



For Immediate Release

SKINFIX LAUNCHES NATURAL SKINCARE REGIMEN FOR PEOPLE LIVING WITH DIABETES IN CANADA

Extremely dry skin due to diabetes? Relief is on its way with Skinfix's clinically proven and dermatologist recommended Skincare Regimen

(Halifax, Nova Scotia, Canada) October, 28, 2015. It's a fact, diabetes causes dry skin. [Skinfix® Inc.](#), the expert in healthy skin for the whole family, is on a mission to help heal the dry, irritated skin of the 3.4 million Canadians living with diabetes. The Skinfix Diabetic Relief Collection is filled with skin healing natural ingredients, is clinically proven and dermatologist recommended. Skinfix is a proud supporter of the Canadian Diabetes Association; this regimen includes: [Skinfix Moisturizing Body Wash](#), [Skinfix Daily Relief Lotion](#), [Skinfix Hand Relief Cream](#) and [Skinfix Healing Foot & Leg Balm](#). It is available at Shoppers Drug Mart, Loblaws, Jean Coutu and Skinfixinc.com.

Those with diabetes tend to have more severe skin problems than those who do not, as the disease constantly breaks down the skin's defence system. High levels of glucose can cause the body to lose fluids, which can lead to dry, cracked and irritated skin, on legs, feet and hands. According to the Canadian Diabetes Association, people living with diabetes are 20 times more likely to be hospitalized for a non-traumatic lower limb amputation than the general population. In addition, constant glucose meter testing and hand washing can leave hands and fingertips, split and irritated.

"Skin problems are one of the first signs of diabetes. A combination of poor circulation and slower skin function result in a compromised skin barrier. A daily moisturizing regimen is one of the most important lifestyle changes you can make when diagnosed with diabetes," says Dr. Sandra Skotnicki, Medical Director, Bay Dermatology Centre.

The Skinfix Diabetic regimen is packed with natural ingredients like coconut and sunflower oils and is urea free – a synthetic moisturizer and exfoliator that can irritate already sensitive skin.





The collection doesn't include other potential irritants like fragrance, soy, gluten, parabens and phthalates. The Skinfix Healing Foot & Leg Balm was clinically tested by a podiatrist on people living with diabetes and was proven to be safe and effective at moisturizing dry, cracked skin on legs and feet by 83%. Skinfix Hand Relief Cream was also clinically tested by a dermatologist on people living with diabetes and was proven to be safe and effective at immediately increasing skin hydration on dry cracked hands by 74%.

"Diabetes touches so many people, and yet skin health isn't something that is a focus until complications arise," said Amy Gordinier-Regan, President of Skinfix Inc. "As the natural skincare experts, we wanted to tackle the tough skin issues of people with diabetes. Our regimen is clinically proven to be safe, gentle and effective and uses the best natural ingredients to keep the skin barrier healthy."

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-\$19.99 and sold at Shoppers Drug Mart, Loblaws, Rexall and Jean Coutu, as well as Skinfixinc.com.

- **Skinfix Moisturizing Body Wash (12.5 fl. oz./\$19.99)** This ultra-mild, sulfate free formula uses natural coconut based cleansers to lightly foam without stripping or irritating. Emollient oils of jojoba and sunflower leave skin feeling soft and supple, while oat and rice bran extracts help relieve flaky and itchy tight skin.
- **Skinfix Daily Relief Lotion (12.5 fl. oz./\$19.99)** This lightweight, yet deeply moisturizing lotion keeps skin looking and feeling healthy when used daily. It instantly soothes and protects dry, flaky and irritated skin. Coconut, jojoba and apricot kernel oils relieve itch, hydrate and help to repair the skin barrier to keep skin soft, supple and healthy.
- **Skinfix Hand Relief Cream (2oz/\$24.99)** Constant hand washing and daily testing with glucose meters can leave hands and fingertips battered, split and irritated. Hand Relief Cream is an extra gentle, yet deeply moisturizing hand cream specifically formulated for those with diabetes. In a clinical test run on people living with diabetes, 97% felt their dry cracked hands and fingertips were relieved and protected after using this product. It's also fragrance free and won't interfere with glucose meter readings.





- **Skinfix Healing Foot & Leg Balm (2 oz./\$24.99)** A concentrated, urea free healing and moisturizing formula for severely dry feet and legs due to diabetes or poor circulation. This powerful balm soothes and repairs cracks and fissures, while helping to protect feet and legs in order to maintain healthy skin. In a clinical test run on people with diabetes, 100% felt that after just one application skin felt soothed and protected.

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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