



# FUSSPFLEGE

# AKTUELL

The magazine  
for the practice

Issue 3 / 2020

Stop the  
grime!  
We stay  
clean.



**Story:**  
**Multitasking**  
with Chen Siyuan

**Focus:**  
**Plunge into hygiene and  
the feel-good sensation  
of GEHWOL footbaths**

**Expertise:**  
**Treatment**  
of disabled people

# Stop the grime! We stay clean.

## Title - p. 4 Stop the grime! We stay clean.

Pathogens always find a way into the practice. Only consistent hygiene helps.

## Title - p. 6 To us, clean equals good: Disinfectants by GERLACH TECHNIK and GERLASAN

The new proprietary brand covers the demand for disinfectants suitable for bottles, instruments and hands. The new hygiene program by GERLASAN and GERLACH TECHNIK with its excellent price-performance ratio is permanently available in our product range - effective immediately.

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Plunge into hygiene and well-being

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Multitasking doesn't work, scientists say. A Chinese woman proves otherwise. She writes with both hands and both feet simultaneously.

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Dominik Vaida has recovered from his condition of Tourette's Syndrome through dancing.

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A strong, growing community

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**When feet are diabetic**  
Diabetes and its symptoms, such as poor skin circulation, increase the risk of fungal infections in the toenails.

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The professional web presence for your foot care practice! Valuable tips for designing and improving your website.

## Imprint

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## OFFERS

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### New: Disinfectants by GERLASAN and GERLACH TECHNIK

for hands, instruments  
and surfaces

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### Christmas 2020

with the Limited Editions  
GEHWOL FUSSKRAFT Soft Feet  
Butter Cacao & Mandarin  
as well as GERLASAN Hand  
Cream Vanilla & Orange

Practical for on the go -  
our GEHWOL backpack  
keeps things tidy  
and organized,  
giving you  
everything  
you need.



## Dear foot care pros and podiatrists,

arduous times are behind us, and further uncertainty lies ahead. During the lockdown starting on March 16 of this year, only necessary medical treatments were allowed: It was a crucial test which threatened the very existence of some practices. The support garnered by the petition which we submitted on the online platform "open-Petition" showed the need for reopening. The path out of the crisis started with the re-opening on May 4, 2020. But a state of normality is still out of sight. The cooperative partnerships with you, our customers - often for many years - have built deep relationships based on closeness and trust. This is part of why we received numerous calls during the crisis to let us know how great the need was, and continues to be. Some practices had to put employees on partly unemployed schedules or apply for state assistance. But some foot specialists also used this time for repairs or refurbishments.

We helped wherever possible - for example with safety equipment - to stay strong through the crisis together. But the virus is also increasing customers' hygiene awareness. To keep investments for intensive hygiene as low as possible, we are introducing GERLASAN and GERLACH TECHNIK's first proprietary disinfectant brand. The listed, tested, high-quality preparations cover hand, surface and instrument disinfection and have an excellent price-performance ratio.

Supporting the GEHWOL brand during the lockdown called for creativity and courage. In the GEHWOL Testers' Club, we organized a video unboxing event. 113 members collectively unpacked the new balance care series and were elated. We continue to focus all our efforts on using such innovations to build a path into a shared successful future. Let's look ahead and stay strong together!

Timor Gerlach-von Waldthausen

Jobst-Peter Gerlach-von Waldthausen



## The new GEHWOL JOURNAL

We have relaunched the GEHWOL JOURNAL. Its design matches the website and also provides space for information and discussion. Use the QR code or the enclosed survey to let us know what you think. We are holding a sweepstakes to award 10 launch displays of the new balance care series, 6 x GEHWOL balance Foot Cream, 6 x GEHWOL balance Leg & Foot Lotion, and 6 x GERLASAN balance Hand Cream among all participants.



# Stop the grime! We stay clean.

**The first disinfectant proprietary  
brands by GERLASAN  
und GERLACH TECHNIK**



## Washing and sanitizing help to fight germs

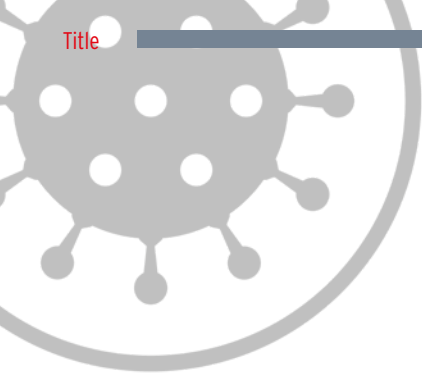
Until about 170 years ago, many doctors of the time regarded hygiene as an unnecessary effort. Eventually, Hungarian doctor Ignaz Semmelweis (FUSSPFLEGE AKTUELL 3-2018) proved in an 1848 study that doctors and hospital personnel transmitted the germs that caused childbed fever, resulting in the deaths of about ten percent of postpartum women.

Since then hygiene awareness has changed, but its practical application is often unsatisfactory. According to a study by the Heidelberg SRH College, about 11 percent of men do not wash their hands at all after using the bathroom, and nearly half do not use soap. In contrast, 82 percent of women used soap and water, and only three percent omitted handwashing.

Microbial colonization of the hands demonstrates the significance of hand hygiene. An estimated 10 million individual pathogens live on the hands. Constant handwashing can adversely affect the barrier function of the skin, since lipids may be washed out of the callus layer. The skin also tends to be dry. Therefore the Robert Koch Institute (RKI) views disinfection as the gentler alternative, according to the "Epidemiology Bulletin". The Employers' Liability Insurance Association for Healthcare and Welfare Services [Berufsgenossenschaft für Gesundheitsdienst und Wohlfahrtspflege (BGW)] recommends disinfection if your hands are often wet, for example due to frequent handwashing. By definition, "the objective of disinfection is not the elimination of environmental microbes that are relevant for infections, but to specifically reduce the count of pathogenic or facultatively pathogenic microorganisms (pathogens that use weak immune systems for infection, among other things)." The count of microbes that are taken in is one of the important factors for an infection and for the severity of the course of the disease, such as the disease COVID-19 which is caused by the coronavirus.

Disinfection plays a decisive role in the foot care hygiene chain to protect the patient and yourself, especially in the times of the coronavirus pandemic, when customers are increasingly aware of hygiene. This also applies to hand hygiene, surfaces or instruments. The whole spectrum is now covered by the first proprietary brand for disinfectants from GERLASAN and GERLACH TECHNIK.





