

GEHWOL journal

MAGAZINE FOR FOOT AND SKIN HEALTH

Issue 2 / 2021



NEW

The secret of healthy skin lies in **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. To do this, it combines hydrating components from three moor plants into moor plant extract: peat moss, Icelandic moss and the fern plant common polypody.

The nutrient density of the moors is also fascinating. Whether due to rainfall, or 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. This is the basis on which nutrient-rich peat forms. It increases in thickness over time to form the most important basis 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 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. This is why it is especially

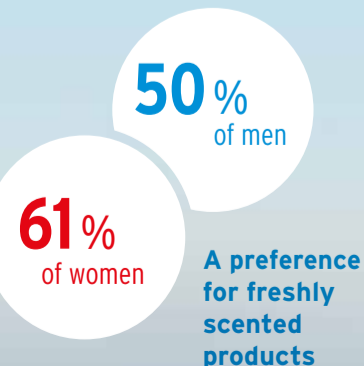
suitable for dry skin, which may be caused by a variety of factors. Fact: It frequently affects not just the feet, but the face as well.

The new GERLAVIT Moor Vitamin Cream transforms the secrets of the moors into modern facial care which is optimized according to the latest research. It is especially suited for the care of dry and sensitive facial skin. Naturally, in our proven Gerlach quality. Apply the cream to cleansed skin in mornings and evenings. GERLAVIT Moor Vitamin Cream is dermatologically tested, unscented, and contains no parabens, silicone oil or paraffin oil.



Preferably fresh scent

Only 15 percent of those surveyed prefer foot care products with no scent; this is significantly truer for men (20%) than for women (10%). The preference for scent-free products increases with age. This was the result of the representative GEHWOL foot care trends. In other words, the vast majority of consumers prefer scented preparations, with a 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. Fruity notes are in second place, followed by citrus scents.





The care combination for the face

Dry skin

The skin is our largest organ and has a variety of tasks. It can absorb or release substances, store fat as a reserve, and react to heat and cold like a thermostat. A hydrolipid film of water and fat forms a protective shield, keeping the skin supple and protecting it from drying out. Our skin is made up of several layers: the epidermis, the dermis, and the hypodermis. It contains different cells, sweat and sebaceous glands, hair, nerve tracts and blood vessels depending on the section. As a divider between the environment and the body, it masterfully protects and defends us, senses hazards, and acts as a sensory organ with transport and storage functions. It also regulates temperature, such as by cooling down by sweating during high heat. Dry - and consequently sensitive - skin has a wide variety of causes. These include genetic predisposition, age, hormonal changes or lifestyle habits, but also some diseases or 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.

New GERLAVIT Moor Vitamin Cream was specifically developed for dry, sensitive facial skin. The cream's special feature: The innovative, high-quality formulation skilfully 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. Extracts of Icelandic moss, peat moss and the fern plant common polypody replenish the moisture depots of the skin. Vitamin E smooths the skin and helps to counteract premature skin ageing. Furthermore, provitamin B5 (Panthenol) moisturizes and alleviates symptoms of dry skin. Vitamin-rich wheat germ and avocado oil protect the natural skin barrier, while jojoba oil renders the skin beautifully smooth and supple.



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 ageing.



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.



Let winter come

Even if its beginning is uncertain, the first meteorological forecasts can predict it. According to the US weather service National Oceanic and Atmospheric Administration (NOAA), we are in for snow and cold weather. So can winter fans already look forward to long walks, sledding and skiing? But all too often, this joy gives way to complaints about cold feet. The good news: There's a treatment for that. GEHWOL FUSSKRAFT RED, a warming care balm for dry foot skin, makes tired, strained and aching feet feel good again. Revitalizing camphor, extracts of paprika and ginger and essential oils of rosemary and mountain pine stimulate the blood circulation. This produces a pleasant feeling of warmth. Daily care using GEHWOL FUSSKRAFT Warm Bath Concentrate beforehand. The skin-friendly and intensive care ingredients strengthen dry, brittle foot skin, making it smooth and supple again. The soothing scents of the bath prevent foot odour, foot fungus and itching between the toes.

