



FUSSPFLEGE AKTUELL

The magazine
for the practice

Issue 2 / 2020



Probiotic care power for stressed skin:

Get active to stay healthy!

New
care
series



Story:
Felix Klieser
From trombonist
to hornist.

Fokus:
We are strong
together -
#GroomingHands

Expertise:
Innovations -
Identify your
success drivers

Probiotic care power for stressed skin

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From the laundry to success

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Hornist Felix Klieser was born without arms and plays the horn with his foot. Gerlach product manager and trombonist Timo Conradi introduces this extraordinary musician.

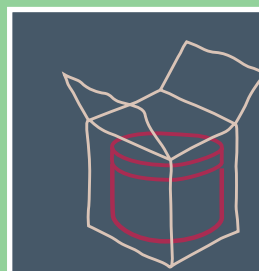
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#GroomingHands
Help your skin in times of increased hygiene measures.



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Mit einer Idee fängt alles an. Von da an bis zum fertigen Produkt arbeiten bei Gerlach viele Mitarbeiter an Innovationen wie der balance-Serie.

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GEHWOL FUSSKRAFT
Soft Feet Butter und
GERLASAN Hand Cream



Dear Foot Care Pros and Podiatrists,

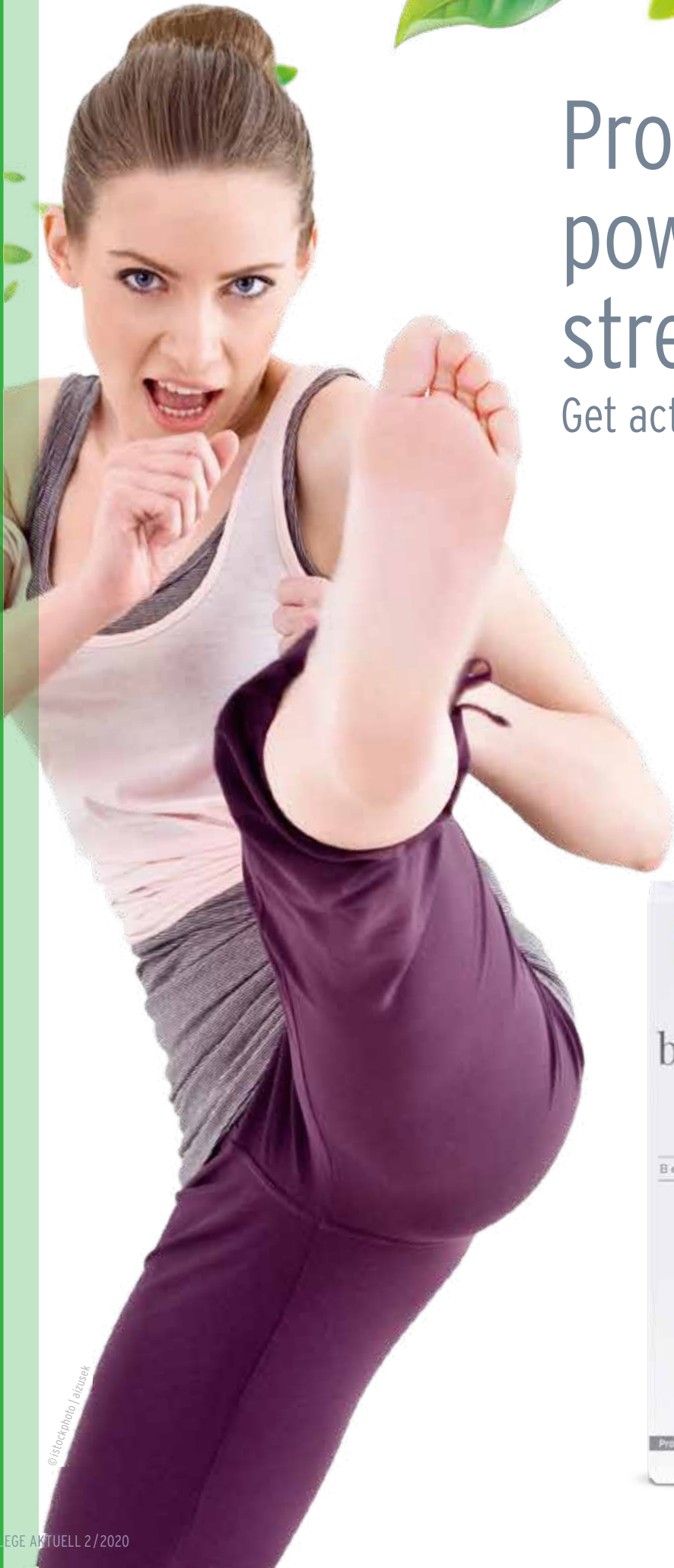
For weeks we have all experienced what a virus pandemic can do. The shutdown has hit a number of people hard and is still doing so. The situation puts great demands on the population, the healthcare industry and the economy. "Social Distancing", as it is called now, that is, the reduction of social contacts is coped with very differently by different people. And yet again and again there are positive campaigns and signs shown by a caring society, be it professional handball players who go shopping for the elderly or people who spontaneously pack care packages for the homeless.

Solidarity is also shown in compliance with the rules and regulations; after all, the protection of every individual comes first. Solidarity is also required in foot care. Supporting each other and standing together are cornerstones of partnership. A partnership that Eduard Gerlach GmbH has always been committed to. Our motto expresses what we mean by this: WE ARE STRONG TOGETHER! However, the corona crisis shows how important it is that a partnership is actively lived.

In this sense, we were and are still there for you. We maintain production and service as far as possible. Our striving for innovation as a further basis for a solid partnership is also continuing. You will find new examples of this in this issue. The probiotic care concept GEHWOL and GERLASAN balance, thermal grinder caps with colour-changing technology or the new Pro variant of the Enbio entry-level autoclave with a larger chamber volume testify to the dynamic of innovation. We wish you a lot of strength and stamina in these difficult times and: Stay healthy!

Timor Gerlach-von Waldthausen

Jobst-Peter Gerlach-von Waldthausen



Probiotic care power for stressed skin: Get active to stay healthy!



© istockphoto | alzusek

Only 1 out of 10 cells

If aliens were to examine us, they would be puzzled. A few cells look the same, but the earthling consists of many different life forms. Only one in ten cells in us is a human cell. The rest consists of about 10 to 100 trillion microorganisms.

They form the so-called microbiome. It consists of microorganisms such as bacteria, viruses and fungi. Microorganisms on the skin surface help to maintain the barrier function of the skin. External influences such as frequent washing or dry heating air can disturb the microbial balance of the skin. The reduction in the epidermal barrier function and the associated loss of moisture cause skin problems such as dryness, redness or a feeling of tension.

The positive influence on the microbiome therefore plays an important role in keeping healthy. People are increasingly becoming aware of this. The willingness to actively do something to keep you healthy is increasing. And this is why probiotics are becoming more and more important. The World Health Organization (WHO) defines: "Probiotics are live microorganisms which when administered in adequate amounts confer a health benefit on the host [= human]." One example is the lactobacillus, which is used in food, nutritional supplements and pharmaceuticals. What is new is that the probiotic power is now also available in foot care. This permits to preventively care for stressed skin and keep it healthy.

