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Dear Mr Sample,

### **At last - an effective treatment for eczema**

If you or your child has eczema, you'll know only too well what a nightmare it is. The chances are that dealing with that problem has led you to try product after product only to find that the benefits gained are minimal. Not only that, but many products are unappealing to use. But now there's a complete answer: Eucerin, a clinically-proven cream from Beiersdorf, a company with over 100 years of skincare expertise.

Eucerin 10% Urea Cream is specially formulated for the treatment of extremely dry skin conditions, and has been clinically proven to be effective in treating eczema. It outperforms existing eczema remedies in five separate areas.

#### **1: a natural moisturiser**

Eucerin has urea as its main active ingredient. Urea is a natural moisturiser found in healthy skin, but dry skin conditions such as eczema reduce the urea content by as much as 85% -leading to structural cell damage. So, what is the answer? Many eczema formulations act as barrier creams. These oil-based products stop natural moisture escaping, but at a price. They tend to be greasy, which makes them uncomfortable to use. They are also messy and can stain your clothes.

In contrast, Eucerin offers you a natural solution. Instead of an artificial barrier, Eucerin adds back the urea eczema takes away. This increases the water concentration in your skin cells and allows moisture to be retained the way nature intended. And its unique water-in-oil formulation means that urea and essential lipids penetrate to the deeper levels of your skin.

#### **2: effective against itchiness**

Eczema sufferers agree that itchiness, and the maddening desire to scratch, are the worst aspects of the condition. Eucerin is absorbed quickly, soothing and softening the skin for hours. Indeed, it is so effective that you need only apply it twice a day, and then only sparingly. By binding moisture deeper into the skin, Eucerin lets you say goodbye to the nightmare of itchiness while improving the appearance of your skin.

#### **3: not greasy or oily**

As you'll know if you've tried different products, almost all eczema treatments are thick and greasy. Eucerin is different. It is light and non-oily - but this doesn't make it less effective. On the contrary, Eucerin is more effective, because its water-in-oil formulation carries its active ingredients directly to the deeper parts of your skin. This also means that, unlike many other products, Eucerin isn't uncomfortable to use and won't stain your clothes. Nor does it have an unpleasant smell.

#### **4: non-stinging**

You may have tried urea-based products before and found they had an unpleasant tendency to sting when applied. Not so with Eucerin, thanks to its unique formulation. Tests prove that it won't sting even the most sensitive skin.

#### **5: fragrance free**

The last thing eczema sufferers need is artificial fragrances in their skincare treatments, since these only further irritate their sensitive skin. You'll be pleased to know, therefore, that Eucerin is entirely free of fragrances and other artificial additives.

Eucerin is suitable for children aged five or over as well as adults, so you may wish to try it if you have a child who is an eczema sufferer. Eucerin is available over the counter at pharmacies, or by prescription. We believe that, once you try it, you'll never want to use another eczema treatment again. In fact, we're so sure of this that we'd like to send you a free sample of our 10% urea formula cream. To obtain your free sample, just phone 0870 732 2222, write to us at the address above or visit our website: <http://www.eucerin.co.uk>. We'll happily send you a trial pack and an information leaflet.

Yours sincerely,

[First name, second name, job title]

PS: If you prefer not to receive any further information about our products, please let us know when you reply.