

## **Introducing Borage DiabetiCare™ A True Innovation for Diabetic Dry Skin**

October 1, 2005, Santa Rosa, CA

DiabetiCare™ Labs is proud to announce the launch of its new skin care line created for the special needs of diabetic skin. These breakthrough lotions and creams offer real benefits for dry skin caused by diabetes.

It is well-known that people with diabetes experience dry skin. This is often due to a deficiency of an essential fatty acid called gamma-linolenic acid (GLA). GLA is crucial in the formation of healthy skin cells. Because diabetes impairs the body's ability to manufacture GLA, diabetics are at particular risk for chronic and severe dry skin.

Borage DiabetiCare™ Lotions and creams address this problem by supplying GLA directly to skin cells. The products contain a high percentage of Borage Oil, which is the richest known source of GLA. By providing a direct source of GLA to skin cells, Borage DiabetiCare™ enables skin to better retain moisture and treats chronic dry skin by restoring its natural GLA level.

Borage DiabetiCare™ is clinically tested, non-prescription, and doctor-recommended. It is available in an 8oz body lotion, 3.5oz intensive cream, and 4.2oz foot cream.

Products can be purchased at select Wal\*Mart stores, Drugstore.com, and other fine retailers. DiabetiCare™ Labs is currently offering a sampling program for physicians and nurses interested in this remarkable product. Call (888) 544-3427 for details.

*Digital images may be downloaded at  
[www.diabeticalabs.com/press](http://www.diabeticalabs.com/press)*