

# Clinique launches New Comfort on Call relief cream

## CLINIQUE

Allergy Tested. 100% Fragrance Free.



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Industry: [Retail](#)

**Press Release Summary: Clinique, leader in skin care innovation has announced the launch of its latest skin care moisturizer called New Comfort on Call**

Press Release Body: Clinique, leader in skin care and make-up innovation, has announced the launch of their latest advance in skin care moisturizer - New Comfort on Call.

[Clinique](#), at the forefront of skin care research, has launched a new innovation in [anti aging](#) and allergy relief skin care, with the introduction of New Comfort on Call - Allergy Tested Relief Cream, a moisturiser designed for people with visibly reactive skin.

Clinique's New Comfort on Call enhances the skin's ability to protect itself against external irritants such as pollutants and airborne particles. Containing the rare Citrus Jabara Fruit Extract, indigenous to Japan's Wakayama Prefecture region where it is cultivated, this moisturising cream helps to calm the appearance of irritated skin.

Wakayama villagers believe Jabara can prevent pollen allergies from the region's abundant trees. The villagers eat and drink it continuously to build their resistance to the onslaught of pollen each spring. Even at the height of pollen season, they report that allergies are rare. Clinique's New Comfort on Call is the first and only skin treatment to include Citrus Jabara Fruit Extract. It is the heart of Clinique's unique Enviro-Soothe Complex, including potent anti-irritants Mangosteen and Glycyrrhetic Acid (licorice extract).

Dermatologist tested, and suitable for even very sensitive skin, New Comfort on Call:

- Gives immediate relief to dehydrated, [dry skin](#) and visibly calms irritated skin
- Helps shield and protect skin against extreme weather conditions while maintaining moisture
- Is suitable for all skin types that become very dry and taut when exposed to frigid

climates

- Helps reduce skin's visible reactivity and instances of cracked, flaky or rough skin with continued use

Protecting the skin, especially in colder climates, is critical in maintaining its strength and resilience. Skin becomes more susceptible to the harmful effects of common allergens and environmental pollutants, such as airborne particles, when the skin barrier is impaired.

*"Aware of the changes in the environment, we wanted to create a product that would not only assist in helping the appearance of reactive skin, but would help skin to naturally cope with fluctuations in weather and humidity. We incorporated a water-binding protein that improves and rebalances the skin's moisture, building a stronger, more resilient skin barrier, better able to protect against both extreme weather conditions and harmful external airborne particles."* Commented **Dr. Tom Mammone, Executive Director of Clinique Research and Development**

New Comfort on Call provides an invisible protective shield to strengthen skin's moisture and lipid barrier function, helping skin to be less susceptible and reactive to certain external triggers over time. New Comfort on Call helps relieve dry, cracked skin while it softens, smoothes and improves skin's texture and condition. This intense, luxuriously rich cream-balm [moisturiser](#) provides immediate comfort and all day hydration.

New Comfort on Call will be available nationwide from 1 February 2009

## **About**

## **Clinique**

Introduced in 1968, Clinique was the first ever dermatologist-created, prestige cosmetic brand. Today, Clinique's mission remains what it was from the beginning: to provide the highest quality and most effective collection of products to enhance every skin type and tone. The brand's customised approach and quality products - all meticulously tested and carefully formulated with the latest science - have made Clinique one of the leading skin care authorities in the world. All makeup and [Skin Care](#) products are allergy-tested and 100% fragrance free. Clinique offers products for men and women of all ages and ethnicities. Clinique is sold in more than 130 countries and territories, and over 16,000 sales locations.

**Web Site:** <http://www.clinique.co.uk/>

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