



FUSSPFLEGE AKTUELL

The magazine
for the practice

Issue 3 / 2021

The secret of
healthy skin is in

the moor.

Story:
From the opera
to the doorman
Constantine's foot

**Fokus: New! Enbio
Table and Magic Filter**
Accessories for compact
autoclaves

Akademie:
Psoriatic arthritis
Bone pain

The secret of healthy skin is in the moor.

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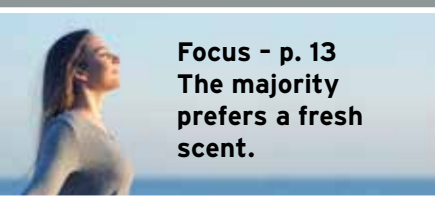
The secret of healthy skin lies in the moor.

Dry skin often affects not only the feet, but also the face. It's a good thing that foot professionals can also recommend facial care to their customers: GERLAVIT Moor Vitamin Cream for dry facial skin.

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GERLAVIT Moor Vitamin Cream contains hydrating moor plant extract, premium vitamins, and natural vegetable oils. Now reworked and redesigned according to the latest research, this cream reveals the secret of healthy skin.



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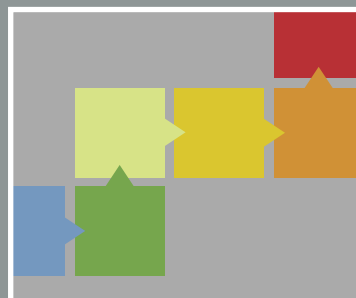
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... are also a question of the product form: by Joana Weingärtner.

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OFFERS

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GERLAVIT Moor
Vitamin Creme

Introductory display,
 12x 75 ml tube incl.
 display plus free
 advertising material
 product brochure and
 DIN A2 poster

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New: Enbio Table and
Magic Filter

Noble table design for the
 Enbio autoclave as well as
 effective filters for water
 treatment

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Christmas
two-in-one
 GEHWOL FUSSKRAFT
 Soft Feet Mask
 Honey & Ginger plus
 GERLASAN Hand
 Cream Milk & Honey

Editorial

On the search for traces - the creative way to innovative ingredients

When developing cosmetic products, it helps to take a look at nature. For nature creates not only its own beauty, but also the prerequisites for its preservation. When Gerlach developers asked themselves more than 70 years ago what Lübbecke, as the center of foot care, could possibly offer for facial care, their eyes fell on the Lübbecke moor: Peat moss and other bog plants maintain the hydroclimate that is so important for its lush vegetation; they store water and regulate the landscape's moisture supply. The developers wondered: Why not harness this effect for skin care as well?

So Gerlach's lab technicians set out to gather and process the ingredients of their facial care from the Lübbecke moors with their own hands. The GERLAVIT Moor Vitamin Cream which was developed in July 1950 - an insider tip among experienced skin care consultants - is still available even nowadays. Naturally, however, the conditions and opportunities for developing cosmetic products have changed in the meantime. Natural ingredients also require a suitable refinement process in order to offer consumers maximum quality in terms of efficacy and safety. Under modern laboratory conditions, it is possible to unlock the final secrets of the active ingredients, making them even better.

We achieved this with the modern Moor Vitamin Cream this year. In the meantime, the search for traces takes place at the highest quality level in a high-performance laboratory in the new building at the Lübbecke site, where even more detailed research is being performed to find the best formulations. This matches our motto: linked to tradition, found in nature, but always contemporary for our consumers! In this sense, GERLAVIT Moor Vitamin Cream with moor plant extract, which has been redeveloped from the ground up, is our innovation of the year.

Dr. Andreas Fitzner and Frauke Thunack,
Research & Development



eShop



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TECHNIK
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The secret of
healthy skin is in
the moor.

Dry skin can have many causes. They can be genetic, but may also be stress-related. **Fact:** It often affects not only the feet, but also the face. It's great that you can also offer your customers with dry skin a product made especially for the care of dry and sensitive facial skin - GERLAVIT Moor Vitamin Cream. **Naturally, in our proven Gerlach quality. And it utilizes the secrets of the moor.**

Intact moors are of immense importance for biodiversity not only in Germany, but around the world, and also have immense value as climate protectors: They store more carbon dioxide than any other ecosystem in the world. Even though moors cover only three percent of the surface of Earth, they store around 30 percent of the earth's carbon. Moors are also highly effective water reservoirs, and act as natural regulators of sustainable water cycles. This impressive ability to store large amounts of moisture is also used by the innovative GERLAVIT Moor Vitamin Cream. In order to effectively replenish the moisture depots of the skin, it combines skin-friendly components from three moor plants in one extract: Icelandic moss, peat moss and the fern growth known as common polypody.

The nutrient density of the moors is also fascinating. Whether due to rainfall or to the inflow of ground, surface or spring water, the soil is permanently saturated with water. The high water levels result in a lack of oxygen, which means that dead organic material is not completely decomposed. Nutrient-rich peat forms on this base, increasing in thickness over time to form the most important basis of life for the diversity of life in the moors. Its rich variety of nutrients is also the model for GERLAVIT Moor Vitamin Cream. Water and nutrients preserve the vitality of the moors. To allow especially stressed skin to retain or regain its vitality, it needs the same ingredients in the form of rich care: plenty of moisture and nutrients such as vitamins. The name says it all: The GERLAVIT formulation is similarly rich in vitamins and promotes skin vitality. And there's more: The cream supplies important nutrients and lipids owing to nourishing oils, which make up the rich base of the cream.

The new GERLAVIT Moor Vitamin Cream is best described as the secrets of the moors, transformed into modern facial care which is optimized according to the latest research. With this closeness to nature and quality orientation, the cream completely follows the traditions of the Eduard Gerlach company. Available immediately to you and your customers!

Newly discovered

GERLAVIT Moor Vitamin Cream with moor plant extract preserves the secrets of healthy skin

Dry - and therefore sensitive - skin has many possible causes. These include genetic predisposition, age, hormonal changes, lifestyle habits, as well as various diseases and medications. Environmental factors such as UV light from the sun also play a role when the skin suddenly feels tight, itchy, or develops a reddened or scaly appearance. In general, these causes affect not only the skin of the feet, but especially facial skin. That's why the foot care specialist product range includes a brand dedicated solely to facial care: GERLAVIT! This gives foot care professionals an opportunity for a holistic consultation. If you notice symptoms of dry skin, you can quickly find out whether the customer also has dry, sensitive facial skin, simply by talking to them. If this is the case, you now have a consultation option: GERLAVIT Moor Vitamin Cream in a new, high-quality design, newly evaluated and formulated according to current research. The new GERLAVIT Moor Vitamin Cream was specially developed for dry, sensitive facial skin. The cream's special feature: The innovative,

high-quality formulation skillfully combines moisturizing moor plant extract with select vitamins and plant oils. Its active ingredients work best if demanding facial skin is regularly pampered with this high-quality moisture booster: They help to intensively provide moisture to dry or sensitive skin, regenerating the natural skin barrier and leaving the skin smoother and more resilient. Apply the cream to cleansed skin in mornings and evenings. Valuable knowledge especially for your customers with sensitive skin: GERLAVIT Moor Vitamin Cream is dermatologically tested, unscented and contains neither parabens nor silicone oil or paraffin oil. Incidentally, the especially skin-compatible formula is also suitable for pharmacy customers with diabetes.

