



FUSSPFLEGE AKTUELL

The magazine
for the practice

Issue 2 / 2021

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Care with organic acacia honey!

Be happy. Be relaxed. Be a bee.

Story:
What bears
and people have
in common

Fokus:
New!
The Podo Med 3:
As clean as a whistle

Expertise:
Subungual
Haematoma

Care with organic acacia honey!

Be happy. Be relaxed. Be a bee.

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Bees love honey

To collect enough nectar for honey production, a bee colony will gather it from 20 million flowers. Acacia honey is on their list as well. Two new special editions also use organic quality: GEHWOL FUSSKRAFT Soft Feet Mask Honey & Ginger and GERLASAN Hand Cream Milk & Honey – each in a 50 mL jar.

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The feet don't lie

Over the course of his many years in service, FBI agent Joe Navarro had discovered there is one part of the human body that cannot be consciously influenced: the feet.

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What bears and people have in common

Humans & bears are both following in the footsteps of their ancestors. A symbol of equality – not only in nature, but also in the Bible.

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Smart, clean and safe!

The Podo Med 3 ultrasonic cleaner – now even easier and more manageable.

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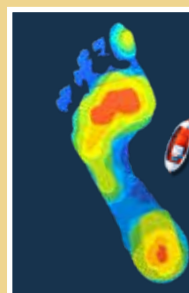
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Through market feedback, experience and expertise, products can be improved and innovations implemented.



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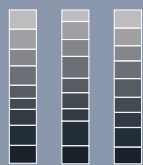
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trends

Publishing information

Please order via the publisher

Publisher: FUSSPFLEGE AKTUELL is published on behalf of Eduard Gerlach GmbH, Bäckerstraße 4-8, 32312 Lübbecke, phone: 05741 330-0, fax: 05741 347300, email: info@gehwo.de, online: www.gehwo.de

Editing staff and publisher: Dorothea Küsters Life Science Communications GmbH, Leimenrode 29, 60322 Frankfurt am Main, phone: 069 61998-0, Telefax: 069 61998-10, email: info@dkcommunications.de, online: www.dkcommunications.de; editorial board: Dorothea Küsters (responsible), Dirk Fischer; editorial: Stefan Dudzinski-Lange, Marie-Thérèse Mink

Graphic concept and implementation:
District Werbeagentur GmbH / Ober-Mörlen

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Christmas
two-in-one

GEHWOL FUSSKRAFT
 Soft Feet Mask Honey &
 Ginger and GERLASAN
 Hand cream Honey & Milk.

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New: Podo Med 3

Gerlach ultrasonic
 cleaner Podo Med 3 incl.
 cover (splash guard) and
 stainless steel basket.

Editorial

Strength from partnership

Ten years ago, the federal government brought together actors from a wide range of sectors to achieve the energy revolution. It can only succeed if everyone works together. Work with instead of against each other! is the motto. Podology is often involved in regional diabetes networks that have been established in the field of diabetes. Networks are in fashion. Through the new GKV framework contract, new opportunities are created to strengthen the cooperation between podology and cosmetic foot care. Other prescribable services have also been added: Cooperation between the professions is upgraded. This way, the podologist can choose to delegate tasks. This creates free space for other tasks involving the patient, whose well-being is ultimately at stake.

Eduard Gerlach has always cultivated a sense of partnership. The focus is on one group: You! Close cooperation makes it possible to translate the needs of the trade into tangible products. The new TITAN is one such example. Hand in hand with you, a new generation of foot care devices was created. The TITAN is incredibly quiet as well as easy and intuitive to operate with its innovative slider touch display. This allows you to work in a relaxed and ergonomic way - a win-win situation. It takes even more, however, to make something like this possible: the partnership behind the partnership. Because it is not only the intensive exchange with you that leads to improvements and conveniences. An interdisciplinary network of partnerships among manufacturers is needed.

The latest example, the new ultrasonic cleaning device Podo Med 3, is a result of the growing partnership with the company Elma Schmidbauer GmbH (see page 15). The long-standing cooperation with Elma is, above all, based on trust - but also on the company's hygiene expertise. When both partners have the same goal, this results in innovative devices that assist you in everyday life. Further suitable parameters are needed to realise innovations. For instance, this may include complementary expertise, resources, shared common values and a commitment to partnership. Only then could the full potential of interdisciplinary cooperation be reached to make one thing true above all: Partnership equals strength!

Your editorial team

Be happy. ♥
Be relaxed.
Be a bee.



Bees love honey. And so do people! Be- cause you can enjoy it.

20 May is World Bee Day - a great occasion to think of bees. Every German person consumes 1.1 kilograms of honey per year. To collect the nectar needed for this, a honeybee must visit four million flowers. This in turn benefits nature's flowering plants.

Humans, bees and nature live in an amazing symbiosis. And everything revolves around the drink of the gods. This is what the Greeks called honey, which for them was the source of wisdom. Or rather, about nectar! For that is what bees use to make their honey. But how does this symbiosis work? A single bee can fly to up to 2,000 flowers per day, and a whole colony can manage up to 20,000,000 flowers. They are attracted by the sap of the flowering plants, which they use to transport substances, and excrete as nectar. The bees also pick up pollen along with the nectar they collect, and carry it to other flowers. 75 percent of all cultivated and agricultural plants are pollinated like this. With their search for nectar, bees therefore make a crucial contribution to the preservation of the global flora, without which humans cannot survive.

From nectar to honey

The bees extract nectar and honeydew from plants with their proboscis. The sap enters the bee's stomach through its oesophagus. After its return to the hive, the bee delivers the stomach contents to the bees living in the hive, that then pass on the content in the same way. With each pass, the nectar is enriched with enzymes, proteins and acids that make it less perishable. The bees must also extract water from the nectar in order to protect it against fermentation. To do this, they "spin" every drop of nectar by repeatedly letting it out through their proboscis and then sucking it in. This reduces the water content to 30 - 40 percent. The rest is evaporated in the honeycomb cells. To create a surface for evaporation, these cells are never completely filled. By fanning with their wings, the bees accelerate the evaporation process until the water content is down to only 20 percent, at most. The process of honey extraction is thereby completed.

Honey also makes skin happy

Honey is not only good for bees. Its premium ingredients are also valued in cosmetics, since they render the skin beautifully soft and smooth. An extract from organic acacia honey, for example, is used in various GEHWOL products - including two brand new limited special editions.



Organic acacia honey and more

Relaxed and joyful pleasure for the skin

Available now for only a short time! Honey is the nourishing base for two new limited special editions: GEHWOL FUSSKRAFT Soft Feet Mask Honey & Ginger as well as GERLASAN Hand Cream Milk & Honey.

People have used honey for millennia - and often as more than a sweet energy-rich food or for refining special dishes. It has also been used for its "nourishing" properties in skincare. Cleopatra, the most glamorous of all ancient Egyptians, famously had spa baths filled with milk and honey to give her skin the delicate glow for which she is famous today. The precious active substance is powerful and especially well-suited for those pleasurable care moments with a relaxation factor. For example, sugar molecules from honey will bind to moisture. The contained vitamins and minerals will, in turn, have revitalizing properties. The skin's complexion is radiant, soft and velvety. The honey extract used in GEHWOL products originates from organically grown acacia flowers. Therefore, the honey complies with the guideline for the organic classification of cosmetic raw materials.



Context

Honig



Ginger is a mysterious active substance. Shakespeare once said that if he only had a penny left, he would buy ginger bread with it. The mysterious thing about the root is that no wild form of it has been discovered to date. It was probably first cultivated in China or India. That is also where it got its name. In Indian Sanskrit, ginger means: shaped like a deer's antlers. Ginger is suitable for cosmetic products due to its circulation-promoting properties and its importance for an even skin tone. The oil from the root also contains various pungent substances (gingerols, shogaols). They activate the heat receptors of the skin, providing a pleasant warming sensation.



Context



Milk

Milk proteins also bind a lot of moisture. Like a fine, silky film, the proteins lie on the skin, acting as a moisture buffer thanks to their hygroscopic molecular properties and protecting the skin from dehydration. They also improve skin tone and elasticity. The proteins fill out the skin relief, smoothing out imperfections for a softer, smoother skin appearance.

