

# GEHWOL journal

MAGAZINE FOR FOOT AND SKIN HEALTH



New care series

**NEW:**  
GEHWOL and GERLASAN balance - the probiotic care series for stressed skin

New  
GEHWOL-Website

Skin care

## The probiotic care series for stressed skin

### New: GEHWOL and GERLASAN balance

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. The new probiotic balance care series with three active substances approaches these skin problems before they develop in the first place. balance combines two brands, GEHWOL and GERLASAN, in a single care concept. The new care series is completed by probiotic hand care.

The skin surface is covered by a film composed of billions of microorganisms which form the natural skin flora and are decisively important to skin health. This so-called skin microbiome consists of bacteria, fungi and viruses. A healthy microbiome has a balanced ratio of many different microorganisms which support an intact skin barrier. Routine care with GEHWOL and GERLASAN balance products supports the skin barrier, and protects the skin. The new care series is based on three active substances that are included in all three products. Probiotic BIOTILYS® strengthens the skin barrier. White tea extract moisturizes, while sesame oil boosts the skin care. GEHWOL balance Foot Cream, GEHWOL balance Leg & Foot Lotion and GERLASAN balance Hand Cream regenerate the skin and keep it healthy.



### Diabetes: Make the most of your options

According to the current GEHWOL Diabetes Report, 33 percent of the seven to nine million diabetics in Germany at this time don't know that they have to care for their feet. But the plan is very clear: When a patient is diagnosed with diabetes, they immediately have to learn to inspect their feet and care for them while preventing injuries. Only 61 percent of doctors provide information about this at the initial diagnosis. But doctors do not bear sole responsibility for foot health - podologists and diabetes consultants are also responsible. However only every second diabetic receives podological care and/or training from a diabetes consultant.

Only **61%** of doctors provide information about training



Probiotic BIOTILYS®



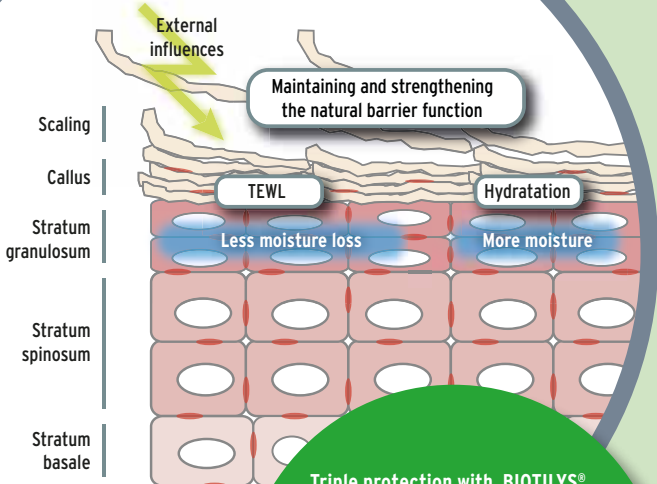
White tea extract



Pure sesame oil

## Less is more: three active substances of the probiotic balance care power

### The probiotic active substance BIOTILYS®



#### Triple protection with BIOTILYS®

1. Protects the natural skin barrier against external influences.
2. Lowers transepidermal water loss (TEWL) by improving water storage in the skin.
3. Improves the skin's moisture content.

### Strengthens the skin barrier: Probiotic BIOTILYS®

The active substance BIOTILYS® is harvested from lactobacillus pentosus, which is grown by lactic acid fermentation and is therefore a lactic acid bacterium. The protective and regenerative properties of these bacteria are known in medicine. 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 also supports the skin barrier in moisturizing the skin and protects against moisture loss. BIOTILYS® regenerates and strengthens the natural skin barrier, and protects the skin.

### Care booster: Pure sesame oil

Premium sesame oil is collected from the seeds of the sesame plant (sesamum indicum), which grow inside an elongated nut. It originates from India and China. The pressed seeds – the so called pressing cake – are also used, and serve as animal feed due to their very high protein content. The popular oil is in widespread use as a food oil for many dishes in traditional Asian cuisine. The oil is also popular among masseurs for richly nourishing massages.

The stable oil has a long shelf life, and is popular in the cosmetics industry for its nourishing properties. It has a high share of unsaturated fatty acids such as linoleic acid, making it suitable for care products. Pure sesame oil is a premium additive in balance products. It nourishes the skin, rendering it noticeably smoother and more supple.

