

Dermal Therapy

Heel Magic

Training Slides

www.dermaltherapy.com.au



Dermal Therapy *Heel Magic* is clinically tested to hydrate dry, cracked heels & feet. It is suitable for use on diabetic foot. It contains an innovative blend of emollients and moisturisers including Urea, Shea Butter, Lanolin and Olive oil in a highly concentrated moisturising & emollient base.



What is Heel Magic?

- Heel Magic Stick is formulated with urea to deeply moisturize and natural waxes & oils to repair, soften and protect dry, rough, cracked heels.
- This unique formula combines Shea Butter, Olive Oil and Urea to help the skin's natural healing process.
- Dermal Therapy Heel Magic is a break-through product that helps repair dry, scaly and cracked heels & feet.
- Visible results in just 3 days on the most stubborn cracks.

Ingredient	Purpose
Urea	Humectant
Myristyl Myristate	Skin conditioning agent, emulsifier and opacifier
Petrolatum	Emollient
Ozokerite	Emulsifier and provides hardness and consistency
Butyrospermum parkii (shea) butter	Skin moisturising and nourishing
Lanolin Oil	Skin moisturising and emollient
Beeswax	Emollient and skin softening properties
Calcium Stearoyl Lactylate	Emulsifier and anti caking agent
Olea europaea (olive) fruit oil	Skin emollient and skin repair
Cocos nucifera (coconut) oil	Skin emollient
Benzyl Alcohol	Preservative
Tocopheryl Acetate	Antioxidant, Skin conditioning agent
Phenoxyethanol	Preservative
Fragrance	Fragrance
Aqua	Diluent

User Trial

Below pictures illustrate the pictures before and after 2 weeks treatment



Before

After

Before

After

Visible Results in 3 days



Day 0



Day 3

Unique Selling Propositions

- Easy application, convenient, easy to carry size – not required to touch the actual product: No mess
- Fast action - Visible results in just 3 days on the most stubborn cracks
- Non Greasy
- Contains natural waxes, and add on benefits of natural oils, Vitamin E and Shea Butter
- Paraben free
- Efficacy tested

How does Heel Magic work?

Functional Ingredients

Urea

Dermal Therapy Heel Magic contains 9% chemically synthesized Urea. Urea is a physiological substance, which is widely distributed within human tissue and is a major constituent of the skin's natural moisturising factor. As a humectant, urea improves the degree of hydration in the skin by increasing the water uptake from the dermis level of the skin to enhance the stratum corneum water binding capacity.

Urea also reduces trans-epidermal water loss (TEWL) from the skin and improves skin capacitance. It implements an action known as hydrotropic solubilization by removing dead skin cells, thus enhancing accessibility to the underlying skin.

Shea Butter

Shea butter is a skin moisturiser that contains Vitamins A & E, as well as certain specific fats and acids that work together to provide softer, smoother, more supple skin. Shea Butter nourishes and soothes rough, dry or chapped skin. The Vitamins A and E found in Shea butter help keep the skin supple and healthy. Clinical studies have shown that in as little as 4-6 weeks of using Shea butter, there have been results of smoother, softer, and better looking skin for its users.

Lanolin

Lanolin is a skin moisturizer. It is an extremely effective emollient in restoring and maintaining the important hydration (moisture balance) of the stratum corneum, and so prevents drying and chapping of the skin.

Olive Oil

The fatty acid composition of the olive oil is similar to that of the skin. As a result, olive oil penetrates the skin quickly and provides an excellent spread ability through the presence of polyunsaturated fatty acids. It has an antisclerotic (prevents hardening of skin tissue) effect by positively influencing the serum lipids. Olive oil contains antioxidants like Vitamins A and E that help repair and renew damaged skin. These antioxidants have the natural ability to stimulate cells and return skin to a firmer, smoother, and healthier state.

Coconut Oil

Coconut Oil acts as an effective emollient used in many skin applications. The small molecular structure of coconut oil allows for easy absorption through the skin, giving it a soft, smooth texture. It is an ideal base oil for the relief of dry, rough and wrinkled skin.

Vitamin E

Vitamin E is a potent antioxidant and skin conditioning agent. It can help prevent free radical damage. Based on the observation that skin damage caused by the sun and other environmental agents are induced by free radicals, there is the possibility that vitamin E may be effective in preventing skin damage. Vitamin E decreases harmful effects of solar radiation, UV induced damage and decreases skin redness after sun exposure.

Beeswax

Beeswax is known for its emollient, soothing & softening properties, which helps the skin to retain moisture.

For further information on products or any technical enquiry:

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