

BRING BACK SOME BALANCE

There are certain times in any woman's life when we can feel unbalanced and uncomfortable, such as during our periods, in pregnancy, after sex, and during the menopause. These hormonal changes can upset the natural pH of our intimate skin, which has a different pH to body skin.

To meet your body's changing needs and keep you feeling fresh, clean, confident and protected, Femfresh, the UK's leading feminine intimate cleansing brand, has launched the **new Re-balance range**, the first of its kind specifically aimed at re-balancing your intimate skin.

The new products are:

- **Soothing Wash 200ml (RRP £2.99)**

Dermatologically and gynaecologically tested, this hypoallergenic soothing wash contains natural moisturisers that work with your body to provide extra comfort. Containing the soft smelling extracts of white lily and calendula to leave you feeling fresh and comfortable.

- **Moisturising Gel 50ml (RRP £3.49)**

Containing natural moisturisers, this fragrance free hypoallergenic gel is enriched with extracts of aloe and mallow to hydrate and soothe your intimate area.

- **Powder 200g (RRP £2.39)**

Dermatologically and gynaecologically tested, this delicately fragranced powder should be applied after a bath or shower to absorb residual moisture, while providing intimate comfort.

The new Femfresh Re-balance range is dermatologically and gynaecologically tested and suitable for everyday use. This gentle and refreshing range helps to restore your natural pH levels, ensuring that you feel self-assured, confident and ready to face the outside world.

Treat yourself with care, choose Femfresh. Available from Boots, Superdrug, supermarkets and chemists nationwide. www.femfresh.co.uk

Press Office Contacts:

Femfresh gynaecologist Professor Janice Rymer is available for expert interviews and features via PR4. For further information, images and Femfresh product samples contact Caroline Atkinson: caroline@pr4.com, 0207 637 1237 / 07957 383070 (out of hours)

About Femfresh:

- A woman's intimate skin has a different pH to body skin and like body skin can be sensitive, so Femfresh products have been designed to care especially for this delicate skin
- Intimate pH plays an important role in the body's natural defences
- All Femfresh products are gynaecologically and dermatologically tested, so they won't irritate
- FEMFRESH is owned by Church & Dwight, a US based household, industrial and personal care products company.
- Church & Dwight UK Ltd produce and market a number of toiletry and personal care products including Arm & Hammer toothpaste, Nair hair removal, Pearl Drops tooth polish, First Response family planning products, Orajel mouth pain relief and Stérimar nasal hygiene.