



FOR IMMEDIATE RELEASE

R&R Lotion Presents I.C. Ivy Block - A Time-Tested Solution Revived for Modern Outdoor Professionals

SCOTTSDALE, AZ, AUGUST 1, 2021 — R&R Lotion, a renowned provider of professional skin care solutions, is delighted to reintroduce a beloved product with a fresh new formulation in its Industry Care (I.C.) line - the I.C. Ivy Block. From our FDA and EPA registered facility, we continue our commitment to innovate and address pivotal health issues, particularly those faced by outdoor professionals.

Our I.C. Ivy Block represents a resurgence of a tried-and-true solution from the 1990s, given a modern twist to cater to the specific needs of today's workforce. The original Ivy Block was a go-to solution for outdoor workers, and when the company ceased its operations, a gap was left in the market. Now, R&R Lotion revives this essential product, blending the original key ingredient, bentonite clay, with four modern additives that collectively combat urushiol oil, the primary agent causing poison ivy, oak, and sumac rashes.

Exposure to these plants can disrupt a worker's well-being and productivity, causing severe discomfort and persistent rashes. The reintroduction of our I.C. Ivy Block, designed to offer reliable, long-lasting protection, empowers professionals to focus on their crucial tasks without the constant worry of skin irritation.

The I.C. Ivy Block, with its modern yet proven formula, provides a practical, user-friendly solution to the common problem of poison ivy exposure. Easy to apply, it forms a protective barrier that helps prevent the rash before it starts, making it an indispensable tool for outdoor professionals.

We invite professionals nationwide to rediscover the power of the updated I.C. Ivy Block. Experience the effective protection of yesteryears, fine-tuned with modern science, made possible by R&R Lotion's unwavering commitment to your health and safety.

The I.C. Ivy Block is available for purchase nationwide starting today.

For more information, please visit our website at www.rrlotion.com or contact your local sales representative.

About R&R Lotion

R&R Lotion is a Scottsdale, Arizona-based skin care company, recognized for its commitment to producing innovative products in an FDA and EPA registered facility. Through the Industry Care (I.C.) line, R&R Lotion provides practical, high-quality solutions tailored to meet the unique needs of the workforce in various industries. Beyond its innovative manufacturing, R&R Lotion showcases its commitment by conducting enlightening seminars addressing key concerns like skin cancer and diseases transmitted by insects that impact the worker community.

Press Contact:
Fletcher Rich
Fletch@rrlotion.com
480-443-9255