Milk and honey
Sensitive active substances with a lot of care power in the new GEHWOL FUSSKRAFT Soft Feet

NEW
GEHWOL FUSSKRAFT Soft Feet – with hyaluron, milk and honey extract as well as urea for silky soft feet

Instruments CURRENT
Innovative brace technique:
- GTO orthonyxia brace

Technology CURRENT
New spray device for outpatient foot care:
NEPTUNE NT MICRO
NEW PRODUCT: GEHWOL FUSSKRAFT Soft Feet – foot care made easy

Soft and tender skin stands for youth and attractiveness – both young and older customers look for this. The new GEHWOL FUSSKRAFT Soft Feet is the ideal beauty and feel-good care for all age groups. Due to a unique, new active substance combination, it nourishes young and mature skin to silky, touchable softness. The fresh, modern scent is also well liked by younger consumers.

Pages 4–5, 8–9 and 20–21

NEW: NEPTUN NT MICRO – the superlight wet technology option for outpatient foot care

With the new NEPTUNE foot care unit and the outpatient foot unit, GERLACH TECHNIK’s hygienic and ergonomic case system, you can also decide to use the benefits of a high performance wet technology station for your home visits, starting immediately. This unit also convinces with its intelligent organization.

Pages 10–11

Brace technique: Simple, fast and effective

In many cases, a good brace can prevent nail surgery. It’s important that the foot pro knows how to set the brace and selects the right traction force for the situation based on his/her experience. Using the new GERLACH TECHNIK Orthonyxia (GTO) brace and the GTO U-loop, treatment for ingrown nails can be done cost-effectively.

Pages 13–15

Psoriatic arthritis: Psoriasis and joint inflammation

Psoriasis is one of the most common chronic skin disorders. If it affects the joints, it is called psoriatic arthritis. The illness is usually painful for affected persons, and not easy to recognize or treat for foot care pros.

Pages 18–19
Excellent results

Persons with unattractive nails often hide their feet in shame and don’t wear open shoes even in summertime. Modern nail prosthetics can help here. With gels in two viscosities, the GEHWOL Nail repair Set yields perfect results, so that it’s not necessary to hide “sick” toes.

Atrophied nail – before and after treatment with GEHWOL Nail repair.

The most common causes for which a nail has to be partly or entirely replaced include growth disorders (onychodystrophy), which is triggered by fungal disorders (onychomycosis), brittle nails (onychorrhexis) or detaching nails (onycholysis) in most cases. But nail removal is often unavoidable even in keratosis or subungual corns (under the nails). Sometimes trauma such as injuries means that the nail is partly or entirely lost. Wrong shoes – which are too small, tight or high – can also be the cause. Growth disorders also occur due to taking medications or through contact with chemicals.

Nail repair helps
Various methods for nail prosthetics have been developed since the 1950s. Methods sometimes differ considerably in terms of their cost, required basic equipment and results. All procedures require that at least a small amount of the nail is left. One of the most effective techniques is nail reconstruction with a light hardening single phase polymerisation resin such as the GEHWOL Nail repair Set.

Problem-free work
Gel is supplied in two different viscosities, each in three colours (clear, opal and pink). The mid-viscosity gel is especially suited to large correction areas, sealing the nails, and evening out grooves and uneven areas. The Nail repair Gel highly viscous does not run and can be applied to precise points. Difficult work can be done cleanly and without problems. It is easy to handle and yields results which meet the highest optical requirements.

Our offer

GEHWOL Nail repair Set

- 1x GEHWOL Nail repair Cleaner, 150 ml bottle
- 3x GEHWOL Nail repair Gel M, moderately viscous
  Colours: clear, opal and pink, each in a 5 ml tube
- 3x GEHWOL Nail repair Gel H, highly viscous

GEHWOL Nail repair - an overview

- Simple handling
- Hardens only under UV light
- Medically and cosmetically optimal results
- Hygienic work with tube packaging and exchangeable brush
- Nail prostheses stay elastic
- 2 viscosities
- 3 colours which can be mixed with each other
- Brace fixation possible
- Contains antifungal protection

Accessories

- GV light hardening unit
- Brush exchange set, size 4
  1 handle and ten heads in a PVC bag
- Brush exchange set, size 6
  1 handle and ten heads in a PVC bag
- Dual instrument HH 106 R
Foot care made easy

Soft and tender skin stands for youth and attractiveness – both young and older customers look for this. The new GEHWOL FUSSKRAFT Soft Feet is the ideal beauty and feel-good care for all age groups. Due to a unique, new active substance combination, it nourishes young and mature skin to silky, touchable softness. The fresh, modern scent is also well liked by younger consumers.

The feel-good aspect plays an important role in care for users of foot care products. They want to have well cared for feet, gently correct nuisance foot problems such as unsightly callus, but still feel good and relax during care. Therefore foot care is also part of their wellness ritual. Care products must be designed accordingly – and the new GEHWOL FUSSKRAFT Soft Feet does this successfully. It is also easily distributed and absorbed. Modern cosmetics also convince with young ingredients which are based on proven effects.

Modern ingredients
The new cream from Gerlach’s development laboratory combines trendy ingredients such as milk and honey extract or hyaluron with a long cosmetics tradition: Milk, for instance, is increasingly going through a renaissance in care products. Even Cleopatra bathed in it, and set a trend even then. GEHWOL FUSSKRAFT Soft Feet Cream contains a combination of milk and honey extracts. It binds water in the uppermost skin layers and protects against dehydration by placing the contained milk proteins on the skin like a fine, silky film. The overall recipe of Soft Feet is completed by hyaluron, which also binds large amounts of moisture and supplements care for dry skin.

Proven ingredients
The urea which it contains is also able to bind moisture in the skin, softening the callus layer. This newcomer to the FUSSKRAFT series also profits from the antimicrobial and itch-relieving effects of urea. Glycerine supports the effects of urea, so that the combination works better than the individual ingredients. But when skin is dry, simply bringing in moisture is not enough. In the overall recipe, avocado oil with its high share of unsaponified ingredients therefore smoothes dry and scaly skin. The contained Vitamin E acetate also has a positive influence on this.

All advantages at a glance
- Beauty and feel-good care with a fresh and modern scent
- Lightly fatting cream base with nourishing avocado oil and Vitamin E acetate to smooth the skin
- Hyaluron, urea and glycerine bind large amounts of water and protect against excess callus formation
- Milk and honey extract with the especially intensive effects of natural skin moisturizing factors
Successful start in your practice
With the Soft Feet Cream’s positioning within GEHWOL FUSSKRAFT, you as a foot care professional get the exclusive chance to profit from the new product in your product sales: as attention-getting and informative support, GEHWOL offers a sales display, informational brochures and a poster. If you choose this package, you profit not just from the materials, but also from the especially good conditions: pay for nine 125 ml tubes and get 12 – that’s a 33 percent natural rebate waiting for you!

