

relieve anxiety, low mood and fatigue. This subtle extract helps to enhance each Humphreys Organic Botanicals Sensitive Skin Therapy formula.

The other natural botanical and organic palliative ingredients chosen for each application work together to calm, cleanse, soothe, and moisturize delicate skin. The **Non-Drying Cleansing Gel** gently washes away excess oils and impurities, while simultaneously calming with Arnica, Lavender, Chamomile, nourishing with Kelp, Cucumber & Organic Aloe, and protecting with Green Tea & Organic White Tea, well known for their powerful antioxidant benefits to help protect against damaging free radicals. The **Moisturizing Cleansing Milk** adds to this blend: Organic Sunflower, Rose Hip, Borage and Flax Seed Oil, to nourish and protect the skin – leaving it feeling deeply hydrated, with anti-aging Omega 3 & other Essential Fatty Acids. Also, the inclusion of Hyaluronic Acid adds the special benefit of improving the skin’s ability to retain moisture. And the **Alcohol-Free Hydrating Toner** adds the benefits of Organic Aloe, Lavender and Calendula to provide purity, balance, and protection prior to moisturizer and makeup application, without the drying effect of alcohol.

“Now more than ever, consumers are coming into the naturals market in search of facial care products that are gentler on the skin, yet are effective,” says Bryan Jackowitz, Marketing Manager for Humphreys Pharmacal. “A large number of people have reactive complexions and thus have very few choices of skin care products they can use regularly with confidence. Humphreys Organic Botanicals Sensitive Skin Therapy line is the result of a century and a half experience and modern wisdom.”

Humphreys Comprehensive Campaign: “Are You Sensitive?”

In creating this new sensitive skin care line, Humphreys has fine-tuned the development of each formula to address several consumer concerns, which were derived from multiple focus groups, and is reflected in their “Are You Sensitive?” advertising campaign. For example, other natural toners were criticized for leaving a sticky feeling after application; Humphreys Alcohol-free Hydrating Toner does not. Some cleansers received negative reviews because they often left sensitive skin feeling overly dry and tight; Humphreys Non-drying Cleansing Gel, and Humphreys Moisturizing Cleansing Milk are each formulated to leave the skin feeling clean, refreshed and supple. Often, fragrances are either too potent, “off,” or downright unpleasant. Organic Botanical Sensitive Skin Therapy products use no artificial fragrances and have been specially formulated using ingredients that present a light and clean scent that does not linger or conflict with cosmetic applications. All of Humphreys products are EU compliant, contain carefully selected premium botanicals, many of which are certified organic, are 100% vegetarian, and have NO artificial colors, fragrances, parabens or other harsh preservatives.

Dramatic Shelf Impact

Humphreys Organic Botanicals Sensitive Skin Care Therapy products make a statement on any shelf. Their uniquely beautiful packaging features a more modern take on their original design, depicting a young woman holding branches that exemplify both the heritage of the company and its commitment to the natural enhancement of beauty. Both the new and traditional Humphreys product lines are available at fine natural products/health stores across the country. For anyone who answers, “yes” to the question, “Are you sensitive?” Humphreys has the solution!

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 and call 1-866-267-8710. Humphreys...*It’s what’s inside*



Humphreys®

Humphreys Pharmacal, Inc.
31 East High St. • P.O. Box: 317
East Hampton, CT 06424
Tel: (860) 267-8710
Fax: (860) 267-1111

Contacts: Bryan Jackowitz
Marketing Manager
(860) 267-8710
bjackowitz@whazel.com

Roger DeFrang
Sales Manager
(860) 267-8710
rdefrang@aol.com

News Release

HUMPHREYS ASKS AND ANSWERS, “Are You Sensitive?” INTRODUCING ORGANIC BOTANICALS SENSITIVE SKIN THERAPY



Addressing the needs of millions of women and men with sensitive skin, **Humphreys Pharmacal, Inc.**, a pioneer in natural witch hazel products for more than 150 years, is launching the first three products in their innovative skin care line, **Organic Botanicals Sensitive Skin Therapy**. Each product utilizes the combination of Humphreys’ own 100% Natural Witch Hazel together with Jasmine and other carefully selected herbs to help balance and rejuvenate sensitive skin.

***For digital files of this image please email bjackowitz@whazel.com**