

# everystep

2026 FEBRUARY - JULY

The latest news & industry updates from the UK's largest podiatry product specialist.

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# A Message from Louise Bakker, Managing Director



I'd like to thank you once again for your continued support of Canonbury. The past few months have been a busy and rewarding period for our team, and it's been a pleasure to reconnect with so many of you along the way.

One of the real highlights this year was meeting customers face to face at **Podiatry25** in Glasgow. These conversations are always invaluable and continue to shape how we develop our range, our services, and the way we support you in practice.

Over the second half of 2025, we introduced a number of exciting updates. We were delighted to launch several new additions to the Canonbury range, including the **Daylight FoldiGo**, the new **Baehr PUR** and **NEO** drills, and new creams and balms. We were also excited to introduce our **new Canonbury catalogue**, which was such an important update. The new catalogue reflects how our range has evolved and how we aim to make product selection clearer and easier for our customers.

We hope many of you are already making good use of this year's **Canonbury appointment books**, which remain one of our most requested resources.

EveryStep itself has continued to evolve, becoming an important communication tool for sharing both Canonbury updates and wider industry news. Our aim is for the newsletter to be a useful, relevant read. One

that supports you not just with products, but with insight and information that matters to your practice.

Our **Price Promise** campaign also continues into 2026, reinforcing our commitment to ensuring value and delivering quality without compromise, something we know remains a key priority for many of our customers.

Supporting the next generation of podiatrists remains incredibly important to us. In 2025, we saw more students than ever before, and it's been encouraging to receive such positive feedback on our updated student packs and starter kits. Knowing these resources are helping students as they take their first steps into practice is something we're particularly proud of.

As we move into 2026, our focus remains on listening, refining, and continuing to support you with dependable quality, thoughtful innovation, and open communication. Thank you for being part of the Canonbury community, we look forward to supporting you in the year ahead.

Warm regards,

Louise Bakker  
Managing Director

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## Get Involved!



Do you have a burning question you'd like us to answer? A product you're keen to endorse to fellow podiatrists?

We'd love to hear from you! Drop us an email; [marketing@canonbury.com](mailto:marketing@canonbury.com)

# You said. We listened.

Last year, many of you took the time to complete our **Have Your Say** customer survey. We know how busy clinics are, so we really do appreciate you sharing your thoughts, especially when you're honest about what matters most.

We didn't ask for feedback just to tick a box. We asked because your day-to-day experience of working with Canonbury genuinely shapes the decisions we make.

And some clear themes came through...

## What matters most to you

Across the survey, several priorities stood out again and again.

First and foremost: ease.

An easy-to-use website, being able to find products quickly, and placing orders without friction were all rated as essential. You want your ordering process to be straightforward, intuitive and reliable, so you can focus on your patients, not your supplier.

Closely linked to that was stock availability.

Knowing that the products you rely on are in stock, when you need them, is fundamental to running a smooth clinic. Reliability matters just as much as speed.

You also told us that value for money is important, not necessarily the lowest price, but fair, transparent pricing you can trust. Alongside this, many of you highlighted the importance of good customer service, knowledgeable support and long-standing relationships.

Finally, while not always the top priority, areas such as sustainability, education and supporting the wider podiatry profession were clearly on your radar, and on ours too.

## What we've changed

Since the survey, we've been actively responding to what you told us.

We've updated and introduced a new printed catalogue, showcasing our full product range and making it easier to explore everything Canonbury offers.

Online, we've grouped products more clearly and refreshed website

categories, helping you find what you're looking for more quickly and intuitively, with less searching and fewer clicks.

Behind the scenes, we've continued to invest in stockholding, improving availability and order fulfilment so you can order with confidence.

We've also introduced a new financial payment system, designed to make it more viable and flexible for clinics looking to kit out, upgrade or modernise their equipment.

We increased our in-person presence, attending more exhibitions across the UK to make it easier for customers to meet us face-to-face. Through speaker sessions, demonstrations and hands-on access to new equipment, customers could ask questions, see products up close and build confidence before investing.

On pricing, we've focused on stability and fairness. In 2025, we froze over 700 prices, alongside introducing the Canonbury Price Promise, helping ensure you continue to receive genuine value without compromising on quality or service.

Just as importantly, we've remained



focused on the areas many of you already value highly: responsive customer service, practical support, and sharing knowledge through education, webinars and resources designed specifically for podiatrists.

## Taking your feedback into 2026

Your feedback doesn't stop with one survey, it informs how we plan ahead.

As we look towards 2026, we'll continue to prioritise:

- Making it easier to do business with us
- Maintaining strong stock availability and dependable delivery
- Offering fair, transparent pricing
- Supporting the profession through education (both in-person, and online) and long-term partnerships
- Delivery improvements. With the majority of orders already reaching customers the next working day, we're working behind the scenes to further improve delivery speed and reliability

Some improvements take time, but your feedback helps us focus on what will make the biggest difference to your working day.