# Nice!

## ... clean equals good

**MERS, swine flu, hantavirus - so far no virus has achieved what coronavirus has achieved in a few months: a very pronounced awareness of hygiene. In foot care, it becomes a trademark.**

The risk of infection in the foot care industry is clearly very real. Customers are even more aware of this since the coronavirus. A closer look into corners and at equipment might soon become mandatory. This results in an even greater focus on hygienic foot care; it is partly for this reason that it produces the highest levels of trust among your customers, both in mobile foot care and in your practice. Regardless of existing laws, regulations and guidelines, visible hygiene reduces fear of infection. The equipment therefore plays a special role here. High material quality that preserves value along with detailed workmanship decisively affects the success of hygiene. The new disinfectants by GERLASAN and GERLACH TECHNIK streamline your hygienic procedures while also allowing you to offer your customers cost-efficient, effective options.



Context

## Hygiene: Background

The consistency of pathogens is determined by the size, color and shape of the colonies, such as surface consistency (matte or shiny colonies) and other attributes such as mucus formation (*Streptococcus pneumoniae*, *Klebsiella*) and swarming phenomenon (*Proteus spp.*). Different products are used to take effective action against the structure of the pathogens, depending on the application. Various alcohols are especially commonly used.

But ammonium combinations, aldehydes and other detergents are also often used. The Robert Koch

Institute distinguishes two basic effective ranges: A includes bacteria and fungi, B viruses. A product which is referred to as "bactericidal" is proven to work effectively against bacteria. "Fungicidal" refers to killing of fungi and "limited virucidal efficacy" only works against enveloped viruses. The additional designation "limited virucidal efficacy plus" also includes the adenoviruses, noroviruses and rotaviruses along with the enveloped viruses. On the other hand, products with the "virucidal" designation work against all viruses.

NEW



Use biocidal products with caution. Always read the label and product information before use.

## Tidy effectiveness

The spread of the coronavirus shows the danger of pathogens. Regular hygiene is all the more important for preventing the spread of germs. The new proprietary brand covers the demand for disinfectants suitable for surfaces, instruments and hands. The wide product range includes both cleaning and disinfection. Practical disposable towels are available for surface disinfection. The effective agents are also listed with the Association for Applied Hygiene [Verband für angewandte Hygiene e.V. (VAH)]. The new hygiene program by GERLASAN and GERLACH TECHNIK with its excellent price-performance ratio is permanently available in our product range - effective immediately.

Come visit the new GEHWOL website. Here you can find an overview of everything related to the necessary measures for cleaning and disinfection - from the elements of standard hygiene to methods of cleaning, disinfection and sterilization, all the way to cleaning work clothes and performing waste disposal. The cleaning and disinfection plan and a separate plan for hand hygiene

are available for download.

<https://www.gehwol.de/Aktuelles/Hygiene>



### GERLASAN hand disinfection

Re-fattening and gentle; wide efficacy spectrum: bactericidal, levurocidal, tuberculocidal, limited virucidal efficacy, effective against HBV, HIV, HCV, adenoviruses, noroviruses and rotaviruses; VAH-listed

75 mL bottle with flip-top closure  
 150 mL bottle with flip-top closure  
 500 mL Euro dispenser bottle  
 1000 mL Euro dispenser bottle  
 5000 mL canister

### GERLASAN hand disinfection gel

See hand disinfection for a description

75 mL bottle with flip-top closure  
 150 mL bottle with flip-top closure  
 500 mL Euro dispenser bottle  
 1000 mL Euro dispenser bottle



### GERLACH TECHNIK surface disinfection

Class IIb medicinal product, biocide; broad-spectrum; no sticky residue, non-foamy, gentle on surfaces; VAH listed

500 mL Euro dispenser bottle  
 1000 mL Euro dispenser bottle  
 100 disinfecting wipes in a refill pouch  
 100 disinfecting wipes in a can  
 100 disinfecting wipes in a refill pouch, alcohol-free  
 100 disinfecting wipes in a can, alcohol-free  
 Disinfecting wipes BIG 90 wipes per pouch  
 Empty bin for BIG wipes with easy-disposal bin cover  
 Empty can for disinfectant wipes with easy-disposal bin cover  
 1000 mL concentrate in dispensing bottle



### GERLACH TECHNIK instrument disinfection

Broad-spectrum: bactericidal (incl. MRSA), levurocidal, tuberculocidal, limited virucidal efficacy, effective against enveloped virus such as HBV, VAH-listed

2000 mL concentrate in round bottle

### GERLACH TECHNIK instrument cleaners

Class IIb medicinal product; high cleaning performance and material compatibility, longer service life of sharp edges; VAH-listed

2000 mL round bottle



# Plunge into Hygiene and Well-being

**Foot baths nurture the spirit. Luckily, GEHWOL has a wide range of foot baths. Customers love choice. So, why not offer patients different additives?**

Before the treatment, thoroughly wash or disinfect the skin areas on which you will be working. This is recommended by the Employers' Liability Insurance Association for Healthcare and Welfare Services [Berufsgenossenschaft für Gesundheitsdienst und Wohlfahrtspflege (BGW)] in its updated work safety standards for podology. The cleansing footbath makes a contribution to hygiene to protect against pandemics! In North Rhine-Westphalia, foot washing is currently mandatory, mandated by the state's coronavirus safety regulations. But foot baths can provide more than hygiene. The fact that they are part of the routine in many practices even without pandemics is due to their revitalizing, stimulating effects. The focus is on the patient. The treatment should be a positive experience for them. Footbaths can do exactly that: they create a pleasing treatment situation for a touch of wellness. The challenge lies in choosing the right additive to suit the individual tastes and care needs of the patient.



- 1 **GEHWOL Bath Salts**  
- the revitalizing footbath with rosemary oil in our product range. Gentle and thorough!
- 2 **GEHWOL Footbath**  
- the specialist for tired feet. Its essential oils promote blood circulation, lastingly invigorate and resolve problems with burning feet.
- 3 **GEHWOL Cream Footbath**  
- the alternative for tired feet. With fresh meadow scents of lavender and spike lavender.
- 4 **Gehwol FUSSKRAFT Warming Bath Concentrate**  
- the heating bath with paprika extract. Perfect for winter!
- 5 **GEHWOL Refreshing Footbath**  
- cool and refreshing with menthol, algae extract and urea for pure freshness and moisturization.
- 6 **GEHWOL FUSSKRAFT Herbal Bath**  
- the callus softener with urea and plenty of nature power from mountain pine, rosemary and lavender. Also suitable for rough, cracked foot skin.
- 7 **GEHWOL FUSSKRAFT Soft Feet Nourishing Bath**  
- the master of the feel-good oasis: a fragrant experience of pampering care with almond and vanilla.



