. With that in mind: "Merry Christmas", "Feliz Navidad" und "Afishapa"! Christmas is celebrated nearly everywhere and the traditions could not be more different. Nevertheless, there is a common component: Always the celebration also

serves the gathering of family and friends and also stands for things such as generosity, friendliness and harmonious company. However, especially in the western industrialized countries, the high expectations for the festive season always provide critical moments. Because the idea of harmony does not work out so well. The after-effects of the preparatory stress are troubling us, the well-deserved rest and relaxation do not really ensue. But things could be different. Just put your feet up and treat yourself to one or two moments of relaxation now and then in the pre-Christmas rush. From time to time, plan a wellness day, thus Christmas can be harmonious.

**NEW: GEHWOL FUSSKRAFT
SOFT FEET BUTTER VANILLA & ORANGE**

in the 50 ml jar

GERLASAN Hand Cream without clotrimazole

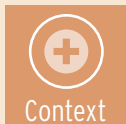
in the 50 ml jar

Christmas placard

Christmas gift certificates

Christmas gift bag

Width: 17 cm, Height: 22 cm, Depth: 7 cm,



Only for a short time: GEHWOL Fusskraft Soft Feet Butter with orange, vanilla und sheabutter

Not only in the time before Christmas, which is often stressful, we and our feet deserve relaxation. With the wintery scent of orange and vanilla, the new GEHWOL FUSSKRAFT Soft Feet Butter invites you to sit back while the rich formula pampers your feet, which have become dry because of winter. Vanilla extract and orange oil moisturize the skin and make it supple. Refatting sheabutter provides a pleasantly soft skin feel, promotes skin regeneration and strengthens the lipid barrier. Advice for a treat: The GEHWOL FUSSKRAFT Soft Feet Butter can be applied thickly as a mask, preferably in the evening or on a personal wellness day. The GEHWOL FUSSKRAFT Soft Feet Nourishing Bath with almond oil and the GEHWOL FUSSKRAFT Soft Feet Scrub with bamboo granulate complete the spa experience.



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A first step ...

Why the foot turns humans into humans

During excavations in Ethiopia, a 4.4-million-year-old footprint was found. This was interpreted as proof that humanity was still moving about on four feet at that time. They were grasping feet, similar to those in monkeys. Then there was a sensation. A few years ago, archaeologists on Crete found a fossil footprint which comes close to today's foot shape. Its age: 5.7 million years.

This foot had toes that pointed forward, no claws, a long sole and a big toe - all of which are attributes of human feet. Researchers attribute great significance to this find. On the one hand, it was believed that all human ancestors of this period were in Africa. This find and 7.7-million-year-old fossils with monkey-like feet in Greece and Bulgaria are enlivening the discussion as to whether all humans actually originate from Africa.

On the other hand, evolution may have freed human hands much earlier than previously thought. Who doesn't know the waddling gait of an upright monkey - their weight rests on the outsides of their feet. Grasping feet are not suitable for standing solidly. Human feet, on the other hand, are. Millions of years ago, evolution straightened the leg axis, and humans learned to roll their feet from the heel over the big toe. A stable and upright walk frees the hands, allowing them to gather food, use tools, or carry offspring. It also permits a better overview and makes it possible to look all around.

Science also regards the ability to walk on two legs instead of four as a prerequisite for complex social structures, differentiating humans from animals. The mechanical precision of the human skeleton permits tasks and actions unlike any other animal on Earth. But that alone is not sufficient. Social living is also important. It requires ethical rules, communication, and mobility. The fact that we talk, solve problems, develop behavioural rules and are able to develop, verify and adapt abstract theories is what makes humans human.





Context

Biomechanics

Biomechanics

The arch of the human foot is well developed and the comparatively large heel is stable. The foot is connected to all body regions through muscles, bones, ligaments and tendons, the nervous system, the hormonal system and the circulatory system. Being the foundation of our musculoskeletal system, the foot has an important role for our overall health. The entire functional unit of the foot consists of the foot itself, the remaining lower extremities, the pelvis and the spine. It allows us to walk and keep our balance. Due to the connection of the foot via the upper talocalcaneal joint with the tibia and the fibula, the position and function of the knee joints, hip joints and spine are influenced. Also, many integrated receptors on the foot send numerous impulses from the foot to all body regions. Functional disorders of the foot which are caused by foot diseases, foot deformities or specific base disorders in which the foot plays a role may have negative effects on human mobility and posture. Consequently, biomechanics play an important role and are among the fields in which professional foot care can develop further.



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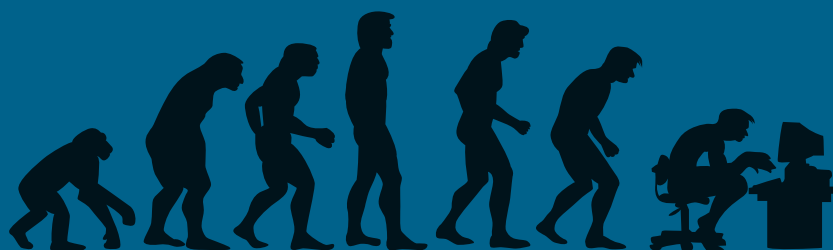


Standpoint

Evolution

A backwards roll?

Healthy feet are the basis of the entire musculoskeletal system. Standing, walking, running and maintaining one's balance are classic functions. But evolution continues. For years, children and adolescents are experiencing an increase in foot deformities, as the prevention campaign by the BKK Regional Association of Bavaria demonstrated in 2016. Accordingly, nearly half of the more than 1,000 examined children and adolescents had orthopaedic abnormalities such as bent or sunken feet. Despite the fact that 98 per cent of people are born with healthy feet. This figure drops to 40 per cent by adulthood. But changing living habits can contribute to further intensifying these developments. An increase in seated tasks such as gaming, social media or watching videos means that the feet lack essential exercise. Evolution is not going backwards, but the functions of the foot are less and less used and shift to the background.



On the go on foot with...



Portrait

Bruno Ludwig

At the age of 68, Bruno Ludwig is retired. He uses his time to assume the role of a night watch and lead interested visitors through Bad Nauheim and its history. Thereby he does the same as many colleagues throughout Europe. His tours are on Tuesdays and every now and then on Saturdays.



“My feet are very important to me and I take care of them regularly.”

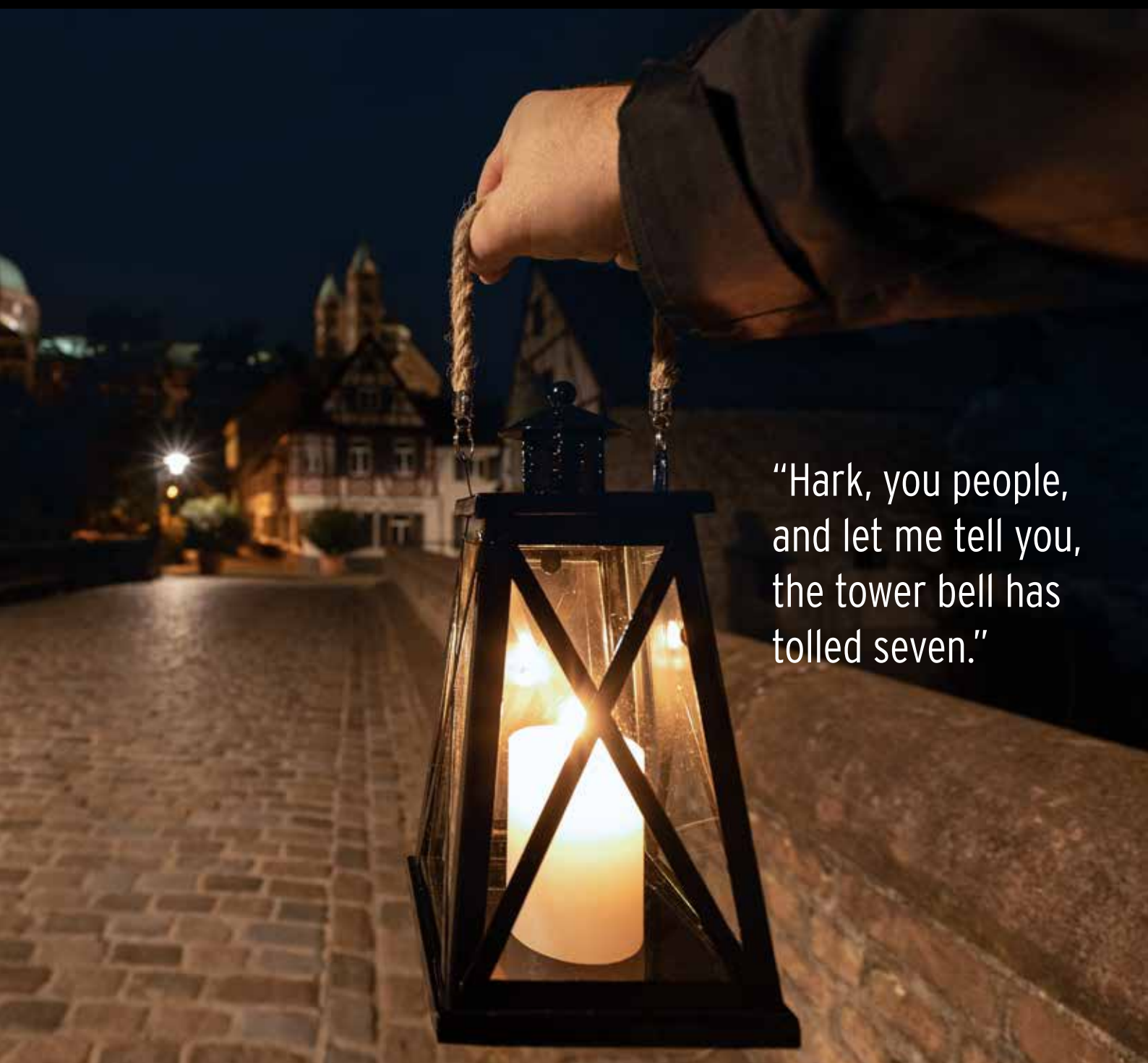
Today, the field of activity of night watchmen has changed. They assume guarding and security activities in company and office complexes or in public buildings. Night watches for the city, patrolling with a halberd or pike and putting out lanterns, do not exist anymore. Or do they?

Bruno Ludwig wears a felt hat, a shepherd's vest and medieval shirt, holds the pike in one hand and the lantern in the other one. He is a night watch in Bad Nauheim. However, only every first and third Tuesday of the month. He, a 68-year-old pensioner, obviously enjoys his job. He blows his horn and the crowd of spa guests gather around him. “Hark, you people, and let me tell you, the tower bell has tolled seven. Remember the seven words that the Lord spoke on the cross,” the night watchman intones during his tour through the old town of Bad Nauheim. Even this song shows that Bruno Ludwig whole-heartedly maintains an old tradition. People like to book tours guided by night watches. This evening, Bruno Ludwig guides 29 guests with

entertaining stories about the past. He talks about Otto von Bismarck, who was advised by his doctors to have his black leg amputated. But the water treatments in Bad Nauheim healed it. He died at 83 years of age. “I enjoy giving something to people,” Bruno Ludwig explains regarding his motivation.

At the spa park he stops and tells the story of its origins. He adds that the spa park had been a heart project for Bad Nauheim. In addition to the historic milestones, the vigilant night watch keeps explaining the meanings of different proverbs. In the old town he points to a gutter in the middle of the cobblestone street. Usually residents emptied their buckets of human waste there. The next rainfall washed everything into the depressed container at the end of the road. “Therefore, the German saying emerged: Heute schüttet es wie aus Kübeln (literally: Today, it's raining as if it's pouring out of buckets),” Bruno Ludwig explains enthusiastically. “Sometimes, however, the inhabitants spilled some waste. And occasionally someone slipped on it and fell into the gutter: “He ended up in the gutter.”

The costumed town guide must master a quite worldly challenge. “I walk a lot. My feet are therefore very important to me and I take care of them,” Bruno Ludwig says. Every six weeks he undergoes pedicure and he creams his feet regularly. “I'm just glad that shoes nowadays have a proper footbed. The historical boots were flat and often caused problems.”



“Hark, you people,
and let me tell you,
the tower bell has
tolled seven.”



WE ARE STRONG TOGETHER

WE ARE STRONG TOGETHER - only four words which are easily said. But we at Eduard Gerlach GmbH take these words very seriously. They are highly significant for us. Together with its employees and its partners in the industry, the company has been working for the well-being of the feet for over 150 years, and has demonstrated its consistent commitment with thought and action across generations. Rooted in the region over decades, the company assumes responsibility for its employees and lastingly binds them to the company. Shared values create a basis for cooperation. Preserving values is a challenge that must be faced together. This smoothly functioning cooperation makes Gerlach a strong company. We will keep it that way in the future as well. By customer proximity, competent advice and innovation, Gerlach wants to further strengthen the stable foundation.