## Thank you

Thank you again to everyone who took part. Your input helps keep us accountable, grounded, and focused on what really matters. We'll continue to listen, adapt and improve, and we look forward to working alongside you in the year ahead.

We'll be sharing our *Have Your Say* survey again this year, so please do keep an eye out. Your feedback shapes the changes we make and the service and value you receive.



# Our People

Behind every delivery, every answered call, every catalogue page and every new product launch, there is a team of people working hard.

Our people are at the heart of everything we do. From our leadership team to our Business Development Managers, Customer Service, Marketing, Purchasing and Warehouse teams,

each individual plays a role in keeping clinics supplied, informed and supported.

Some faces change over the years, but our commitment does not. Many members of the Canonbury team have been with us for decades, bringing deep product knowledge, practical experience and a genuine

understanding of the challenges podiatrists face day to day.

It's this continuity, care and shared purpose that allows us to support the industry not just as a supplier, but as a long-term partner.



# THE BUZZ AROUND MANUKA: NATURE'S MOST SURPRISING FOOT-CARE ALLY

If you've spent any time browsing health shelves, online or in-clinic, you'll have noticed a certain ingredient creating quite a... buzz. Manuka has quietly migrated from the wellness world into clinical skincare, wound management, and now podiatry. But despite its popularity, few people could confidently explain what it actually is, why it's different, or why podiatrists are suddenly paying attention.

So, let's lift the lid on the pot. Or the hive.



## What Is Manuka, Really?

Manuka comes from the *Leptospermum scoparium* plant, native to New Zealand. When bees forage on its small white-to-pink flowers, they create Manuka honey, a substance that's been studied for decades for its unusual biological activity. One compound in particular, methylglyoxal (MGO), appears in strikingly high concentrations compared to other honeys.

Meanwhile, the leaves and stems of the same plant can be steam-distilled to create Manuka oil, an essential oil rich in  $\beta$ -triketones, compounds known for their antimicrobial properties.

Think of Manuka as one species with two distinct personalities:

- Honey = soothing, osmotic, wound-supporting
- Oil = antimicrobial, odour-neutralising, skin-penetrating

Both come from the same plant. Both deliver therapeutic value. But they work in completely different ways.

Only one of them can be classified as medical grade: Manuka honey, when purified and processed correctly.

## Why Is Manuka Suddenly Everywhere?

In short: because the science finally caught up with the folklore.

Manuka honey has long been used in traditional medicine, but only in the last decade have researchers begun mapping its biochemical behaviour with precision. Companies like ManukaMed, based in New Zealand and widely recognised as leaders in honey science, have helped establish evidence-based uses in wound care and tissue management. Their medical-grade honey is monofloral, purified, and produced with strict quality control, all of which ensures consistent activity levels.

As research has grown, so has awareness. Clinicians have become more confident using Manuka-based products because the mechanisms of action are now better

understood and more clearly documented.

And there's a trend element too. Patients already trust Manuka as a natural ingredient, and podiatrists are finding that 'natural' and

## Where honey hydrates and supports tissue, the oil interrupts microbial activity and protects the surface

'evidence-based' don't have to be mutually exclusive.

## Manuka Oil vs Manuka Honey - What's the Difference?

Here's the nutshell version.

### Manuka Honey

Medical-grade Manuka honey contains a complex blend of bioactive components. In clinical settings, it is associated with:

- Decreased biofilm
- Lower wound-bed pH, creating a more favourable environment
- Increased plasmin activity, helping loosen

- slough and necrotic tissue
- No cytotoxicity
- Support for natural healing processes
- It works primarily through:
  - Debridement support, thanks to plasmin activation
  - A moist, protective environment, which reduces disruption to new tissue

### Manuka Oil

Manuka oil, in contrast, is all about its antimicrobial activity. Rich in  $\beta$ -triketones, it has been used for decades in managing fungal and bacterial challenges, making it a natural fit for foot-care regimes.

FunghiClear highlights that Manuka oil:

- is 100% natural
- contains no pharmacological agents
- supports management of fungal-related nail issues
- helps promote healthy regrowth of brittle or discoloured nails
- has been used safely in hundreds of clinical observations

Honey is the gentle healer.

Oil is the strong defender.

Together, they're quite the double act.

## The Science - in Human Terms

No need to dust off your microbiology textbooks. Here's the simplified version.

### Why Honey Works

Manuka honey's low pH and high sugar concentration create an environment where microbes struggle to thrive. Its osmotic action pulls fluid into the wound bed, assisting natural debridement. Meanwhile, compounds like MGO help reduce biofilm, one of the biggest obstacles in chronic wound care.

ManukaMed data highlights improved plasmin activity, which supports tissue renewal and helps loosen devitalised material.

### Why Oil Works

Manuka oil contains  $\beta$ -triketones - potent molecules that give the oil a strong antimicrobial effect. In FunghiClear, this makes the oil especially useful in daily routines supporting healthier-looking nails in cases of fungal-related changes. The product's clinical data shows improvements in nail appearance within 12 weeks, with patients reporting it easy to apply and pleasant to use.

