



the balm
[le baume]

function: To be used as needed, The Balm is a super specialty product that provides intensive moisture and nourishment to soothe extreme skin – great for everything from dry, chapped and/or cracked skin on knees and elbows to eczema patches to knackered knuckles after a round with the punching bag at the gym.

science: Each Amenity product features PRO-FORM 6™* patent-pending complex ingredients in a ratio blend specific to the product's function. A leave-on product, The Balm incorporates nutritious emollients, including Shea and Mango Butters, and emulsifiers made from Olive Extracts with a mega-dose of Hyaluronic Acid to attract moisture to the skin and keep it there even in the driest environments. Liposomal Vitamins A, C & E work to prevent signs of aging. Though power-packed, The Balm is quickly absorbed for a soft, non-leathery skin with no greasy residue. Like all Amenity products, The Balm is alcohol-, oil-, fragrance and cruelty-free.

Patent-pending PRO-FORM 6™ includes Willow Bark to exfoliate, reduce wrinkles, control oil & prevent breakout, Rutin to even skin tone & reduce redness, Provitamin B5 Panthenol to condition, Bisabolol to prevent irritation, Hyaluronic Acid to hydrate and Liposomal Vitamins A, C & E to prevent signs of aging & re-energize skin.

technology: Travel-safe tube dispenses product easily.

application: Squeeze into hand. Apply to affected areas. Keep in bedside table for use before bed or in a desk drawer at the office for express manicures and emergency cuticle repair.

price: \$35.00

size: 5.5 oz – Product lasts 60-90 days

availability: October 2006 at www.getamenity.com as well as specialty retailers and e-tailers nationwide.

contact: For more information on Amenity or to request products samples, photography or an interview with an AMENITY skincare, ingredient or industry expert, please contact **nikki gersten**

pr-at-large at 503-295-3760 or nikki@pratlarge.com.

knuckles.
HEELS.
the balm
moisturize.
elbows.