

## News Release

September 2007



## SMOOTH OPERATORS FOR DRY WINTER HANDS

- Superdrug offers advice for cold weather hand and nail care -

Cold snaps and central heating sap hands of moisture during the colder month. Hands need to be cosseting with nourishment over the winter to ensure they don't prematurely age and let down a slick winter look.

Mel Davey, head of skin care at Superdrug said: "During the winter months everyone gives their face a little more attention with richer creams, but so many people forget their hands. Cold biting winds leave hands parched and needing extra attention. Lack of moisture will lead to skin ageing prematurely and it just takes a few moments to give winter hands the attention they deserve."

Jill Bigley, Superdrug's nail care buyer said: "Nails needs more care over the winter months to help keep them healthy and avoiding splitting and cracking. This season's dark polishes require nails that are in the best condition."

### Superdrug Hand Therapy, overnight hand cream, £2.29

When hands need a real boost apply this cream thickly, slip on a pair of soft cotton gloves and leave overnight. Not glamorous or remotely sexy, however the morning will bring turbo-charged conditioned hands.

### Fabulous in Five Nail nourish, £6.50, only available at Superdrug

Nails as well as skin need extra help in the winter months. This nail nourishment treatment has been formulated to help dry nails retain moisture, it includes vitamin E to prevent cracks and splits.

### ColourWORKS French manicure set, £3.99, only available at Superdrug

This kit contains everything needed for good nail care; clippers, scissors, file and cuticle push as well as two good quality nail polishes for French manicures or simply stylish neutral nails.

### Fabulous in Five Cuticle Oil Pen, £6.95, only available at Superdrug

Hydrating oil pen for dry and damaged cuticles, no mess no fuss. With vitamin E to promote healthy nail growth

### Superdrug hand therapy anti-ageing hand cream, £2.29

This hand cream should be used every day to help keep hands moisturised and soft. Contains anti-oxidants, co-enzyme Q10 and vitamin E, as well as UV filters