

Outdoor Hands, LLC
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News Release

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New lotion heals cracked hands

AUGUSTA, Georgia- Outdoor Hands, LLC has introduced a new hand cream which heals and moisturizes cracked hands. Developed by a clinical pharmacist in Augusta, Georgia, Outdoor Hands is a special blend of botanical oils, which heal, soothe and moisturize damaged skin. Containing no mineral oils, petrolatum, glycerin or lanolin, there is nothing to impede the absorption of moisture and healing ingredients by dry and damaged skin. Outdoor Hands™ is specifically designed for active people whose hands suffer as a result of their work or hobbies.

Outdoor Hands was created when the pharmacist, Austin Gore, began looking for an effective remedy for his wife's hands. They always cracked in cooler weather. None of the products she tried helped. After many tries, he came up with the Outdoor Hands formula that healed her cracked hands in a matter of days. According to Gore, "all of the botanicals used in Outdoor Hands have proven healing power, but when I combined them, they were especially effective." As a result of this success with his wife's hands, he began offering the lotion to other family, friends and patients who suffered with cracked hands. When they also saw successful results, he knew he was on to something.

But it was not until he received an unexpected call did he decide to bring Outdoor Hands to market. That call was from Joe Thomas, a professional bass fisherman and host of several shows on the Outdoor Channel. Thomas had been given a sample of Gore's lotion by a friend and was amazed at the results. He urged Gore to consider marketing the product. "I make my living in the outdoors", says Thomas, "and my hands pay the price. Outdoor Hands is the only product I've found which actually heals my cracked hands. It also prevents chafing and windburn on my lips and face."

Gore decided to take Thomas' advice and Outdoor Hands was born. Gore knew there were already a lot of lotions on the market. His idea was to create a niche for Outdoor Hands beyond the traditional lotion market. So, while Outdoor Hands will work for anyone, Gore is particularly targeting people whose hands crack and dry out because of their occupation, hobbies or environment. People who may not use lotion at all or are unsatisfied with the results from those they have tried. To reach this market, the company's plan is to distribute Outdoor Hands through outdoor stores, nurseries, hardware stores, hobby stores, sporting goods stores, automobile parts stores, paint stores, and various other specialty stores, as well as pharmacies and grocery stores.

Outdoor Hands also has proven to be effective in treating more severe skin disorders, such as psoriasis. While not clinically tested, several of Gore's customers have used the cream to treat these types of problems--with surprising results. Gore recently received an e-mail from one of them which said: "Thank you so much for the Outdoor Hands. I have been prescribed prescription medications that have made me very sick. Numerous creams with bad smells and greasy feelings have helped little or none. Outdoor Hands has a good feel and smell and, finally, my psoriasis is being managed. My feet and hands look and feel better than they have in almost 18 months. You've given me my life back."

Outdoor Hands is currently available at select retail stores and online at outdoorhands.com. It is packaged in a 100 milliliter tube (about 3.4 ounces) and has a suggested retail of \$10. "Cracked hands are a common problem" says Gore, "and Outdoor Hands offers real relief. My hope is that people who suffer from cracked or chapped hands will try Outdoor Hands. I think they will be pleased with the results."

Outdoor Hands, LLC is based in Augusta, Georgia. It was formed to develop and market products for common skin problems. Outdoor Hands is the company's first product. Development of several additional products is underway, including a lip balm and foot cream. For more information, visit the company's Web site at outdoorhands.com.

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