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**TO THINE OWN HEART BE TRUE: DERMAdoctor NAMED OFFICIAL *HEART TRUTH*
PARTNER; LAUNCHES *LITTLE RED DRESS™ 'CHIC' TINT* TO BENEFIT THE
AMERICAN HEART ASSOCIATION**

Kansas City, MO (January 15, 2006)—DERMAdoctor Specialist Skin Care is pleased to announce its official partnership with *The Heart Truth* campaign, the national awareness campaign about women and heart disease. In an effort to support campaign goals and initiatives, Dr. Audrey Kunin, MD, president and founder of DERMAdoctor, Inc., will be speaking publicly about her experiences with heart disease while also dedicating a permanent portion of her Web site, *DERMAdoctor.com*, to heart health education. DERMAdoctor has pledged to raise funds for the American Heart Association (AHA) through the sale of *Little Red Dress™ 'Chic' Tint*, the first rejuvenating cheek and lip stain to contain antioxidant-rich anthocyanins derived from biotransformed cherries. This special-edition, anti-aging color cosmetic launches in mid-January in anticipation of National Wear Red Day on February 3rd—one of the many activities taking place in February in honor of American Heart Month.

"Since surviving a heart attack two years ago, I have felt compelled to get involved with this cause," says Dr. Kunin. "I have a unique story to tell, and it is my hope that by sharing my experiences I may be able to influence at least one woman out there to take notice of the risk factors and pay attention to what could be happening with her body." According to Kunin, spreading the message is only half the battle, which is why she has incorporated a fundraising initiative into her involvement with the campaign. "With heart disease being the number-one killer of women, it is vital that the dollars continue to roll in to fund the programs that are ultimately saving women's lives," she says. "Our product functions both as a fundraiser and as an awareness booster. We're donating 25 percent of our proceeds to AHA and as an added bonus, each box contains *The Heart Truth* Red Dress Pin, the national symbol for women and heart disease awareness."

DERMAdoctor is partnering with Sephora in the retailing of *Little Red Dress* (0.4 oz, \$28). For more information on heart disease and living a heart-healthy lifestyle, visit www.hearttruth.gov.

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