

# Epoch® Sole Solution™ Foot Treatment

RESTORES HEALTHY LOOKING HEELS, TOES AND SOLES



## Positioning Statement

Epoch Sole Solution Foot Treatment is a rejuvenating foot cream for those suffering from rough, dry or cracked feet.

## Tagline

Restores Healthy Looking Heels, Toes and Soles

## Concept

If you have chronically dry, cracked feet and have tried all kinds of moisturisers, instead of getting better, the problem often persists or even gets worse. A persistent problem like this requires more than moisturising. You need a product that works on the underlying cause. Epoch Sole Solution Foot Treatment brings the hidden solution of the rainforest to you. Epoch Sole Solution Foot Treatment features crushed allspice berry (*Pimenta dioica*) — traditionally used by the indigenous people of Central America to relieve persistent dry, cracked, red skin on heels, toes and sides of feet. So much more than a moisturiser, Epoch Sole Solution restores healthy looking heels, toes and soles.

## Target Audience

Women and men ages 18+ who experience severely dry or cracked skin on their feet.

## Product Benefits

- Works on the underlying cause of rough, dry and cracked feet, returning them to a soft, smooth, healthy looking condition
- Delivers noticeable relief in the first few weeks of use

- Softens and exfoliates dead cell buildup and calluses for soft, smooth skin
- No added fragrance; naturally fragranced with allspice berry
- Safety-allergy-dermatologist tested.

## Key Ingredients

- Crushed allspice berry (*Pimenta dioica*)—used by indigenous people in the rainforests of Central America to relieve persistent dry, cracked, red skin on heels, toes and sides of feet
- Urea—exfoliates calluses and dead cell buildup while providing deep moisturisation
- Papain—a proteolytic enzyme from papaya breaks down and loosens thick, rough patches of dry, dead skin.

## Usage/Application

Apply liberally to affected areas on cleansed feet morning and night or as needed. Focus on rough or dry areas. Do not rinse off. Allow product to remain on skin as long as possible. Best results are seen after six to eight weeks of usage as directed.

## Clinical Study

Procedure:

More than 100 study participants with dry, cracked or problem feet applied Epoch Sole Solution twice daily for 12 weeks. Participants were examined by a clinical grader at four, eight and 12 weeks.

Results:

Seven out of 10 consumers saw significant visible improvement in their dry, cracked feet within four weeks.

## Cross Promotional Products and Explanation

- Perennial™ Intense Body Moisturizer—a rejuvenating body moisturiser that promotes cellular durability, helping reinforce the skin's natural defence mechanisms and protect against external aggressors
- Epoch® Firewalker® Relaxing Foot Cream—a soothing cream that relaxes and cools hot, tired and sore feet.
- Epoch® IceDancer™ Invigorating Leg Gel—a clear cooling gel that stimulates and instantly revives fatigued legs.
- Epoch® Ava puhi moni™ Anti-Dandruff Shampoo—a rejuvenating botanical shampoo that cleanses hair and provides soothing relief to those suffering from a dry, flaking scalp and dandruff.
- Epoch® Calming Touch™ Soothing Skin Cream—a specially formulated cream that features the powerful skin calming benefits of jewelweed to bring relief to persistently troubled skin.

## Frequently Asked Questions

*What is the difference between Firewalker® Relaxing Foot Cream and Sole Solution™ Foot Treatment?*

Sole Solution Foot Treatment, with allspice berry, is formulated to target the underlying causes of dry, cracked feet. Key ingredients soften and dissolve rough, dry, dead cell buildup for soft, smooth, healthy looking feet. Firewalker Relaxing Foot Cream is designed to soothe hot, tired, achy feet using natural ingredients, such as extract from the Hawaiian ti leaf, to absorb heat and to cool and soothe the skin.

*I have moisturised my feet repeatedly, but can never seem to find relief for my dry, cracked heels. Why are moisturisers not helping?*

Moisturisation is only one aspect of the healing process. Because dry areas on the feet are usually composed of thick, rough patches of dead skin, most beneficial ingredients cannot be absorbed to the healthy layers beneath. When you use a basic moisturiser on these areas you are simply applying a layer



of emollients (moisture-binding ingredients). In order to deliver nourishing ingredients to healthy skin layers, much of the dead cell buildup must be removed and softened. For this reason, Sole Solution incorporates key ingredients such as allspice berry and urea to loosen and exfoliate the rough, dry patches.

*Can I use Epoch® Sole Solution™ Foot Treatment on other areas of my body?*

Yes, Sole Solution is great for any dry, cracked area of the body where you would like to restore soft, smooth skin. Perfect examples are rough cuticles, dry elbows and scaly knees.

*Is Sole Solution™ Foot Treatment safe and effective for prolonged use?*

Yes, Sole Solution is perfect for consistent application on problem areas of the feet. In fact, key ingredients in Sole Solution help maintain balanced moisture levels in the skin. If you find after several weeks that the soft, smooth, healthy look and feel of your feet has returned, you can switch to Firewalker® Relaxing Foot Cream for daily moisturisation, then periodically resume use of Sole Solution when you want intense treatment. For an all over body moisturizer while using Sole Solution as a temporary treatment, use Perennial™ Intense Body Moisturizer.

## Ingredients

Water (Aqua), Urea, Glycerin, Stearyl Alcohol, Cetyl Alcohol, Octyldodecyl Neopentanoate, Trioctyldodecyl Citrate, Glyceryl Mono Undecylenate, Glyceryl Stearate, PEG-100 Stearate, Cetyl Phosphate, PPG-3 Benzyl Ether Myristate, Magnesium Aluminum Silicate, Dimethicone, Lauryl Laurate, Pimenta Dioica Fruit Extract,\* Papain, Polysorbate 20, Xanthan Gum, Caramel, Carbomer, Tetrasodium EDTA, Sodium Hydroxide, Butylene Glycol, Chlorphenesin, Methylparaben, Propylparaben.

*\*Allspice berry*