

Additionally, Calendula (*Calendula officinalis*) has been used for centuries to help heal skin injuries, help reverse damaging effects of the sun, and aid in reducing the skin aging processes. Biologically active ingredients of **Calendula** include carotenoids, such as lutein and zeaxanthin, sterols, saponins, glycosides, and numerous antioxidants, including **terpenoids**, flavonoids, isoquercitin, narcissin and rutin. The real beauty of this blend of ingredients in Humphreys Citrus Toner is that it is gentle enough for even the most sensitive skin.

Completing the natural harmony in this formula is the use of Certified Organic Aloe, Calendula, Chamomile, White Tea and Lavender, all of which work synergistically to help calm and soothe the skin and restore balance to oily complexions.

Cucumbers and Melons to even out skin tone

Back when your Great Grandmother was a little girl, her mother was wisely using pure Witch Hazel as a remedy to soothe red, irritated skin, which happened often in those days. It is a tried and true, time-tested answer to this delicate skin condition. Today, Humphreys expanded upon that basic solution by adding honeydew melon (which also happens to have a delightful aroma), cucumber, cloudberry and sea buckthorn, all of which work together to not only reduce redness, but to calm and soothe sensitive skin. Cucumber is a surprising beauty secret for the skin, with its hydrating, nourishing and astringent properties. Cucumbers have the same pH as the skin so they help to restore the skin's protective and natural acid mantle. Melons are cooling and hydrating; Vitamins A, B, and C, as well as natural sugars, are the nourishing and healing gifts of melon. Thousands of years ago, the Honeydew Melon was hailed by ancient Egyptians for its rich powers to soothe and soften skin – as well as its hydrating properties.

The additional blend of Certified Organic Lavender, which is known to be a refreshing astringent and an effective moisturizer, Organic Aloe and Canadian Willow Herb combine to both calm and nourish the skin, and helps to restore its natural balance. The noticeable results of using Cucumber Melon Toner are that skin tones are evened out, and blotchiness is reduced, all this while residue and impurities are removed without any irritation, with no tightening or drying sensation at all. Best of all, it naturally helps maintain the skin's innate moisture balance.

Lilac to soften skin and impart fragrance

Another well known benefit of more than a century of using Humphreys pure 100% Witch Hazel is its unique ability to help skin feel soft, and smooth, and totally refreshed. In this synergistic blend of ingredients, the use of Lilac, aloe, and Hyaluronic acid serve to harmoniously cleanse and moisturize, while the inclusion of Papaya and Pineapple extracts help exfoliate the skin, leaving it visibly smooth, and silky soft to the touch. Regular use will enhance the skin's luster and radiance, while also clarifying and refining pores.

Beautiful Packaging: A promise of the quality within

These beautiful toners not only create a strong and vibrant shelf impact, but they also are a great value. The sizes, prices and quality create an unbeatable value for today's health conscious consumer. Marketing Director for Humphreys Pharmacal, Bryan Jackowitz, stated "These additions to the Witch Hazel line are our answer to consumer demands. Working closely with focus groups, we learned which skin care needs were the greatest, and tailored these formulations to better meet their needs."

Humphreys: Classic Heritage Blends with Modern Sensitivities

Since 1854, Humphreys has produced the highest quality natural products for skin care and personal care. Originally formulated by the respected physician Dr. Frederick Humphreys, M.D., our products are based on traditional, time-honored botanical ingredients to care for your body in the gentlest ways possible. We continue to produce our products in the same manner, harvesting many of our natural ingredients by hand and utilizing time-honored processing techniques – resulting in therapeutic products that work with your body’s natural chemistry to help calm, revitalize and restore natural balance to sensitive skin. Our new witch hazel toners are the latest in the Humphreys’ legacy of wholesome, natural wellness products, and are the beginning of yet another tradition. Stay tuned for more innovations from Humphreys Pharmacal. Visit www.humphreysusa.com and call 1-866-267-8710. Humphreys...*It's what's inside*

###



Humphreys®

Humphreys Pharmacal, Inc.

31 East High St. • P.O. Box: 317
East Hampton, CT 06424
Tel: (860) 267-8710
Fax: (860) 267-1111

Contacts:

Bryan Jackowitz
Marketing Director
(860) 267-8710
bjackowitz@humphreysusa.com

Roger DeFrang
Sales Manager
(860) 267-8710
rdefrang@aol.com

News Release

Humphreys Introduces Three New Toners that Strike a Chord for Consumers with Special Skincare Needs:

*Oil Controlling Citrus, Redness Reducing Cucumber-Melon,
& Skin Softening Lilac Alcohol-Free Witch Hazel Toners*



Humphreys, a pioneer in natural witch hazel products and a manufacturer of trusted remedies since 1854, introduces three condition-specific, alcohol-free witch hazel toners that are completely unique and offer new answers to old skincare concerns: **Citrus Oil Controlling Toner, Cucumber-Melon Redness Reducing Toner, & Lilac Skin Softening Toner.** These new toners from Humphreys are the first to combine all these wonderful properties that are inherently found in their time honored 100% pure Witch Hazel with carefully chosen blends of botanicals, vitamins, fruits and other specially selected extracts and key ingredients that aim to address specific skin types with customized solutions.

***For digital files of this image please email bjackowitz@humphreysusa.com**