

# Obagi Medical UK launch KèraPhine® Body Smoothing Lotion

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By [Press Release](#) / Posted in [Topical Treatments](#) on June 30, 2018

NEW product provides advanced, targeted therapy for dry and rough skin Healthxchange Pharmacy announce the launch of KèraPhine® Body Smoothing...



## NEW product provides advanced, targeted therapy for dry and rough skin

Healthxchange Pharmacy announce the launch of KèraPhine® Body Smoothing Lotion, which is the first product made exclusively for the body, from the hugely popular Obagi Medical skincare range.

Steve Joyce, Marketing and Technology Director, Healthxchange Group, comments:

*“Obagi’s KèraPhine® Body Smoothing Lotion offers a new solution for patients with dry skin. The combination of Glycolic Acid and Lactic Acid is extremely effective and KèraPhine® is clinically proven to help smooth rough and bumpy skin, exfoliate and remove dead skin cells from the epidermis and reduce dryness on the arms. We are really excited to further extend the Obagi Medical range with the addition of KèraPhine® to support daily body care routines.”*

## NEW: KèraPhine® Body Smoothing Lotion

The new body lotion works to restore healthy looking skin by addressing the appearance and texture of rough skin conditions such as keratosis pilaris. To powerfully exfoliate, the product contains 15% Glycolic Acid and 5% Ammonium Lactate, as well as Glycerin to keep the skin hydrated<sup>1</sup>.

## Why Glycolic Acid?

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It is commonplace within the beauty and aesthetics industry to use acids as ingredients in treatments, including facial peels. However, in lower concentrations, to use glycolic acid daily as an exfoliator can help increase cell turnover, promoting fresh healthy skin.

KèraPhine<sup>®</sup> Body Smoothing Lotion has had a positive reception by patients in a clinical trial. At week 1, 89% of patients reported their skin felt smoother and 92% of patients said their skin felt softer. At week 4 this increased to 92% and 97% respectively<sup>2</sup>.

KèraPhine<sup>®</sup> Body Smoothing Lotion is available to order online at [www.shop.healthxchange.com](http://www.shop.healthxchange.com) or by email: [orders@healthxchange.com](mailto:orders@healthxchange.com).

1. Valeant body lotion tentative ingredient list (for United States). OMP Inc. Data on file
2. A single-centre clinical study to assess the efficacy of two topical products for improving the appearance of moderate dry, persistently rough, bumpy skin on the body. OMP, Inc. Data on file.

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