# 多任務\*

... with  
the hands  
and feet



**Multitasking** ... does not yet have a final scientific definition. The term is comprised of "multi" (many) and the English word "task". It signifies that a person can do two or more independent tasks at the same time or alternately at short time intervals. Science assumes that the brain has cognitive limits and cannot perform true multitasking.

# Brain in balance

Scientists assume that multitasking\* doesn't work. Chinese Chen Siyuan impressively proves that the opposite is true: She writes with both hands and both feet simultaneously.

There are different texts written on all pages - recently not only in Chinese script, but also in Latin. But there's more. This young woman is a true multitasking master. While writing simultaneously, Chen Siyuan answers questions in an interview, translates between English and Chinese, or solves complex mathematical problems. Chen discovered her talent accidentally. In school, she wrote down her English and Chinese homework simultaneously with both hands. No special training is needed. In 2015, she wanted to prove to herself that this ability is not random. The task: Doing twelve different things at the same time for four minutes. She was successful. She also gained scientific attention. Her unusual talent requires unbelievable coordination. It seems that this young woman's left and right brain halves are unusually closely connected and strongly balanced. A core spin tomography revealed that her cerebral cortex has more folds than usual. This may be the reason for her unusual talent. After all, the two brain halves fundamentally process information in different ways. One half is responsible for linguistic and logic tasks, while the other processes images, music and spatial thinking. The responsible areas are in opposite brain halves for right and left-handed persons. The unusually dense topography of Chen's brain might mean that information is processed similarly in both halves of her brain. From a scientific perspective, multitasking does not work. Efficiency drops if the brain tries to do several things at once. The French study "Multitasking splits the brain" revealed that more than two complex, interconnected activities at the same time are not possible. But the brain learns. A study by the University of California compared the activity patterns of persons experienced in multitasking with those who were inexperienced. After five days, the inexperienced group's brain activity was similarly high to that of the experienced group. But Chen Siyuan's talent is a special phenomenon.



The Chinese woman Chen Siyuan has a special talent. She can write with all hands and feet simultaneously. Each of the four sheets contains a different text.

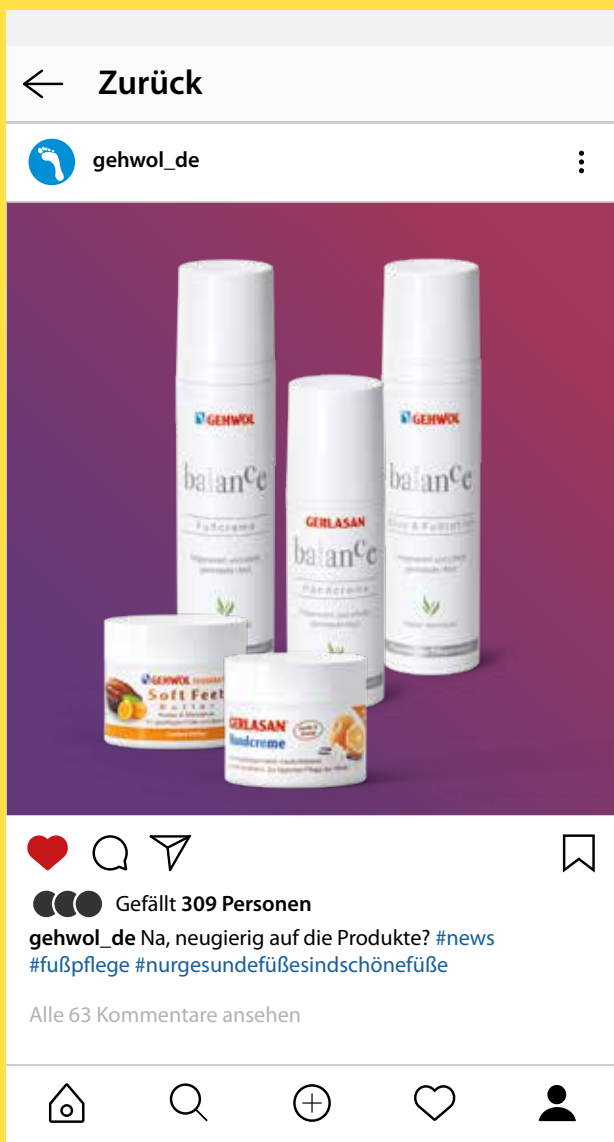


# Dancing can heal

Tourette's syndrome is characterized by unexpected movements and sounds. For a long time, Dominik Vaida tried to hide the uncontrolled twitches and sudden noises which were, for example, similar to a horse. His mother was desperate. The syndrome was initially not diagnosed, since her son appeared normal at the doctor's office. She was even seen as fraudulent. Once the diagnosis had been made, mother Admira stopped the prescribed psychopharmaceutical drugs due to their side effects. Her son was polite, helpful and had good grades. But the teacher continued to complain. A doctor advised him to play piano to relieve the symptoms of his Tourette's.

But Dominik Vaida discovered that his passion was able to help him: dancing. He found ballet through a newspaper report. He was easily able to pass the admission test to the ballet school. He had talent and was quickly on his way to becoming a great ballet dancer. He gained more and more control over his tics, but kept his disability to himself. Five hours of school and five hours of dancing on six days a week led to his well-earned reward. In 2009, he first stood on the stage at the Vienna Opera Ball. With his ballet school diploma in hand, he then danced at the opening of the 2016 Ball - a highlight.

Vaida, who can now speak openly about his story, has overcome Tourette's syndrome. His feet helped him with this. While dancing, he gradually lost his tics. Today he is a star in the Vienna Opera Ball. The 22 year old has shown us that willpower and talent can even conquer illnesses like Tourette's syndrome.



Nowadays, many young people have become aware of the importance of foot care. This is confirmed not only by GEHWOL Foot Care Trends, but also by active engagement in the brand's social media channels. Instagram is the most recent addition to the portfolio (@gehwol\_de). So we can see: Tradition and modernity sometimes fit together.