Where does the name GERLAVIT come from?

Bound by tradition, found in nature, but always contemporary for our consumers! This claim characterizes GERLAVIT Moor Vitamin Cream. It was first introduced on 12 July 1950. The power of moor plant extracts and vitamins for healthy and vital skin - in our proven Gerlach quality! This is the promise of the GERLAVIT name. In order to ensure that this promise holds true, the selection and processing of the ingredients in the cream always matches the current state of research in terms of optimal efficacy and product safety. However, it is not only the quality standard that is contemporary. The packaging design was also modernized and adapted to customer expectations for a positive product experience.





Hydrating moor plant extract

The secret of intensive skin moisturization lies in the combination of three different moor plants which the cream contains as extracts: Peat moss is native to nutrient-poor wetlands. Its light-permeable cells store 20 to 30 times their weight in water. Icelandic moss survives under the extreme conditions found in alpine and arctic regions. Storage carbohydrates (polysaccharides) attach to the membranes of the plant cells in order to do this. They act as a moisture buffer to protect

against water loss. The fern growth common polypody has a high amino acid content; amino acids are also found in human skin as natural moisturizing factors. GERLAVIT Moor Vitamin Cream can replenish moisture depots with moor plant extract, especially in dry, sensitive facial skin, and can improve its firmness. The skin becomes beautifully delicate and supple. The extract also supports the metabolic processes in the skin. This improves skin elasticity.



Premium vitamins

GERLAVIT Moor Vitamin Cream holds another secret for preserving skin vitality. It is rich in premium vitamins. Provitamin B5 (panthenol), for example, provides facial skin with additional moisture, supporting

skin regeneration and alleviating the typical symptoms of dry skin. Vitamin E protects the skin against free radicals, helping to counteract premature skin aging.



Natural plant oils

This combination of wheat germ and avocado oil contains a variety of unsaturated fatty acids, protects the natural barrier of the skin and is defined by outstanding skin care properties. GERLAVIT Moor Vitamin

Cream also contains jojoba oil. It is a liquid vegetable wax. This characteristic is similar to the natural protective film on human skin. Due to this, jojoba oil has very good skin compatibility.

OFFER
20% discount in kind plus additional items

Introductory display, GERLAVIT Moor Vitamin Cream

12x 75 ml tube (10 + 2 tubes free), incl. display



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On the go on foot with...



Daniela Herbers

Portrait

Daniela Herbers went to the moors to balance out her daily office routine. She eventually came out as a moor witch. Now she shares her fascination with the Lübbecke moors with young and old during her guided tours.



Flickering will-o'-the-wisp, carnivorous plants, fragrant butterflies, blue frogs, and many more rare species of animals and plants. The Lübbecke moors hold quite a few secrets and even more fascination. It takes patience and a good eye to discover everything – or a moor witch.

Under the spell of the Lübbecke moors

The sun is rising over the Lübbecke moors. They lie in mysterious silence while a gentle breeze carries the unique smell of the moors – somewhat musty, but natural and not at all unpleasant. At this time of day, only the moor inhabitants are out and about – and Daniela Herbers, who is virtually one of them as a moor witch. “When I was young, it never really interested me,” Herbers reflects. “It was only later, when I went jogging in the moors, that I recognized the treasure at our door”. She left her jogging shoes at home and instead took hiking boots and binoculars with her to explore the landscape. Her passion for the moorland grew with her increased knowledge, building a desire to pass this fascination on to others. Daniela Herbers completed her training as a landscape guide. “As a moor guide, I had many children’s groups; one day, the idea arose to introduce a real moor witch to the children,” Herbers says. Many adults liked this as well. So the moor witch became a fixture of the Lübbecke moors.

Training as an assistant moor witch

Her clothes look a bit ragged, a patchwork of mud brown and peat moss green, and her hair is reddish – like a moor corpse. The moor witch rummages in her pockets and brings out a broom and all sorts of other odds and ends, even a cauldron. This is the training day for the assistant moor witch, making it necessary to gather some knowledge about nature. After all, someone has to look after things when the real moor witch is on vacation. But before they

start, there are rules to follow: “Pick nothing! And we leave nothing behind except our tracks.” That’s important because moors only grow one millimeter per year – in other words, unbelievably slowly. Only about three percent of the Earth’s surface are covered by moors. But they hold about twice as much CO₂ as our forests. “Protection and conservation are essential,” the moor witch emphasizes before we dive into the fascinating and mysterious Lübbecke moor landscape.

Secrets of the Lübbecke moors

At first glance, everything looks very ordinary. The sun has risen in the meantime and the cotton grass, which was waving cotton balls in the wind just a few weeks ago, stands still. Only at second glance do the small special features become apparent. Carnivorous plants such as sundew or lesser bladderwort capture insects, frogs turn blue for mating, while lung gentian, high moor blue butterflies, and myrmicine ants live in a three-way relationship. The butterfly lays its larvae on the lung gentian; the larvae imitate the scent of the myrmicine ants with the help of the lung gentian, causing the myrmicine ants to drag the larvae into their burrow and feed them there until the butterflies develop and leave the burrow. There are also many rare species of birds. We hear the calls of snipe and the song of bluethroats. “You should definitely use all your senses in the moor,” explains the moor witch. “The birds in particular are more heard than seen. Unless one knows their favourite spots”, she chuckles. But the moors can also deceive our senses. Methane escaping from the moor soil can give rise to bluish green flames – the famous will-o'-the-wisps that have inspired many a scary story.



Peat moss

Iceland Moss

Common polypody

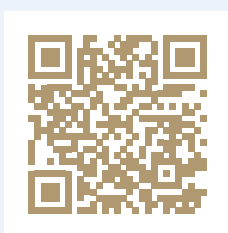
“Not quite land,
not quite water.
The moors are unique.”