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 outside observer probably would not have noticed the warning call - because it was sent through the ground. And unless we put our ears to the ground, we are deaf to such signals. Elephants have a decisive advantage here. Just like various small animals, such as mole rats, 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. They spread through the legs and shoulders onwards 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 kilometres, 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.

STRESS strains the SKIN



It is the largest of our organs, yet still so sensitive. Skin is very closely connected to our psyche. Which is one reason why we also call it the "mirror of the soul". In an article with the same title, Stern reported on the well-known case of a medical student. The student had received a watch containing nickel from each of his separated parents. While he could wear the watch from his father without any problems, the negative reminder of the separation by his mother triggered contact dermatitis. Just about everyone has had the experience of "goose bumps", like from a scary film. Psychological stress can trigger skin problems like psoriasis, neurodermatitis or hives. Experts estimate that the rate of psychological factors in skin diseases can vary between 30 to 60 percent. When you are being diagnosed by a doctor, it is important to bring up stress, or any other psychological aspects. And when it comes to affected feet, foot professionals are often the first point of contact. Pollutants such as fine dust, UV light or ozone can also stress the skin. They damage the skin barrier, leading to dry skin, depleting vitamin E and paving the way for free radicals. Among other things, they attack the lipid layer of the skin. This layer is especially sensitive on the feet. Regular care with a rich preparation can keep the skin barrier intact and protect sensitive foot skin.

How athletes check their feet

A survey done on behalf of the GEHWOL brand community GTC FootActives shows the situation regarding care of the lower extremities. Taking care of their feet is a high priority, since many active people have already had foot problems. Unsurprisingly, women tend to groom their feet more - and more often - than men. However, the fact that 33 percent of runners set off without any preparation and 39 percent of hikers will only use foot care if they have a problem shows: There is still room for improvement. Scan the QR code and read the full results:



Trendy: Going on foot

In April of this year, Mitteldeutscher Rundfunk (MDR) surveyed 25,000 people from Saxony, Saxony-Anhalt and Thuringia to find out if, and how, their choices for transport had changed. The result: Only one mode of transport increased: Going on foot. 16 to 29 years-olds in particular walked more often during the pandemic, at 33 percent. 30 to 49 year-olds and over-65s follow behind, with 26 percent each. Among 50 to 64 year-olds, the figure is still at 23 percent. In regards to means of transport, the losers are cars and, above all, public transport. Participants were also asked how they would like to change how they get around after the pandemic. And once again here, the foot is champion, because: 29 percent would rather stick with walking. However, the car is catching up again at 13 percent. And accordingly, cycling will also make a leap - up to 26 percent.



Toega



Yoga for your feet

We do a lot to improve our fitness, such as pilates, gymnastics and yoga. But the feet are often neglected. A new trend promises a remedy: Toega - a combination of the words "toe" and "yoga". This workout for the toes uses the positive effect of Indian teachings, which aim to harmonize body, mind and soul. Barefoot coach Emanuel Bohlander developed the exercises, which are more strenuous than they seem - and the exercises are apparently more exhausting than jogging. His motivation? The health of our feet. Stretching and strengthening are intended to keep the toes healthy and improve restricted mobility.

One exercise, for example, increases mobility in the metatarsals. The big toe is pulled back while the other toes are stretched forward. Pressing the big toe on the floor while spreading the other four upwards is another lesson. Practitioners should keep the ball of the foot on the floor to avoid over-burdening the foot and joint system. This exercise is especially strenuous: Kneel while keeping the upper body and thighs straight. Keep the lower leg at a right angle to the back. Touch the toes to the floor. Practitioners can support themselves on their heels using their hands while keeping their body straight, and gently rock back and forth in this position.

IMPRINT

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GEHWOL JOURNAL is published on behalf of Eduard Gerlach GmbH, Lübbecke
Editorial management: Dorothea Küsters (responsible), Dirk Fischer. Editing staff: Stefan Dudzinski-Lange

Design: District Line Werbeagentur GmbH, Ober-Mörlen

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Provided by your foot care specialist: