

92% of people want healthy feet

More and more people believe that foot care is important.

Healthy feet are en vogue; 92 percent of Germans want to have them. It is no longer just about eliminating foot problems, but preventing them as well. And the topic has even reached the younger generation, as well as men. Increasingly, participants are also using professional help: Four years ago, only eleven percent of Germans regularly obtained foot care. This figure has meanwhile risen to 24 percent, with one-fifth taking a two-pronged approach and also doing home care.

More than half of people surveyed exclusively care for their feet themselves. This holds true for foot care fans, but also for people who rank foot care as less important. These people generally have few or no foot problems.

Apart from one small fringe group: Seven percent of persons who are indifferent to foot care do not place much importance on it, even though they often have foot problems. Altogether, only

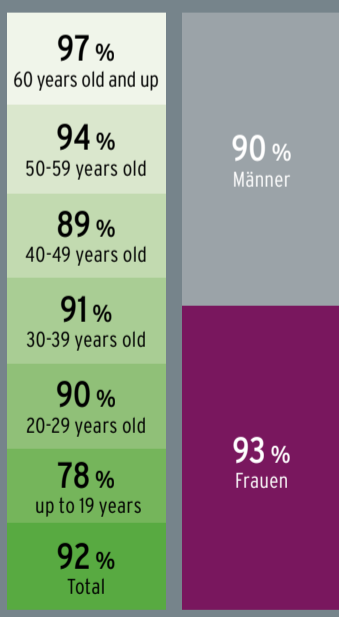
22 percent of those surveyed say they have not been affected by foot problems in the past twelve months. The rest are primarily concerned with dry or cracked skin, excessive callus, aching feet and blisters.

The latter are more frequent in the younger age groups up to 29 years old, as well as among women. Notably, inappropriate shoes, interfering seams, or certain fashion choices such as high heels encourage the development of blisters and pressure spots.

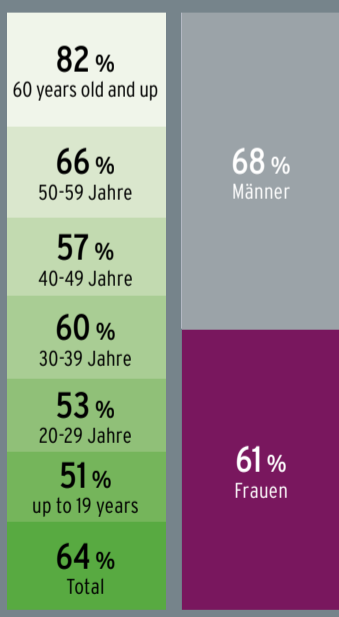
Apart from these visual and painful foot problems, Germans are also concerned with a less obvious problem: 26 percent of teenagers up to 19 years old primarily complain about foot sweat and odour. Therefore, foot problems are not a question of age, but affect all age groups. However, women generally report being affected by foot problems more frequently than men.



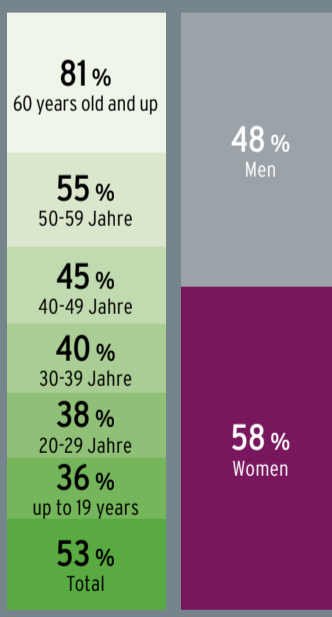
The health of my feet is important to me.



To me, foot care is part of body care. I regularly groom my feet.



I pay attention to my feet year-round.



Data base

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

Source

GEHWOL Foot care trends 2020/21
(IPSOS online omnibus), June 2020.
Online download:
<https://www.gehwol.de/Aktuelles/GEHWOL-Fusspflege-trends-2020>



Arched shoe profiles worsen foot problems

120,000 years ago, the first tools with which something similar to a shoe could be made 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. These muscles, which we need in order to push off the ground, become weaker. The study summarizes that this puts more stress on a tissue plate - the plantar fascia - which may become inflamed.



Aloe Vera & Olive

There are around 250 varieties of aloe. But only the “vera” aloe contains a multitude of beauty-promoting ingredients. Aloe vera, also known as the desert lily, possesses the unusual ability of forming its own nutrients and storing water. The gel-like flesh inside its leaves stores everything it needs to survive in the desert: 98.5 percent water, and a mixture of carbohydrates, amino acids, fats, tannins and enzymes. The interaction of the ingredients creates a unique moisture depot which protects the plant against extreme climate conditions and dehydration. Our GEHWOL FUSSKRAFT Soft Feet Foam uses the moisture depots of the aloe vera plant in the form of a highly concentrated extract.