Ginger



Context



Aktion

Become an insect saviour.

It is not just bees that are threatened with extinction. All told, the insect population has declined by 75 percent within just almost 30 years. Insects are being deprived of their natural habitat that they need for survival by forest and meadow dieback as well as climate change. Everyone can do something about it. Win 10 handcrafted GEHWOL "Insektenwol" insect hotels with FUSSPFLEGE AKTUELL. Answer the following question: From which plant does the honey used by GEHWOL come? Send your answer to info@gehwol.de, deadline for entries on 31/07/2021. Information on data protection in the imprint.



GEHWOL FUSSKRAFT Soft Feet Mask Honey & Ginger plus GERLASAN Hand Cream Milk & Honey

The new Christmas combo for feet, legs and hands



The first mask in the GEHWOL range, if only as a special limited edition! This allows you to enjoy your just-me time at home even more intensively. This is because GEHWOL FUSSKRAFT Soft Feet Mask Honey & Ginger offers a guaranteed relaxation effect. This gentle and warmly scented care product for precious wellness moments in life is also typical of the Soft Feet line. In true wellness fashion, it is best to apply the mask generously to the skin, put on cotton socks and let it work itself in slowly. Organic acacia honey extract unfolds its moisturizing effects in combination with urea and glycerine. Ginger extract promotes the circulation and has a mild warming effect. Avocado oil and vitamin E nourish the skin, making it smooth and soft. GERLASAN Hand Cream Milk & Honey is pleasantly scented and the perfect complement for stressed hands. Urea, jojoba oil and tapioca starch, together with honey and milk, moisturize the skin for a soft and smooth skin sensation. Both products are available as limited edition in 50 mL bottles for your customer retention campaigns - for example, as a free add-on during the Christmas season. Stock up today. Only while supplies last!

**GEHWOL FUSSKRAFT
Soft Feet Mask Honey & Ginger**
in a 50 mL bottle

Christmas poster

GERLASAN Hand Cream Milk & Honey
in a 50 mL bottle

Christmas gift coupons

50 units, each

Christmas gift bags

from 100 units, each

from 200 units, each

from 400 units, each



The feet don't lie.



When an FBI agent is interrogating suspects, they gain a deep knowledge of human body language. This was particularly true for Joe Navarro. Among other things, he had discovered there is a special part of the human body that cannot be consciously influenced: the feet.

Joe Navarro didn't speak a word of English when he came to the USA from Cuba at the age of eight. Out of necessity, he used gestures and soon realised the value of non-verbal communication. Many years later, he joined the American Federal Bureau of Investigation, more widely known simply as the FBI (Federal Bureau of Investigation). Over the course of 25 years, the agent interrogated dozens of suspects.

Interpreting the body's signals helped him to uncover and convict perpetrators. Through the years, he made an exceptional discovery. We can influence our visible gestures and facial expressions to conceal ourselves. But there are parts of the body over which we have little or no influence, such as the pupils. When someone feels uneasy or threatened, their pupils will inevitably contract.

Feet fall through the cracks

The feet also belong to these areas that cannot "lie". Navarro discovered this while interrogating a witness. One of the woman's feet rhythmically bobbed up and down. But it kicked out violently when asked about a particular person, which indicated negative feelings to Navarro. And indeed, it came out afterwards that the witness herself had incited this person to steal military records.

A reflection of inner attitude

Many clues can be derived from the position of the feet to read body language in business environments or everyday situations, according to experts. For example, the upper body can appear completely relaxed while the feet say something else entirely. One example: In a critical conversation, the conversation partner appears friendly and sociable. The foot, however, points to the exit. This usually means that the person in question would like to leave, since the conversation feels unpleasant to them.

The feet can also indicate whether a group of people is open or closed. If they form a closed circle, then an intrusion into the group is not wanted. Conversely, if people's feet are slightly outside the circle, then they are open to interruptions or to having new participants in the conversation.

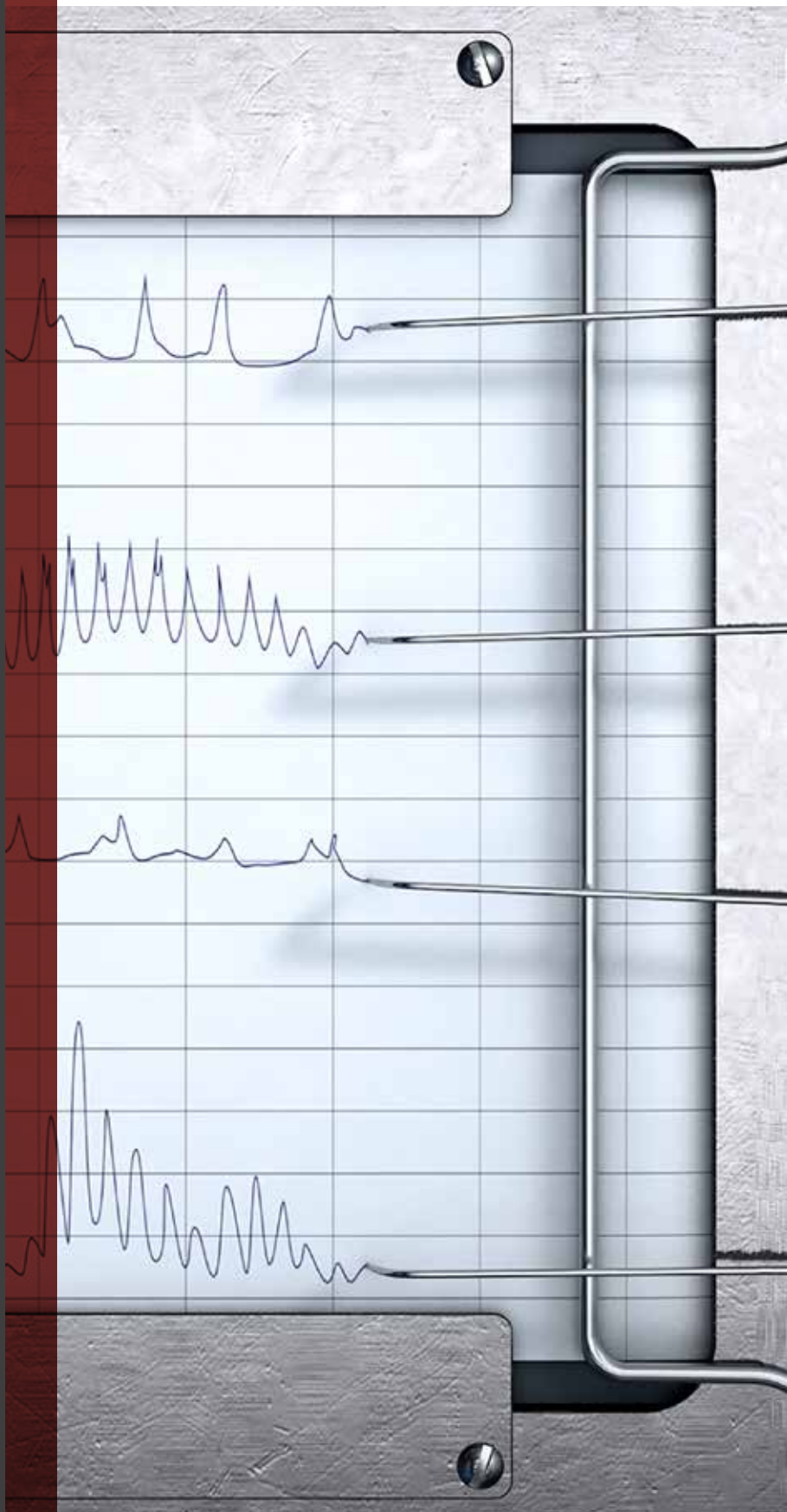
Reading people

Through countless interrogations, former FBI agent Joe Navarro learned how to interpret the body's signals and uncover suspects. These experiences flowed into an exciting book: "Menschen lesen. [Reading people] Ein FBI-Agent erklärt, wie man Körpersprache entschlüsselt [An FBI agent explains how to decode body language]". This textbook impressively shows how gestures, facial expressions or even foot positions are interpreted and what can be derived from them. The chapters range from non-verbal communication via the importance of the limbic system to the areas of the body that give non-verbal signals (feet, legs, hands, gestures, face, torso, etc.). The book has already been published in its 21st edition and first hit bookstores in 2010.