Put these materials on your reception counter, and customers will soon be asking about it. The informational brochure summarises the most important facts for your customers. To intensify demand, you get the new GEHWOL FUSSKRAFT Soft Feet in sample pouches with the display. Either put them right next to the display, drawing customers’ eyes to it, or give them specifically to suitable customers. Using cabinet ware also encourages sales. The Soft Feet Cream is available in a 500 ml can. If you massage your customers’ feet with the new cream after treatments and let them feel the positive skin sensation, this is similar to a product consultation which can be emotionally experienced.
The active substances hyaluron, milk and honey extract make GEHWOL FUSSKRAFT Soft Feet into a shooting star after just the first product presentation. The new cream is being offered for the first time and offers modern feel-good care. In traditional and proven quality, it brings your sales to new heights. GEHWOL FUSSKRAFT products always offer your customers the best prerequisites for high quality home foot care between treatments.
GEHWOL FUSSKRAFT Soft Feet
with milk and honey extract, hyaluron as well as urea
The two foot care products look particularly exclusive in the semitransparent organza bags which can quickly be given a Christmas appearance with additional decorations.

Christmas event 2012

Remember the unpleasant stress of the pre-Christmas period last year to organize Christmas gifts as a small measure of attention for loyal customers? Or did you use Gerlach's service in time and enjoy a calm pre-Christmas period? This year, profit from the Christmas event again or for the first time: Order the proven, but renamed GERLASAN Hand Cream and the new GEHWOL FUSSKRAFT Soft Feet Cream, each in 50 ml gift containers.

Give your customers both joy and a relaxed, well cared for Christmas with this care duo. With its active substances such as urea, hyaluron as well as milk and honey extract, the new GEHWOL FUSSKRAFT Soft Feet is wellness for dry and scaly foot skin. Its moisturizing and callus softening performance renders the feet supple and noticeably smoother.

GEHWOL FUSSKRAFT Soft Feet:
- easily distributed and absorbed
The active substances hyaluron and urea have the ability to bind a lot of water. For this reason, they are established in modern cosmetics as effective moisturizers. Milk is also a well-known care substance since Cleopatra’s times, and increasingly found in cosmetics. Milk extract binds moisture on the skin surface, and the proteins which it contains provide protection against dehydration by lying on the skin like a fine, silky film. This makes the skin smooth and silky – and milk proteins also soothe irritated skin. Honey extract optimally complements the milk treatment: fine sugar molecules from the sweet ingredient support the moisturizing, skin smoothing effects.

GERLASAN Hand Cream
Your customers are well equipped against dry feet with GEHWOL FUSSKRAFT Soft Feet, but the skin on the hands also easily dries out in wintertime, becoming brittle and cracked. This leads to itchy hands. GERLASAN Hand Cream is known for suitable care – even though under a different name thus far. Nothing has changed in the proven recipe for the care of stressed winter hands: Bisabolol and clotrimazole inhibit itchy inflammation and encourage wound
healing. Glycerine and the provitamin panthenol ensure the regeneration of the cell structure. This rebuilds the protective barrier of the skin and defends against pathogens. The jojoba oil which is contained in the GERLASAN Hand Cream replaces the missing skin lipids, ensuring smooth, supple skin. Aloe vera provides a lot of moisture, which is bound into the skin due to the contained glycerine and urea.

FUSSKRAFT: exclusively from you
Small Christmas gifts are not just a pleasing way of giving your loyal customers attention, but also an investment into the future: if the customer doesn’t know the product yet, you’re giving them the opportunity to test it. Once they are enthusiastic about it, they won’t want to miss it and buy it more often in the future. Soft Feet as an exclusive GEHWOL FUSSKRAFT product innovation is available to customers only from you – their trusted foot care expert – binding them to you.

Make sure today
To save your storage capacities, the dual offer will only be delivered to you starting in September. But nonetheless, act quickly now! You will only profit from these special conditions while supplies last. Matching the Christmas gifts, you can also order the right gift package for both gift containers: white, semitransparent organza bags provide quick high-quality packaging for the containers – well worthy of the two quality products.

Our offer

<table>
<thead>
<tr>
<th>GEHWOL FUSSKRAFT Soft Feet</th>
<th>GERLASAN Hand Cream</th>
</tr>
</thead>
<tbody>
<tr>
<td>50 units</td>
<td>50 units</td>
</tr>
<tr>
<td>starting at 100 units</td>
<td>starting at 100 units</td>
</tr>
<tr>
<td>starting at 200 units</td>
<td>starting at 200 units</td>
</tr>
<tr>
<td>starting at 400 units</td>
<td>starting at 400 units</td>
</tr>
</tbody>
</table>

Exclusive packaging: Organza bags

- Organza bags, 10 units large, (190 x 300 mm)
- Organza bags, 10 units small, (150 x 250 mm)
NEPTUNE NT MICRO – the superlight wet technology option for outpatient foot care

The new mobile spray device

With the new NEPTUNE foot care unit and the outpatient foot unit, GERLACH TECHNIK’s hygienic and ergonomic case system, you can also decide to use the benefits of a high performance wet technology station for your home visits, starting immediately. This unit also convinces with its intelligent organization.

It took a long time, but finally, it’s done. And you can choose. Starting immediately, it’s true for the popular GERLACH outpatient foot unit too: suction technology or spray technology – both are possible. This was made possible by the Gerlach engineers and their partners. Thinking of the Greek water god NEPTUNE, they developed a spray device specifically for outpatient foot care – overcoming quite a few technical hurdles. On the one hand, NEPTUNE had to fit into the slender dimensions of the ergonomic, easily carried outpatient care case; on the other, it had to transfer all performance parameters of the SIRIUS generation into a housing which fits into the case.

But we all know how it goes: innovation doesn’t happen without a challenge! The need to make the unit smaller without losing performance opened up the option of developing an entirely new concept for most components, such as the spray compressor, using the general developmental advances of the past decades in the field of mechatronics. The 250 ml tank is enough for 40 hours and works best when filled with podo- or alcohol-free aquaspray. Both spray types are completely demineralised and preserved, stay pathogen-free in the long term, and form a fine spray mist which binds the removed materials in a hygienically effective manner – that is, without the risk of carrying pathogens through droplets.