The motto **WE ARE STRONG TOGETHER** is addressed and lived at the fairs throughout the year. But also at events such as the GEHWOL tester club day.



Striking exhibition appearance

Gerlach considers itself a source of inspiration for professional foot care. Together with its staff and partners, the company dedicates itself to the continued development of the GEHWOL and GERLACH TECHNIK brands every day. Innovations will keep these brands strong in the dynamic market environment, even in the future.

A strong appearance with an innovative character should also be given to the Gerlach booth. The graphic elements such as ceiling suspension, light columns and banners are designed to get the visitors into the mood for the trade fair motto. The design focusses on feet: many different feet of different ages and both sexes, because foot health and foot problems are not a matter of age. Whether children's or adult's feet - the photos radiate strength. They are STRONG TOGETHER. The wall in the background gives the motto even more meaning. Every brick that has been added to the wall is an important component of the company's history, but also an important contribution to the future of the company. A striking graffiti of the motto WE ARE STRONG TOGETHER completes the new design.



At the trade fair stand, the expert visitors were to perceive the two brand worlds GEHWOL and GERLACH TECHNIK at a glance. Both areas have ample space on the stand, which covers over 200 square metres. The newly designed preparation counter creates the perfect platform for the presentation of the diverse product range. The Technik section, which continues to occupy two-thirds of the stand area, offers plenty of room for advice on the subject of practice furnishings. Furthermore, on the subject of hygiene with its subsections cleaning, disinfection and sterilization, the stand displays everything a practice facility needs for perfect hygiene management.

The new trade fair concept leaves plenty of room for communication with customers and interested parties, creates an atmosphere of customer proximity and thus makes a striking exhibition appearance possible.





...at the Beauty 2019

At the trade fair stand, visitors had the opportunity to delve into both brand worlds, GEHWOL and GERLACH TECHNIK. In the GEHWOL World, customers and interested parties tested products at the new preparation counter and discussed extensively with the Gerlach trade fair team. In the TECHNIK area, visitors learned about the practical equipment - from patient and work chairs to foot care cabinets to instruments such as milling cutters or pliers. In addition, the important area of hygiene was not neglected - here foot professionals found everything around the topics of cleaning, disinfection and sterilization.

Some members of the GEHWOL tester club, a community of GEHWOL fans and brand-conscious bloggers (see p. 17), were also among the visitors. They were enthusiastic about previously unknown products and exchanged views on ingredients, foot care and foot problems.

Foot problems were also dealt with in the lecture by Agnese Cuccarano and Anouk Schulz from the Gerlach management. The two brand and product professionals talked about the relationships between dry, callused, chapped as well as sensitive skin and about how GEHWOL med products are tailored to these relationships as a care concept.

Gerlach congratulates

The "Beauty" in Düsseldorf is the leading trade fair for service cosmetics. In 2019, Beauty recorded a new visitor record of 58,000 guests from over 70 countries. About 1,500 exhibitors and brands presented themselves in a total of five halls at the Düsseldorf exhibition centre. By the way, Gerlach's long-time customer Dagmar Engelhardt-Gruber was celebrated and congratulated for good reasons at the Beauty. The skin care expert from Nuremberg was honoured with the "German Cosmetic Award - Gloria" for her life's work.

#Gehwoltesterclub

The GEHWOL tester club also lives on community. Exchanging information at shared events strengthens the cooperation between bloggers and the company. This year, some members got together in Lübbecke for the second GEHWOL tester club day. After a generous breakfast at Benkhausen Castle, the first highlight of the day followed: A trip in a US school bus to the company headquarters in Lübbecke.

Here, the bloggers were received by Timor Gerlach-v. Waldthausen and immersed into the history of Eduard Gerlach GmbH and the GEHWOL brand. This was followed by an exciting laboratory tour. Dr. Hendrik Stukenbrock, Head of Quality Control, explained how Gerlach is able to guarantee the high quality demands of its many products. Frauke Thunack from the Development department showed an example of cream production. Then the members had an opportunity to test their perfume-maker qualities: Using a selection of fragrances, they created their own scents and worked them into a cream base. Having clarified the matter of production, it was now time to address the finished products. Anouk Schulz, Head of Product Management, presented the versatile GEHWOL product range and answered questions about the ingredients, various foot problems, and foot care. Together with Marketing Manager Agnese Cuccarano, tired feet regained vitality with foot exercises before the well-earned relaxation over the lunch break.

Another highlight followed in the afternoon. Star guest Jules, also known as "schoenwild", guided the bloggers through the world of Instagram, storytelling and self-presentation. In the workshop, the tester club members discussed opportunities in social media channels and improve their photographic skills. Thereafter, Marie-Thérèse Mink - who manages the tester club - presented GEHWOL foot care trends and Gerlach's social media activities. The day ended for participants with a delicious shared evening dinner in a happy mood. Everyone agreed at the conclusion: a varied, exciting and informative event which should be repeated. GEHWOL and the tester club want to stay STRONG TOGETHER for the well-being of the feet, into the future.

