

New Clinical Study Shows Quick Visible Results with Flexitol

By Sarah Remy

Flexitol® Heel Balm has long been recommended by podiatrists for patients with rough, dry, and cracked feet—and with good reason. The highly efficacious, con-

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centrated balm contains 25% urea and which enhances stratum corneum water binding capacity, reduces transepidermal water loss (TEWL), and supports hydrotropic solubilization. In addition to the urea, there is a synergistic blend of emollients including:

- Lanolin to restore and maintain moisture balance
- Shea butter to moisturize and promote softer, smoother skin, and
- Aloe Vera, a natural soothing agent.

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But there are also other factors that add to its appeal for patients, and may help improve treatment compliance. “A new clinical study demonstrated that most consumers will experience visible results in just one day when using Flexitol Heel Balm as directed,” notes Sarah Remy, U.S. Manager of Marketing and Sales. “With patients seeing results this quickly, they are motivated to continue to take care of their feet. Also, Flexitol Heel Balm is non-greasy, so it is more pleasant to apply.” She notes that Flexitol Heel Balm is widely available across the U.S. in the footcare section of stores such as Walmart, Walgreens, CVS, and Rite Aid and adds “Flexitol Heel Balm is a treatment that is affordable for most patients: At Walmart, the Flexitol 2 oz size is available at an everyday price of about \$5.00.”

LaCorium Health, the maker of Flexitol®, continues to offer the popular Flexitol® PSP (Patient Sampling Program). Each PSP shipment contains two counter-top dispensers of 50 Flexitol Heel Balm sample packets and 2 prescription-pad sized Flexitol OTC product recommendation sheets, which include \$2.00 coupons for patients to use at retail stores. To request a free Flexitol® PSP kit, *offices may go online to <http://www.flexitol.com/psp>, email usainfo@flexitol.com, call toll free at 1-866-478-3338, or click here.*