The feet as a multisensory organ

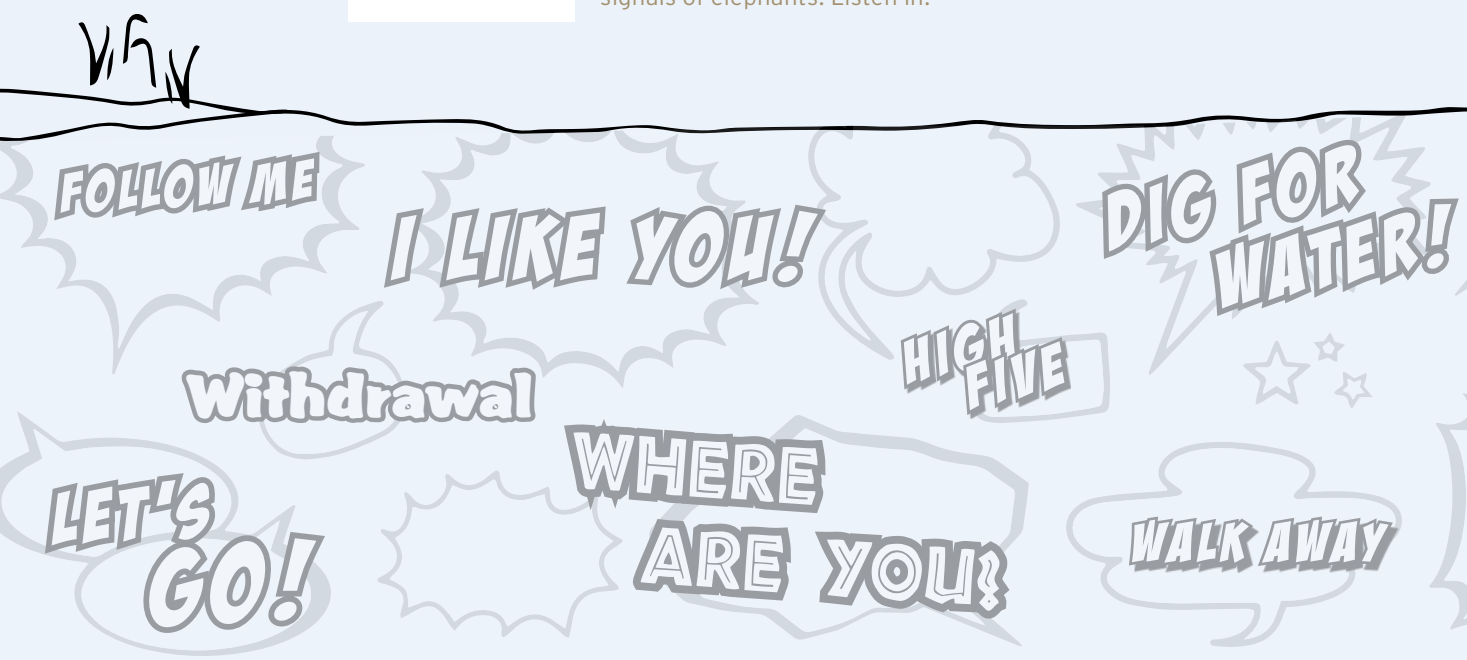


“Attention, lion!” The call echoes through the savanna. - The herd of elephants stops drinking, moves closer together and leaves the waterhole with their young. An observing person would probably not have noticed the warning call, since it was sent underground and we are deaf to such signals unless we put our ear to the ground. Elephants have a decisive advantage here. Just like various small animals, such as blind mice, kangaroo rats and various insects, they can receive and send messages through their feet. In this case, communication takes place via ground vibrations, also called seismic signals. To receive them, the elephants shift their weight to their front legs to feel the ground trembling. Elephants’ feet have special types of nerve cells for this purpose that absorb pressure and vibrations, transmitting them as signals to the brain. The highest numbers of these nerve cells are found on the ball of the foot and the tips of the toes. The seismic signals are also perceived through the bones. From the feet, they spread through the legs and shoulders to the ears. Elephants have specially enlarged ossicles for this purpose, and “acoustic fat” pads on their feet. This facilitates sound transmission. Researchers from America

have so far been able to record more than 6,000 different signals, of which less than a dozen are currently decoded. It is well known that in addition to “Attention, danger,” there are also good vibrations such as “Welcome,” “Let’s go,” or mating calls. Elephants generate such signals with their voice in the low-frequency range of 5 to 20 hertz - which is barely audible to us. These so-called “rumble sounds” pass underground for about 9 kilometers, allowing even animals at greater distances to react. This highly complex communication system is used in variants by various species across the animal kingdom. But the feet can do more than sensing messages. Many animals have scent glands under their feet, which they use to lay tracks and mark their territories. The yapok can even “see” with its toes. This small, nocturnal marsupial has large, touch-sensitive paws. It uses its paws and its long tactile hairs to find its way even in the dark, and to search for food. Over several millennia, the feet have evolved into a true multi-sensory organ in nature that can do much more than just carry the body.



This is what a “foot call” sounds like:
American researchers recorded the (seismic) signals of elephants. Listen in.



From the opera to the doorman:

How an imperial foot found its purpose



A great name: Emperor Constantine the Great, who ruled Rome in the fourth century AD. His foot is no less famous and resides in Trier - with a shoe size of about 315. This giant was recreated for a modern opera. The prop has now found its way to its "true destiny".

In 2007, the city of Trier promoted an exhibition on the Roman Empire with a gigantic sculpture of Emperor Constantine's foot. Even today, four of the eight sculptures are still scattered throughout the city. In 2019, this giant foot made a new, special appearance. The giant foot was recreated out of styrofoam for the opera production "Satyricon" in Frankfurt. In the one-act play, Bruno Maderna (1920-1973) makes use of a fragment of a novel by the Roman senator Petronius from 60 AD. Musically, he combines works from Gluck to Verdi, Wagner, Bizet and Puccini to Richard Strauss and Kurt Weill.

The foot is the foundation of our lives and the passion of Gerlach.

Constantine's foot was an integral part of the stage design and thus firmly integrated into the spectacle. In the meantime, the opera's season has come to an end. The foot prop found its way to the stronghold of foot care and thus to its true, lasting destiny. In the foyer of Eduard Gerlach's new headquarters, this foot now stands as a symbol of the passion for which the company has always lived: professional foot care.

Out with shoes! GEHWOL foot care trends 2021

The nose of the majority prefers freshness!

Only 15 percent of those surveyed do not want any scent at all; this is significantly more true for men (20%) than for women (10%). The preference for scent-free products increases with age. The rest prefer a fragrance, with one clear preference: Among the three favourite scents, "fresh" is picked most often by far, and this is true for both sexes as well as for all age groups (see table). Fruity notes are in second place, followed by citrus scents. The reverse true only among over-50s; among under-40s, a foot care product can also have a floral scent. Aromatic scents are in the middle, with lower rankings for "Oriental" and "spicy". Gender-specific differences apply to the "woody" fragrance note. Men prefer woody to floral, Oriental or sweet, while "woody" and "spicy" come last among women. Millennials and younger generations are basically unaware of "woody" scents. They prefer sweet foot care products over woody scents; on the other hand, sweet scents are the bottom option for over 40-year-olds. In other words: There is no consistent vote beyond a preference for fresh or fruity scents. Some like it tart to woody, others spicy and aromatic, and still others are into floral and sweet aromas. Unscented may also be an option; many consumers prefer unscented products. It's good to have a wide range at hand. For example, GEHWOL offers a wide fragrance range, from fragrance-free (various GEHWOL med products) to ethereal-aromatic and natural (FUSSKRAFT) to the wellness-oriented Soft Feet line, which is also characterized by its modern, fresh, fruity aromas, among others.

A preference for freshly scented products

50%
of men

61%
of women

Most foot care users prefer products with a fresh scent.



