



FUSSPFLEGE AKTUELL

The magazine
for the practice

Issue 3/2019

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In your places...
Ready...

Focus:
Perfect disinfection
New at GERLACH
TECHNIK: Podotherm
ATV/UTV 65

Focus:
**Problem skin needs
a concept**
GEHWOL med - the
medical care concept

Expertise:
Shoes for the TÜV
Looking for tracks with
shoe inspections

In your places... Ready...

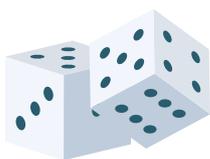
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Extreme hiking**

Hiking as an extreme sport! How does this fit together? Like blogger Maddie, many people are following a trend: hikes for 40, 50 or more kilometres.

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Dry skin can start a cascade of foot problems. From basic to intensive care, even for sensitive skin: the GEHWOL med care concept has the right solution.

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Trend sports stand out especially with their creativity and variety. Unaccustomed movement processes, unusual sports equipment and fresh ideas keep bringing up new possibilities.

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Whether it's the GEHWOL Guard Tower Run or the Ladies' Golf Tour - athletes like to use GEHWOL products to care for stressed feet, as two events demonstrate.



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Part 1: Use the treatment time for consultations and sales.

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without them**

Lipids in care products.

Imprint

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P. 12
Cleaning and disinfection equipment

NEW: Podotherm ATV 65 and Podotherm UTV 65.

P. 32
Christmas event in 2019

With Limited Edition GEHWOL FUSSKRAFT Soft Feet Butter **(NEW)** and GERLASAN Hand Cream. Only while supplies last!

Dear Foot Care Pros and Podiatrists,

In digital times, many processes move from the real world into bits and bytes - such as buying clothes, shoes or even food. But this doesn't always work. Personal contact, individual advice, the resulting trust - these things remain reserved for the real world. One clear sign of the lasting significance of personal contact is found in the high attendance rate at exhibitions, where we are presenting the new "We are strong together" concept this year. People and their feet are the central focus. We produce products that relieve foot problems and provide the feet with the care they need - for example, with the medical care concept of GEHWOL med.

New products by GERLACH TECHNIK are available. Starting immediately, we offer a cleaning and disinfection device for efficient instrument processing which is well suited to small and mid-sized practices. Also read the new issue of FUSSPFLEGE AKTUELL about various types of sports, find information worth knowing about the foot problem of heel spurs, or learn how to generate added business with product sales by individual consultations. We hope that you will enjoy it!



Timor Gerlach-von Waldthausen

Jobst-Peter Gerlach-von Waldthausen

"Quality is an important aspect of our product beliefs."

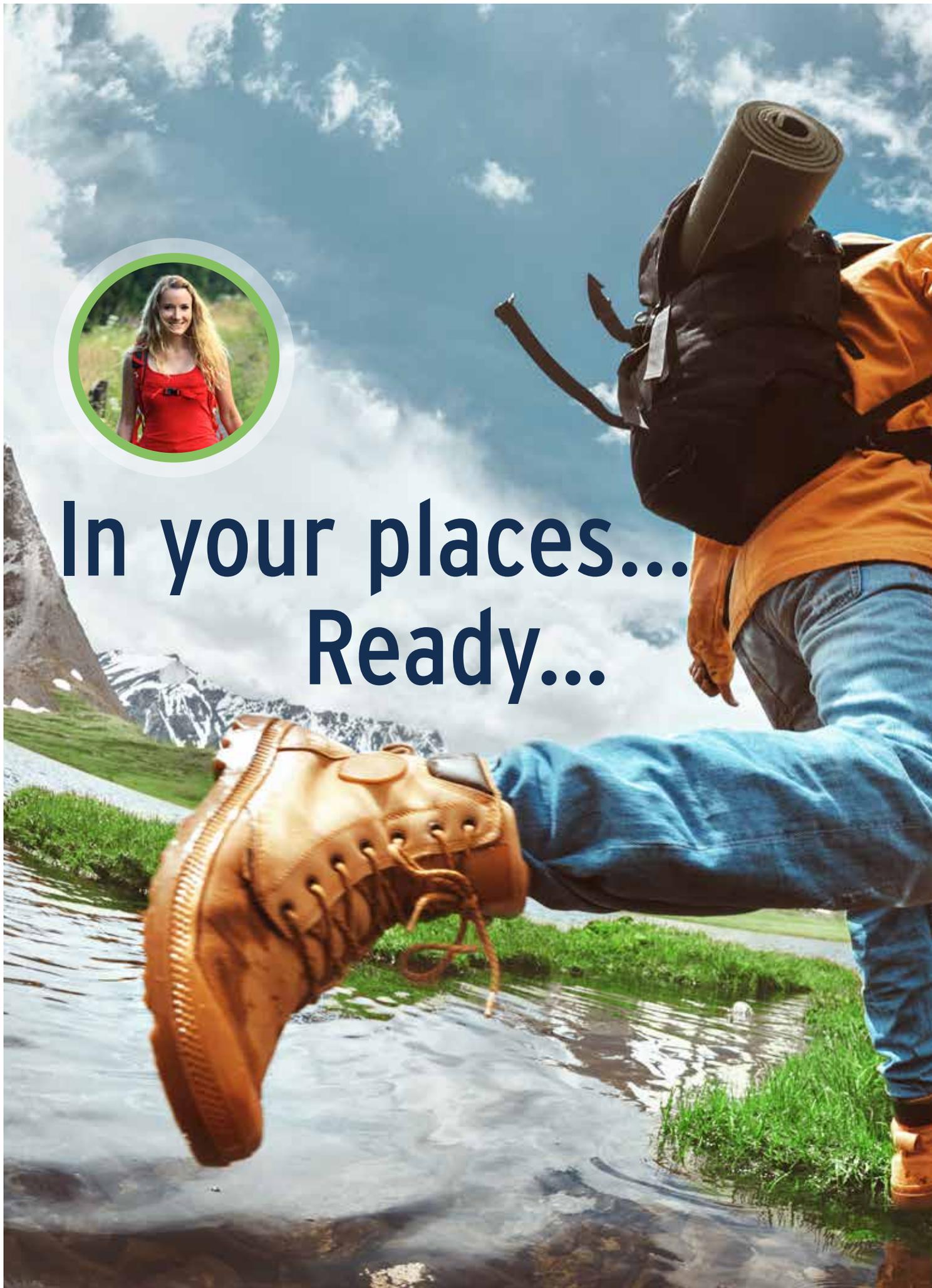
The Düsseldorf exhibition had an interview with CEO Jobst-Peter Gerlach-v. Waldthausen about GEHWOL products, their ingredients and quality standards, and assessing the significance of the BEAUTY Düsseldorf exhibition.



