

# emollient *(e-mol-lient)*

## Definition

adj. having a softening or soothing effect especially to the skin; n. any preparation or substance that has a softening or soothing effect

## Example Sentence

The company had an aggressive ad campaign touted the cream's **emollient** powers.

## Synonyms

soothing; salving; softening

## Antonyms

hard; rough

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