The channel presents the product diversity of the GEHWOL brand to an active and interested community. Foot care fans can discuss amongst themselves here, and network with Eduard Gerlach GmbH. Many people take advantage of this option: Through comments and direct messages, the social media team provides a point of contact for all questions as well as feedback from the community. There are regular company news. This is about campaigns on which Gerlach works, as well as new product range information. Especially the GEHWOL FUSSKRAFT Soft Feet Butter and the new GEHWOL and GERLASAN balance care series rouse enthusiasm. If you follow foot care on social media, you can hardly miss GEHWOL - after all, #onlyhealthyfeetarebeautifulfeet. [#nurgesundeFüBesindschöneFüße]

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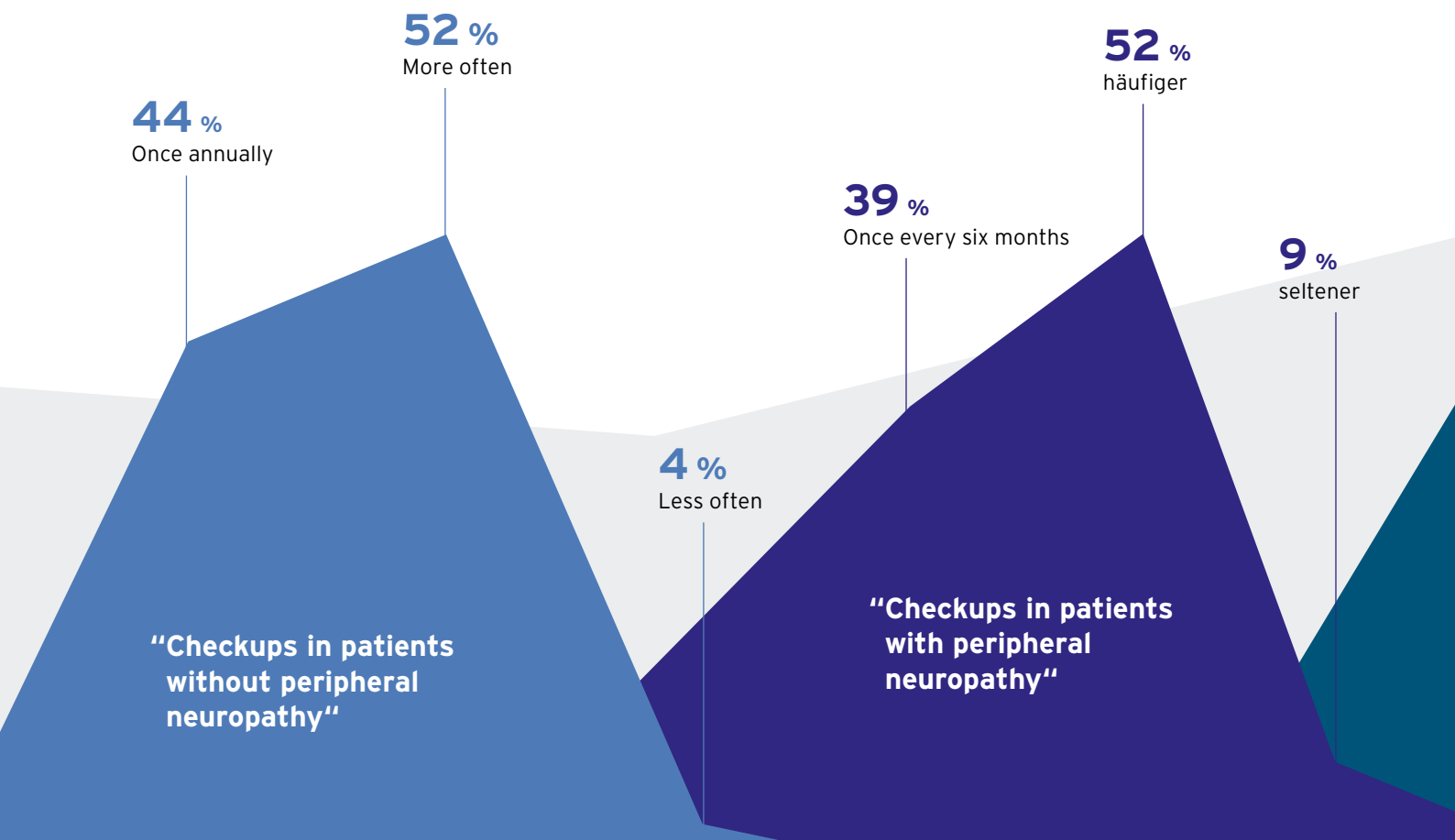
# GEHWOL Diabetes-Report

## Diabetes checkups:

**W**Your doctor will assess the risk of foot problems at a checkup. But some patients don't attend sufficient checkups. In this case, advise the patient that they need to improve their preventive care.

Admittedly, certain illnesses, and especially diabetes, can complicate foot health. Nevertheless: When you have diabetic feet, their health is partially a question of attitude! There are various risk factors that - depending on the situation - may reduce or increase diabetic foot problems. If you are at higher risk, then you should have more medical checkups. All checkups involve a detailed foot inspection (skin status, deformities) and investigating symptoms of neuropathy and circulation problems - both of which are predisposing factors for foot problems. If there are no prior signs of neuropathy, visiting the doctor once annually is enough.

On the other hand, patients with neuropathy should go to the doctor every half year. If there is also peripheral arterial occlusive disease (PAOD), affected patients should see their doctor every three to six months. If you've already had a severe foot lesion (ulcer) or amputation, frequent checkups every one to three months are necessary. This is recommended by medical associations. The diabetes report reveals a serious prevention gap here. It is specifically the group with the highest risk that includes the greatest number of patients with fewer than the recommended number of checkups. Across all risk groups, 16 percent of diabetics do not attend checkups, or do not do so regularly.



Frequency in percent of patients

21%

of diabetics are believed by their doctors to have insufficient foot hygiene.

39%

of diabetics have admitted to their doctors that they don't know what an ulcer is or how it may form.

16%

of diabetics are believed by their doctors to not undergo check-ups, or to not do so regularly.

**For your continuous education:**

Your competent treatment is an opportunity for diabetics: staying aware of the feet, knowing the risks, and performing preventive care. But if patients with diabetes are to do more for their feet, they will need your knowledge and advice.

**The free GEHWOL service:**

- GEHWOL diabetes report - all findings
- Continuous education for you: Comprehensively advising patients - preventing diabetic foot syndrome (includes online tests)
- Talk for your patients: Standing strong despite diabetes - how to prevent foot problems
- You can find these documents, including the tests, at <https://www.gehwol.de/Akademie/Diabetes/Fortbildung>



To the service documents



To the test

70%

once every 3-6 months

22%

More often

8%

Less often

52%

once every 1-3 months

35%

More often

13%

Less often

**"Checkups for patients with peripheral neuropathy and with PAOD and/or foot deformities"**

**"Checkups for patients with peripheral neuropathy and a history of ulcers or amputation"**

Frequency in percent of doctors. Examination by the doctor or referral to a specialist



Gerlach's brand world:  
GERLASAN

# GERLASAN®

## Beyond the foot.

### GERLASAN – the body care brand by Gerlach

**The core expertise of Eduard Gerlach GmbH lies in foot care. This very comprehensive knowledge that was built with decades of research is also transferable to other areas of body care. With the GERLASAN brand, the company also offers other quality products - beyond foot care.**

The GERLASAN brand has been around since 1928. Its name is comprised of the first parts of the words "Gerlach" and "sanitas" (Latin: health). The first product to be introduced for this brand was a body deodorant which is still available today as GERLASAN Armpit Fresh. This first product was followed by others such as GERLASAN Soft med. Washing Gel, which is gentle on the skin, refatting, and contains no colorants for daily practice use.

