



## Skin Care Designed for Dry Skin that Cracks and Splits

**Product History:** More than 25 years ago, Pharmacist Tara O’Keeffe sought after a skin care solution that would help her father, a rancher and diagnosed diabetic, who suffered from very dry, cracked skin. After testing more than 40 different formulas of creams in her kitchen, she found a perfect solution that helped her dad find relief when nothing else worked. This cream is now marketed as O’Keeffe’s® Working Hands®, sold in mass merchants, drug stores, grocery, and hardware stores across the U.S. and Canada. A few years later, O’Keeffe’s for Healthy Feet was released, specially formulated to penetrate the tough, thick skin of feet.

**The Difference:** O’Keeffe’s formula not only protects skin from further water loss, but actually hydrates the skin cells. O’Keeffe’s concentrated formula draws moisture into the skin and seals it in with a protective barrier better than most products on the market.

**Key Ingredients:** Tara O’Keeffe found that making the formula in a small batch process and the following key ingredients, creates the perfect moisturizer.

- **Water** – Dehydrated skin cells lack elasticity, making skin feel dry and rigid. So, naturally, O’Keeffe’s replaces the water that skin cells lose daily.
- **Glycerin** – To accelerate the hydration process, this humectant is used to draw moisture into the skin and slow excessive drying and evaporation. The level of glycerin in O’Keeffe’s is higher than traditional lotions and creams.
- **Paraffin** – Helps maintain the moisture in the skin, delivered by water and glycerin, slowing the evaporation rate.

**Application:** O’Keeffe’s products are highly concentrated for maximum effectiveness; a little goes a long way. For best results, apply a small dab as needed throughout the day. Apply after hand washing, after bathing and at nighttime as these are the most effective times for moisturizing extremely dry skin.

**Avid Users:** Millions of users have found relief from these products, and the following groups have become avid fans:

- Health Care Professionals
- Construction/Trade Professionals
- Any Professions requiring frequent hand washing
- Individuals with hobbies like: Gardening, athletics, fitness, or home DIY



**Where to Buy:** O’Keeffe’s products (≈ \$7.99 USD) can be purchased at:

- Walmart
- CVS
- Walgreens
- Bed Bath & Beyond
- Target
- Home Depot
- Lowe’s
- Many Additional Retailers



**Contact:** Michelle Goldstein, Brushfire, Inc.  
[mgoldstein@brushfireinc.com](mailto:mgoldstein@brushfireinc.com)  
973.871.1700

Valerie Warner, Brushfire, Inc.  
[vwarner@brushfireinc.com](mailto:vwarner@brushfireinc.com)  
973.871.1700

Visit us at [www.OKeeffescompany.com](http://www.OKeeffescompany.com) or

