

How do you
heal dry skin?

Use a lotion
that's actually
attracted to it.



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Curél® Ultra Healing® Intensive Lotion

Contains a **positive** charge that's attracted to dry skin's **negative** charge.

Gives **more** moisture where you need it, **less** where you don't.

Leaves skin **6x** more healthy & hydrated in just 1 use.

Non-greasy formula. Dermatologist tested.



Curél.
What skin needs.™

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