Think of honey as the environment-builder... and oil as the bouncer standing at the door.

## Why Podiatry Is Adopting Manuka Now

Podiatrists deal with three things daily:

1. compromised skin integrity
2. persistent microbial challenges
3. patients who want options that feel safe and natural

Manuka fits all three.

### For wound-focused clinicians

Medical-grade Manuka honey offers a value-based, evidence-supported way to support the wound bed, reduce disruptive factors like slough or pH imbalance, and maintain a moist environment. ManukaMed's products are designed exactly for this purpose, using monofloral honey processed to safe clinical standards.

### For nail and skin practitioners

Manuka oil (as in FunghiClear) provides a natural, easy-to-use addition to fungal-management routines without pharmacological effects. The clinical evidence points to improvements in nail appearance and reduced severity scores after regular use.

### For domiciliary practitioners

Both forms of Manuka travel well and are straightforward for patients to use at home, making them easy for clinicians to build into everyday foot-care routines.

## Sweet Science, Serious Potential

Manuka's rise in foot care isn't a fad. It's the result of growing evidence, better processing,

## The Science at a Glance. Why Clinicians Are Paying Attention

- Supports wound environments with reduced biofilm and lower pH
- Helps loosen slough and debris through osmotic action
- Promotes increased plasmin activity for natural debridement
- No cytotoxicity (honey)
- Antimicrobial properties (oil)
- Patients perceive both honey and oil as natural and gentle
- Easy for clinicians to integrate into existing routines

and a shift in what clinicians (and patients) expect from topical products.

Whether it's the soothing, clinically supported impact of medical-grade Manuka honey or the antimicrobial strength of Manuka oil, this once-niche ingredient is rapidly establishing itself as a trusted ally for modern podiatry.

So yes, there's a bit of buzz about it. But for good reason.



Quick Guide - Manuka Honey vs Manuka Oil		
Feature	Manuka Honey	Manuka Oil
Source	Nectar from Manuka flowers	Leaves & stems of the Manuka plant
Key Compounds	MGO, antioxidants, enzymes	$\beta$ -triketones
Used For	Wounds, skin protection, tissue support	Antimicrobial support, fungal-related concerns
Mode of Action	Osmotic effect, pH reduction, slough loosening	Surface-level antimicrobial properties
Feel	Thick, soothing, moisture-locking	Lightweight aromatic oil



Shop Funghi Clear



Shop ManukaMed

# Helping Patients Choose the Right Care

Last year the Royal College of Podiatry encouraged communities to seek specialist podiatry care, reserving emergency services for genuine critical needs.

Here's how practitioners can amplify this message where it matters most: in their own local communities.



Read RCoP's Instagram post



Last winter, NHS England recorded 3,890 A&E attendances for ingrown toenails, a condition that podiatrists diagnose and treat every day. Recently, the Royal College of Podiatry has been raising public awareness with a clear message: podiatrists are the experts in foot and lower limb care, and patients with ingrown toenails should seek podiatric treatment first, reserving A&E for genuine emergencies.

For many practitioners, this campaign echoes a familiar challenge. Patients often turn to emergency departments because they're unaware that podiatrists provide specialist care for nail pathology, including nail surgery. This creates unnecessary pressure on already stretched urgent care services, while delaying patients from accessing the most appropriate clinician.

Reception areas and treatment rooms are ideal places for quick educational messaging. A short poster or notice explaining when podiatry is the right choice for ingrown toenails can prompt valuable conversations.

## 2. Engage patients through your digital platforms

Your website, newsletters, and social media channels already have the attention of people who value your expertise. By resharing or summarising this message, you help clarify the patient pathway and reinforce your professional role.

## 3. Strengthen local partnerships

Community pharmacies, GP practices, and health groups often welcome clear, clinically accurate resources for signposting patients. Offering a simple handout or sharing the

that podiatrists regularly perform it, can remove barriers and encourage early intervention.

Podiatrists are essential in reducing avoidable A&E attendances and improving patient outcomes

## Supporting Patient Confidence Through Education

Clear communication reduces anxiety and empowers patients to make informed choices. When people understand that podiatrists are trained to deliver safe, effective care for ingrown toenails, they are more likely to seek help promptly and appropriately.

This also strengthens your relationship with patients, positioning your clinic as a trusted source of advice and specialist care, rather than a last resort when home remedies fail.

## How We Can Support You

Canonbury is proud to support the RCPoD's efforts to guide patients towards the right clinician. We work closely with practitioners across the UK, providing tools, equipment, and educational resources that enhance clinical confidence and help ensure safe, effective delivery of nail procedures.

## Together, We Can Strengthen Awareness

The Royal College of Podiatry has highlighted a powerful message: podiatrists are essential in reducing avoidable A&E attendances and improving patient outcomes. By reinforcing this message locally, practitioners can help ensure that more people access the right care, at the right time, in the right place.