Go to interview: <https://www.youtube.com/user/GehwolFussvital>



**In your places...
Ready...**



Hiking marathon

Hiking as an extreme sport! How does this fit together? It is currently trendy to hike long distances. The marathon distance of 42,195 kilometres is not nearly the longest hike. But a march of 40, 50 or even 100 kilometres places extreme strains on the feet.

"After a completely crazy idea became serious, I realized that I would soon do a marathon hike." Blogger Maddie alias Madeline Pagenkemper registered for a hike of 42,195 kilometres on New Year's night - the Harzblick hiking marathon of the protestant church district Südharz with 930 metres of elevation on the upward climb and 857 metres on the downward climb. In doing so, she followed a trend: long hikes are "in". "I was really nervous and uncertain whether my feet could actually carry me the whole marathon distance." She had previously hiked no more than 30 kilometres. She decided to gradually prepare her body for the long-term strain and put a few running and hiking events on her calendar to be fit for the marathon in June.

Maddie participated in smaller popular runs of up to ten kilometres, completed a twelve-kilometre hike in Celle and a longer 26-kilometre distance in the Leipzig lakes district. "I intentionally chose to do this trek alone to train my mental strength." She tried to fit more exercise into her everyday life and walk more. But she went even further: Shortly before the hiking marathon, she trimmed her toenails and regularly applied cream to her feet. To get through the 42 kilometres, Maddie chose her customary hiking socks and proven shoes. They were 1.5 sizes larger than her usual size. "The feet swell when they are strained, meaning that the shoes will fit more tightly than they do at the start of the hike."

Then the day in June arrived, and things got going. "It was all extremely well organized." Good signage ensured proper orientation, and there was no shortage of food. "They even did a grill at the end." →



... Hiking marathon

Hiking is one form of exercise which allows for good conversation. „We had many great conversations on the route“, the athlete says, even now. The organizers also had a trick up their sleeve to help people go the distance. Starting midway, the distance was counted down.

„My feet bravely kept going, even though it was hard for me to walk to my car after the marathon. Luckily I had no blisters or pressure spots



Kontext

Go the distance with good foot care!

Hiking strains the feet. The wrong shoes or socks can often cause weals, callus and blisters. Aside from well-fitting shoes and socks, Gerlach's GEHWOL FOOTCREAM is a good tip against soreness and blisters. The cream is applied about a millimetre thick before the hike, forming a protective layer on the skin and allowing it to glide better inside the closed shoes. What if it's already too late? If blisters form regardless, use a blister plaster to relieve compression pain and accelerate healing. For example, GEHWOL blister plasters are based on a hypoallergenic, actively breathing hydrocolloid system for effective protection.



because I had done my foot care in advance and also paid attention to properly fitting shoes." But Maddie did not want to do without a certain treat. After the strains of the hike, she pampered her feet with a soothing foot bath and then applied cream. Overall, Maddie summarizes decisively: „The hiking marathon was fabulous!"

The athletic blogger's experience is part of a trend. Hiking has long been one of the most popular leisure activities. More hikes have become available recently, such as Bad Endbach, Frankenwald or Duisburg. Distances range from 40, 50 to 100 kilometres. 24-hour non-stop hikes are also popular. But they all have one thing in common: The feet play the MAIN role.



Maddie
Hiking marathon runner

“My feet bravely kept going, even though it was hard for me to walk to my car after the marathon.”

On the go on foot with...



Heiko Gärtner

Portrait

Heiko Gärtner is a nature and wildlife instructor, survival coach, trained cave rescuer, business expert and author. Together with hiking monk Franz Bujor alias Tobias Krüger, Gärtner has already been on the move on foot for five years for social projects.