### Moisturizer: White tea extract

The Chinese Shen Nung discovered the soothing effects of white tea in 2737 BC. For this reason, it is mainly grown in China. Growing this noble beverage is an elaborate process which was developed between the 10th and 14th centuries. About 30,000 buds have to be picked to make one kilogram. The Chinese also recognized its healing effects at the time. Premium white tea contains caffeine, numerous vitamins and trace elements, and minerals such as iron, calcium, potassium, fluoride, sodium and zinc.

The white tea extract contained in the three balance products is purely natural and is harvested from the leaves of camellia sinensis. It supplies the skin with moisture and protects it against moisture loss.

## GERLASAN®

### ...the body care brand

With GEHWOL, Eduard Gerlach GmbH's core expertise has been in foot care since more than 150 years. It transferred its extensive knowledge to body care products as early as 1928. At that time, it began marketing a body deodorant which is still sold today under the name GERLASAN Achselfrisch [Armpit Fresh]. GERLASAN Hand Cream with its balanced formulation is popular. Now the GERLASAN family has grown. The balance product series combines the broad expertise of the two traditional brands GEHWOL and GERLASAN.

## Bacteria on the skin?

The skin is the largest organ of the human body, and it deserves protection. Microorganisms that live in symbiosis with us and represent the human microbiome play a decisive role. Experts estimate their numbers at approximately 10-100 billion microorganisms, primarily bacteria. They are distributed in the intestines, oral cavity, and (predominantly) on the skin. The microorganisms support metabolic processes and encourage wound healing. They also help to maintain the skin's barrier function.

## Probiotics for the skin

The Latin "pro" means "for", and the Greek "bios" stands for "life". Probiotics are used in foods among other things, e.g. as drinkable yoghurt. But probiotics are also used in food supplements or medications; among other things, to support intestinal function.

The positive benefits of probiotics have been proven in practice. Probiotic active substances have also found their way into skin care. But foot and leg care that uses a probiotic approach is new. This makes the balance care series into a market innovation.



## Unboxing in Balance

On 28 May 2020, the GEHWOL testers' club unpacked their goodies online! 113 beauty influencers and community members were first sent a package with the new balance foot and leg care products. They unpacked together on the video platform Zoom. They immediately tried the products, sniffed the creams, evaluated the skin feel and made their first Instagram posts. 340 beauty bloggers and Ins-

tagrammers are constantly active in the social web as GEHWOL brand messengers in the GEHWOL Testers' Club.



# 多任務\*

## steadfast heroes

**Scientists assume that multitasking\* doesn't work. Chinese Chen Siyuan impressively proves that the opposite is true: She writes with both hands and both feet simultaneously.**

### Homework brings out talent

There are different texts written on all pages - recently not only in Chinese script, but also in Latin. But there's more. This young woman is a true multitasking master. While writing simultaneously, Chen Siyuan answers questions in an interview, translates between English and Chinese, or solves complex mathematical problems. Chen discovered her talent accidentally. Even in school, this highly talented young person wanted to do her homework as efficiently as possible. She tried to write English and Chinese simultaneously with both hands. It surprised her that she was actually able to do it. Some of her classmates wanted to do it too, but were unable to achieve her special performance.

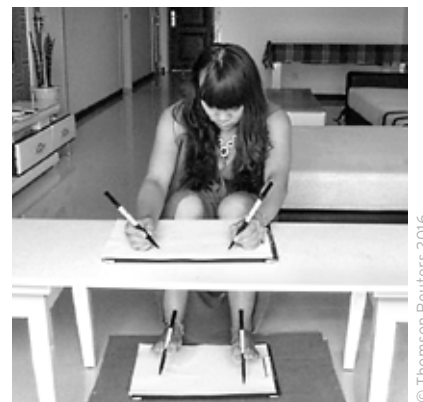
### Unusual brain topography

No special training is needed. In 2015, she wanted to prove to herself that this ability is not random. The task: Doing twelve different things at the same time for four minutes. When she was able to do this, a British media agency developed a unique program for Chen. She also gained scientific attention. Her unusual talent requires unbelievable coordination. It seems that this young woman's left and right brain halves are unusually closely connected and strongly balanced.

A core spin tomography revealed that her cerebral cortex has more folds than usual. This may be the reason for her unusual talent. After all, the two brain halves fundamentally process information in different ways. One half is responsible for linguistic and logic tasks, while the other processes images, music and spatial thinking. The responsible areas are in opposite brain halves for right and left-handed persons. The unusually dense topography of Chen's brain might mean that information is processed similarly in both halves of her brain.

