

**Media release**  
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## The Paw Paw with more

Natralus Natural Paw Paw Ointment is a breakthrough for Paw Paw ointments: it contains more than double the amount of Paw Paw than the leading brand and is completely free from petrochemicals.



Natralus Australia is a company that likes to do things naturally. And differently. After watching family and friends using the leading brand of Paw Paw ointment, Natralus Australia General Manager, John Rowe wondered if there was a more natural way to soothe dry lips and skin with Paw Paw *without* the petrochemicals.

Chatting to customers, retailers and distributors convinced John there was a real need for this product. Months of product development lead the Natralus team to a formula with 83 mg per gram of organic Paw Paw **plus** other soothing ingredients like Shea Butter, Cocoa Butter and Olive Oil. The formula worked — leaving no need to include petrochemicals, parabens, mineral oils, fragrance or colour.

Customer feedback confirms that Natralus has the formula right: the ointment goes on smoother, is long-lasting and leaves skin and lips feeling nourished and looking healthier. And people feel good knowing it's completely free from chemical nasties.

Paw Paw has been used for over 100 years to soothe and restore skin. It is a rich source of peptides, enzymes and antioxidants that promote skin health. With double the amount of Paw Paw, skin and lips get more of Paw Paw's unique benefits in every application.

Natralus Australia's Paw Paw Ointment can be used as often as needed on:

- Lips
- Dry and cracked skin
- Minor rashes
- Insect bites and stings
- Sunburn
- Nappy rash

The ointment is available online from [www.natralus.com.au](http://www.natralus.com.au) and from selected supermarkets, pharmacies and health food stores in four convenient sizes:

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|---------------------------------|------------|
| • 7 g tube                      | RRP \$3.75 |
| • 12 g lip balm with applicator | RRP \$5.95 |
| • 30 g tube                     | RRP \$5.49 |
| • 75 g tube                     | RRP \$6.95 |

**For more information and stockists' details**, please contact call Jamie Hershman on 08 8382 3000 or email [Jamie.hershman@natralus.com.au](mailto:Jamie.hershman@natralus.com.au)