



# FUSSPFLEGE AKTUELL

The magazine  
for the practice

Issue 1/2020

Wellness for feet  
and legs - now  
even more  
intensively



**NEW**



**Story:**  
The unique case of  
Mrs Redemund

**FOCUS:**  
**NEW!** Enbio autoclave  
Starting  
on top level

**Dossier:**  
Nail correction,  
prosthetics and care  
Everything from  
a single provider

# Wellness for feet and legs - now even more intensively

## Title - p. 4 GEHWOL FUSSKRAFT Soft Feet Butter

The most recent highlight in the GEHWOL range spoils feet and legs with pomegranate extract and moringa oil. With its fragrance, the intensively nourishing butter texture invites you to relax in a Soft Feet-like way.

## Story - p. 8 Anna Redemund

She still has a lot of fun with her work, even though she is 88 years of age, making her the oldest druggist in Germany. Once upon a time, Eduard Gerlach GmbH emerged from a drugstore as well - and this is not the only thing they have in common.

## Story - p. 10 The Penguin Principle

Cold feet are a common problem, as the GEHWOL pedicure trends show. Penguins, on the other hand, feel comfortable with cold feet.

## Focus - p. 14 The de-polluter

More hygiene thanks to pre-cleaning with EFESOL drill bath.

## Focus - p. 15 Fine dust

Suction devices from Gerlach ensure good air.

## Focus - p. 16 Exclusive together

Aesculap and Gerlach go along together.

## Focus - p. 18 GEHWOL Diabetes Report

330 percent of diabetics do not know that they have to pay attention to their feet. Ways out of this dilemma!



## Focus - p. 14 Autoclave for small practices

The new Enbio Steamjet B-class autoclave from Gerlach is suitable as a premium starter model and convinces in particular with respect to price-performance ratio.

## Newsfeed - p. 20 GEHWOL...

... at the finals of the Ladies Golf Tour and with a diabetic study at the FUSS in Kassel.

## Focus - p. 22 #Bloggerstar

The new, already popular GEHWOL FUSSKRAFT Soft Feet Foam is well received by bloggers. The opinions from the Web.

## Horizon - p. 23 Gerlach international: Portugal

GEHWOL's partner Cosmake sensitizes the Portuguese.

## Expertise - p. 24 Spread foot

A spread foot can easily be recognized. Care and pressure relief play a major role in treatment.

## Expertise - p. 24 Effective customer acquisition

Episode 2: Channels for targeting..

## Dossier - p. 28 Problematic nails

Correct, repair and maintain - nail problems require professional help by the foot care pro.

## Imprint

Please order via the publisher

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## OFFERS

Offers

**S. 6**

**New: GEHWOL  
FUSSKRAFT Soft  
Feet Butter**

With pomegranate and moringa to velvety-soft and supple feet and legs! Incl. tester, display, placard and brochures.

**P. 14**

**New: Enbio Steamjet  
autoclave**

The fast and safe B-class autoclave especially for smaller workspaces.

**P. 16**

**Aesculap instruments**

Up to 10% discount on select pliers.



# Dear Foot Care Pros and Podiatrists,



GEHWOL FUSSKRAFT Soft Feet stands for feel-good care. Care, relaxation and enjoyment - that's the concept of this series, which is already giving the feet and legs generous downtime with a care bath, scrub, cream, lotion and foam. Doing something good for your feet and grooming them has always been part of our claim and the motivation of our actions. That is why we are consistently working on new products for the treatment of foot problems and their care. We have therefore added a further relaxing care product to the feel-good range of GEHWOL FUSSKRAFT Soft Feet. The new GEHWOL FUSSKRAFT Soft Feet Foot butter pampers your feet with pomegranate extract and moringa oil. Other ingredients such as shea butter and hyaluron complete the pampering programme.

Penguins feel very comfortable even though they have cold feet. Our new issue tells you how the penguin principle works and other stories, such as the one of the oldest druggist in Germany. In addition, you will learn what's new in hygiene management and diabetes in this issue. We would be pleased if you found these and the numerous other topics interesting. In this sense: Enjoy reading!

Timor Gerlach-von Waldthausen

Jobst-Peter Gerlach-von Waldthausen

# Wellness for feet and legs - now even more intensively

The new yield:

GEHWOL FUSSKRAFT Soft Feet Butter





## Pure relaxation

In everyday life, which is often stressful, someone is neglected most of the time – and that is you. It is actually too easy to overlook one's own needs. However, personal oases of calm are so important for one's well-being. Time for more intensive moments of relaxation.

The bath water is rippling in and a scent of almond and vanilla from GEHWOL FUSSKRAFT Soft Feet Nourishing Bath is wafting through the bathroom. The candles you have just lit cast soft light into the room. Once the bathtub is full, the towel sinks to the floor and the pleasant warmth of the water embraces body and soul. A few intensive, calm minutes of pure relaxation and the chance to forget the rush of everyday life. After a while, the bamboo granules and jojoba-wax pearls in Soft Feet Scrub remove the unnecessary ballast from the skin. Then, once you have wrapped yourself in a warm bathrobe, the rest period follows. A new fruity fragrance is a treat for the nose, while the skin is pleased with attention in the form of rich care. In the background the first notes of soft music are heard and a pleasant slumber comes upon you.

It's time to do more good for your body and soul again. The new GEHWOL FUSSKRAFT Soft Feet Butter with its pleasant, fruity aroma intensively nourishes and pampers your feet and legs. Moringa oil as well as pomegranate extract nourish your skin to suppleness. Shea Butter beautifully softens your skin. Hyaluron binds moisture intensively even in the deeper skin layers. Activates the regeneration of the skin in combination with Vitamin E and avocado oil.



# New relaxation moments

It can sometimes be difficult to find rest and relaxation after a busy day. As the day's stress subsides, stressed body parts such as the feet, neck and back start to claim our attention. They need us to take care of them. Conscious relaxation provides first aid here. There are various approaches, especially in yoga. For example, one simple exercise that anyone can do without help is Viparita Karani - putting the legs against the wall. This position is optimal for regaining our balance after a stressful day. It regenerates, letting the blood and lymph flow in the direction of the heart and head. The neck, back, feet and legs get to relax. The back lies on the floor; the legs are stretched vertically upward, resting against the wall. They can stay in this position and relax for some minutes. This yoga exercise is especially effective at bedtime. GEHWOL FUSSKRAFT Soft Feet Butter is very well suited to providing an extra portion of relaxation. Its pleasant, fruity scent pampers our noses. Its especially rich, creamy consistency pleases the foot skin. Use it for a foot massage to get your feet fit for the coming day.

## INTRODUCTORY DISPLAY

12x 100-ml jar  
 1x free tester 100 ml  
 incl. display

### Other advertising media:

- 20x product information brochure
- 1x poster in A1 size



Intensivieren Sie jetzt die GEHWOL  
*Wellness-Zeit.*



Most people know pomegranate (*Punica granatum*) well from the fruit and vegetable section. The edible seeds have strong anti-inflammatory and antioxidant effects. But the remaining ingredients of the fruit and the plant contain a variety of substances that are considered beneficial to health. No wonder the pomegranate is the subject of several medical research projects. Traditional healing methods use it due to its astringent effect and to protect skin and hair from UV damage. This is probably due to its high proportion of polyphenols. Many of these naturally occurring compounds are said to have anti-inflammatory, cancer-preventing and antioxidant properties. In addition, pomegranate juice contains quite a number of vitamins, such as Vitamin C as well as minerals, citric acid and sodium citrate, which are used with skin diseases. Due to its effectiveness against free radicals, pomegranate is often used in cosmetics in purifying or anti-aging products.



