

FOR RELEASE ON 4-1-06

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DERMAdoctor SPECIALIST SKIN CARE ANNOUNCES RELEASE OF BORN TO BE MILD™ MEDICATED FACE AND BODY CLEANSER

Gentle, Effective Cleanser Tackles Seborrheic Dermatitis, Dandruff and Other Common Skin Concerns

Kansas City, MO (April 01, 2006)—DERMAdoctor Specialist Skin Care is pleased to announce the release of *Born to Be Mild™ Medicated Face and Body Cleanser* with two percent Pyrithione Zinc. Clinically proven to be as gentle as Cetaphil® Gentle Skin Cleanser, *Born to Be Mild* is medically effective in treating seborrheic dermatitis, dandruff and a host of skin disorders that result in flaking, blemishes, redness and itching.

Seborrheic dermatitis is a common condition that presents as a red, scaly, itchy rash commonly seen on the scalp, sides of the nose, eyebrows, eyelids and the skin behind the ears. Unlike people with dry skin, those suffering from seborrheic dermatitis experience unusually oily skin allowing pityrosporum yeast and bacteria to grow excessively on the skin's surface.

Pyrithione Zinc has also been shown effective in treating the symptoms of tinea versicolor, a fungal infection resulting in uneven skin color and scaling that can be unsightly and sometimes itch; perioral dermatitis, a cross between acne and eczema that presents in areas around the mouth; and rosacea, a combination of issues resulting in redness, irritation, acne and skin sensitivity.

“*Born to Be Mild*'s non-irritating, non-drying, pH-balanced product formulation allows for daily use on both the face and body if needed,” says Dr. Audrey Kunin, MD, president and founder of DERMAdoctor Specialist Skin Care. “What's more, individuals can begin to experience relief from their symptoms with just a few days of use.”

Born to Be Mild retails for \$24 (7 oz) and can be purchased at select Nordstrom locations, Nordstrom.com, DERMAdoctor.com or by calling 877-DERMA Dr.

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