

DON'T BE AFRAID TO PUT YOUR FEET ON SHOW

Do you feel the need to hide your feet away in a pair of trainers because of unsightly, cracked heels? With Vesagex HeelBalm, your feet will be perfectly soft, smooth and supple so you can wear your sexy slip-ons or cool flip flops with pride.

Vesagex HeelBalm is a high strength, fast-action formula containing urea*, allantoin and natural peppermint oil that provides speedy relief to dry, cracked and painful heels and soles, leaving feet with soft, healthy looking skin.

Dry, cracked skin (xerosis) is a common condition that affects all ages. It involves the thickening and cracking of the underneath and outer margins of the heels. The condition can also affect the soles of the feet, the undersides of toes and occasionally, the elbows and knees.

Most people who suffer with the condition worry about the unsightliness of their feet and find that it prevents them from wearing the shoes they'd love to wear. However, left untreated, cracks can deepen to the extent that the dermis layer of the skin becomes affected. Feet can then become extremely uncomfortable and simply walking or standing is very painful. Deep cracks may eventually bleed and become infected.

The urea and allantoin in Vesagex's HeelBalm are both powerful keratin softening agents that work together to break down hard, thickened areas of the skin and aid its easy removal. Vesagex HeelBalm also contains moisturising agents that penetrate deep into dry skin and increase the moisture uptake, while natural peppermint oil leaves the skin feeling soft, fresh and cool.

Used daily, Vesagex HeelBalm will quickly allow dry, cracked skin to be replaced with soft, moist and healthy skin, **showing a noticeable improvement within 3 days.**

Available from Boots and other pharmacies, selected health stores and supermarkets, Vesagex HeelBalm comes in two sizes – a 50g tube costs £4.99 and a 100g tube costs £7.95.

For further information about Vesagex HeelBalm, contact Herbal Concepts on 01525 292 345 or email: sales@herbal-concepts.co.uk.

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* The urea contained in Vesagex HeelBalm is not from a human or animal source, it is a man-made form of urea, and therefore does not carry an unpleasant odour.

**** PHOTOGRAPHY AND SAMPLES AVAILABLE ON REQUEST, TEL: 020 7833 3759**