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The Moringa tree (*Moringa olifeira*) originates in India. Because of its suitability as a food and health product, however, it was imported to Africa at the beginning of the 20th century. The tree is also known as the "miracle tree" and "tree that never dies", because it grows even in barren areas. Nearly all parts of this tree are traded as vegetables and used individually. These include the leaves, seeds, blossoms, fruits, bark and roots. The moringa oil (also called "ben oil") is extracted from the seeds. Even in its natural form it has a high quality, tastes sweet and is odourless. The high Vitamin E content prevents the clear oil from becoming rancid. As a component of cosmetics, Vitamin E helps to keep the moisture in the skin and also to protect it against oxidation by free radicals. Traditional medicine uses moringa oil to treat skin diseases.

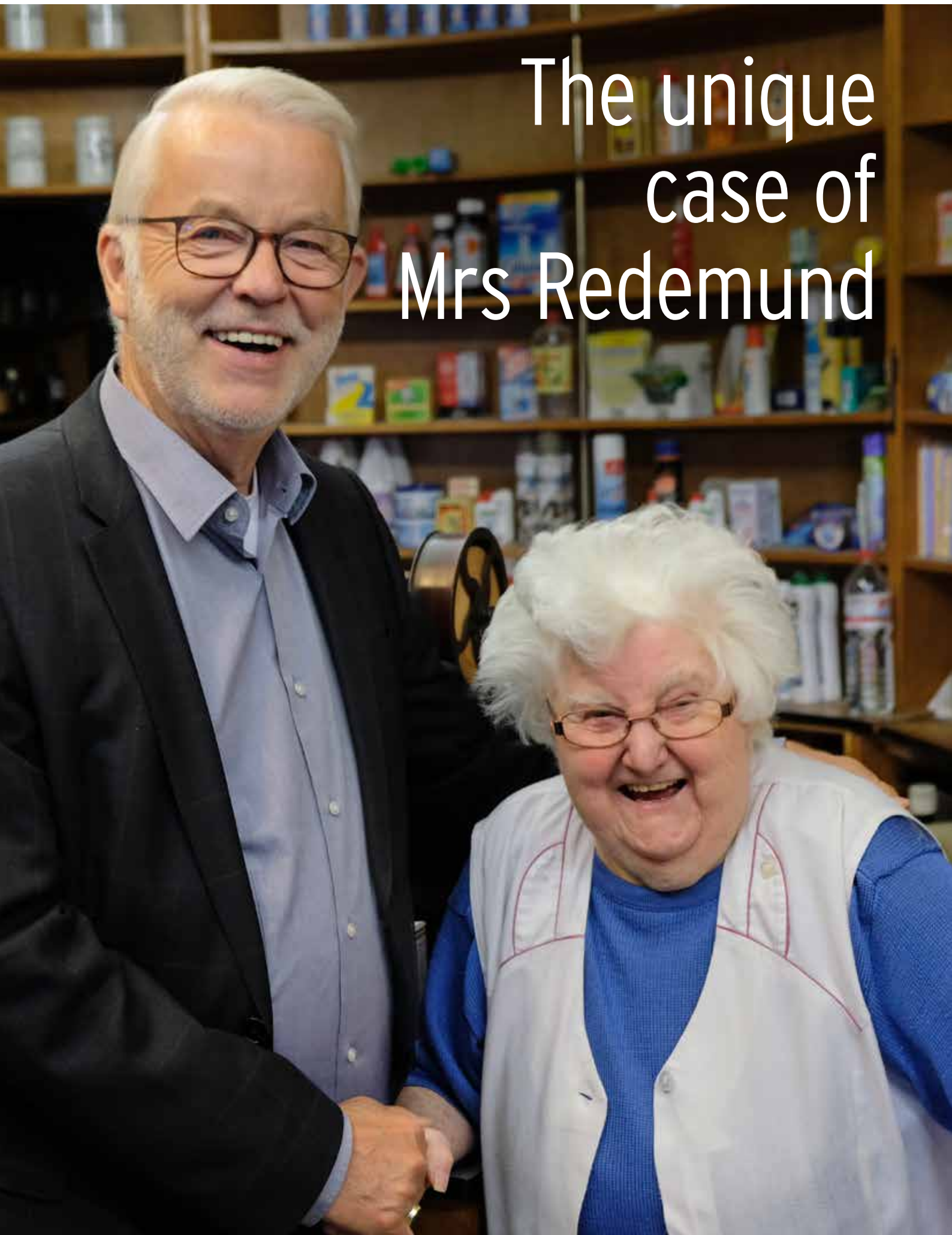
A close look at the oil's composition of fatty acids reveals that oleic acid accounts for up to 60 per cent. It reaches the deeper skin layers particularly well, amongst other things by softening the callus layer. It transports certain polyunsaturated fatty acids, which are essential for the skin and strengthen its barrier.



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# The unique case of Mrs Redemund





**Ammonia, potash, ammonium bicarbonate – you won't find these things in today's drugstores. The classic drugstore of the past no longer exists. Or does it? One of the last true drugstores is owned by 88-year-old Anna Redemund in Tritttau. Her store has much in common with Eduard Gerlach GmbH – not just when looking into the past.**

At the age of 20 years, her high heel became caught on the step of a train carriage, twisting her knee. "My doctor said that I would feel that in old age when the weather changes." Anna Redemund, now 88 years old, limps a little. Weather change! Germany's oldest druggist is otherwise extremely fit. "I don't take any medicine. After all, the climate in my drugstore is good." The hale and hearty druggist smiles broadly. But she did not take up her beloved profession as a result of her doctor's prediction. "My parents already had a drugstore and a license to produce liqueur." This hints at what drugstores formerly excelled in. They sold everything – from liquorice candies to ammonium bicarbonate and ammonia to potash. She met her husband, also a druggist, in the 1950s. They struck out on their own. "At the time, our landlord wanted to extend the rental agreement by ten years. We declined, and bought a drugstore with a house in Tritttau." She has lived and worked near Hamburg since 1966. The drugstore formerly produced its own products, and had a photographic studio with a darkroom to develop photographs. "We also used to have

a foot care studio. Our employee was with us for 34 years before she retired." But the store still sells GEHWOL products. "And they go really well here. I just placed another order." Jobst-Peter Gerlach-v. Waldthausen enjoyed meeting Anna Redemund: "Eduard Gerlach GmbH also started as a drugstore." The potash sold by Anna Redemund was part of the first industrially produced foot care cream, E. Gerlach's Praeservativ-Cream. They both share the knowledge that customers value good advice. "The right use creates the right benefits. And customers need to know this," Gerlach's senior head explains. Anna Redemund plans to keep going as long as she can. Until that time comes, she enjoys her work. "I couldn't get along without it. When I'm gone, the entire drugstore will go to a museum. My children don't want to continue the business."



Context

## The first druggist

Even in the Middle Ages, dried wares such as spices or medicinal plants were traded and referred to as drugs. The word "drug" originates from the Dutch word "droog", meaning "dry". Drugstores changed constantly over the centuries. In 1868, for example, Eduard Gerlach the Elder (founding of today's Eduard Gerlach GmbH) sold Bullrich salt, fancy foods, kerosene, soaps, perfumes, sweets, and various medicinal products, aids, chemicals and more in his store. Drugstores remained a place for special requirements over many decades. At the end of the 19th century, for example, photo development for portraits and vacation photos was added. Many stores sold gasoline at that time, since gas stations were scarce. Druggists were usually very familiar with natural cures and medicinal plants and competently advised their customers. In the 1970s, the production of proprietary products such as toothpaste, baking powder, skin creams, cough syrup, shoe polishing products and various herb mixtures increasingly disappeared. This was due to the rise of the large drugstore chains which are now a fixed part of shopping centres and inner cities. These are economically optimized and have little in common with the former speciality drugstores.



