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DERMAdoctor RELEASES AIN'T MISBEHAVIN' SKIN CLARIFYING AND MATTIFYING SUNSCREEN SPF 30/ PA +++

Potent Phytochemicals Combine with UVA/UVB Deactivators to Clarify the Appearance of Oily, Blemish-Prone Skin while Providing the Dermatologist-Recommended Level of Solar UV Protection.

Kansas City, Missouri (May 1, 2008)—DERMAdoctor Specialist Skin Care announces the release of *Ain't Misbehavin'*[™] *Skin Clarifying and Mattifying Sunscreen SPF 30/PA* (protection factor UVA) +++. The first in the line to combine a powerful broad spectrum UVA/UVB deactivation cocktail with patented oil-control technology and skin clarifying ingredients, *Ain't Misbehavin' Sunscreen* is formulated to be lightweight, nongreasy, scent-free and nearly undetectable on the skin 60 seconds post-application.

Utilizing active ingredients Oxybenzone, Octisalate and Octyl Methoxycinnamate, *Ain't Misbehavin'*, provides the dermatologist-recommended level of SPF 30 while Avobenzone provides the maximum protection against damaging UVA solar rays (pa rating +++).

“A common consumer misconception is that SPF is all that matters when searching for a sunscreen,” says Dr. Audrey Kunin, MD, president and CEO of DERMAdoctor, Inc. “SPF measures the protective effects against UVB-induced erythema. These rays are responsible for the tell-tale ‘sunburn’ but only penetrate the upper-most layer of the skin. UVA rays are strong enough to penetrate deep into the skin’s dermis where they damage collagen and elastin, and cause the skin to wrinkle. Both UVA and UVB contribute to skin cancer.”

Ain't Misbehavin' takes skin care to new heights by incorporating Sebum Sequestering Micro-Particles[™], a patented oil-control polymer technology, with skin clarifying additives including Willow Bark, Witch Hazel and Nordihydroguaiaretic Acid (NDGA). Willow Bark, the natural source of salicylic acid believed to have potential antibacterial properties, works with Witch Hazel, a natural astringent, to leave the complexion radiant and clear. NDGA, a natural botanical, is the ideal antidote to hormonally out-of-control skin.

Licorice Root Extract rounds out the mix by working as a powerful antioxidant and skin-soothing additive to fight free radical damage and calm environmentally-challenged skin.

“Although everyone can reap the benefits of this sunscreen, I initially conceptualized it to address the needs of my patients with oily, blemish-prone skin on the face or body who routinely avoid sunscreen as it exacerbates their condition, says Kunin. “Many sunscreens claim to be oil free or non-comedogenic, but *Ain't Misbehavin'* goes two steps further by actually absorbing oil production on the skin and then clarifying skin’s appearance.”

Ain't Misbehavin' Sunscreen should be applied 15 minutes prior to sun exposure and should be reapplied every two hours thereafter or immediately following excessive sweating, swimming or other water sports.

Ain't Misbehavin' Sunscreen retails for \$30 and is available at Sephora, Sephora.com, DERMAdoctor.com or by calling (877) DERMAdoctor.

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