

SHEER Logix



"Approximately 75% of the population will experience foot problems at one time or another in their lives. This gives you a fantastic opportunity to educate clients."



hundred pounds of pressure on a regular basis and it is imperative that the skin remains healthy in order to perform its primary function of protection.



One large demographic that requires special attention to be given to their feet is that with chronic health problems. To begin with, the incidence of diabetes is increasing every year, as are the numbers of people living with, or surviving, cancer. Then, there are thyroid issues, alcoholism, HIV and hepatitis to name but a few. These conditions frequently lead to a compromised immune system and also to poor circulation in the feet. These clients should have regular foot care by a well-qualified pedicurist and home care using non-occlusive products such as Footlogix which address most issues on the skin and nails.

part of their daily routine in order to avoid health risks.

Today's clients are looking for knowledgeable nail technicians. People are asking more questions about ingredients in products and how and why they work. If you can answer these questions, people feel more confident and comfortable with the service being provided to them and have a better understanding about why the products are worth purchasing.

As a tech or member of a nail or beauty business, it is likely that you are marketing yourself on multiple social media platforms and, in turn, generating new clients. A decade ago, we were not creating Snapchat stories, Instagramming our latest nail creations, or using Facebook to promote our business. Today, we can gain valuable customer insights, increase our brand awareness and loyalty, provide rich customer experiences, increase our search ranking, share content quickly and with ease and build relationships – all through social media.

It is important that you ensure you have the knowledge to educate your clients on correct foot care practices and to offer solutions for their foot conditions that are appropriate for their lifestyle.

Step up and recognise the importance of your pedi service and educate clients on proper footcare with advice from **KATHARIN VON GAVEL**, founder and CEO of Footlogix

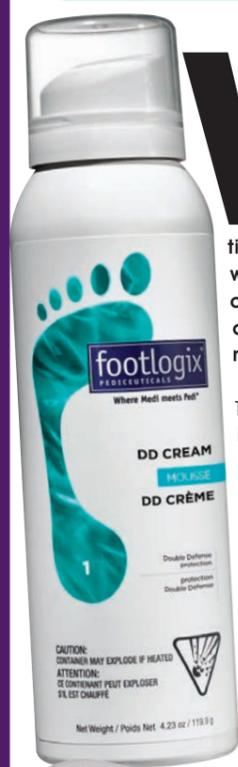
WHY PEDICURES NEED TO CHANGE TO ADAPT TO TODAY'S LIFESTYLES



KATHARIN VON GAVEL

A featured platform speaker and recognised educator in foot care, Katharin von Gavel holds degrees in podology, chiropody and pedorthics. She has taught advanced foot care for over 20 years across North America, is a certified master pedicurist and has owned and operated medi-spa clinics for over two decades.

Katharin is the developer of Footlogix, a pedicelical mousse foot care line made with pharmaceutical-grade ingredients, available in 30 countries. The range has dermal infusion technology that enables active ingredients to penetrate faster and deeper into troubled skin of the feet. Her objective is to improve the professionalism of the foot care industry in the salon and spa sector and increase the awareness of the importance of healthy feet. She strives to elevate the pedicure industry by providing solutions-driven products and education to empower technicians and salon owners to offer the highest level of services.



We walk approximately 160,000 kilometres in a lifetime, which is equivalent to almost four times the circumference of the world. Unfortunately, with today's changing lifestyles, many of us are not walking or moving that much anymore.

Technology has come such a long way in the past 10 years that we are capable of doing almost anything with a click of a button. The idea of a life without Wi-Fi is frightening for many and we are no longer forced to send letters through the post, book holidays through travel agents, shop in stores, visit the library for research material or even make a phone call using a telephone. We don't even need to move to get our food and groceries if we choose.

Thanks to technology, we can do all of this and more online.

Living in this fast-paced, high stressed, super-sized world, many of us forget or ignore our feet and often don't realise the effect this lifestyle may have on our feet.

We are living fast-paced lifestyles and many never think to take a moment to look at ourselves and make personal health a top priority. This leads to a lack of daily exercise, including walking, for most. Walking is the best exercise for our feet and contributes to our general health by improving circulation and controlling weight. With little daily movement, there is an increased risk of developing poor circulation in the lower extremities, and without adequate exercise to improve circulation, the skin on the feet is not getting the proper nourishment that is needed to stay healthy. Unhealthy, or dry skin, is no longer just aesthetically unpleasing, but in a client with a compromised immune system, it may become a health risk.

As the foot and leg muscles work less, the blood vessel walls carrying the return blood flow through the veins become weaker and are the cause for the stagnation of metabolic waste. This impairs micro-circulation, leading to a breakdown of the protective function of the skin, particularly skin on the bottom of the foot. The bottom of the foot must endure several



Footlogix products are available in the UK via www.louellabelle.co.uk
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