



FOR IMMEDIATE RELEASE

TRACTENBERG & CO.
LAUREN DONNER
SARAH STOCKER
212.929.7979

INTRODUCING NEW CUREL® TARGETED THERAPY™ HAND & CUTICLE AND FOOT CREAMS

THINK: **The no nonsense cure for dry skin from your fingertips to your toes.**

WHAT THEY ARE: **Specialized solutions.** The expert in the art and science of healing dry skin, Curél® lotion is about to unveil two new products **designed specifically for your most over-worked body parts** – your hands and your feet. Introducing **Curél® Targeted Therapy™ fast-absorbing Hand & Cuticle Cream** and **Curél® Targeted Therapy™ deep-penetrating Foot Cream**, two formulas that heal the dry, rough and attention-deprived skin of the **hands and feet.**

THE BACKGROUND: Over the last few years, much attention has been drawn to the hands and feet. **Trends such as right-hand rings** and the **increase in at-home spa treatments** for the hands and nails have resulted in a new consciousness among women when it comes to the state of their hands. In addition, the **rising concerns over germs have led to a peak in hand washing**, a factor that is considered to be the number one cause of dry hands. When it comes to feet, **strappy sandals, sling-backs, wedges and mules** have dominated shoe trends and are more commonly accepted in the workplace. The result is an **increased focus on the condition of one's feet** and a tremendous rise in **professional pedicures.** The bottom line? **Having beautiful hands and feet is a must.**

FROM THE EXPERT: “My patients are increasingly concerned with dry skin on the hands and feet,” says **dermatologist Dr. Diane Berson, Assistant Attending Physician at New York-Presbyterian Hospital.** “While there is a growing trend of professional procedures for both the hands and feet (especially injectibles), I always tell my patients that **moisturizing these areas is crucial in keeping them looking healthy and young.** And these new formulas from the **Curél® Skincare** experts do just that by drawing upon **powerful, natural ingredients that not only hydrate, but protect the skin from dryness.**”

The Curél® Targeted Therapy™ Creams Collection:

Curél® Targeted Therapy™ Hand & Cuticle Cream – This **fast-absorbing** formula **softens** and smoothes hands and cuticles via a formula which includes a blend of **soymilk**, an anti-oxidant that is known for preventing irritation; **Monoï Oil**, a unique blend of **Tahitian tiare flower** and **coconut oil** that has been used to moisturize the skin for centuries; and **Vitamin E**, an anti-oxidant that reduces skin dryness and flaking and aids in healthy cell reproduction. This powerful formula noticeably softens rough cuticles with just one use, and leaves hands soft and smooth all day—even through several hand washings.

Curél® Targeted Therapy™ Foot Cream – This **deeply penetrating** formula is meant to be **used at night** to **soften** and **heal** cracked feet via a mix of **shea butter**, a natural plant butter that is known to deeply moisturize dry skin; **coconut milk**, a powerful derivative of the tropical fruit that is not only known to soften and smooth the skin, but is also known for its anti-inflammatory and anti-bacterial benefits; urea, which helps remove the thickened, callused skin on the feet; and **Vitamin E**, an anti-oxidant that reduces skin dryness and flaking and aids in healthy cell reproduction. Curél® Targeted Therapy™ foot cream **smoothes and softens dry, cracked skin in just two nights**, significantly improving the look and feel of even the driest feet.

WHAT THE COST: both are \$4.99 for 3.5 ounces

WHERE TO FIND THEM: Food, drug and discount stores nationwide

Kao Brands Company is a leading manufacturer of premium beauty care brands that are recognized around the world for their innovation and quality. Kao Brands Company's portfolio includes Ban® antiperspirants; Jergens® and Curél® hand and body lotions; Bioré® facial care; John Frieda®, Frizz-Ease®, Sheer Blonde®, Brilliant Brunette®, Radiant Red® and Luminous Color Glaze™ Professional hair care. Founded in 1882, Kao Brands Company is a wholly owned subsidiary of Kao Corporation.

FOR MORE INFORMATION, PRODUCT IMAGES, SAMPLES, OR
TO SPEAK WITH DR. BERSON:
LAUREN DONNER/SARAH STOCKER
TRACTENBERG & CO.
212.929.7979