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# The Penguin Principle

## Cuddling and cold feet

Heavy socks, a wool blanket and a cup of steaming tea, and maybe a warming foot massage from one's partner - these things make it possible to get through the especially cold winter days around here. It's difficult to imagine how life at the South Pole works without wool blankets and snuggly socks. But penguins feel good there and have developed their very own principle.

Penguins are well cushioned and insulated against the piercing cold all over their bodies. Their entire bodies? No: of all things, the feet with which they stand on the ice have not a single feather, even though twelve feathers per square centimetre grow on the rest of their bodies. Consequently, penguins have cold feet, with good reason. If their feet were warm, they would melt the uppermost ice layer, and the penguin might freeze to the ice. They would also lose a lot of heat. Therefore, cold feet are good for penguins. But people generally feel that cold feet are unpleasant. The feeling of being cold often spreads over the entire body. But penguins don't stand shivering on the ice. This is due to a highly specialized heat exchange principle: The warm blood flows into the feet through numerous small arteries that lie very close to the veins which carry the blood from the feet - which has been cooled by the ice - back up into the penguin's body. This allows the blood to pass its heat on to the colder, upward-flowing blood on its way to the feet, so that the cold blood will not chill the penguin. But that's not enough. For this reason, penguin feet also contain special proteins and fat pads so that they are protected against the low temperatures. Penguins are also often seen in groups. When it's especially cold, the entire colony snuggles together. They usually balance on their heels to keep their contact with the ice to an absolute minimum. And this is where we sympathize with the penguins again: Cuddling always helps.





# GEHWOL

## Foot care trends

Cold feet are a common problem that should not be underestimated. It is caused by reduced skin circulation. If this condition continues for too long, it may produce skin problems.

It's a good thing that we don't have to have cold feet all the time. For example, we can activate the circulation in our feet with a massage. Some get a massage from their partner. But if one cannot get a foot massage, a warming footbath also does the trick. You don't even have to go to a spa. More than one third of women in Germany have already discovered foot wellness for themselves. Going to get foot care can also be an example of wellness.

45 %

Proportion of 18-19-year-olds who often have cold feet

24 %

Proportion of Germans who like to have their feet massaged

Proportion of Germans who also expect their partner to have well-groomed feet

62 %

Share of women who love wellness treatments for their feet

38 %

Proportion of Germans who often have cold feet

25 %



# Turbo-Hygiene

All foot care pros need good hygiene management. Used instruments need to be cleaned, disinfected and sterilized. Expert associations such as the Robert Koch Institute recommend an autoclave for daily processing of used instruments. GERLACH TECHNIK's new entry-level model is the right start for small and mid-sized foot care practices or mobile foot care: the Enbio Steamjet. This autoclave is affordably priced, 100 per cent safe, and very fast.

Preventing infections in the practice and in mobile foot care is elementary to protect both patients and oneself. Contaminated instruments can cause infections. But sterilization is only mandatory for critical instruments - such as those that come into contact with blood. On the other hand, hygiene experts such as the Robert Koch Institute recommend sterile processing for all used instruments. Therefore, the hygiene chain should be as optimized as possible. Any gap will increase the risk of infections. Experts recommend a B-class autoclave for instrument processing. But it's often a matter of cost for small and mid-sized practices and mobile foot care pros. With GERLACH TECHNIK's new entry-level model, the Enbio Steamjet, foot care pros can optimize their hygiene management at an unbeatably great price. The compact B-class autoclave struts its stuff in more than its price. It is small, fitting into nearly any environment. And

even better, it's fast. It has three programs for 100 per cent safe sterilization. The „134 degrees Celsius Fast“ setting handles processing in only SEVEN minutes. Autoclaving reaches the B-class standard at 134 degrees Celsius in 15 minutes, which is still very speedy.

This lets foot care pros process unpackaged instruments while treating a patient, so that they can be used again for the next treatment. In principle, however, instruments should be packaged for sterilization so that contamination via air is avoided. The autoclave is immediately ready for use and intuitively operated. Training is not required. Its modern design gets attention and was awarded the „reddot design award“.

Programm	134°C FAST*	134°C	121°C
Sterilisation in min	3,5	4	15
Drying time in min	-	3	0
Total process time	7	15	30



## New: Enbio Steamjet

The smallest and fastest autoclave on the market



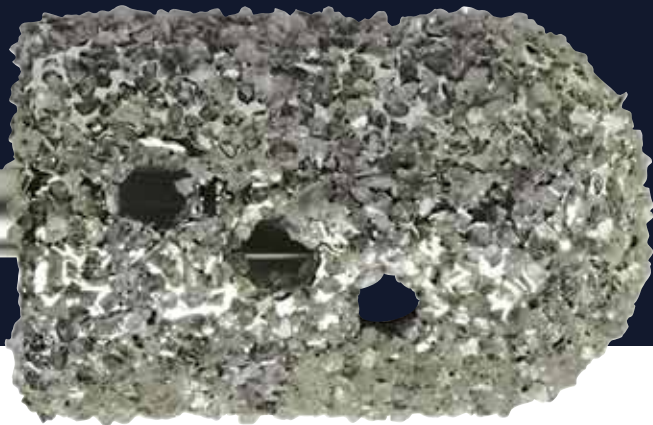
The Enbio Steamjet is the smallest autoclave on the market: **56,1 cm x 16,2 cm x 25,2 cm.**

## The Steamjet: an overview

- The fastest autoclave available: 7 minutes
- The Steamjet meets the highest requirements in class B and is a certified medical device
- The instruments can be sterilized either openly or packed in foil and sealed
- The immediate sterilization process means that any instrument needed can be sterilized right away and is soon ready to use again
- The operation is very easy and intuitive
- The Enbio Steamjet has a two-year guarantee
- Exchange service: If your autoclave becomes defective within the guarantee period, it will be exchanged for a new one
- The unique design creates attention. In fact, the „reddot design award“ was bestowed upon it
- The smallest autoclave on the market: 25 cm wide, 16 cm high, 56 cm long
- The medical device is manufactured in Switzerland under strict quality criteria

# Dirt removers

Rotary instruments are everything in a foot care pro's routine. In order to optimally prepare grinders and polishing tools for their next use, an EFESOL drill bath is recommended before ultrasound cleaning and disinfection. FUSSPFLEGE AKTUELL did a before/after comparison with the ready-to-use solution on a used diamond grinder.



Why a diamond grinder: Aside from their positive properties such as precise rotation, low vibrations and corrosion resistance, these grinding bodies are highly abrasive. This is due to their surface. It is formed by applying the diamond crystals by means of a finishing technology (galvanization). Natural diamonds such as those used by GERLACH TECHNIK have even better grinding properties than artificial diamonds as a result of their uneven crystal surface. This also means that dirt may adhere more tightly to the splinters and be more difficult to reach.

For professional and safe processing, it is generally recommended to place used grinders into an EFESOL drill bath for 15 minutes before cleaning and disinfection (which is best done in an ultrasound device). The effect is especially visible in diamond grinders. The image at the bottom shows a diamond grinder in an EFESOL drill bath. The images above it show the grinder before and after it was placed in the drill bath. The dirt is easy to see in the top image. On the other hand, there are barely any traces of dirt left on the grinder in the centre image. Therefore, the recommended preparation process is: Rinsing, drying, EFESOL drill bath, cleaning and (ultrasound) disinfection, (packaged) sterilization.

