



GEHWOL®
Everything for the well-being of the feet

BACKGROUND INFORMATION

EDUARD GERLACH GMBH

Medicine for the feet

With its two brands of GEHWOL and GERLACH TECHNIK, Eduard Gerlach GmbH is regarded as one of the most important complete providers of foot care products and devices to equip foot care practices and cosmetics institutes. Both there and in pharmacies, GEHWOL products are also the most sold foot care cosmetics - and the best known federation-wide. "Everything for the well-being of the feet": Consistently further developing offers for professionally maintaining healthy feet with innovative services is our claim. For in the absence of illness, health means holistic well-being. And this concerns the aesthetic aspect of being well groomed just as much as the feeling of being free of complaints - from head to toe.

It was the year 1868 - right in the middle of the industrial age - when learned pharmacist Eduard Gerlach took over his father's tradition-steeped grocery store and added another business to the company - a pharmacy. At that time, it was the first one in the region of Lübbecke. At that time, foot care was not yet its core business, but this was soon to come. For Gerlach saw the signs of the times: Good and comfortable leather shoes were not yet a product for the average citizens, who were exposed to extreme foot strain as farmers or factory workers. Gerlach knew this, having been on long marches and experienced how unpleasantly painful sore and blistered feet can be. He combined this personal experience with his abilities as a pharmacist. In 1882, he brought out the world's first industrially produced foot care cream under the name of E. GERLACH'S PRAESERVATIV CREAM.

From the potash bath to the foot care cream

Gerlach knew that foot problems were usually relieved with a bath in a potash solution. The footbath was known for its callus softening and wound healing properties, but had the decisive disadvantage that it could barely be done during the long marches of that period. Therefore Eduard Gerlach started looking for a preparation form with a comparable effect which could be used easily anywhere. He was successful in creating a suitable protective cream and producing it in a consistently high quality. The "Praeservativ Cream", which consisted of unsaturated fatty acids, medicinal soap and mineral gliding agents, was combined with disinfectant, deodorising essential oils. This pioneering act started foot care as a home measure to prevent foot disorders. The product, which received numerous international awards, initiated a new era: Foot care became affordable for broad layers of the population. Gerlach thereby created the prerequisites for the development of general foot care awareness in all layers of society, and Lübbecke became the centre of the foot care world.

GEHWOL. Everything for the well-being of the feet

Since that time, the company has been the partner, friend and impulse provider of professional and home foot care, both in Germany and internationally. And so, it is also natural that foot care received a brand name which proudly expresses this self-understanding: GEHWOL. Everything for the well-being of the feet. With the words "Fabrication of pharmaceutical, chemical-technical products. 5.11.1910. Product against sore and sweaty feet", the GEHWOL trademark was entered into the trademark register of the imperial patent office in 1910. The brand with its present name was born. The company continued to hold on to the traditional principles of the company founder: Its pioneering function, innovation and absolute quality orientation are just as anchored as its partnership with the specialist trade. Today, according to market research results, GEHWOL is the best known and one of the most popular foot care brands, and in the specialist trade, it is the most commonly used brand anywhere in Germany. It comprises approximately 50 brand name articles, including creams, lotions, foot baths, sprays, ointments, powders, tinctures, pressure relief articles made from highly elastic polymer gel, and active substance patches. Its fields of application range from care for cold, stressed or sweaty feet, dry skin and callus via effectively preventing foot and nail fungus to medically indicated care of extremely dry diabetic skin, foot odour or cracks. Product development always focuses on the search for high quality, natural ingredients and active substance complexes which are processed using proven pharmaceutical recipes and according to the strict international criteria of pharmaceutical quality assurance. The product range also contains new products to meet growing consumer needs for wellness applications and the wish for specific skin aesthetics. Products such as the cream, scrub and lotion of the FUSSKRAFT Soft Feet wellness series

or the pharmacy product GEHWOL Softening Balm set trends with active substances such as mild, honey and deep acting hyaluron, convincing with a youthful scent.