This winter, even a single conversation may help someone avoid unnecessary emergency care and guide them straight to the expert they truly need.

## Last winter, NHS England recorded 3,890 A&E attendances for ingrown toenails

RCPoD's message helps bridge this gap, but its impact grows significantly when reinforced at a local level. As trusted practitioners embedded in their communities, podiatrists are uniquely positioned to guide patients towards the right care pathway. Here we explore how you can support this campaign within your clinic, raise awareness among patients, and strengthen your role as a key healthcare provider this winter.

## Why This Campaign Matters

Ingrown toenails are painful, often recurring, and can quickly deteriorate if left untreated. But they rarely require emergency care. In many cases, patients simply don't realise that podiatrists can:

- assess and diagnose nail conditions
- offer conservative management
- provide surgical procedures to resolve chronic or severe cases

By increasing public understanding, we not only reduce unnecessary A&E attendance but also help patients access faster, specialist-led treatment, improving outcomes and ensuring consistent, safe care across the UK.

## Practical Ways to Share the Message in Your Community

You don't need a marketing budget or a dedicated communications team to make an impact. Small, simple actions can significantly increase awareness among existing patients and the wider community.

### 1. Display information in your clinic

message with your local network can help ensure patients are guided to the right care first time.

## 4. Equip your front-of-house team

Your administration staff are often the first point of contact. Brief, confidence-building phrases or a small decision-making guide can help them triage calls more effectively, especially during winter months when demand spikes.

## 5. Reassure patients about treatment option

Many people avoid seeking help because they fear nail surgery. A short explanation of what the procedure involves, along with the reassurance



# What **NHS** Supply Chain Inclusion Really Means



## Supporting podiatry through trusted routes

When a product is added to the NHS Supply Chain, it can look, on the surface, like a simple administrative update. A new line appears on a framework. A familiar name becomes easier to order. But behind that inclusion sits something far more meaningful: trust, scrutiny, and a shared commitment to clinical standards.

For podiatrists working within the NHS, access to the right products is about more than availability. It is about confidence. Confidence that what they are using has been assessed, is appropriate for clinical environments, and supports safe, effective patient care. NHS Supply Chain plays a critical role in that process, acting as a gateway between manufacturers, suppliers, and frontline clinicians.

We see the NHS Supply Chain inclusion not as a badge, but as a responsibility. It reflects the role we play in supporting podiatry teams across a wide range of care settings, with products that are practical and well-considered.

## Beyond a single product

Canonbury has supplied products to NHS podiatry services for many years, with a growing number of categories already available through NHS Supply Chain. These include insoles and orthotics, patient positioning solutions, dopplers, tourniquets, GelX products, and other everyday

clinical essentials. Together, they form part of the infrastructure that enables podiatrists to deliver consistent care day in, day out.

The recent addition of SafeTPen, Clinisept and Effigerm to the NHS Supply Chain builds on this foundation. Rather than representing a shift in direction, they reinforce an existing approach: supporting clinicians with tools that address real, everyday clinical considerations.

## Precision and control in procedure

SafeTPen was developed in response to a very specific challenge faced by podiatrists carrying out phenol procedures. While phenolisation is a well-established treatment, traditional application methods can introduce unnecessary risks, including splashing, inconsistent dosing, and avoidable exposure.

SafeTPen offers a controlled, single-use delivery method designed to improve precision and reduce risk. Its inclusion on the NHS Supply Chain reflects the growing emphasis on

thoughtful product design, and solutions that enhance safety and consistency while fitting seamlessly into existing workflows.

For clinicians, this means greater confidence during procedures.

## Supporting skin hygiene and aftercare

While procedural tools are essential, patient care does not end when treatment is complete. Post-procedure skin management and ongoing hygiene play an important role in patient comfort and outcomes.

Clinisept is a skin-compatible cleansing solution designed to support hygiene without causing irritation or disruption to the skin barrier. Free from alcohol, fragrance, chlorhexidine, and harsh preservatives, it is suitable for use on sensitive or compromised skin.

Its addition to the NHS Supply Chain recognises the importance of products that can be safely used both within clinical settings and as part of

## Clinisept+ Podiatry



Learn more about Clinisept



patient aftercare advice. By making solutions like Clinisept easier to access through established NHS procurement routes, clinicians can align in-clinic practice with the guidance they give patients beyond the appointment. This focus on safe, effective hygiene is further reflected in the recent addition of Effigerm to NHS Supply Chain, supporting infection control protocols across a wide range of clinical podiatry settings.

## Why access matters

For NHS podiatry services, procurement is not simply about cost. It is about reliability, compliance, and ease of ordering within complex systems. NHS Supply Chain helps reduce friction

by offering a trusted route to products that have already met required standards.

From our perspective as a supplier, inclusion also brings accountability. It requires us to maintain consistent availability, clear product information, and ongoing support. It reinforces the importance of working closely with manufacturers who understand clinical realities and with clinicians who use these products every day.