The EFESOL drill bath is also suitable for intensive cleaning of steel and carbide grinders and polishers, but not for ceramic grinders. Dirty grinders and polishers should first be rinsed and dried. EFESOL dirt remover dissolves protein and callus particles extremely well when the used instruments are completely covered with the solution. The solution does not attack the drill cutting edges, so that they remain sharp.



**Before**



**After**



**Dissolved particles in the drill bath**

# No worries about fine dust

**Cars, heating units, agriculture, industry - all of them cause larger or smaller amounts of fine dust: even foot care. Foot care, you ask? Yes - by grinding and polishing nails or callus. But don't worry! Both techniques in the devices of GERLACH TECHNIK - wet and suction technology - ensure that nearly none of the fine dust reaches the air.**



When you apply the burr and use GERLACH TECHNIK's high-performance foot care units to remove excess callus, particles enter the air in the immediate proximity. In spray devices, they are bound with an aerosol and fall down. Suction technology collects abrasion dust in a sterile dust bag.

The size of the particles varies. The smaller they are, the more closely they match the definition of fine dust - which should not be inhaled. Keeping this dust from entering the air is primarily a matter of work and patient safety. The Work Safety Institute of the German Statutory Health Insurance [Institut für Arbeitsschutz der Deutschen Gesetzlichen Unfallversicherung (IFA)] is responsible for compliance with existing limits. This institution was formerly called the Occupational Association Work Safety Institute [Berufsgenossenschaftliches Institut für Arbeitssicherheit (BIA)]. The institute also inspects GERLACH TECHNIK's suction devices at regular intervals.

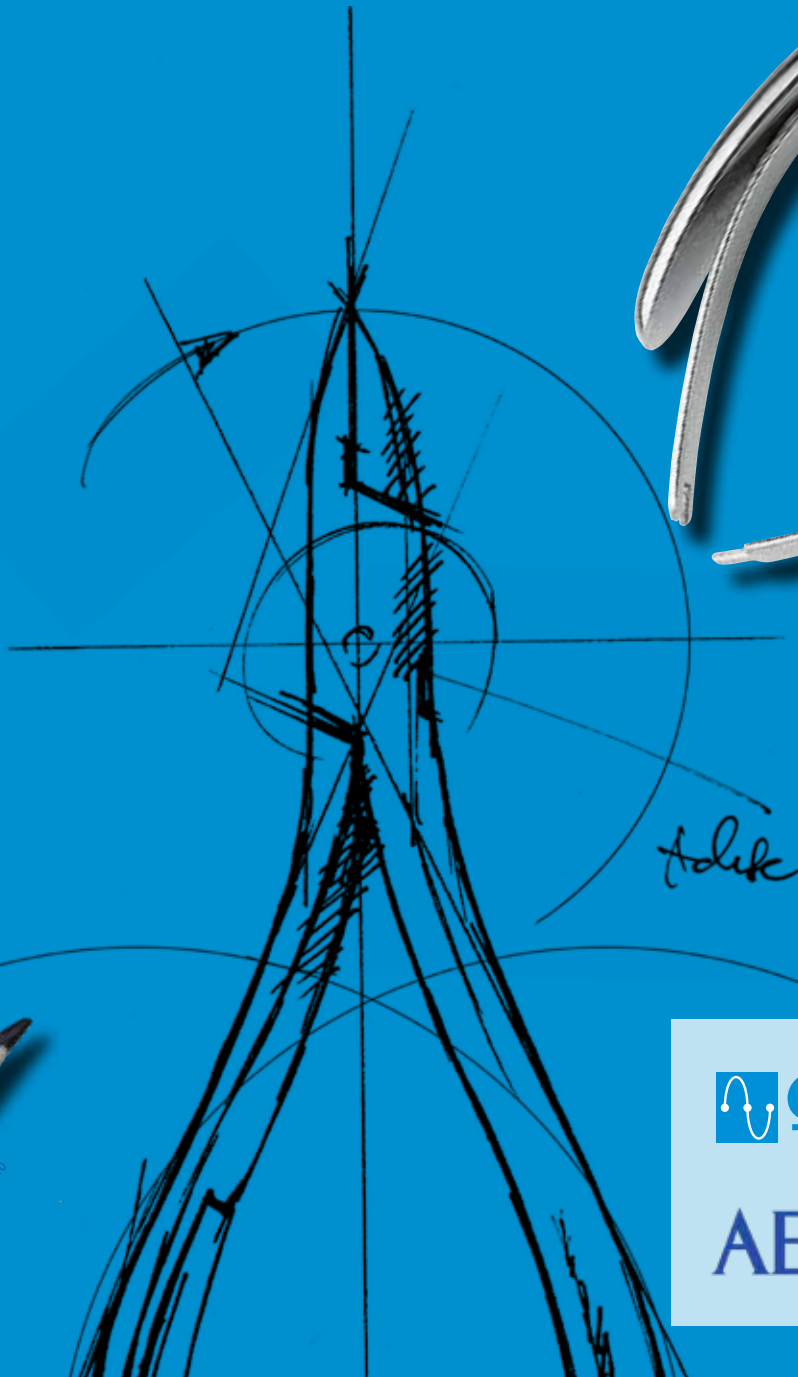
GERLACH TECHNIK's foot care units fulfil dust class "M". This means that the degree to which dust is allowed to pass through must be less than 0.1 per cent. This is based on a BIA standard. This limit is now specified in the DIN EN 60335-2-69 standard. Stricter limits only apply to cancer-causing substances or asbestos, with dust class H.

The IFS always tests the dust filters that are installed into dust-removing equipment. The separation level from the inflowing side must be 99.9 per cent, resulting in a permeability of less than 0.1 per cent. What happens next in the dust bag plays an equally significant role for room air quality and hygiene. Foot care pros can best help to protect themselves and their patients by changing the dust bag regularly in addition to the dust filter. GERLACH TECHNIK recommends changing intervals of at least three weeks.

BIA 1 standard  
99,9 %

# jointly

AESCULAP produces high-quality, high-precision instruments for professional foot care, and GERLACH TECHNIK has a lot of experience and knowledge in foot care practices, especially due to its close link with the service sector. For these reasons, the two companies cooperate to develop optimal instruments such as forceps for routine foot care requirements.



 **GERLACH  
TECHNIK**

**AESCULAP**





# exclusive

For example, the two forceps G 490 and G 491 were produced based on market feedback and decades of experience. Both instruments are available exclusively from GERLACH TECHNIK. Like all Aesculap instruments, they are based on a consistent focus on quality. Very high quality levels are the most important prerequisite for adding instruments to GERLACH TECHNIK's product range in the first place.

What do you expect in good pliers? The handles have a pleasant fit in the hand. The blades glide open and shut easily and evenly when moving the handles. The closing area of the blades has no unwanted clearance. The blades of the clippers meet precisely from the joint all the way to the tips. All surfaces, joints, cutting and friction surfaces are smooth and rust-free. Nail clippers, for example, may not look very complicated at first glance, but require numerous developing and manufacturing steps. At Aesculap, the forceps are produced in a strictly controlled manufacturing process. Its raw components are heated to over 1000 degrees and then formed in a specific tool. Then both forceps halves are forged and the unfinished pieces are cut out and deburred. They are then assembled and given their final grind. Each individual instrument then undergoes quality control. It's worth the effort. After all, replacements cost time and money if an instrument fails. Only a long service life with consistently good usage properties makes an instrument cost-effective and economical in the practice. But you need to do your part as well. Instrument care is your responsibility. Here as well, GERLACH TECHNIK supports you with suitable equipment in their product range, such as AESCULAP Sterilit Instrument Oil.