In combination with deep-penetrating hyaluron, aloe vera provides lasting moisturizing effects. Olive oil serves as the source of nutrients for the foam. 85 percent of it consists of unsaturated fatty acids, including oleic and linoleic acid. Linoleic acid is an essential component of epidermal lipids, ensuring an intact skin barrier and healthy skin. Olive oil also contains vitamins, mineral nutrients and secondary plant ingredients such as polyphenols, which protect against oxidative stress and light-related skin aging. In combination with avocado oil, high-quality olive oil nourishes the skin for a supple and visibly smooth look.

Diving into the wellness wave.

Simply fresh, simply sparkling, simply Soft Feet foam

“When will it really be summer again, a summer like it used to be?” More than ever, this question from the hit song by showmaster Rudi Carell still holds true. But while he used to lament about the lack of warmth, the summers of recent years have been more like a visit to the Sahara. According to weather models, 2021 will be another hot year. This is forecast by both the European model ECMWF and the model of the American weather authority NOAA. According to the forecasts, which were carried out independently from each other at the beginning of the year, both concluded that the summer will probably kick off with a heat wave right away in June. Of course, the forecasts do not predict whether there will be suitable beach weather for swimming on the coasts.

Even without the ocean, nobody will have to miss out on refreshment once the weather gets truly hot. Because refreshment for body and soul is always good in the heat. 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 is fun, and lends a refreshing feeling of wellness for your feet and legs.

Likewise, GEHWOL FUSSKRAFT Soft Feet Foam provides pleasant freshness and moisturizing care for the skin. The wellness care is rapidly absorbed and non-greasy. The freshly scented Soft Feet Foam contains aloe vera and olive. The two main active ingredients intensively moisturize the skin, leaving behind a soft skin sensation. Deep-penetrating hyaluron binds moisture, boosts skin elasticity and, together with nourishing vitamins from olives, lends the skin a smooth, well-groomed appearance. GEHWOL FUSSKRAFT Soft Feet Foam will be available in footcare & podology practices and cosmetics institutes.

By the way, the entirety of the GEHWOL FUSSKRAFT Soft Feet product range is suitable for providing moments of well-being and satisfaction. For example, a pleasant skin sensation is a sensual experience that influences us, along with joy about supple, visibly smooth and well-groomed skin with a pleasant scent. Care, relaxation and enjoyment - that's the concept of this series of creams, scrubs, lotion, foam, butter and care bath. Just put up your softly groomed feet for a moment, and let yourself relax.

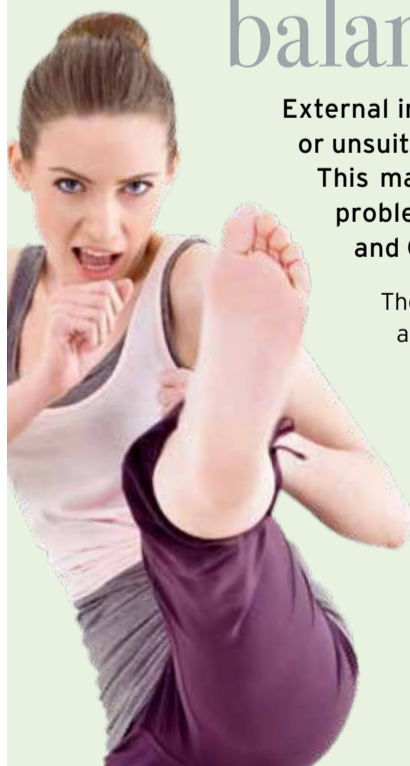


balan^{ce} through prevention

External influences such as frequently washing hands, dry heating air or unsuitable care products may cause an imbalance of the skin flora. This may result in dryness, redness and tension of the skin. Such problems can be prevented. The probiotic care series GEHWOL and GERLASAN balance own up to their claim of preventive care.

The microbiome, also called skin flora, consists mainly of skin bacteria and is crucial for skin health. It plays an important role for an intact skin barrier. GEHWOL balance Foot Cream, GEHWOL balance Leg & Foot Lotion and GERLASAN balance Hand Cream keep the microbiome in balance with three active ingredients: The probiotic active substance BIOTILYS® in GEHWOL and GERLASAN balance products encourages the natural reproduction of healthy bacteria in the skin flora, restoring their balance.

It regenerates and strengthens the natural skin barrier and protects the skin. White tea extract provides the skin with moisture and protects it against moisture loss. Sesame oil nourishes the skin, leaving it noticeably smoother and more supple.



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). The American agent interrogated dozens of suspects over the course of 25 years.

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.

