

# Skin Sense

facts from the experts

## A Dry Skin Solution

(NAPSA)—A lot of women are rubbing their hands in glee at the arrival of Gold Bond Ultimate™ Healing Skin Therapy Lotion, an intensive moisturizer that helps to moisturize and nourish extremely dry, cracked and irritated skin.

How many? A recent study showed there are some 152 million hand and body lotion users in the U.S. Of these, 76 percent suffer from dry, itchy, cracked or irritated skin.

Research from Telenation also uncovered a sizable gap in the availability for a long-lasting, concentrated skin



moisturizer that would also heal, protect and nurture problem skin, especially the more sensitive skin of women.

**A new lotion with seven intensive moisturizers and three essential vitamins is a smart choice for today's active woman.**

Many have found that the solution is Gold Bond Ultimate™, a lotion/cream hybrid formulation that is rich in texture without being greasy. Unlike ordinary moisturizers, the

lotion penetrates the skin fast and lasts 24 hours. The new lotion is uniquely formulated with seven intensive moisturizers plus essential vitamins A, C and E that work together to help heal even the toughest dry skin problems. Plus, it leaves skin smelling fresh with the light fragrance of citrus, herbaceous and elegant musk scents.

For more information, visit [www.goldbondultimate.com](http://www.goldbondultimate.com).