On the move for good things despite heat and cold: Survival coach Heiko Gärtner and his friend Franz Bujor. In 2014, they embarked on the longest charity hike of all times. The two adventurers are currently on their way to southern Italy, from where they will head for Africa.

“The idea already existed in our childhood.” Heiko Gärtner and Franz Bujor know each other from their work as wildlife and adventure instructors. Even then, they wanted to become explorers and researchers. The big question was how to fulfil their dearest wish. Then came the initial moment of clarity: “We learned healing knowledge from ancient times through contact with various healers, such as shamans.” On their travels, they continued to collect more knowledge. They left in 2014 and have hiked through all of Europe since then.





“The more and the farther we hike, the more we receive donations” - from private persons, institutions and companies. Experience has shown that they receive about one euro per kilometre. They support various social projects with their “walk”. „We are really just mascots“, both hikers say modestly. They pass on all of the donations and keep things simple: „Things have to stay voluntary and flexible. We reject defined services that may be demanded by companies, because this doesn't work.“ They get what they need to survive as they travel. They can transport no more than two days' supplies on their handcart. „We receive generous help almost everywhere.“ Churches or community offices often support the two

hikers. „In some cases, even the police gave us food. We are excited to find out how this will work in Africa“, the next major stage of their adventure. Aside from food, the feet are most important. „One needs good footwear that fits correctly and provides a good hold when walking.“ They wear broad Oxfords so the toes have enough space and the high shaft does not irritate the Achilles tendon. Socks also have to fit right and must not slip. „Blisters are the biggest problem, especially if the shoes are wet... and callus.“ For this reason, the two adventurers approached Gerlach. GEHWOL is supporting their social adventure with creams and blister plasters.

More information: www.lebensabenteurer.de.

“Sometimes even the police gave us food.”

Poor cards

The gambler's foot

Unpleasant situations are nothing unusual, and many people change their minds at the last moment. This is due to the proverbial "cold feet". But what does temperature have to do with a sudden change of mind? The answer to this is in dark alleys, dim cellars, secret rooms and hidden backyards.

By sheer willpower, he keeps his hands from shaking while he watches the next card being issued. Even though he is really chilly in this cellar, a drop of sweat has formed at the back of his neck and is now slowly running down along his spine. A very unpleasant feeling. He changes his sitting position and hopes that it just looks as if he was sitting uncomfortably and wanted to relax his back. He should really not be here. His promise to stop gambling was less than three days ago, but Billy and Joe talked him into it. It would be a sure thing tonight. Sometime he would have to get really lucky, and it would be fun, too.

Things initially went really well for him. It would have been better to stop at that point. But now, things have changed. He inwardly curses himself for sitting at this table again. But the hopes for the next cards keep him playing. He has not lost everything - yet. He catches the incurious gaze of the person sitting across from him and hopes that his face says just as little. But he is increasingly becoming nervous. Just to be sure, he looks at his cards a second time. No, things still have not improved, and two cards are yet to come. In order to focus, he concentrates on a spot of moss on the wall. It has meanwhile gotten late and a lot cooler. His breath condenses in the air before him, and wetness is creeping up to his feet from the ground. As if his luck was not bad enough. The next card is even worse for him. Now he has to leave before it's too late. "It's really freezing here," he tells the others. "I'm out - my feet are icy cold." The players do not contradict him; they already know that he'll be back, for the thrill.

Gambling has fascinated people for thousands of years - since approximately 3,000 BC, to be exact. Prohibitions have existed nearly equally long. Especially when it was about betting money. Those who wanted to play regardless had to keep hidden. Dark and hidden backyards or cellars were especially suitable. Players quickly became chilled since it was usually cold, wet and uncomfortable in these places. Consequently, if someone had bad cards and preferred not to lose, he had to find a plausible excuse. "My feet are cold, I would rather go now," was a popular reason. This figure of speech still holds true today. If someone runs from an unpleasant situation or does not show up in the first place, we often say that they "probably got cold feet".





Context

Known figures of speech about the "feet"

"To get cold feet" is certainly not the only figure of speech about the feet. Feet play a major role in the English and German language. The German phrase "auf großem Fuß leben" (literally: "living on big feet") goes back to the Count of Anjou, who lived in medieval France. Due to a foot deformity, he had to wear extra-large shoes. Since he valued fine craftsmanship and a good appearance, he had to spend a lot of money on them. People who are named with this figure of speech are generally very rich. But there are other well-known expressions. Most teenagers have heard this one: "As long as you put your feet under my table, I make the rules." Those who "put their feet under someone's table" live with someone and are maintained by them. When living together, one should try "not to step on each other's toes" - not to be rude to each other, but to get along. Even if one "got up with the wrong foot first". Otherwise one will soon be "auf Kriegsfuß" (= at war; literally: "on war feet"). If one wants to move out and "find one's own feet", one should expect it to take some time before one "gets a foothold" in the new city or country. It can be helpful if one already has "a foot in the door". And these are just a few examples. The list is long, but interesting and certainly worth a look.



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NEW!