New construction series

Ecology



An investment in the future, and a contribution to sustainability

**Interview with Jobst-Peter Gerlach-v. Waldthausen,
executive director of Eduard Gerlach GmbH**



The new headquarters of Eduard Gerlach GmbH is located only a few kilometers away from the old headquarters, on the edge of the Lübbecke Moors. The new building is not just a focus on the future, but also a clear commitment to the region. Along with modernization of the laboratory, quality management, production and logistics, the most important aspect was building in a way that protected nature and was sustainable. There is a traditionally close connection with nature. This new building spans the gap between tradition, present and future. FUSSPFLEGE AKTUELL spoke with Jobst-Peter Gerlach-von Waldthausen, who had also meticulously implemented the new building project for a rather personal reason.

Mr. Gerlach-von Waldthausen: When was this future-oriented decision to build a new headquarters made, and why?

The first concepts for this were already around in 1989. By then, we were already keeping our eyes open for a suitable location, and started basic planning in 1992.

At the time, production within the city centre was slowly reaching its limits. The city centre as well as the two other locations nearby all functioned well until the end, but in order to meet the increasing quality requirements of the future, the newly finished headquarters were the right and proper decision.

Furthermore, another idea played an important role as well. After more than four decades in the service of GEHWOL, I wanted to pass over to my son a company that had a perfect basis for the challenges of tomorrow. It fills me with pride that I have succeeded in this.

Was the Lübbecke Moors location chosen intentionally?

We had been looking for a suitable site for a long time. When we had the opportunity to purchase farmland on the edge of the moors, we did not hesitate for a second. As it happens, we are actually connected to the moors by our history. For GERLAVIT Moor Vitamin Cream, which we first

developed in its original form in the 1950s, the scientists at GERLACH actually still harvest the required peat in the moors themselves. That was the basis for the deep moor extract that, at the time, was selected as the core ingredient of the cream, and is now optimized for the new formulation that we are launching. As it happens, this is also accomplished with the help of modern apparatus procedures for research and development, quality management and production that are available at the new site.

Is this a sign of the close compatibility between nature and high-tech?

Absolutely. We make active cosmetics, and are proud of it. Part of our claim is that we use only top-quality ingredients, so that the effects can work optimally..

Nature provides an amazing range of active ingredients that are suitable for almost every skin problem. It gives us plenty. Which is why we have always been careful to work in harmony with nature. Preserving and protecting it also means we have to operate sustainably. Even for this reason alone, it came naturally to create a balance for the new headquarters, and to plan it so that we can also give back to nature in a meaningful way.

Can you give a few examples of how the new headquarters protect the environment?

This begins with the internal traffic of the company. Production was approximately in the centre of the city, while the warehouse was a good ten kilometers away in Hüllhorst. The development, engineering, technical quality control and service workshop had separate sites as well. But now, produced preparations go directly into the new and modern 7,000 square meter warehouse. This saves a lot of trips, and, therefore, carbon dioxide emissions. And the building itself is very well insulated. In principle, this is similar to an insulated bell. During the winter, heat loss is minimized, while in the summer heat is prevented from getting in. This saves on energy and resources. Additionally, we use gas-powered heat pumps. With them, our energy consumption is significantly optimized. We also

produce our preparations with very little energy. Energy consumption is extremely low for an industrial operation. We also protect the environment in regards to water consumption. The sophisticated water recovery system is based on a closed-loop system. We recycle the water used in the production process and then use it again.

The planning took a long time, but it was worth it. Every detail is carefully thought out and designed to protect nature and people. (see examples on pages 16-17)

Does this also apply to the landscape around the new building?

But there is more: We have created a connection to the environment. For example, part of the building has a green roof. Thus, we "unseal" surface area. In addition to our fenced area, there is also a compensation area of 14,500 square meters, which is adjacent to the landscape conservation area. In any case, we currently only use just over half of the company's site, which is just under six hectares. Among other things, the rest houses a 300-meter lavender field with 9,000 plants. This simultaneously looks good, smells pleasant and gives the specially settled bees the opportunity to collect pollen, performing the important task of pollination. Greenpeace has calculated that bees' pollination services are worth \$255 billion worldwide. That's how important bees are.

Why lavender?

We have a strong connection to this plant. GEHWOL FUSSKRAFT BLUE, GEHWOL Extra and eleven other preparations from the broad GEHWOL range contain lavender oil as an active ingredient. But our lavender field is not a source of raw materials. The lavender for production comes in optimal quality from specialized farms.

Thank you for the interview!

In the coming issues, Jobst-Peter Gerlach-von Waldthausen will talk about the inner workings of the new building, their quality claims, and the responsibility towards employees and customers.



1. Bee Hub

North and east sides border on protected landscape areas. There is hardly any development in other directions as well. The lavender is pollinated by the bees Gerlach established on the site.

2. Heat pumps

Compress, liquefy, expand, evaporate – these four steps and natural gas are used to utilize environmental heat for heating and cooling the new building.

3. Green roof

Part of the roof was greened. This creates additional space for flora and fauna. The greenery creates a connection between the new building and its surrounding environment.



New Construction & Sustainability

With the new construction of the company headquarters, Eduard Gerlach GmbH remains true to itself: Nature and climate protection played just as important a role in the planning as work organization, hygiene or occupational safety. With the new building, Gerlach is also investing in the structural development of Lübbecke and is thus making a clear commitment to the region.

Sustainability starts with the area consumed. Of the six hectares of former farmland, the new building requires only about 17,000 square meters plus traffic areas. Over 30,000 square meters remain undeveloped. Moreover, the building does not stand on a concrete foundation. Gravel tamping was used to compact pebbles in 1,400 boreholes, and the floor of the building sits on top. Above all, the modern process ensures sustainable stability. The walls received 140-millimeter-thick insulation with environmentally friendly mineral wool. For the ceilings, it is even a whole 200 millimeters. In addition to the extremely strong and energetically optimal insulation, the windows also reduce energy consumption. They have a top insulation degree of 0.6 Uw (This is a measure of heat transfer). It doesn't get any better than this. The gas engine heat pumps can be used to heat the building and cool it on hot days. The modern production and office rooms, the laboratory and the 7,000-square-meter warehouse are illuminated by economical LED lamps. Water reclamation is also part of resource conservation. But it's not just about the technical construction. As a family-owned company, Eduard Gerlach GmbH maintains a traditionally close relationship with its employees. The spatial concept, the interior design and the harmonious color scheme create a communicative environment and an atmosphere of well-being.



4. Saving water

The sophisticated water recovery system conserves consumption. This means that the production process requires almost no fresh water. This saves countless liters of the precious resource.

Ecology



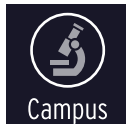
Instrument cleaning and care

Mr. Grätz, what are your top tips for reprocessing rotary instruments? The most important part: Observe the instructions for use. Remove coarse dirt under running water, with disinfectant and a nylon brush. Flush out cavities with a syringe. We recommend mechanical reprocessing including sterilization afterwards. Sort out instruments with damaged surfaces, damage to shape or corrosion. Use the cutter check gauge to check the correct fit of the instruments to avoid imbalances. Always pay attention to the recommended speed when using.