New
care
series



The probiotic care concept

Innovation in foot care.

Two brands united under one care concept



The balance care series from GEHWOL and GERLASAN can be finely dosed thanks to the innovative dispenser.

The new probiotic care concept of the GEHWOL and GERLASAN brands starts even before skin problems arise. GEHWOL balance Foot Cream, GEHWOL balance Leg & Foot Lotion and GERLASAN balance Hand Cream regenerate the skin and help keep it healthy.

The probiotic BIOTILYS® strengthens the skin barrier, the white tea extract provides moisture and the sesame oil forms the care booster. The three active ingredients form the basis of the new, probiotic "balance" care series.

GEHWOL balance Foot Cream combines the foot care expertise of the traditional GEHWOL brand with the innovative concept of probiotics. The Foot Cream regenerates and strengthens stressed skin. Regular care - if necessary several times a day - strengthens the skin barrier and reduces the loss of moisture in the skin (TEWL). GEHWOL balance Leg & Foot Lotion regenerates and nourishes stressed skin. Using the experience of the GERLASAN hand care brand, the probiotic balance Hand Cream was created. Frequent hand washing is particularly stressful for the skin. The GERLASAN balance Hand Cream regenerates and protects the skin on the hands.

The balance products are easy to distribute, absorb quickly, do not grease and follow a minimalist approach. This means that only as many ingredients as necessary for the formulations were used. The vegan balance care for normal to dry skin is PEG-free and without parabens or silicone oil. It is dermatologically tested, and suitable for diabetics.

INTRODUCTORY DISPLAY

6 x 75 ml dispenser GEHWOL balance Foot Cream

6 x 75 ml dispenser GEHWOL balance Leg & Foot Lotion

6 x 50 ml dispenser GERLASAN Hand Cream

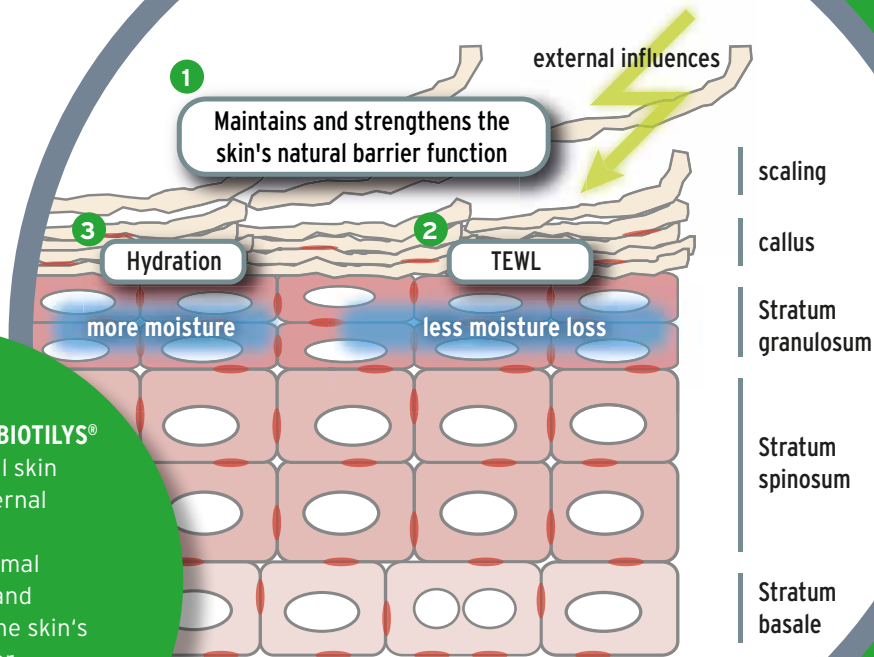


Bacteria on the skin?

A healthy complexion requires a stable and intact barrier function of the epidermis. The hydro-lipid barrier is mainly located in the upper layer of the skin, which is also called the stratum corneum or horny layer. This outer coat consists of 15 to 25 layers of corneocytes (dead skin cells) embedded in polymerized keratin. An intact barrier allows moisture to penetrate the lower skin layers (hydration) and prevents the loss of moisture (TEWL: transepidermal water loss). A film of microorganisms on the skin protects this membrane-like function.

The microbiome helps maintain the skin's barrier function. Any disruption of the outer coat can reduce or damage the barrier function and lead to skin diseases. The combination of active ingredients in the new balance care series protects the microbiome of the skin and prevents a malfunction of the skin barrier.

Probiotic active substance BIOTILYS®



Triple protection with BIOTILYS®

1. Protects the natural skin barrier against external influences.
2. Lowers transepidermal water loss (TEWL) and thereby improves the skin's ability to store water.
3. Enhances the skin's moisture content.



Skin-barrier strengthener: Probiotic BIOTILYS®

The innovative ingredient BIOTILYS® is obtained from the *Lactobacillus pentosus*, which belongs to the family of gram-positive bacteria of the order Lactobacillales (lactic acid bacteria). Fermentation produces lactic acid, the protective and regenerating effect of which medicine has known for a long time. BIOTILYS® acts both antimicrobially and as a radical scavenger and soothes the skin. In addition, the probiotic supports the skin barrier with moisturizing the skin (hydration) and protects against loss of moisture (TEWL). Placebo-controlled clinical studies¹ prove that BIOTILYS® reduces the TEWL to one third and restores the skin barrier. In addition, the in vivo studies showed a significant increase in hydration (skin moisture). The probiotic active substance BIOTILYS® in GEHWOL and GERLASAN balance products activates the natural reproduction of healthy bacteria of the skin flora and restores their balance. It regenerates and strengthens the natural skin barrier and protects the skin.

Source: ¹ Rachida Nachat-Kappes, Aurélie Gardarin, Laurent Rios, Edwige Ranouille, Magali Favre-Mercuret, Véronique Jay-Debaut, Jean-Yves Berthon: "Probiotic Fractions", Greentech S.A., France



Moisturiser: White tea extract

The Chinese Shen Nung discovered the pleasant effect of white tea in 2737 BC. The main growing area is therefore in China. The extraction of the noble beverage is extremely complex and was developed between the 10th and 14th centuries. For one kilogramme, 30,000 buds have to be picked by hand. At that time, the Chinese recognized the healing effects.

High-quality white tea contains caffeine, many vitamins as well as iron, calcium, potassium, fluoride, sodium and zinc. The white tea extract used in the three balance products is purely natural and is extracted from the leaves of *Camellia sinensis*. It supplies the skin with moisture and protects it against moisture loss.



Care booster: Pure sesame oil

The sesame oil contained rounds off the balance formulation. It is obtained from the seeds of the sesame plant (*Sesamum indicum*), which grow in a long nut. It originally comes from India and China. The pressed seeds, the so-called press cake, are also used and serve as animal feed because of their very high protein content. In traditional Asian cuisine, the popular oil is widely used as an edible oil in many dishes. Masseurs use the product for the nurturing massage with pleasure.

