



For Immediate Release

SKINFIX EXPANDS NATURAL, STEROID FREE ECZEMA REGIMEN AT TARGET

New daily skincare collection has earned the National Eczema Association Seal of Acceptance™

(Nova Scotia, Canada) September 16, 2015 – Skinfix® Inc., the experts in natural, healthy skin for the whole family, is expanding its steroid free eczema line to deliver a natural daily skincare regimen designed to maintain sensitive skin health and treat eczema flare-ups. The Skinfix Soothing Eczema Collection has earned the Seal of Acceptance™ by the National Eczema Association and includes: [Skinfix Soothing Wash™](#), [Skinfix Soothing Lotion™](#), [Skinfix Eczema Balm™](#), [Skinfix Hand Repair Cream™](#), [Skinfix Eczema Regimen Kit™](#).

“While there is no cure for eczema, it can be managed. It is exciting to see a range of skin solutions available to the 31.6 million people living with this condition” says Julie Block, Chief Executive Officer of the [National Eczema Association](#).

Dermatologist tested and recommended, the Skinfix Soothing Eczema collection is clinically proven to treat eczema and is filled with powerful natural ingredients. They include colloidal oatmeal, sweet almond oil and zinc oxide, as well as efficacious levels of natural emollient oils to moisturize, soothe and protect eczema-prone skin. The collection is free of steroids, fragrance, sulfates, parabens and phthalates. For the month of September, Skinfix and the National Eczema Association are working together to provide new eczema patients with a free eczema kit including a Skinfix sample and coupon to purchase the line at Target.

“Our best-selling natural eczema balm is an effective alternative to steroids, but it’s critical for eczema sufferers to manage their condition daily - not just during a flare-up,” says Amy Gordinier Regan, President of Skinfix. “Irritant filled daily washes and lotions can do more harm than good to a healthy skin barrier. Our new daily Skinfix Eczema Regimen is a natural and effective skincare solution to maximize skin health and minimize flare-ups.”

The Skinfix brand was created over 100 years ago by a pharmacist in Yorkshire, England using a formula of natural ingredients that was proven to heal and soothe skin ailments like eczema, skin rashes and irritation all over the body. The Skinfix Soothing Eczema collection is priced between \$15.99 - \$23.99 and sold at Target stores and [Target.com](#) as well as [Skinfixinc.com](#).





- **[Skinfix Soothing Wash for Sensitive, Eczema-Prone Skin](#) (12.5 fl. oz./\$19.99)** uses mild coconut based cleansers that gently foam to leave skin feeling soft and hydrated, never stripped or dried out. Colloidal oatmeal, aloe vera, sunflower and jojoba oils calm and soften skin.
- **[Skinfix Soothing Lotion for Sensitive, Eczema-Prone Skin](#) (12.5 fl. oz./\$23.99)** is a lightweight yet deeply hydrating lotion. It soothes and protects skin with 1% colloidal oatmeal and is infused with natural emollient oils of coconut, jojoba and apricot kernel, leaving skin smooth and soft all day long.
- **[Skinfix Eczema Balm](#) (2 oz./\$17.99)** is the hero of the Skinfix Soothing Eczema Regimen. This medicinal balm uses 2% colloidal oatmeal – twice the level of most other eczema products. This 0% water concentrated balm provides a protective barrier, reduces redness and soothes irritation.
- **[Skinfix Daily Eczema Regimen Kit](#) (\$18.99)** is a great introduction to the line and includes Soothing Wash™ (4 oz); Eczema Balm™ (1 oz) and Soothing Lotion™ (4oz). This skincare regimen kit uses clinically proven ingredients to keep skin healthy and help heal and soothe eczema flare-ups.
- **[Skinfix Hand Repair Cream](#) (2 oz./\$17.99/Skinfixinc.com only)** This award winning medicinal hand cream with 1% colloidal oatmeal is super-rich and formulated specifically to relieve extremely dry, cracked and eczema-prone hands immediately on the first application. An independent clinical study found that skin moisturization increased by 110% after one-week of use. Winner of Redbook's 2015 Beauty MVP award and TotalBeauty.com Editor's Pick for best hand cream.

ABOUT SKINFIX

Based in Halifax, Nova Scotia, Skinfix is the expert in natural, healthy skin and is shaking up the beauty industry with its natural, clinically proven, and dermatologist recommended skincare products for the whole family. Founded from a powerful, natural healing balm with over a century of proven efficacy, Skinfix has a rich heritage of healing dry, sensitive and eczema-prone skin, while keeping skin healthy and looking its best. At Skinfix, we believe that healthy, beautiful skin is possible and our healthy skin, eczema, baby regimens are formulated to leave skin feeling soft, smooth and gorgeous. For more information, visit www.skinfixinc.com or follow us on these social media channels:

- **Facebook:** <http://www.facebook.com/skinfixinc>
- **Twitter:** <http://twitter.com/skinfixinc>
- **Instagram:** <http://instagram.com/skinfixinc>
- **Pinterest:** www.pinterest.com/skinfixinc/
- **Linked In:** www.linkedin.com/company/skinfix
- **YouTube:** <https://www.youtube.com/user/OfficialSkinfix/>





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