American Latex Allergy Association

Breakthrough in Clothing Industry to Help Sensitive Skin Sufferers

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Finally after years of itching and scratching for ideas on how to tackle your skin?s sensitivity to clothing comes an answer in the form of a company that promotes one of nature?s best creations.

San Fransisco, CA (PRWEB) December 1, 2008 ? This fresh new brand, Cottonique, is launching with confidence to provide high-quality chemical-free, skin-friendly clothing for people with sensitive skin. Using state-of-the-art technologies Cottonique helps in the fight against eczema, dermatitis, and problems arising from irritating and elasticized clothing. They ensure their range of products is made from 100% natural cotton, suitable for use by even the most sensitive of skin and allergy sufferers.

Dermatologists say that the exacerbation today in skin allergies and chemical sensitivities can be attributed to increases in exposure to the sun, metal, food allergies, disinfectants, cleaners, environmental pollutants, chemicals and materials found in clothing.

So, people suffering with a skin allergy or chemical sensitivity have very limited clothing options. They are always on the hunt for hypoallergenic products that do not aggravate symptoms, which for some could even be life-threatening.

Armed with this challenge, Cottonique set out to find a solution. Combining new technologies with scientific research, the manufacturers of Cottonique?s unique line of cotton garments have mastered production techniques which now enable them to produce quality, chemical-free apparel, without the use of irritants that are commonly found in most clothing brands. Cottonique now boasts a fine collection of finished products which are perfect for men, women, children and toddlers with sensitive skin. ,br>
?Comfortable allergy-free clothing is an essential design component for our products?, says Vice President of Marketing, Vinesh Genomal. ?Ensuring the health and safety of our customers is our number one goal and driving force?. With active interest from customers who have heard the good news along the global grapevine and are already clamoring to buy, buy, buy, Genomal hinted there would be a full line of children?s, infant?s and toddler clothing available on the Cottonique website just in time for Christmas. The soon to be released ?nothing but cotton socks? range for men, women and children will be a comforting addition for the latex-sensitive individual.

Cottonique has taken the trouble to ensure that their products are in line with dermatology requirements and dermatologist recommended, thus giving any mother peace of mind when she is buying apparel for her toddler?s soft and sensitive skin. Their minimalist designs do not use any dyes in any products; their product line is dermatologist recommended for all people and is specifically targeted to be a clothing solution for people with mild to severe skin allergies. Included in the Cottonique line is apparel that is latex-free, spandex-free, lycra-free, and nylon-free.

Cottonique uses a unique fabric-knitting and finishing process that allows the cloth to retain the stretch and fit of commonly found apparel, without the danger of latex allergy, spandex allergy, or chemical sensitivity. All fabrics undergo a hydro-pressure purification process to produce pure cotton that is resin-free, formaldehyde-free, hypoallergenic, and chemical-free. Cottonique does not use any dye stuff in the manufacturing of their clothing and underwear. In the end, all products remain pH balanced, highly breathable, comfortable, functional, and safe for people with skin allergy and sensitive skin. Wonderful! Cotton as natural as your skin!

In anticipation of the flood of demand from prickly consumers for comfortable clothing Cottonique.com is now fully stocked and ready to take your orders for their entire dermatologist recommended, hypoallergenic clothing product line. The new website offers secure ordering and online support from a skilled Cottonique sales representative. You can reach their customer service helpdesk at 1-888-90-COTTON (26886) and also email them at their online helpdesk.

To learn more about this innovative company and its products line, visit their website at **www.cottonique.com** [1]

Contact Cottonique Inc
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To view the entire press release:
http://www.prweb.com/releases/2008/12/prweb1672214.htm [2]
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