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**Foot Care Expert Says People 45+ May Forego Health Benefits of Swimming in Summer Because of Unattractive Feet**

*Xenna CEO Carol J. Buck says, "Summer is an excellent time for men and women of all ages to take advantage of the many health benefits of swimming. Unfortunately, many are embarrassed by the appearance of their dry heels or discolored toenails, causing them to avoid activities such as swimming."*

**/24-7PressRelease/** - PRINCETON, NJ, July 17, 2008 - Carol J. Buck, M.I.A., CEO of Xenna Corporation, (www.xenna.com) which distributes foot care products, says, "Summer is an excellent time for men and women of all ages to take advantage of the many health benefits of swimming. Unfortunately, many are embarrassed by the appearance of their dry heels or discolored toenails, causing them to avoid activities such as swimming, water aerobics or even experience the cooling freedom of wearing sandals or flip-flops."

The benefits of swimming for anti-aging are well documented: According to a study done at Indiana University, regular, moderately intensive swimming can substantially delay the decline of such age markers as blood pressure, muscle mass, blood chemistry and pulmonary function. Tests performed on U.S. Masters swimmers found that regular, moderately intense swimming postponed the aging process, not only for years, but for decades.

Anti-aging benefits of swimming include:

- Improved cardiovascular conditioning
- Increased muscle strength and endurance
- Improved posture and joint flexibility

Swimming also improves one's physical appearance by toning muscles and helping to control weight and appetite. A number of studies have found that even in middle-aged or elderly individuals, body image is an important factor affecting self-esteem, especially in women.

Paradoxically, it's a concern about appearance that often keeps people from taking advantage of the benefits of swimming. Buck says, "Some individuals avoid any situation, such as public pools, that require them to expose an overweight body, thighs dimpled with cellulite, or unattractive feet."

"Regardless of what shape you're in, there's no time like summer to make a commitment to eating right, exercising, and sprucing up your appearance," suggests Buck. "Feet and legs are 'on display' during the warmer months and are a 'age give-away' if not pampered a bit and tended to."

Buck is an expert on foot care. Xenna distributes natural foot care products that address the problems of yellow, discolored toenails and dry, cracked heels - problems which are common among those over 45.

Xenna's diabetic-friendly NonyX Nail Gel and CalleX Ointment were developed and patented using formulations that focus on the exfoliation of keratin - the protein contained in skin and nails. The result is innovative, natural foot care products that can make embarrassing feet and nails attractive again.

NonyX Nail Gel is a diabetic-friendly, natural ethanoic nail gel that breaks down and removes keratin debris - the discolored, yellow or thick granular buildup under nails which is the actual source of nail discoloration. After using NonyX Gel for 3 or 4 weeks, keratin debris is soft enough so that it can begin to be scraped out from under the nail. Overall nail appearance improves over time as keratin debris exfoliates with continued use.

Former All-American swimmer Dr. William Holmes used to be self-conscious about his feet and even stopped swimming at public pools until he used NonyX Nail Gel. After twenty years of living with unsightly nails, Dr. Holmes was surprised to find

that something as this water-based gel made "an improvement in the appearance of my toenails."

Xenna's CalleX Dry Heel Ointment, also diabetic-friendly, smoothes and moisturizes dry, cracked heels. Its natural enzymes selectively exfoliate dry, cracked, thickened and scaly skin while its petrolatum base retains natural skin moisture. Peppermint-scented CalleX is also free of potentially irritating acids, mineral oil, colorants, parabens and lanolin.

For photos of toenails and heels before and after using Xenna products, go to [www.xenna.com](http://www.xenna.com).

NonyX Nail Gel is money-back guaranteed, and can be purchased in the FOOT CARE section of Walgreens, Rite Aid, CVS, Wal-Mart, Meijer, TARGET, Snyders, Longs, Duane Reade, ShopKo, Kerr Drug, Giant Eagle, HEB, Bruno's, Hannaford, many other grocery stores and most Medicine Shoppe pharmacies.

CalleX Dry Heel Ointment is also money-back guaranteed, and can be purchased in the FOOT CARE section at Walgreens, Rite-Aid, CVS, most Wal-Mart Supercenters, TARGET, Snyders, Longs, Duane Reade, Kerr Drug, Giant Eagle, HEB, BI-LO, Bruno's, many other grocery stores and most Medicine Shoppe pharmacies.

Xenna Corporation is a privately-held, woman-owned company based in Princeton, NJ which develops and distributes natural personal care products for skin, hair and nails.

#### About Xenna Corporation

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