## A partnership approach

Canonbury's role sits at the intersection of these relationships. We work with manufacturers and podiatrists to ensure that products are not only innovative, but also practical, accessible, and aligned with real-world care delivery.

The inclusion of SafeTPen, Clinisept and Effigerm alongside our existing NHS Supply Chain range reflects this collaborative approach. It is about supporting podiatry services with

a breadth of solutions that span procedure, positioning, assessment, and aftercare, all through routes clinicians already trust.

## Looking ahead

NHS podiatry continues to evolve, responding to changing patient needs and expectations around safety and consistency. As this happens, the products used in everyday practice matter more than ever.

NHS Supply Chain inclusion is one way of ensuring that those products meet the standards clinicians expect. For us, it remains a key part of how we support the profession: by working behind the scenes to make reliable, well-designed tools available where they are needed most.

Because ultimately, it is not about the framework or the listing. It is about supporting podiatrists to focus on what matters most: delivering confident, high-quality care to their patients.

**SafeTPen**

Learn more about SafeTPen

**EFFIGERM**

Learn more about Effigerm

**NHS Supply Chain**

# Sustainability in Podiatry isn't a choice - it's a balance

Sustainability is no longer a niche topic within podiatry, it is becoming an everyday consideration for clinics across the UK. From waste generation to sterilisation processes, from packaging to PPE, our profession touches far more environmental touchpoints than many realise. But as conversations about greener practice grow louder, so does a recurring question:

**Is it better to use single-use or reusable instruments?**



It's a simple question, but the answer is anything but.

And perhaps more importantly, **it's not the most useful question anymore.**

Both single-use and reusable instruments carry an environmental footprint, just in different ways. Reusable instruments avoid ongoing disposal waste but rely heavily on water, energy, and chemicals during reprocessing. Single-use eliminates complex sterilisation cycles but typically involves resource-intensive manufacturing, packaging materials, and clinical waste disposal.

Canonbury's recent inclusion in The Podiatrist (Sept/Oct edition) highlights this nuance well: **true sustainability depends on context.**

In real clinics the answer isn't binary, it's blended, practical, and influenced by the realities of each workplace.

## Looking beyond the instrument itself

Much of the environmental conversation focuses on nippers and nail files, but the greatest opportunity for impact often lies in the everyday consumables that quietly accumulate waste.

Think of the items used hundreds of times a week:

- Cleaning sprays
- Sterilisation pouches

**“Sustainability in podiatry isn't about choosing sides. It's about understanding the full lifecycle of the tools and products we rely on every day.”**

- Wipes
- Gloves
- Foot rasps
- Packaging
- Bottles, tubs and single-use plastics
- PPE

Small changes here can drastically reduce waste without altering clinical outcomes.

For example, many clinics default to large sterilisation pouches even when autoclaving small burrs. Switching to smaller pouches cuts material use immediately. Refillable chlorhexidine and footcare sprays reduce single-use plastic. Biodegradable gloves and wipes offer greener alternatives to traditional consumables. Even something as simple as adopting a biodegradable rasp prevents plastic-heavy products entering waste streams.

Canonbury has been increasing its range of low-impact options for this very reason.



**Keep an eye out for our eco friendly options online.**

While no single product will transform a clinic's carbon footprint overnight, a collection of small swaps absolutely can.

## Different clinics, different sustainability pathways

One of the biggest misconceptions in the sustainability debate is the idea that there is one 'correct' model for all podiatrists. In reality, the environmental impact of an instrument or product is shaped as much by where and how it is used as by what it is made of.

### Domiciliary practice

A practitioner working from patients' homes often lacks access to a full decontamination suite. Transporting sterilisation equipment is neither practical nor environmentally sensible.

In these cases, high-quality single-use instruments become the most responsible choice - safer, consistent, and with a predictable waste stream.

### Private clinics with autoclave capacity

Established clinics with efficient autoclaves and clear sterilisation workflows may find that reusable instruments, when cared for

and maintained effectively, offer a lower long-term footprint.

### NHS and community settings

When infection prevention protocols dictate single use only in certain settings, sustainability discussions shift towards responsible procurement, reduced packaging, and recycling opportunities where they exist.

### New or growing clinics

A practice that is still building its infrastructure may need a hybrid approach, gradually increasing reusable capacity as equipment and staffing allow.

There is no single sustainable podiatry model. There are many models, all valid in their own context.

### Practical Sustainability: Changes that make a difference

Every clinic, regardless of size or setting, can adopt sustainable practices without disrupting patient care. Some of the most accessible improvements include:

- Choosing biodegradable or plastic-free consumables (e.g., wipes, foot rasps).
- Refilling bottles and sprays instead of discarding them.
- Selecting smaller sterilisation pouches to minimise unnecessary waste.
- Exploring reduced-material single-use

**“Often, the most meaningful sustainable changes aren't radical, they're the small, persistent choices made every day in clinic.”**

instruments where clinically appropriate.

