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## **DERMAdoctor KP Duty™ Products Granted Good Housekeeping Seal**

### **KP Duty Moisturizing Therapy and Body Scrub Evaluated and Accepted by Good Housekeeping Institute**

**Kansas City, MO (July 5, 2007)**—DERMAdoctor, Inc. is pleased to announce its top rated *KP Duty*™ product family has been granted the esteemed *Good Housekeeping* Seal, one of the most respected emblems in the consumer goods industry. Indicating a thorough review and evaluation by the *Good Housekeeping* Institute for product claim validity, the seal is backed by a limited warranty of all advertising that accompanies it and offers a refund or replacement of defective products within two years.

“DERMAdoctor is honored to display the *Good Housekeeping* Seal with our *KP Duty* products,” says Dr. Audrey Kunin, founder and president of DERMAdoctor Specialist Skin Care. “We are extremely pleased to align ourselves with an icon of trust and accountability that further supports DERMAdoctor’s commitment to creating high-quality, high-performance products with proven results.”

DERMAdoctor *KP Duty Dermatologist Therapy for Dry Skin* and *DERMAdoctor KP Duty Body Scrub with Chemical + Physical Medi-exfoliation* are used to improve the appearance of a variety of dry skin conditions, including the appearance of Keratosis Pilaris (KP), a genetic variant of the skin resulting in red, crusty, “chicken skin” bumps on the backs of the arms, thighs, buttocks and sometimes cheeks.

#### **About DERMAdoctor, Inc.**

DERMAdoctor, Inc. is a privately held company offering broad-based dermatological products through two distinct divisions: DERMAdoctor Specialist Skin Care®, a dermatologist-created, problem-solving, prestige line of skin care sold at specialty beauty and department stores and DERMAdoctor.com, a leading skincare ecommerce site. DERMAdoctor, Inc. is headquartered in Kansas City, Missouri.

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