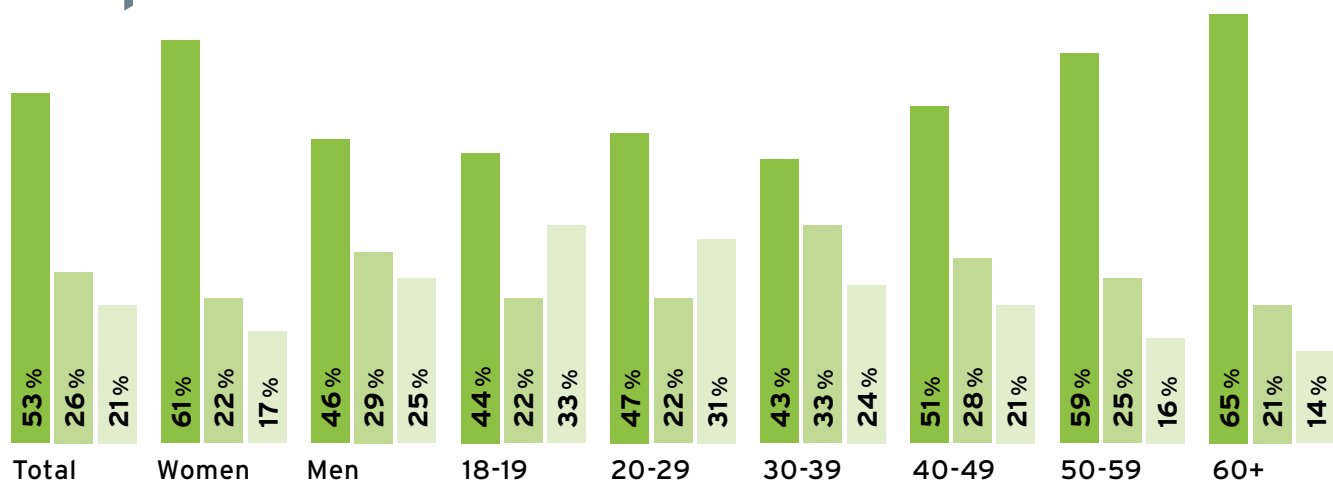


The film about the visit at Gerlach can be found on our YouTube channel: <https://www.youtube.com/GehwolFussvital>



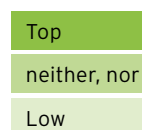
GEHWOL foot care trends

Those who consider footcare important...



Most Germans (93%) want to have healthy feet. Paradoxically, this does not mean that foot care takes on the same value: Not everyone counts this topic among personal hygiene and only just under half of those surveyed consider it important or very important. Many people only become aware of their feet when they cause problems. Even feet that „work“ are subjected to great stress in everyday life. They are forced into uncomfortable shoes, rush from meeting to meeting or from patient to patient. In stressful times, it is therefore particularly important to take good care of yourself and your own feet and

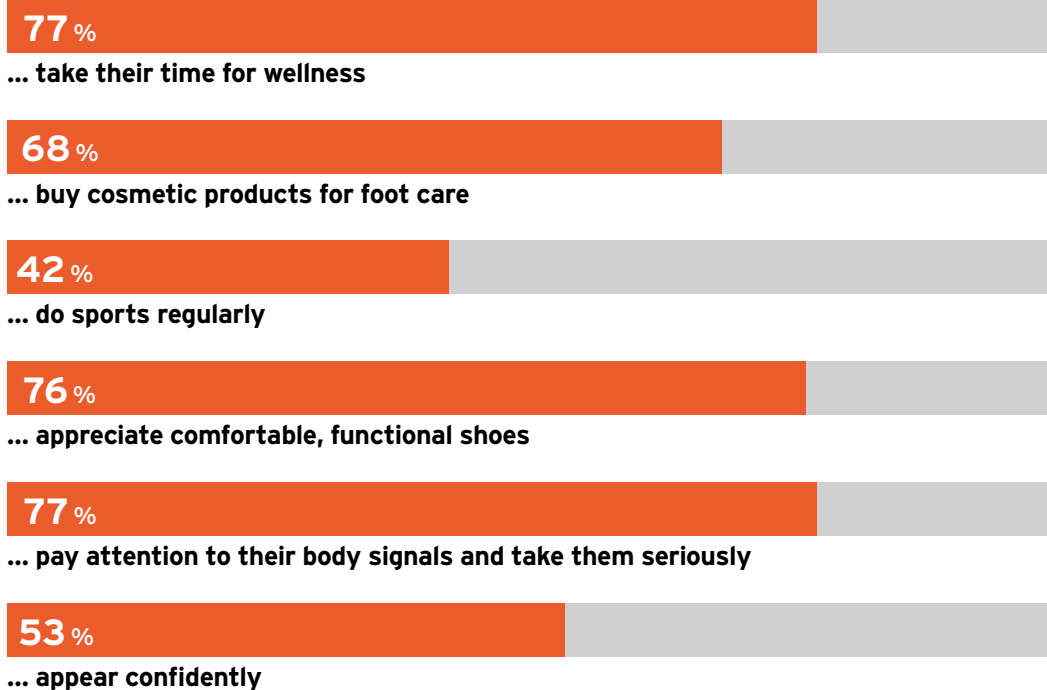
assign enough time for your own needs. This is not easy for everyone. It is noticeable that people who do not consider foot care to be important tend to put this aspect behind them. 61% of those who are indifferent to foot care only partially or not at all pay attention to their own needs. The 20- to 49-year-olds often have a similar attitude. The working life usually plays a very important role in this age group, which could be an important factor here. The own body signals should nevertheless always be considered. But the proportion that does not worry about it is more than



Find all results here: fussvital.info/gehwol-fusspflege-trends



... are closer to themselves!



twice as high both among men and „care refuseniks“ as it is with foot care fans. After all, just under three-quarters of 18 to 19-year-olds take the signals of their body seriously. 72% even take time for regular spa moments. That's more than in any other age group. As people become older, the desire for wellness decreases again. Nevertheless, the proportion of those who consider foot care to be important and take time for wellness is significantly higher than the

proportion of foot care refuseniks with a need for spa treatment. At the same time, the aspect of „self-care“ is becoming increasingly important. Because someone who feels comfortable and well treated, generally also has more self-confidence. But even a higher age - and thus more life experience - has a positive effect. The proportion of self-confident people is also greater within the group of foot care fans. If you want to have both feet on the ground, you need a good base for that.

GEHWOL @ LADIES GOLF TOUR



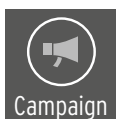
Hole-in-One - hitting the golf ball into the hole with one hit. For the golfers at the Ladies' Golf Tour - like any other golfer - it's a dream when everything works, from the swing to the strike.

GEHWOL is playing in the Ladies' Golf Tour for the first time this year. "The golf tournament series aims at female golf amateurs. 125 clubs in Germany and Austria participate in it every year, and contact about 5000 female amateur golfers annually. We support the competition with product samples and prizes for the winners, which are naturally assembled from our extensive product range," explains Gerlach's marketing manager Agnese Cuccarano, who herself swings her clubs for GEHWOL at the opening in May and the end of the tour in August and is also aiming for the hole-in-one. Numerous media report particularly on these two dates. Advertisements and logo presences accompany the tour. And charities are considered as well. Gerlach donates prize sets for a raffle. The golf competition also gains attention by annually awarding the Finest Merci Generation Award. At the final competition in 2019, actress Natalia Wörner will receive this prize for her commitment to children's emergency aid. The prize is associated with 10,000 euros.

