

Flexitol Heel Balm and Fine Powder Foot Spray Are Efficacious and Affordable

By **Jaclynn Freeman**

LaCorium Health USA is the maker of the **Flexitol**® line of products, including the popular Flexitol® Heel Balm and now a new offering: Flexitol® Fine Powder Foot Spray.

Flexitol® Heel Balm

Flexitol® Heel Balm has long been recommended by podiatrists for patients with rough, dry, and cracked feet - and with good reason. The highly efficacious, concen-

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trated balm contains 25% urea, which enhances stratum corneum water binding capacity, reduces transepidermal water loss (TEWL), and supports hydrotropic solubilization. In addition to the urea, there is a synergistic blend of emollients including:

- Lanolin to restore and maintain moisture balance
- Shea butter to moisturize and promote softer, smoother skin, and
- Aloe Vera, a natural soothing agent.

Flexitol Heel Balm has been clinically tested and is safe for diabetic patients. And finally, Flexitol Heel Balm is widely available. “Patients can find the Heel Balm quite easily by looking in the footcare section of major chains such as Walmart, Walgreens, CVS, Rite Aid, and Meijer,” notes Sarah Remy, U.S. Vice President of Marketing



and Sales. “And Flexitol Heel Balm is an affordable treatment for most patients: At Walmart, for example, the 2 oz size is available at an everyday price of about \$5.00.”

Podiatry offices that would like to offer samples to patients can request them free through the Flexitol® PSP (Patient Sampling Program). Each PSP shipment contains two counter-top dispensers, each holding 50 Flexitol Heel Balm sample packets and two pads of \$2.00 coupons for patients to use at retail stores. *To request a free Flexitol® PSP kit, offices may go online to <http://www.flexitol.com/psp>, email usainfo@flexitol.com, call toll free at 1-866-478-3338, or click here.*

Flexitol® Fine Powder Foot Spray

Starting in June 2017, the Flexitol Brand will also offer a solution to a different type of foot problem: odor and wetness. “Many people experience foot odor or wetness to some degree,” notes Remy. “While very few people might seek out the expertise of a podiatrist exclusively for foot odor, this doesn’t mean current patients are not bothered or embarrassed by symptoms.” Flexitol’s new Fine Powder Foot Spray is a long-lasting and efficacious spray to combat foot odor. The spray overcomes a common problem with foot odor products—the need to reapply to ensure



Flexitol Fine Powder Foot Spray has been clinically tested to reduce odor and wetness and last a full 12 hours.

fresh feet: Flexitol Fine Powder Foot Spray has been clinically tested to reduce odor and wetness and last a full 12 hours. Finally, unlike existing powders and powder sprays, Flexitol Fine Powder Foot Spray goes on without obvious white powder. This makes it the best choice for patients wanting discreet protection, such as those who like to go barefoot or wear flip flops or sandals. The spray is available at Meijer, select Rite Aid locations, and online for about \$7.99.