

Aiken Standard

Aiken, South Carolina

Local pharmacist's lotion goes on sale nationwide

Date: December 26, 2007

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Pharmacist Austin Gore has created a product to give outdoorsmen a helping hand.

Outdoor Hands, Gore's new hand cream, is formulated with a blend of botanicals and organic oils with a reputation for healing properties, and no lanolin, mineral oil, glycerin or petrolatum for maximum absorption of moisture. He began work on the lotion in 2003, looking for a blend that would help heal the cracked skin on his wife's hands.

"I gave samples of the lotion to the pharmacists and nurses at Aiken Regional Medical Centers to try. Everyone who tried it was real happy with the results, and they all encouraged me to market it," said Gore.

Gore's vague thoughts of taking the lotion to the public came to a head with an unexpected phone call last year. A sample of the hand cream had found its way to Joe Thomas, a professional bass fisherman and host of several sports programs on the Outdoor Channel, and Thomas had become an enthusiastic supporter of the cream.

"I make my living in the outdoors, and my hands pay the price," said Thomas in an official product endorsement. "This is the only product I've found which actually heals my cracked hands. It also prevents chafing and windburn on my hands and face."

"When I got that call from Joe Thomas, I knew I was on to something," said Gore. "He sought me out and suggested I needed to put this on the market."

A distributor has picked up the product for national rollout; it is currently available in 10 states, with more to be added in January. Gore is working on a website, www.outdoorhands.com, which will have information about the lotion and secure credit card sale; the site is scheduled to launch this week.

Outdoor Hands is now available in several area stores: Aiken Saddlery, Birds & Butterflies, Family Pharmacy, Langley Drugs, Palmetto Nursery, Park Avenue Paints, Publix Pharmacy and True Value Hardware.

"We like it. It's very good lotion, and we use it all the time. What I like about it is that it's not greasy, it just soaks right in," said Birds & Butterflies owner Ron Brenneman. "It's selling

well for us; our customers seem to like it. I think they like it because it doesn't have a strong scent -- that means it appeals to men too, because men don't like to put something flowery on their hands."

"I'd say just about anybody who works with their hands is the target market," Gore said. "The idea is to create a niche in the market with people whose hands crack because of their occupation, hobby or environment."

Outdoor Hands is packaged in 100 milliliter tubes and sells for 10 per tube. In addition to local retail outlets and Gore's website, the cream can be ordered by calling (866) 880-1915.

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