

Vaseline enters in Clinical Care

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Vaseline® Clinical Care™ lotions help transforms extremely dry skin with fast absorbing, hypoallergenic formulas that deliver clinical strength moisturization



Vaseline, which has been treating consumer's skin for nearly 150 years, is introducing the next generation of healing with new Vaseline Clinical Care, a breakthrough line of dermatologist-tested hypoallergenic body products aimed to rescue hard-to-heal dry skin.

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As the original skin healer, Vaseline knows that hard-to-heal dry skin can be stressful and uncomfortable. While other lotions only temporarily relieve surface hydration, the innovative Clinical Care lotions deeply strengthen skin's moisture barrier using a unique Barrier Repair Complex, which is proven to transform skin from extremely dry to heal in five days. The line features six new products that offer treatment and relief from a variety of skin concerns which can be associated with situational and ongoing skin conditions.

"At Vaseline, we're always striving to create the absolute best for our consumers, who aren't looking for short cuts when it comes to their skin health," says Dawn Hedgepeth, General Manager/Vice President of Hand & Body Lotion at Unilever. "We're truly thrilled to introduce Clinical Care and its deep healing powers to help people with all types of dry skin needs."