Perfect disinfection

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Podotherm ATV 65 and UTV 65

The new Podotherm cleaning and disinfection automat from GERLACH TECHNIK handles efficient cleaning and disinfection of larger quantities of instruments, especially in small and mid-sized practices. Starting immediately, Podotherm from FARO is available in two variants – exclusively from GERLACH TECHNIK:

- **Tabletop variant ATV 65**
- **Under-table variant UTV 65**

Economy included

The 65 litre chamber volume ensures rapid and reliable processing without quality losses, with very low consumption. In the Podotherm, two dosing pumps precisely control flow quantities according to actual requirements. Cleaning and neutralization liquids are measured from supply containers exactly and fully automatically. Last but not least, this means that the unit is extremely economical to operate in everyday practice work.

Optimized processing

Continuously monitored washing pressure ensures optimal cleaning results. The clear, colourful display and operation via GlasTouch are fast and easy to use. In this way, the Podotherm significantly optimizes your preparation processes.

It also fulfils the international DIN-EN-ISO 15883-1/-2 standards for cleaning and disinfection devices.

The new Podotherm: an overview

- Forceps stands
- Instrument stands, vertical
- Small parts container
- Tablet/tray cassette instrument holders
- Basket underneath without an injector bar
- 2 dosing pumps (flow quantity control)
- Integrated water softener box
- Drymax hot air drying with HEPA 14 filter
- Colour display
- GlasTouch operating panel
- USB PC plug-in
- USB stick output PDF
- RS232 interface
- Parallel interface
- 2 integrated 1 litre (Podotherm ATV) or 5 litre (Podotherm UTV) tank containers for cleaning and neutralization liquids
- 230 volts

Extras

Basket underneath, with injector bar
Hookup for demineralization system

Cycle times

Fast cycle	45 min
Standard cycle	60 min
Intensive cycle	75 min

Problem skin needs a concept



Dry skin is often the start of a cascade that results in further skin problems, such as callus, cracked skin or sensitive skin. GEHWOL's medical care concept includes products for the most common foot problems and sufficiently supplies the skin with moisture and lipids.



Moisturizing care

"The foam is ideal for fast skin-moisturizing care. It is rapidly absorbed and does not leave a fatty residue."

- Kersten Geier, Cosmetician



Lipids and ...

"The classic cream does an excellent job of correcting the lack of skin lipids and moisture."

- Peter Neuber, Foot care pro

Skin problems are not necessarily an isolated occurrence. They can represent different stages of a connected problem cascade. Dry foot skin is often the beginning. There are many causes: frequent showering and washing, swimming, cold weather and dry heating air, aged skin or skin disorders such as neurodermatitis and psoriasis. Dry skin tenses unpleasantly. It begins to flake and may even form calluses. The skin lacks balancing lipids and intensive moisture. The natural skin barrier is disturbed. Healthy skin has an intact skin barrier: It consists of dead skin cells (corneocytes) which are compacted by skin fats (lipids) into a compact, overlapping cell compound. Stored moisture lends the skin barrier elasticity and tension. If the skin lacks these important lipids, the barrier loosens and becomes

permeable. Consequently, the moisture that is bound between the callus cells can escape. The skin dehydrates and loses its elasticity and resistance due to the absent moisture buffer. The skin compensates a lack of elasticity by becoming more rigid. More callus cells are produced in response to pressure loads. The excess callus is an attempt to relieve pressure. But if the skin dehydrates further and the pressure load continues, the now barely elastic callus may finally tear. If the skin barrier is cracked, bacteria, allergens and fungi can spread through these cracks (fissures, rhagades) into deeper skin layers. The immune system is activated, and inflammation may develop, along with the symptoms of sensitive skin: redness, itching and burning skin.



... Moisturizing care



Sensitive care



"I'm always impressed at how well it reduces callus."

- Anita Bergendahl, Podiatrist

"I like to use it for cracked skin and for skin regeneration."

- Marion Becker, Podiatrist

"I have made good experiences with the cream for sensitive skin."

- Edith Jansen, Podiatrist

Trend sport

Plogging
Crossbocce
Parkour
Crunning

Those who work with feet daily know how important exercise is for their health. But many people find it difficult to get sufficient exercise. Motivation is often lacking. This is understandable, since the temptation to sit on the couch after an intense work day is great. After all that, jogging through the nearest park - which may not even be available - just doesn't rouse the enthusiasm of most people. It's time to make exercise more exciting, since it can be done in many other ways than just running in a straight line: hopping, jumping or balancing are all options. The so-called trend sports stand out particularly with their creativity and variety. Unaccustomed movement processes, unusual sports equipment and fresh ideas keep bringing up new possibilities. It can certainly be worthwhile to try out some of the innumerable trend sports. You definitely won't get bored. Fun and variety are in the foreground - regardless of whether you exercise with a group or on your own!





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Plogging

Yes, jogging. But there's more: Ploggers can primarily be recognized by their garbage bags. This trend comes from Scandinavia. While jogging, ploggers collect garbage that was thoughtlessly tossed away. So, this is not only good for you and your body, but also for the environment. Plogging for a doubly good conscience!

Crossbocce

The freestyle variant of bocce or boule sets no limits to creativity. Instead of metal balls, players use fabric balls - also called hacky sacks - which can be used to play spontaneously anywhere, even across bands or several floors.

Parkour

Obstacle race in the big-city jungle. Parkour athletes see walls, railings or stairs with entirely different eyes. The trend looks very impressive, yet anyone can start. Healthy self-assessment, comfortable exercise wear and good, comfy shoes are important. It's not about making the most spectacular leaps, but about seeing more in the environment than what one might notice at first glance.

