

**NEW SHIELDING LOTION  
 GIVES COMPLETE PROTECTION  
 FOR ECZEMA AND DRY SKIN CONDITIONS**

Sufferers of eczema or dry, itchy and cracked skin are often deprived of the pleasures in life because harsh weather or chemical irritants badly affect their skin. Activities such as gardening and household tasks, sports including fishing, boating and horse riding cannot be enjoyed by them because their skin is vulnerable to outdoor conditions or chemical absorption.

A new type of product called a 'shielding lotion' is recommended by dermatologists as protection for those who suffer from eczema and dry, flaky or cracked skin. The market leading 'shielding lotion' - Gloves in a Bottle - is readily available from pharmacists and other retail outlets throughout the UK or from the website [www.giab.co.uk](http://www.giab.co.uk). It has long been thought that eczema is caused by an allergic reaction. But recent research suggests that many eczema cases are caused by a defective skin barrier that predisposes eczema sufferers to damage from environmental irritants. Many dermatologists are recommending the use of a 'shielding lotion' such as Gloves in a Bottle. This new type of skin care product mimics the skin's protective outer layer, safeguarding hands, elbows, feet or any area where dry skin or eczema needs treating.

Now is the time to start looking for a remedy for dry, chapped, chafed and itchy winter skin. Harsh weather exacerbates the drying effects of the

irritants and chemicals your skin is exposed to. Gloves in a Bottle is a 'shielding lotion' that rapidly absorbs into, and bonds with, the more outer layers of the skin. This creates a protective layer whilst retaining the natural moisture from within. Conventional lotions only attempt to replace natural moistures with artificial ones - but they come off every time you wash. Gloves in a Bottle does not wash off leaving your skin unprotected, but comes off naturally with exfoliated skin after approximately 4 hours. Nurses, gardeners, fishermen, builders, engineers or anyone who works in or enjoys the outdoors are among the men and women, with or without skin conditions who will benefit from the protection offered by Gloves in a Bottle.



[www.giab.co.uk](http://www.giab.co.uk)

**GLOVES IN A BOTTLE**  
 Not Just For Mum's Hands!  
 For Baby's Rashes  
 & Eczema



The most revolutionary  
 skin lotion ever  
 New from the States  
 Any skin - any age

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 Free samples for registered midwives quoting PMW53