Mr. Diener, what are your top tips for reprocessing hand instruments? Please follow the instructions for use. Clean and disinfect the instruments quickly after use. Remove coarse dirt spots with soft brushes, such as a nylon fiber cleaning brush. Open instruments with joints and ratchet stops as far as possible. Avoid tap water to prevent staining and pitting corrosion. The most important part: Oil instruments in the joint and at spring friction points before sterilization, for example with Sterilit oil. Sort out damaged and rusty instruments.



Werner Diener
(Aesculap Instrumente)
and **Lutz Grätz** of
Hager & Meisinger,
long-time partners of
Eduard Gerlach GmbH.



Experiment: Deep cleaning in the Korsolex drill bath versus household cleaner

Cleaning and disinfection are core elements of instrument reprocessing. Therefore, specialists are also needed: For an optimum result with rotating instruments, a drill bath is therefore recommended, for example from Korsolex. Household remedies, such as those containing citric acid, quickly reach their limits with used instruments and cast doubt on the effectiveness of the disinfection. GERLACH TECHNIK tested the product in terms of its cleaning effects. To simulate the milling dust, a cow horn was ground with two cutters from Hager & Meisinger. The top picture shows one of the cutters used, soaked for 30 minutes in a bath of household cleaner with citric acid. Clearly visible: The contamination has not come off. The other cutter (picture below) from the Korsolex drill bath shows visible deep cleaning. The proven agent also disinfects reliably and is well material-compatible for instruments made of hard metal, steel and diamond.



Household cleaner



Korsolex drill bath

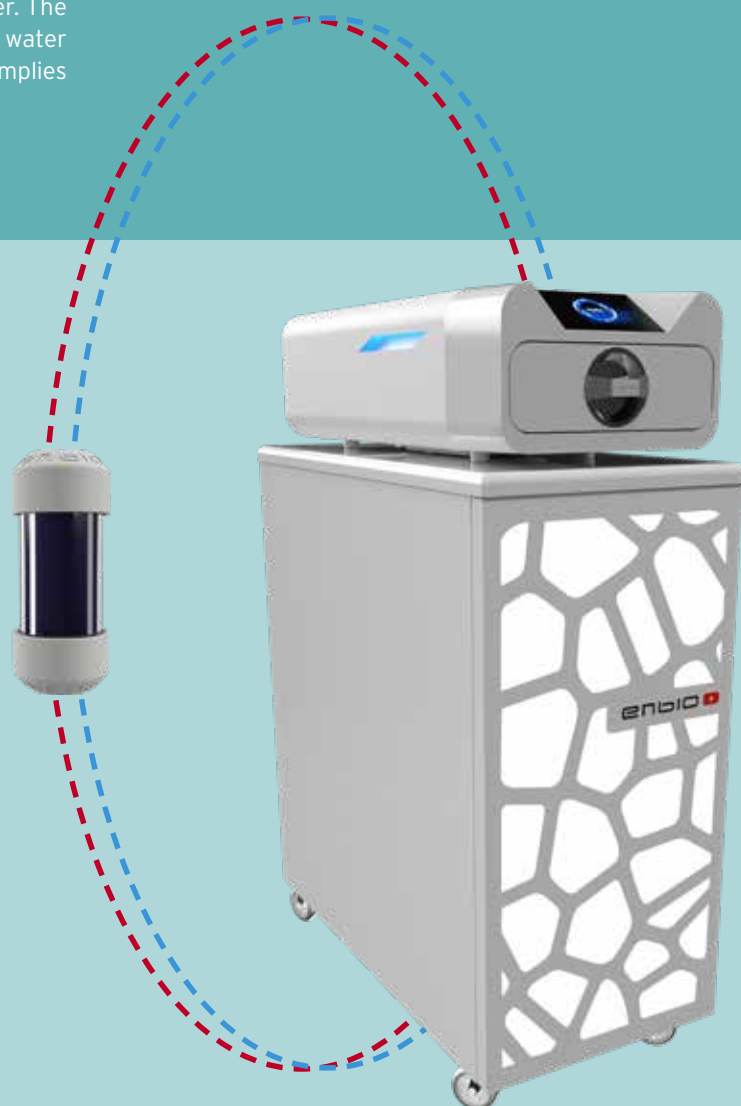
New: Enbio Table & Magic Filter

Design from the device to the floor: The fastest B-Class autoclave on the market gets a stand that generates attention with its unique design. The Enbio table emphasizes the unique appearance of your studio. The front is illuminated and the wheels make it completely mobile. The space inside the table can be used for storage of accessories, among other things.

Saving water as if by magic

The water supply can be integrated. The table also offers a special highlight: the new innovative Enbio Magic Filter. The ion exchange resin contained in the filter recycles the water used for sterilization in such a way that it then again complies

with the specifications of DIN standard EN 13060. One filter can treat up to 400 liters of distilled water. In this way, you protect the environment. Handling is very simple. A colour change from blue to amber indicates when you need to change the filter. You should check the water tank at least once every quarter year, and replace the filter after six months at the latest. Simple and simply ingenious!



Explainer video:
How the Magic
Filter works

Always staying beautifully clean!

Validation of update: The entire process counts

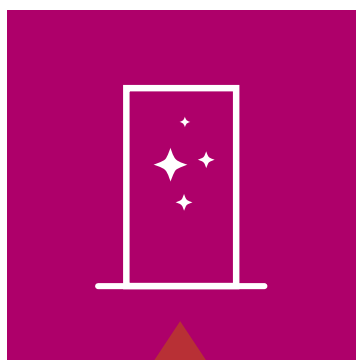
Patient and practitioner protection are at the top of the list of priorities for everyday foot care. This means that hygiene - and by extension the entire hygiene chain - is especially important: from instrument preparation to room conditions. German hygiene standards mandate that only verifiable processes may be used, whether manually or mechanically. The process must be validated once per year to ensure that it is also consistently safe and reliable. Aside from ensuring the cleaning and disinfection of non-critical and semi-critical instruments, this also includes

process steps such as loading and unloading the thermal washer disinfectors or autoclaves, as well as space and organizational process steps. For critical items, such as instruments contaminated with blood, sterilization is mandatory. For non-critical and semi-critical instruments, this step is optional. Validating the hygiene process via a recognized testing laboratory creates legal security and builds confidence with customers. The latter is invaluable for a practice, especially in times of increased hygiene awareness.



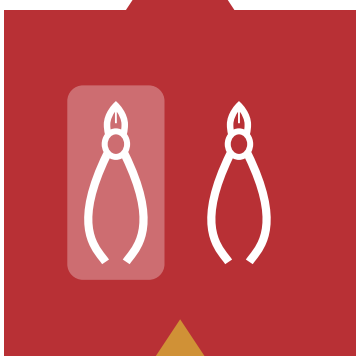
Spatial arrangements

Separation of uncleaned and cleaned areas (labelling) to avoid cross-contamination of instruments.