- Standardising ordering to reduce packaging and transport emissions.
- Ensuring instrument maintenance extends the life of reusables.

Canonbury's approach has always been to support podiatrists in making choices that fit their clinical reality. That means offering greener consumables, guiding practitioners through sustainable alternatives, and continually reviewing product materials, packaging, and sourcing.

We don't believe sustainability should compromise hygiene, clinical safety, or workflow, and it doesn't need to.

### The future of sustainable podiatry

The shift towards environmentally conscious practice will continue to evolve over the coming years. We expect to see:

- More manufacturers reducing material use
- Advances in sterilisation technology

- Growth in refillable and biodegradable product ranges
- Better recycling pathways for certain clinical waste streams
- Packaging reductions across the industry
- Increased carbon awareness within clinical guidelines

But perhaps the most important development is the growing willingness of practitioners to engage in these conversations, not from a place of pressure or obligation, but from professional pride and responsibility.

And Canonbury will continue to play its role: curating sustainable options, helping practitioners navigate the complexities of environmental impact, and supporting a shift that is realistic, evidence-led, and clinically safe.

### A journey we take together

Sustainability in podiatry is not about abandoning one method in favour of another. It is about making informed, balanced decisions that reflect the needs of individual clinics while contributing positively to the planet.

Single-use and reusable instruments both have a place. Consumables can and should evolve. Small changes add up, and meaningful progress happens when suppliers and clinicians move together in the same direction.

The goal isn't perfection - it's improvement, step by step.

# COMMUNICATION IN PODIATRY: WHY THE WORDS WE USE MATTER MORE THAN WE THINK



By Thomas Calderbank,  
Managing Director,  
Care Home  
Podiatry UK



If you work in podiatry, chances are you've heard this more times than you can count:

*"Oh, you're here for the toenails?"*

And of course, yes, toenail care is part of what we do. But it's rarely the whole story. That simple comment highlights a wider challenge within our profession. Not a lack of expertise, but a lack of understanding about what podiatry truly involves.

At Care Home Podiatry, communication sits at the centre of everything we do. The way we explain our role, our assessments, and our outcomes directly affects how patients, families, and care staff value foot health.

## Chiropodist or podiatrist? Meeting people where they are

One of the questions I'm asked most often is: *"What's the difference between a chiropodist and a podiatrist?"*

The honest answer is - there isn't one. In the UK, the profession officially changed its name from chiropody to podiatry around 40 years ago, aligning with international standards. Both titles describe the same regulated profession, and anyone using either must be registered with the Health and Care Professions Council (HCPC).

Yet when I walk into a care home, I'll often introduce myself by saying, *"Hello, my name's Tom, I'm the chiropodist."*

Why? Because for many older people, *chiropodist* is the term they recognise. It's familiar, reassuring, and avoids unnecessary confusion. Sometimes, effective communication isn't about technical accuracy, it's about being understood.

## More than toenails: the work patients don't see

Toenail care is often what brings us through the door, but it's only the starting point. Every visit is also an opportunity to quietly assess balance, mobility, footwear, skin integrity, circulation, and infection risk.

These checks aren't "extras". They are often the difference between maintaining independence and experiencing a life-changing fall. Research has shown that care home residents receiving specialist podiatry input have a reduced risk of falling compared to those receiving standard care. A powerful reminder of the role podiatry plays in preventative health.

When people see podiatry as "just toenails", it's not because the work isn't happening, it's because we haven't always explained the full picture.

## Using positive, accessible language in care settings

In care homes, language matters enormously. Many residents are already navigating complex health issues, and communication that focuses heavily on risk or decline can feel frightening or disempowering.

Instead, we aim to explain foot health in a way that is clear, positive, and relevant to daily life. Foot care isn't about ageing bodies, it's about comfort, mobility, confidence, and dignity. Helping residents understand why something matters encourages engagement and trust, rather than fear.

Sometimes, choosing the right words can be just as important as the treatment itself.

## Educating beyond the treatment chair

Good podiatry doesn't stop with the patient. Education is a vital part of improving standards of care. At Care Home Podiatry, we work closely with care staff, managers, and families to raise awareness of early warning signs, infection risks, and the importance of regular foot checks.

This approach underpins our **Campaign for Better Foot Health**, which aims to support care homes with free training, guidance, and resources. When foot health is understood properly, problems are caught earlier and outcomes improve, often preventing avoidable hospital admissions.

## A profession with many paths

Podiatry is a remarkably varied career. Some practitioners work in clinics or the NHS, others in domiciliary or specialist settings like care homes, while many develop focused interests in areas such as diabetes, biomechanics, surgery, or falls prevention.

What unites all these pathways is communication. How we describe our role shapes how podiatry is perceived - by patients, colleagues, and the wider healthcare system.

