

FOR IMMEDIATE RELEASE

Contact: Paige Baraban, Press Officer
DERMAdoctor, Inc.
(816) 421-4477
pbaraban@dermadocor.com

INJECT ME NOT: CONCERN OVER COSMETIC INJECTABLES PROMPTS LAUNCH OF TOPICAL ALTERNATIVES

DERMAdoctor Specialist Skin Care Announces the Release of *Immobile Lines*[™] and *Faux Fillment*[™], Answering Those Seeking Less Invasive Alternatives to Botox[®] Cosmetic and Injected Facial Fillers

Kansas City, MO (March 22, 2005) – Prompted by consumer demand for risk-free alternatives to Botox[®] Cosmetic and facial fillers including Restylane[®], DERMAdoctor Specialist Skin Care introduces the newest rejuvenators to its product line, *Immobile Lines*[™] *instant topical line relaxer* and *Faux Fillment*[™] *instant topical line filler*. Offering advanced cosmetic solutions to temporarily smooth the gamut of facial lines and creases, this new wave in skin care services even the most squeamish of those in search of a more youthful looking appearance.

Immobile Lines, utilizing natural GABA technology combined with a host of line-relaxing ingredients, temporarily interrupts the electric impulse that is responsible for facial contraction. It's intended for use in the same areas a person might typically Botox such as crow's feet or forehead creases. *Faux Fillment* boasts a patented nanosphere-encapsulated hyaluronic and fulvic acid complex. It delivers volume and filler action to other areas from lip and frown lines to the neck and décolleté. *Faux Fillment* can even be used to plump mildly depressed scars. In simple terms, these complementary products offer a temporary but comprehensive approach to younger looking skin without fear of bruising, lumpiness or facial paralysis.

“While physician-administered cosmetic injectables have been proven safe and effective, fear can still be an obstacle standing between many patients and the needle,” says Dr. Audrey Kunin, a Kansas City-based dermatologist and founder of DERMAdoctor Specialist Skin Care. “What's more, there exists a distinct population of people who will likely never inject due to financial constraints or personal perceptions of this type of enhancement. There's still another group out there who simply want to delay injecting and other in-office rejuvenating procedures as long as possible.”

For those who are already injecting, the use of *Immobile Lines* and *Faux Fillment* may help extend the life of the injection in some people, easing the strain on both the patient and the wallet. Botox injections can cost anywhere from \$650 to \$800 per visit and fillers can run between \$450 and \$550 *per syringe*. The average person can require up to three syringes per treatment for optimal results.

“Cost is definitely another huge factor to consider when starting a Botox or filler regimen,” says Kunin. “Our products offer results at a fraction of the price without needles, without risk.”

Immobile Lines retails for \$85; *Faux Fillment* for \$110 (1 oz supply). DERMAdoctor Specialist Skin Care products are available at Sephora retail stores, Sephora.com, select Nordstrom locations, Nordstrom.com, and at DERMAdoctor.com.

###