

# New Carmex® Brand Skin Care!

*It Soothes. It Heals. It Protects.™*



## Lotion

For over 70 years people have come to love the healing power of Carmex® lip balms. Finally, Carmex® Skin Care is here with a new solution to heal, soothe and moisturize your dry skin. Carmex® Healing Lotion is made using a patent pending process that delivers **healing and moisturization without a greasy feel.**

- Use anywhere skin feels dry
- Daily use will help protect skin and keep dryness away
- Rich healing ingredients, including Aloe and Vitamin E, nourish and moisturize skin
- Absorbs fast for a non-greasy feel; has a light, pleasant scent  
Also try new Carmex® Healing Cream for intensive healing of your driest, roughest skin

**Ingredients:** Water, Behentrimonium Methosulphate, Cetearyl Alcohol, Petrolatum, Isopropyl Palmitate, Lanolin, Dimethicone, Tocopheryl Linoleate (Vitamin E Linoleate), Allantoin, Aloe Barbadensis Leaf Juice, Beeswax, Cetyl Esters, Theobroma Cacao (Cocoa) Seed Butter, Mineral Oil, Propylene Glycol, Methyl Paraben, Propyl Paraben, Salicylic Acid, Diazolidinyl Urea, Camphor, Menthol, Vanillin, Fragrance



## Cream

Carmex has been healing dry, chapped lips for over 70 years. Finally, Carmex® Skin Care is here with a new solution to heal and repair your driest, roughest skin. Carmex® Healing Cream is made using a patent pending process that delivers **concentrated healing and moisturization of your driest, roughest skin.**

- Use on your driest skin—especially hands, feet, elbows and knees
- 9 healing ingredients penetrate and help repair your very dry, rough or cracked skin
- Concentrated—use a small amount
- Absorbs fast for a non-greasy feel; has a light, pleasant scent

**Ingredients:** Water, Behentrimonium Methosulphate, Cetearyl Alcohol, Petrolatum, Isopropyl Palmitate, Lanolin, Dimethicone, Allantoin, Beeswax, Cetyl Esters, Theobroma Cacao (Cocoa) Seed Butter, Mineral Oil, Propylene Glycol, Methyl Paraben, Propyl Paraben, Salicylic Acid, Diazolidinyl Urea, Camphor, Menthol, Vanillin, Fragrance

# Let Your Patients Know New Carmex® Brand Skin Care Is Here!

Carmex has been the #1 pharmacist-recommended lip balm 12 years running\* for a reason... it works. Consumers have grown to trust Carmex as a brand that provides healing and protection and they have demanded that Carmex come out with a product to moisturize the rest of the body. You can let them know that we have with new Carmex® Healing Lotion and Carmex® Healing Cream.

**Carmex Healing Lotion** is designed for daily use to soothe and protect dry skin. Great for all over body use!

**Carmex Healing Cream** is concentrated and designed to help repair even the driest, roughest or cracked skin. Perfect for hands, elbows, ankles and feet.

We developed a **patent pending process** to create a formula that helps soothe and repair dry skin using a variety of ingredients:

- **Cocoa Butter** helps skin retain moisture and relieves dry and irritated skin.
- **Camphor & Menthol** help soothe the discomfort of dry and irritated skin.
- **Lanolin** softens, lubricates and protects skin.
- **Petrolatum** provides a moisturizing barrier that protects the skin.
- **Salicylic Acid** helps exfoliate dead skin cells, facilitating the other ingredients in Carmex skin care products to penetrate more effectively.
- **Vitamin E** (lotion only) prevents the formation of damaging free radicals.
- **Aloe Butter** (lotion only) helps hydrate skin and can alleviate pain associated with cracked irritated skin.

Available exclusively at *Walgreens* and Walgreens.com.

\* Pharmacy Times Annual Survey (1999-2010)

