



FOR IMMEDIATE RELEASE
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Babies Bottoms Rejoice - Théra Wise launches long-awaited alternative to petroleum based diaper rash ointments

An all-natural and gentle solution now available for babies' skin irritations

Vancouver, BC – After high demand from parents across Canada, Vancouver-based Derma Wise Skin Care launches its organic and fast-acting [Natural Baby Diaper Rash Ointment](#) in September, 2010. Available at select stores such as hip baby, Finlandia Pharmacy, Well.ca and therawise.com.

“Over the last 50 years, most diaper rash ointments have been petroleum based. Petro-chemical ingredients do not allow your baby's skin to breathe, one of the most important processes required for healthy skin.” explains Warren Brander, President of Derma Wise Skin Care, producer and distributor of Théra Wise www.therawise.com.



“Petro-chemical ingredients remove natural oils and leave babies' skin dry and vulnerable,” continues Brander. “Natural Baby Diaper Rash Ointment’s plant based ingredients allows skin to breathe properly, while providing soothing and regenerative properties to reduces skin irritation in the diaper area. Additional highlights include a quick drying, non greasy, plant based and alcohol free formulation. All Théra Wise packaging is BPA and phthalate free.”

Théra Wise has already proved to be a popular product line in the parenting community, with publications such as Today’s Parent, Vitamin Daily and Savvy Mom providing rave reviews of its natural solutions.

Théra Wise products pioneer a new direction for OTC (Over the counter) therapeutic ointments, combining modern science with 100 per cent biodegradable plant extracts and “body friendly” natural bio-active plant ingredients, low impact manufacturing process, and environmental sensitivity.

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About Derma Wise Skin Care Ltd.

Vancouver based Derma Wise Skin Care Ltd., established in 2003, is a Canadian health sciences company producing the Théra Wise® line of bioactive, all-natural plant therapy ointments. Available at pharmacies, natural health retailers, online across Canada and online in the US.

Note to editors: We guarantee this will be the best therapeutic ointments you will have ever tried on your skin. We would love for you to experience our Théra Wise ointments so you can help your readers realize their skins healing potential. Please contact Warren Brander, 604-879-2623 or info@therawise.com for a sample of Théra Wise.

For more information, please visit www.therawise.com.

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