## A shared responsibility

Organisations like Canonbury Healthcare work closely with podiatrists across all settings and career stages, and it's clear that the most effective care is supported by both the right clinical tools and clear, compassionate communication.

Whether patients call us chiropodists, podiatrists, or simply "the foot person", what matters is that they understand the value of the care they receive and feel safe, informed, and supported as a result.

Sometimes, choosing the right words can be just as important as the treatment itself.

## About Care Home Podiatry



Care Home Podiatry UK is a specialist podiatry provider dedicated to improving foot health for people living in care homes across the UK. Led by HCPC-registered podiatrists, the organisation focuses on delivering safe, evidence-based foot care while supporting mobility, independence and quality of life. Alongside clinical care, Care Home Podiatry works closely with care teams to raise awareness of the wider role foot health plays in falls prevention and overall wellbeing.

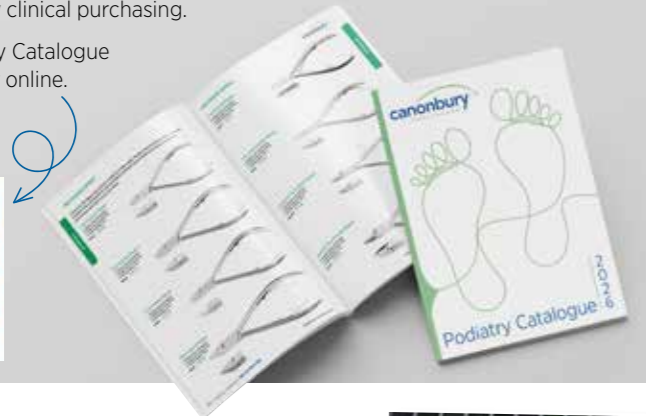
[www.carehomepodiatry.co.uk](http://www.carehomepodiatry.co.uk)

# News!

## Launch of the new Canonbury Catalogue!

We have launched a new catalogue, bringing together our full product range in a single, updated reference for podiatry professionals. The catalogue features revised product information, clearer categorisation and a refreshed layout designed to support day-to-day clinical purchasing.

The new Canonbury Catalogue is available to order online.



## Podiatry25 - Glasgow

We were delighted to attend Podiatry 25, where we welcomed customers and colleagues throughout the day. The event gave us the opportunity to showcase SafeTPen, officially launch our new Canonbury Catalogue, and demonstrate a range of products in a hands-on setting.

Alongside the team from DOLA Orthotics, we hosted live demonstrations and discussions, allowing visitors to explore solutions, ask questions, and connect directly with our team.



## Ivan Bristow appears on BBC Radio 4

Congratulations to Dr Ivan Bristow on his successful appearance on Sliced Bread on BBC Radio 4.

By discussing toenail fungus treatments with Greg Foot, Ivan helped raise public awareness of podiatry expertise, reinforcing the profession's role in evidence-based foot health care.

The episode is available to listen again on BBC Sounds.



## Farewell to a valued colleague

This month we said farewell to Jerry, who retired after 15 years with Canonbury. During his time with the business, Jerry was responsible for managing returns across Canonbury and Simply Feet, issuing an impressive 78,588 credit notes.

Jerry will be greatly missed by colleagues across the company, and we wish him all the very best in his retirement.



## Looking to the future

### Pay online

We're introducing a new Pay Online feature for credit customers, making it easier to pay invoices at a time that suits you. Once payment is made, receipts are issued automatically for your records. This update has been introduced in direct response to customer feedback, helping to streamline account management and improve day-to-day convenience.

### Exhibitions

In addition to various student events at Glasgow, Brighton, Salford and Durham, you can chat to us in person at the following exhibitions over the next few months:

- Foot & Ankle Show, Liverpool, 3-4 March
- RCoP NI Branch Conference 2026, 24th April
- Primary Care Show, 20th-21st May



## Independent Professional Education

Canonbury offers a range of educational opportunities to support reflective CPD learning and following a short break we will be updating our education papers alongside the launch of a new programme of webinars. The next paper features content collated by **Dr Ivan Bristow** and his colleagues, providing evidence-based insight to help practitioners stay up to date.

## Stay Connected!

Stay ahead of the latest offers and product launches by registering for Canonbury's email updates.

Visit [www.canonbury.com](http://www.canonbury.com) and register at the bottom of the page.

## BEYOND THE CLINIC: HOW OUR PROFESSION MAKES A GLOBAL IMPACT



Jonathan Shearer, Podiatrist, Footsteps Clinic

When podiatrist Jonathan Shearer first heard about the humanitarian crisis unfolding in Ukraine, he knew he had to act. What started as a desire to help has become a powerful example of how our profession can make a difference far beyond the treatment room.