### Can multitasking be learned?

From a scientific perspective, multitasking does not work. Efficiency drops if the brain tries to do several things at once. The French study "Multitasking splits the brain" revealed that more than two complex, interconnected activities at the same time are not possible. However, the brain can be trained. A study by the University of California compared a group of persons experienced in multitasking with an inexperienced group by using activity patterns. After five days, the inexperienced group's brain activity was similarly high to that of the experienced group. Chen Siyuan's special talent should therefore be classified as a special phenomenon.

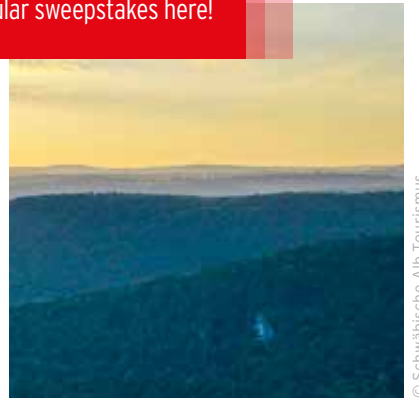


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### \* Multitasking

... does not yet have a final scientific definition. The term is comprised of "multi" (many) and the English word "task". It signifies that a person can do two or more independent tasks at the same time or alternately at short time intervals. Science assumes that the brain has cognitive limits and cannot perform true multitasking.





© Schwäbische Alb Tourismus

The low mountain range of the Swabian Alps along with several breathtaking attractions is part of the UNESCO world heritage. Its history began 200 million years ago. Ocean, volcanoes and a meteorite formed this landscape, which today uniquely invites hikers, cyclists and many others seeking recreation.

For about 50 million years, Europe was entirely flooded by a warm tropical ocean. It created an imposing high plateau, whose breakoff edge, the "Albtrauf" [alpine trough], now offers far-reaching views into the distance. World-renowned fossil sites provide insights into the animal world at that time of history. Volcanic eruptions and a meteorite strike formed today's landscape. Nearly 40,000 years ago, humans were already wandering the wild valleys and rough high-elevation landscapes of the Swabian Alps. They left behind humanity's oldest art objects - a cultural inheritance which is under UNESCO protection.

Travelling into the Swabian Alps is a journey through time - a living, ever-present story. Many cliffs bear majestic castles and fortresses, as well as Celtic cult sites and churches from every epoch. Archeologists discovered chimeric creatures, animal figurines and flutes, the earliest evidence of human culture; the "cultural big bang" in human development took place here.

The Swabian Alps with their 20,000 kilometers of paths are a hikers' paradise. This region is packed with natural and cultural highlights. The low mountain ranges are also a desirable hot spot for cyclists. Anything is possible here - from long-distance cycling, to river cycling, bike tours without luggage to e-biking tours. And for those seeking wellness and relaxation after exercise, there are numerous options at spa facilities and healing baths, such as the 61-degree Celsius hot volcanic water baths of Bad Urach.

More information on the Swabian Alps is available at: [www.schwaebischealb.de](http://www.schwaebischealb.de).

### Hand care: How to avoid dry skin

Hand-washing is among the most effective methods of protecting ourselves against infections. While this was already true before the coronavirus pandemic, general awareness is now even higher. Hand-washing and hand disinfection are essential; however they stress the skin, which may negatively affect the natural skin barrier, the protective shield of our skin. To protect the skin against barrier disorders, it must be sufficiently supplied with lipids (fats) and moisture. Soap and disinfectants draw fats out of the skin, which may dehydrate it in the long run. When the skin is irritated, it reacts with signs such as itching, burning skin, or redness. GEHWOL med Sensitive is suitable for sensitive skin. Highly pure, nano-free MicroSilver BGM relieves itching, burning skin, and relieves redness. Skin-identical ceramides help regenerate the skin's barrier function and improve resistance to external influences. Almond oil moisturizes, soothes the skin, and nourishes it to pleasant softness.



## Do you know what's new?

Everything at a glance - since mid-April, visitors can find not only a new, modern design at the new site [www.gehwol.de](http://www.gehwol.de), but also all company portals and company contents in a single location. For example, clicking on "Company" tells you everything about the traditional Eduard Gerlach GmbH, from its 150-year history to its philosophy. The previous consumer page at [www.fussvital.info](http://www.fussvital.info) is now found in the section on "Foot Problems and Foot Care". Users can find indications as well as helpful and nourishing products. Discover even more!



### Support GEHWOL:

Participate in voting to Beauty Forum Stars Award 2020 - until 08/15/2020  
unter: <https://bf-award.de/kategorien>

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