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DERMAdoctor LAUNCHES AIN'T MISBEHAVIN'™ MEDICATED EMERGENCY ACNE SPOT TREATMENT

Unique Fusion of Chinese, Aryurvedic and Western Medicine Provides Rapid 'Spot' Reduction of Acne Blemishes

Kansas City, MO (June 1, 2008)—DERMAdoctor Specialist Skin Care announces the release of *Ain't Misbehavin'™ Medicated Emergency Acne Spot Treatment* for fast, localized treatment of problem-blemishes.

Ain't Misbehavn' Spot Treatment relies on the clinically-proven results of Benzoyl Peroxide to inhibit blemish-causing *P. Acnes* while also drying out and clearing existing acne lesions. Rapid improvement of redness and swelling results from a calming trifecta of Evodia Rutaecarpa (aka Wu Zhu Yu), Boswellia Serrata (aka Indian Frankincense) and Quercetin. Added Oleanolic Acid and potent Tea Extracts further soothe distressed skin.

“The primary goals in providing a quick, cosmetic improvement of an active acne lesion is to lessen redness while visibly reducing the appearance of swelling, period,” explains Dr. Audrey Kunin, president and CEO of DERMAdoctor, Inc. “We have a very potent blend of traditional Chinese, Aryurvedic and Western medicine at work in this product. The benefits of Benzoyl Peroxide are well known, but the blending of Wu Zhu Yu, Boswellia Extract and Quercetin is something we've never seen before and it's providing amazing results.”

Evodia Rutaecarpa is a seasonal tree native to Northern China and Korea. Extracts from its small berry fruit have been harvested and used for medicinal purposes for nearly 2,000 years. Only recently, however, have studies begun to appear in peer-reviewed medical journals suggesting it to have a powerful calming action when applied topically to human skin, particularly when used in the early stages of inflammation.

“In a 2005 Japanese Study, Wu Zhu Yu was shown to have startling effects on reducing the severity and longevity of laboratory-induced redness and inflammation in human skin,” explains Dr. Kunin. The implications for topical dermatologic treatment are significant and we are thrilled to have incorporated such a powerhouse in this formulation.”

The Boswellia Serrata tree's therapeutic value is derived from its resin. Native to India, Boswellia has traditionally been used to aid such inflammatory conditions as osteoarthritis with much success.

“When you think about its potency to be able to reduce the frequency of swelling in a human knee joint, just imagine what it can do for an acne blemish,” says Kunin.

Quercetin, an active flavanoid, has been reported to have several beneficial properties including antihistamine and anti-inflammatory effects. In addition, it exerts powerful antioxidant activity and Vitamin C-sparing action, both of which are beneficial to the skin.

DERMAdoctor's *Ain't Misbehavin' Medicated Emergency Spot Treatment* retails for \$36 (10ml) and is available at Sephora, Sephora.com, DERMAdoctor.com or by calling (877) DERMAdoctor.

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