Anyone who washes their hands a lot needs suitable care. GERLASAN Hand Cream was originally developed as an intensive care product for the healthcare professions to provide their highly stressed skin with lipids and moisture. If it works, it's passed on. The

personal recommendations of foot specialists brought the hand cream to the attention of end consumers, among whom it has been very popular for years.

GERLASAN balance Hand Cream is the most recent addition to the brand. The new probiotic balance care series combines the traditional brands of GEHWOL and GERLASAN in a single care concept, and serves to keep the skin healthy. Along with the foot and leg products, balance Hand Cream positions itself as the first body care product in the young, innovative care series. Two products are new in the field of disinfection: GERLASAN hand disinfection and GERLASAN hand disinfection gel (see the hygiene offers on page 6-7).

The new GERLASAN products strengthen the brand's expertise in the body care sector. This expertise will be expanded with further products in the future and anchored in the minds of partners in the specialist trade as well as end consumers - Beyond the Feet.

The background of the top half of the page is dark grey. It features several stylized, light grey virus icons scattered across the space. Each icon has a central circle with several protruding, irregular shapes representing spikes or surface proteins.

# The Year so far...

**The coronavirus crisis has been hard on our country. Many foot care pros had to close their practices for long periods or were not allowed to do mobile work. Only medically necessary treatments were exempted. FUSSPFLEGE AKTUELL talked to some colleagues about how they made it through this difficult time. Foot care pros worldwide were and are affected.**

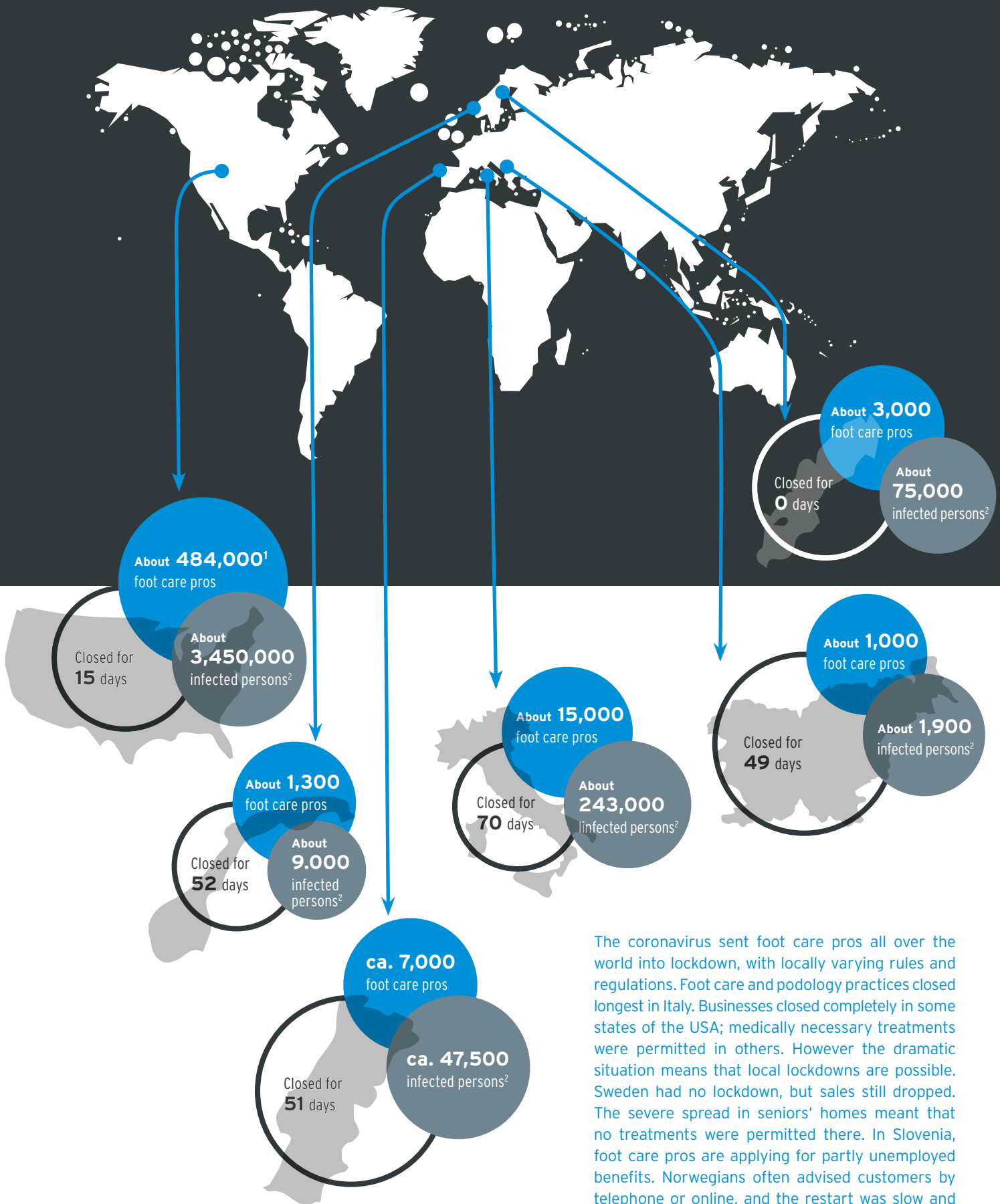
**Isabelle Farkas** from Stuttgart went into quarantine after one of her customers tested positive. She had to close up shop completely, which was "justified on the one hand. On the other hand, there was a lack of clear and fair rules." She was able to use her reserves to make it through this period. "But we have to do things in smaller chunks in the future. I don't think that foot care will be in crisis quite as much as before: I can also imagine that the future would include better flexibility, or instructions to provide foot care by telephone."

**Regina Schoch** from Hasloch and her team used this time "to do a thorough cleaning and revise the hygiene plan". Five podologists and five foot care pros work in her practice.

"We are currently working with reduced staff. To ensure social distancing, we are using three out of four booths. Our employees receiving partly unemployed benefits. But there's one crazy aspect: the garbage produced by the protective materials." The story of **Anita Bergendahl** from Bottrop shows that restrictions can happen despite a sectoral practitioner's permit. 30 customers cancelled their appointments on the first two days after the closure on 16 March of this year. "But the training paid off anyway. I was able to treat many customers without a doctor's prescription after I opened again on 9 April." Anita Bergendahl was able to keep her employees. "Overtime hours were reduced, and vacation time was used. Partly unemployed work and the rescue shield for medical practitioners balanced out the deficits."

