



real life

"I outsmarted poison ivy for good!"

Mary Mercure could relate to her son's suffering as his swollen, poison ivy-blistered foot was examined by an emergency room doctor. She had the same inflamed skin on her forearms. But her pain turned into frustration when the doctor suggested calamine lotion to ease her son's discomfort. You've got to be kidding me, Mary thought. If that worked, we wouldn't be in the ER!

As owners of a canoe- and inner tube-rental business, Mary's family worked outdoors. But helping tourists get down Nebraska's Niobrara River meant her gang caught poison ivy several times each summer. "Customers would take our equipment into the weeds," Mary explains. "So after putting away the gear, we'd get blisters all over!"

Mary was at a loss for how to help her family. "We tried dozens of products, but nothing worked." To make

matters worse, their symptoms intensified with each new case. "One time I even got it in my eyes," she recalls.

"My skin was protected within minutes."

Then one day Mary heard about a lotion called IvyBlock, the only FDA-approved product that prevents the appearance of a rash from poison ivy and poison oak. When applied to skin 15 minutes before exposure, IvyBlock's active ingredient, bentoquatam, creates a barrier that blocks poisonous oils from being absorbed into the skin.

Hoping she'd found a solution, Mary and her family began applying the lotion each day. The results were amazing. "As soon as I smoothed it on, I got this tingling sensation that told me it was working," she says. "Last summer I didn't have poison ivy once!"



Mary Mercure, 42, Valentine, NE

"Now summer is even better!"

Finally, Mary and her family are back to enjoying carefree Nebraska summers. "We love spending time outside, so it's great not having to worry about poison ivy," Mary says. "I even recommend IvyBlock to my customers."

We're here to help!

To learn more about IvyBlock, \$12 for 4 oz., visit www.IvyBlock.com or call 800-991-DERM.



Mark Adamson, Text: Brooke Ross