

AmLactin®

Serious Care for Softer Skin

Five Ways to Make Your Toes Twinkle This Spring from Leading Foot Expert

MAPLE GROVE, Minn. – April 1, 2010 –Like the flowers beginning to bud, tootsies everywhere are coming out of their boots. Make sure your toes twinkle for their first appearance this spring with AmLactin® Foot Cream Therapy. Dr. Jacqueline Sutera, DPM, recommends the following five tips for tip top tootsies:

- Soak feet in warm water with one cup Epsom salts for ten minutes
- Remove from water and exfoliate away dead skin cells with pumice stone
- While nail bed is still soft, file with emery board to shape and length of your liking
- Apply cuticle oil containing Vitamin E to nail bed and surrounding cuticles
- Finish with a thorough application of a foot cream containing lactic acid, like AmLactin® Foot Cream Therapy

Lactic acid is an extremely effective humectant or a naturally occurring substance that attracts water molecules to the skin to keep it hydrated. AmLactin® Foot Cream Therapy contains the unique (patent-pending) ULTRAPLEX® formula, a high potency blend of three lactic acid alpha-hydroxy compounds that goes beyond moisturizing to exfoliate and hydrate. AmLactin® Foot Cream Therapy is available in a convenient three-ounce travel tube for the suggested retail price of \$9.99.¹

“Many patients I see neglect to care for their feet during the winter months because they are more concerned about keeping them warm than soft, silky and beautiful,” said Dr. Sutera. “When warmer weather comes along and the boots come off, people are often shocked at the appearance of their feet and hesitant to slip on their first pair of sandals. AmLactin® Foot Cream Therapy is formulated with emollient and humectant ingredients plus lactic acid, a potent alpha-hydroxy acid, which exfoliates away dead skin and replenishes the skin’s natural moisture. Not all moisturizers contain lactic acid, so it is important to check the label for this ingredient.”

About the AmLactin[®] Family of Moisturizers

The AmLactin[®] family of moisturizers offers a full line of moisturizing products available without a prescription at www.drugstore.com and fine retailers nationwide. For more information, visit www.amlactin.com where you can search the store locator to find a store where AmLactin[®] can be purchased and download valuable coupons. The AmLactin[®] family of moisturizers are not intended to diagnose, treat, cure or prevent any medical condition. Some skin conditions may be worsened by moisturizers, so people should always follow their doctor's skin care recommendations.

Upsher-Smith

Upsher-Smith Laboratories, Inc. is a rapidly-growing pharmaceutical company that manufactures and markets both prescription and consumer products. Upsher-Smith prides itself on providing safe, effective and economical therapies to the ever-challenged healthcare environment. For more information, visit www.upsher-smith.com.

References

¹ Data on file. Upsher-Smith Laboratories, Inc.

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