



BANISH DRY SKIN: SKINFIX LAUNCHES NEW, NATURAL HEALTHY SKIN REGIMEN AT TARGET

Dermatologist recommended and fragrance free, the Skinfix Healthy Skin regimen uses beautiful natural ingredients to create a deeply moisturizing body skincare experience

(Halifax, Nova Scotia, Canada) September 23, 2015 –With the Farmer’s Almanac predicting another harsh winter, **Skinfix® Inc.**, the expert in natural, healthy skin for the whole family, is tackling chronic dry skin with a range of textures and hydration levels with its new **Skinfix® Healthy Skin™** regimen. Dermatologist recommended and fragrance free, the **Skinfix Healthy Skin** regimen is packed with natural emollient oils of coconut, sunflower, jojoba and grape seed to instantly banish dryness on contact. The **Skinfix Healthy Skin** regimen is now available at Target stores and Target.com and includes: [Skinfix Cleansing Oil Wash™](#), [Skinfix Daily Lotion™](#), [Skinfix Ultra Rich Body Butter™](#), [Skinfix Ultra Rich Hand Cream™](#) and [Skinfix Lip Repair Balm™](#).

Chronic dry skin is due to a sluggish skin barrier. Frigid temperatures, biting winds and indoor heating can leave skin feeling dry, brittle and looking older than its years. To prepare for the winter months, increasing skin moisturization levels now is a priority to keep the skin barrier healthy. The Skinfix proprietary blend of natural humectants and emollient botanical oils nourish the skin barrier. This helps improve overall skin health and leaves skin feeling soft, smooth and supple.

“We believe that healthy skin is beautiful skin, and we are on a mission to give people just that with our new Healthy Skin Regimen,” says Amy Gordinier-Regan, President of Skinfix. “Skinfix is the expert in moisturizing and healing the skin barrier with the best natural ingredients. When we first launched, we focused on treating tough skin issues like eczema for adults and babies. These clinically proven collections have taken off and we are excited to create a broader healthy skin line that can touch the lives of more people.”

Skinfix has been trusted for over 100 years. The pharmacist that compounded the original formula in Yorkshire, England relied on nature’s pharmacy to create the most effective balm to treat eczema, dermatitis and rashes. The Skinfix unique combination of natural medicinal ingredients, vitamins, minerals and emollient oils has been healing the skin of people since 1850. Today, Skinfix has built on this original miracle balm and now has several complete skincare regimen lines including: eczema, baby and now dry skin. The Skinfix Healthy Skin Regimen is priced between \$4.99 - \$17.99 and sold at Target stores and Target.com as well as Skinfixinc.com.





- **Skinfix Cleansing Oil Wash (12.5 fl. oz./\$17.99)** This 98% natural, sulfate free, botanical based coconut cleanser won't wash away skin's delicate natural barrier. Lightweight oils of sunflower and jojoba leave behind soft and supple skin.
- **Skinfix Daily Lotion (12.5 fl. Oz./\$17.99)** Is a luxurious, lightweight, yet deeply moisturizing body lotion that is perfect to use after the shower or bath. It is infused with natural emollient oils of sunflower, jojoba and grape seed that are non-greasy and absorb quickly to banish dryness on contact. Calendula and chamomile extracts soothe and soften. This daily lotion uses 98% natural ingredients.
- **Skinfix Ultra Rich Body Butter (8 oz./\$17.99)** This fragrance free, whipped body butter is the ultimate super quencher for dry, flaky and rough skin. Natural shea butter, coconut oil and sunflower oil soothe and nourish a depleted skin barrier, while antioxidants soothe and protect.
- **Skinfix Ultra Rich Hand Cream (3 oz./\$14.99)** Loaded with natural emollient oils of coconut and sunflower this rich, yet quick absorbing, hand cream relieves dryness on contact. It is clinically proven to increase skin moisturization by 74%. This hand cream uses aloe leaf juice, chamomile and calendula to provide long-lasting protection throughout the day.
- **Skinfix Lip Repair Balm (.35 oz./\$4.99)** Whether you are a chronic lip licker or your favorite lipstick leaves your lips dry, this hydrating formula banishes dry lips on contact. Fragrance and color free, this balm uses 40% natural coconut oil and other botanicals to instantly soften and protect extremely dry lips.

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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