"The cooperation is a good fit for us", Agnese Cuccarano says. For the body's secret champions are the basis of golf: namely, our feet. Mechanical friction during golf can cause sore spots, blisters or calluses. And the feet love attention through care after being stressed on the golf course. After all, "after golfing" is also "before golfing".



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“Mountain Lions”

Running continues to be popular. Thousands of people participate in running events every year. Lübbecke's Guard Tower Run, which is held by the “Lübbecke Mountain Lions”, has a fixed spot on the running calendar. Due to the support and good cooperation of Eduard Gerlach GmbH with the “Berglöwen”, the event was recently renamed as the GEHWOL Guard Tower Run. The 21st run will take place on Sunday, 23 June 2019. The run is known beyond the borders of this Eastern Westphalian town, and is once again enticing numerous participants from all over Germany and even Europe to the town by the Wiehen mountains. “We have developed a really great, trusting relationship with the ‘Berglöwen’”, Agnese Cuccarano, marketing manager at Eduard Gerlach GmbH, tells. The traditional company continues to expand this cooperation. At the end of May 2019, for example, it is inviting participants to a workshop with Andreas Butz, the founder of the running campus academy Euskirchen. After an exciting motivational talk and presentation on guiding training and on running techniques, the “Berglöwen” and Gerlach employees who love running can participate in a HIIT (High Intensity Interval Training).



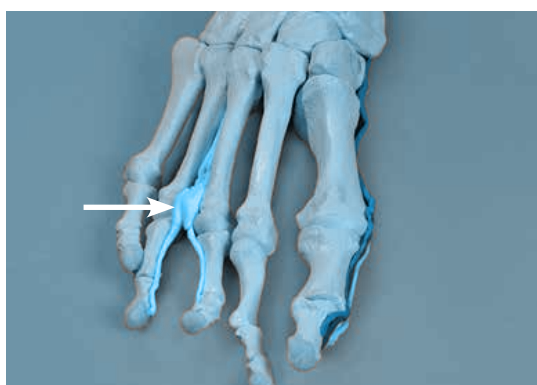
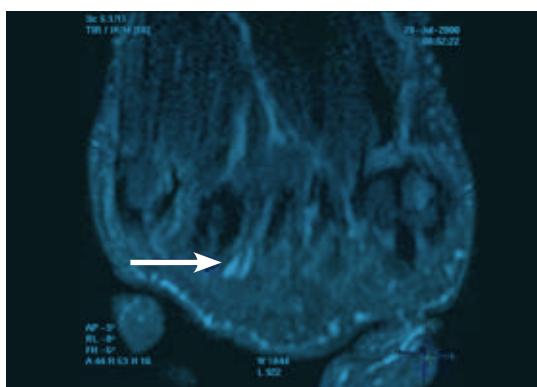
The “Lübbecke Berglöwen” have renamed their renowned run. It is now called the GEHWOL Guard Tower Run, and takes place in Lübbecke in June.



Save the bees!

This year as well, each and every one of us should look after bees and insects. Our “Save the Bees and Insects” campaign was well received last year - especially the fabulous “INSEKTENWOLs” from GEHWOL, built by the Lübbecke Werkstätten.





X-rays or MRI are suitable imaging diagnostics tools for Morton's Neuroma. At the top, one can see how narrow the interdigital space between the second and third metatarsal protuberances is. Morton's Neuroma is shown in the image below this (see arrow). The foot skeleton in the bottom image shows the most common location of neuromas: between the third and fourth metatarsal protuberance.

Morton's Neuroma

Those affected by this illness suffer from severe, episodal frontal foot pain. Morton's Neuroma, also called painful entrapment syndrome, is relatively common. Professional foot care plays a main role within the scope of holistic therapy.



Dr. med. Renate Wolansky

is an orthopaedist, sports physician as well as medical foot care expert. She teaches in the field of podiatry, works as a author of reference books and regularly writes technical contributions for recognized specialist bodies.

Pain relief

- 1 Hornclean burr
- 2 Metatarsal cushion with elastic bandage
- 3 GEHWOL FUSSKRAFT BLUE
- 4 GEHWOL FUSSKRAFT Herbal Bath

In the condition known as Morton's Neuroma (metatarsalgia), the severe frontal foot pain develops primarily in the region between the third and fourth metatarsal protuberance (or less commonly between the second and third metatarsal protuberance). A nodular thickening of the affected frontal foot nerve at its bifurcation is often present as well. This is the so-called neuroma (a benign nerve tumour). Nerve compression in the constricted areas can cause painful symptoms.

According to estimates, up to 30 per cent of the population suffer from Morton's Neuroma. Women are more commonly affected than men. Triggers may include foot and toe deformities such as spread, bent, sunken foot, hallux valgus, flat feet, hollow or rheumatic feet. Other potential causes include unsuitable shoes (too narrow, pointed, high shoes or shoes with excessively hard soles), excessive strain or fractures that did not heal in a physiological form.

Typical symptoms are sudden shooting, piercing, severely burning and electrifying pain in the middle foot region - especially after walking and standing for long periods. The pain radiates into the toes. Immediately removing shoes, walking barefoot, and massaging the feet immediately relieves the pain. Some affected persons complain of a temporary heat sensation in the toes.

Palpation reveals a painful, spindle-shaped, coarse hardened area that can be moved. A combination of manual examinations and imaging procedures has proven itself for diagnosis

in practice. Manual methods include the "push button" sign (pain due to plantar finger pressure), Hohmann grip (pain due to shifting the adjacent metatarsal protuberances), Gaenslen grip (pain triggered when compressing the frontal foot at the level of the base joints of the toes), or the Mulder sign (palpable clicking of the neuroma). Suitable imaging procedures range from ultrasound to x-ray, computer tomography and magnetic resonance tomography. Treatment aims to relieve pain and also treat the underlying illness. Pain relievers (analgesics) or pain-relieving anti-inflammatory drugs (antiphlogistics) are used here. In some cases, surgery is eventually required.

Foot care measures are mandatory. Causative foot and toe deformities in particular lead to hyperkeratosis, callosities and corns which a foot care pro can treat. Pressure relief is also important - for example, using the GEHWOL frontal foot cushions. Foot care pros are ready to give tips to affected persons. Other advice: wear shoes that fit (wide, comfortable, no high heels); get a recommendation for a soft foot bed or custom orthopaedic shoe adjustments from an orthopaedic shoemaker. Relaxing foot massages with care products such as GEHWOL FUSSKRAFT BLUE activate circulation and nourish the skin supple and soft. Also revitalizing: GEHWOL FUSSKRAFT Herbal Bath (caution in diabetics: keep the temperature at no more than 38 degrees for 3 - 5 minutes).



1



2



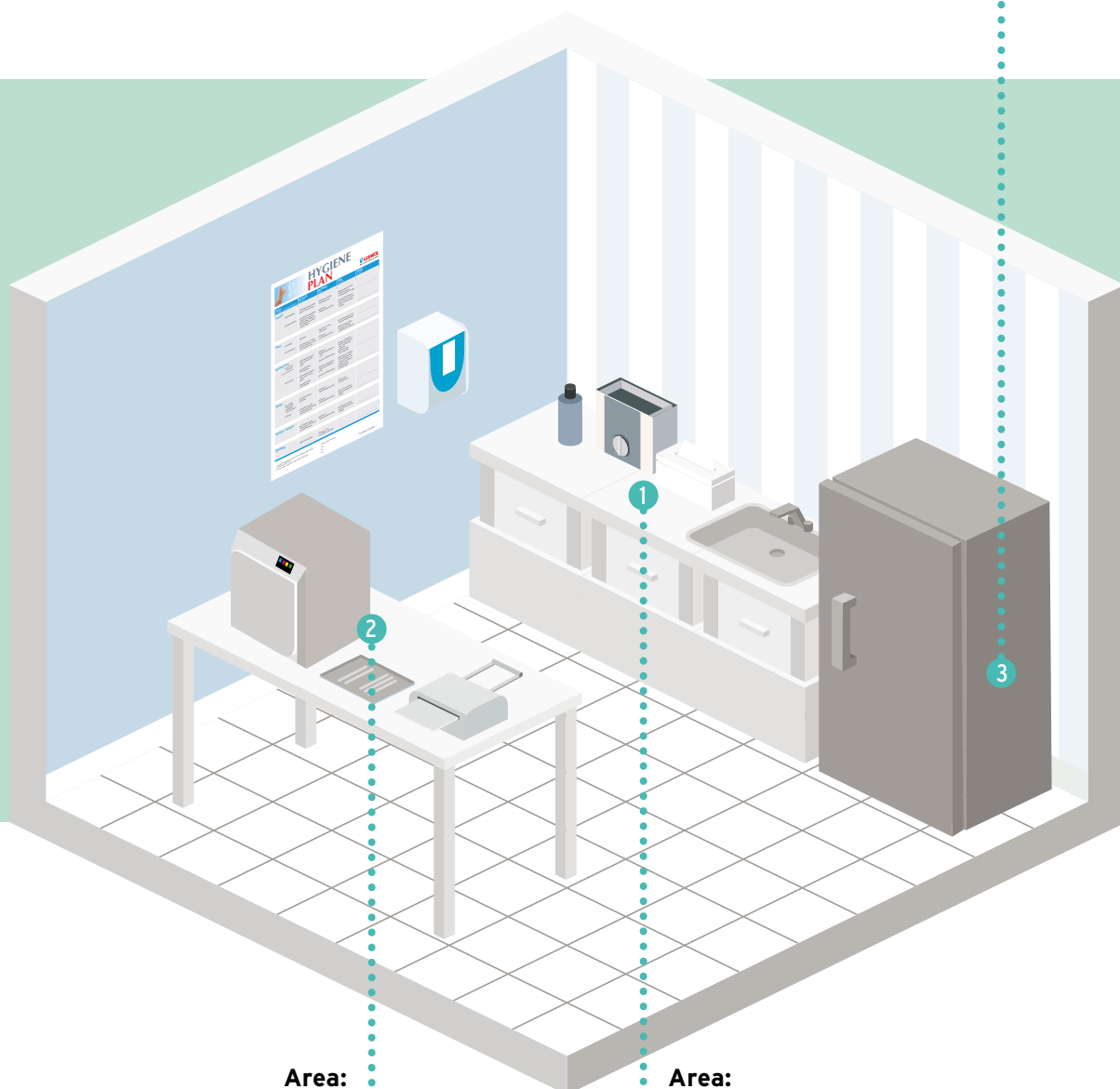
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4

Area: separate storage for the sterile goods

The reprocessed sterile goods must be kept in a separate area to avoid recontamination, for example in a cabinet in instrument boxes. UV compartments are used for low-germ storage at the workplace, for example in the GERLACH AT/NT clean foot care cabinet.



Area: Sterilisation

Autoclave, sealing device and control logbook: With a sealing device, such as the SL13 from Gerlach Technik, the cleaned and disinfected instruments can simply be welded into foil. The FD18 autoclave ensures perfect sterility. Each process is then documented in the control logbook.

Area: cleaning and disinfection

In the sink, the used instruments can be pre-cleaned and rinsed. This is followed by an ultrasonic bath, for example in the GERLACH PODO PRO 3. Then the cleaned instruments are disinfected with a suitable disinfectant such as Korsolex basic. Then rinse again thoroughly with clear water.

No space for pathogens

Being careful during everyday hygiene is natural for foot care pros. But nonetheless: For example, processing can take place in the wrong location - a separate hygiene room with three separate areas is required. This is to prevent the risk of recontamination in the hygiene process.

Max Meister's practice has only 45 square metres of floor space, with one booth and a small reception area. He turned the former restroom into a hygiene room.

This foot care pro knows the hygiene chain like the back of his hand. Pre-cleaning, rinsing, thorough cleaning in the ultrasound bath, another rinse, disinfection in the disinfection tub, and rinsing. To do it all correctly, Max Meister purchased a SL13 sealing unit from Gerlach. He properly seals his instruments before every sterilization process. But nonetheless: During their last visit, the health authorities made a complaint. The reason was that Max Meister used the sealing device

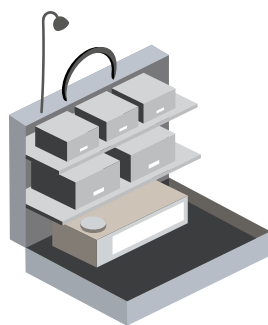
directly next to the sink. In hygiene jargon, this zone is part of the "unclean" hygiene room. But the packaging is intended to produce a sterile barrier system which is mandatory for potentially critical instruments pursuant to DIN EN ISO 11607-1. But in the unclean zone, there is a risk of recontamination with microbes. Therefore, the packaging process and sterilization are required to take place in a "clean" hygiene room - that is, in a clearly separated area.

Max Meister has little choice in his constrained space. He mounts a perspex wall between the sink and the sealing unit. It is simpler when the hygiene room is large enough to separate the three areas required in the hygiene process. Cleaning and disinfection takes place in the first area, (packaged) sterilization in the second area, and storage (see image) in the third area.



Mobile hygiene rooms

Is a separate hygiene room required to process used instruments in mobile foot care?



Hygiene requirements are the same for stationary and mobile settings. Neither the general hygiene plan nor the recommendations of the GKV umbrella association explicitly specify a separate hygiene room for mobile foot care. But... "Hygiene area: collection area separated from the treatment and waiting areas for waste formed in relation to the therapy and for processing used instruments", the approval recommendation pursuant to § 124 Para. 4 of the Social Security Code V states regarding healthcare professionals of the health insurance association. This means that a separate room is at least recommended. The general hygiene plan refers to this. To be quite sure, mobile foot care pros should inquire with their responsible health authority, since the federal states interpret and design the regulations differently.

Hygiene

Lawmakers relieve podiatrists

A step in the right direction: that is the evaluation of the new hygiene rates that are enabled by planned laws to improve healthcare. Accordingly, health insurance funds would have to pay an additional flat rate for hygiene expenses to service providers. This affects podiatrists and medical foot care experts, who can bill health insurers for diabetic patients. In this way, lawmakers implement payment for the expenses due to the required pre- and post-processing for treatment and documentation. The hygiene rates, however, only affect podiatrists - even though most hygiene regulations apply equally to non-podiatrists. Cosmetic foot care pros as well must disinfect after every treatment or process used instruments in the evening. Fundamentally, this means: same expense, less money. Enforcing a price increase in the market is difficult. But consumers are becoming more and more aware of infections. Hygiene is not just about keeping microbes and pathogens away, but is part of a professional presentation. And a good impression is valuable. Last but not least, hygienic work in foot care produces the greatest level of trust in your customers - both at the practice and in mobile work.



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Thomas Hopstock,
Deputy Chairman of the
Association of Free Podiatrists,
for the billing of hygiene
expenses:



Calculating hygiene expenses

The subject of hygiene rates is not really new - it is currently not being discussed in our association. When offers are very inexpensive, patients or customers should always ask themselves where the service provider is pinching pennies if it seems too cheap. If someone goes to a restaurant and orders a three-course meal for 7.99 euros, they would scarcely expect good quality. I suppose most customers already know this.

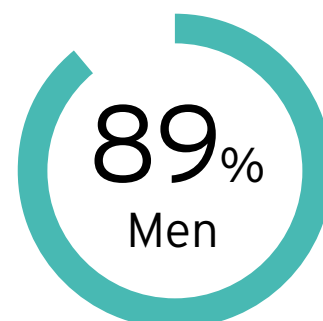
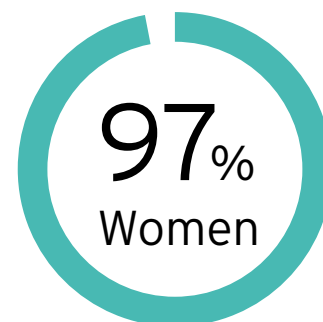
Fundamentally, applicable hygiene expenses should be calculated into the price. This is standard practice for doctors, for example. Billing services for patients takes place according to point values. It includes hygiene. We believe that foot care pros cannot finance their hygiene expenses with additional price increases. Exceptions may apply for highly infectious customers (e.g. HIV or Hepatitis C). However, a lot can be done here with good organization. For example, if foot care pros book such patients at the end of their day, they can then perform the required basic cleaning and disinfection. However, the general hygiene plan specifies good disinfection before and after every treatment in any case, and requires that work should always be performed with protective goggles, gloves, and closed professional clothing.



Hand hygiene

Women wash their hands more thoroughly and more often than men.

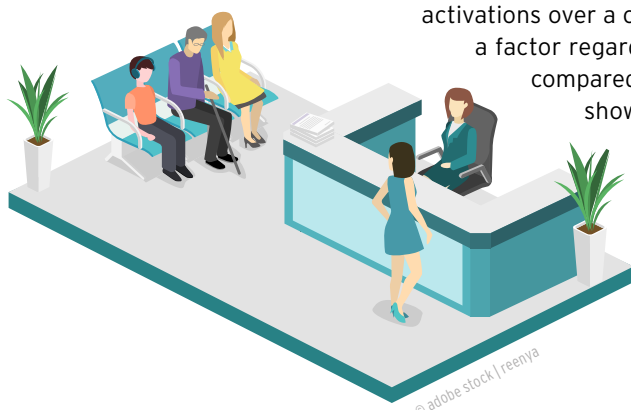
11 per cent of men don't wash their hands at all after using the restroom, and nearly half do not use any soap. On the other hand, 82 per cent of women use water and soap, and only three per cent omit hand washing. This was shown by a study conducted by the SRH College in Heidelberg. Approximately 1,000 visitors to public restrooms in fast food restaurants, park areas, cafeterias and around the train station were observed in the Heidelberg region. Accordingly, women are doing better than men, but that's only half the truth. Across both genders, 27 per cent only washed their hands with water. 58 per cent of the observed persons who used soap and water were not sufficiently thorough. The standard was the recommendation by the Federal Centre for Health Information [Bundeszentrale für gesundheitliche Aufklärung (BZgA)]: The hands should be washed with soap and water for at least 20 seconds, including the spaces between the fingers and thumbs.



Work stress

negatively influences hand hygiene compliance.

Hand hygiene is regarded as the most effective instrument for avoiding infections due to microbes. But we often lose sight of thorough hand hygiene in everyday life - often due to stress and overload at work. The University Hospital of Basel therefore investigated the influence of work stress on hand hygiene, using more than 40 intelligent disinfectant dispensers. The dispensers at a station for stem cell transplantation that were used in the study were WiFi-capable and provided the data from 200,000 activations over a one-year period. Parallel to this, researchers calculated a factor regarding work stress of hospital personnel. This figure was compared to the data of the intelligent dispensers. The correlation showed that hand hygiene compliance suffers when work stress is significantly increased. The reason seems to be primarily a lack of personnel and time, increasing stress on employees. On the other hand, the awareness of the need for hand hygiene was primarily given.



Beautiful

Nail Prosthetics

The GEHWOL Nail repair system provides foot specialists with a complete package for nail repairs, manicures and pedicures. It consists of the light-hardening single-phase GEHWOL Nail Repair Gel in the versions of clear, pink and opal and the GEHWOL Nail Repair Cleaner.

The nail should be cleaned with the Cleaner. After pretreatment, the first gel layer is applied. The three colours of clear, opal and pink can be mixed with each other so that the nail colour can be optimally adapted to the natural colour. The clear gel serves as a filling base. Depending on the natural colour, opal (for whitish nails) or pink is mixed in. Naturally, both colours can also be added to design a colour. Mixing is most easily done directly on the nail bed. Due to the increased viscosity (Variant H, highly viscous), the gel can be applied with point precision without running. This simplifies processing. Furthermore, the gel only hardens under UVA light.

With good treatment, the nail can regrow under the prosthesis with no problems. The special attribute of the Nail Repair Gel is that it detaches in any place where the skin forms fats. In this manner, the growth of the new nail will not be hindered. The highly effective antimycotic additives in the nail gels mean that no nail fungus disturbs the regrowth. In addition, the nail bed should be effectively protected against fungal attack, such as the tried-and-tested GEHWOL med Protective Nail and Skin Oil. It spreads well between the artificial nail plate and the nail bed. Regular nail care is important here. This can be done by the patients themselves between appointments.



Prepare the nail with the GEHWOL Nail Repair Cleaner. This frees of thickened, fungus-infested nail parts, cleans the nail fold and degreases the nail bed. Roughen the nail plate slightly with a blunt instrument.



The three colours of clear, opal and pink can be mixed with each other so that the respective nail colour can be optimally adapted to the natural colour. The clear gel serves as a filling base.



Special modelling brushes with replaceable heads have proven useful under practice conditions. They can be replaced after every treatment in order to maintain hygiene at any time.



There is no time pressure while working with the materials. For the gel only hardens under UVA light. The artificial nail is hardened under the special lamp with pure UVA light (380 to 400 nm) in two minutes.



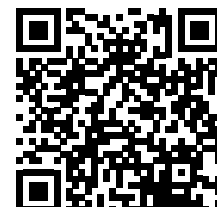
For optimal results that come very close to the natural nails, toenails should be reconstructed with two to three layers. This approach guarantees good flexibility of the artificial nail and optimally protects the nail bed.

in shape



Video: Easily obtain top-notch results with GEHWOL Nail repair

Axel Pelster is a podiatrist and nurse and has been an experienced connoisseur of the GEHWOL Nail repair system for many years. He explains the efficient application in this video: gehwol.de/service/videos/



Campaign set: GEHWOL Nail repair System plus GEHWOL med Protective Nail and Skin Oil

GEHWOL Nail repair Cleaner

3 x Nail repair Gel

1 x UV light hardening device

1 x Double instrument HH 106 R

1 x Gel modelling brush

Size 6 with 10 replaceable heads



Gerlach International, part 15

Cyprus

The climate in Cyprus demands a lot from feet. Thus, it is not surprising that pedicure is very popular here. The distribution partner Losayia Co Ltd has been in business for many years and provides advice not only to podiatrists.

Sun worshippers will feel well in Cyprus: An average of 2,700 to 3,500 hours of sunshine per year are measured on this island, which is in the Mediterranean Sea. However, the long and hot summers make high demands on the feet. As a result, interest in foot care and foot care products is steadily growing. At the same time, the number of podiatrists is increasing. They are responsible for the health of the Cypriots' feet in cooperation with foot care pros, doctors and diabetologists. The market also benefits from rising demand. GEHWOL med Lipidro, GEHWOL Foot + Shoe Deodorant, GEHWOL Foot Powder and GEHWOL med Salve for cracked skin are the most frequently purchased products. Approximately 50 trained podiatrists

offer a completely independent health service. Their responsibilities include the diagnosis, consultation and treatment of foot problems. This includes biomechanical examinations, which in Germany tend to be conducted by orthopaedists. A high standard of hygiene is therefore a matter of course, the practices all have appropriate equipment. When acquiring the equipment, much emphasis is put on good advice. This is where Losayia Co Ltd ties up. For 25 years, the company has provided advice to pedicurists, pharmacies, doctors and podiatrists. The team also offers workshops and conferences. As a result, they are considered the trusted contact in Cyprus for the topics of foot care and foot health.



About Losayia Co Ltd

- Foundation: 1994
- Employees: 6
- Company seat: Limassol
- Division: Sales of cosmetics, skin care and practice equipment as well as advice
- In addition to product advice, Losayia also offers training to its customers and participates in trade fairs. The company is also a co-sponsor of the Podiatric Association of Cyprus





New home

It was an emotional day full of joy when the new orphanage was completed in Diabo, Burkina Faso, Central Africa. 30 children aged between 0 and 3 find refuge and help there. Because it is mostly children who need help in the extremely poor country. Parents who themselves are at need because of crime, poverty and terror, abandon their children out of despair. Other children are orphaned by diseases such as AIDS. The order "Notre Dames des Apôtres" (NDA - translated: Sisters of Our Dear Lady of the Apostles) take care of them. The nuns supported i.a. by the association "Starke Kinder e.V." (Strong Children). It was founded by Gabriele and Frank Weske and is headquartered in Hüllhorst in East Westphalia, Germany. The nuns in Diabo began their work in 1954. In order to nurse undernourished children back to health and to provide education, the NDA founded the CREN (Centre de rééducation et d'éducation nutritionnelle). In the new orphanage, the nuns take care of the little ones and, when they reach the age of three, bring them back to their families where this is still possible. The 65,000 euros required for construction and basic equipment were invested by the company Eduard Gerlach GmbH. Almost half of this amount was raised as part of the 150th anniversary, as Gerlach called for donations instead of gifts. The rest was added by Gerlach. "We got to know the association and soon the construction of the orphanage became a heart project for us in the company," CEO Timor Gerlach-v. Waldthausen says. Unfortunately, the local precarious security situation did not permit the Weske family or a representative of Eduard Gerlach GmbH to attend the opening of the orphanage personally in Diabo.



Watch the film about the relief project in Burkina Faso on [youtube.com](https://www.youtube.com) (Starke Kinder e.V.).