The stable and long-lasting oil is popular in the cosmetics industry due to its nourishing properties. For care products, it provides a high proportion of unsaturated fatty acids, for example linoleic acid. This in turn helps the oil to support the moisturizing effect of the balance series. The care booster makes the skin noticeably smoother and suppler.

Adi und Bubi

From the laundry to success

It starts with a dream - the motivation to create something big, something which will advance people and make their lives easier. But the reality is often preceded by failures or disappointments. Persistence stands out, and usually makes the difference in the end.

In the early 1900s, Adolf (Adi) and Rudolf Dassler experimented in their mother's laundry with various shoe models that they customized for professional athletes. They were themselves sports enthusiasts and with the goal of advancing sports even further, they had the Dassler Brothers Shoe Factory entered into the local commercial register in 1924. From this time forward, they produced specialized shoes for football players and runners.

At a slightly earlier time - specifically in the year 1882 - Eduard Gerlach the Elder brought his innovation to the public. Some years previously, he had taken over his father's grocery store and added a drugstore. Guided by the vision of helping people with foot problems and making foot care affordable for everyone, he tested for years. He withdrew to his cream kitchen to work on the perfect composition.

At last, he was satisfied: E. Gerlach's Preservative Cream was the first industrially produced cream to

prevent and relieve foot problems, and very quickly became popular - last but not least, thanks to "Bubi", the brand symbol at the time, and his cream basket. Before renaming his product as GERLACHS GEHWOL FUSSKREM [FOOT CREAM] in 1911, there was one more important objective: Internationality. The foot cream became a lasting worldwide innovation at various world exhibitions, from Cairo to New York.

The athletic footwear also quickly became well-known. The 1928 Olympic Games yielded the first gold medal and the first officially registered world record over 800 metres for athlete Lina Radke - in Dassler shoes. In 1936, Jesse Owens won four gold medals while wearing the shoes with the meanwhile iconic three stripes. When the Dassler brothers separated, Adolf Dassler held on to his vision: In 1949, he founded Adidas. The "Bern Miracle" finally brought worldwide fame to the brand. Rudolf was similarly successful with his brand: PUMA!

Eduard Gerlach GmbH also continued to develop. New products and brands such as GEHWOL FUSSKRAFT (1961) or GERLACH TECHNIK created the foundation of today's variety. Two major players relating to the feet - born out of one vision and founded on an innovation.



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Innovation in the company

If the necessary interest in the market has been successfully generated and the public been convinced of it and then it turns out that the realized idea brings progressive and positive benefits, one can actually speak of an innovation. Gerlach considers itself a source of inspiration for professional foot care. Back then, the company was born from an innovation - the Foot Cream. It should continue to grow in the future through new and forward-looking developments. Eduard Gerlach GmbH wants to offer the market innovations through which professional foot care can continue to develop.



From trombonist to hornist

Armless hornist Felix Klieser plays

the horn with his feet



© adobe stock | Piotr



Timo Conradi is product manager at Eduard Gerlach GmbH in Lübbecke. In everyday life, he takes care of new product ideas or improves the range. In his free time he plays the trombone. Being a brass player, he knows his way around the scene and came across a special musician. In FUSSPFLEGE AKTUELL he describes a hornist who plays the horn without arms.

The horn is one of the most fascinating wind instruments, but often underestimated. In the past it was also called the French horn. It is made of brass or gold brass. The curved pipe, which is several metres long, and the wide bell require a lot of pressure when playing in order to generate the appropriate tones through the funnel mouthpiece and the valves. Felix Klieser is a true master in the art of blowing the horn. The 29-year-old thoroughbred musician stands on the largest stages in the world and plays with the most renowned orchestras and musicians. So far, not unusual!

But Felix Klieser is an exceptional artist in every respect. He started taking horn lessons at the age of five. At the age of 17 he became a young student at the University of Music and Theatre in Hanover. Felix Klieser operates the valves on his horn with the toes of his left foot, because he was born without arms. Not an easy lot. The musician sees above all a challenge in this burden. The fact that he played better and better was due to hard work and inventiveness: As a five-year-old, he just sat on the floor playing while the instrument was in front of him, while the years passed and he was growing, his instrument moved onto a chair. Finally, being a teenager, he developed a

tripod with the help of an instrument maker. Mr Klieser can now use this tripod to generate the necessary pressure to play while comfortably sitting on a chair. That was worth it. Felix Klieser received many awards, such as the "ECHO Klassik" as a young artist in 2014 and the Leonard Bernstein Award a year later.

His biography „Fußnoten - Ein Hornist ohne Arme erobert die Welt“ („Footnotes - A hornist without arms conquers the world“) and his first orchestral CD also date from this period. And the determined musician says: „What I dreamed of when I was a little boy, I achieved a long time ago. The horn is one of the most versatile instruments in terms of acoustic colours, with which wonderful emotions can be awakened.“ Since his childhood days, he has been fascinated by this golden instrument. He is particularly enthusiastic about the wide range of timbres. Among experts, this means that with the instrument tones can be "sung" as well as "belted", its timbres can be changed with the positions and volumes.

A magic that Klieser always elicits from the horn, like critics rave about: Whether the German newspaper "Frankfurter Allgemeine Zeitung" praises its "bright-toned belting" or whether its "round, classy legato that is supported by infinite breath reserves" is praised in the "Fono Forum" journal, a "matt golden tone that never breaks out even in blaring virtuoso passages and testifies to perfect body control". Or in the extraordinary brass player's own words: „It's about touching, because it is this ability that distinguishes my sound and my timbres.“



On the go on foot with...

...Katja Oskamp in Marzahn

She was a dramaturge at the theatre and later learned to write at the German Literature Institute in Leipzig - until the crisis. Thanks to foot care, Katja Oskamp found not only fulfillment, but also her way back to writing.



“Foot care has become part of my life. I won't give it up.”

“I've published several books. But no publisher wanted my novella in 2014.” Her husband fell ill and her daughter moved out of the house. This broke the camel's back. “I had a real mid-life crisis,” says 49-year-old Mrs Oskamp from Berlin. “Writing was no longer possible, total blockage, no more self-confidence.” But Katja Oskamp couldn't be stopped and started something new.

“It was a relief when I decided to do something new.” A friend told her about the training as a podiatrist and beautician. She went to her practice, first in the back room of a sports studio, then in Berlin-Marzahn: “The pedicure was really good.” Since her friend was far too busy, the decision for Katja Oskamp was made easy. She also completed the apprenticeship. Since then, twice a week she has treated and cared for her customers' feet, body and soul.

“Some of my friends and acquaintances could hardly understand that. For me it wasn't a problem and not revolting at all. I've always been more of a physical person.” She enjoys foot care because after an hour of treatment she sees what she has achieved. “It gives me a deep, satisfying feeling.” More importantly: “Customers also come to talk. I am very interested in people and their stories.” Therefore, she practices in the right district. In Marzahn, many people live in the prefabricated buildings, which experienced a biography break with the German Reunification. “That suits me too. I grew up in a prefabricated panel building myself. But that was nothing. Some stories put your own problems and concerns into perspective.”