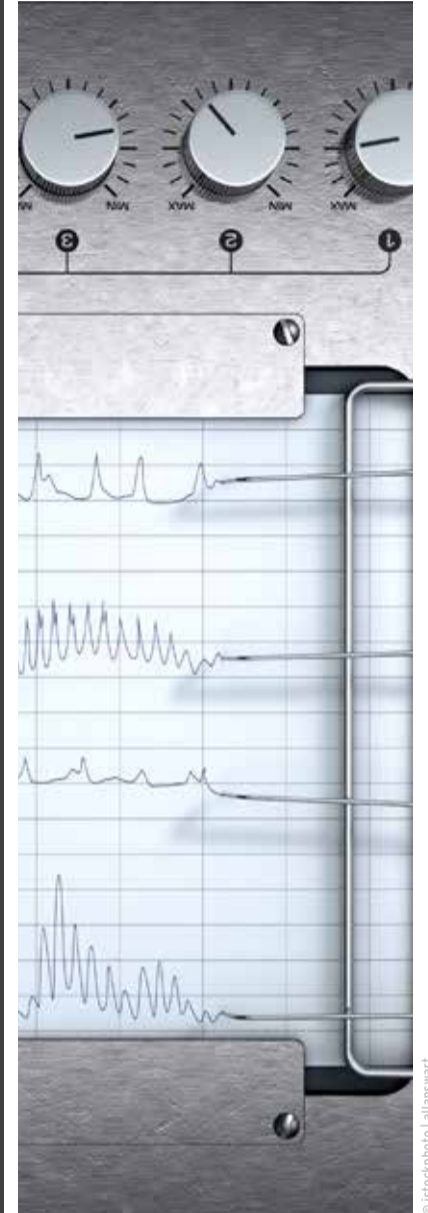
Feet fall through the cracks

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.



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What bears and people have in common



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Like people, bears also walk on their soles: When they walk, they set their whole foot down from toe to heel. Like humans, bears love to wander. Male brown bears range over territories of up to 800 square kilometres. They mark their hiking trails with claw and scent marks. 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.

The expression "to follow in someone's footsteps" means to emulate another person. Footprints are the traces of past existence. As early as in 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? Have we not walked in the same footsteps?"

Following in someone's footsteps means acting or trying to act as an equal. The role model and footprints of Jesus serve as an example for Christians. The discipleship spoken of in Peter's first letter refers to suffering injustice, in this case being especially prepared to endure suffering, but with the outlook 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 has always been an important commemoration day for the return of Jesus Christ as the son of God to his father in heaven. The Ascension Chapel stands on the highest point of the Mount of Olives, in Jerusalem. It is said that the last footprint of Christ is here. Those who have followed the footsteps of Jesus up to this point can, mentally, do the same as bears: Following in the footsteps of Jesus Christ. And another parable: In the secular sphere, the Christian holiday is Father's Day, and often combined with a hike, just like the bears.



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GEHWOL testerclub

Soft sneakers

Sneakers are known for being comfortable, even for longer wearing periods. The reason for this is usually their soft soles. But for athletes or frequent walkers specifically, this feature can also be detrimental. Researchers at Oregon State University have been looking at the movement behaviour of 20 female runners wearing shoes with particularly strong cushioning in several successive studies since 2018.

Conclusion: The softer and stronger the feel and cushioning, the harder the runners had to step. Accordingly, the strain on muscles and joints was actually higher. Furthermore, the test subjects even continued to "stomp" after they changed their shoes. Researchers therefore advise against shoes that are too soft, also due to the potentially higher risk of injury resulting from the overall change in movement patterns.



Become a member of the GTC FootActives Because athletic feet need regular care

It is our feet that carry us across terrain during hikes, outdoor activities or sports in general. Paying them mind is not only good for them, but keeps them fit for the next athletic challenge.

For all athletes to whom their feet are important, the GEHWOL Tester Club FootActives is now launching. The FootActives in the GEHWOL Tester Club are hikers and runners whose common mission is to highlight the importance of foot care for their sport, to test products and to share their experiences with other athletic people.

"Foot care is often neglected by endurance athletes. Our feet are an important, or maybe even the most important, component of running. During extended runs, they are badly strained and bruised. Their intensive, preventive care ensures that we can get going again the next day," explains multi-sport athlete and extreme runner Maik Becker. Because numerous foot problems can develop when hiking or running. Even the best gear will not protect you from heavy strain. Blisters and calluses caused by running are among the most common issues. It can also lead to badly chafed skin, corns, fungal infections or excessive callus formation. Many active people also suffer from dry skin, foot odour, sweaty feet, ingrown nails or skin cracks (chapped/rhagades).



Go to GTC FootActives:
<https://www.gehwol.de/Unternehmen/GEHWOL-Testerclub-Foot-Actives>



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Provided by your foot care specialist: