



Subject line: Relief from the burning cold of winter

“Nothing burns like the cold.” – George R.R. Martin, *A Game of Thrones*

The burning cold of winter can wreak havoc on your skin, particularly your hands. Did you know that the body loses more than 30 percent of its heat through the hands and feet? This can leave your poor hands feeling dry, tight and itchy. And with flu season upon us, we are all washing our hands more frequently. However, all that hand-washing robs the skin of the oils it needs to hold in moisture and keep hands looking young, smooth and comfortable.

Enter *eraclea*'s Simply Perfect Hand Cream. This ultra-hydrating blend nourishes the hands with a combination of milk lipids, vitamins and Shea butter. The essential grapefruit and orange peel oils give it a quick burst of citrus fragrance. This hand cream soothes even the driest hands on contact for up to 8 hours with no greasy residue. The secret is the patented HylaSponge® System - a complex of three different forms of hyaluronic acid, a naturally occurring component of the skin's support structure that diminishes as we age.

Please consider *eraclea*'s Simply Perfect Hand Cream, or any of our other groundbreaking products, for any skin care stories you might be planning. For further information, images, product samples or expert quotes, please contact me at 214-252-0900 or amber@tuckerpr.com.

Best regards,

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