

PsoEcze News

"Your source for up to date psoriasis/eczema information"



"Therapeutic ointment & cream for the relief of itching, scaling and inflammation associated with psoriasis and eczema"

Please See Our Ads In The Following:

- **Healthy Directions Magazine**
(WRITE UP BY BLANCE ROZARIO ON PG. 46)
- **Healthy Living Magazine**
- **The Psoriasis Foundations Treatment Guide**
(View:

Happy New Year!!



Well January is here, and all the busyness of the holidays has come to an end. A fresh new year is upon us!

Mahonia Aquifolium can do for sufferers! To read this article please go online to: www.healthydirections.ca or to our website at www.goapharma.com where we have the article posted.

We encourage everyone to embrace a new year and welcome new habits and changes. If part of those changes include adopting a healthy lifestyle and giving PsoEcze Care a chance to work for you (as it has on over 80% of sufferers) please give us a call!!

-Goapharma Canada

Recently we had a great write up in Healthy Directions Magazine, which we think EVERYONE who has psoriasis or eczema (or knows someone who does) should check out! The article, written by Blanche Rozario goes over everything from what psoriasis and eczema are, how to manage the conditions most effectively, and what

What's New at Goapharma??

MORE STORES!!

You can now find PsoEcze Care at your local health food store/pharmacy!!!

Read inside for more information! . .



In This Issue

Stores, Stores, Stores!



Preservatives?



National Psoriasis Foundation's Treatment Guide

Where can I find PSOECZE CARE?????



In the last few months Goapharma has been working with local Naturopathic Clinics and Pharmacies to get PSOECZE CARE on their shelves! Here are some recent stores you will find PSOECZE CARE at:

..Smiths Natural Pharmacy
Toronto, Ontario

...Rexall
Brighton, Ontario

...Loblaws
Lindsay, Ontario

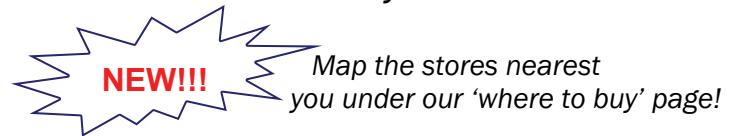
..ReAlign Health Clinic
Cambridge, Ontario

...Freedom Living Devices
Saskatoon, Saskatchewan

...Whitby Naturopathic & Wellness Clinic
Whitby, Ontario

42 Pharmacies
11 Naturopathic Clinics
(including 2 in the US) and we are adding stores weekly!

MANY MORE Stores Listed on our website at: www.goapharma.com under 'where to buy'



Or As Always you can order:



ONLINE



OR

BY PHONE

PSOECZE FAQ!

1. ***"How many products does Goapharma have?"***

Goapharma has 2 products at this time (although we will be adding more treatment lines in the near future). They are PsoEcze Care cream and ointment.

2. ***"What is the difference between your cream and ointment? Which one should I purchase?"***

Both! The cream is intended for daytime use due to its light texture. It absorbs into the skin right away which makes it ideal to use before work. The ointment on the other hand has a very oily texture for most prefer to use it for their night time application, as it can rub off on clothing. It is great because it spreads very easily and keeps skin moisturized all night which helps with itch. Both work very well, and since you need to use PsoEcze 3 times a day it is a must to get both so that you get the effects of the ointment at night but have the cream for daytime use.

3. ***"What current promotions do you have going on?"***

We have 2 new promotions on to get everyone trying PsoEcze Care:

- Buy 3 products get ONE FREE PRODUCT OF YOUR CHOICE!
- Buy 2 products get 10% off your ENTIRE ORDER

Special Offer



"Therapeutic ointment & cream for the relief of itching, scaling and inflammation associated with psoriasis and eczema"

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(Please note, we use Moneris to securely handle all online payments and keep all personal information private) To visit their privacy policy please visit:

<http://www.moneris.com/index.php?context=/aboutus/privacy>

Treatment Guide



PsoEcze Care is now listed in the National Psoriasis Foundation's "Treatment Guide"

Please view online at:

http://www.psoriasis.org/netcommunity/learn_treatmentguide

Go to

-'Launch Treatment Guide'

-'Anti-Itch' then scroll down to PsoEcze Care

www.psoriasis.org

Preservatives? Parabens? Why?

Recently our customers have been asking a very common question: "Does your product contain preservatives?" The answer is yes and here is why..

Parabens are widely used in cosmetics and topical creams/ointments with the purpose of preserving efficacy. They are used to prevent bacterial and fungal contamination of the product. An example that usually helps most people understand is: Say you squeeze some cream onto your finger and apply it to the area with psoriasis or eczema (which often times can have bacterial and fungal infections present) and then again you use that finger to touch the tube of cream and squeeze more onto that same finger, well you have now just contaminated your tube because your fingers rubbed the infection and then again touched the cream. This is the main reason we use preservatives because if we didn't, you would be applying contaminated cream/ointment onto their infection.

Parabens often have a bad name by those who are misinformed about them but infact they are very safe, non-toxic and side effect FREE. The reality is there isn't anything else to use to preserve the efficacy of a cream/ointment that is proven. Grapeseed extract is a natural option but is NOT proven effective unfortunately. Some parabens are naturally occurring in plant sources (methylparaben which you will find in our cream is also found in blueberries). No scientific study has concluded that there is a direct link between parabens and cancer or any other reported links, these are simply 'rumours' not proven true. The American Cancer Society has even concluded that there is no scientific evidence to support that claim.

In our ointment you will find Petrolatum, this ingredient is FDA and Health Canada approved and is proven safe, which is why it is and has been recommended for years by doctors to babies and used in hospitals as a cure all. New 'Hybrid Petrolatum's' are also being used since they are a mixture of vegetable oils, waxes and petroleum which allows for the formulator to incorporate higher percentages of renewable resourcing in the making of it.

Any Questions?? Please email us at info@goapharma.com