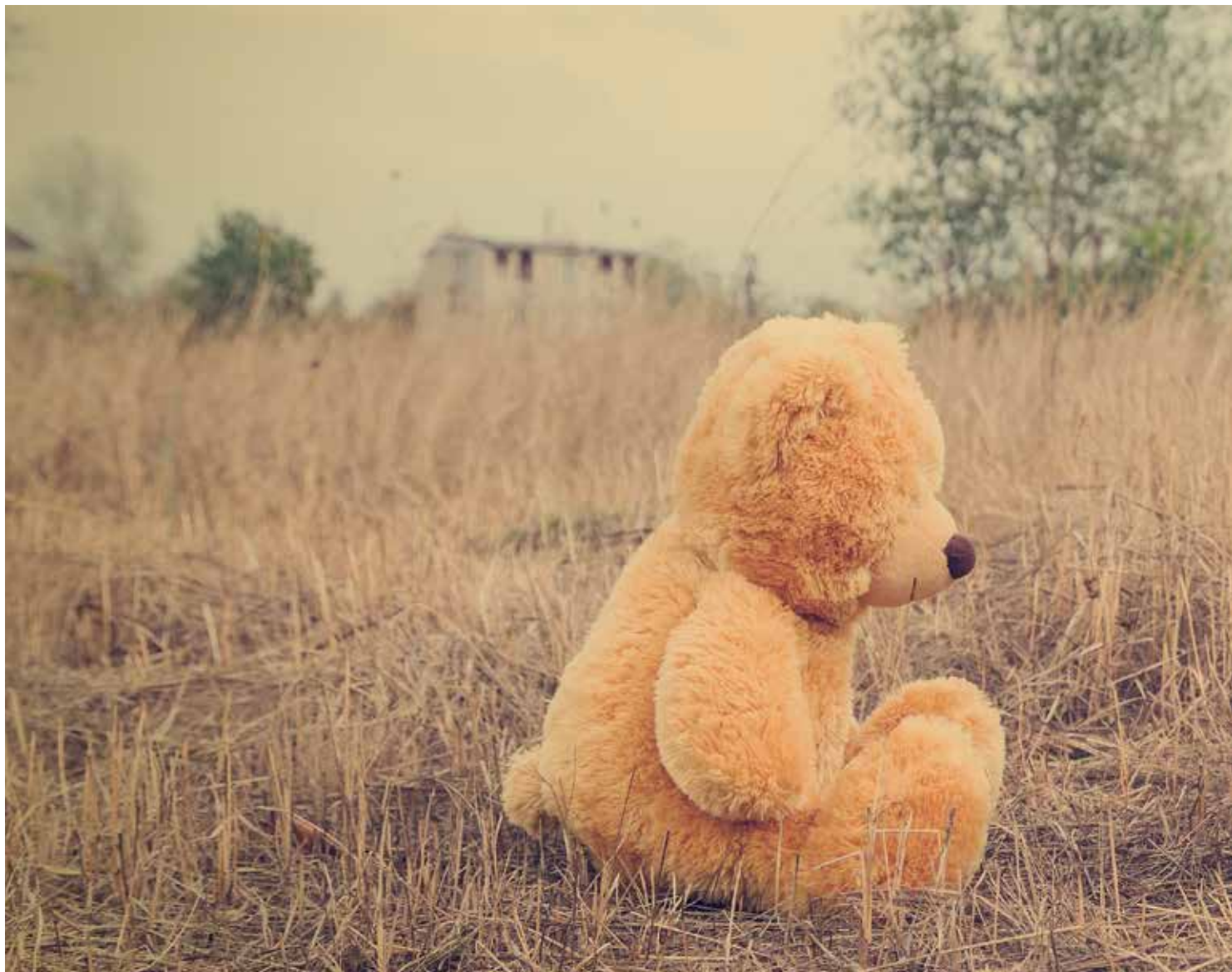


Prize draw

The Münchner Verlags Gruppe (MVG) provided FUSSPFLEGE AKTUELL with three copies of Joe Navarro's book. They will be raffled among all participants. To participate, just send an email with the keyword "Menschen lesen [Reading people]" to: info@gehwol.de.



© istockphoto | allanswart



What bears and people have in common

Like people, bears also walk on their soles: When they walk, they set their whole foot down from toe to heel. And bears walk quite a lot - they love to wander. Male brown bears range over territories of up to 800 square kilometres. They do not mark their preferred hiking trails with signs like we do, but with claw and scent marks. You can read these as you would from a book. Probably the best-known subspecies of brown bear, male grizzly bears take it one step further. They not only scratch the bark of trees, but also stand in the pawprints of other bears to mark their territory. Humans are also familiar with this expression of equality. To follow in someone's footsteps means following their example. Footprints are the traces of past existence.

Depending on which path we choose, we walk the paths of our ancestors. While bears read their pawprints, we now read written or painted text or pictures left behind by others. To many, this also includes the Bible. The First Epistle of Peter (1 Petr 2,21) reads: „This is what you have been called to do; for Christ also suffered for you and gave you an example so that you might follow in his footsteps.“ Peter explains to the people here how they can best follow Jesus, using the example of the house slaves. In other places, it is about equality (2 Kor 12,18): „Yes, I asked Titus to visit you and I sent the brother with him. Did Titus cheat you? Were we not both acting in the same spirit? Did we not walk in the same footsteps?“ Following in someone's footsteps



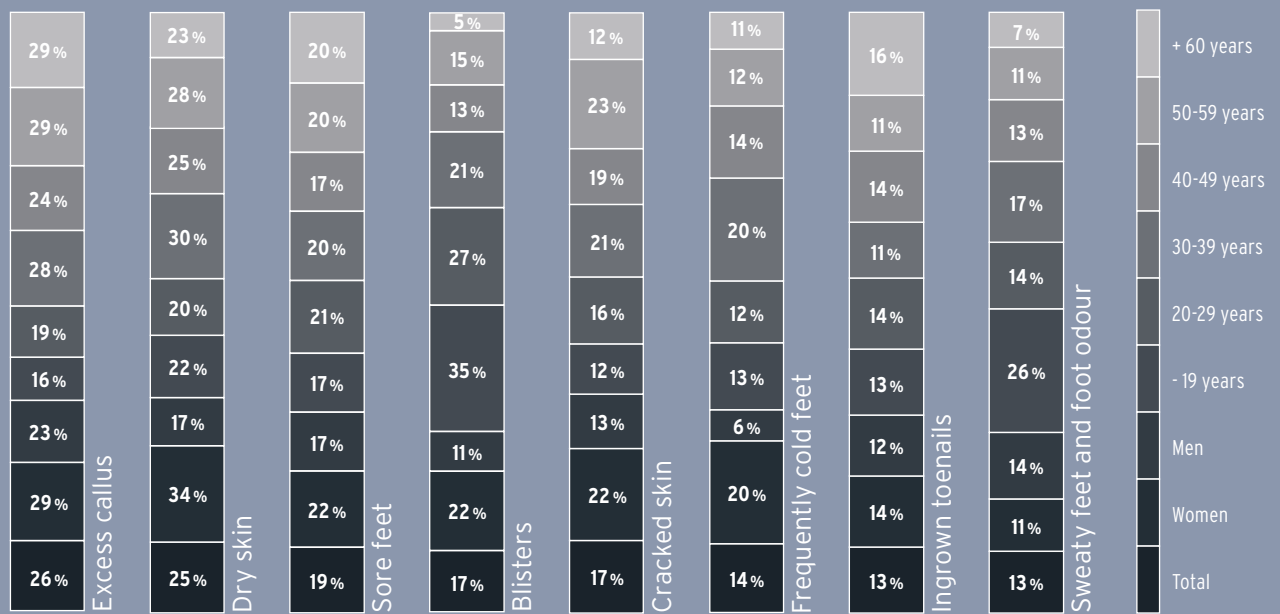
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means being or striving to be an equal. It is no wonder, then, that this motif frequently appears in the figurative language of the Bible. It is our ancestors trying to give us hints on cooperating, to record experiences, to suggest rules of etiquette and to point out the consequences of our actions, depending on whose footsteps we follow. The role model and footprints of Jesus serve as an example for Christians. The emulation spoken of in Peter's first letter refers to suffering injustice. „He committed no sins, and from his mouth there was not a deceitful word. He was reviled, but did not revile; he suffered, but did not menace, instead he left his cause to the righteous judge [God]. He bore our sins with his body on the wood of the cross, so that we might be free of sin and live for righteousness. By his wounds you are healed“ (1 Petr 2,22–24). In this case, to emulate Jesus Christ means, above all, to be ready to endure suffering with the prospect that justice will win in the end. A happy ending, so to speak, which already served as an example and hope for the early Christians. The Ascension of Christ (13 May for this year) has always been an important commemoration day for the return of Jesus Christ as the son of God to his father in heaven.

