



O'Keeffe's for Healthy Feet foot cream provides relief for dry feet that crack and split.



Micatin Antifungal Cream now features drug facts and packaging in both English and Spanish.



Topricin Foot Therapy Cream soothes diabetic nerve pain and treats dry, cracked skin.

OTC

Something afoot

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From arthritis to blisters to ingrown toenails, hurting feet present a huge public health concern, according to the American Academy of Orthopaedic Surgeons (AAOS), which states that 43.1 million U.S. residents suffer from foot problems — 1 in every 6 people.

The National Institute on Aging also warns us to be kind to our feet: “Years of wear and tear can be hard on them. So can disease, bad circulation, poorly trimmed toenails, and wearing shoes that don’t fit.”

To prevent problems or to soothe already aching feet, many will welcome these new or repackaged foot-care aids.

Moisture support

Winter weather can be especially tough on feet, causing cracked heels and split skin. To introduce its foot cream to a national audience, the O’Keeffe’s Company recently instituted several changes. New packaging, a more user-friendly website, and a nationwide advertising campaign will tell customers that **O’Keeffe’s for Healthy Feet** provides guaranteed relief for dry feet that crack and split. The special formulation penetrates the rough, thick skin

of soles and heels, bringing in moisture to begin the skin’s natural healing process.

Antifungal

WellSpring Pharmaceutical Corp. is now shipping a rebranded **Micatin Antifungal Cream** carton that features English/Spanish text and full Spanish drug facts inside, in a move to support compliance and education for the fastest-growing segment of the U.S. population.

“The UPC will not change as it is a rolling change from our current package,” a company spokesperson told *Drug Topics*.

Nerve-pain relief

Topical BioMedics recently expanded distribution to include The Vitamin Shoppe and Pharmaca Integrative Pharmacy stores. The all-natural **Topricin Foot Therapy Cream** now comes in 2 sizes — a convenient 4-oz. jar and a 2-oz. tube.

Completely safe for diabetics, Topricin soothes the burning, throbbing nerve pain in the feet, as well as treating dry, cracking skin of the feet. In addition to relieving foot and ankle pain, Topricin Foot Therapy Cream helps to prevent damage resulting

from use of high heels. It is used pre- and post-performance by professional dancers who really have to “stay on their toes.”

Ceremides

Kao Brands Co. has reformulated its **Curél lotions** and repackaged them into white bottles, a change from the original blue bottles. With the addition of ceremides complex, Curél lotions replenish the ceremides lost to the elements. These lipid molecules are crucial to maintaining the skin’s protective barrier and locking in moisture.

Shea butter

Curél Foot Therapy Cream is formulated with shea butter to deeply moisturize dry skin, healing cracked heels and smoothing tough soles. Urea helps to remove the thickened, callused skin that can develop on dry feet in the cold winter months, while vitamin E helps reduce dryness and flaking. Coconut milk, known for its anti-inflammatory benefits, soothes and softens.

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CellerateRX activated collagen products are now available in retail drugstores.



HealthiFeet has added several new products to its line of footcare treatments.



24/7 Plantar Fasciitis Support offers a brace for day and a splint for night use.

Collagen

Available through Wound Care Innovations, LLC, **CellerateRX activated collagen products** are now being sold in retail pharmacies. The products previously had been used in healthcare settings such as the Veterans Health Administration.

In addition to providing the skin structural support, collagen can actively assist in wound-healing processes — especially in diabetic foot ulcers and skin tears. Collagen has been proven to trigger every critical process involved in the body's healing of diabetic wounds and helps establish balance in the patient's wound bed.

The patented collagen in CellerateRX products immediately provides the properties of activated collagen to the body. Although the RX in the name may be a bit disconcerting, CellerateRX is an OTC product line, available in powder and gel forms, and FDA-cleared for all wound types except for third-degree burns.

Gel dressings

One of 6 new products Tender Corp. is adding to its HealthiFeet brand of foot-care treatments in 2011, **HealthiFeet GlacierGel Advanced Blister & Burn Dressings** give consumers the ability to eliminate the nagging pain of blisters and burns on contact. Soft, cooling, and absorbent, the oval-shaped dressings contain 50% water (hydrogel) and provide an immediate and highly effective cushion against friction to sensitive skin.

The transparency of the GlacierGel dressing enables monitoring of the healing process without the necessity of removing the dressing, avoiding unnecessary wastage and preventing possible external contamination.

The GlacierGel plasters can also be used in the prevention of blisters when placed on hotspots or areas of the foot where blisters typically develop. Featuring an enhanced adhesive, the GlacierGel dressings will stay in place for 3 to 4 days.

Moleskin

HealthiFeet's new softer and more adhesive **Moleskin blister treatment** is also easier for consumers to use, with pre-cut shapes and sizes eliminating the need for scissors.

A Moleskin pack includes 22 dressings with 5 unique anatomical shapes for easy application on hard-to-fit areas. The new Moleskin is useful for applying on hot spots to prevent further rubbing or as protection and pain relief from a fully developed blister.

Blister kit

HealthiFeet's Blister Medic combines GlacierGel, Moleskin, antiseptic towelettes, and alcohol wipes into one complete ultralight foot care kit. Packages include 13 dressings and 15 wipes.

Corn salve

The new **HealthiFeet Corn Salve** safely removes unsightly corns overnight. The

company says to "Apply the topical treatment to the affected area at night and wake up corn-free!"

Heel balm

HealthiFeet Heel Balm is formulated to moisturize severely dry cracked skin occurring in and around the heel area.

Exfoliation

HealthiFeet Exfoliating Moisturizer offers a one-step therapy for treating dry skin. The Exfoliating Moisturizer's dual action formula acts to smooth and hydrate the skin.

Tea tree oil

Among several package changes for 2011, Health Enterprises is repackaging its **100% Tea Tree Oil**, an antifungal product for toenails and athlete's foot.

Spa therapy

Health Enterprises is also launching a line of new spa therapy items for feet, including the new **TheraPED** and **TheraTOES**, which help pamper and soothe sore feet.

Plantar relief

The **24/7 Plantar Fasciitis** from Health Enterprises is the only product offering day (arch brace) and night (night splint) treatment for painful plantar fasciitis. **DT**

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