Crunning

This trend sport from Australia is particularly noticeable due to its unusual method of locomotion. Aside from good shoes, good gloves are also recommended. After all, crunners run on all fours. Start training slowly to get your muscles and joints used to the initially unaccustomed, yet effective exercise.



Context

Is Germany a land of couch potatoes?

Getting enough exercise is essential for staying healthy and improving physical well-being. The WHO (World Health Organization) recommends at least 75 minutes of exercise a week. Divided into three exercise days, this means 25 minutes of jogging, kicking, swimming, fast biking or something similar. This sounds feasible, but nearly half of all Germans cannot overcome this low hurdle, as shown by the WHO study "Germans exercise too little" from 2018. But in the long run, lack of exercise leads to serious health problems. Back pain, excess weight, cancer and diabetes - the so-called diseases of civilization - are more common. Too little time, too long driving times to get there or lack of motivation are often stated as reasons for the lack of exercise. Exotic new options such as trend sports can help to encourage interest in exercise. Many ideas can be done right outside your own door, and need little or no equipment. It's worth trying.



Campaign

GEHWOL @ LADIES GOLF TOUR



As a brand partner, GEHWOL was especially happy about the numerous registrations for the German start-up to the Ladies' Golf Tour 2019 at the Heddesheim golf club. Christine Benz, Ladies Captain of the Heddesheim golf club, struck the "Golden Ball" and thereby officially opened the tour. The strong rain was hard on the participants - consideration was briefly given to cancelling the competition - but everyone made it through. At the opening competition, GEHWOL had the optimal platform for presenting products from the extensive product portfolio to the players, with their high affinity for beauty and skin care. Foot care is very important for the lady golfers and is regularly used. After this day, one thing is clear to everyone: Feet that move a lot should always be nourished with GEHWOL.

“Mountain Lions”



Eduard Gerlach GmbH has long supported the running group “Lübbecker Berglöwen”. In summer, a motivational training was scheduled with the founder of the running campus academy, Andreas Butz. Gerlach employees who love to run also participated. The workshop taught them effective training techniques. For example, running in the low-pulse range - that is, as long and as slow as possible - boosts fat burning and prepares the body for a faster running speed. Aside from running techniques, participants learned how important the quality and shape of the shoes is. Andreas Butz believes in shoes that have a foot shape. The “Berglöwen” have long known that regular foot care is also very important - namely from their long cooperation with Gerlach. Participants were quickly able to use what they learned.

The Guard Tower Run in Lübbecke, which has been called the GEHWOL Guard Tower Run since this year and is organized by the Berglöwen, took place for the 21st time this year. Two staff members of Eduard Gerlach GmbH participated in the run on 23 June and managed to improve on their performance from the previous year. They finished the 14 kilometre run in one hour and 21 minutes without being held back by the heat.

Previously, GEHWOL runners already started in the 24-hour charity run in Lübbecke on 19 June. Together with the Berglöwen, the GEHWOL team ran a total of 1,248 laps. This corresponds to a distance of 499.2 kilometres. And let’s not forget the animal support: One staff member’s dog ran 15 rounds, which were included in the results. All collected income from the charity run goes to the youth department of the FC Lübbecke and the Mosaik family centre.



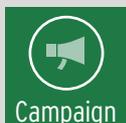
#: more and more

The exclusive GEHWOL testers' club already has more than 230 members. Eduard Gerlach GmbH is pleased about the strong resonance in the social media field and the valuable information exchange with the community.

Among other things, the growing interest in the tester club is expressed by events such as the beauty press bloggers' day. Eduard Gerlach GmbH has a booth at the bloggers' exhibition for the second consecutive year. Here, the invited bloggers can get to know the GEHWOL brand in person and inform themselves about the products onsite. This also includes thorough testing. On the last bloggers' day in May in the Skylounge of the Frankfurt Sheraton Airport Hotel, both the popular FUSSKRAFT Soft Feet series and the med care concept were presented. Many bloggers were especially interested in problem solvers such as med Lipidro and med Callus Cream for dry skin and callused areas. Another highlight: the new FUSSKRAFT Soft Feet Foam, which was presented to the bloggers' community for the first time on this day. Naturally, the GEHWOL tester club was mentioned alongside the products. The many visitors to the bloggers' day included familiar faces that have been active in the club for some time as well as new attendees who used the opportunity to register at the site immediately. More exciting campaigns, meetings and product tests await all of them. Bloggers are important multipliers who share their experiences with the brand and products, and thereby contribute to increasing brand familiarity especially among the younger target groups. Their communications also increase the significance of foot care, even at a young age.



Welcome!



Campaign

Maison Gerlach in Burkina Faso has had some residents since the first half of this year. It started with a little girl, Rasmata. A small boy, Abdoulmalik, followed on 12/03/2019. A third child was brought in by the police after being found in the bush. The babies are now in the care of Sister Marceline, the good soul of this house. Together with the rest of the team, she looks after basic everyday needs such as clothing, food and care. The children receive six meals a day.



But psychological and social care and upbringing are also part of the basic principles in this orphanage. Sister Marceline and her team go even further. They make sure that the children's relatives are found if possible, and ensure that the orphanage residents receive a school education. It will take a few more years until the first residents of Maison Gerlach are ready for school, though. Eduard Gerlach GmbH will continue to follow its project of the heart in Burkina Faso in the future.