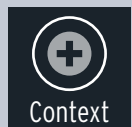
The Mount of Olives in Jerusalem has special significance as the event's location. Already having been destroyed and rebuilt several times, the Ascension Chapel stands on its highest point, the exact spot where Jesus, according to tradition, ascended up to heaven. Framed by a small wall, the last footprint of Christ is said to be found here - accessible to all. Those who have followed the footsteps of Jesus up to this point now have the opportunity to do as the bears do: To follow in the footsteps of Jesus Christ and fulfil the expectations associated with this worthy role model. By the way: Nowadays, many people in the secular sphere also know the holiday „Ascension Day“ as „Father's Day“. As usual, in true bear style, this is coupled with a hike.

Everyone has foot problems!

But not everyone does something about it.



If there were a party for healthier feet in the super election year, it would have a good chance. Foot problems would easily be a solid majority! You might also say: Feet have a certain potential for defining an identity. They unite people across all age and gender boundaries in the collective awareness that foot health is not a natural course which just takes care of itself. The need is correspondingly high. 92 percent of men and women in Germany say that the health of their feet is important to them. However, only 32 percent currently say that their feet do not cause them any problems. Foot problems do occasionally happen: frequently for 16 percent, at least occasionally for 52 percent. Men and women across all age groups agree on this. Only the types of problems vary: The most common issues are dry skin and excessive callus. While men largely contend with callus, women mostly complain about dry and cold feet. Malpositions can already stand out in teenagers. Blisters mainly affect younger people up to 29. Foot odour and sweating problems tend to occur in younger generations as well. From 30 onwards, corns, pressure marks and itching increasingly come into focus, followed by cracked skin from age 40 onwards. People over 50 mainly report painful feet and calluses, but also ingrown nails, as well as nail and foot fungus. Interestingly, it is also the best agers over 50 who most frequently had none of these problems. Fortunately, most people now see foot care as important, rather than negligible. Especially men and under 50s are certainly becoming more aware of the high significance of foot care. The stance of a small fringe group is all the more grotesque: Seven percent frequently have foot problems, but don't care much for foot care.



Out with shoes!

GEHWOL foot care trends 2021



Data base

Men and women in Germany aged 14 years and up (N = 1073)

Source

GEHWOL Foot Care Trends 2020/21 (IPSOS Online-Omnibus), June 2020.

Online download:

<https://www.gehwol.de/Aktuelles/GEHWOL-Fusspflgetrends-2020>



An effective solution for every problem

Foot care trends indicate that while foot problems are indeed wide-spread, not everyone is doing something about them. But that's exactly what it takes to interrupt the cascade of problems. Dry skin is among the most common foot problems. But this is often only the start of a developmental process that leads to further skin problems such as calluses, cracks or sensitive skin. The proven GEHWOL med care concept encompasses the different stages of skin problems. The product range includes: GEHWOL med Express Care Foam for basic care for normal to dry skin, GEHWOL med Lipidro Cream for intensive care for dry skin and to protect against callus, GEHWOL med Callus Cream to reduce excess callus, GEHWOL med Salve for Cracked Skin for severely callused, cracked, dry and rough skin, GEHWOL med Sensitive for special medicinal care for sensitive, itchy or reddened skin as well as other specialists to care for foot and nail problems. Find further information at: <https://www.gehwol.de/Produkte/Praeparate/GEHWOL-med>



Intelligent, clean and safe!!

GERLACH Ultra-sonic cleaning device Podo Med 3

Drills, cutters, grinders are used in almost every everyday life treatment. If properly refitted, they can be used again afterwards without any worries. In the foot care practice, this hygiene chain begins with rinsing the instruments and ultrasonic cleaning, such as with the Podo Med 3 ultrasonic cleaning device (approx. 1.9 litre working volume). An overhaul of the operating programmes now guarantees even simpler operation. The medical product Kl. I can now manage with just four programmes. The cleaning process included has the following ultrasound modes per programme: Degas (quickly ready for operation and effective venting), Eco (environmentally friendly cleaning with more quiet operation), Sweep (even and full coverage sound field distribution), Pulse (pulsating sound distribution for stubborn dirt) and Dynamic (degreasing and removal of stubborn particles). The programme, time, mode and temperature are shown clearly on the display. After a quick heat-up phase, the device cleans surprisingly quietly. Visual as well as optional acoustic signals provide information about the current status of the process.

Programs

Universal program Modes: Degas, Pulse, Dynamic (600 sec.)	The cleaning program runs for 10 minutes. The device then shuts off on its own. Temperature monitoring is active.
Gentle program Modes: Degas, Eco (600 sec.)	The cleaning program runs for 10 minutes. The device then shuts off on its own. Temperature monitoring is active.
Quick program Modes: Degas, Sweep, Pulse (330 sec.)	The cleaning program runs for 5.30 minutes. The device then shuts off on its own. Temperature monitoring is active.
Lengthy program Modes: Degas, Sweep, Pulse (480 sec.)	The cleaning program runs for 8 minutes. The device then shuts off on its own. Temperature monitoring is active.

Now even simpler to operate



NEW: Podo Med 3

Ultrasound cleaning device for rapid, efficient cleaning.

Filtration instead of ventilation?

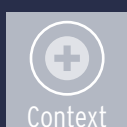
New study results support room ventilation systems

The discussion about protecting against coronavirus infections is ongoing. A study by the University of Münster has now shown that air filter systems more effectively reduce virus-laden aerosols in rooms than regular shock ventilation.

On behalf of Münster University Hospital, a team of experts from the hygiene institute Hybeta investigated how well professional-quality air purifiers function. For this purpose, six dummies that mimic human aerosol emissions were placed in a closed and heated room. The development of aerosol concentrations was measured with air filters positioned at different points in the room. HEPA-14 (High-Efficiency Particulate Air) filters were used to filter for viruses and bacteria.

For comparison with shock ventilation, the researchers took measurements at different ventilation intervals at intervals of 20 and 45 minutes. Aerosol concentrations rose to maximum levels without ventilation and filtration. The value dropped after ventilation, but quickly returned to the high value. Conversely, aerosol concentrations consistently remained at the level reached after five minutes of ventilation with the windows closed when using HEPA filters.

Healthy air that is free of pollutants and strong odours also improves people's well-being and conveys a sense of safety in the foot care practice. Concentration and memory performance are improved. Ventilating the rooms certainly provides the needed oxygen flow and a better indoor air climate, but pathogen concentrations only decrease for the short term.



