

UNDERSTANDING FOOT HEALTH



	Dry skin	Hardened Skin	Cracked Skin	Foot Odour	Foot and Leg Comfort
SYMPTOMS	<p>Feels rough, flaking, peeling or scaly and can look grey.¹</p> 	<p>Hard skin is very common, especially in the summer months.^{2,4}</p> 	<p>As hard skin progresses, the epidermis can crack, particularly around the heel.⁴ The cracks can bleed and become infected.⁴</p> 	<p>Customers will be familiar with the symptoms of foot odour, but they may also complain of having sweaty feet too.⁵</p> 	<p>Customers may complain of tired, aching legs or feet, due to flat feet or sore heels.⁷ Flat feet can cause discomfort in the ankles, lower legs, knees, hips and lower back.⁸ Sore heels can change customers' overall posture.⁹</p> 
IMPACT	<p>A main concern for customers may be their feet looking unattractive, though they can lead to additional issues.</p>			<p>Foot odour is often a harmless problem, but customers can find it embarrassing and unpleasant.</p>	<p>Foot discomfort can have a significant effect on customers' ability to keep moving and their quality of life.¹⁰</p>
DURATION	<p>Most cases of dry skin respond to lifestyle and home remedies.¹</p>			<p>Usually worst in the summer.⁶ For some customers, it can be a year-round problem.⁶</p>	<p>Sore heels are a common condition and sometimes they can clear up on their own.</p>
CAUSES	<p>Dry skin is due to a lack of moisture in the top layers of the skin.³</p> <ul style="list-style-type: none"> • The skin rubbing against something (such as a tight shoe or bone) causing calluses to develop² • The fatty pad under the heel becoming less flexible when the skin is dry, making it prone to cracking when walking.⁴ 			<p>Caused by sweaty feet – the cheesy smell develops when the sweat produced by our feet is broken down by skin bacteria.⁵</p>	<ul style="list-style-type: none"> • Flat feet can be due to the arch (or instep) of the foot not properly developing and remaining flat on the ground⁸ • Sore heels is most often due to swelling of the ligament that runs from the heel under the sole of the foot.⁸
CUSTOMERS	<p>More common in customers who:¹</p> <ul style="list-style-type: none"> • Have extra pressure on their foot, e.g. older people • Use of harsh soaps and detergents • Are in dry environments, e.g. air conditioning or central heating. 			<p>Most common in:⁵</p> <ul style="list-style-type: none"> • Teenagers and pregnant women as change in hormones mean they sweat more • Those on their feet all day • Stressed. 	<p>Flat feet can be genetic and among customers who wear:</p> <ul style="list-style-type: none"> • Poorly supporting footwear • Overweight • Older or have other medical conditions. <p>Heel discomfort most common in customers who are:</p> <ul style="list-style-type: none"> • Middle-aged • Sporty.⁹
WHEN TO REFER	<p>Refresh your knowledge of all red flag symptoms at www.rbforhealth.co.uk/footcare</p>				

MANAGING AND MAINTAINING FOOT HEALTH



	Dry skin	Hardened Skin	Cracked Skin	Foot Odour	Foot and Leg Comfort
THE PRODUCT	<p>Scholl Dry Skin Instant Recovery Cream contains an emollient and keratolytic (urea) and an exfoliant (lactic acid).</p> 	<p>Scholl Velvet Smooth Electronic Footfile is an abrasive roller with diamond crystals or marine minerals.</p> 	<p>Scholl Cracked Heel Repair Cream Active Repair K+ contains intensive emollients, urea, keratin and lanolin.</p> 	<p>Scholl Fresh Step Anti-Perspirant Foot Spray contains a triple action formula.</p> 	<p>Scholl GelActiv Insoles contains two types of gel to aid foot comfort.</p> 
HOW IT WORKS	Works by exfoliating dry, dead skin cells, allowing moisture boosters to penetrate into the skin.	Works as a manual abrasive to remove hard skin.	Urea works to maximise the skin's ability to retain moisture. Keratin helps repair skin structure.	Targets sweaty feet, the cause of foot odour.	The firmer gel supports the arches of the feet and heels. The softer gel provides cushioning.
WHO IS IT FOR?	Customers who want a non-greasy, easily absorbed formulation that provides fast results on dry skin.	Customers who want to manually remove hard skin.	Customers who want a clinically proven, non-greasy, easily absorbed formulation that provides fast results on cracked heels.	Customers who want long lasting protection against foot odour.	Customers who want all-day foot comfort.
WHY RECOMMEND?	<ul style="list-style-type: none"> • Smoothes and softens skin after just one use • Leaves feet feeling soft and conditioned. 	<ul style="list-style-type: none"> • Softens feet after just one use. • Four intensities: <ul style="list-style-type: none"> ▪ Ultra course for the toughest hard skin ▪ Extra course for particularly thick hard skin ▪ Regular for excess hard skin ▪ Gentle to provide a smooth finish. 	<ul style="list-style-type: none"> • Clinically proven, deep hydration formula • Provides visible results on cracked heels in just three days.¹¹ 	<ul style="list-style-type: none"> • Instantly neutralises foot odour • Reduces wetness • 24-hour protection against odour. 	<ul style="list-style-type: none"> • Proven to absorb small shocks and reduce the impact of walking and running • All-day shock absorption and comfort for feet.
CUSTOMER COUNSELLING	Smooth onto clean, dry feet. Massage until fully absorbed.	Glide the roller head over hard skin to exfoliate. Suitable for wet or dry skin. It should not be used by diabetics.	Smooth onto clean, dry feet. Massage in until fully absorbed. Not for use on bleeding or infected heels.	Spray onto clean, dry feet.	Trim to fit within the shoe.

All products listed are cosmetic or general products.

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