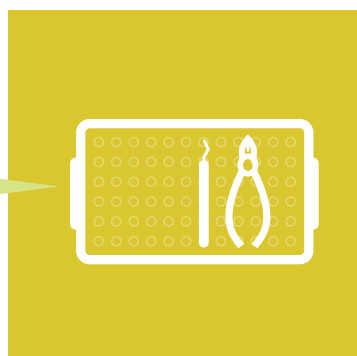
Performance

The performance of the process equipment is checked by means of test specimens (contaminated clamps) and actual contaminated instruments.



Organization

Documentation, maintenance, employee training and an openly accessible hygiene plan are part of the hygiene process as well, and are therefore part of the validation.



Loading

Caution! Processing devices must not be overloaded. When removing instruments, avoid damaging or re-contaminating the packaging.

Parameter

The validated parameters of the thermal washer disinfector and autoclave must be checked and maintained during each processing cycle (documentation).

new GEHWOL Testers' Club new FootActives

GEHWOL
testerclub

FOOTACTIVES

The GEHWOL Testers' Club FootActives (#GTCFootActives) has been launched for all athletes who value their feet. Following the example of the GEHWOL Testers' Club in the beauty sector, hikers and runners first test suitable products themselves, exchange experiences and find information on the subject of sports and health. The launch will be accompanied by two surveys on the status quo of foot care among GTCFootActives and active foot care-interested parties. Sporting events are being planned where members can get to know each other, and meet celebrity athletes. The basic requirement for membership is an active social media profile on a popular platform, such as Instagram, Facebook, TikTok or YouTube, on which one makes regular reports about their sporting activities.

Prestigious awards won by GEHWOL

Eduard Gerlach GmbH, GEHWOL and members of the GEHWOL Testers' Club were awarded several prizes this year: First, the German Design Council presented the German Brand Award 2021 for excellent brand work, in the category "Excellence in Brand Strategy and Creation - Brand Communication": Influencer Marketing for the GEHWOL Testers' Club. Second, GEHWOL was selected as Brand of the Century in the foot care category by the DIE ZEIT publishing group. The long-standing editor of the "German Standard - Brand of the Century" is Dr. Florian Langenscheidt. What makes the award so special is that it is based on an intrinsic selection and evaluation process by a jury, with the jury members themselves selecting the brands to be evaluated. It is therefore not possible to apply. The award will be presented as part of the book award ceremony for the work German Standards - Brands of the Century on the occasion of the German Business Forum 2021 in Frankfurt am Main. Eduard Gerlach GmbH is overjoyed to receive the two awards, and would like to thank not only the employees for their tireless dedication on behalf of the company, but also our foot specialists, who make the lives of countless people better and easier each day. With your support, Eduard Gerlach GmbH will continue to succeed in setting high standards in the fields of care and technology. Together with you, we are stronger.





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Tips for neck pain

About two-thirds of Germans complain of back pain every year, according to Robert Koch Institute's 2020 study "BURDEN". 15.5 percent even reported chronic back pain, which is back pain that lasts for at least three months and occurs almost daily. Shoulder and back problems are among the most common health problems in foot care professionals. Bad posture, as well as excessive noise, can lead to an awkward sitting position and eventually cause pain. Which is why the German Orthopaedic Society has

developed a back fitness formula. It consists of short breaks, gymnastics and stretching exercises, and is easy to integrate into everyday life. The practice equipment is also essential for working without stressing your back. Our Concept F3 foot care chair provides your patients with lofty seating comfort, simultaneously allowing you to keep an ergonomic posture while working. The Titan foot care device sets new standards in terms of handling and noise emissions.

INITIATIVE #SaveThe4

If a small sore on the foot of a diabetic patient goes unnoticed or is dismissed as just a scratch, it can develop into a major problem called diabetic foot syndrome in just a short time, and may even lead all the way to amputation. In the worst case, this can affect not just the foot, but the lower leg as well. 4 out of 5 of these major amputations caused by diabetic foot syndrome could be prevented with some forethought. We are joining Wounds Canada's 2020 "SaveThe4" Challenge to raise more awareness about preventable amputations. In Germany, Bundesverband klinischer Diabeteseinrichtungen in Deutschland (BVKD) e.V. and its members are backing the initiative. Join in! Post a 4-finger selfie and link to us at @gehwo1_de on Instagram. Link your selfie to the campaign by using the hashtags #SaveThe4, #EndDiabetes and #EndAmputations.



Island kingdom

Comprising 6,852 islands



Foot care expertise
imported from Germany

日本

4 fonts

are used simultaneously

Japan

Gerlach International, Part 20

Japan, land of the rising sun, a country full of tradition, art and perfection. This applies to foot care as well. Even though foot care is not regulated by legal hygiene regulations or anything similar, GEHWOL partner Van San-Sho adheres to German standards of quality.

Founded in February 1981 by Nagako Endoh, VAN SAN-SHO was focused on peddling Germany's comfortable shoe fashion throughout Japan. Until then, people mainly wore traditional footwear such as zori or geta (toe sandals made of rice straw or wood). The European leather shoe model would only spread later. Nagako Endoh travelled to Germany in 1989. After shoes, he also wanted to establish foot care more widely in Japan with German standards of quality. Endo had been trained in foot care at the M&M Haug Foot Care School in Pforzheim. His mentor at the time, Bernhard Esser, helped him found the Japanese foot care school "Fuss und Schuh Institut" (FSI) in 1990. Four participants attended the first foot care seminar at the FSI. A lot has happened since then: There are now around 1,000 foot care specialists in Japan. GEHWOL partner Van San-Sho currently employs 40 people. Foot care

in Japan is primarily problem-oriented. Some younger Japanese, however, use the service before weddings or trips. Nagako Endoh, meanwhile, still sees potential in the wellness sector. Hot springs and onsen - thermal baths fed by natural hot springs - are especially popular with the Japanese. Therefore, well-groomed feet could become more of a priority in the future. Based on his years of experience, Nagako Endoh also has a vision for the development of Japanese foot care. He would like to see a clearer separation of activities into medical foot care to address clinical pictures such as diabetic foot syndrome, gangrene or neuropathies, and health / cosmetic foot care, which takes care of other fields.

Although VAN SAN-SHO has adopted Germany's high hygiene standards over the past 30 years, this is not yet the case everywhere. Which is why Nagako Endoh hopes for similar legal regulations to those used in Germany, which also determines the distribution of foot care practices.



About VAN SAN-SHO

- Founded in 1981
- Specialized in foot care in September 1989
- Employees: 40
- Domicile: Kanda, Tokyo (the most populous city and the seat of government in Japan)
- Importer of GEHWOL and GERLACH TECHNIK
- Has its own foot care school: Fuss und Schuh Institut - supported by the German Chamber of Commerce and Industry in Japan.
- Provides training in cooperation with podologist Axel Pelster, originally with podologist Bernhard Esser from Pforzheim

Yes to the lump sum hygiene benefit!



The pandemic has made it possible to raise the importance of hygiene. As part of the coronavirus measures, the German legislature granted a lump sum hygiene benefit to cover the increased hygiene costs associated with prescriptions. That's something. But even though the lump sum hygiene benefit has been extended up to the end of this year, the question remains: Should customers be billed for the fundamentally increased hygiene costs - yes or no?