Context

Clean air in the practice

The new AERAMAX PRO II and AERAMAX PRO III air purification systems also use HEPA 14 filters. The four-stage filtration process begins with pre-filtration. This captures and removes coarse particles and contaminants, while also protecting the service life of other filters. This activated charcoal filter absorbs odours and volatile organic compounds (VOCs) from the air: A true HEPA filter will subsequently capture 99.97 percent of all remaining germs, allergens and particles in the air. Furthermore, the antimicrobial treatment of the HEPA filter effectively inhibits growth of bacteria and fungi in the filter. The final PlasmaTrue™ bipolar ionisation process electrically charges airborne particles to improve filtration efficiency.



More product info at:

<https://www.gehwol.de/Produktnews/GERLACH-TECHNIK-Luftreiniger>



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Making good things better!

Our drive for innovation

The new foot care suction device TITAN from GERLACH TECHNIK has shown: Good things can be further improved with innovations. The foot care device has not only overcome the hurdles of formal medical device approval, but also fulfills very practical demands: Details that noticeably improve your everyday work.

If you're doing something new, then do it right - that was the motto for the development of the new TITAN suction device. The aim of the development was not only a formal medical product, but a real innovation that is very solidly based on the needs of its users. "This is in line with our philosophy of being a driving force and pioneer of the foot care market," explains Timor Gerlach-von Waldthausen, Managing Director of Eduard Gerlach GmbH. "The company was formed out of the idea for an innovation. In this early industrial era, GEHWOL FUSSKREM was an answer to increasing levels of foot stress."

Modern foot care practices have different needs, but the guiding principle is the same. The entire development process is driven by the question: What can we do better to help foot care professionals? For example, Gerlach developers looked for insulating components to reduce the noise emission of the TITAN while in operation to such an extent that "quiet" is not just a decibel figure, but an audible experience for the

The low noise levels for a relaxed atmosphere, continuous glass front and slider touch operation for hygienic cleaning as well as high suction performance with consistently high power across all speed ranges make the Titan a true innovation.

user - an experience in terms of working comfort. The device was also intended to utilize handling ideas that are familiar to users from their everyday work. With all of its performance power, the device nonetheless needed to be simple, clear and uncomplicated. It was worth the effort. The highest hygiene standards with its continuous glass front for hygienic cleaning, quiet operation or the innovative operating front panel with slider touch display, for example, reveal that practical requirements that support the everyday work of foot care professionals have been implemented. The TITAN has overcome all challenges. Truly innovative, it helps to make your everyday working life easier and more relaxed.

Demonstrating quality standards

The TITAN was formally approved as a class IIa medical device. This process was also very time-consuming. First, the manufacturer must demonstrate through the conformity assessment procedure that all guidelines and the therein specified fundamental safety requirements are fulfilled. The basis for this was a prototype that corresponded to the later product. Above all, this requires not only a quality management system, but especially detailed documentation. This is again checked by a body appointed in advance. Since all was well, the well-known CE label was affixed to the device and registration was performed.



Watch the video if you want to discover the innovative TITAN foot care suction device! Because a picture says a thousand words. Do you already use the TITAN? Another video shows you how to clean the handpiece of your foot care device.

Regional bonds before a universal horizon

**Interview with Timor Gerlach-von Waldthausen,
executive director of Eduard Gerlach GmbH**



The present-day Eduard Gerlach GmbH was established in the 19th century from the Lübbecke drugstore. When founder Eduard Gerlach made the first industrially-produced foot cream, E. Gerlachs Praeservative Cream, today's leading company for foot care products was born. To this day, these deep, regional bonds are a parameter of success for the globally active company.

How did this regional bond develop?

Eduard Gerlach GmbH has a long history as a family business with roots in the eastern North Rhine-Westphalian town of Lübbecke. The familial links stretch a long way back. The many different local trades, such as smith, town treasurer or mail carrier attest to the region's networking. The grocery store was added later. When Eduard Gerlach GmbH was first established in 1868, Eduard Gerlach complemented the grocery store with a drugstore. The regional connection quickly deepened.

Some memberships in clubs, personal contacts in city councils, social responsibility - all of these characterize the bond. But there's more: With its daily life, the very distinct flora and the scenic landscape features, the Lübbecke region was also frequently an inspiration. One example: The company's headquarters is not far from a peat bog. This was both the inspiration and the active ingredient source for GERLAVIT Moor Vitamin Cream facial care.

What does the bond look like, and what does it mean for you?

This is complex, and goes far beyond what has already been mentioned. Our family has always been closely interwoven with urban development. For instance, my father has been on the board of the Behindertenwerkstätten Lebenshilfe Lübbecke e. V. [a local workshop for disabled persons] for many years.

Furthermore, we have a close, intimate and long-standing relationship with the workshops in dispatch handling. This starts off with preparations and ends with what you as a customer are currently holding: FUSSPFLEGE AKTUELL. The insect hotels we are

raffling again in this edition were made there. Of course, we also promote regional sporting events, clubs and institutions. One example of this is the annual GEHWOL Wartturmlauf (foot race around the guard tower) run by the local Lübbecke Berglöwen [mountain lions] or the 24-hour charity racing event "Lübbecke runs".

But it is far from alone. Among other things, the close connection of the company to the city and the region is expressed in the key logo of the company. It contains the two keys of the city's coat of arms. Even in his time, owner Eduard Gerlach repaid this high honour with his social engagement.

This strong family bond is extended to our employees. They are especially important to us, and are a fundamental part of the extended Gerlach family. Many of our employees have been working with us for decades. It goes without saying that this results in a great environment of trust and "family". This is a major responsibility that is traditionally maintained by the company. Accordingly, regional bonds are enormously important to us.

Eduard Gerlach is active globally. How is that compatible with regional bonds?

Regional bonds are exactly what create the basis for acting strongly on a global scale. Because both a sense of identity and belonging are created locally. In an ever more complex and differentiated world, regional bonds further prove themselves as a point of orientation and reference. Stories, language, infrastructure as well as collective concern or foreign control characterize the region's consciousness.

Put simply, this means: Our regional bonds help to anchor us and create confidence that we are doing it right: with our philosophy of absolute focus on quality, our partnership with the specialized trade, and our capacity for innovation. This self-confidence is conveyed through our products and on to the whole world.

Is that new?

No. Eduard Gerlach was convinced that his products could improve the foot health of everyone and give them

relief through care - at a time at which professional foot care was, at best, reserved for exclusive niches. Shortly after the introduction of the first industrially produced foot care cream, E. Gerlachs Praeservative Cream, Eduard Gerlach realized the universal scope of the product and began internationally trading it.

The cream made its big international debut at the World's Fair in Chicago in 1892, which however did not open its doors until a year later due to electrical installations not being finished yet (see FUSSPFLEGE AKTUELL 3/18). The masses were immediately delighted with E. Gerlach's Praeservative Cream, later known as GEHWOL FUSSKREM. At the end of the 19th century, an unimaginable 27 million people visited this exhibition in the USA. Today, Eduard Gerlach GmbH supplies professional foot care products and practice equipment worldwide to more than 55 countries: from Azerbaijan and the Netherlands to Cyprus and Lebanon, from the USA to China and Japan.

Will increasing internationalization eventually lead to relocation of the company headquarters?

Completely to the contrary! We are currently building new facilities at the Lübbecke site and are not only pledging our loyalty to Germany as our business centre, but to the Lübbecke region as well. Modernization is a lot more than just looking to the future. It means building new warehouses and production sites. In order to be prepared for the future, the laboratory for product development and quality assurance will receive the most modern and innovative equipment. The service workshop and logistics will operate at a new standard in the future. But this will not only benefit the region. Our roots - our strong connection with our networking structures - allow us to ensure the high quality of products for our customers in the coming decades as well while we continue to realize innovative ideas.

Thank you for the interview.



Service

After the introduction of foot care devices in 1969, a thus far unparalleled service began. Foot care devices from GERLACH TECHNIK have always been some of the most reliable units on the market. In case of malfunctions, the most similar possible loaner units are available for the repair period. In addition to the service workshop in Lübbecke, 21 partnering companies can provide rapid on-site assistance.

Partnership

A modern workshop that is equipped with the latest technical testing and repair technologies is currently being built at the headquarters in Lübbecke. Now devices will be returning to the practice or into the foot care case even faster. After all, the foot care unit is the central cornerstone of a foot care professional's equipment.