Whether it’s with NEPTUNE wet technology or TRITON suction technology – the GERLACH outpatient foot care unit is a solid companion for modern foot care pros. Being future oriented also means thinking hygienically – and sustainably in terms of one’s own work performance. It is precisely this in which the outpatient foot care unit excels. It is thoroughly developed from hygienic and ergonomic perspectives, right down to the smallest detail. The maximum amount of work hygiene is particularly ensured by the box system, which keeps instruments sterile until they are used in your work. The slender format (163 mm) and low weight (5.4 kg with the unit) simplify transport and therefore reduce strain in mobile work.
### Our offer

<table>
<thead>
<tr>
<th>NEPTUNE NT MICRO footcare spray device</th>
</tr>
</thead>
<tbody>
<tr>
<td>GERLACH outpatient foot care case</td>
</tr>
<tr>
<td>LED case lamp</td>
</tr>
<tr>
<td>Multichannel foot switch, cordless</td>
</tr>
</tbody>
</table>

- 2 x HPL Box 806
- 1 x HPL Box 816
- 2 x HPL Box 817
- High quality carrying bag with cushioned internal compartment for accessories and products

### Your benefits

- Compact device format: (external dimensions W/H/D) 14 x 13 x 35 cm
- Weight without case: 2.7 kg, unit colour: platinum silver
- Speed: 2000 to 42000 RPM, continuously adjustable
- 3 programmable speed levels
- Spray tank: 250 ml (approx. 40 hours of continuous spray)
- Spray amount can be continuously selected, 2 levels can be programmed
- Micromotor hand piece with 2 very bright LED light diodes
- User-friendly foil keypad, including controls for the case light, hand piece lighting and digital service display

---

*Clean and hygienically organized: sterile and used instruments in separate boxes*

*The clean overall appearance indicates high work discipline, including the bright light on the work area owing to the lit hand piece and integrated LED case light.*
Cylindrical grinders with the hardness of diamonds

Hardness which pays

The special form allows three practical work settings: the side surface for callus removal over large areas, the rounded edge for injury-free point work, and the face for e.g. shortening the front nail edge. Foot care pros can also reliably perform fine, medium and coarse work with the three grain sizes. Good grinding results are also ensured by the evenly applied diamond grinding bodies and the vibration-free operation of the cylindrical grinders in spray and suction units. Despite their large diameter of ~5.5 millimetres, the spray jet optimally strikes the side surface in the SIRIUS spray unit by GERLACH TECHNIK.

The hard material of the diamond cylindrical grinders does more than ensure good work results, though – it also guarantees a long service life and with it, economic efficiency. The grinders have a stable shape and can be cleaned with all common disinfection and sterilisation measures, so that the diamond grinders will yield good work results for a long time.

Note: For better image optics, the photos were taken without protective gloves. Always wear work gloves when performing original work!

Ladies love their sparkle, and industry values them for their extreme hardness and friction resistance: diamonds. The cylindrical grinders in Gerlach’s product range profit from the extremely hard material and have many uses due to their rounded edges.

The grinders are also diamond coated on the face sides. The fine grain size can be used to shorten the front nail edges.

Our offer

Diamond grinders, cylinder format

<table>
<thead>
<tr>
<th>Description</th>
<th>Grain size</th>
</tr>
</thead>
<tbody>
<tr>
<td>837 RG 104 055</td>
<td>coarse</td>
</tr>
<tr>
<td>837 R 104 055</td>
<td>medium</td>
</tr>
<tr>
<td>837 RF 104 055</td>
<td>fine</td>
</tr>
</tbody>
</table>

Especially in the coarse grain size, the side surface is well suited to removing large callus areas on the tip of the toe.
NEW: GTO orthonyxia brace

Very good therapy successes

Nail corrections are even easier with the new, cost-effective 3TO based GTO brace from GERLACH TECHNIK. The innovative U loop fits regardless of the segment length of the brace. It is no longer necessary to stock a variety of sizes.

Professional treatment of ingrown toe nails at cost effective conditions – using the new GERLACH TECHNIK orthonyxia (GTO) brace and the GTO loop solves both of these problems. The new 3TO based brace makes brace therapy more cost effective – in the customary GERLACH TECHNIK quality. Renowned doctors and podologists are very impressed with the extremely high quality brace and the therapy successes which it has yielded.

The new GTO U loop is especially innovative. With its many benefits, it simplifies brace therapy. It is:

- usable for all common commercial three-part brace types in the market
- independent of the brace segment length, so that it is only necessary to stock a maximum of two sizes,
- secure in use; the bent U shape means that therapists automatically find the correct traction and lifting point for applying force to the brace segments on the nail; slightly adjusting the winding hook – more to the left or right – is a simple way of shifting this point,
- extremely tear resistant due to its sophisticated production process,
- up to 15 percent less costly as compared to classic 3TO loops.

Experienced foot care pros know how important the correct placement and treatment with the three segment brace is. Experiences made thus far with using other three segment braces can be used with the GTO brace. Special training is therefore not required, so that therapists trained with the three-segment orthonyxia brace can also use the new, cost effective GTO nail brace without obtaining further training.

Our Offer

GTO brace
(0.3 mm or 0.4 mm wire thickness)
5 per package
10 per package

GTO U loop
(0.3 mm or 0.4 mm wire thickness)
5 per package
10 per package
15 per package
25 per package

Winding hook
Stainless steel, length 15.5 cm
Brace technique

Simple, fast and effective

In many cases, a good brace can prevent nail surgery. It’s important that the foot pro knows how to set the brace and selects the right traction force for the situation based on his/her experience.

There are numerous causes of ingrown nails and rolled nails: Deformities such as hallux valgus, growth disorders, excessive toe length, crossing toes, wrong shoes and incorrect nail trimming. Brace techniques offer an effective alternative to the surgery which is still common. It is suitable for mild cases such as supporting straight nail growth and also for painfully ingrown nails with hypergranulation tissues.

According to an investigation by the University of Erlangen, the therapy costs of brace therapy are higher than those of Emmert surgery, which many doctors still regard as the therapy of choice. However pain is significantly lower with brace therapy. The costs are also relativized, since work absence of up to two weeks must usually be calculated for surgery. After applying the brace, patients are quasi able to work again immediately.

Brace therapy is therefore a sensible part of offered services for foot care specialists. However in-depth knowledge and a lot of experience is needed to place the brace correctly. The new GERLACH TECHNIK orthonyxia brace GTO is a three segment brace for therapeutic treatment of ingrown toenails (unguis incarnatus) and to straighten out nail growth.