The Westphalian native used the added time to do some minor repairs, among other things. **Isabel Mager** from Göllheim - also a sectoral practitioner - mastered the crisis well overall. "But we still had a 40 percent loss." Compared to some others, this is probably quite good. The podologist had no bottlenecks for hygiene articles: "We were and are well equipped." But one thing did bother the expert. "Health insurers helped, but paid less than we expected. Nonetheless, the approximately 40 percent added benefit was helpful."

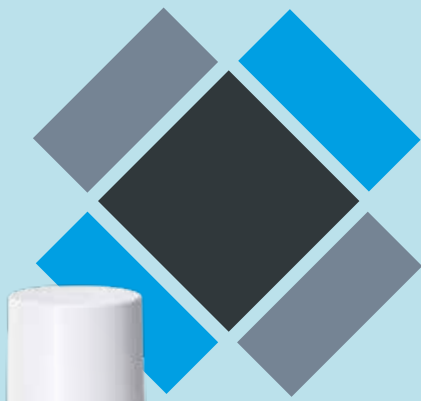




The coronavirus sent foot care pros all over the world into lockdown, with locally varying rules and regulations. Foot care and podology practices closed longest in Italy. Businesses closed completely in some states of the USA; medically necessary treatments were permitted in others. However the dramatic situation means that local lockdowns are possible. Sweden had no lockdown, but sales still dropped. The severe spread in seniors' homes meant that no treatments were permitted there. In Slovenia, foot care pros are applying for partly unemployed benefits. Norwegians often advised customers by telephone or online, and the restart was slow and difficult in Portugal. Customers felt uncertain and hesitated to come to the practice.

<sup>1</sup> 15,000 podologists, 20,000 spas, 54,000 nail studios and 395,000 nail technicians

<sup>2</sup> Information on infected persons is based on the status of 15 July 2020 (at the time of printing)



# Unboxing in balance



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instagram.com/gehwol\_de



## Burkina Faso sponsorship

Rasmata was born via a Caesarean section because her mother was anemic and a natural birth with a midwife was not possible in her home village. But the mother refused her medications after the surgery, and consequently died five days later. Rasmata was doing increasingly worse; she was undernourished and sick due to the lack of milk. Her grandmother finally brought her to the orphanage. She is doing well there, and keeps her caregivers on their toes as she learns to crawl. Rasmata's relatives are grateful for the help and support that they received in Burkina Faso. She is one of twelve children that have meanwhile found a home at the orphanage. Eduard Gerlach GmbH continues to commit itself to their care and to maintaining the Maison Gerlach. The project is receiving additional support from the sponsorships provided by the management and some Gerlach employees for the children. The company is proud of all this engagement.

Rasmata Yougbare: In January 2019, she was the first child that found a new home and sponsors at the Maison Gerlach in Burkina Faso, our favorite project.



...and it “zoomed”! On 28 May, 113 members of the GEHWOL Testers’ Club had a blind date with the new GEHWOL products in the very first digital #GTCUnboxing event. The beauty influencers had initially responded to a newsletter call and registered for the Zoom video conference. First, they received a package: The contents were strictly secret and to be opened only once the event started.

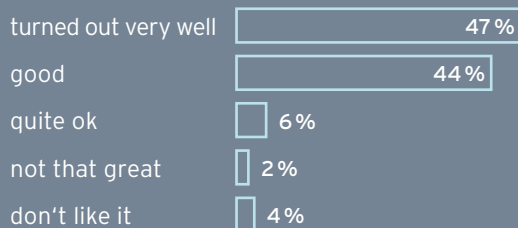
They put away their packages to avoid being tempted. This tactic was probably the most popular in the discussions and speculations that took place in Social Media about the event. Finally, it was time. The Zoom waiting room was opened for the unboxing. Agnese Cuccarano, Head of Marketing, and Frauke Thunack from product development greeted the participants, and then everyone unboxed together. Out came the probiotic balance care series. Dispensers were used, creams were sniffed, and the skin sensation was evaluated. Then the participants listened to the information on the active substances, design and positioning of the new care series. In between, there was time for questions. Finally, all participants agreed: Thumbs up for a successful lockdown event!



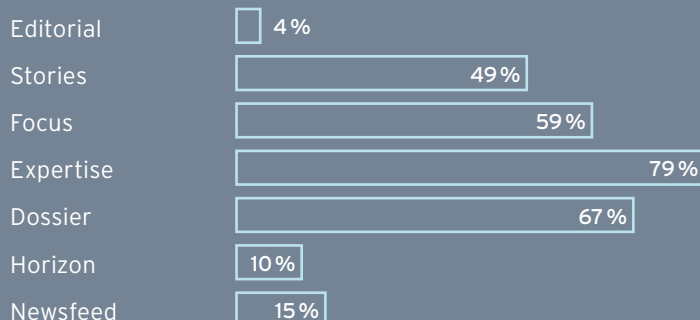
## Survey: Turned out very well

FUSSPFLEGE AKTUELL's new design - in past issues, we surveyed readers to find out what you think of the new magazine. The feedback is overwhelmingly positive. More than 300 colleagues participated. The magazine is popular. The paper quality is good, and the mix of themes is also well liked. 72 percent would like to see more medical themes that are relevant to foot care.

### What do you think of the presentation?



### What are the three most important sections for you?



## Petition

In the course of the coronavirus lockdown, many foot care practices had to close. This measure faced many businesses with difficult challenges. After the first hairdresser openings were confirmed, Timor Gerlach v. Waldthausen and other supporters promoted his petition “Equal reopening rights for foot care pros” to gain greater recognition of the relevance of foot care. They were successful: A few weeks later, foot care practices throughout Germany were permitted to open again.



**Birgit Jürgens**

Sectoral practitioner, podologist,  
Clinical Director Special Olympics



**The Federal Joint Committee (Gemeinsamer Bundesausschuss, G-BA) has decided that podology treatments are now also refundable for patients with sensorymotor neuropathy and paraplegics. But the treatment of disabled persons requires increased attention from the foot care pro along with their professional skill and know-how.**

The extra care starts when the patient enters the practice. Blind persons and those who have partial vision, for example, need help to remove and hang up their jacket or coat. Lead your patient to the treatment chair and assist them with removing shoes and socks if they ask for it. Some customers also need help with completing documents, such as the information sheet. Keeping the reception counter as low as possible is recommended, and hallways should be wide to allow for movement within the practice. Each step can become a significant barrier for disabled persons, especially if they are in a wheelchair.

