



## PREP YOUR SKIN FOR FALL: SKINFIX EXPANDS NATURAL SKINCARE OFFERINGS IN CANADA

*Whether you need a moisturization boost for your body, a new hand cream, lip balm or something to protect your tattoo, Skinfix has you covered*

**(Halifax, Nova Scotia, Canada) October 14, 2015** – With temperatures dropping, skin can begin to feel dry, parched and dehydrated. **Skinfix® Inc.**, the expert in healthy skin for the whole family, is launching five new body balms and creams to soothe dry skin, preserve your new tattoo and heal any skin irritations due to extreme cold and life's minor mishaps. Dermatologist recommended, and fragrance free [Skinfix Ultra Rich Body Butter™](#), [Skinfix Ultra Rich Hand Cream™](#), [Skinfix Lip Repair Balm™](#), [12HR Miracle Ointment™](#) and [Skinfix Inked Tattoo Balm™](#) are now available at Loblaws, Shoppers Drug Mart, Rexall, Jean Coutu and other major retailers across Canada.

With the Farmer's Almanac predicting another harsh winter it is important to change our body skincare routine to match the season. Skinfix has the right textures, from a lightweight daily lotion to a new rich body butter and hand cream that let you mix and match to meet your skin's hydration needs. These luxurious and efficacious formulas use the right mix of humectants, like aloe vera, to pull moisture into the skin and plump it up. Natural emollients like shea and cupuaçu butters, coconut, jojoba and sunflower oils help seal in moisture, leaving skin protected and feeling soft and smooth.

*"Skinfix's natural, clinically proven but luxurious formulas for the whole family are meeting an untapped need in the Canadian market," says Amy Gordinier-Regan. "We are excited to expand our Skinfix Healthy Skin skincare regimens with new textures and moisturization levels that will really prepare Canadians skin for winter ahead!"*

The original Skinfix formula was created over 100 years ago by a pharmacist in Yorkshire, England who then immigrated to Halifax, Nova Scotia. Using nature's pharmacy, he created a miracle balm to help heal, soothe and treat skin ailments like eczema, skin rashes and irritations all over the body. Today, Skinfix has built on this original skin healing formula and created award winning Gentle Baby and Adult Eczema daily skincare regimens. Skinfix believes in packing its formulas with the best natural ingredients and we leave out skin irritants like fragrance, steroids, parabens, and sulfates.





The new Skinfix product offerings are available throughout Canada at retailers such as Shoppers Drug Mart, Rexall and Loblaws, as well as online at [Skinfixinc.com](http://Skinfixinc.com) and range in price starting at **\$4.99- \$19.99**.

- **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./\$15.50)** 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 moisture levels 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.
- **Skinfix 12 Hour Miracle Ointment (2 oz./\$19.99)** A must for every medicine cabinet. This do-it-all balm is formulated to tackle dry, rough and cracked skin conditions from head to toe and protects minor cuts, scrapes and burns. Rich in omega 6 & 9 oils, this formula uses cold-pressed cupuaçu butter for maximum skin moisturization for up to 12 hours while also improving skin elasticity.
- **Skinfix Inked Tattoo Balm (2 oz./\$18.99)** is a natural, petroleum and lanolin-free medicinal balm that keeps skin protected during the crucial healing phase and helps revive the look of existing tattoos.

#### **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, diabetic, baby regimens are formulated to leave skin feeling soft, smooth and gorgeous. For more information, visit [www.skinfixinc.com](http://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/](http://www.pinterest.com/skinfixinc/)
- **Linked In:** [www.linkedin.com/company/skinfix](http://www.linkedin.com/company/skinfix)





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