Using expert knowledge

Already acquired knowledge and skills can be applied with this brace, so that further training is not required. The new U loop is revolutionary. It can be used for all three segment braces regardless of segment length. Therefore only a maximum of two loop sizes are required, simplifying the activation of the brace.

Braces are generally sold as a non-sterile medicinal product. Prior to use, the area being treated must be carefully disinfected, and the brace itself must be cleaned and sterilized. Sterilisation can take place directly before treatment. If the foot specialist sterilises the brace and tensioning wire ahead of time, sterile storage is required to exclude contamination. Since the pointed brace ends have a high risk of injury with improper use, the brace should absolutely not be used to punch or scratch. Aside from protecting patient health, foot specialists should also consider their own health. Protecting oneself includes wearing pathogen-free, commercially available single use gloves. Particles can splinter off when working with wire, so that mouth protection and protective goggles are also absolutely mandatory. Goggles are also advisable for patients to protect the eyes.

Simple placement

Correct placement and treatment with the three segment brace, shown here on the example of the new GTO brace, are very important. All therapists who are trained with a three segment orthonyxia brace can perform therapy with this brace without obtaining further training. Treating persons require a left and right brace segment, U loop, wire holding pliers, pointed/round pliers, wire cutters, a winding hook and holding pliers for the therapy itself, and a sealing gel to finish.
The need for nail correction is clearly visible, since the nail is ingrown and already painfully inflamed.

A lot of practice is needed to measure the length of the segment. The foot care professional works a hook into the partly pre-made brace segment. He uses pointed or round pliers to bend the wire by 180 degrees and cuts off the excess. The pointed, sharp-edged wire end is best rounded with a pink grinding stone or a diamond grinder. The hook which is formed grasps below the nail and is important for activating traction. The brace segment is also adjusted to the arch of the nail. The wire can be led or bent over a conical instrument for this purpose.

After being fitted, the first brace segment is gently and cautiously applied to the nail. The S bend points up and the omega points to the cuticle. The hook grasps below the nail and is disinfected before being placed.

The second brace segment is applied to the nail in the same way. Both omegas of the segments point towards the cuticle. Now the innovative U loop is hooked into the S bends of the segments. A distance of four to five millimetres between the two segments is optimal. If the nails are strongly bent or rolled, it may make sense to shift this space to one or the other side. The two brace ends are centred before the cuticle and the loop is used to link both brace segments. The nail should not be raised out of the nail edge through the setback effect of the wire, but only by pulling the loops together.

Once the brace is fixed and the right traction is reached, slightly raising the nail, all excess wire ends can be clipped with wire cutters, so that only short wire ends are left. To provide protection against flying wire pieces, the treating person can hold his hand directly over the affected nail. This reduces the risk of injury. The result is an optimally placed brace.

The winding hook is simply brought through the two eyes of the U loop and the wire is twisted. The rounded part of the loop means that the therapist always finds the correct traction and lifting point when twisting. It is no longer necessary to select from various loop sizes. To find the right traction force, pros use a trick: the two S bends of the segments are pressed together between thumb and forefinger. In this way, optimal traction is produced, and the loop can be fixed at this point. Using the second hand, the winding hook is twisted until the patient feels pressure, but no pain.

Due to the support of the brace, the nail can now grow out of the nail bed. The brace should only be removed when the nail has grown out about three millimetres.

To protect shoes and socks, the clipped wire ends are sealed with a mass. The proven GEHWOL Nail repair Gel, highly viscous, is one option.
The significance of the vehicle for the care benefits

**Optimal active substance transport**

Foot care products containing urea are generally recommended for diabetics with dry skin. FUSSPFLEGE AKTUELL talked to Dr. Joachim Kresken about choosing the right urea vehicles.

**Dr. Kresken, is urea in foot care creams the active substance of choice for diabetics?**

Urea actually does offer very varied care benefits, not just for diabetics, but generally for persons with dry, hyperkeratotic skin. The active substance has also been used in foot care products since nearly 30 years, particularly due to its skin moisturizing and callus softening effects. Urea also occurs as an end product of the amino acid metabolism as a natural moisturizing substance in the callus layer, and is usually well tolerated. But one active substance alone is not yet an effective care formula. First, the benefits of an active substance can be optimised through other active substances. Various lipids, glycerine, panthenol, algal extract, hyaluronic acid, aloe vera, vitamin E and lactic acid, for instance, also have good properties for the care of dry skin. Second, the active substances always require a suitable pharmaceutical form – a favourable vehicle system which plays a decisive role in the care effects.

**How can one imagine the nourishing contribution of the vehicle system?**

The vehicle describes the formulation type of a preparation and is basically just what the name says: a transport system for the active substances. For instance, water in oil emulsions are a common formulation type for products used in the care of dry skin. Oil in water emulsions, multiple emulsions, lamellar systems or cream foams are also used occasionally. The choice of vehicle particularly influences how quickly and deeply urea and other active substances penetrate into the target layers of the skin, and how long they stay there. For the vehicle can alter the consistency of the callus layer on the one hand, and enter into physical-chemical interactions with the active substance on the other hand. The following is usually true: the worse the affinity of the active substance to the vehicle, the better it is absorbed by the skin. One example: Urea is a strongly water soluble substance – that is, it has a lesser affinity to fatty formulations such as ointments and water in oil creams. Products with a high share of fats therefore allow urea to penetrate into the skin very well and ensure that the hydrating effect lasts relatively long. Products which have low or no fat can also support hydration, but the effect is usually lost much more rapidly.

**So is the vehicle only the means to an end?**

Not at all. The vehicle often has its own skin caring properties as well. Lipids such as jojoba oil, sea buckthorn oil, avocado oil or lanolin are typical vehicle base substances. They have pronounced refatting properties – that is, they contribute to regulating the skin lipid content and the skin moisture content. Dry skin is marked by a lack of moisture and lipids, so that one would correctly have to describe it as skin which lacks hydrolipids. The lipid components in a formulation correct this lack together with the added moisturizing substances such as urea. They also make an important contribution to the skin’s barrier performance. This partial occlusion effect which is caused by lipid-rich foot care products reduces trans-epidermal water loss. In turn, a reduction of water loss which is favoured by the respective vehicle, together with the hydrating effects of urea – ensures that skin becomes less dry. However this also clarifies that the importance of the vehicle for the beneficial effects of a nourishing substance increases as soon as its performance is limited, e.g. by a lower dose.