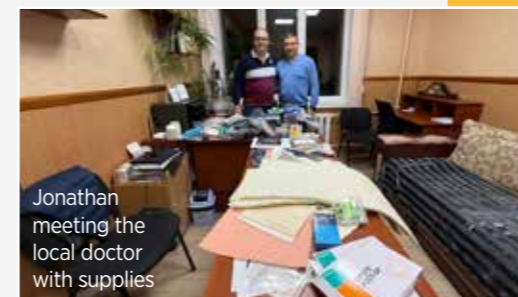
In December 2024, Jonathan made his first journey to the Chernivtsi region of Ukraine, joining a small team supporting displaced families who had fled more dangerous areas of the country. What he witnessed there would profoundly shape his understanding of how podiatry skills could serve those in desperate need.

*"I first became aware of the situation in Ukraine through the national media," Jonathan reflects. "Hearing first-hand about families who had been forced to leave their homes with very little, often at short notice, had a profound lasting effect on me. These were people who had lost not only their homes, but many left with nothing."*

### The Power of Practical Care

What struck Jonathan most was how his professional skills could address urgent, unmet needs. In regions where healthcare resources are stretched thin and medical supplies are limited, basic foot care became a lifeline for displaced people living in difficult conditions.

*"As a podiatrist, I realised there was a real*



Jonathan meeting the local doctor with supplies



Food packages ready for delivery to displaced families

*need for foot care, particularly among displaced people," he explains. "Podiatry allowed me to both treat people directly and take medical supplies that could make a tangible difference in their situation."*

During his trips, Jonathan transported 80kg of medical supplies, 50% delivered to local hospitals, with the remainder reaching frontline teams in the most dangerous areas. The impact was immediate and tangible.

*"What stayed with me most was the joy it brought to people, often from what might seem like small acts of care. Seeing the relief and gratitude on someone's face when they realised that their pain could be eased was incredibly powerful."*

### Supporting the Mission

This is where partnerships become crucial. When Jonathan approached us about supporting his humanitarian work, we didn't hesitate. Supporting his mission aligned perfectly with our belief that businesses have a responsibility to contribute beyond their commercial activities.

Our contribution helped enable those medical supplies to reach people who desperately needed them. But more importantly, it helped create lasting connections and inspired ongoing support for Ukrainian relief efforts.

*"Support from suppliers and partners like Canonbury has been crucial in turning good intentions into practical, meaningful action," Jonathan notes. "That kind of partnership empowers clinicians to move beyond good intentions and make a genuine, measurable difference."*

### A Profession That Cares

Jonathan's work reflects something we see throughout our profession, a deep-seated commitment to helping others that extends far beyond clinical practice.

*"That willingness to act, motivated purely by the knowledge that it can improve*

*someone's life, however small that impact may seem, speaks to the values at the heart of our profession."*

This spirit of giving isn't confined to international crises. Throughout the year, we're proud to support various charitable causes: our annual donations to Crisis at Christmas help those facing homelessness during the coldest months; our Christmas Jumper Day contributions support Save the Children's vital work; and our recent donation to Love Through Giving provided disaster relief in Jamaica.

### Every Contribution Counts

But this isn't about showcasing our charitable work, it's about recognising that collective action creates real change. As Jonathan puts it:

*"My message to others would be that we can all help, and that support doesn't have to be on a large or international scale to be meaningful. Even small contributions - whether time, skills, or resources - can make a real difference."*

Whether it's supporting international humanitarian efforts, helping vulnerable people in our local communities, or using our professional skills for voluntary work, there are countless ways our profession can make an impact.

*"Perhaps the most valuable thing we can donate is our time and professional skills," Jonathan concludes. "I would encourage colleagues to look at the wider picture and ask where their skills might create positive social change."*

The needs are endless, but so is our profession's capacity for compassion. Sometimes, the smallest acts of care can restore hope to those who need it most.

If you're inspired to get involved in charitable work, whether locally or internationally, we'd love to hear about your experiences. Together, we can continue making a difference beyond the clinic.

# Canonbury Education Hub

## INDEPENDENT PROFESSIONAL EDUCATION



Educational content developed in collaboration with podiatry professionals.  
*Designed to support reflective CPD learning.*

With this newsletter we've included our first collaborative professional paper of 2026: **Fungal Foot Infection.**



## Webinars return in 2026

Upcoming events



We're pleased to be relaunching our webinar programme in 2026, bringing you a new calendar of educational sessions throughout the year. Topics will range from product knowledge and clinical insight through to practical guidance on setting up and growing a podiatry business. Keep an eye on our website and newsletter emails for upcoming dates, titles and registration details.

February 26 <sup>th</sup> 7pm	Dopplers and The 3 P's: Pulses, Phases and Pressures.
March 26 <sup>th</sup> 7pm	5 Ways to Grow Your Practice.
April 16 <sup>th</sup> 7pm	Exploring the therapeutic uses of Gehwol products based on the ingredients they contain.

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## Get involved in EveryStep



We're always keen to hear from the podiatry community. If you'd like to be involved in a future edition of EveryStep and help share insights, ideas or updates from across the profession, we'd love to hear from you. Inclusion is completely free of charge. Our aim is simply to inform, support and keep the podiatry community connected.

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