



FOR IMMEDIATE RELEASE

Contact:

Nadine Williams
nadinewilliams@gorillaglu.com
(513) 619-8963

Dry skin relief is just around the corner.

The O'Keeffe's Company offers guaranteed relief for those with painfully dry skin.

CINCINNATI (July 12, 2010) – Get a grip on the hardest working skin care under the sun. For those that suffer from painful skin cracks and splits, dry skin can be debilitating. O'Keeffe's oil-free products are chemically different than other lotions and ointments that tout dry skin relief. Due to oils and other chemicals, most products just sit on top of skin. This provides temporary relief but does nothing for the long-term hydration of your skin.

O'Keeffe's products are designed to draw moisture into your skin—deeply hydrating your skin and providing relief for even the most painful dry skin, cracks, and splits. Super concentrated, the O'Keeffe's formulas do not contain sulfates, oils, or formaldehyde.

"In the winter my hands... become severely dry, chapped, and bleed often. Friends and family members have recommended products to help relieve my symptoms and none have worked," says customer, B.H. "Until now. (O'Keeffe's) Working Hands not only moisturizes my hands but it has healed up wounds and stopped the bleeding in about a week's time. (A) three times a day application has done what no other product on the market has been able to touch—It healed my dry, chapped skin. I want to thank you for putting out such an effective product. No false promises; just results!"

The O'Keeffe's product line includes:

- **O'Keeffe's® Working Hands™:** The hand cream that really works. O'Keeffe's Working Hands is designed to effectively relieve dry hands that crack and split. The odorless, concentrated formula stimulates the skin's natural repair process by hydrating skin, adjusting pH balance and retaining moisture. It is chemically different than any other hand care products. A difference you will feel within days. O'Keeffe's Working Hands is available in a 3.4 oz. jar and 3 oz. tube.
- **O'Keeffe's® for Healthy Feet:** O'Keeffe's for Healthy Feet is designed to effectively relieve dry feet that are callused and have cracks and splits. The odorless, concentrated formula helps to remove dead skin cells and absorbs easily through the thick skin layers on feet. The breakthrough formula also protects against often painful foot friction. This product is recommended by Podiatrists and Diabetes Educators. O'Keeffe's for Healthy Feet is available in a 3.2 oz. jar.

-more

If you are a long-time sufferer for painfully dry hands and feet, O'Keeffe's products promise to finally offer relief. O'Keeffe's products are available at retailers nationwide and online at www.OkeeffesCompany.com.

#

About The O'Keeffe's Company

O'Keeffe's products have been the salvation to so many with painfully dry hands and feet. Developed by a pharmacist, both O'Keeffe's Working Hands and O'Keeffe's for Healthy Feet provide guaranteed relief to those suffering from lifelong skincare battles. Super concentrated, the formulas do not contain sulfates, oils, or formaldehyde. O'Keeffe's brand products are proudly made in the USA.

The O'Keeffe's Company is located in Cincinnati, Ohio and is distributed through a nationwide network of independent hardware retailers as well as national retail stores.

For more information on O'Keeffe's products, visit www.OkeeffesCompany.com, or call (800)275-2718.