**Must compliance also be taken into account when choosing a vehicle?**

The skin caring benefits of a recipe are most important. But of course it’s correct that a product – regardless of how good its recipe is – cannot provide benefits if it is not used because there is a lack of user compliance. Insofar it is correct that when choosing the externals, it is not just the vehicle’s effects which have to be taken into account, but also the cosmetic attributes of the product, e.g. its absorption capabilities. However this requirement does not necessarily contradict the selection of fat-rich care, since the penetration kinetics of a recipe – aside from its base and active substances – is also influenced by other factors such as the presence of adjuvants which improve penetration or also the skin state of the user in question. Within this context, the cream massage which many users regard as pleasant plays an important role. Massage usually encourages penetration. This is particularly true because the skin receives better circulation due to the massage effect.
Psoriatic arthritis

Psoriasis and joint inflammation

Psoriasis is one of the most common chronic, inflammatory skin disorders. If it affects the joints, it is called psoriatic arthritis. The illness is usually painful for affected persons, and not easy to recognize or treat for foot care pros.

If the illness is inherited, about 50 percent of affected persons have symptoms before their 25th year of life. Otherwise it usually does not occur until after the 50th year of life. There are numerous triggers: childhood illnesses (if inherited), physical, chemical or inflammatory skin irritation and severe scratching (Koechner phenomenon) as well as endogenic factors such as autoimmune disorders (AIDS), medications or pregnancy.

Psoriatic arthritis (joint inflammation) additionally develops in about 5 to 15 percent of affected persons. The time between psoriasis and the occurrence of psoriatic arthritis may be up to ten years. Joint involvement usually does not occur until around the 50th year of life. Two forms are differentiated:

1. The more commonly occurring peripheral type primarily affects the toe, foot (dactylitis or metatarsal affliction), finger and wrist joints. However more major joints may also be affected, especially the knee joint.
2. The axial type (central form) manifests itself on the axis skeleton with affliction of the sacroiliac joints (ISJ, ileosacral joints) and spine (spondylitis psoriatica).

Clinical symptoms and progression

Typical rheumatic complaints, especially while at rest and during the night, indicate joint involvement. It progresses in episodes. There are classic signs of inflammation such as pain, redness, overheating (figure 1), effusion in the end and middle joints with functional impairment in the toes and fingers (figure 2).

The inflammation commonly affects all small joints of the fingers and toes in the metatarsals and metacarpals. There are also usually inflammatory changes in the tendon sheaths (tendovaginitis), tendon bases (enthesiopathy) and bursae (bursitis). This leads to considerable impairments and contractures (shortening of the soft tissues). Due to massive soft tissue swelling, there are typical so called “sausage toes” or “sausage fingers” as well as pressure and touch sensitivity. Morning stiffness in the joints is initially only temporary, but may last for hours later.

Diagnostics

Diagnosing psoriasis first involves clarifying typical skin changes which may be triggered by scratching the suspected skin areas. Scratching a psoriasis lesion causes the scaly layer to brighten, similarly to a spot of candle wax. If the scales are removed further, a shiny membrane becomes visible. Continued scratching causes point form bleeding.

Other family members who have psoriasis are an important indicator that psoriasis is present. Using a skin biopsy (collecting tissues), hyperkeratosis (increased callus formation) and epidermal hyperplasia (thickened unvascularised outermost skin layer) can be detected. Imaging diagnostics such as scintigraphy (nuclear medical procedure) also provide information, particularly in the early phase; so do x-rays. X-rays show visible changes only after a few months (figure 3). However so called “sausage fingers or toes” can already be seen as extreme soft tissue shadows. According to Prof. Wolfgang W. Dihlmann, the following structure exists:

Two to five percent of Germans have limited reddened, silvery scaly lesions on the outsides of the elbows, knees, lower body and the scalp. The symptoms also show themselves on the finger and toenails. Typical nail changes include:

- indentations – “dotted nails”
- subungual oil spots (due to visible parakeratotic nail bed changes)
- small bone growths protruding from under the nail (exostosis)
- white colouration of the nails (leukonychia)
- greenish-yellow nail discouloration
- brownish stripes in the nail matrix (splinter bleeding)
- detachment of the nail plate from the nail bed (usually partial onycholysis)
- occurrence of callusing disorders with extreme brittleness
- lastly, so called crumbling nails
Psoriasis and joint inflammation

- **Axial type**: metatarsal/metacarpal affliction of all toe or finger joints (interphalangeal joints)
- **Transversal type**: affliction of several or all distal interphalangeal joints
- **Isolated affliction**: this affects individual end joints.

In the final stage of pronounced psoriatic arthritis, there may be pathogenic changes of the joint regions, twisting in the toe or finger joints, bending or osseous stiffening in the joint with total loss of movement. Spondylitis psoriatica (central type) is accompanied by ossification around the spinal region which is visible in x-rays.

**Medications**

If the foot care pro recognises psoriatic arthritis, he should recommend that his client should see a doctor. Joint inflammations in the acute phase require medicamentous treatment with non-steroidal antirheumatics (without cortisone) with an analgesic (pain relieving) and antiphlogistic (anti-inflammatory) effect, such as acetylsalicylic acid. Taking medications such as Voltaren or Ibuprofen should take place in combination with an additional gastric protection agent due to possible contraindications. A group of medications – so called pharmacologically produced protein molecules (biologics) such as methotrexate – block increasingly occurring messenger substances in the blood which are formed as a result of inflammatory processes. These medications are used if the needed success is not obtained with base therapy.

**Support required**

Early use of physical, physiotherapeutic and ergotherapeutic measures also noticeably improves joint function and reduces imminent joint stiffness, muscle atrophy and muscle imbalances. Orthopaedic shoe technology can be prescribed to improve the roll-off process by making shoe adjustments on confection shoes, such as toe, pad, middle foot or angle rolls and buffer, wedge or drag heels.

Rich skin care reduces the dry, scaly feeling. This takes substances which are able to bind water molecules to themselves, since the skin is otherwise moistened only for a very short time. Moisturising ingredients include glycerine, urea, hyaluronic acid and collagen. Vitamin E might slightly dampen existing inflammatory processes because it captures radical oxygen compounds.

Conservative therapy is structured into its fields of application. Mobilisation exercises help to improve mobility, while breathing therapy helps with inflamed joints between the ribs and vertebrae. Muscle tension can be released with heat applications and massages. A continuous mattress, not too hard and not too soft, is recommended. Surgical interventions can also be considered. In the early stages, doctors partially remove the repeatedly inflamed inner layers of the joint capsule (synovectomy). If the inflammation is more advanced, surgery may range from correcting malpositions to joint replacements.