GERLACH TECHNIK therefore offers a service that has no equal in the market. Since 1969, customers can send their devices to Lübbecke for repairs in case of malfunction. Gerlach's service also includes a telephone hotline and a product exchange service. To continue working during the repair time and keep revenue losses to a minimum, you will receive a replacement device which is as similar as possible to use during the repair period. As a registered customer, you can easily and simply request your loaner device from the Gerlach eShop by going to **COMPANY → REQUEST LOANER DEVICE**.

But this is not only applicable to Lübbecke. Throughout Germany, Eduard Gerlach GmbH cooperates with 21 partners. All service workshops have received extensive training and are familiar with Gerlach's equipment. Repairing your device on-site saves you time and money. The network of workshops is organized comprehensively and nationwide for the shortest possible distances. By the way: The service additionally offers maintenance and repair of foot care chairs and cabinets.

With this service, Eduard Gerlach GmbH is fostering precisely what the company has always cultivated: regional bonds. Because closeness creates trust and saves resources.

Is the employer allowed to prohibit a side-line business?

Labour law is highly complex. There are frequent misunderstandings about whether employees are allowed to get a second job. The most important part: There is no general or common obligation to report secondary employment. The situation is different if corresponding provisions were included in the employment contract. Dr Thomas Block, a labour law specialist from Frankfurt, knows the details of secondary employment.



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According to the constitution (freedom of occupation of the employee under Art. 12), every German is entitled to pursue secondary employment in addition to his or her main job. However, if the employment contract stipulates a requirement to inform or to obtain permission, the employee must adhere to it. Not so easy. Such stipulations are subject to judicial review: In case of a dispute, judges usually look closely at the provisions, which is why they must be clearly worded.

Apart from this, an employee must not interfere with the “legitimate interests” of the principal employer. This would, on the one hand, include the limits of the Working Hours Act. According to § 5 of the Occupational Safety and Health Act, there must be at least an eleven-hour resting period between daily working hours, and under no circumstances may daily working hours exceed ten hours. Furthermore, the second job must not overlap with working hours. Working for a competitor is also a serious issue. According to § 60 of the Commercial Code, employees must not be in competition with their employer. The crucial factor is not the activity itself, but rather the competitive situation with the employer.

Secondary employment is excluded while on leave. According to § 8 of the Federal Holiday Entitlement Act, the employee must not engage in gainful employment contrary to the purpose of recovery. However, what is or is not contrary to the purpose of recovery depends on the individual case. The scope of mini-jobs is important as well for employers. The employer should ensure in writing that there are no other mini-jobs or that the maximum limit of compulsory social insurance (450 euros per month) is not exceeded, so that the employer does not have to contribute to the social insurance.



Dr Thomas Block,
specialist lawyer for
labour, commercial and
corporate law

Partner of the commercial law firm ACT Legal. He counsels companies in complex negotiations and on contract designs.

Diabetic foot: Together for the patient



Ruth Trenkler
Podologist and
President of
podo germany

Fewer amputations among diabetic patients: this goal can only be achieved if all professional circles become more involved in informing patients. This involves a massive task: Creating problem awareness! FUSSPFLEGE AKTUELL spoke about the limits and opportunities of interdisciplinary cooperation in the treatment and counselling of diabetes patients with Ruth Trenkler, podologist and president of **podo** germany.

FA: Ms. Trenkler, many diabetics are completely unaware that they are in the risk group for foot problems. How do you assess the reality of primary preventive care in Germany? From your viewpoint, where is there an acute need for action? And which professional circles are most needed?

Trenkler: In my opinion, preventive examinations are part of responsible self care. Sadly, there are still many people who are not aware of this. Diabetes is either discovered purely by chance or when blood sugar levels actually derail and lead to a life-threatening situation. As a podologist, you may recognise imminent problems by a change in the appearance of the skin or an altered perception of sensation, and can then refer the patient to a doctor. But this may also be noticed by a cosmetic chiroprapist.

FA: Studies show that disease management programmes and interdisciplinary treatment networks are successful at reducing the rate of amputation. Are there any tips on how podologists can join these networks? What advantages does a health insurance approval offer here?

Trenkler: Many podologists are already members of multiple foot networks where interdisciplinary cooperation is practised. There are no advantages for health insurance approval per se, but health insurance approved podologists have significantly more diabetic patients than non-health insurance approved podologists, and are more likely to be networked.

FA: Diabetes consultants are frequently the first point of contact for diabetics in seeking tips for their daily routine. This also includes foot inspections and injury-free foot care at home. So, would diabetes consultants need even more training for this? Are there ways for podologists to support the trainings offered by consultants or pharmacies?

Trenkler: Diabetes consultants go through professional training and are fully qualified when it comes to giving advice about the feet. Sometimes, however, health insurance companies and pharmacists will also ask a podologist to provide free training for their members, more specifically their patients.

FA: One problem is the reality of care. Taking the number of unreported cases into account, there are about nine million diabetics in Germany. Many podologists are working to their breaking point. The new GKV [statutory health insurance] framework contract now opens up the possibility of delegating services. Which services would be suitable?

Trenkler: With the GKV, activities such as making appointments, reprocessing instruments and disinfecting rooms are opened to the possibility of delegation, but patient consultations can never be delegated. That is still the job of the podologist. If a podologist cannot accept any more patients, the patient has to look for another practice, which is absolutely a problem with the current shortage of podologists. Many diabetics have to wait a long time for an appointment.

FA: What about foot care professionals? Cosmetic foot care professionals could teach diabetics the basics of home foot care, for example how to apply cream regularly, how to watch out for pressure marks, etc.. Would it be possible for busy podologists to refer patients to non-medical foot care professionals for training? Certain non-medical treatments/services could also be taught. Are there other approaches for how podologists and cosmetic foot care professionals can cooperate for diabetics? Would it be time for a plea to them to come closer together for the sake of the patients?

Trenkler: It must be clearly stated here that teaching home foot care is first and foremost a job for diabetes advisors and then podologists, certainly not with foot care professionals. You must not forget that you are liable for the advice you give to others. Since foot care professionals do not go through medical training, they are not allowed to give medical advice. But foot care professionals can definitely take diabetes training courses to recognize under which circumstances they can work, and where their limits lie.



Eduard Gerlach has created an educational kit to provide an overview of the complex development of foot problems in diabetes, including care tips. Order it at:

<https://www.gehwol.de/Akademie/diabetes/kit>



Under the nail

Subungual haematoma, i.e. bleeding into the nail bed (as well as bruising under the nail).

For example, mechanical pressure due to poorly fitting, too tight or too short shoes is one of the most notable causes, especially while hiking or doing sports. However, involuntary blunt force by bumping the toe against objects or the edge of the bed or door frame, constantly damaging the toenail, bruising or pinching can also trigger a haematoma.

Its striking red to dark red discolouration because of torn subungual vessels (located in the nail bed) makes the haematoma very easy to recognise. Intense, throbbing and pulsating pain often accompany these signs. The tight space under the nail may cause the nail to lift, ultimately leading to total or partial nail detachment (onychomadesis or onycholysis).

From fractures to melanoma

After taking a detailed medical history (anamnesis), an inspection is done. The discolouration of the damaged toe or fingernail is immediately noticeable. A bruise or impact could also have broken the phalanx of the toe or finger, which can be seen in X-rays. For differential diagnostics, foot care professionals should also consider the possibility of malignant melanoma (malignant black skin cancer) underneath the nail. The ABCDE rule provides clues: A - **asymmetry**, B - **unclear border**, C - **colour** (brown

to black colour), D - **diameter** (very fast growth), E - **elevation** (mostly bumpy surface). Certainty is provided only by extracting a sample of the tissue (biopsy).

The best therapy is prevention.

The highest priority is to eliminate triggering causes. First of all, wear appropriate footwear and avoid trauma. Minor haematomas will usually grow out with the nail without complications. In case of severe bleeding, the doctor uses local anaesthesia and drills into the nail with a cannula (trepanation) to drain the blood. To prevent microorganisms such as bacteria, viruses or fungi from entering, this is done under sterile conditions. The nail is then covered with a sterile dressing, which must be changed the next day.

