

MULTI-PURPOSE MIRACLE FOR THE SKIN - FIRST AID BEAUTY ULTRA REPAIR CREAM

Submitted by: Sparkle PR

Wednesday, 18 May 2011

With the promise to bring a welcome relief from dry, minor skin irritations and conditions such as dermatitis and eczema, it's no wonder 100's of mums, school nurses, men, travelers and beauty junkies now swear by the 'best selling' FIRST AID BEAUTY ULTRA REPAIR CREAM.

Part of the global best selling US skincare range First Aid Beauty (FAB), this multi-purpose skin care treatment continues to sell out in Boots stores nationwide. In the last week alone, the company sold out and a waiting list of over 3,000 people created on the First Aid Beauty website. A quick store survey revealed the many uses of this 'wonder' product...

- 35% were travellers who were snapping up the travel size.
- 23% were mums buying it for nappy rash and as a facial moisturiser.
- 17% were men as a grooming/shaving rash saviour.
- 20% as a beauty boosting moisturiser.
- 5% were school nurses who were using as part of their first aid kit.

ABOUT THE FAB FIRST AID BEAUTY ULTRA REPAIR CREAM

Intense Repair - 170g, £20 and 56.7g, £8

This luxurious, hydrating cream provides a welcome relief from dry, itchy, raw, scaly skin due to cosmetic treatments, harsh weather conditions and other conditions such as dermatitis and eczema. Calming and restoring, it improves the natural skin barrier function and provides immediate relief and visible improvement from minor skin irritation and itching. Can be applied anywhere on the body – elbows, feet, hands and even the face. Allergy-tested, fragrance free and contains no harsh chemicals.

Key ingredients:

- Colloidal Oatmeal to protect skin
- Allantoin and Eucalyptus Oil to heal/soothe skin
- FAB Antioxidant Booster to combat free radicals
- Ceramides, Caprylic/Capric Triglyceride, Dimethicone, Glycerin, Squalene and Shea Butter to moisturize and protect the skin's barrier

The First Aid Beauty Ultra Repair Cream is available from selected Boots stores nationwide (call 0845 124 4545 for your nearest store).

ENDS

Further information/samples/images from:

Sparkle PR Ltd

Wendy Campling/Sarah Blinco/Kerry Anderson/ Tania Row

Tel. 020 8686 3141/8441/3290

email : wendy@sparkle-pr.com; nicolay@sparkle-pr.com; sarah@sparkle-pr.com; kerry@sparkle-pr.com