FOR THE MOST GENTLE CLEANSING OF HAIR AND SENSITIVE SCALP...



- Helps Relieve Itching and Soothes Dry Scalp
- Oil of Rosemary Stimulates
 Scalp Circulation, Aiding in
 Hair Growth and Retention
- No Artificial Fragrance or Color Added
- · Bio-Degradable and pH Balanced

ALRA MILD CONDITIONING

SHAMPOO is a safe and gentle total body shower gel for sensitive skin and scalp, formulated especially for those with hair loss during cancer treatment, alopecia, and very dry scalp or hair.

I have had such good results from ALRA and

I hope it will help others from itching and
scaling skin. ""

- Irene W., New Jersey

Rely on Alra. No prescription needed. Alra is available at fine pharmacies and healthcare boutiques.

Neue Cosmetic Company, Inc. Toll Free: (877) 265-9092

> email: alracare@aol.com www.alra.com



MEETING THE TOUGHEST SKIN CARE CHALLENGES

RELIABLE RELIEF FOR EXTREMELY DRY SKIN...



- Encourages the Skin's Natural Healing Process
- Non-Greasy, Deep Moisturizing
- Free of Alcohol, Fragrance, and Color
- Five Powerful Active Ingredients:
 Vitamin E, Soluble Collagen,
 Lanolin, Allantoin in an Aloe
 Vera Base (No Water Added)

ALRA THERAPY LOTION offers soothing, moisturizing relief to dry, irritated skin. Originally formulated by a European-trained cosmetic chemist whose wife was undergoing radiation therapy for breast cancer, Alra is very effective in the treatment

of eczema, sunburn, abrasions, diaper rash, and other severe dry skin conditions.

Nothing was as effective in reducing the inflammation and burning sensation as ALRA.

- Mary C., California

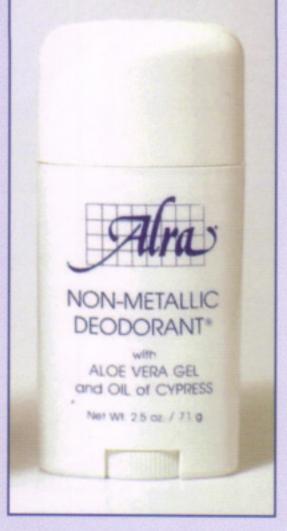
SPECIALLY FORMULATED WITHOUT METALLIC INGREDIENTS...

- · Gentle Protection Against Odor and Wetness
- · Oil of Cypress Acts As a Fragrant Astringent
- Lichen Extract Is a Natural Bactericide and Fungicide
- No Aluminum or Metallic Salts to Irritate
 Sensitive Skin or to Interfere With Treatment

ALRA NON-METALLIC
DEODORANT was developed
at the request of oncologists,
as metallic ingredients can
interfere with radiation therapy
treatments. It is beneficial to
many individuals who wish to
avoid, or who have an allergy
to, aluminum.

You have the
greatest products!

- M.D./Oncologist, Maryland



I have been using ALRA Deodorant and Lotion for years and I love them. ""