Continuing education with Gerlach



Campus



Further information about the event and registration is available from Roland and Gabriele Schmidt by telephone (035268-82436) or email (Fachberatung-schmidt@t-online.de)

The continuing education event "FUSS-Event 2020" will take place from 26/02-29/02/2020 at the Mercure Hotel in 01587 Riesa. It is organized by the GEHWOL / GERLACH TECHNIK expert consultants, Roland and Gabriele Schmidt. The continued education event is aimed at podologists, foot care pros, cosmeticians and staff from these fields. Each seminar day is dedicated to a theme, and it is possible to book individual days. The focal points of the seminar are the fields of "Diabetic Foot Syndrome", "Safety of Therapists and Patients during Treatment", "Nail Diseases", and "Patients from Head to Foot - Theory and Practice". Presenters with practical experience will be available for expert input and discussions on all seminar days. The continued education event is certified with seven points per day.

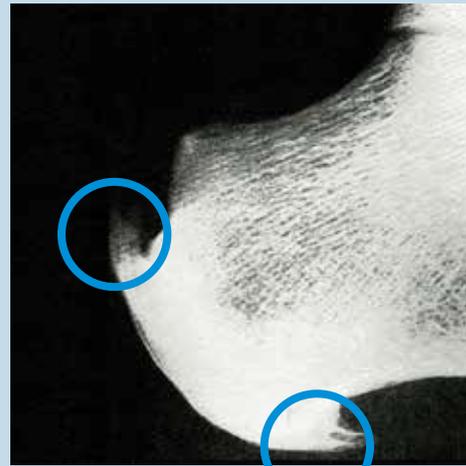
Heel spur

A differentiation is made between plantar and dorsal heel spur. Plantar spurs are common and consist of a thorn-like bone protrusion (exostosis) on the frontal bottom edge of the calcaneus and on the tendon base of the short foot muscles and connective tissue foot sole tendon plate (plantar fascia). The long, pointed heel spur runs in the direction of the toes. Dorsal heel spurs are found at the base of the Achilles tendon. There are many causes of heel spur such as bent, sunk and spread feet, flat feet, rheumatism, gout or anomalies of the foot skeleton. Constant standing on hard floors, wrong shoes and obesity cause the spurs to form. They can be 1 - 10 millimetres long. Palpation during diagnosis causes medial pain on compression. Heel pressure and intensified pain are caused primarily by sturdy shoes. When inspecting the inside of the shoes, the heel cap is often worn down. During the inflammatory phase, pain medications, high positioning of the foot and cold applications can help; later, ultrasound and shock wave therapy. From the orthopaedic perspective, it makes sense to relieve the plantar spur with orthopaedic custom insoles that accommodate the spur. Foot care measures include pressure relief on exposed regions by using pressure relief cushions and the removal of hyperkeratosis, callosities and clavi. Care products with added urea are helpful; for example, GEHWOL med Callus Cream to reduce callus. Home foot exercises, foot massages and foot baths are recommended to activate circulation through the foot muscles. If the complaints persist despite intensive therapy, surgical spur removal is necessary.



Dr. med. Renate Wolansky

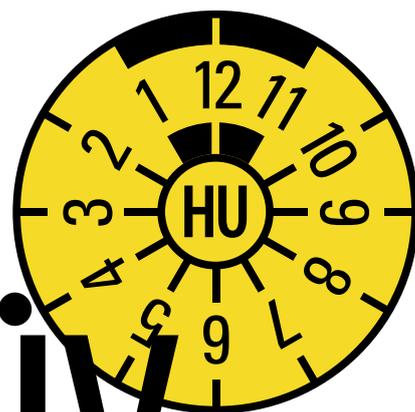
is an orthopaedist, sports medic and medical foot care provider. She teaches podiatry, authors specialized textbooks and regularly writes contributions for recognized expert bodies.



The lateral x-ray image of the back of the foot shows both the plantar and the dorsal heel spur very clearly (image at top). The dorsal spur can be cushioned with a heel cap. On the other hand, the lateral x-ray image of the back of the foot of a person with Bekhterev's disease clearly shows a plantar heel spur in the bottom image.



Shoes for the TÜV



Even nowadays, many people wear shoes that do not fit - despite information from media and experts. This causes foot problems such as weals or excess callus. As a foot care pro, a detailed shoe inspection will often tell you the cause of the foot problems.

If the shoe is the wrong shape (too tight, too wide, too narrow, too long), for example, this can cause weals, excess callus or ingrown nails. You should therefore check the shoes during treatments - subject them to a "TÜV" inspection, so to speak. You can thereby discover important signs and show your patients how weals and other pressure spots may develop. For instance, ask your customers whether their shoes fit comfortably and whether the toes are squeezed laterally or by the tip of the shoe. Look at any insoles that may be in the shoes. They can readily show whether pressure is being wrongly applied. Wear and compressed spots indicate this. The inner seams of socks also often cause pressure or friction spots. The latter may also occur if the socks are too big. Tight socks and stockings very often cause foot problems and fungal infections due to the toes being pushed together, creating a warm and humid environment in which the fungi thrive.