For pain relief, doctors will prescribe painkillers (analgesics), cryotherapy as well as temporary relief by elevating the foot. For example, GEHWOL med Nail Protection Stick or GEHWOL med Nail and Skin Protection Oil are suitable for nail care. For pressure relief, GEHWOL pressure protection products for sensitive toes or for existing toe deformations are also an option.



Dr. med. Renate Wolansky

is an orthopaedist, sports physician and medical foot care professional. She teaches in the field of podology and works as an author, regularly writing articles for recognized professional journals.



Nail discolouration and the blood beneath the nail are easy to see here. The haematoma will normally grow out. With severe haematomas, the fluid under the nail is drained by drilling in with a cannula.



For differential diagnostics, it is important to make sure that it is not a malignant melanoma. A dark, black stripe can point to this.

Shop windows reveal a lot about your practice!

How to correctly address your potential customers right out on the street.

If the eye does not linger, the feet will move on! Your shop window offers you a chance to address potential customers every time they pass by. For this to succeed, you should come up with a harmonious and holistic design concept. The bread and butter is the selection and clever arrangement of objects. This visually highlights your products and brings your practice into focus.

You yourself have surely gone window shopping. We already perceive many items as we are passing by. We will even stop when something catches our attention. Therefore shop window design is one of the most important tasks in showcasing your products and services. Pedestrians must be able to know what you are selling at a glance. Good window displays create a harmonious view of colour, form, light, merchandise, composition, eye-catchers and decoration. Even the design of the price tags here should harmoniously fit with the whole composition. This acts like an initial filter for potential customers who are most interested in you.

With the visual merchandising techniques available today, window design and merchandise presentation follow strict principles and strategies as they become professionalized. Do not be intimidated! You can also make your shop window look appealing without investing in professional help with just our tips and a little creativity. Think back to the shop windows that left the most long-lasting impression on you. Often it will be a well thought-out and tidy scene that, in connection with the products on display, tells a story which surprised you. Consider what kind of story you would like to tell, then put together the fitting materials and products.



Your shop window is your business card!



Invite people to linger a while.

The window display,
episode 5

Tips for your shop window design

Do's and Don'ts

Old and faded decorative materials do not belong in shop windows. Similarly, dirt and dust have no business in the display. Regularly clean the window as well as the products on display. Displays that are overcrowded and rather chaotic can also have a negative effect, and confuse customers. So, keep the design simple. Start with arranging the background and the composition. The rule is: from back to front, from top to bottom and from left to right. Also remember that you still need access to keep it in order and adjust your arrangement. Remember that if you want to use images that you do not own, you must purchase the respective image licences before you use them in the shop window. Make sure as well that you have proper lighting, and always take a final look at your shop window from outside.

Tell a story

Focus your themes on the foot or leg. A season, a specific foot problem or even the promotion of a new product can also serve as the subject. With the theme "Foot care in summer", you can play around with summer elements such as beach pictures, sun umbrellas, boats, sandals, etc. For products, go for typical summer products such as GEHWOL FUSSKRAFT Soft Feet Foam and Scrub.

Aim for eye-catchers

A few studies have shown that our human eye is instinctively attracted to a really specific

point in the shop window: The centre of the window at a height of about 1.5 metres. This area is a circle with a diameter of about one metre, and is called the centre, focal point or focus. Place your bestseller here. For the other products, you should consider that the gaze generally wanders from the centre to the right part of the shop window and only then to the left.

Putting it in perspective

Match the lighting with the outdoor light and the colours of the equipment and products. Arrangements with bright colours need subtle lighting to avoid reflecting light. Use brighter lighting for dark and opaque materials. You can easily use adhesive LED strips from a hardware store to create exciting light effects. LED spotlights emit less heat onto the products.

Set accents

Gerlach also offers a variety of components for your shop window's design, like for example posters, billboards, backgrounds, stickers and decorative pedestals. Use the entire height if you have only a little space available. For example, you can let products hang from the ceiling. Tall displays with shallow depth are also suitable. Be creative.



Carola Fromm-Meyer

from the marketing team has valuable tips with her expertise for your shop window design.

NEURO FEEDBACK



In its final stage, diabetic foot syndrome still results in 30,000 to 50,000 major and minor amputations per year. In many cases, those affected will get a prosthesis. People with foot or leg amputations still feel that the weight of their prosthesis is too high, even if prosthetic technology is constantly advancing. The Eidgenössische Technische Hochschule (ETH) Zürich [Federal Institute of Technology in Zürich] has now developed a solution for this. Led by Professor Stanisa Raspopovic, a team of researchers connected a prosthesis to the nervous system. This makes wearers feel as if their prosthesis is actually lighter.

This works with an electrode that is implanted in the leg. The innovative prosthesis touch sensors on the sole and angle sensors transmit pulses to the nerves. This neurofeedback makes the brain believe that the prosthesis is part of the body. The team found that the test subjects moved around with less physical exertion. Furthermore, neurofeedback seems to positively affect brain performance. Test subjects with and without feedback systems were given the task of spelling five-digit words backwards, in comparative tests. The test subjects with the sensory feedback not only walked faster, but they also performed better in the mental exercise.



When a client cancels their appointment with short notice, this is a commercial disadvantage. Here are a few tips:

It is annoying. Therefore, try to prevent missed appointments. For example, you can make the customer aware of the disadvantage for you. Ask them to cancel the appointment sooner rather than later. If you explain to the client that it means a loss of income for you, they will usually be understanding. Some practices state in their terms and conditions that an appointment must be cancelled within a specific period of time, otherwise 60, 70 or 80 percent of the fee will be charged. This might work for the notorious "latecomers". Another possibility is to remind your customers the day before the appointment. Any problems with arriving on time can be clarified in advance. This puts you in a position to plan the time differently, but it is just as annoying. At the same time, you show professionalism and create more customer loyalty with your service.



MISSED APPOINTMENT

Study: Arched shoe profiles worsen foot problems

The evolutionary line of humans began about four million years ago with the upright posture. This increased the importance of our feet. 120,000 years ago, the first tools with which something similar to a shoe could be made first appeared. The oldest shoe finds date back to the time of the Neanderthals. The original time of barefoot walking has been pushed back again and again. It is known nowadays that flat shoes are adverse for foot health. What is new is that having the toes lifted, as in arched shoes (especially athletic footwear,) can also lead to foot problems. This was shown in a study by the Technical College Chemnitz last year. The result: The greater the arch, the less the muscles had to work in order to stabilise the joints in the foot and toes that participate when we push ourselves off the ground. When muscles work less, they become weaker. Researchers assume that this puts more stress on the plantar fascia, a tissue plate, and that it can become inflamed more easily.

