

Manufacturing Innovation Insider Newsletter

A New Type of Lotion is Winning Raves from Women

Every once in a while a new kind of product or a new way of doing things comes along for women that gets them talking. Before long, they tell their sisters, friends, neighbors, co-workers – anyone that’ll listen. Such is the case with a completely new category of “shielding” lotions that are winning raves from women of all ages and walks of life.

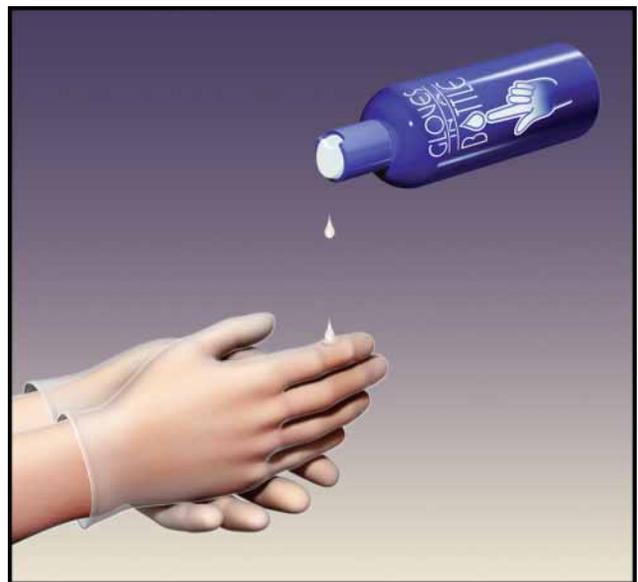
From teenagers to seniors; from nurses to gardeners to quilters; women who are using the product are telling incredible stories about dry and cracked skin and hands that are cured overnight. What’s more, there is an air of liberation in their comments, as if they’ve been freed from the suffering of a long and quiet burden.

“I literally have my life back,” says Linda Lemke, a Largo, Flor. upholsterer of 35 years who is now using a shielding lotion she found in a local drugstore.

Lemke, like many professional and career oriented women, had a job that was wreaking havoc on her hands. In this case, the culprit was fabric samples, which often contain formaldehyde. Her condition was so serious that she was forced to retire after suffering from anaphylactic shock caused by exposure to the chemical.

“I couldn’t work for nine years. Now (after using a shielding lotion) I can and I’m telling everybody why,” says Lemke.

Shielding lotions are not your typical hand or body lotion. It is, in fact, a completely new category of product that looks like a lotion – but acts very differently on the skin. Most lotions attempt to artificially add



Gloves in a Bottle - a new type of “shielding” lotion - acts as a barrier to unwanted skin irritants while conserving the body’s own moisture.

moisture to the skin. Shielding lotions, such as Gloves In A Bottle (www.glovesinabottle.com) or Skin MD (www.skin-md.com), instead are designed to create an invisible, protective barrier which keeps harmful chemicals out and keeps a woman’s natural moisture in, letting Mother Nature provide the necessary healing to repair skin at its deepest levels.

“Your skin wasn’t designed to deal with soap, bleach, hair coloring and thousands of other everyday chemicals,” explains Dr. Peter Helton, a board-certified dermatologist specializing in cosmetic dermatology. “Nearly everyone’s skin is exposed to harmful chemicals on and off the job.

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Unfortunately, a majority of traditional lotions have the same basic goal - to simply make up for the moisture that our bodies are losing by adding an external source of moisture.

"Most lotions are oil-based or lanolin-based and just sit on top of the skin," Dr. Helton explains. "They don't reach into the crucial underlying layers. Trying to replace the lost oil with other oils doesn't always work very well; you don't know if you are replacing the right oil and even then you are just putting a patch on the problem. It is much better to protect the skin from the environment and then your body will take care of itself."

According to Helton, shielding lotions prevent this by bonding with and protecting the skin. "They not only add moisture to your skin, but also stop the loss of your natural moisture."

It's also becoming clear that dry and cracked skin and hands have ramifications beyond physical pain and discomfort. There is also often an emotional toll, with women talking about "intense embarrassment" or low self-esteem as a result of their condition.

Maria Piech, a housewife from Los Angeles quietly despaired about her skin problems. Her hands were constantly dry, cracked and a constant source of pain and embarrassment.

"I'm only 32 but my hands make me look like I'm at least 70," said Piech.

Her catalog of attempted remedies included triple-antibiotic ointment, pure Cocoa Butter, Corn Huskers, Vaseline's Waterproof hand lotion, Neutrogena's Norwegian Formula Hand Cream, a hand cream for gardeners, Nu-Skin, Liquid Band-Aid, super-glue dipped in baking soda and many more - with no lasting relief.

"I'd tried all the fads and roamed all the cosmetics counters and pharmacy shelves looking for that one perfect moisturizer. I visited dermatologists and doctors for years, but nothing seemed to work," she said.

Piech then tried a shielding lotion. "I used *Gloves In A Bottle* before I went to bed and when I woke up

the cracks on my skin were almost totally healed," said Piech. "I'd tried everything and never gotten anything even close to the healing I got with just one use."

Fourteen-year-old high school freshman Jennifer Carlisle, of Hawthorne, Cal. found shielding lotions to be effective for eczema, a chronic skin condition she has endured for years, and which also affects 15 million Americans.

By using a shielding lotion, Carlisle is now able to swim in chlorinated pools, perform drama, dance, bathe, shower, and live the active lifestyle she craves without worrying if uncontrollable itching will cut her efforts short.

"It's helped my confidence, says Carlisle. "I don't feel like an outcast anymore."

Shielding lotions are credited with an assist for career women who are exposed to harmful chemicals.

Linda Lemke, who has since returned to the upholstery business, credits shielding lotions for "getting me back to work and giving me back my life."

In the nursing profession, many women have hand conditions due to frequent hand washing with antibacterial soap, and even exposure to latex. Sharon Thompson, a LPN at an outpatient chemotherapy clinic in Nashville, Tenn., "tried just about every type of lotion and nothing worked."

"(Shielding lotions) protect my hands from antibacterial soaps, cleansers, and the latex gloves I wear as a nurse," says Thompson. "It helped heal my cracked fingertips and even a cut on my finger, which disappeared after just two days."

*Shielding lotions such as *Gloves In A Bottle* are available in the US and Canada at over 9,500 pharmacies and over 3,000 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.*

Del Williams is a technical writer based in Torrance, California.