A flat rate of 1.50 Euros is far from covering costs, but it does cover some of the additional expenses. Within the framework of prescriptions, this flat rate can be directly billed to health insurance companies. But increased costs do not only arise in the treatment of patients covered by health insurance. The argument that hygiene is obligatory, and should therefore already be included in the price of foot care only applies in some cases. What's wrong with passing increased hygiene expenses on to the customer? In the end, charging a flat hygiene fee is like a price increase. Many foot pros hesitate to do this. Unfairly so! The pandemic is not the only reason that hygiene requirements have steadily increased in recent times. For instance, changing masks and disinfecting surfaces more often (such as door handles, coat hangers, toilets and counters) has increased costs for both materials and time. This has a double impact, since the increased amount of time spent on hygiene means that the time budget for treatments is reduced.

This makes sense to customers as well. Over the last year and a half, their hygiene awareness has increased significantly. According to a survey by the statistics portal "Statista", the willingness of the general public to pay an extra cost for hygiene at events is high. In particular, 85 percent of the age group of 16 to 26 year olds, i.e. the up-and-coming customers of the industry, say "yes" to this. This is true for 72 percent of 27 to 39 year olds, nearly 50 percent of 40 to 55 year olds, and it is still over 46 percent among 56 to 70 year olds. Why not in professional foot care as well?

A look at the retail sector shows that the value of hygiene seems to have caught on with consumers. According to a study conducted by Deloitte this year, participants ranked health, safety and trust among their most important factors for purchases. Sensitivity to hygiene creates an expectation among customers. The motto "Not only clean, but hygienic" becomes the leading feature of the practice. This can also cost something, such as a flat rate hygiene fee of 1.50 Euros.



Dr. med. Renate Wolansky is an orthopedist, 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.

Foot blisters caused by poisonous hemlock

It looks stunning, especially when it blooms during the fall. During a hike through nature, it can sometimes be mistaken for other plants. But it is not to be underestimated, and repeatedly causes major problems: spotted water hemlock. Even just touching it can lead to serious skin problems.

The plant is one of the most poisonous plants in continental Europe, Asia, South America and Africa, and can reach a height of about 80 to a staggering 200 centimeters. Hemlock grows mainly on shaded rubble, farmland, fields, and fallow land along walls and hedges. This pretty plant prefers moist, nitrogen-rich loamy soil. Its flowering period lasts from July until fall. The highest concentration of the toxin coniine can be found in the knob-like, unripened and laterally borne fruits. Coniine quickly penetrates the skin, causing severe discomfort and altering genetic material.

A cup of hemlock for Socrates

Looking to antiquity shows just how toxic hemlock is. The Greek philosopher Socrates had been considered to be an uncomfortable contemporary, who repeatedly and bluntly stated disagreeable conclusions that shook the foundations of the Greek world. He became disgraced, and was accused of impiety. In 399 BC, the authorities condemned the renowned philosopher. He had to drink poisonous hemlock juice from what was known as the hemlock cup.

The poison also causes problems externally. Skin, the largest organ of our body, has an excellent barrier function to protect us from environmental influences, such as dangerous or noxious substances. Nonetheless, skin contact with the poisonous plant can cause allergic reactions, especially when we happily roam meadows barefoot or in sandals without socks in summer. These reactions manifest themselves with symptoms such as swelling, hives with severe itching (urticaria) and large and very painful blisters (bullae) on the toes or other parts of feet, also called bullous dermatitis.

Burning feet

They resemble burn blisters (see attached figures). The skin blisters are among the primary pathological skin changes (efflorescences). They consist of a cavity that rises above the skin and low-protein contents due to exposure to pollutants. This is also known colloquially as „wound water“. It usually takes 4 - 48 hours before symptoms appear. There may be other symptoms along with the skin changes, especially on the feet. Accidental consumption of even small amounts due to mistaking it for similar wild herbs, such as caraway plant, wild chervil or yarrow may cause paralysis of the tongue, leading to loss of the ability to swallow or speak. Typical symptoms include dizziness, vomiting and diarrhoea. In extreme cases, muscle paralysis can eventually lead to respiratory arrest. Children are particularly at risk, since they like to use the hollow stems as blow guns.

Physical contact - now what?

A dermatologist can determine whether skin changes have occurred due to a toxic reaction. The affected area of skin should be cleaned using soap, disinfected and covered with a sterile bandage. Piercing the blister (or other tampering) can disrupt the healing of the skin or cause an impending superinfection, especially during the inflammatory stage. Therefore, even foot care pros should only take action when the blisters have already healed. The focus is on skin monitoring and care by using a fatty cream with added urea, such as GEHWOL med Lipidro Cream.



A 68 year old female with type II diabetes without polyneuropathy was walking barefoot in sandals through a field, and had contact with spotted water hemlock. Soon after, both of her big toes itched and ached. The following day, large skin blisters had formed.



Once the blisters had opened spontaneously on their own, allowing the wound water to drain, the itching and aching diminished.



The blisters subsided after four weeks, and a foot care pro took over treatment. The treatment consisted mainly of intensive skin care using a fatty preparation with added urea. The affected person was once again free of symptoms.

Psoriatic arthritis: Bone pain

It is also known as psoriasis: Psoriasis is among the most common chronic inflammatory skin diseases. Doctors call it psoriatic arthritis when it spreads to the joints. It is difficult for a foot care pro to recognize. It can take up to ten years for psoriasis to start affecting the joints.



Joana Weingärtner,
Director of GEHWOL
Academy, Podologist

In most cases, it affects persons aged 50 years and up. In its peripheral form, it primarily affects the toe, foot (dactylitis or metatarsal bone affliction), finger, and wrist joints. In its axial form, psoriatic arthritis is mainly seen on the axial skeleton, where it affects the ileosacral joints and the spine (spondylitis psoriatica). There are three main types of psoriatic arthritis:

- Axial type (affecting the toe or finger joints)
- Transversal type (distal toe or finger joints)
- Isolated affliction (individual end joints)

Affected persons often complain of severe pain, especially while at rest and at night. Aside from pain, classic signs of inflammation such as redness or hyperthermia appear episodically. Effusion in the end and middle joints may impair functioning of the toes and fingers. Tendon sheaths (tendovaginitis), tendon bases (enthesiopathy) and bursae (bursitis) may alter and develop into "sausage toes" or "sausage fingers".

The fingers and toes swell. They become more sensitive to pressure and touch. There may be morning stiffness. Finally, pathological changes of the toe or finger joints or complete loss of mobility may result. When diagnosing psoriatic arthritis, it helps to look for possible skin changes (psoriasis). Typical brighter areas are caused by scratching, which may lead to bleeding. A history of prior diseases in the family is also important. Doctors collect tissue (biopsy) or use imaging procedures such as scintigraphy (tissue activity due to weakly radioactive substances). They treat with medications. Physiotherapy and ergotherapy release stiffness and address muscular atrophy and imbalances. Custom insoles or confectioned footwear from an orthopaedic shoe technician provide help if the gait is altered. Dry, scaly skin also requires rich care that binds moisture in the skin.