To be a contact person and to focus on the personal aspect are the success factors of the Marzahn foot care practice. It is not easy for some customers to finance one hour of pedicure per month. “We don't get rich from foot care, but it's a lot of fun. We take our time. We have a person in front of us, not a computer or a machine. This is very important for our customers. There is no substitute for personal contact.”

The path to pedicure and interesting stories that Katja Oskamp hears again and again ultimately led her to find her way back to writing. “I felt that my literary flair and the sense of good stories hadn't been lost.” And what suggests itself more than writing a book about the people whose she grooms twice a week? Her customers are the heroes of the book “Marzahn - Mon Amour”. The stories that I learned during long working days have freed me. “Word has got around about the success of the book and customers are worried that Katja Oskamp will quit her job. “But I don't want to do that and I won't. Foot care has become part of my life.”



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Big is the new Fast

The new Enbio pro

Following the positive feedback on the Enbio Steamjet, which was presented in the previous FUSPFLEGE AKTUELL issue, GERLACH TECHNIK is now expanding its range of entry-level sterilizers. The compact Enbio B-class autoclave is now also available in the Pro version with a significantly increased capacity.

All versions have one thing in common: The safe killing of germs. But the restriction to germs is by no means sufficient. The germ only describes a single stage in the development of a microorganism. Sterilization kills most of the microorganisms at all stages of development. Sterilization drastically reduces the number of reproductive microorganisms. For example, sterile goods are considered "sterile" if the maximum number of 10^{-6} reproductive microorganisms

is present in one unit. This means: If a set of sterile goods were reprocessed a million times, only one reproducible microorganism may be present.

A task that the new Enbio Steamjet does reliably and quickly - now one size bigger. With the Enbio Pro, the chamber volume increases from 2.7 to 5.3 litres. In the 134 degrees Celsius FAST program, the total process runtime increases from 7 to only 9 minutes and in the 134 degrees Celsius program from 15 to only 19 minutes. Otherwise, the medical device has the same advantages as the Enbio Steamjet: fastest available autoclave, meets the requirements of the B-Class, sterilization of loose and packaged instruments, simple and intuitive operation, two-year guarantee with exchange service. The Swiss quality products are now also available in many new colours.



More volume for more sterile goods: The chamber of the Enbio pro has a capacity of 5.3 litres; so it is almost twice the size of the Enbio Steamjet's equivalent.

STRONG TOGETHER

#GroomingHands

Washing your hands regularly is important. We knew that even before the Corona crisis. Daily contact with strangers demands adequate hygiene. Hand care should not be forgotten, thus the skin maintains its protective function.

Soap and disinfectants do the hygiene part excellently. However, they not only attack pollutants, viruses and bacteria, but can also affect our skin barrier. To protect the skin from barrier disorders, it must be adequately supplied with lipids (fats) and moisture. Soap and disinfectants remove fats from the skin so that it can dry out in the long run. You can tell this from feelings of tension, redness, itching or when the skin feels rough and becomes cracked. Bacteria, fungi and allergens are more easily able to penetrate the skin. The skin needs care and protection so it remains resistant even in times of increased hygiene measures. GERLASAN Hand Cream with aloe vera, urea and jojoba oil is a moisturizing care that absorbs quickly and does not stick. Anti-inflammatory bisabolol and healing-promoting panthenol protect the skin. The new GERLASAN balance Hand Cream starts with its probiotic care concept even before skin problems arise. Probiotic BIOTYLIS®, sesame oil and white tea extract help keep the skin barrier healthy. If the skin is irritated, it reacts with signs such as itching, burning skin or redness. GEHWOL med Sensitive is suitable for this sensitive skin. High-purity, nano-free MicroSilver BG™ relieves itching, burning skin and reduces redness. Skin-identical ceramides regenerate the skin's barrier function and improve its resistance to external influences. Almond oil moisturizes, soothes the skin and renders it pleasantly soft.

Make your customers aware of hand care and make your recommendation for suitable care products.

#wash
#stayhealthy
#clean
#gerlasan

external influences

Maintains and strengthens the
skin's natural barrier function

Moisture

Fats

A good grip on everything

Refined hand piece for the Sirius foot care device

Available from July 2020!



1 GERLACH TECHNIK lengthened the grinder guide on the tip of the hand piece, providing better grinder support. This results in fewer vibrations. It allows users to work with less strain and much more easily.

2 The drip cap prevents used liquids from entering the hand piece interior. But this shield is often not attached under practice conditions. Therefore, GERLACH TECHNIK has now pre-installed the replaceable rotating cap for the SIRIUS NT hand piece as part of the standard. This contributes to ensuring that one source of malfunctions or failures is kept to a minimum.

3 The centring bushing which was formerly fastened on the housing is now omitted. The hand piece is now made in one piece. This eliminates another potential source of malfunctions. Since the architecture has changed, the spray canal had to be adjusted accordingly.



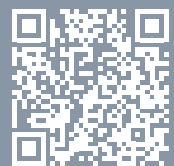
Common errors when using and cleaning the hand piece

GERLACH TECHNIK hand pieces are robust and have a long service life. But handling errors may cause malfunctions and failures. This is also true for insufficient cleaning of - for example - the ventilation grids. The included control pin shows when cleaning is necessary. Poor quality instruments with an unsuitable shaft length, for example, damage the bearing and cause imbalances. The grinder gauge measures whether instruments always have the right shaft length for the hand pieces. Disinfectants may cause liquids to enter the interior of the housing. Surface disinfectant wipes from GERLACH TECHNIK prevent this. The drip cap offers protection against water in wet devices. In suction devices, the dust ring prevents dust and dirt from entering the hand piece interior. In general, the following applies: The operating manual provides information about the right hand piece care.

Video for cleaning hand pieces:

Take a look at what you should consider when cleaning your hand piece.

<https://www.gehwol.de/Produktnews/Handstueckpflege>



Seeing red...

... means stop!

Thermal grinder caps from Lukas

GERACH TECHNIK now offers more safety owing to the innovative colour-changing technology on the new thermal grinder caps from LUKAS. If temperatures become too high, the caps change colour, providing early warning of the risk of overheating. This is a better feeling for both users and patients.

Diabetics often have sensory dysfunctions. They may not feel pain feedback when grinding work on the feet leads to overheating. The lack of a response may make it difficult for the treating person to find the right balance between an optimal rotation speed, pressure, and skin protection. The new grinder caps from Lukas Podological provide help here with their innovative colour-changing technology. Owing to the two-stage red colouration, users can react immediately: reduce pressure and speed, change the work area, or stop the treatment. This nearly excludes overheating. Such visual signals are also very helpful for training young foot care pros. The caps are available in different sizes and shapes, and in grain sizes of medium and coarse. Their grinding performance is increased by the anti-adhesion effect, since less skin residue remains on the grinder. They reduce skin irritation and are easier on the environment. Lukas produces them using phenol-free and formaldehyde-free resin, eco-cotton and food colourants.



