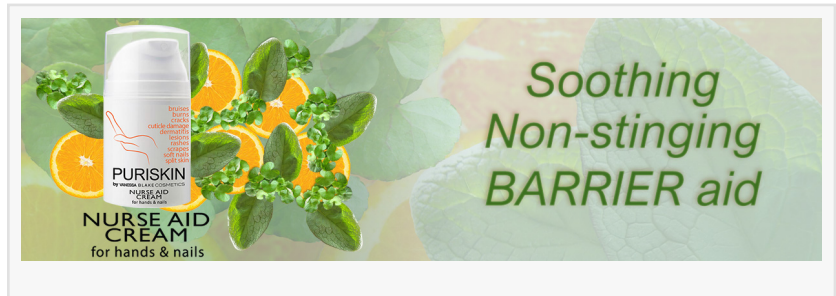


VANESSA BLAKE COSMETICS' PURISKIN NURSE AID CREAM FOR HANDS AND NAILS SELECTED FOR BIRCHBOX SEPTEMBER EDITION

Continuing its success from its May 2016 BirchBox launch Vanessa Blake Cosmetics acclaimed Puriskin product line of natural skin care is again being featured.

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/EINPresswire.com/ -- Continuing the successful collaboration between emerging natural British skincare brand [Puriskin](#) by [Vanessa Blake Cosmetics](#) and internationally renowned Birchbox, Puriskin Nurse Aid Cream has been selected by the award-winning subscription service to feature in their upcoming September Beauty box. Birchbox subscribers will have the opportunity to sample the vegan-friendly plant-active barrier cream specially formulated for hands and cuticle damage as part of the Birchbox edition which launches early next month.

This follows the sell-out debut of Puriskin in the May 2016 Birchbox where samples of the brand's two best-selling resurfacing skincare products Resurfacing Cream for dry skin and the Resurfacing Formula for sensitive skin received overwhelming support and repeatedly ran out of stock with purchasing customers within the first few weeks of promotion and lead to the listing of additional Puriskin products including Puriskin Nurse Aid on the Birchbox e-shop.

'We have been overwhelmed at the exceptional response that our Puriskin creams continue to receive,' advises Brand Ambassador Amanda Shayle, 'and we are truly delighted at the opportunity to make another one of our best-selling products available to Birchbox consumers - particularly as our Nurse Aid brings targeted relief to the damage typical of hard working hands and our driving ethos is always to provide highly effective natural healing solutions for dermatological conditions that most commonly affect men and women.'

Specifically targeting ailments such as painful splits and cracks, excessive dryness and irritation, hang nails and damage to the sensitive cuticle area Puriskin Nurse Aid was developed originally in clinical practice with nurses and doctors in mind whose hands are routinely exposed to frequent washing, harsh chemicals or irritants such as latex gloves – all of which can lead to long-term chronic damage and vulnerability to the skin surface.

Designed to improve the skins protective barrier function and protect against the surface dehydration that commonly affects dry skin even after moisturising Nurse Aid is formulated with powerful Vitamin B5 to seal in moisture and harnesses the collagen-simulating benefit of anti-inflammatory and antibacterial Orange oil for cellular nourishment to provide lasting hydration and conditions the skin to

facilitate the healing process.

Further benefit of the fast-action formula is derived from its non-stinging emollient action on splits and rashes and the non-greasy texture that absorbs rapidly enabling practitioners such as those in healthcare using latex gloves or outdoor workers using protective hand gear to put these on straight after application.

Birchbox UK's Senior Sales and Account Manager Prescillia Darmon advises, "The reaction to the Puriskin skincare has been unprecedented for an independent newcomer and we look forward to continue our support of this emerging British brand in our joint mission to make highest quality skincare more available to increasingly discerning beauty consumers.'

Puriskin Nurse Aid will be made available in the £10 subscription box in a practical aluminium sampling tin while the full size version is offered in a travel-friendly, hygienic airless pump available online from Birchbox.

To purchase Puriskin full size products visit the Birchbox e-shop: www.birchbox.co.uk/shop or www.Puriskinbyvb.com

ABOUT PURISKIN by VANESSA BLAKE COSMETICS

the PURISKIN line is a British natural skincare and aesthetic mineral cosmetics brand developing restorative products originally for use in clinical practice and informed by the principles of complementary medicine to support the healing mechanisms of skin as well as to reduce the skin's bruising and inflammatory responses post invasive treatments such as needling, surgery and radiation therapy.

Parent company Vanessa Blake Cosmetics is a mineral make-up brand delivering a well-being approach to beauty, beauty services and skincare servicing consumer and trade in the mainstream, medical aesthetic and fashion markets.

The British brand was founded in 2008, is London-based and has key offices in Atlanta and New York.

Based on positive feedback from both general practice and practitioners in alternative therapy PURISKIN is furthering its reach into the consumer market.

Puriskin Nurse Aid for Hands and Nails - Key ingredients and benefits:

- Vegetarian and Vegan-Friendly
 - Petrochemical-, Lanolin- and Paraben-free
 - VEGETABLE GLYCERIN aids natural moisture retention.
 - ORANGE OIL promotes the production of collagen in the hands and increases blood flow to the skin. Also a soothing oil for dry and irritated skin.
 - ALLANTOIN (from the root of the Comfrey plant) delivers exceptional wound healing and facilitates the shedding of dead skin cells.
 - TIGERGRASS aids in the formation of collagen and cellular dermal repair.
 - VITAMIN E delivers anti-inflammatory support to help prevent premature aging, and protects against water loss to reduce the dryness which can lead to painful cracks and splits.
- VITAMIN B5 is highly hydrating making it an effective itch-remedy and a reliable barrier shielding skin from irritations such as contact dermatitis, while also promoting the regeneration of new skin cells and helps to strengthen fingernails.

For further information, visit www.puriskinbyvb.com or www.vanessablakecosmetics.com and follow us on Instagram, Facebook and Twitter @puriskin #puriskin.

About Birchbox

Launched in 2010, Birchbox is a leading beauty and grooming retailer, offering an efficient, personalised way to discover and shop for new products.

Birchbox redefined the online shopping experience by pairing a monthly subscription of deluxe samples - tailored to customers unique profiles - with inspiring editorial content to create a seamless path to purchase full-size products online.

More than 800 best-in- class beauty and lifestyle brands are available on Birchbox's e-commerce shop. In 2014, Birchbox opened its first brick-and-mortar store in Soho, New York.

Today, Birchbox has 1 million subscribers and operates in six countries, including France, Spain, UK, Belgium and Ireland. Birchbox is headquartered in New York City.

To learn more, visit www.birchbox.co.uk or follow us on Instagram, Facebook, Twitter and YouTube @BirchboxUK #BirchboxUK #BirchboxIRE.

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