

Manufacturing Innovation Insider Newsletter

Quilters and Knitters Fight Dry, Rough Hands with New Shielding Lotion

According to Lynn Benson, a quilter, seamstress, and owner of Heath Hen Quilt Shop this new type of lotion "works and is sorely needed."

Whether you're working with fabric, yarn, or thread, your hands are probably drier and rougher than you'd like, due to the moisture-robbing properties of fabric and harsh realities of daily living. Too often this can lead to dropped stitches, wasted fabric, aggravation, and severe discomfort when your handiwork catches on dry skin.

Fortunately, a new type of "shielding" lotion is providing a solution. Unlike traditional moisturizers that add artificial moisture to the skin's surface where it can rub off onto fabrics or is easily washed away, shielding lotions instead bond with the skin to keep moisture-robbing irritants out while locking in the skin's natural moisture. These new lotions are attracting a surprising amount of new business to quilting/knitting retailers across the country, as craft enthusiasts respond to their benefits. Some even claim these products go beyond protecting the hands and actually work to repair damaged skin.

"Working with synthetics takes the moisture from my fingers, especially around the nails," says Lynne Benson, a quilter, seamstress, and owner of Heath Hen Quilt Shop in Vineyard Haven, Mass. "They can leave your hands dry, rough, cracked, and susceptible to injury, snags, or other problems."

"If hands are rough, yarn, fabric and similar materials can snag, forcing you to cut and begin again," adds Darlene Mantis, owner of the Stitching Mantis retail shop in Cape Elizabeth, Maine. "You don't want to put snags into scarves, sweaters, cross stitch, whatever you're working on."



Lynne Benson, quilter, seamstress, and owner of Heath Hen Quilt Shop in Vineyard Haven, Mass. According to Benson, a shielding lotion "works and is sorely needed."

Traditional moisturizers help to a degree, but often get rubbed or washed off, leaving hands dry, inflexible, or even in pain during hours of repetitive and delicate finger work. Moreover, for moisture to improve a dry skin condition, it needs to get below your second layer of skin. The only moisture that does so is your skin's own moisture.

In fact, artificial moisturizers on the skin's surface may actually send the wrong message – that your skin is adequately moisturized, when it's dehydrated of natural moisture. This can reduce your body's natural production of moisture and exacerbate a dry skin condition.

Looking for a solution to skin dryness and roughening, quilters, knitters, and others who work with fabric, yarn, and thread are instead turning to shielding

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lotions, such as *Gloves In A Bottle* (www.glovesinabottle.com) or *Skin MD* (www.skin-md.com). These shielding lotions go beyond mere moisturizing to bond with the outer layer of skin. Like “invisible gloves,” this keeps moisture-robbing irritants out, while retaining your skin’s natural moisture. The result: better hydrated skin. One application typically lasts for four hours or more and comes off naturally with exfoliated skin cells.

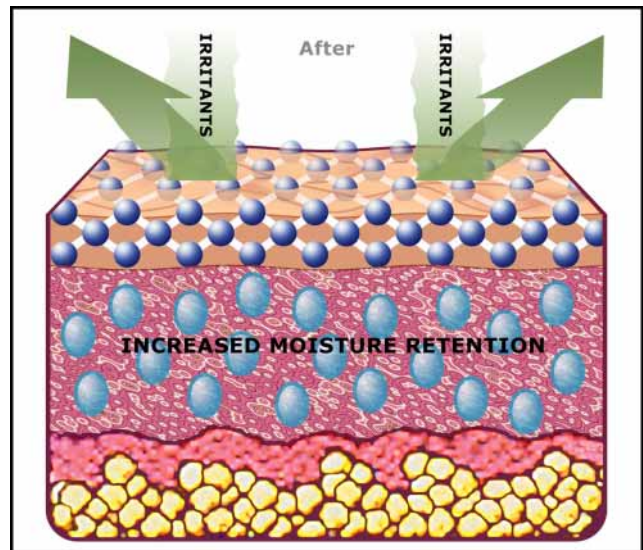
On trying *Gloves In A Bottle*, Mantis says, “The product penetrates quickly to stop the dryness and discomfort in my hands. Before, my hands bled due to fabric handling, harsh weather, detergents and so on. Now, I knit and stitch in comfort. The product not only protects my hands, but also seems to repair the skin.”

Lynne Benson agrees. “It leaves my hands smooth, with no rough edges to snag on fabrics, and has helped heal my split finger tips. With my hands in better shape, I enjoy quilting more, am more productive, and no longer drop stitches due to dry skin snags. It also protects my hands from dyes and irritants, without the fragrance of typical moisturizers that can cause allergic reactions.”

According to Benson, a gentleman from halfway across the country called to say he’d buy the product at her shop while he was in the area. “Sales are brisk as customers return to buy bottles for friends and family, and spread the word. Because the product works and is sorely needed, it’s bringing us welcome new customers,” says Benson.

Skeptical at first, Mary Ann Yeager and her staff at Carriage House Quilt Shoppe quickly warmed to *Gloves In A Bottle* after trying free samples and a counter pump jar. “The product really works,” says Yeager. “Unlike most lotions, it keeps your hands supple and moist, and doesn’t wash off. It’s non-greasy, so you don’t know it’s there.”

Yeager’s staff gives free samples to their customers. “Many wives return to buy the product for their husbands, and husbands buy it for their wives,” says Yeager. “It solves the problem of dry hands not



Gloves In A Bottle has the advantage of binding with the outer layer of the skin and forming a protective seal to keep out harsh chemicals and keep in your natural moisture.

just for quilters, but for anyone with dry hands who needs to stay active and comfortable.”

Shielding lotions such as Gloves In A Bottle are available in the US and Canada at thousands of locations including over 1,100 quilting, sewing, and yarn shops; and over 2,000 garden and specialty shops. For more info call 800-600-1881, or visit www.glovesinabottle.com. For more info on Skin MD, visit www.skin-md.com.

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