In general, the practice should have a feel-good atmosphere. A friendly manner, good service and quality play an important role here. This also includes a washroom that meets the needs of disabled persons, with wider doors that open outwards. If a wheelchair user falls and blocks the door, for example, it can be unlocked from the outside. The First Aid area should have an emergency call system and low sinks and mirrors.

Offer patients the option to make their appointments by email, SMS or fax. This is especially important for persons with hearing disabilities. A disabled parking space marked with a sign directly by the entrance would be ideal. But treating the foot problem is mostly the same compared to non-disabled persons. Still, there may be some restrictions here. Sudden muscle twitches or reduced pain sensation represent risks. A disabled person may not be able to reach the required position for working on the foot when treating weals, for example. Carefully search for a suitable position.

# Barrier-



Aside from a barrier-free practice, it takes a lot of empathy to treat disabled persons, especially to create trust, as expert Birgit Jürgens tells us.

The more trusting the cooperation between the therapist and the patient, the better the treatment results. I find this holds true time and time again. Patient compliance and motivation - to do home care, for example - also has a positive influence. At the same time, it expresses an esteem that should be marked by kindness and respect for every person. In everyday life, it means that I plan more time for the examination and treatment, for example. This does a lot to decrease the pressure of having to think about the next patient. I describe all diagnostic results and treatment steps in detail, so that the patient can follow them. I take time to answer patients' questions and answer clearly. Disabled persons often have a difficult time getting attention, asking for help, or they may be afraid. This also requires increased attention and sensitivity. It helps me a lot to put myself in the customer's position. The idea of being blind or impaired by a missing leg, for example, gives me a better understanding of disabled people's needs. Nonetheless: I take care of myself and always maintain a professional distance from patients.

# free

**Disabled persons are  
sincerely welcome ...**





# IRRITATED!!

## Chronic hand eczema

According to estimates, about ten percent of the population suffer from hand eczema each year; up to four percent are chronic. This makes it one of the most common skin diseases. Tears, redness, blisters and itching can be unpleasant, painful and even render the patient unable to work. Regular skin care prevents the development of eczema.

Mild hand eczema generally heals quickly with appropriate dermatological care. But about 2-4 percent of the population have chronic hand eczema. Chronic means: Symptoms persist for at least three months, are especially severe, or recur repeatedly. Skin inflammation of the hands can be due to various causes; the triggering factors often appear in combination. The most important factors include: excessive contact with water and irritants, contact allergies, and inherited hypersensitivities to normally harmless environmental toxins (atopic dermatitis). If the skin is repeatedly in contact with allergenic substances, it reacts with inflammation symptoms.

Wearing protective gloves, hand disinfection before and after every treatment, and frequent hand washing increase the risk of hand eczema in healthcare professions. The cumulative strain may interfere with the skin barrier and trigger an inflammatory cascade. Bacteria, fungi or allergens penetrate the skin; the immune system is activated, and the skin reacts by becoming irritated. Suitable care, for example with GEHWOL med Sensitive which is especially formulated for dry, sensitive skin, stabilizes the natural protective barrier function and prevents inflammation.

### Soothing Sensitive Care

A disturbed barrier means that bacteria, fungi and allergens can enter, activating the immune system and irritating the skin. Medical skin care with GEHWOL med Sensitive preserves the protective barrier function and relieves symptoms such as itching or burning skin, reduces redness, and regenerates the skin's natural microflora. With ingredients such as highly purified microsilver (MicroSilver BGM), the cream prevents bacteria, fungi and allergens from spreading into deeper skin layers. Ceramides stabilize the natural barrier function of the skin. Mild almond oil soothes, provides moisture and keeps the skin supple. The cream is nano-free and contains no scents, parabens, PEG emulsifiers and silicone oils.



Medical skin care with GEHWOL med Sensitive especially for sensitive skin regenerates the skin's natural microflora with the sensitive active substance complex MicroSilver BGTM, relieves typical inflammation symptoms such as itching or burning skin, reduces redness, and protects against infection.

### GEHWOL med Sensitive



# A costly mistake

A lack of concentration or simply having a bad day can cause treatment errors: After all, foot care pros are people too. In the practice, the treating person's scalpel may slip, or too much callus may be removed due to excessive pressure. But the medical law expert Prof. Dr. Dr. Thomas Ufer sees a greater problem, which is often denied, in organizational liability. Risk is most easily reduced in this area to prevent potentially expensive liability claims from happening in the first place.



# “Take care to avoid harm to the patient.”

## From information to organizational liability



**Prof. Dr. Dr. Thomas Ufer** is a lawyer and physician and specializes in medical law at the Causa Concilio law office in Hamburg. He also teaches as a professor of law and ethics in healthcare sciences at the IB College of Health and Social Affairs in Berlin.

Is an error at the practice in the field of “fully manageable risk” or not? To clarify: Can the treating person manage and thereby avoid potential risks? This especially affects areas outside professional expertise, such as the functionality of the utilized equipment. Hygiene is also highly associated with liability. A scalpel holder or grinder can be sterilized; treatment chairs can be disinfected. “Such measures are suited to minimizing the risk of infection”, Prof. Ufer explains. For example, organizational liability may apply if hygiene measures are omitted. To protect themselves against accusations and compensation claims by patients, foot care pros must have equipment such as autoclaves or thermal disinfection equipment maintained according to the manufacturer’s specifications. This maintenance and the aforementioned hygiene measures must be appropriately documented. “Of course one asks oneself whether so much documentation effort is worth it, given that a lawsuit may be unlikely. I believe so. On the one hand, documentation is also needed for other reasons - for example, to submit it to the authorities. On the other hand, treating pros often lose lawsuits due to poor or absent documentation.” In case of doubt, after all, the foot care pro has the duty to document according to the law. Fundamentally, the patient must first prove damages. This applies in organizational liability just as it does in alleged treatment errors. “However there is an official investigation principle in liability law. This means: Court proceedings are initiated even if the patient merely alleges that something is not right. In this case, the documentation forms the basis.” Even poor documentation is therefore better than none. “Proper documentation is also expected specifically by the insurers. By the way, I absolutely recommend purchasing liability insurance.” According to Prof. Ufer, the subject of “information” can be problematic. Aside from organizational liability and diagnostic and treatment errors, this is another reason for liability. “And people certainly will simply allege: I was not informed about a risk of infection. The treating person must then prove the opposite.” To protect yourself, you should have the patient sign an informed consent form and keep this form in the patient’s file. A note in the patient’s file is also helpful in serious cases. But the informed consent form is more useful in actual practice.