---

**Figure 1**: A 58 year old man with clear psoriatic lesions on the entire sole of the foot

**Figure 2**: Scaly psoriatic lesions on the back of the foot, with massive signs of inflammation

**Figure 3**: The x-ray of both frontal feet shows the advanced pathogenic changes in the end joint of the large toe, middle and base joints.

---

**Dr. med. Renate Wolansky**

The licensed orthopaedist, sports physician and medical foot care provider teaches in the field of podology at several educational institutions. The expert has also published numerous books and writes for recognized specialised institutions.
To the present day, the storied Queen Cleopatra is particularly praised for her breathtaking beauty – and not without reason. The Egyptian is a role model in matters of body care. Her care concept was relatively simple: she is said to have taken regular full-body baths in donkeys’ milk. The proteins in the milk ensure silky soft skin. With the new GEHWOL FUSSKRAFT Soft Feet, the milk bath for the feet is now also available in a creamy preparation additionally enriched with other noble moisturizers, such as hyaluron and honey.

Hyaluron, milk and honey – the three active substances share their moisturizing and skin nourishing effects. They are combined in the new foot care cream GEHWOL FUSSKRAFT Soft Feet. The cream renders sensitive foot skin soft and supple, and is easily distributed and absorbed. The skin becomes noticeably smoother. Soft Feet also offers effective protection against foot fungus and is mildly deodorizing.

Highly effective moisturizer
Hyaluron is a long chained polysaccharide which occurs in practically all cells of the human body. The word takes its origins from the Greek and means “glass”. Due to its special chemical-physical properties, hyaluron performs a great variety of functions in the body. Its most important attribute is the ability to bind a very large amount of water in relation to its mass. For instance, the vitreous body of the eye consists of 98 percent water, which is bound to only two percent hyaluron. Large shares of the connective tissues also contain hyaluron, where it holds together the cells. As part of the vertebral disks, it buffers bumps and vibrations; it acts as a lubricant for all movements in the joints and reduces friction.

Gently lifting
Modern cosmetics are difficult to imagine without the highly effective moisturizer. Its moisture binding attributes make it an ideal component of care creams. In combination with urea, hyaluron also binds moisture in the deeper skin layers, providing protection against callus formation. There, it also stimulates the immune system. The skin’s own antimicrobial peptide b-defensine is released and helps the skin to protect itself better against microorganisms. Beauty surgery has also discovered hyaluron as a way of creating a more youthful appearance. Injecting it under the skin smoothes wrinkles.

Today, hyaluron for cosmetic uses is usually produced using biotechnology. This is the only way in which consistently high quality can be guaranteed. The hyaluron which is obtained in this way contains no materials with animal origins and therefore cannot trigger allergies. Biotechnologically produced hyaluron is not genetically modified, and is very well tolerated.

Even Cleopatra knew
Milk has been regarded as a source of beauty for millennia. Even Cleopatra allegedly had faith in the nourishing effects of milk. She was right! Milk is healthy – and not just from the inside. Aside from its importance as a food, it is also an excellent raw material for natural cosmetics. The amino acid profile of milk proteins is comparable to that of the natural skin moisture factors (NMF).
Hyaluron, milk and honey extract complement the skin’s natural moisturizing factors and give it a fresh and healthy appearance.

This enables milk extracts to bind water in the uppermost epidermis (callus layer). Milk contains three main proteins: casein, lactalbumin and lactoglobulin. Casein accounts for 80 percent, while lactalbumin and lactoglobulin account for 20 percent. Proteins are polymer chains of numerous amino acids which contain hydrophile (water-attracting) groups. These finally enable the milk proteins to attach to and store water.

A traditional active substance – newly discovered
Modern milk extracts are especially fine and easily water soluble, such as hydrolactin 2500. Unlike previous extracts which were not completely water soluble, hydrolactin is made finer using a controlled hydrolysis process. During hydrolysis, larger biomolecules are taken apart into their smaller components. This process increases the number of hydrophile groups of the protein, and thereby its water binding capacity. For the smaller the molecule, the better the penetration ability. The proteins which have been improved in this way lie on the skin like a fine, silky film and protect it against dehydration. They improve skin tone and elasticity. Small proteins can penetrate deep into the outer callus layer of the skin and unfold their moisturizing properties there. Their infiltration into the skin help also smoothes out uneven areas, so that the skin not only appears silkier, but also becomes softer and smoother. Milk proteins also soothe and repair the skin and relieve irritation.

A godly elixir for health
Since millennia, human beings have used honey as more than just a sweet energy supplier and for special dishes. Even the ancient Romans regarded honey as a “heavenly medicine” for rough and dry skin areas, and Cleopatra also improved her milk bath with a shot of honey for extra silkiness. The modern cosmetics industry has finally rediscovered the sweet substance as a beauty elixir for the skin and hair. Particularly the oligosaccharides – large water-loving sugar molecules from honey extract – support the moisture binding and skin smoothing effects of milk proteins. They also bind moisture and hold it in the epidermis. This hydrating effect lasts for more than 24 hours. In this way, honey extracts effectively and very lastingly protect the skin against dehydration. They also have a mild antibacterial effect, offering additional protection against e.g. pathogens, bacteria and other disease causing agents as well as foot fungus. Due to its high sensitivity and good tolerability, honey extract is also used particularly in the care of sensitive or baby skin as well as in sun and after sun creams and lotions.

Together – for long lasting moisture
Hyaluron, milk and honey extracts complement each other effectively and give cosmetic products special care properties. The three active substances ensure that moisture can penetrate especially deep into the callus layer. This ensures a long lasting, relaxed and silky skin sensation. Dry skin is calmed and nourished into its depths. But mature skin can also profit from the active substance combination. Beginning fine wrinkles are smoothed and plumped up. The skin stays young and fresh. Modern active substances combined with traditional natural materials – for daily beauty and feel-good care in a natural and gentle manner.
GEHWOL High Heels Relief Soles in a practice test

Tested and deemed good

Whether it’s a business appointment or cocktail hour, high heels are just part of things for most women. The feet are often in heels of more than ten centimetres. Many women accept the resulting foot problems for the sake of beauty. The new GEHWOL relief soles relieve high heel burdened feet by reducing pressure on the frontal foot. Many users were already convinced of the relief soles in a practice test.

Testers also reported this. “I have the feeling that the body weight is actually better distributed, which means that I personally don’t get back pain as quickly as usual, which often happens to me when I wear high heels”, a reader of the women’s forum Pink-melon.de reports. Another tester notes mild pressure in the heel region when wearing the soles, but does not regard it as uncomfortable. “The product actually offers pleasant comfort. Specifically the pads are much more relaxed with this relief sole”, she writes. The soles allow wearers to wear high heels without problems for longer periods. The legs and lower back don’t tire as quickly.

