

skin's best-kept secret

Treat and soothe dry, sensitive skin with a secret weapon from the dermatological pros.



From the true skin experts at **Stiefel Canada** comes **IMPRÜV**, the most innovative moisturizer on the market. A revolutionary formulation, it has long been a trusted best-seller in Europe and Asia. And finally it is available in Canada.

“Thank you all from the bottom of my heart for your wonderful product! Our little girl (now six months old) has been suffering from eczema. We tried everything you could think of on her face but nothing was working. Most products made it worse in a matter of minutes. Within 24 hours of trying **IMPRÜV**, the redness, swelling and welt-like bumps subsided. Thank you!”

- Michelle McGary

“I have tried numerous products in the past to control my eczema - some that were very expensive! **IMPRÜV** is the only cream that works - it is the best one by far that I have tried. Both of my children have eczema, and **IMPRÜV** worked wonderfully on them as well, reducing the need to use steroid creams.”

- Christopher Yee, pharmacist

How it works

Your skin's outer layer is called the stratum corneum. It is made up of dead cells that shed about every two weeks. **IMPRÜV** deeply penetrates into this layer, promoting the restructuring of the skin's natural lipid barrier. The result: long-lasting, deep protection. Plus, when your skin's normal barrier function is restored, it will be better able to maintain itself and prevent further moisture loss.

It's the ideal cream for the entire family - gentle enough to use on your child's eczema and powerful enough to treat and calm your dry, itchy skin. It works on three crucial levels, by replenishing, regenerating and restoring your skin's moisture. **IMPRÜV**'s soothing results and rich formulation are both fast-acting and long-lasting.

BONUS: **IMPRÜV** is hypoallergenic and contains no perfumes, dyes or preservatives, making it the perfect solution for sensitive skin! And best of all, it's available without a prescription - just look for it on the shelves of your local pharmacy.



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Montreal, Quebec
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