11mm conical, medium



7mm round, medium



11mm conical, coarse



7mm round, coarse

SK Thermo 7 RM Grinder caps medium MP

SK Thermo 7 RG Grinder caps coarse MP

SK Thermo 10 RM Grinder caps medium MP

SK Thermo 10 RG Grinder caps coarse MP

SK Thermo 11 KM Grinder caps medium MP

SK Thermo 11 KG Grinder caps coarse MP

SK Thermo 13 RM Grinder caps medium MP

SK Thermo 13 RG Grinder caps coarse MP

Rubber carrier for cap grinders GT 11 K

GEHWOL Diabetes-Report

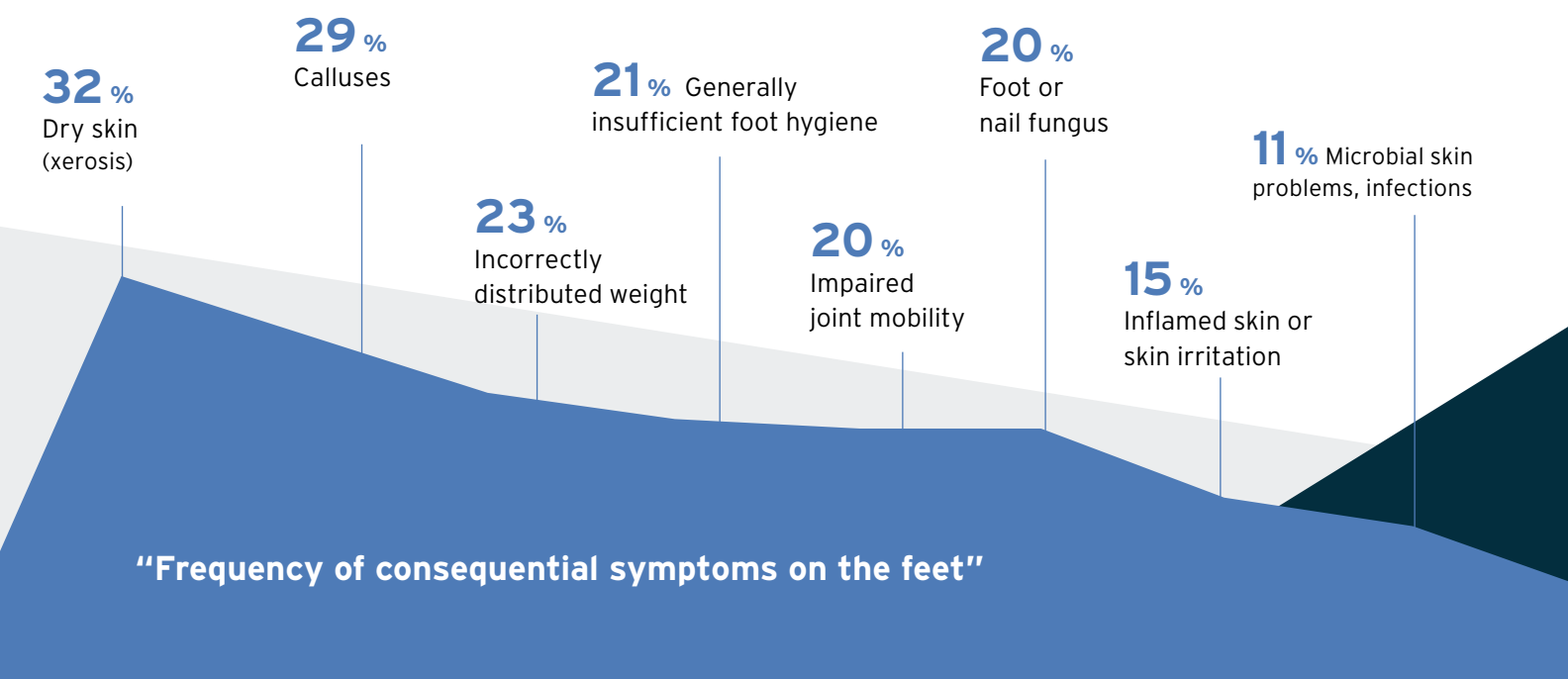
Risk factors of "diabetic foot":

How often do diabetics have foot problems, and what preventive measures are taken?

About every third diabetic knows this problem: dry skin on the feet and legs. This is not caused by diabetes in itself, but by a nerve dysfunction which may be triggered by diabetes. According to the Diabetes Report, it affects 27 per cent of diabetics. These nerves are very important for the skin. For example, they regulate the function of the smallest blood vessels, which supply the skin with blood and moisture. If these vascular motor functions no longer work properly, this is known as microangiopathy; 22 per cent of patients have this condition. The skin then lacks moisture and becomes dehydrated. If there is pressure on the feet because, for example, the joints have lost their mobility, this causes weals to form. The skin may also become

susceptible to infection. This may cause wounds to develop - which is also known as diabetic foot syndrome. Such wounds are especially dangerous if peripheral arterial occlusive disease (PAOD) impairs wound healing. This applies in about 15 per cent of diabetics. Unlike microangiopathy, this circulatory weakness affects all of the foot and leg vessels (macroangiopathy). It is a mandatory part of prevention that diabetics should obtain podological care and orthopaedic footwear, and also be trained by a diabetes consultant about foot hygiene. In reality, however, these services are often not offered, or offered too late. For example, only every second patient receives podological care.

Frequency percentage of diabetics
(multiple choices allowed)



27%

of the treated diabetics also have neuropathy, according to their doctors!

22%

of the treated diabetics also suffer from microangiopathy, according to their doctors!

15%

of the treated diabetics also have PAOD, according to their doctors!

Source

GEHWOL Diabetes Report: Representative survey among 123 physicians with N = 3,119 diabetic patients. June to August 2019 by INSIGHT Health and IDS Germany.