The female editors of the well known health magazine “Vital” also reported this. “Even in very high heels, my feet feel relaxed all day”, states photographer’s assistant Liane Schmidt-Hüser. With their specific height profile, the soles allow wearers to put their foot down heel first and roll off over the tip of the foot, just as in flat shoes.

Invisible helper
Due to their transparent material, the GEHWOL High Heels relief soles are not noticed even in the tiniest sandalettes. Unlike other comparable products, the soles are optimally affixed in the shoe with a self-adhesive back, so that they cannot slide. They offer a perfect hold and make it possible to stand solidly and securely. The testers of Pinkmelon.de liked this too. The only issue: Since the soles are firmly glued into the shoe, they cannot be used for several pairs of shoes. But the testers agree: They gladly accept that so that they can finally wear their beloved high heels longer. “Wearing high heels is even more fun with this product!” tester Nasty summarises.

81 percent of women like and wear high heels – as shown by a current survey among female users of the internet platform Erdbeerlounge.de. 51 percent of those asked complained about frontal foot problems for which they have not yet found a solution. They already tried numerous products and tips, but they didn’t really help. The problem: walking in such shoes is similar to walking downhill. The foot slides forward because it is at an angle in the shoe. There is increased pressure on the pads of the feet. If worn regularly, frontal foot problems such as hammer or claw toes are pre-programmed. But not just that! To compensate for the uneven pressure load, the body alters its posture and walking movements. Back pain and tensioned trunk musculature may be the result.

Relief for high heel fans
GEHWOL relief soles help reduce frontal foot problems. They provide help precisely where the problem starts. They shift the centre of gravity, bringing the body from a forward posture to an upright posture.

81 percent of women like and wear high heels – as shown by a current survey among female users of the internet platform Erdbeerlounge.de. 51 percent of those asked complained about frontal foot problems for which they have not yet found a solution. They already tried numerous products and tips, but they didn’t really help. The problem: walking in such shoes is similar to walking downhill. The foot slides forward because it is at an angle in the shoe. There is increased pressure on the pads of the feet. If worn regularly, frontal foot problems such as hammer or claw toes are pre-programmed. But not just that! To compensate for the uneven pressure load, the body alters its posture and walking movements. Back pain and tensioned trunk musculature may be the result.

Relief for high heel fans
GEHWOL relief soles help reduce frontal foot problems. They provide help precisely where the problem starts. They shift the centre of gravity, bringing the body from a forward posture to an upright posture.
The consultation: “Yes, you can do that”

Cracks and rhagades

The conversation during treatment at the foot care practice can be put to ideal use to advise the customer or patient. FUSSPFLEGE AKTUELL shows with the conversation example “Cracks and rhagades” how you can very simply make two winners out of one consultation.

Foot care pro: Good morning!
Customer: Hello!
Foot care pro: Please have a seat. I’ll be with you in a moment.
Customer: I’d love to. I look forward to the treatment. The cracks on my feet hurt a lot and are a nuisance. It’s very unpleasant. I’ll be glad when they are finally gone.
Foot care pro: I can believe that! Let’s start with treating your cracks. Do you know where the word Schrunde comes from?
Customer: No.
Foot care pro: Schrunde comes from the Middle High German and means crack or cut. I think the word used to be scrunta. The Grimm Brothers used it in a dictionary at the end of the 19th century and also used it to describe a crack in the skin which occurs due to cold, for instance.
Customer: That’s interesting. Why do the cracks in the foot skin develop?
Foot care pro: Cold, for instance, quickly dehydrates the skin and makes it brittle. Excess callus also frequently causes the skin to tear. As you know, this can be painful. If the initially superficial cracks are not treated, they can penetrate deeper into the skin and develop into wetting or even bleeding wounds.

Rhagades are also unpleasant. In the moist form, they occur especially in the spaces between the toes or on the sole of the feet near the toe base joints when the skin swells – for instance due to sweat, a moist shoe climate or fungal infections. Dry rhagades can be due to metabolic or circulatory disorders, aging skin, skin diseases, malpositions and severe strain. The skin’s elasticity lessens, and it cracks.

Customer: I don’t want that. Can I prevent it?
Foot care pro: That would be good, since you already tend to develop excess callus. Even if cracks or rhagades are removed by an expert who takes off the brittle callus, they will come back. It’s therefore best to try to always keep your skin smooth and supple.
Customer: Do you have a tip for how I can do that at home?
Foot care pro: You need care which gives your skin the optimal combination of moisture and fats. I recommend GEHWOL med Salve for Cracked Skin. It’s rich. If you thickly apply the care cream, put on socks and let the salve act overnight, you give your feet intensive care. Since cracks in the skin can be entry ways for pathogens at the same time, natural ingredients like bisabolol and panthenol protect against inflammation and ensure that the skin regains its natural elasticity and resistance.
Customer: That sounds good. Do you have the Salve for Cracked Skin in stock?
Foot care pro: Yes, I’ll give it to you later. But I’ll just put some cream on your feet right now. Can you feel the care effect?
Customer: That really does feel very good. Thank you.

The consultation during treatment deepens the trust relationship.

Conversation tip: You orientation

In conversations, especially if they feel pushed by customers, many people tend to talk in “I” language. This can form a front between the customer and you. The “you” orientation is better and leads you to your goal. You change to the customer’s perspective and bring them closer. “Today I would like...” could be seen as pushy or demanding. “If you don’t mind, we can...” or “Today we could...” sounds closer and includes the customer as a person. The you orientation should not be used dogmatically. “You will be called about the offer” sounds stiff. In this case, “I’ll call you tomorrow” sounds friendlier and emphasises the service.
The right sales strategy – part 2: young consumers aged 30 to 50 years

Compartment thinking - more sales when selling products

Nearly 24 million people in this country are aged 30 to 50 years and form a strongly heterogenic target group. These young consumers live their individuality and are difficult to address with a blanket sales strategy. The otherwise unpopular method of compartment thinking can help you categorise the large variety of characters and still ensure foot care product sales with an adequate address.

About 30 percent of the German population are aged 30 to 50 years. In 2008, they had a combined purchasing power of about 657 billion Euros. Particularly 40 to 49 year olds were the strongest purchasing age group with an average of 26789 Euros per person and year. As attractive as this financially strong target group is for you as a foot care provider, they are complex to address.

