



Introducing **NEW Blistex Intensive Repair**

Instant cooling relief for dry, chapped lips.

Blistex Lip Conditioner is Australia's favourite lip care product - it is the number one selling lip balm in pharmacy in Australia today. Blistex introduces their latest product – **NEW Blistex Intensive Repair**. Those who love Blistex Lip Conditioner and use it daily for soft, smooth lips will love the **New Blistex Intensive Repair** for use when their lips have been damaged by the elements.

Loss of moisture in the lips skin can cause dry, chapped lips. Lips are vulnerable to the effects of the elements as they have little natural oil to protect them. Lip tissue is mucous membrane, unlike ordinary skin. Moisture evaporates much faster from the lips causing them to dry out easily. This dryness frequently results in chapping and cracking. The loss of natural oils can occur after exposure to sun, wind and cold. Lips also have little or no melanin, the natural skin pigment that screens out the sun's harmful ultraviolet rays.

Dry, chapped lips can be extremely uncomfortable which is why you need **NEW Blistex Intensive Repair**. Blistex Intensive Repair provides a barrier that helps lips restore their natural moisture balance and provide relief from the discomfort of dry lips.

For those who love the cooling, tingling sensation of a lip balm that you can really feel working, **NEW Blistex Intensive Repair** is ideal. Blistex Intensive Repair delivers a noticeable and immediate cooling, tingling sensation to provide fast relief from the discomfort of dry, chapped lips.

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Blistex have an extensive wardrobe for your lips' total conditioning needs. **NEW** Blistex Intensive Repair is the latest innovation from the brand that delivers bliss for your lips. After all, lips are like fingerprints...no two lip impressions are precisely alike, so treat them with care. Nurture them with Blistex .

My bliss.....My Blistex

Price: \$5.95 RRP

Availability: February 2009

Stockists: From pharmacies, supermarkets and Priceline stores nationwide

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