



GEHWOL

Everything for the well-being of the feet.

PRESS INFORMATION

New: GEHWOL med Callus Cream

Back to normal callus in 28 days

One month treatment reduces excess callus by 96 percent / Intensive moisturising care with urea and silk extracts / Rapid onset of effect within five days / Users praise positive skin sensation

Lübbecke, 16th February 2010 – Normal callus within 28 days! That's the product performance of the new GEHWOL med Callus Cream. Starting immediately, the one month treatment for rapid and gentle removal of excess callus complements the pharmacy products of the GEHWOL med brand which specialise in stubborn foot problems in the pharmaceutical trade. Studies by the pro DERM Institute for applied dermatological research show: The recipe of the cream – with high urea concentrations – immediately and intensively softens callus. In this way, most excess callus is already reduced within the first five days. Skin-caring substances such as glycerin, allantoin, silk extracts and lipids boost the effects of urea. Callus is within the normal range after 28 days, according to more than 83 percent of users. Callus thickness measurements with ultrasound confirm these results. When used twice daily, excess callus was reduced by an average of 70 percent in 15 days and by 96 percent in 28 days, and was therefore practically completely removed (graphic 1).

Aside from its keratoplastic performance, users particularly praised the positive skin sensation, thrifty application, how easily the cream is distributed, its absorption capabilities as well as its skin smoothing, moisturising, caring effects and its gentleness on the skin (graphic 2).

Intensively softens callus...

The synergy effects of the recipe are particularly responsible for these properties. The ingredients are typically dissolved very rapidly out of the hydrophilic cream base. The urea part which is boosted with glycerin binds moisture in and between the cells. Due to its high concentrations, this leads to rapidly and intensively increased amounts of water in the callus layer. The recipe also contains other hygroscopically acting substances in the form of allantoin and silk extracts. Allantoin is a component of the bark of horse chestnuts, but also occurs as a metabolic product in mammals. Silk proteins are rich in essential amino acids. Like urea, they are among the natural moisturising factors of the skin.

...with a keratoplastic effect

The strongly hydrating effect of this combination leads to splitting of the hydrogen bonds between the molecules in the callus layer. The keratin is dispersed; that is, the compact cell mass of the callus is loosened. This allows callus cells to scale away normally again, lending the skin a smooth, supple surface. The oligopeptides which are contained in the silk extracts contribute to this process. They consist of ten different amino acids and stimulate the structural and building proteins as well as the protective proteins of the skin. This leads to cell regeneration and activation of the collagen metabolism. Wrinkles are reduced, and the skin is smoothed. Finally, the cream base with avocado oil strengthens the barrier functions of the skin. The oil primarily contains oleic acid as well as numerous other saturated and unsaturated fatty acids from the natural lipid household of the skin. The skin rapidly absorbs them, so that they can improve the plasticity of the originally dry and brittle callus layer. Lipids also provide protection against dry skin. This is significant because brittle callus loses large amounts of moisture. Without a sufficient lipid base, the water which is carried in by a pure urea cream might stimulate moisture loss even further ("wicking effect").

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Produkt information

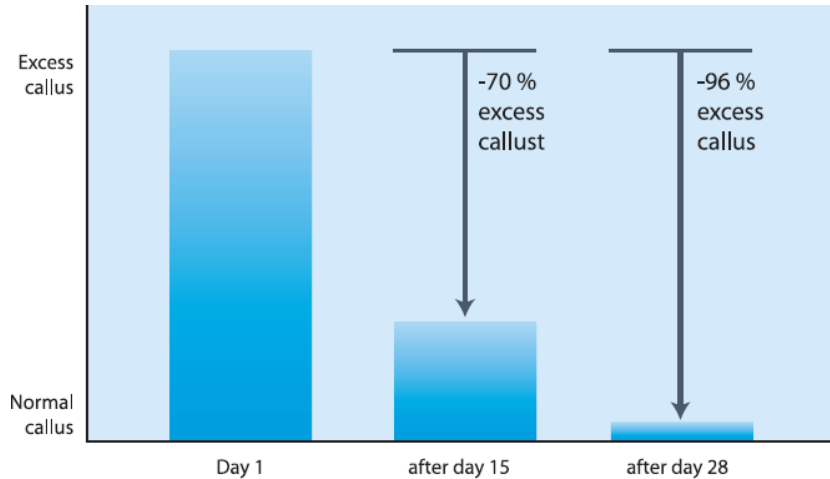
NEW: GEHWOL med Callus Cream

Removes nuisance callus in 28 days

Urea in high concentrations strengthened with glycerine and allantoin quickly loosens the cell bond of the hard callus layers. The intensive care brings about immediate softening and a noticeable reduction of callus within a few days. Normal conditions are generally reached within 28 days. At the same time, especially skin friendly lipids protect and strengthen the skin, rendering it supple. Silk extract provides moisture and smoothens the skin surface. Use: Apply cream to the affected skin areas twice daily. Do not apply to sensitive, irritated or injured skin. Do not bring into contact with eyes and mucous membranes. Regular skin care with GEHWOL med Lipidro Cream is recommended to protect against new formation of excess callus.

Dermatologically tested. Also suitable for diabetics.

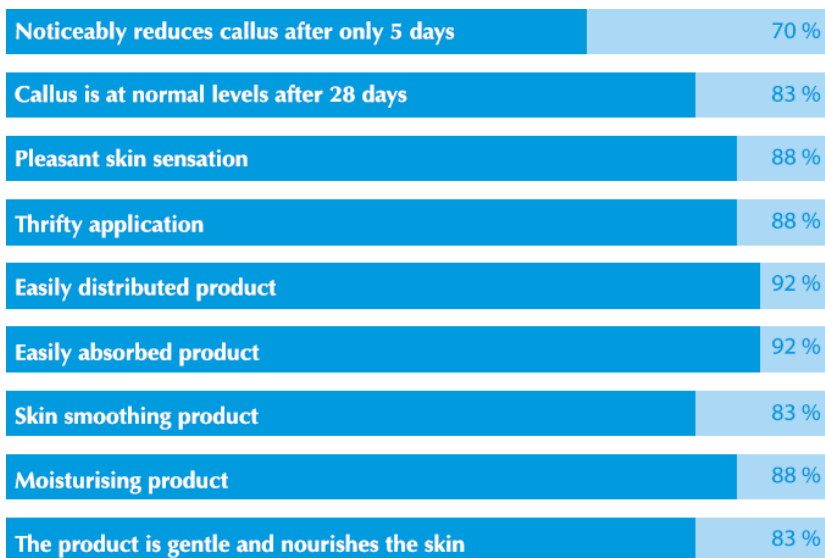
Sources:



Studies show:

Excess callus is almost completely removed in 28 days. The callus returns to normal levels.

proDERM 01/2010 (n = 23 users)



Users confirm:

Intensive care gently reduces excess callus after only a few days and produces a pleasantly smooth, supple skin sensation.

proDERM 01/2010 (n = 23 users)

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