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## **Love the Moisture but Re-act to the Scent?**

***As many as 40 to 50 % of American women have sensitive skin.***

***Now they can enjoy gentle nourishment with new  
All Natural Canus Goat's milk fragrance free lotion.***

Waterbury, VT– January 24, 2008 Itching, burning, tightness—that's what nearly half of all American women go through when they try to use traditional cosmetics and toiletries. These women all have sensitive skin that respond to a variety of additives such as chemical fragrances and natural botanical extracts.

In response, Canus Goat's Milk has launched a NEW all-natural fragrance free body lotion, so these women (and men, too!) can now benefit from the moisturizing richness of farm fresh goat's milk. Goat's milk is a super-effective moisturizing ingredient due to a unique protein structure that makes it easily absorbed by the skin.

In the November 2006 issue of scientific journal *Skin Research And Technology*, researchers indicated as many as 40 to 50 percent of women in the United States, Europe and Japan report problems with sensitive skin.<sup>1</sup> Common reactions include breakouts, redness and scaling as well as a variety of other painful conditions which don't show visibly on the skin.

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<sup>1</sup> Kligman AM; Sadiq I; Zhen Y; Crosby M. "Experimental studies on the nature of sensitive skin." *Skin Research And Technology*, 2006 Nov; Vol. 12 (4), pp. 217-22.



“We were surprised to learn of the growing number of women affected by sensitive skin,” said Andree Falardeau, founder of Canus Goat’s Milk Skin Care, “and felt it was important to provide an all natural fragrance free option.”

Canus offers an all-natural line, free from parabens and other chemicals. The company also uses botanical extracts such as marigold and orchid oil in its scented lotions. While much easier on sensitive skin than chemical fragrances, people with extreme sensitivities still react to the oils, so Canus decided to offer a pure fragrance free option as well.

The new lotion is modestly priced at \$9.99 for a 16-ounce container and is available in the health and beauty aisles of major supermarket and drug store chains throughout the United States. All Canus products are made with farm-fresh goat’s milk packed with naturally rich proteins, vitamins, and minerals that are easily absorbed and non-irritating to sensitive skin.

### **About Canus Goat’s Milk**

Canus was founded in Quebec, Canada in the mid-nineties and currently has its U.S. headquarters based in Waterbury, Vermont. The Company markets two complete family skin care lines – Goat’s Milk products for adults and Li’l Goat’s Milk for children and babies. Altogether, Canus produces more than sixty different goat’s milk based skin care products that are distributed in Europe, across North America and even in the Far East. Canus currently employs 35 full time employees and several thousand dairy goats.

For more information, go to [www.canusgoatsmilk.com](http://www.canusgoatsmilk.com)