

ACU-LIFE®



POISON IVY SOAP

*Wash Away the Itch from
Poison Ivy, Oak & Sumac*

**Anti-Itch Treatment is a Large &
Growing Category (\$293.5MM*)**

- **Simple, Fast and Effective**
- **Treats the Entire Body**
- **Easier to use than creams
and other treatments**

**According to the American
Academy of Dermatology:**

- 10-50 million Americans develop an allergic reaction to Poison Ivy, Oak & Sumac each year.
- Poison Ivy, Oak & Sumac grow almost everywhere in the USA.
- About 85% of people will develop an allergic reaction when adequately exposed to Poison Ivy.



**Available as open-stock
& 6-piece clip-strip**

(HE# 400650) **SRP \$3.99**

*(Source: Information Resources F/D/M 52wks ending 1/28/07 excluding Wal-Mart).

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Health Enterprises, Inc.
90 George Leven Drive
North Attleboro, MA 02760
info@healthenterprises.com
www.healthenterprises.com
1.800.633.4243