**Results and download**

<https://www.gehwol.de/Aktuelles/GEHWOL-Diabetes-Report>

55%

Podological care

5%

Repeat ulcers

6%

First-time ulcer

7%

Previous ulcer experience

44%

Special training in independent foot inspections and foot hygiene

43%

Special training by a diabetes consultant

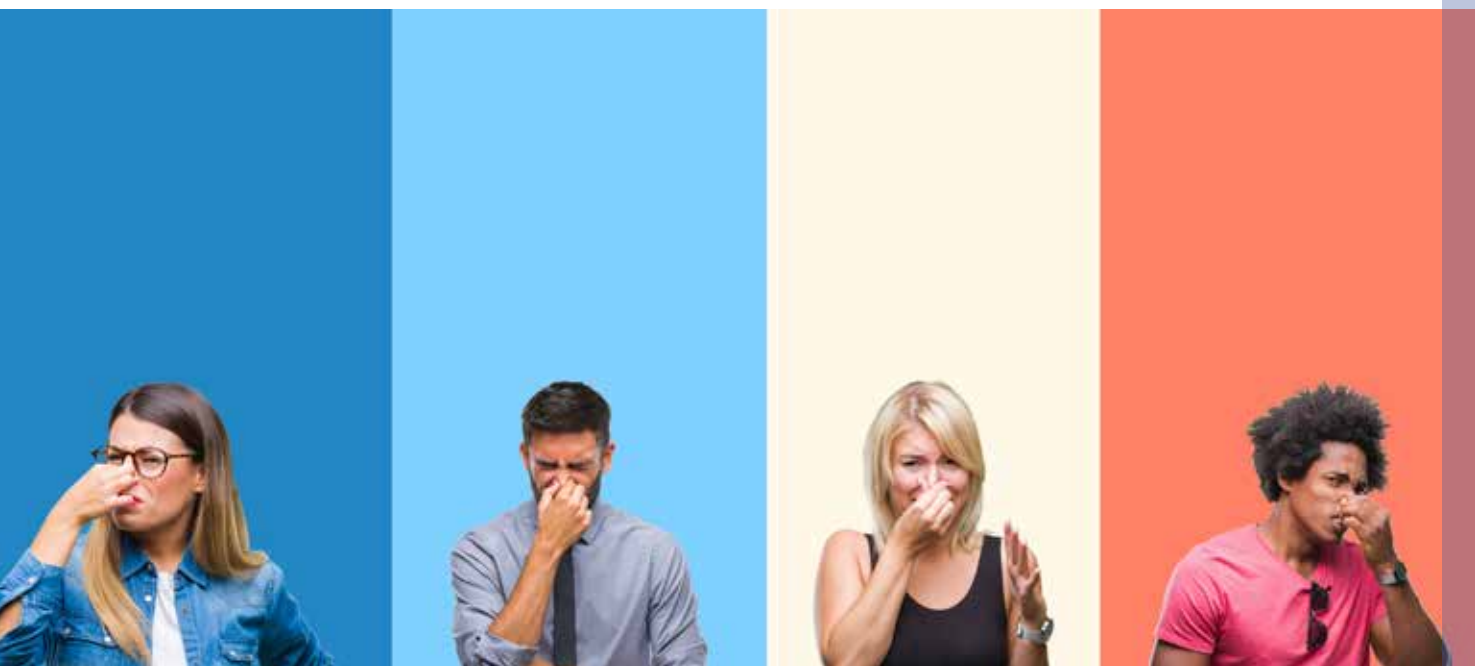
21%

Special shoe care by an orthopaedic shoemaker

18%

Biomechanics examination (pressure peak diagnostics)

"And how often are preventive measures taken to prevent risks?"



Active against foot odour

A look at GEHWOL foot care trends tells us: sweaty feet and foot odour are a problem that can occur in all age groups. However: It affects 42 per cent of adolescents, and only six per cent of those over 60! Is it a behavioural problem? Not necessarily. The cause is the deciding factor.

In a simple consideration, we are looking at three main causes of foot odour: Normal or natural sweating - but the sweat cannot evaporate. This is a behavioural problem. In this case, affected persons are often wearing unsuitable (occlusive) footwear, synthetic socks, shoes and socks are only rarely changed, and body hygiene is not adequate. The odour is the primary factor, not the sweating in itself. Therefore, this problem is also called

bromhidrosis (Greek bromos = stench, hydros = sweat). It must be differentiated from the other two causes - the idiopathic cause on the one hand and the symptomatic hyperhidrosis on the other hand (Greek hyper = beyond). In both cases, affected persons sweat excessively due to hyperactivity of the endocrine sweat glands. In the idiopathic form, this occurs without a discernible cause, usually spontaneously and even with mild stress or excitement. The sweating is limited to specific body areas, often the armpits, hands or feet. Unlike this, the symptomatic form may be a sign of an underlying illness such as diabetes, high blood pressure, stomach problems, an infection or kidney disorder, or a hormonal change. In women, this applies especially during menopause.



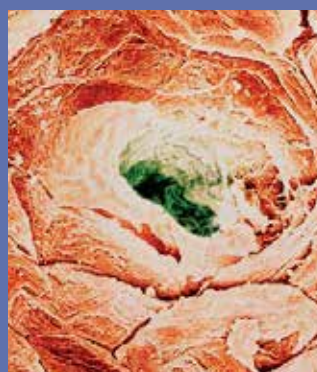
The cause of the odour: too many sweat-degrading bacteria (green)

Bromhidrosis

Under normal circumstances, the 600 sweat glands per square centimetre on the soles of the feet produce 30 milligrammes of sweat every minute. Sweating particularly serves for thermoregulation. When sweat evaporates, this process forms energy, which is withdrawn from the organism in the form of heat. Sweat also supplies the skin with moisturizing substances and lipids. But sweat cannot evaporate from occlusive footwear. Instead, bacteria from the skin microbiome degrade it. Due to the climate in the shoe with 37 degrees Celsius and 100 per cent air humidity, these microbes have optimal conditions for reproduction. When sweat is degraded, it also produces malodorous scent substances (short-chained fatty acids and ammonia).

Hyperhidrosis

Hyperhidrosis is medically defined as sweat formation on the entire body or in local body areas - especially the armpits, hands or feet - which exceeds the normal (physiological) levels. Sweat secretion is excessive if more sweat is produced than that which is required to maintain body temperature. On the feet, this means more than 30 milligrammes per minute. Sweat gland function is controlled by the vegetative nervous system. Hyperactive regulation of the responsible nerve strands is therefore the suspected cause of hyperhidrosis. This also includes the sympathetic nervous system, which is active in emotional stress situations such as fear.



Hyperactive endocrine sweat gland (green)



GEHWOL med Deodorant foot cream or Antiperspirant?

The matter of the care recommendation depends on the cause of the problem: Bromhidrosis means: Too many bacteria are degrading unevaporated sweat. Antimicrobial cause may be right in this case. In the case of hyperhidrosis, too much sweat is produced. An antiperspirant is the right recommendation here.

GEHWOL has both! The med Deodorant foot cream contains a highly concentrated active substance extract of manuka oil and antimicrobially active zinc oxide in a nourishing, moisturizing base of jojoba oil and aloe vera. Studies confirm that this formulation removes foot odour for at least 24 hours. On the other hand, med Antiperspirant contains aluminium hydrochloride, an active substance which reduces the lumen [opening diameter] of the sweat glands, thereby reducing the amount of sweat. Zinc ricinoleate binds unpleasant scent substances. Aloe vera and avocado oil in the antiperspirant ensure rich skin care.



The birth of new products



Innovation process

The development of a product

It all starts with an idea. Origins often vary greatly. Impulses from development and other company departments or even the management, as well as market trends or requirements, may be decisive. Among other things, the idea for the new balance series came from market observation.