## Customers say...

Random surveys among some customers of Eduard Gerlach GmbH showed that Aesculap instruments are valued, especially due to their good overall quality and very long service life. 47 per cent use the instruments for more than 20 years, and another 33 per cent use them for 10-20 years. Participants emphasize that the instruments "stay sharp", are "robust", or "feel ergonomical". The properties of being easy to sterilize or not being susceptible to rust were also mentioned with praise. Especially impressive: 74 per cent saw the main benefit of the instruments in the improvement of work results. Alexander Grischkat from Bochum summarizes the evaluation of the Aesculap instruments: "The price-performance ratio is good. I don't mind spending more, since the forceps last for many years of work!"

### OFFER

5% on orders over 50 euros and 10% on orders over 100 euros.

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Nail clipper G 495

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Nail clipper HF 210

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Nail clipper HF 211

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Skin clipper HF 460

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Skin clipper HF 461

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Skin clipper HF 465

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Corner clipper HF 476

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Corner clipper HF 481

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Corner clipper G 490

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Corner clipper G 491

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Probe DC 200 R

# GEHWOL Diabetes Report

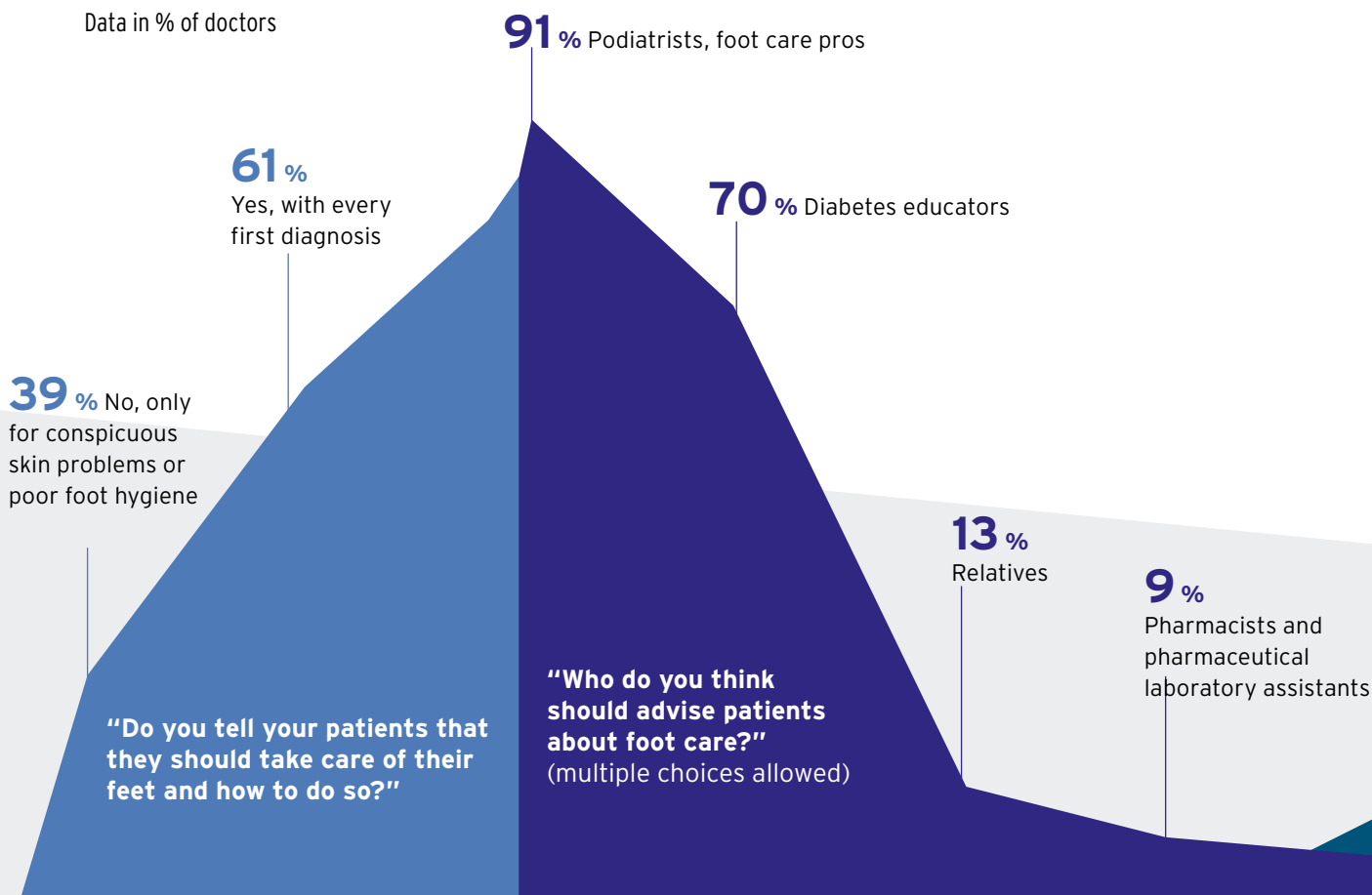
## “Diabetic foot” – disease awareness:

### What is necessary for better risk education in diabetics?

There are currently seven to nine million diabetics in Germany. This illness is associated with various secondary diseases. One of the most common: diabetic foot syndrome (DFS). Approximately every 17 minutes, one diabetic has an entire foot or a part of it amputated because of DFS. That makes 30,400 cases a year, amounting to two thirds of all amputations in Germany. That's reason enough to take precautionary measures. The current GEHWOL Diabetes Report confirms the big dilemma: The number of diabetics who are not or only insufficiently informed is still far too high. 33 percent of diabetics do not know that they need

to do something for their feet. There is actually a clear plan. Once diabetes has been diagnosed in patients, they should be trained and learn to check their feet and keep them injury-free with care on their own. In Germany this concerns six to eight million diabetics. But the reality looks different. At the initial diagnosis, 61 per cent of doctors provide information about home foot care. The rest, however, only do this when there are abnormal skin problems or a lack of foot hygiene. But doctors are not solely responsible for their patients' foot health. Podiatrists and diabetes consultants in particular have an informing role. However,

Data in % of doctors



33%

of diabetics in Germany do not know, according to the doctors, that they should pay attention to their feet!

44%

receive specialised training on independent foot inspections and foot hygiene!

56%

of diabetics are not well informed about the risks of a foot lesion, according to estimates by doctors!