FUSSKRAFT for foot care professionals

The partnership with foot care pros is one of the reasons why the foot cream invention became a success story beyond the present: In post-war Germany, originating from the barber/surgeon's profession, professional foot care began to establish itself as a separate service in the health care market. Foot care pros have the best perspective on their clients' foot health. It is they who can also provide the best recommendations for developing foot care products. For this reason, Gerlach brought the GEHWOL FUSSKRAFT product series onto the market in 1961; this series is exclusively oriented to the needs of foot care practices, only available there, and therefore closely tied to the consultation expertise of foot care pros.

Pioneering work - also in technological equipment

The offerings were expanded in 1966: This was a response to the expanding service market of the company sector GERLACH TECHNIK. Just as in the product field, technological equipment also profited from the traditional close ties with foot care pros: The impulses which the company transforms into appropriate offerings for professionals come from their practices. User friendliness, suitability for the practice, technical performance, ergonomics, simplicity, design and hygiene provide the ideal orientation. In 1969, the company Eduard Gerlach became the first company to develop a foot care unit with a micromotor hand piece and automatic grinder tensioning, jointly with various manufacturing companies and with adaptations from the dental sector. One year later, in 1970, they followed this with the first foot care cabinet with integrated dust suctioning - an innovation in the field of hygienic foot care. Since that time, the company has continued to develop its technology offerings, expanding them into a continuous complete range within a sensible price to performance ratio. Just like the product line, all devices from Eduard Gerlach GmbH which are regarded as medical devices according to statutory requirements also guarantee a high level of health protection, performance and safety for both users and patients. If there are technical issues, a special house service which was introduced with the founding of the technology sector in the 1960s for optimal customer satisfaction comes in to help: As soon as functional damage occurs, the foot care pro receives a loaner unit which is as similar as possible until the damage has been repaired by Gerlach's own repair shop or the comprehensive regional service shops.

World brand GEHWOL

For example: What do Kuwait, Suriname, Kazakhstan, Germany and the Netherlands have in common? There are people in these countries who value their foot health. All around the globe, people trust the quality of GEHWOL products. For that which pharmacist Eduard

Gerlach lived and created 146 years ago as a decisive supporter of general foot health still convinces users today with its current developments. It is not only GEHWOL FOOT CREAM, but the entire product range which are successful export products today for this reason. Meanwhile, the products and technology from the house of Gerlach are available in about 50 countries all over the world, advancing foot care consciousness. This is an international continuation of what company father Eduard Gerlach already stood for: Vision and courage! For it requires a pioneering spirit and conviction to develop products whose requirements for the general public can be guessed with good knowledge of general foot health and hygiene, but for which there is no established market yet. Eduard Gerlach was convinced that his products could improve the foot health of everyone and give them relief through care - and that at a time at which foot care at a professional level was, at best, reserved for exclusive niches. Gerlach and his importers continue to share this conviction to the present day.

Gerlach - Number 1 among complete foot care providers

That which started 146 years ago with the development of products against foot problems and helped the first foot care cream for home use to become a major market success 132 years ago has meanwhile rendered GEHWOL by far the best known foot care brand in Germany. The tradition of olden times still holds true: "Everything for the well-being of the feet". Based on this tradition, the pharmacy founded by Eduard Gerlach has developed into one of the most successful mid sized companies in Germany, with 160 employees and annual sales of more than 40 million Euros. It is one of the few owner managed traditional companies which are still in Germany today and engage in their own manufacture. Today, the Gerlach name stands for 146 years of foot care expertise - a background of experience in which consumers as well as professional foot care providers trust when selecting their products, instruments and devices. It is for good reason that GEHWOL is the leading foot care brand in the entire specialist trade. And it was with good reason that Gerlach received awards for the best complete foot care provider with the renowned Beauty Forum Award for product quality and service eight consecutive times.

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