



FOR IMMEDIATE RELEASE
November 16, 2010

Cold and Flu got you down? Thera Wise VpR Vaporizing Rub comes to rescue you and your family from sleepless nights.

An organic therapy defense treatment available in time for the cold and flu season

Vancouver, BC – Leaves changing color and a cold breeze blowing in your face are the first signs of winter, and every family goes through sleepless nights due to coughing and congestion from the common cold. There is an all-natural solution to help alleviate such symptoms - [Thera Wise VpR Vaporizing Rub](#), an aromatic plant based therapy rub.



Rita, a customer, says: “I am skeptical of oral cold medicines for my kids, however I was willing to try the VpR Vaporizing rub since it is applied topically and does not contain nasty chemicals. Both of my children are just like me when they get sick, everything settles right into their chest and they end up with an awful sounding cough. The first time we used it on my two year old boy William, we were going on our second sleepless night. I grabbed this rub, applied a dime size amount to his chest and he slept 100 times better. Since then VpR is essential to our family’s medicine cabinet.”

How VpR Natural Vaporizing Rub can help through the cough and cold season:

- Made with [the finest plant based oils](#), such as eucalyptus leaf oil, white pine oil, thyme oil, peppermint oil, Ecocert approved olive oil bases and organic rose hip seed oil. Natural oils compatible with the skin provide optimal healing, while avoiding chemical vulnerability.
- No petroleum. Petroleum based ingredients do not allow the skin to breathe properly. Greasy petroleum oil makes a mess of your sheets/bedding.
- Breathe better with this refreshing and calming aromatic smell to help get a good night sleep.

Rita, a customer, says “We were going on our second sleepless night. I grabbed this rub, applied a dime size amount to his chest and he slept 100 times better.”

VpR Vaporizing Rub can be found at major Canadian pharmacies and natural health retailers. In addition to Shoppers Drug Mart, Wal-Mart Canada and Loblaw companies, VpR is now available at Zellers.

About Derma Wise Skin Care Ltd.

Vancouver based Derma Wise Skin Care Ltd., established in 2003, is comprised of a group of caring health and wellness professionals. It was our observation that most mainstay OTC (over the counter) ointments had not changed in over 50 years and almost all are petroleum based containing ingredients of concern. Thera Wise is made with bio-active, all-natural plant based ingredients to offer a more “body-friendly” efficacious alternative in the marketplace.

Note to editors: We guarantee this will be the best vaporizing rub you will have ever tried. We would love for you to experience our VpR Vaporizing Rub (or any of our other four ointments) so you can help your readers realize their healing potential. Please contact Warren Brander, 604-879-2623 or info@therawise.com for a sample of Thera Wise.

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

-30-

Reference:

Company contact

Warren Brander
Derma Wise Skin Care Ltd.
T: 604-879-2623
C: 604-783-8896
E: warren@therawise.com

Media contact

Sophia Cheng
Curve Communications
T: 604-684-3170 x104
C: 604-828-3102
E: sophia@curvecommunications.com