**Source**

GEHWOL Diabetes Report  
Representative survey among 123 physicians with N = 3,119 diabetic patients  
Field phase: June to August 2019 by INSIGHT Health and IDS Germany

**Download**

fussvital.info/diabetes  
gehwo.de/downloads/gehwo-diabetes-report-2020

**74%** Podiatric check-ups should generally be conducted at first diagnosis

**48%** More foot-specific training programmes for diabetes educators

**44%** Uniform rules for the assumption of training costs

**35%** More disease management programmes

**30%** Expansion of certified diabetes networks

**61%** No, injury-free foot care is often neglected in the training sessions

**39%** Yes, there are enough training programmes

**"Do you consider the existing training offers for foot care sufficient?"**

**"In your opinion, what could improve the quality of diabetic training to enable progress in primary prevention?"**  
(multiple choices allowed)



Campaign

# GEHWOL @ LADIES GOLF TOUR

The closing event of the Peter Hahn LADIES GOLF TOUR 2019 took place in Zell am See in Austria at the beginning of October. Female golfers who had successfully proved their golfing skills at their home club in three competition days were invited to Austria. GEHWOL also participated in the event as a new brand partner. The golfers had already become acquainted with GEHWOL products at various clubs over the season, and come to value them. Gerlach's head of marketing, Agnese Cuccarano, received numerous positive feedback reports about the products, their quality and the wide variety in the product range. The tour organizer, the agency Finest Moments, also positively summarized the first season of the brand partnership: "Well treated with GEHWOL products, the ladies experienced their kilometres of golf rounds as if walking on silk. GEHWOL's classic FOOTCREAM in particular turned out to be a favourite among the golfers, protecting their feet against soreness and blisters on the course," Philipp Keller, a manager at Finest Moments, reports. GEHWOL will be there again in 2020. Female golfers are very aware of foot care. Even those who have no foot problems regularly care for their feet. GEHWOL wants to start there to anchor the brand in the golfers' minds and gain new customers.





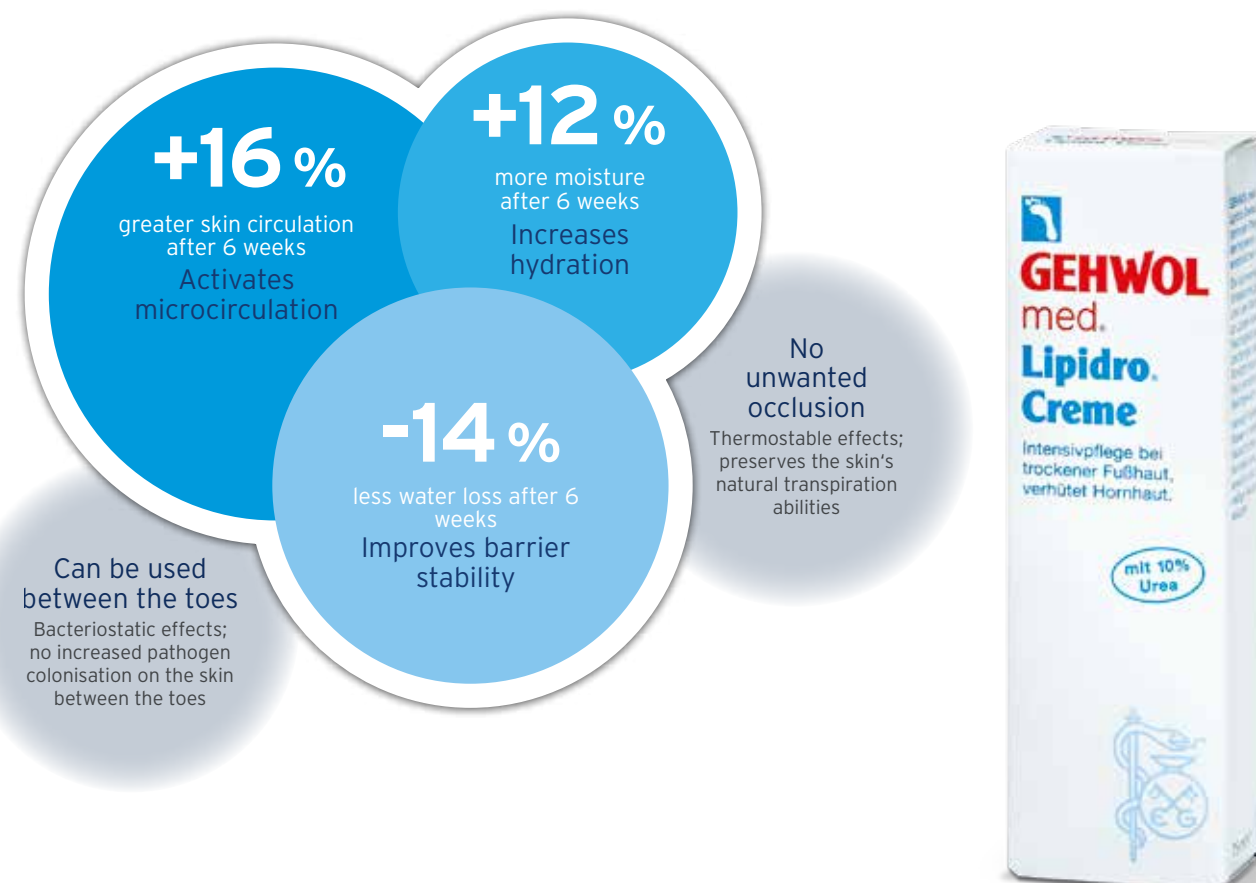
# FUSS in Kassel



Diabetics often have dry feet due to insufficient circulation. Dry, cracked skin is an important risk factor in the development of diabetic foot wounds (diabetic foot syndrome). In this case, the skin lacks moisture from the skin blood vessels. The general lipid/moisture balance is disturbed. Podiatrist Andreas Schmidt from Riesa held a presentation on this subject at the FUSS 2019 in Kassel. The central focus was the question of what a foot cream can do for preventing diabetic foot lesions.

At the FUSS specialist conference in Kassel, podiatrist Andreas Schmidt presented information from a study with diabetics.

The GEHWOL expert then cited a study about GEHWOL med Lipidro Cream. The established intensive care for dry foot skin and prevention of callus improves the moisture retaining properties and natural barrier features of the skin with urea (10 %), algae extract and lipids. Dermatological methods were used in the study to investigate barrier stability and hydration. It also employed methods such as thermography to determine skin temperature, microcirculation measurements for skin circulation, and microbiological processes. The latter shows the influence of GEHWOL med Lipidro Cream on the Gram-positive and Gram-negative microbial spectrum between the toes. Schmidt commented on the results: "Skin moisture increases, and transepidermal water loss decreases. The cream is suitable for diabetics, including between the toes, without increasing microbial colonization." The cream does not cause occlusion. The thermal comparison in the study showed that: The skin's temperature remained stable on the foot soles and backs of the feet during use. "Test subjects applied the cream to their feet for six weeks. The results indicate beneficial effects throughout - not only, but also especially for skin care in diabetics", the expert explained.



Study: Braun N et al. Akt Dermatol 2018, doi:10.1055/s-0043-123149



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# #BloggerStar

Punctually for the hot summer days in June 2019, several small packages were on their way in all of Germany. Packaged inside in green tissue paper, brand-new and highly coveted: GEHWOL FUSSKRAFT Soft Feet Foam. The destinations of the packages: The members of the GEHWOL tester club. A short time later, the first Instagram sightings turned up. A few days after that, the foam appeared in the blogs and conquered the Social Media scene. Everyday life can be quite hectic there. It is therefore no surprise that care which doesn't take a lot of time garners interest. The new Soft Feet Foam with aloe vera especially won over the bloggers with its refreshing scent, short acting time and care benefits.

"I am totally enthusiastic about the products overall, but I think this is my favourite. :-) It is so pleasant to apply and really quick. :o

**[\\_diezwillinge\\_ / Instagram](#)**

"Weekend...rainy weather...this loudly calls for care and wellness. <3. As a member of the #gehwoltesterclub, I recently received the #gehwol Fusskraft Soft Feet Foam with aloe vera and olive. This foam has meanwhile become one of my favourite foot care products. Easy to apply, rapidly absorbed, and gives my dry skin the right dose of moisture <3"

**[Ulrike.Joos / Instagram](#)**

"Use, scent and care effects are simply top-notch :-)! The foam is easy to distribute, absorbed very quickly, non-greasy, and leaves behind a pleasant skin sensation."