# Distance brings closeness: “offline to online”

A professional website is very important for a foot care practice!

It's not new that the internet is the most popular place for finding comprehensive information. And we know that people look for foot care specialists here. What is surprising is how many do so: A full 84 percent of internet users specifically search for suitable specialists. This was shown by a representative survey of 1002 persons on behalf of the Jameda evaluation portal (2016).

Patients have two main reasons to look for foot care specialists on the internet: searching for a specialist for a specific health problem or looking for indicators by which to assess expertise. For example, this includes customer reviews and performance catalogs. Treatment specializations, certificates and awards on the practice homepage provide orientation, for patients don't simply want to “try out” any specialist. Instead, they make an informed choice. A professional, comprehensive and informative internet presentation is therefore mandatory for a foot care practice.

Do you lack time or programming skills? Various providers offer simple kits which can be used to create a website with a few clicks. Of course a practice website is not the only decisive success factor in your offline services, but it is part of a coherent overall presentation. Your “digital business card” can make an important contribution to your daily business, since it is a quality indicator that creates trust. It is decisively important for the website to reflect your core fields of expertise. We want to start you off with some basic questions and tips so that you can roll up your sleeves and start to design your website. Do you already have a website? Use these tips to check and optimize it.



**Implement  
creative ideas  
with professional  
assistance.**

**What do  
users see on  
your page?**

The website, part 4



# Start and optimize your “own website” project:

## Should you get help from pros or do it yourself?

Regardless of the size of the website project, it is worthwhile to first obtain professional advice. The decisions that you make at the beginning will have far-reaching consequences. Your time is also an important factor. When one includes all economic costs in the calculation, the DIY variant is not always cheaper than hiring a pro.

## Addressing potential customers

Internet users don't want to put a lot of work into finding information. Items such as your telephone number should be easy to find. Ask your customers what information they want to read on your website. Specifically prepare the content for people whom you consider important to your business.

## Google key words for foot care pros

According to Google, the following terms are most frequently searched: Foot care, podology, pedicure, medical foot care, mobile foot care, beautiful feet, foot cream. Check whether and for which relevant search terms your website is found.

## Analysis of internet presence

Various website analysis tools (such as Google Analytics) help you get to know the users of your site: Through what channels do they reach your site, what contents are viewed, and does the actual goal of customer contact take place?

## Must-haves of website content:

Start with minimal content and gradually expand the website. This means that you don't have a big mess to deal with if something goes wrong in the process.

As a service provider, you should emphasize elements that generate trust, since your customers will only be able to evaluate the quality of your practice after the treatment. Therefore, pay attention to the following quality attributes:

- The appearance of your site (colors, presentation, language style etc.) should be well coordinated and match what customers experience at your practice (reality match).
- Clear and correct information (opening times, contact etc.)
- Aside from the website, an entry with Google confirms the most important information.
- Association membership, recognition by health insurers or certificates etc. should be easy to find.
- Professional and friendly headshots of real people who represent your practice and your quality level.
- Real (!) customer evaluations on portals clarify why patients prefer you over the competition. On the other hand, criticisms are also taken very seriously.



**Tatjana Bernhard**, works in the marketing team at Eduard Gerlach GmbH and is responsible for the design and structure of the website [gehwo.de](http://gehwo.de), among other things.

# When the feet are diabetic ...

The development of diabetic foot is a complex process. The nails can also play a role in the development of this problem. Diabetes and its symptoms, such as poor skin circulation, increase the risk of fungal infections in the toenails. Mycoses can cause subungual structural damage and infections.



## ... the nails also suffer.

Fungal nail infections are especially common in diabetics, and they are dangerous. A survey of diabetics in a podology practice revealed that 58 percent of patients had nail mycoses. According to the GEHWOL Diabetes Report, about 20 percent of diabetics have foot or nail fungus infections. For comparison: Only 12.4 percent of the total population have nail fungus. So why do diabetics have a higher rate of mycoses?

This is partly due to the patients' reduced immune defences, due to high blood sugar. The blood sugar content in the skin of diabetic patients is also higher. This increases the risk of infection by pathogenic skin fungi such as candida albicans. Finally, poor skin circulation - also a common consequence of diabetes and specifically diabetic neuropathy - is also highly significant. Healthy nails are supplied with moisture, oxygen and nutrients through the blood vessels of the toes. If the skin circulation is poor, this may result in structural problems. The nail plate becomes brittle; the nail skin and the nail bed are dry and cracked. This allows fungi to embed in the skin - starting a fungal nail infection.

The subsequent course with clouding, discoloration and structural atrophy of the nail until complete loss occurs is especially critical in diabetes. Due to poor circulation and lower immune defences, the mycosis can easily become a superinfection with viruses and/or bacteria - i.e., Diabetic Foot. If nail fungus is suspected, it is therefore necessary to get a precise diagnosis from the doctor. The subsequent therapy can be done by a podologist with a medical prescription. In general, foot care pros should provide information about risks and offer options for preventive and/or therapy-supporting foot and nail care.



### GEHWOL care for robust nails

Whether it's an easily spreading oil or spray for the nails and nail skin, or a cream for the nail groove: Panthenol, bisabolol and vitamin E ensure stability and shine. Clotrimazole protects against aing in, the Fluid is the right move. It soothes and relieves inflammation.



### GEHWOL care for better skin circulation

Scientifically proven: The galenics of Lipidro Cream significantly boost skin circulation. Lipids strengthen the skin barrier while urea (10%), allantoin and algae extract improve skin moisture. Better skin circulation, more moisture - the nails benefit from this as well.



# Vanilla, orange, cocoa and mandarin



"I'll have to do this sooner next year!" Do you know those people who desperately run through the mall on 24 December to try and figure out a present? Or are you one of them? Spare yourself and your customers the Christmas gift race and give a little winter wellness instead with the Limited Editions GERLASAN Hand Cream Vanilla & Orange and GEHWOL FUSSKRAFT Soft Feet Butter Cocoa. GERLASAN Hand Cream moisturizes, protects the skin and is rapidly absorbed. A combination of high-quality ingredients such as Aloe Vera, jojoba, tapioca and urea nourished stressed hands. The wintertime fragrance is an additional wellness experience. GEHWOL FUSSKRAFT Soft Feet Butter provides intensive nourishment to the feet and legs. Cocoa butter and mandarin extract as well as shea butter moisturize the skin and make it supple. At the same time, the butter pampers you with the aroma of chocolate and mandarins.

**GERLASAN Hand Cream Vanilla & Orange**  
in a 50 ml container

**GEHWOL FUSSKRAFT  
Soft Feet Butter Cocoa & Mandarin**  
in a 50 ml container

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