When psoriasis affects the joints, affected persons often develop severe pain. It can take up to ten years for psoriatic arthritis to develop.



Skin changes are typical for psoriasis. The often scaly skin appears similar to xerosis cutis and is therefore easily confused with dry skin.



Mycotic disorders such as those shown here may be confused with psoriasis, since they cause similar skin changes. They also itch, similarly to psoriasis.

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Risk of a wrong diagnosis

(Xerosis vs. mycosis vs. psoriasis)



Psoriasis as a trigger of psoriatic arthritis is often unrecognized for long periods, and may also be confused with other disorders. Dry skin is the most important potential factor for misdiagnoses. Xerosis cutis is among the most common dermatological disorders, and currently affects about ten million people in Germany.

The balance between lipids (fats) and moisture is shifted in dry skin. This effect is often present for only a short time, such as in summer after an extended beach vacation, or in the wintertime, when the feet are exposed to heat and cold stimuli. It is similar to psoriasis especially because skin regions may appear rough, scaly and especially pale. The tendency to form cracks and inflammation is one more reason why xerosis may be confused with psoriasis. Inflammation, bleeding and itching, especially of the extremities, are also more common in the advanced stages (progression).

There is also a risk of confusion with widespread fungal diseases. Mycoses have similar symptoms. This particularly includes itching of affected skin regions. Reddened, dry, slightly crusted or scaly spots also form.

The effect is also a question of the product form

What should we choose? This question should be decided less on the basis of taste than based on the required effect of a product: The care goal of a product determines not only its active substances, but also the product form that should be selected: Sprays, liquid products, oils, foams, lotions, creams, ointments, butters, and many other forms. In this and subsequent issues of FUSSPFLEGE AKTUELL, our series will present various product forms to you, name individual product examples, and explain active substances and their care goals. This issue offers you a broad classification of the individual product forms.

Galenics originally refer to the manufacture of medicinal products. The product form is made from additives and active substances. Three product forms can generally be differentiated: solid, semisolid and liquid. There are no definitions of these phases without overlaps; there are intermediate forms with flowing transitions. A clear differentiation must be made, however, between the additive and the active substance, which together represent the product form. Additives already have specific cosmetic effects without active substances. They also determine how an active substance will take effect. For example, this can influence the duration for which the product stays in place and the concentration of the active substances. The product experience is also an important factor, which is also influenced by the product form. Among other things, the acting time, the feeling when applying the product, and the use of the product as such are significant. Customer preferences for specific properties directly influence their willingness to use the products.



Joana Weingärtner,
Director of GEHWOL
Academy, Podologist

Refresher course in galenics

Part 1: the vehicle system



solid

Solid product forms primarily act through physical effects: They have strong moisture-binding properties. They therefore have drying effects. Typical representatives include powder and shaking mixtures that contain about 50 percent powder, or granulates (lower dust proportion). Depending on the base, they can be anti-inflammatory, or reduce friction. These forms are used, for example, on sweaty feet.



semisolid

Semisolid product forms do a good job at transporting active substances into the uppermost skin layers, and utilize physical effects such as their covering effect. Due to their rich composition of moisture and lipids, they are protective. Semisolid product forms include lotions, creams, balms, ointments, butters and pastes, among other things. The shares of moisture and lipids accordingly make it possible to classify the product as being closer to a liquid or a solid.



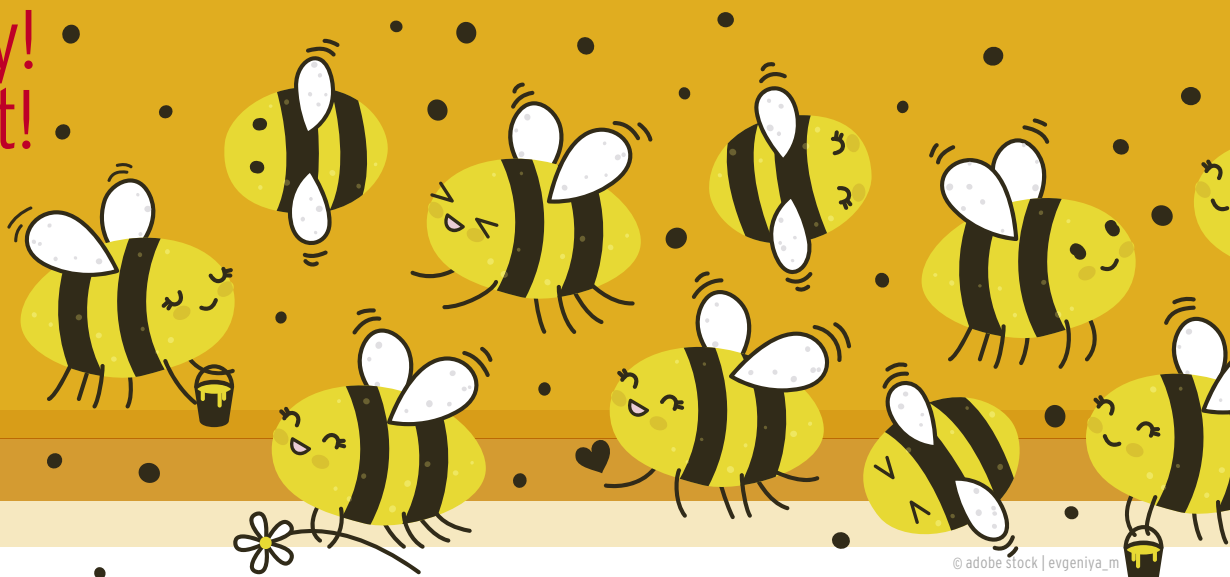
liquid

Liquid forms also act as carriers, but make especially strong use of physical effects. The high share of moisture, which varies with the product type, may evaporate on the skin. This produces a cooling effect. The richness of liquid forms varies. Typical representatives include sprays, aerosols, solutions, tinctures, oils, foams or gels.



Busy Christmas bee!

Bee merry!
Bee bright!
Be a bee!



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Cuddling with the queen

Honeybees do not hibernate. Completely to the contrary: Winter bees, which are born starting in September, keep things moving in the beehive. The task of the winter bees is to feed the queen and keep her warm. They form a cluster in the hive, where the queen waits for the end of the winter at a cozy 25 degrees. The bees generate heat by trembling their flight muscles. Even in extreme frost conditions, the temperature never drops below 20 degrees. GEHWOL FUSSKRAFT Soft Feet Mask with bio-acacia honey and ginger as well as GERLASAN Hand Cream with bio-acacia honey and milk are well suited for keeping the feet and hands well nourished through the winter without dry skin. For example, sugar molecules from honey will bind to moisture. The vitamins and minerals that it contains also have regenerative properties. They leave the skin velvety and soft.

GEHWOL FUSSKRAFT
Soft Feet Mask Honey & Ginger
in a 50 ml can

GERLASAN Hand Cream Honey & Milk
in a 50 ml can

Christmas poster
On request per promotional order
1 free poster!

Christmas gift coupons
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20 free units!

Christmas gift bags
Width: 17 cm, height: 22 cm, depth: 7 cm,
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Limited Edition