**[evi.90.11 / Instagram](#)**

"It's noticeable that the foam is especially high-yielding. In foot care, Gehwol is a brand that I find absolutely trustworthy. Their product range is very varied. Gehwol shows its absolute expertise in this field, and has done so for many years. All products are carefully developed and completely stand up to their care promise. They are easy to use, all products are very high-yielding, and the price-performance ratio is also right."

**[Testgiraffe / Blog](#)**

"My absolute favourite is the newest product of the Soft Feet line: Soft Feet Foam with aloe vera and olive. Its fantastic scent convinced me right from the first moment! It smells so unbelievably good and leaves behind baby-tender skin!"

**[Kaninchen's Welt / Blog](#)**

# Portugal

## Gerlach International, Part 17

The feet are at least as important as all the other parts of our bodies. The Portuguese were unaware of this for a long time. GEHWOL partner Cosmake therefore made it their mission to correct this lack of information about foot care. Even nowadays, foot care is mainly accessed in Portugal for beauty reasons. Cosmake ties into this by mainly (95%) working together with cosmeticians. The remaining five percent are comprised of foot care professionals, podiatrists and dietary consultants.



Cosmake offers continuing education for cosmeticians; this is a prerequisite for being allowed to undertake treatments such as nail corrections or reconstructions. By this targeted form of addressing and continuously educating cosmeticians, the Portuguese are now able to access professional foot care, including diagnostics and further treatments of any foot problems, nearly anywhere. This turned out to be an effective solution for increasing the population's awareness of the importance of regular foot care. Women in particular are now better informed. Meanwhile it has turned out that: The Portuguese are certainly enthusiastic about foot care - if it doesn't take more time than necessary. For this reason, popular products especially include sprays and lotions.

### About Cosmake Exclusive Cosmetics

- Foot care specialist since 2009
- Employees: 9 (without sales force)
- Domicile: Ermesinde (small town in Porto)
- Started in foot care services ten years ago; since that time, they have continuously expanded their company structure
- Cosmake meanwhile offers trainings and continuing education events for foot care pros, distributes GEHWOL products, and participates in cosmetics exhibitions
- They occasionally organize their own events with the internal marketing department





**Short acting time**  
Main sales argumentation

**Summer > Winter**  
Importance of foot care



**6,000-8,000**  
foot care professionals



# SPREAD FOOT

A spread foot can easily be recognized. Care and pressure relief play a major role in treatment.

“Spread foot is among the most common foot problems. Aside from pain, its consequences include hyperkeratosis, calluses, corns or toe deformities, among others,” FUSSPFLEGE AKTUELL expert Dr. Renate Wolansky explains. Anatomically, the crosswise arch drops significantly in spread foot, and the strain is applied to the II. to IV. metatarsal protuberances. The foot rolls on the heel bone and the II., III. and IV. metatarsal protuberances, but not - as is normally the case - on the I. and V. metatarsal protuberances. As the crosswise arch flattens, this spreads the frontal foot. It fans out, so to speak. This results in hyperkeratosis, callosities or corns.

This is painful, especially when walking or running in sturdy shoes. Muscle imbalances cause toe deformities such as hallux valgus, hammer or claw toes, often forming painful corns. This is due especially to standing constantly (for occupational reasons) and inappropriate footwear (too tight, too pointed, too small, and too high). The complaints usually increase with stress (walking, running, jumping or climbing stairs) and decrease again with rest. The affected persons apply weight to the outer edge of their feet in many cases.

As an experienced foot care pro, you can already recognize spread foot during the foot inspection, both while standing and while sitting. The spread of the metatarsal bones is visible on x-rays. In the acute phase, affected persons receive analgesics. Pain relief includes temporarily putting the foot up, cryotherapy or cold wraps, tape bandages; ultrasound treatments are later recommended.

Home foot exercises and foot baths with additives that encourage the circulation contribute to strengthening the insufficient foot muscles. Pressure relief plays a major role in therapy; for example, using GEHWOL pressure relief products. Pressure relief cushions, spread foot pads or butterfly rolls relieve the metatarsal protuberances. Affected persons wear well-fitting shoes made from actively breathing leather. The proven GEHWOL med Callus Cream is suitable for removing hyperkeratosis. It gently removes excess callus in only 28 days while providing skin care.



**Dr. med. Renate Wolansky**

is an orthopaedist, sports physician and medical foot care provider. She teaches podiatry, authors specialized textbooks and writes contributions for recognized expert bodies.



The x-ray shows how the II., III. and IV. metatarsal protuberances fan out. Stress is applied to the foot on the heel bone (calcaneus) and the II. to IV. metatarsal protuberances, forming callus, keratosis and corns.



## Pure relief

Those affected by spread foot may suffer from severe foot pain. GEHWOL pressure relief articles provide efficient relief.

Among other things, spread foot causes callus and corns, painful hammer or claw toes, or a bent malposition of the small toe (digitus quintus varus). Hallux valgus may also form. Discomfort develops particularly due to stress in closed footwear or by standing for long periods. Efficient and gentle relief is therefore required.

GEHWOL pressure relief articles from polymer gel relieve the feet. Whether toes, pad or heel - the wide range offers the right solution for all "pressure problems". The special material adapts optimally to the foot, generates no friction or additional pressure. GEHWOL pressure relief articles are characterized by excellent stability, good repositioning effects, extremely long service life and great durability. They are manufactured exclusively for GEHWOL by injection moulding. The special benefit: The products are cast in one piece, but in different degrees of hardness. So the GEHWOL pressure relief articles match the foot anatomy - for perfect wearing comfort and optimum pressure relief. The material also performs well in terms of environmental protection. GEHWOL polymer gel articles are reusable and can simply be washed in lukewarm water.

# Looking for customers?

## Campaigns regarding acquisition.

Good utilization - who doesn't want it. Especially when things are going well, one should keep in mind that it may not always go this well. Many small companies, including foot care pros, have difficulty acquiring new customers in such times. Ideas for gaining new customers can be found with a bit of imagination and little cost.

For example, you can generate attention with campaigns. This strengthens the customer bond and trust with existing customers. But it also arouses the curiosity of new customers. Use as many media and channels as possible. It is ideal if you can bring your expertise into play here. According to a study by the market research institute MW-Research, this is exactly what customers expect from a foot care pro. Some possible consulting themes include: "Through the summer with well-groomed feet", "The pampering programme for beautiful feet" or "No more cold feet in winter". Of course the campaigns have to be precisely planned. You should also be clear about your target group. A campaign for younger people tends to focus on bringing them closer to foot care, while it is more about treating problems for older generations. How long will your campaign take? What added value are you offering to customers? You should answer such questions as well. It's helpful to have products in your range to match the respective campaign. For instance, use the GEHWOL campaign wares for this purpose. Like all measures to gain new customers, campaigns should match your overall presentation.

**But also plan your new customer business.**

**Look after your loyal existing customers!**

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Addressing target groups to gain new customers, series 2

# New customers will only come to you when they know about you and your services.

## 1. Clarify your target group

Start by defining the target group that you want to address. GEHWOL Foot Care Trends shows that more and more young people are doing foot care. Or offer special campaigns for men, who tend to be more reserved. Be aware of your customer structure, such as age distribution and what you want it to be like.

## 2. Determine your budget

Of course acquisition does not work entirely without costs. Set out your budget - what you are willing to invest.

## 3. Create recognition

Make your campaign known. Think about what media you want to use. Consider that anything you communicate requires recognition so that you are recognized - a company design with a logo, defined colours and fonts.

