I had an unforgettable experience last summer. Feeling a bit hopeless, I had to explain for the lady what I need in my own language and I said "SHOES, OUCH!" with huge gestures and loud tone. It was an embarrassing moment. That is when she nodded her head and smiled to me. Then, she moved from the counter and got me a cream and a bandage and motioned "TWICE" to me. Which means I have to apply it two times a day. The only problem we had was that we didn't speak any Turkish.