



*Attention: Beauty, Sports and Consumer Editors  
(Before & After Photos Available)*

FOR IMMEDIATE RELEASE

**AFRAID TO KICK UP YOUR HEELS THIS SUMMER?  
RETICENT TO SLIP ON SANDALS?  
Additional Relief for Feet Now Available in Canada**

(MARKHAM, Ontario) – May 22, 2007 – Summer is around the corner, and many women (and men) across Canada are pulling out their sling-backs and sandals and ‘prettying-up’ their feet. For everyone whose feet have suffered through the dry winter season with rough, dry and cracked tootsies, Flexitol Heel Balm provides affordable and effective relief. This leading treatment for ailing feet in Canada is now joined by Flexitol Deep Cooling Gel and Hand Balm.

Using Flexitol means more than just a pretty foot – it has been said that healthy feet can be an accurate reflection of a person’s overall health. Flexitol Heel Balm and Deep Cooling Gel can be used as a treatment and preventative therapy in between pedicures. Flexitol Heel Balm has long been recommended by Podiatrists and Dermatologists, and has even been proven to be safe and effective for people with diabetes.

Flexitol’s Essential Foot care products provide affordable and effective relief to even more severe cases of anhidrosis (lack of sweating). “Proper foot care is important for everyone. We know severe results can result from poor foot care maintenance,” said John Marshall, Vice President of Healthcare at Farleyco. “We are very pleased with the positive results and feedback that we have received from our clients regarding Flexitol Heel Balm,” he added.

**Flexitol Heel Balm**

Daily use of Flexitol Heel Balm keeps your feet soft, smooth and supple. Flexitol Heel Balm also helps prevent blisters and friction during exercise and when "breaking in" new shoes. Podiatrists, dermatologists and diabetes educators recommend Flexitol Heel Balm as a treatment and preventative therapy for general and diabetic foot care.

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### **Flexitol Deep Cooling Foot Gel**

New Flexitol Deep Cooling Gel provides additional skin relief and rapidly cools and soothes hot, tired and tingling feet. It is specially formulated with tea tree and menthol to revitalize and invigorate. The Gel is massaged into the foot, is allowed to absorb, then wipe clean with a cloth or paper towel, and can be used as often as necessary.

### **Flexitol Hand Balm for Very Dry Skin**

Contains 10 per cent urea and is specifically formulated to soothe dry hands. In fact, the drier the hands, the more effective the Flexitol Hand Balm. The product is very concentrated and so, unlike many other moisturizing creams, very little is needed in each application. This product is not suitable for children under 10, or for use on the face, lips or other sensitive areas.

### **Foot Care Facts\***

- The foot contains 26 bones, 33 joints, 107 ligaments and 19 muscles.
- 1/4 of all bones in the human body are down in your feet. When these bones are out of alignment, so is the rest of the body.
- Only a small percentage of the population is born with foot problems. Neglect and a lack of awareness of proper care - including ill fitting shoes - bring on most problems.
- Women have about four times as many foot problems as men. High heels are partly to blame.
- Walking is the best exercise for your feet. It also contributes to your general health by improving circulation, contributing to weight control, and promoting all-around well being.
- Your feet mirror your general health. Conditions such as arthritis, diabetes, nerve and circulatory disorders can show their initial symptoms in the feet - so foot ailments can be your first sign of more serious medical problems.
- About 60 to 70% of people with diabetes have mild to severe forms of diabetic nerve damage, which in severe forms can lead to lower limb amputations. Approximately 56,000 people a year lose their foot or leg to diabetes.
- There are 250,000 sweat glands in a pair of feet. Sweat glands in the feet excrete as much as a half-pint of moisture a day.
- The two feet may be different sizes. Buy shoes for the larger one.
- The average person takes 8,000 to 10,000 steps a day, which adds up to about 115,000 miles over a lifetime. That's enough to go around the circumference of the earth four times.
- There are currently more websites on the Internet having to do with foot fetishes than with foot health.

*\*www.foot.com*

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Laderma P/L, based in Sydney Australia, researches, develops, manufactures and markets high quality, unique and functional skin care products. Founded in 1990, the company is an Australian owned and operated company, which markets its range of skincare products in more than 20 countries worldwide.

In 2006, **Flexitol** was listed in *Chatelaine* magazine in the Top 100 Products in the Hands and Feet category. Farleyco Marketing is a marketer of niche beauty and health products in the Canadian landscape, and is the distributor for **Flexitol** in Canada.

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