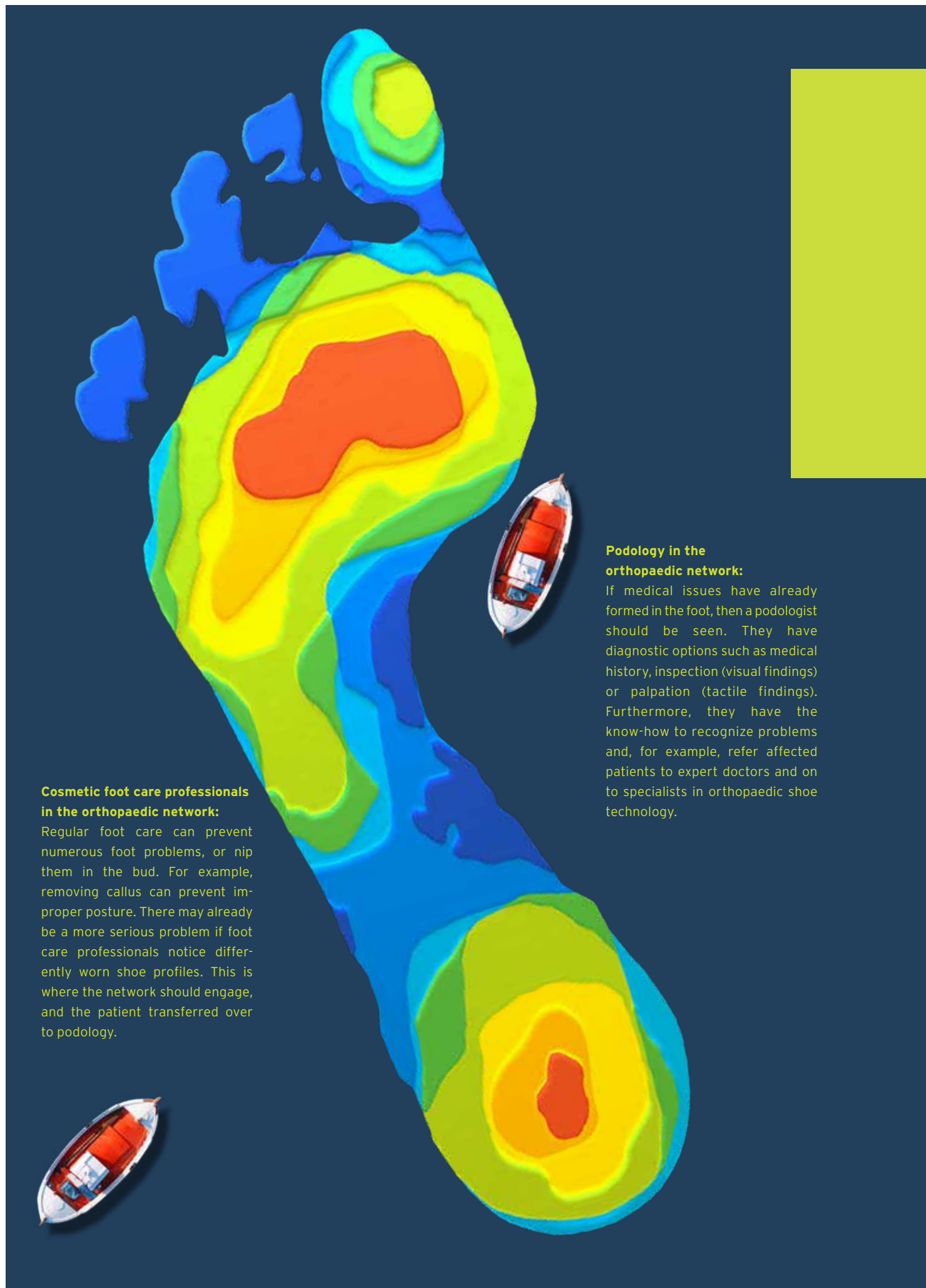


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Scheduling chaos and lost revenue happen when a customer misses an appointment without cancelling in time. When the payment is due, customers will often argue that the service was not provided. The time can be filled with clean-up work, hygiene interventions or office work, but there are opportunity costs, meaning income that can be earned alternatively to these jobs. Meanwhile from a purely legal point of view, the customer is in a poor position. § 611 of the German Civil Code [Bürgerliches Gesetzbuch] (BGB) stipulates that a service contract comes into force the moment an

appointment is made. § 615 BGB goes even further. Therefore, foot care professionals can demand reasonable compensation if the client does not keep to their part of the agreement. A "subsequent payment" does not have to be made in this case. Put simply, this means: The customer has to pay. However, savings such as materials or electricity would have to be deducted. Income earned in the period of the missed appointment must also be considered. If service providers intentionally skip a revenue opportunity, the customer could also offset that. The case is different if

the customer cancels, and thereby terminates the contract. According to the BGB, this is also possible without having to give a reason - comparable to reserving a table in a restaurant. This can also be cancelled without incurring any costs. The legal situation seems clear. But what is it like in everyday practice? Should customers really pay the lost earnings? Does that not lead to annoyance? Is the effort to claim the default fee not too much? The tips that were mentioned at the beginning will help you deal in such a situation.



Cosmetic foot care professionals in the orthopaedic network:

Regular foot care can prevent numerous foot problems, or nip them in the bud. For example, removing callus can prevent improper posture. There may already be a more serious problem if foot care professionals notice differently worn shoe profiles. This is where the network should engage, and the patient transferred over to podology.

Podology in the orthopaedic network:

If medical issues have already formed in the foot, then a podologist should be seen. They have diagnostic options such as medical history, inspection (visual findings) or palpation (tactile findings). Furthermore, they have the know-how to recognize problems and, for example, refer affected patients to expert doctors and on to specialists in orthopaedic shoe technology.

Foot biomechanics

The undiscovered land

Foot problems will often affect the health of the entire body, since our feet are intricately connected to the rest of our body. Foot care professionals, podologists and orthopaedic shoemakers do valuable work here by working together to identify foot and toe deformities, identifying causes and taking remedial action. Hans-Georg Ahrens, headmaster of the Bundesfachschule für Orthopädieschuhtechnik (BfO) [Federal School for Orthopaedic Shoe Technology] and Podologie-Schule Hannover (PSH) [Podological School of Hanover], would like to see closer cooperation.



Hans-Georg Ahrens

Hans-Georg Ahrens, headmaster of the Bundesfachschule für Orthopädieschuhtechnik (BfO) and Podologie-Schule Hannover (PSH)



Orthopaedic shoe technician in the orthopaedic network:

It is not only because of podography that orthopaedic shoe technology is able to produce insoles, shoe adjustments and fashionable customised shoes tailored to the individual foot. The staff often give patients the relief they had hoped for. It is not rare for them to be the first point of contact for people with foot problems – and if necessary, they can recommend that they see a podologist.

Mr Ahrens, how does the foot affect the spine?

Healthy feet are the firm foundation of the legs and musculoskeletal system. Even the smallest foot problems can alter the body's static equilibrium and dynamics (walking, running, etc.). For example, callus and corns cause a change in gait patterns. This has a negative effect on the person's mobility and posture. The most common problems caused by incorrect stress on the legs and musculoskeletal system include hallux valgus (bunions), hallux rigidus (arthritis in the metatarsophalangeal joint of the big toe), flatfoot, clubfoot, spread foot, pointed foot, foot paralysis or diabetic foot syndrome.

How do you bring together professional foot care and the field of orthopaedic shoe technology in the BfO?

Cause and effect do not always have to be consistently in one place. Rather, we should look at a person as being a complex functional unit. Restricted movement on the right leg may lead to restricted movement of the left arm in order to remain balanced. This can be recognized in the gait pattern. We look at the entire body's centre of gravity. At the BfO, we make sure that podologists and orthopaedic shoe technicians both gain knowledge from each other's fields, even if the two fields are not automatically intertwined together in our practice.

Why is cooperation between the professions so important?

Ultimately, it's all about the patient. The cooperation of cosmetic foot care, podology and medical foot care along with orthopaedic shoe technology makes it feasible to optimally care for affected patients at every stage of maldevelopment. The exchange of information between all parties involved plays a pivotal role in the matter. Good and regular foot care significantly contributes to prevention. And minor problems such as pressure marks can certainly be improved by the use of orthotics. For example, polymer gel pressure relief articles are suitable. However, functional disturbances in advanced stages necessitate custom orthopaedic insoles or custom shoes. Each part of the network can ensure within its field that foot problems do not continue to cascade, therefore protecting the patient.



Diving into the wellness wave:

Simply fresh, simply sparkling, simply Soft Feet foam

Want refreshment for your body and soul? Then it is good that summer is just around the corner. Even if you are not near an ocean, you and your customers will not have to miss out on the feeling. The next time you take a walk through the forest, just take off your shoes and walk through a stream at a suitable spot. It's fun and refreshing wellness for your feet and legs. You can get an even faster result with GEHWOL FUSSKRAFT Soft Feet foam. It is non-fatty, rapidly absorbed, and leaves behind a pleasant skin sensation. Deep-penetrating hyaluron, highly concentrated aloe vera extract and premium olive oil provide the skin with long-lasting moisture. The fresh fragrance ensures a special care experience.