It all starts in the product development round: A team consisting of the management and the departments of development, product management, marketing, sales, quality assurance, production and purchasing. This interdisciplinary team meets every two weeks to exchange ideas, trends and approaches. The balance series also originated here. In this case, observation and assessment of market trends were the determining factors. Probiotics - currently a rising trend theme - are known primarily from the foods sector -

for example, as food supplements - or in pharmaceuticals, and also from cosmetics in some cases. Simultaneously, the themes of prevention and maintaining health became more significant in the consumer sector. Actively and preventively working on one's own health is becoming a natural and fixed part of daily routine for many people. Gerlach linked these trend themes and used them for skin care. Also, probiotics are thus far unique in the field of foot and leg care throughout Germany. A new concept was created for anyone who wanted to do something to maintain healthy skin. This also meant that it made sense to combine the two brands GEHWOL and GERLASAN to offer a holistic care programme. Once the main active substances for the minimalistic concept had been determined by the Gerlach team, several departments started work on the products in parallel: Development looked after the formulation, while



product management performed several market and competitor analyses to determine the positioning. Together with marketing, they created a design and made the preparations for communications and advertising about the care series. At the same time, purchasing dealt with the search for suitable raw material suppliers and the right packaging. Sales determined distribution routes and coordinated with foreign partners for product introduction. What we show here using the example of balance is true for all Gerlach innovations: Only the cooperation of all departments makes it possible to complete and successfully introduce the idea.



A power result

For the first time, the minimalist concept of the balance series combines the GERLASAN and GEHWOL brands. A strong example of how interdisciplinary collaboration realizes innovative ideas.

You want more?

Identify potentials

Sources of inspiration are varied and provide potential for innovation and new ideas. And it doesn't take deep searching or artistic muses to find inspiration. You can find potential for innovation in customer needs, your (market) environment, digitalization, but especially in your own strengths and skills.

Finally, you develop innovations to meet the (unconscious) needs of your customers and to convince new customers. Their wishes and problems are therefore the most important source of inspiration. Listen and ask. In this way, you can specifically address your customers' needs and make individual treatments possible. Offer your customers added value by accompanying them beyond the treatment. You can do this with your knowledge which you pass on during the treatment, but also by offering suitable products. This allows you to ensure a lasting treatment success and also maintain a presence with the customer at home. Do you believe that you lack inspiration for innovative ideas? Do something unusual or think about something else - take a break. This encourages creativity and may give you some new ideas. But avoid putting yourself under pressure. Even small practical changes can achieve big effects. For example, are there additional services that you can offer your customers? This could be in the form of additional treatments, or it could be a simple cup of coffee. Think about ways of working together with colleagues from other fields. Make the most of your own strengths and skills. In brief: How do you make life easier for yourself and your customers?



Goals



Survey



Analysis



Statistics



What are current trends?

Customers



Evaluation

What is needed when? Where can I position myself?

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Potential for innovation in the foot care practice, series 3

Innovative ideas in the practice don't always require expansive campaigns:

Podology Höxter

Interdisciplinary cooperation, specialization in the field, and a wellness ambiance without wellness treatments brought the practice of Bernd C. Peschke in Höxter a customer base from all over Germany. Five practice staff members ensure sophisticated medical care and foot care.

The practice as a gallery

"We hang art from galleries in our practice area. This benefits the gallery, which gains attention, and improves our practice ambience. Just talk to local artists. This also gains you positive attention in the village."

An unmistakable scent note

"When you enter our practice, several of your senses are activated at once. Muted light, relaxing music and our own practice scent. Our customers only smell it here, immediately putting them in a relaxed treatment mood."

The holistic approach

"We always talk to colleagues from related fields to offer holistic care, especially to our diabetes customers. We think on an interdisciplinary basis and also think ahead. We also work together with a hearing aid acoustics specialist, since balance problems may originate from neuropathies of the feet or disorders of the hearing organ."

Talk to us!

"Volunteer presentations are a good way of drawing attention to your own practice and your profession. Nursing homes or seniors' groups are always grateful for such presentations. And you can usually talk to your new customers onsite right away."

Podology Practice Bietigheim-Bissingen

Enough time to answer customer questions, short-term appointments without waiting times - these are the most important concept components in Olga Breininger's practice. On now 100 square metres, she and her six staff members look after their customers. The practice is constantly optimized. A few months ago, she made the switch from a health insurance funded practice to private practice. "This was the right decision for us and our customers."

Digital accessibility

"We are currently changing to an online booking system. This allows us to better concentrate on the actual treatment, and makes us accessible 24/7. We see this as a clear competitive advantage."

Lasting benefits with products

"Customers trust in our expertise as podologists. This can also be applied in product sales. For this reason, we offer a combination package. This allows our customers to continue experiencing lasting benefits from the treatment."



The project of our heart

At the start of January 2020, Mr Weske of Starke Kinder e.V. travelled to Burkina Faso. Due to the uncertain safety situation, it was unfortunately not possible to first attend the opening of the Maison Gerlach in January 2019. Therefore, the opening celebration was repeated - an emotional event for everyone. Guests from politics, the church, social services and the order of nuns attended to witness commitment and dedication.

The first orphan, Rasmata, was taken in on 26 January 2019. The group has meanwhile grown to ten children. One child's story especially moved us: Moses' life did not favour him from the start. Barely born, he was wrapped in an old cloth and left in the bushes. But a young man found the little bundle of life and told his mother. She told the men of the village, who called the police. Here, things changed for Moses. He was brought to the Diabo nursing station and moved into the Maison Gerlach orphanage on 10 April after briefly being treated. Here, he was also given his name: Moses - saved, not from drowning, but from the risk of being eaten by wild animals. Due to the rising number of children, several more caregivers had to be hired: A total of four daytime caregivers

look after the youngsters now. The building is currently designed to house 30 children. So there's still room for growth.

Life goes on

There is constant work being done to beautify the facility. A project close to our hearts doesn't stop when the house has been inaugurated and people have moved in. Aside from the loving care and deep engagement of the nuns, the children also need water, electricity, food and so on. For this reason, the managers, Jobst-Peter and Timor Gerlach-v. Waldthausen, have decided to cover the ongoing personnel and maintenance costs. Sister Marceline thanked them in a letter in the name of the nuns: "I cannot find the words... I am so thankful!"

The artist who also decorated the walls inside the orphanage created a painting of Maison Gerlach. Now it serves as a reminder at the company every day.





www.gehwol.de

Since mid-April, the website of Eduard Gerlach GmbH has had a new design with expanded functions. All company content and portals are now combined at www.gehwol.de. End users and pros alike can find any information they want here: Worthwhile knowledge about foot care, about products, about Eduard Gerlach GmbH ... right through to the blogosphere of the GEHWOL tester club. The website also features regular news. A future academy section is planned to provide professionals with continuing education materials about specific foot care themes.





