

The Theraplex Company Introduces New Products for Eczema

Written by Australian Business

MEMPHIS, Tenn., Oct. 3, 2013 /PRNewswire/ -- The Theraplex Company announced today that it has introduced two new product additions to its line of medical moisturizers. The introduction of Theraplex Eczema Therapy and Theraplex Barrier Balm coincides with Eczema Awareness Month.

In more recent years, the treatment of eczema has become a particular focus for the company. "We received the most heartwarming testimonials from eczema sufferers telling us how Theraplex had truly changed their lives," said Mike Pietrangelo, Managing Partner of The Theraplex Company, LLC. "We became associated with the National Eczema Association, about five years ago, and it opened our eyes to the needs of eczema patients and their families." The uncomplicated, non-irritating, hypoallergenic nature of the Theraplex formulations makes the line ideal for individuals with extremely dry and sensitive skin. Two of the line's original products, Theraplex ClearLotion and Theraplex Emollient, received the National Eczema Association Seal of Acceptance and received their highest rating possible-- 5 out of 5. Theraplex Eczema Therapy and Theraplex Barrier Balm have been awarded the seal as well.

Theraplex Eczema Therapy adds colloidal oatmeal to its highly refined, fractionated petrolatum to create a soothing moisturizer, which penetrates deep into the skin's surface to provide superior hydration and skin barrier protection for hours. Colloidal oatmeal, the active ingredient in Theraplex Eczema Therapy, acts as a skin protectant to help provide long lasting barrier protection to dry, compromised skin.

Theraplex Barrier Balm is a softer version of the original Theraplex Emollient. The lighter formulation allows it to more quickly penetrate the skin's surface while providing the same level of continual moisturization and skin protection.

Both new products contain a special petrolatum fraction, a unique process by which over 80% of the heavy oils and greases are extracted from the petrolatum. This process results in far less tackiness than is typically associated with other petrolatum-based products. Both Eczema Therapy and Barrier Balm are noncomedogenic and free of parabens, preservatives and fragrances.

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The Theraplex line of over-the-counter moisturizers and facial chemical peels has been recommended by dermatologists to patients suffering from various dry skin conditions for more than 20 years.

Theraplex Eczema Therapy and Theraplex Barrier Balm are currently available exclusively through the company's website: www.theraplex.com . During the month of October, Theraplex will honor Eczema Awareness Month by offering special pricing on its products for eczema, with a portion of the proceeds going to the National Eczema Association.

SOURCE The Theraplex Company

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