



### **Vitamins with Select Botanicals to Nourish and Protect Sensitive Skin**

It is becoming common knowledge that vitamins can affect the skin. A lack of vitamins shows up in the form of skin becoming dry, oily, blotchy, lifeless, and dull. To maintain healthy skin, a variety of vitamins is necessary to keep it resilient. Among these are Vitamins A, E, C, and D. Furthermore, both vitamins E and C are well known antioxidants, which are critically important in keeping those dangerous free radicals at bay. This formula is chocked-full of vital ingredients that simultaneously nourish, or feed, the skin, while protecting it from harm from both the sun and free radicals.

Humphreys includes Vitamin A and Pro-Vitamin B, which help to firm, tone, and increase moisture, along with the anti-oxidant queens, Vitamins C and E and some Tea Extracts. These are the added to Humphreys Signature Blend of Witch Hazel and Jasmine. Also included in this potent formula are two sunscreens which help protect the skin & prevent premature lines and wrinkles, providing an SPF of 18. This comprehensive combination also includes Certified Organic aloe, Lavender, Calendula, Rose Hip, Arnica, Chamomile, and Flax Seed. Flax Seed contains Omega 3, which has been proven to be essential for good health, and since the body does not produce it, Omega 3 must be delivered to each cell. With this vitamin-enriched lotion, Humphreys has created a new definition of a high quality moisturizer, one that will not leave skin feeling oily; it gently nourishes and enriches the skin, leaving it feeling soft, supple, and smooth. And the subtle fragrance is an added delight to the senses!

### **Oil Control creates the ideal balance: Skin that's clean & fresh, while lightly moisturized**

There are millions of people who are confronted with this skin care problem every day: combination skin. This is where parts of your skin are dry, and others are oily, at the same time. And it's no fun to try to even it all out without using a wide variety of products to do so. Humphreys has created an effective answer to that problem, in one easy to use lotion: Organic Botanicals Sensitive Skin Therapy's Oil-controlling Daily Moisturizer. It is a unique lightweight lotion that provides weightless hydration for thirsty skin, while simultaneously regulating and balancing the production of oils on your skin. It feels so good on the skin! The key to the success of this formula lies not only in the soothing properties of the Signature Blend of Witch Hazel and Jasmine, but the synergistic effect of this formula works with the skin's natural chemistry to help calm and revitalize and even restore natural balance to sensitive skin. This is perfect for those men and women who have delicate, combination complexions because the Green Tea, White Tea, and Arnica create a one-two-three punch in helping to blot and absorb and control excess sebum. Those who have been in the focus groups rave about this product! They say that it is non-greasy, lightweight, and yet perfectly moisturizing. Plus, they said their skin was left completely shine-free and smooth-feeling all day. Plus, the ingredients that offer anti-oxidant protection rounds out this effective formula.

### **Elegant packaging: The Humphreys girl means quality, purity, and trust**

The beautifully drawn young woman on the packaging for these two new lotions is shown holding branches that exemplify both the heritage of the company and its commitment to the natural enhancement of beauty. It conveys the quality and purity upon which Humphreys reputation has been built. The pricing for the sizes and quality are clearly head and shoulders above any similar skin care products available today. Marketing Director for Humphreys Pharmacal, Bryan Jackowitz, stated "These two additions to the Organic Botanicals Sensitive Skin Therapy line were created with our health conscious consumers in mind. They want the purity and the certification of excellence, which we provide for them. Plus, the Humphreys legacy of more than 153 years in creating skin care products puts us right up there in terms of brand recognition."

### **Humphreys: Classic Heritage Blends with Modern Sensitivities**

Since 1854, Humphreys has produced the highest quality natural products for skin care and personal care. Originally formulated by the respected physician Dr. Frederick Humphreys, M.D., our products are based on traditional, time-honored botanical ingredients to care for your body in the gentlest ways possible. We continue to produce our products in the same manner, harvesting many of our natural ingredients by hand and utilizing time-honored processing techniques – resulting in therapeutic products that work with your body’s natural chemistry to help calm, revitalize and restore natural balance to sensitive skin. Organic Botanicals Sensitive Skin Therapy is the latest in the Humphreys’ legacy of wholesome, natural wellness products, and is the beginning of yet another tradition. Stay tuned for more innovations from Humphreys Pharmacal. Visit [www.humphreysusa.com](http://www.humphreysusa.com) and call 1-866-267-8710. Humphreys...*It's what's inside*

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# Humphreys®

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**News Release**

**HUMPHREYS INTRODUCES TWO NEW WAYS TO FACE SENSITIVE SKIN...  
OIL CONTROLLING DAILY MOISTURIZER & VITAMIN-ENRICHED LOTION WITH SPF 18**



Humphreys family introduces two moisturizing lotions to their innovative **Organic Botanicals Sensitive Skin Therapy Line** which address specific skin care needs of many consumers with delicate skin: **Oil Controlling Daily Moisturizer** and **Vitamin Enriched Lotion with SPF 18**. These lotions are the latest additions to the unique concept which is a Humphreys original: to enhance their Signature Blend with specially chosen botanicals that help control oils on the skin for those with combination skin, and to gently soften & revitalize, and also nourish the skin for all those who have delicate complexions.

**\*For digital files of this image please email [bjackowitz@humphreysusa.com](mailto:bjackowitz@humphreysusa.com)**