Clavus subungualis

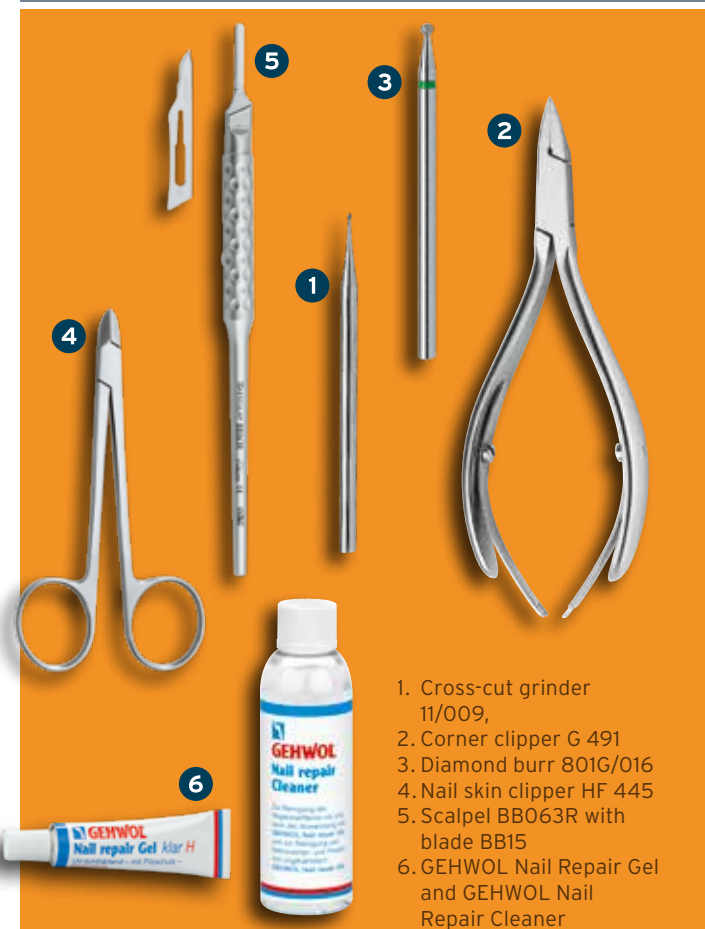


Clavus subungualis is a corn under the nail plate. Here, it is necessary to grind an opening into the nail of the small toe, remove the corn, and restore the nail plate with nail prosthetics.



Corn under the nail

Corns (clavi) vary in hardness and position. If the corn is under a nail, it is referred to as a subungual corn or clavus. If the nail plate is normal, the nail bed shimmers pink underneath. If a corn lies below it, this area has a greyish appearance. It can be difficult to see corns, especially if the nail plate is thickened. The patient's history regarding pain and the palpation findings can yield more information. Corns under the nail plate are always hard corns (clavus durus). They are formed as a consequence of point pressure, e.g. due to poor footwear or seams in the shoe. Treatment requires the removal of the nail plate in the affected area. This is done with a cross-cut grinder such as the 11/009 from GERLACH TECHNIK. A hole is ground into the nail plate. Then the treating person uses a clipper to cut into the nail in a star shape, originating from the hole. The Aesculap Corner clipper G 491 is one example. The clipper can also be used to remove loose nail pieces. A spherical-head diamond grinder such as the 801G/016 smooths the edges. Now, the callus is addressed. The small skin clipper HF 445 is ideal to remove the corn. Alternatively, one can work very cautiously with a Scalpel blade BB15. If no wound was formed, the nail is then immediately built up. Nail Repair Gel H is used to fill the hole in the nail. Mid-viscosity Nail Repair Gel M forms a continuous layer. The nail becomes smooth and attractive again. The prosthetic should be redone every six to eight weeks until the area with the treated nail has grown out. Precisely when working with a scalpel, there may be minor to moderate bleeding in some cases; in other words, a wound occurs. In this case, the wound must be cleaned, disinfected and treated with a disinfected tube bandage before applying the prosthesis. It usually takes 8 - 14 days for the wound to heal. Then the nail is built up.



Podologist **Inge Blind** is a lecturer and Gehwol expert. Together with others, she developed the NASPAN nail brace and teaches expert knowledge: www.podosem.de



West: Spray devices
East: Suction devices



Prevention > damage repair
Reasons for foot care

5,000-6,000

Podologists and
foot care professionals

Switzerland

Gerlach International, part 18



About Pediano AG

- Foot care specialist since 2017
- Employees: 6
- Company seat: Burgdorf (Emmental District)
- The only Swiss B2B company that works exclusively in the field of foot care
- Pediano supplies Eduard Gerlach GmbH products to podiatrists and foot care professionals. They also take on service and repair work for GERLACH TECHNIK devices in their own workshop.
- The exchange with professional associations and schools as well as visits to trade fairs are also part of the company concept.

Although the Swiss company Pediano is still quite young, it relies on many years of experience from its employees. In a very short time, it rose to become the overall provider for Gerlach in Switzerland. Pediano stays very personal and, above all, flexible when addressing and contacting customers, who are made up of podiatrists and foot care professionals. "With us, the exchange can also take place via WhatsApp," says Managing Director Stefan Schranz. "We choose the most convenient route for the customer." Pediano works with various professional associations and schools in order to always be up-to-date and to offer the necessary materials for the techniques currently taught. The podiatrist apprenticeship in German-speaking Switzerland takes three years, which can be supplemented by a further three years as a university-degree podiatrist (in German: "Podologe HF"). Foot care professionals receive their diploma at a pedicure school within about 20 days. Due to this greatly shortened apprenticeship, foot care professionals in Switzerland are permitted to offer mainly cosmetic foot care; they may not work with scalpels and only on healthy feet. Podiatrists take care of all feet and problems, with the exception of shoe insoles and orthopaedic technology. Treatment in Switzerland is relatively expensive, but it is associated with high quality and hygiene standards. This fits in with the fact that GEHWOL med, in particular, is very popular as a problem solver series with customers, who are still mostly among the elderly at the moment.



Vanille Orange Kakao Mandarine

Have a totally relaxed winter time: Whether at home or with good friends with a cup of hot cocoa and a bowl of sweet-smelling oranges. The new limited editions from GEHWOL and GERLASAN also enable low-calorie moments of relaxation. Let your customers take home with them the special winter magic with the GERLASAN Hand Cream Vanilla & Orange and the GEHWOL FUSSKRAFT Soft Feet Butter Cocoa & Mandarin. The new GERLASAN Hand Cream moisturizes, protects the skin and is quickly

absorbed. A combination of high-quality ingredients such as aloe vera, jojoba, tapioca and urea take care of stressed hands. The winter scent provides an additional wellness experience. The new GEHWOL FUSSKRAFT Soft Feet Butter cares for your feet and legs very intensively. Cocoa butter and mandarin extract as well as shea butter impart moisture and suppleness to the skin. At the same time, the limited edition pampers you with the scent of chocolate and mandarin.

GERLASAN Hand Cream Vanilla & Orange
in the 50 ml jar!

**GEHWOL FUSSKRAFT
Soft Feet Butter Cocoa & Mandarin**
in the 50 ml jar

LIMITED EDITION
Get your Christmas offer now

Christmas placard

Christmas gift certificates

Christmas gift bag
Width: 17 cm, Height: 22 cm, Depth: 7 cm

