

It's Sandal Season—Are Your Feet Ready For The Show?

(NAPSA)—Sandal season is here, and your feet can't hide. If the condition of your feet is less than perfect, you're not alone: Almost 90 percent of people have foot problems, including dry, rough heels, heel calluses and cracked heels.

Regular pedicures can help maintain feet in good condition, but only 20 percent of women get pedicures on a regular basis. For many of us, regular pedicures can become expensive and time consuming. So what are the rest of us to do?

Treatment of calluses and dry, cracked heels involves a combination of both moisturizing and exfoliating. Moisturizing helps skin regain elasticity and suppleness, while exfoliating helps remove outer layers of dead skin.

First, soak feet in warm water for several minutes to help soften the outer layer of hard skin. Then, using a callus file or pumice stone, lightly abrade the area and rub off the top layers of skin. Finish by rubbing on some foot moisturizing cream, avoiding lotions that may contain drying alcohol.

If you're looking for an even easier solution, the new CracKare® Moisturizing Stick or Patch might work for you. Both are specially formulated to hydrate even extremely dry, cracked heels.

The stick version comes in a neat twist-up applicator that can be applied directly to heels without using hands to rub it in. It contains rich conditioners that coat heels with intense moisturizers and leave an occlusive condi-



tioning barrier on them that seals in moisture for deep, long-lasting conditioning and protection. Its petrolatum-based formula contains natural plant extracts that quickly revitalize and soften tough heels.

CracKare Moisturizing Patch, which may be the ultimate in convenience, is a unique adhesive patch designed to securely wrap around the heel. It stays in place and keeps heels in constant contact with the rich conditioning emollients for hours of intense moisturization.

CracKare can be applied as part of a daily routine, after bathing or showering or before bedtime for an intense overnight treatment, and is now available at Walgreens and Rite Aid.

If you treat your feet right, they'll proudly be ready to show—not just during sandal season but all year round.

For more information, visit www.crackare.com.