# **GIMME SOOTHING! Lotion**

Commercial file

## TARGETTED PROBLEMATICS

Eczema (atopic dermatisis, contact eczema...) and psoriasis

# **TARGETED CUSTOMERS**

2.5 millions of french people have psoriasis and
15% have eczema so you can imagine the number in your country. Itching, redness and irritations make your face, body and scalp more fragile.
Sensitive skins have to be repared ans protected.
The 100% natural Gimme soothing! Lotion with its restorative essentials oils like Cadier wood and Roman chamomile can nourrish, hydrate and protect your skin and give its softeness back.

### **KEY QUESTIONS**

- What is (are) the problems to treat ? On which area(s)
   ?
- 2) How do you use to clean this/ these sensitive area(s)?
- 3) Which treatment(s) have you already tried to treat it (them)?
- 4) What do you think about a natural and efficient solution to renew and sooth your skin ?

#### 100% Natural 100% Active

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- ✓ Nourishes
- ✓ Sooths
- ✓ Repairs
- Cicatrizes

Essential oils and organic vegetable oils



indemne

GIMME SOOTHING!

R ADULTS WITH IRRITATE AND RED SKIN Needing to breathe!

### **SOME ADVICES**

Gimme Soothing! apply morning and evening until complete disappearance of symptoms. Clean your sensitive skin with our family cleansing base Gimme Soothing! before applying in a massage a few drops of our Gimme Soothing Lotion! with your finger until completely absorbed. Do not rinse.

### **SALES TALK**

• Composed of powerful and high quality pure actives...

•Treats, soothes and relieves tightness and persistent itching.

- Nourrishes and repairs
- Protects
- Heals and regenerates
- For all skin colours!





# **ADDITIONAL TREATMENTS**



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