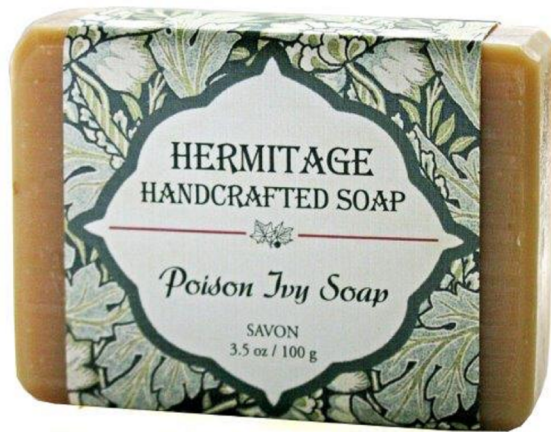


New! Poison Ivy Soap

from the Hermitage of the Holy Cross



A soap to help treat the itch!

The Hermitage of the Holy Cross is happy to introduce our new **Poison Ivy Soap**, which contains Jewelweed - an all natural antidote and treatment for poison ivy, oak and sumac.

Whether you think you've been exposed to poison ivy, or if your skin has broken out already, Hermitage Poison Ivy Soap will help you!



Impatiens capensis (Jewelweed)

"Leaves of three, let them be!"

How does Poison Ivy Soap work?

Poison Ivy Soap contains **Jewelweed** extract, which is a natural antidote to Urushiol - the extremely toxic oil in poison ivy, poison oak, and poison sumac plants that cause allergic reactions on most people's skin. The Jewelweed extract in Hermitage Poison Ivy Soap not only help to stop the itch, but actively counteracts Urushiol oil - thus helping the reaction to stop and your skin to heal.

Use your poison ivy soap

Identifying Poison Ivy

Poison ivy and poison oak can be found everywhere—the woods, fields, your own backyard, vacant lots, all depending on where you're living. In particular, these plants seem to have fondness for growing along fences and stone walls and they like the sheltered edges of forests, fields and sunny areas.

"Leaves of three, let them be!" Though not all three-leaved plants are poison ivy or poison oak, this is still a good rule of thumb if you are unsure what plant you are looking at.



How to Use Our Soap

- ➔ **Wash Thoroughly**
Wash the affected area with tepid water. Lather the soap and leave on rash for a few minutes. Then rinse with tepid water.
- ➔ **Wash Regularly**
The soap should be applied 3-4 times daily. For a bad rash, or if rash persists, leave soap on the affected area for an hour or more.
- ➔ **Avoid Stimulants**
Refrain from ingesting all forms of stimulating food or beverages while rash remains active. (I.e., no coffee, tea, soda, chocolate, energy drinks, spicy food, etc.) It is also wise to refrain from



Poison Ivy

often and regularly - especially if you spend a lot of time outdoors! Using Hermitage Poison Ivy soap right after exposure to Urushiol oils will help you prevent getting itchy poison ivy reactions altogether!

tobacco products as well. Both caffeine and nicotine elevate your own histamine levels, causing your itch to intensify.

Hermitage Poison Ivy Soap: the *natural* solution you've been waiting for!

Hermitage Poison Ivy Soap contains all natural ingredients and is friendly to your skin. Many of the natural ingredients in Poison Ivy Soap help with more than just poison ivy. Hidden in one bar of soap are the following ingredients and their benefits:

Jewelweed - Not only does this help with poison ivy rashes, but it also provides relief for insect bites and stings.

Tea Tree Essential Oil - This oil naturally kills bacteria and germs. It also greatly helps to sooth rashes, heal cuts and scratches, and relieves skin irritations like sunburn and cold sores.

Pine Tar - This pharmaceutical-grade ingredient has been used to treat skin ailments such as psoriasis, eczema, rosacea and acne.

Eucalyptus - Eucalyptus is known for its antiseptic properties, and is used for treating wounds, cuts and abrasions. It is also helpful in relieving insect stings and bites.

Oatmeal - A beloved and time-tested home remedy for poison ivy, oatmeal soothes irritated skin and rashes caused by poison ivy and other allergens.