**Different customers**
You surely know the various scenarios from your everyday working life: Ms. Schmidt – late forties – is energetic even when she makes her appointment, enlivens the practice at her treatment, and loudly reports everything there is to know about her grandchildren. Ms. Schmidt is not at all against new products. She values her exterior and treats herself to products which promise her wellness. 31 year old Mr. Müller is the opposite: He only comes out of his shell on the weekends at football. With you in the practice, he’s quiet and tries to avoid being noticeable with his problem of “sweaty feet”. He asks detailed questions about why he should use the specific foot cream which you have recommended after football. The two examples show how different the two people in the single target group of “young consumers” are.

**Categorising your customers**
The customer typology assumes that persons with similar attributes and behaviours will react in the same way when they are addressed similarly in a consultation. You can simply develop a compartment system to be ready for all customers. This lets you react more quickly to the needs of an individual.

First, observe your returning customers for a longer time and find criteria for your category system. The compartments which you use depend on your observation and experience: Body language, mimics and speech are easily detectable signals and a

---

**Purchasing reasons for body care products:**

- It’s good for my **well-being** 95 %
- I value a **well cared for exterior** 94 %
- To look more **attractive** 83 %
- To spoil myself 78 %
- Because it boosts my **self-confidence** 67 %

---
good way of characterizing a personality.

Using customer typologies
If someone like Ms. Schmidt comes into your practice upright and dominant, looks at you directly, talks loudly and quickly, you are clearly looking at an open person, regardless of whether they are 31 or 49 years old and whether they wear business clothing or leisure wear. Mr. Müller, on the other hand, speaks calmly, quietly and keeps some distance from you. While Ms. Schmidt will very concretely tell you what she wants, you can get Mr. Müller to let you know his wishes by asking the right questions. Aside from these two extremes, there are a variety of combinations. In your customer typology, customers vary from dominant to distanced. Distanced customers will tend to react less impulsively to consultations and treatment recommendations and be convinced by rational facts.

Extensive purchasing decisions
Which ingredients make the recommended foot cream so valuable for the leisure football player? Is it the care components, complemented with antimicrobial properties as in GEHWOL FUSSKRAFT GREEN? Talk to him, give this type of customer facts, and explain the individual ingredients. He may want to think about the purchase until his next treatment. In this case, Mr. Müller is making an extensive purchasing decision. He may not have experience with foot care products yet, is accordingly uncertain, and has to manage with a tight household budget. Don’t build up too much sales pressure with this customer – give him the time he needs.

Limited purchasing decision
If a customer has already gained experience with foot care creams, they will make a limited purchasing decision. If they already know the GEHWOL brand of foot care products and have made good experiences with it, they will be open to new GEHWOL products and will test them. Specific questions with new customers or your knowledge about returning customers’ information in their customer file will tell you which products they have preferred so far. The computer software „MSBusiness-Class“ lets you simply record products purchased so far, as well as personal information about your customers.

Habitual purchasing decision
This lets you address customers with habitual purchasing decisions as well. These are usually returning customers who, for instance, have always used the GEHWOL FUSSKRAFT Hydrolipid-Lotion. Here, it’s enough if you regularly ask whether they still have enough until their next visit to your practice. Otherwise, your question will remind them to buy more in time. On the other hand, recommending a new product to this customer type requires a lot more convincing power.

Impulsive purchasing decision
Ms. Schmidt from our example would probably be more accessible to you with an emotional form of contact – like many young consumers: address the feel-good factor in select products and only provide the most important facts about the product. Instead, charge them emotionally: use comparisons to give the customer an enthusiastic presentation of the product features. Let them feel the product right in the practice, for instance by finishing a treatment with a feel-good massage. Explain to the customer that the new cream recipe is also matched to her younger skin type and will make her feet and legs silky soft with a recipe made from milk and honey. By using the product in the practice, the customer can immediately experience the silky effect for herself. Convinced in this way, Ms. Schmidt buys the product right away, making a more impulsive purchasing decision. In doing so, she unconsciously links the contents of the consultation with her own positive experiences. She wants to feel good and also wants care characteristics which ensure an attractive appearance and certain presentation. Good tolerability, good quality and high efficacy of the products, which she is accustomed to from GEHWOL, are what’s important to her. You can now combine this knowledge from your purchasing behaviour research with your knowledge about the returning customers and with your unknown customers, using the category system. In this way, you address every customer in compartments – but still thinking individually.

GEHWOL advantages for younger consumers:
- The traditional brand is very well known and was already used by the parents and grandparents of the younger target group.
- The select ingredients meet the highest quality demands and give young consumers a high level of certainty.
- GEHWOL is available in easily used and young forms such as sprays, lotions and moisturizing care scrubs.
- Modern and innovative active substances such as hyaluron, ceramides complexes or DEOZINC® correspond to current care trends.
- Ingredients such as honey and milk extracts, shea butter or aloe vera stimulate emotions and bring pleasure to foot care by addressing the need for well-being which is especially strong in younger consumers.
- Anti-aging active substances such as Vitamin E ensure long lasting young skin.
- The scent is also an important part of the product decision for younger consumers. For instance, GEHWOL FUSSKRAFT Soft Feet has a modern scent.

This is what I value in body care products:

<table>
<thead>
<tr>
<th>Feature</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tolerability</td>
<td>78 %</td>
</tr>
<tr>
<td>Good quality</td>
<td>58 %</td>
</tr>
<tr>
<td>Scent</td>
<td>48 %</td>
</tr>
<tr>
<td>High efficacy</td>
<td>42 %</td>
</tr>
<tr>
<td>Brand is liked / good image</td>
<td>42 %</td>
</tr>
</tbody>
</table>

Do you tend to buy body care products spontaneously, or do you plan it?

- 12 % spontaneously
- 26 % planned
- 62 % both

Source: Cosmopolitan Cosmetics Study
Until we meet again …

Do you have questions about the products, want to test device functionality or test sit on a foot care or work chair? Just come to one of the 2012 exhibitions which are interesting and relevant for foot care providers. GERLACH employees will gladly make themselves available for a personal conversation with you at the following exhibitions:

... at the Gerlach booth!

Exhibition dates 2012

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>15.–16.09.</td>
<td>COSMETICA</td>
<td>Wiesbaden</td>
</tr>
<tr>
<td>06.–07.10.</td>
<td>FUSS 2012</td>
<td>Kassel</td>
</tr>
<tr>
<td>Forum for Podology and Foot Care</td>
<td></td>
<td></td>
</tr>
<tr>
<td>27.–28.10.</td>
<td>BEAUTY FORUM</td>
<td>Munich</td>
</tr>
<tr>
<td>03.–04.11.</td>
<td>COSMETICA</td>
<td>Berlin</td>
</tr>
</tbody>
</table>