• If shoes are tied too tightly, this applies
• a lot of pressure on the crosswise and
• longitudinal arches and corresponding
• pressure spots. This can cause foot
• deformities in the long term.



• If the shoes are too pointed,
• this may cause redness,
• weals or callus on the outer
• toes. It may also result in
• ingrown nails.

• If the sides of the shoes bulge
• out, this indicates that they
• are too tight. Worn areas
• inside the shoes may cause
• weals on the sides of the feet,
• for example.



Treatment time = consultation time

Care recommendations generate additional business

As a foot care pro, you work with various care products every day. These are directly part of your professional work. Customers also notice this. But it's not enough to apply cream to the feet after the treatment. Customers should continue the care at home. The products that you use in your practice are just right for this purpose.

The customer has dry foot skin. After treating his or her fissures, you apply a rich care product to the skin, such as GEHWOL med Salve for Cracked Skin. Both the customer and you are satisfied. But what about the time until the next appointment in six weeks? Here the focus shifts to the customer. Customers should continue to look after their feet at home to achieve lasting success. Since the affected person makes good experiences with the salve thanks to you, it makes sense to recommend and sell the product to the customer for their home foot care. The product is an aid in the therapy; for example, this is equally true for insoles which a doctor prescribes for hallux valgus, for which the patient makes the copayment. When someone uses foot care, one may assume that they are interested in healthy feet. Continuing foot care with the products from a professional practice is therefore an important part of treatment. As the therapist, you benefit twice: The goal of healthy feet becomes more achievable by the customer's willingness to participate, and the product sales contribute to the economic success of your practice or mobile service.



**My care at
the practice.
Your basis.**

**Your care
at home.
Long-term
protection.**

Additional business
with products, series 1

Use the treatment to recommend and sell products.

1. Raising awareness

Be aware that the customer needs help. Look at the recommendation of suitable products and services as an aid. Advise your customers that regular foot care is part of the treatment. As a foot care pro, you thereby actively support your customer.

2. Meet your customer partway

Listen to your customer. Ask them how satisfied they are with the current situation or solution. This allows you to find out which products to recommend to the customer.

3. Eye to eye

As a foot care pro, you can meet your customers eye to eye, since you are already discussing their foot problems during the treatment and can look for a solution together. In this way you build a partnership. As a foot care pro, explain to your customers about their foot problem and the needed treatment. You can readily transfer this information to the product recommendation. After all, regular foot care is part of the treatment and therefore plays an important role in allowing the patient to achieve their goal of healthy feet.

4. Convincing through use

Customers get to experience professional foot care principally during treatment. When you apply a cream during the treatment and massage it into the foot, this is an excellent opportunity to talk to the customer about the product. Draw the customer's attention to the product. When explaining the product to the customer, focus on product properties that are relevant to the customer's individual skin care. Give them the opportunity to use your product at home as well.

5. Provide tips for use

As a pro, you know the products that you work with. But put yourself in the customer's shoes. Give them simple tips for correctly using the recommended product, such as: apply the cream before going to bed and put on socks over the cream.

6. Position products visibly

Place the products not just at the cash register, but also directly at the treatment chair. This makes it easier for you to hand the customer a product once you have gained their interest. And a second placement draws increased attention to the product range in your practice.



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Pathogen carryover: how to protect healthy nails



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When treating fungus-infected nails, there is a risk of carrying the pathogens so that they may infect healthy nails or skin regions. Discussions in foot care forums show that there is always a need for better information in this field. For example, the question was asked whether the instrument that was used to grind away the fungus-infected nail can also be used for other nails. Since these grinders are contaminated, it is necessary to change the instrument.

Both suction and wet technology can be used when working with the grinders. Both techniques have specific hygiene advantages, since the material removed by the grinder is either suctioned directly into closed vacuum bags or bound by spray solution. Regardless of the technique, used instruments must be processed professionally: cleaning (ultrasound bath), disinfection and sterilization.

Work cloths and towels should absolutely be treated with spray disinfection before being boiled to kill pathogens. It is also possible to use hygienic rinsing equipment at lower washing temperatures, since they eliminate up to 99.9 percent of pathogens. When using a foot bath, the risk of carryover is reduced by using a separate insert. This is easier to clean and disinfect.

Regular foot care is also part of fungus prevention, since healthy nails and skin form an effective barrier against pathogens. Give your customers additional tips such as carefully drying the spaces between the toes to prevent a fungus-friendly climate. Clothing and towels should not be swapped in sports or within the family, since this may also carry pathogens to other persons or areas.

After all, pathogens and microbes always surround us - everywhere. Carryover accumulates pathogens to above-normal levels and may cause infections, especially if the nails and skin do not possess their natural resistance.



Gerlach International, Part 16

Czech Republic

Interest in foot care has been rising constantly in the Czech Republic since 1990. This is particularly due to continuous information from more than 3,500 foot care specialists, but also due to the influence of social media. Both for women and men, aesthetics are the main motivator for well-groomed feet. The problem-oriented and fast-acting products of GEHWOL are the main products used in the Czech Republic. Men in particular prefer the unscented med series. Home care is gaining in importance - but foot care pros play the main role. They provide both cosmetic, but also medicinal treatments - such as ingrown nails and nail prostheses. The care of diabetes patients is performed only by accordingly certified foot care professionals. The officially specified hygiene standards for practices are verified once or twice a year.



