

# Carlsbad Inventor's Cure for Common Ailments



Photos: Sam Wells

Dennis and Kelli Strawhun are healing Carlsbad.

**K**ilt rash is the worst! It is the main ethnic suffering for Scottish-Americans, unless of course you're not too accurate with your clan pin. For Dennis Strawhun, it was the only downside to the Highland Games. So his wife Kelli, to stop his whining and get him back to his life-loving self, went to her kitchen and started experimenting with ingredients she had on hand and her knowledge of natural healing emollients. The result was the Cosmic Celtic Cure.

It works great on diaper rash. It works well with almost any skin problem—rashes, burns, cuts. It soothes pain, speeds healing and minimizes scars. Once it worked for kilt rash, Strawhun fine-tuned it on her kids' rashes and abrasions. She'd make a batch when the neighbor kids got eczema. For surfers it does wonders on wetsuit rashes, reef nicks and red tide fungi. For dancers it's great on blisters and hot spots. She was always tinkering with natural teas and tinctures.

Strawhun didn't like jumping to chemicals or drugs when her kids had ailments. When her son Kelden was young and had problems with Attention Deficit Disorder, they had to avoid artificial colors, flavors and preservatives. Avoiding it in food was one thing, but it is also in medicines and cosmetics. "Alcohol is horrible for your skin, but it is a preservative." It is in many ointments and lotions. The Cosmic Celtic Cure doesn't use it and is also gluten free; gluten can have an adverse effect on children with autism.

Once word got around, Strawhun couldn't show herself at a caber toss without it. "Why don't you market this stuff?" became a constant question. "If I knew then what I know now, I never would have done it," Strawhun said of selling her concoction. That was five years ago and it is only now on the market. The business and resale license wasn't too bad, but she groaned at the memory

of getting a patent. Securing a trademark first involved coming up with a name that wasn't similar to another trademark.

"Highland Cure" was what everyone called it at the Games, but that was trademarked. Strawhun wanted to use "Celtic" (only basketball players in Boston use a soft "c") because her knowledge of ancient Celtic healing agents. "Cure" seemed to overstate the case and "cosmic" conjured up more funk than she wanted—there were no Quaaludes used in the making of this cream—but all together the alliteration was nice.

Once she moved past the name, she had to move out of her kitchen and into a lab. She had to study packaging, labeling, business loans, advertising and coming up with a business plan. She had to talk to artists, retailers,

advertisers, doctors and veterinarians (she has a Cosmic Critter Cure, too). And she said, "Last year at this time, I was completely overwhelmed." What kept her going was when friends or friends of friends would say, "Kelli, it works!"

Dr. Eva Runnman LaMar, M.D. of San Diego says, "I had a second surgery to replace my pace maker. The surgeon went through the old scar. I was convinced I would have a horrid keloid since I scar so easy. With Cosmic Celtic cream it healed quickly. I usually have bad rashes from the surgical tape that last for weeks. No rashes this time using the cream."

There is something satisfying in helping people. So if you're ever in O'Sullivan's and see someone jaggging when they should be jiggging, keep some in your sporin and tell them you have just the thing. ●

You can order it online at [www.cosmiccelticcure.com](http://www.cosmiccelticcure.com) or pick it up locally at Boney's.



The Strawhun's invention story is one of perseverance—it took five years to get Cosmic Celtic Cure on the market.