



# Relief for Sensitive Skin

I have always done my best to care for my sensitive skin. But recently my skin has been even redder, drier, and more sensitive than usual.

I decided to ask my pharmacist for help. She told me that damage to the skin's natural moisture barrier can result in dry, red, irritated skin. This damage can be caused by factors that include:

- exposure to wind, cold and indoor heating;
- frequent bathing with hot water;
- substances such as harsh soaps, dyes, perfumes, or skin care products containing alcohol, which may strip the skin of oils.

My pharmacist told me that to care for my sensitive skin and help prevent irritation, redness and dryness, I should protect myself from temperature extremes, use a humidifier in dry weather, wash in lukewarm water using products for dry, sensitive skin, and regularly apply a moisturizer. This will help to repair and restore my skin's natural moisture barrier.

your pharmacist and you



Produced and distributed by Communimed Inc. 1-800-363-5634



## New Advanced Moisturizing Restructuring your skin's natural moisture barrier

- With its unique Derma Membrane Structure, IMPRUV Cream restores and maintains the skin's natural lipid barrier
- Ideal for dry, sensitive skin
- Contains lipid ingredients similar to those found in the skin
- Provides fast, lasting relief of dry skin
- Hydration without irritation: hypoallergenic and non-comedogenic
- Leaves skin feeling silky smooth
- Now available in 75 mL and the NEW 150 mL size

Look for IMPRUV Cream in the Skin Care Section or ask your Pharmacist.

**STIEFEL**  
Trade-mark  
STIEFEL CANADA INC.  
Montreal, Quebec  
©2005  
www.stiefel.ca

Honour Society CDF Platinum Donator  
STIEFEL Canada Inc. supports research  
in skin care through a grant to the  
Canadian Dermatology Foundation

