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Stada UK Partners With Diabetes Charity To Promote Foot Health

by [David Ridley](#)

Diabetes-related foot amputations are on the rise in the UK. Stada through its UK subsidiary Thornton & Ross is partnering with Diabetes UK to promote foot health and the benefits of using its leading OTC foot-care brand, Flexitol.

Thornton & Ross – Stada Arzneimittel’s UK subsidiary – is partnering with Diabetes UK to help British people with diabetes to look after their feet and prevent the development of serious foot problems.

A continuation of Stada’s Simple Steps diabetes campaign for leading foot-care brand Flexitol, the campaign provides support and educational materials to help people with diabetes maintain healthy feet and prevent conditions such as broken skin or a callus developing into more serious problems such as infection and ulcers, which can lead to amputation, the firm said.

Resources can be downloaded and printed from the Simple Steps website, including a leaflet with a daily foot care routine, advice on identifying foot conditions and information on when to visit a healthcare professional, Stada explained.

Simple Steps diabetes foot care training will also be rolled out via Diabetes UK support groups, the company continued. “Groups meet virtually once a month and help provide people the information and support they need to take control of their diabetes,” it added.

Thornton & Ross’ senior brand manager for Flexitol, Nathan Mooney, said that the firm was “excited” to be expanding its Simple Steps campaign with Diabetes UK “so that we can better help care for diabetic foot health.”

Diabetes-related lower-limb amputations are at an all-time high of 25 per day in England, Stada explained. “Serious foot problems can be devastating to a person’s quality of life and can often

be life-threatening,” the company said. “Foot ulcers and amputations are also hugely costly for the NHS, with at least £1 (\$1.28) in every £140 of NHS spending going towards foot care for people with diabetes.”

“Regularly checking feet and having a simple, daily foot care routine to follow is very important for people with diabetes to help reduce the risk of developing serious foot problems,” Mooney insisted. “As Diabetes UK’s only partner focussed wholly on foot care, we are pleased to be promoting this message to a wider audience in 2020 and beyond.”