

For immediate release: January 2014



**Set your skin free**  
with **NEW** natural skincare product  
**Dry2Alive**

Specifically formulated to treat dry, *sensitive* and problem skin

**Dry2Alive** 50 ml £10.40 available from <http://www.dry2alive.com>

Bring instant and long lasting relief to dry, irritated and *sensitive* skin with **Dry2Alive**, the new natural deeply hydrating face and body cream. **Dry2Alive** is a unique and balanced formulation of the world's finest active, botanical ingredients and suitable for the whole family, from birth upwards.



Formulated and created by Ishiso, a London based natural skin care company, **Dry2Alive** is 98% natural and contains no chemical nasties or animal ingredients. Instead, its mild formula combines 14 of nature's finest healing oils working in harmony to calm, rehydrate and rejuvenate the skin. Dermatologically tested, it is as gentle as water and suitable for people with **sensitive skin, eczema and psoriasis**.

Natural ingredients include **Baobab Seed Oil** known for its anti-oxidant properties and ability to soothe eczema and psoriasis which is rich in vitamins A, D, E and F and Omega 3, 6 and 9; nutrient rich **Oatmeal Kernel Extract** which has strong anti-inflammatory benefits; **Marshmallow Root Extract**, a beautiful soothing herb which reduces itching while controlling bacterial infections; **Borage** and **Rosehip Oils** which together, deliver deep penetration of moisture to the skin.



**Dry2Alive**'s effectiveness is based on the fact that it doesn't hold back on what's best for treating dry skin. This means it also contains quality extracts of Aloe Vera, Amaranth Seed, Calendula, Chickweed, Mahonia and Olive Squalane. Mild essential oils of Lavender, Geranium and Chamomile provide a fresh uplifting scent which is suitable for men, women and children.

Silky, non sticky and easily absorbed, a small amount of **Dry2Alive** goes a long way, quenching areas of parched skin and leaving a light yet moisturised feeling for the whole day.

**Dry2Alive** offers a fresh solution to the management and relief of dry skin conditions including rough and cracked skin on the hands, feet, elbows and knees, winter dry skin patches as well as an anti-aging moisturiser for people with sensitive skin, babies cradle cap and children's dry skin patches, atopic eczema, psoriasis and itchy skin caused by hormonal changes such as the menopause.

**Dry2Alive** is a revolutionary new product full of natural goodness enabling sufferers of dry and irritated skin to set themselves free to enjoy life to the full.

**Dry2Alive** is available from [www.dry2alive.com](http://www.dry2alive.com) RRP £10.40 for 50ml.

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For further press information and samples contact  
The Spa PR Company  
T. 020 7100 7018

E. [Tracey@thespaprcompany.com](mailto:Tracey@thespaprcompany.com) | [harriet@thespaprcompany.com](mailto:harriet@thespaprcompany.com)  
[www.thespaprcompany.com](http://www.thespaprcompany.com)