



## PRESS INFORMATION

For pharmacy customers: participate and win

### **GEHWOL campaign: "Standing up to diabetes!" motivates for foot care**

The GEHWOL Diabetes Report 2014<sup>1</sup> has shown: Two out of three diabetics do not know that they have to pay special attention to their feet. Foot specialist Eduard Gerlach GmbH therefore started an information campaign with the motto "Standing up to diabetes". Pharmacies receive a campaign poster for the dispensary and advisory brochures with an integrated foot care quiz to hand out to diabetics. GEHWOL med Lipidro Cream is one possible product recommendation. The unscented emulsion which is suitable for diabetics is especially made to care for dry, sensitive skin. Pharmacies can also order the cream in the special 20 ml size at the moment for consultations and sales support.

Lübbecke, 12 May 2014. - The campaign: "Standing up to diabetes!" creates awareness of the need for consistent foot care and thereby contributes to information and prevention. For diabetic foot syndrome (DFS) is among the most common and severe consequential complications of the disorder. Approximately every fourth patient develops it in their life. Even though the number of major amputations is dropping, the risk of a high amputation is increased by about twenty times for diabetics<sup>2</sup>. The results of the current GEHWOL Diabetes Report 2014 therefore speak for themselves, proving that diabetics still underestimate the risk of foot complications.

Even though the affected persons often have foot problems such as hyperkeratosis, dry skin, foot and nail fungus, cracks and foot malpositions, two thirds (63%) of patients do not know that they have to pay special attention to their feet. 53 percent stated that they did not obtain regular prevention visits with a podologist. Even at home, nearly half of those surveyed (45%) only performed foot care occasionally if at all, and rarely consistently.

### **Advisory brochure: Focus on diabetic feet**

The goal of the GEHWOL campaign is to sensitise as many diabetics as possible to the health of their feet. Pharmacies play a central role in foot consultation. The diabetes report shows this as well: One third of patients stated that they received care tips at the dispensary. 44 percent of those surveyed also prefer to buy their care products from the pharmacy because they value the advice from the pharmacy worker. Pharmacy workers can now use a free brochure called "Standing up to diabetes" for support in customer advice. On 16 pages, the manual provides information about the risks of diabetic foot, how it occurs, what cosmetic problems are associated with it and how symptoms such as dry skin and callus can be avoided. It focuses on tips for home foot care, the choice of the care product and information about shoe care.

### **Brochure with quiz: participate, learn and win**

A foot care quiz is integrated into the brochure as a participant element to test knowledge. It contains eight simple questions about the right foot care ritual for diabetics. Eduard Gerlach GmbH will be raffling 100 diabetes foot care sets (GEHWOL med) for the care of dry skin and to protect against fungus with a foot bathing towel, among all correct responses; **the submission deadline is 31 August 2014**. An ePaper version of the manual is available on the internet at [www.fussvital.info/standhaft-bleiben](http://www.fussvital.info/standhaft-bleiben). Interested persons can also respond to the eight knowledge testing questions there, using a digital questionnaire.

### **Campaign materials: Ordering options for pharmacies**

Pharmacies can order the campaign materials (brochures, posters) via the OTC pharma field services or directly from Eduard Gerlach GmbH via e-mail at [info@gehwol.de](mailto:info@gehwol.de), or by telephone at the number 05741/330-0 or fax at the number 05741/347300. A digital order form is also available on the internet at [www.fussvital.info/standhaft-bleiben](http://www.fussvital.info/standhaft-bleiben). Aside from the campaign poster, the manual "Standing up to diabetes" can be obtained in quantities of 10, 20 or 50 units to hand out to diabetics.

### **GEHWOL med Lipidro Cream in the special 20 ml size**

The GEHWOL information campaign also supports pharmacies and PTAs in consultation and sales of GEHWOL med Lipidro Cream, which is also available in a 20 ml special size specifically for pharmacy campaigns since May. The urea containing care cream which is especially suited to diabetics equalises the dry skin's lack of lipids and moisture, strengthening the natural hydrolipid barrier of sensitive skin and protecting it against excess callus, inflammation and foot fungus.

### **4.600 characters, including spaces**

### **Reprints at no charge | documentation requested**

#### **Sources:**

[1] German Health Report Diabetes 2014

[2] GEHWOL Diabetes Report 2014. IDS, INSIGHT Health, September 2013 (n = 3459 diabetics via 369 physicians' practices)

### **Facts about the campaign: "Standing up to diabetes!"**

- Participation campaign for diabetics
- Manual with foot care quiz, submission deadline: 31 August 2014
- Ordering options for pharmacies:
  - Brochure „Standing up to diabetes“ (10, 20, 50 units, no charge)
  - Campaign poster “Standing up to diabetes“ (1 unit, no charge)
  - Orders via the OTC pharma field services
  - (alternatively from Eduard Gerlach GmbH, [info@gehwol.de](mailto:info@gehwol.de), Tel.: 05741/330-0, Fax: 05741/347300, Internet: [www.fussvital.info/standhaft-bleiben](http://www.fussvital.info/standhaft-bleiben))
- Additional sales support:

GEHWOL med Lipidro Cream

For optimal care of dry, sensitive skin.

Unscented. Dermatologically tested. Suitable for diabetics.

Special 20 ml size. Available from May 2014.

Order unit: 500 units

Orders via the OTC pharma field services

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EDUARD GERLACH GmbH, Bäckerstr. 4-8, 32312 Lübbecke

Experts: [www.gehwol.de](http://www.gehwol.de) | Consumers: [www.fussvital.info](http://www.fussvital.info)

**Press contact:**

Dorothea Küsters Life Science Communications GmbH  
Leimenrode 29, 60322 Frankfurt, Fax: 069 / 61 998-10

Dirk Fischer  
Tel.: 069 / 61 998-21 | [fischer@dkcommunications.de](mailto:fischer@dkcommunications.de)

Stefan Dudzinski-Lange  
Tel.: 069 / 61 998-17 | [dudzinski@dkcommunications.de](mailto:dudzinski@dkcommunications.de)

[www.presse-gehwol.de](http://www.presse-gehwol.de)