



Blistex Strawberry

Blistex Lip Conditioner is Australia's favourite lip care product - it is the number one selling lip care product in pharmacy and in supermarkets. Blistex is an innovative lip care company and now they have introduced their latest sensation – Blistex Strawberry.

Blistex Strawberry is a uniquely blended lip balm with real fruit extracts and flavours in ultra creamy textures for super smooth healthy lips.

Blistex Strawberry is packed with moisturisers and fortified with natural fruit extracts plus vitamins A, B5 and C for hydrating and protecting lips. Proven Blistex protectants help prevent the natural process of lip moisture loss.

“Natural fruit extracts combined with moisturisers and vitamins make Blistex Strawberry an excellent choice for keeping lips looking and feeling their healthy best,” says Dr. Charles Zugerman, associate professor of clinical dermatology at Northwestern University Medical School in Chicago. “The fresh, fruity flavours and aromas help make important lip care great-tasting and even fun.” PABA-free Blistex Strawberry also contains SPF 16, which Dr. Zugerman stresses is important for protecting lips from the sun. The sun's harmful rays can easily damage lips, which are one of the most exposed areas of the body.

In consumer tests, up to 9 out of 10 of those surveyed preferred Blistex Strawberry's fruity flavours and aromas over their regular brand. The quality of Blistex Strawberry that makes lips feel smooth and soft also was rated highly, outscoring other brands 9 to 1. Blistex Strawberry's creaminess quality was preferred 5 to 1 over other lip balms.¹

Price: \$3.95 RRP

Availability: March 2007

Stockists: From pharmacies and Priceline stores nationwide

For consumer information please contact:

Key Pharmaceuticals

Phone: (02) 8113 6200

Website: www.keypharm.com.au

For media information please contact:

Janet Muggivan

JMC Publicity

Phone: (02) 8875 9712