## 4. Make use of events

Gain attention at events. A regional exhibition or city festival and active networking offer many opportunities.

## 5. Use flyers

Flyers have a bad reputation. But they work all the same. Distribute flyers in your local area or as enclosures with your local daily newspaper. Think about advertisements or media cooperations, such as a section: "Advice from your foot care expert!"

## 6. WWW is mandatory

Most people get information via the internet. Potential customers want to know what you do and who you are. Show your expertise - for example, with foot care tips on your own website. Use search engine marketing to ensure that you get better rankings with Google.

## 7. The display window as your calling card

Remember to ensure that your display window looks attractive. This attracts walk-in customers and also gives a good feeling to new customers who became aware of you through a website, flyers or other measures.

## 8. Proceed strategically

Also think about whether cooperations might make sense, for example with a nursing or care home or the seniors' foundation. You can gain many new customers at one stroke in this way. Think about a good strategy and what you can offer for the cooperation.

## 9. Reward recommendations

You should also make use of classic word of mouth marketing. Think about how to encourage your customers to gain new customers for you. You should reward the recommending person, for example with a coupon. GEHWOL campaign ware is also very suitable for this.



**Oliver Schumacher, M.A.** is a sales trainer, speaker and author. The business administration expert primarily coaches beauty service providers.



# Correct, Reconstruct & Provide Care

## Professional help with problematic nails

**Ingrown nails (unguis incarnatus), nail fungus (onychomycosis), detaching nails (onycholysis) - nail treatments are not simple, often unpleasant for affected persons and frequently very lengthy. Efficient, easily handled materials and products to correct, reconstruct and provide care support foot care pros in their treatments.**

If groomed well, toenails protect against the penetration of pathogens into the sensitive nail bed. They also act as cushions when feeling. This is important, since the sense of touch in the feet is decisive for one's position in space. But sometimes these functions are disturbed. Being a foot specialist, you can ensure that these functions are maintained or can be restored. The GEHWOL nail assortment supports you in all phases of treatment and care - from the GEHWOL Nail Softener to the preparation of a treatment, to the only self-regulating brace, to nail prosthetics and care or supporting additives when working on the nail using instruments, such as the tried and tested GEHWOL Fluid.



# Nail correction ...

## with the NASPAN® Platinum brace by GERLACH TECHNIK

The innovative NASPAN® Platinum Correction System which is exclusively available from Gerlach is suitable for effectively correcting nails, such as unguis incarnatus. It is ready to use with a few steps and can be quickly applied to the affected nail in this manner. It achieves outstanding results, partly because it self-regulates.

The NASPAN® brace was developed by practitioners in the trade. It is easy to handle. Time-consuming advance work such as taking imprints can be omitted. The brace is completely pre-made. Only in individual cases, it is necessary to work additionally on the hooks and shanks by shortening them and removing burrs. The nail is measured with the automatically included measuring tape to select the brace size. There are five sizes in the variants "soft" (thin to normal nail plate) and "extra" (normal to thickened nail plate). There are also sizes 6 and 7 for unusually wide nails. The "small" variant is suitable for smaller, deformed nails on the second to the fifth toe. It is also available in sizes 1 to 5.

The mandatory nail preparation is performed before applying the NASPAN® Platinum brace. Smooth the nail edges and free the nail fold (sulcus) of callus. However, first degrease the nail with GEHWOL Nail Repair Cleaner. Then remove the correct, measured size from the tray. Disinfect as usual with a

disinfectant listed by the Federal Health Authority / Robert Koch Institute or by the Association for Applied Hygiene e.V. The remaining braces remain protected in the tray.

To apply the NASPAN® Platinum brace, push the first hook along under the nail edge until it reaches the desired position. Then position the second, opposing end hook in the same way. Stretch the brace slightly to do this. After positioning, the brace automatically retracts back to its starting position. The NASPAN® Platinum brace is self-regulating with its traction and lifting power, making it unique. The patient is immediately free of pain.

The optimally positioned brace can also be affixed on both segments and the individual sinus curve using GEHWOL Nail Repair Gel. In the last step, tamponade the nail. First, treat the nail wall and edge with a drop of GEHWOL Fluid. The care fluid disinfects, soothes irritated skin, and renders the nail and cuticle supple. After four to six weeks, cut the nail brace with wire cutter clipper, remove it, and apply the next brace.



## Nail prosthetics with the GEHWOL Nail repair System and GEHWOL Nail Compound

Nail fungus (onychomycosis), growth disorders (onychodystrophy), brittle nails (onychorrhexis) or keratoses often require a nail prosthesis; the GEHWOL Nail repair System is especially proven here. Watch the new video on the GEHWOL website to see how easily you can create a nail prosthesis with the Nail repair System. GEHWOL Nail Compound is just as simple and can also be used for partly detached nails.

A nail prosthesis prevents permanent damage. This has more advantages apart from aesthetic ones. The prosthesis presses on the nail plate, thus keeping it straight. The GEHWOL Nail Compound is particularly suitable for nails of which parts have become detached. Because it breathes actively, acts antimycotically, is lastingly elastic and can easily be trimmed with shears once it has hardened.

Among others, one of the benefits of GEHWOL Nail Compound is that it does not need to be mixed, but can be used immediately. The Nail Compound is simply applied directly in thin layers and will be dry after about five minutes. A second layer can be added once the first one has dried. The prosthesis is



### Video: Easily obtain top-notch results with GEHWOL Nail repair

Axel Pelster is a podiatrist and nurse and has been an experienced connoisseur of the GEHWOL Nail repair System for many years. He explains the efficient application in this video: [gehwol.de/service/videos/](http://gehwol.de/service/videos/)





## Protection and care for the nails

Well-groomed nails look good and are also protected against fungus. GEHWOL's care product range: for healthy, silky, shiny, soft and elastic nails.

What do nails need to look good and stay healthy? Care substances that optimally and richly supply them with important substances. GEHWOL care products especially for the nails include wheat germ oil, Vitamin E acetate, panthenol and jojoba oil, for example. The products also contain bisabolol and clotrimazole, protecting the nail and surrounding skin against inflammation or fungus.

The products also come in many forms. Get high-speed care with GEHWOL FUSSKRAFT Nail and Skin Protection Spray. Dosing tubes and spray technology offer high user comfort. The GEHWOL med Nail Protection Pen is thrifty to use. It contains enough of the product for approximately 1,000 uses and includes three replacement tips. It is easy to coat the nails, even on the go. GEHWOL med Nail and Skin Protection Cream and GEHWOL med Nail and Skin Protection Oil are suitable for intensive care. Slowly massaging the products into the skin allows the care substances to unfold their full effects. The nails and skin remain elastic and beautiful while also being protected against fungus. GEHWOL Nail Care with wheat germ oil and bisabolol helps with brittle nails and activates nail growth.

easily shaped and smoothed if you wet your fingers first. The finished nail appears natural. At the same time, GEHWOL Nail Compound inhibits the growth of nail fungus. However, this product is not really suitable for the production of full prostheses. The artificial nail differs from the natural nail merely by a slight, whitish discolouration. The nail compound is gradually pushed forward by the growing natural nail and can be trimmed bit by bit on its front edge. Difficult grinding work is not required, since the nail remains soft and elastic. Furthermore, the artificially produced nail can be coated with nail polish without any problems.

If the nails are ingrown, the nail compound can also be used as an inlay in the nail fold. To do this, press some of the compound into the nail fold. Then tamponade it with cellulose. This prevents the nail from growing into the lateral tissues. The nail mass becomes highly elastic as it hardens, and forms no sharp edges.