About Hevea

- Founded in: 1993
- Employees: 6
- Domicile: Prague
- Main sales office for Gehwol products for specialists and consumers, as well as Gerlach Technik practice equipment and advice for foot care pros and podiatrists
- Aside from advice, Hevea also offers a training centre for foot care specialists. Every spring and fall, it participates in the world trade fair for cosmetics, the "World of Beauty & Spa" in Prague.



10,6
million residents

41
years old

78,866 km²

 Highest point: **1603 m**
(snow peak)
13 mountain ranges

50 
brands of beer

12 
UNESCO Welterbestätten


140 l
consumed per
person and year

180
bridges in Prague 
430 km
Moldova

 **Swarovski**
stones were patented
in the Czech Republic
(or Bohemia at the
time) in 1892

12 million 
tourists annually - mainly
Germans, Slovaks, Poles,
Chinese, Americans

The skin cannot do without them.

Lipids in care products.

Have you ever tried to dip water with a sieve? Not a chance! It's the same with dry-skin care. Simply applying moisture is like trying to carry water with a sieve. Without lipids and their barrier function, the skin stays dry. Lipids in care products turn the sieve into a dipper!

Avocado oil

The oil is rich with active ingredients, especially mild and smooths the skin. It is quickly absorbed by the skin and permeates well, especially with dry and scaly skin.



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Jojoba oil

Skin nourishing oil for a silky soft skin sensation, rapidly absorbed by the skin to keep it smooth and supple.



Olive oil

One of the healthiest oils anywhere. It supplies the skin with fatty acids, vitamins, minerals and polyphenols. It protects against oxidative stress.



Skin barrier: this refers to dead callus cells that are compacted into a lipophilic mass by lipids (fats). Lipids are 95 percent ceramides, cholesterol, waxes, fatty alcohols (triglycerides) and hydrocarbon compounds (squalenes). Various fatty acids that are found as bound components in lipids but account for about 20 percent of skin lipid content in the form of free fatty acids are especially significant. The foot skin has a rather low lipid content. The foot soles have no sebaceous glands to produce lipids. Here, epidermal lipids are almost exclusively formed from metabolic products during skin regeneration. This is also why the foot skin generally tends to be dry, and can develop excess callus, cracks and sensitivity under pressure and environmental influences. Care emulsions with higher lipid content are advisable for these typical skin problems. Such emulsion types largely use plant based oils as their lipid base, as well as lanolin from sheep's wool or specific hydrocarbons (Vaseline, mineral paraffins). The high-grade plant oils used by GEHWOL have the highest possible content of premium nutrients that are important for skin care, such as fatty acids and vitamins. For example, plant oils supply the skin with triglycerides. These are chemical compounds from the alcohol glycerine, with three fatty acids. As in the fatty alcohols which naturally occur in the skin's lipid content, the fatty acids in the skin are released through enzymatic splitting and used for various barrier functions. In liquid consistency, plant oils have a high share of polyunsaturated fatty acids such as linoleic acid and linolenic acid. They are an important part of the ceramides and are therefore among the particularly barrier intensive lipid components of the skin. Olive oil and wheat germ oil have especially high proportions of linoleic acid. Saturated fatty acids such as palmitic acid and stearic acid are also processed in the skin. Oils with a high content of palmitic acid include avocado oil and sea buckthorn oil, both of which have excellent skin smoothing properties. Certain solid plant fats are known for their high share of fatty acids, such as shea butter from the nuts of the shea tree. Their solid, spreadable form means that these fats are also suitable for imparting a firmer consistency to some emulsions (such as butters).

Sea buckthorn oil

With a high share of unsaturated fatty acids and vitamins. It has a caring and regenerating effect on the skin and a general anti-inflammatory effect.



Shea butter

Plant-based lipid component with an especially high share of unsaponifiable components to care for stressed skin. Makes the skin silky and lends it elasticity. Binds moisture in the epidermis.



Wheat germ oil

Vitamin rich oil renders the skin supple. Also especially good for brittle nails. Lends elasticity and a silky shine.





In the Christmas bakery

The book from earlier still in one's hand, just nodding off a bit on the couch. Suddenly the nose detects a pleasing odour which is well remembered. A slight fragrance of vanilla, a little cocoa and burnt almonds. The scent of fresh oranges floats above like a soft veil. The ears register busy movement in the kitchen. Someone is handling the cookie sheets. The left eye opens slightly. What time is it?

It's already four-thirty in the afternoon. But this small moment of relaxation was well earned. Finally, both eyes open completely. A look out the window shows the shining sky in many red and orange tones. It's almost like a painting. Santa Claus is baking cookies again!



Orange-vanilla cookies

Download the delicious recipe here!



GERLASAN Hand Cream without clotrimazole
in the 50 ml jar

**EDUARD
GERLACH GMBH**
wishes you a Very Merry Christmas!

**GEHWOL FUSSKRAFT
Soft Feet Butter Vanilla & Orange***
in the 50 ml jar

** Unfortunately already sold out due to great demand in this year.*

Christmas placard

Christmas gift certificates

Christmas gift bag

Width: 17 cm, Height: 22 cm, Depth: 7 cm
Colours: choice of bronze or silver

