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**DERMAdoctor RESPONDS TO CONSUMER DEMAND; LAUNCHES KP  
“DOUBLE” DUTY™ IN TIME FOR WINTER SKIN AILMENTS**

**Kansas City, MO (October 1, 2005)**— Devout *KP Duty™* fans have another reason to celebrate as DERMAdoctor Specialist Skin Care announces the launch of *KP “Double” Duty dermatologist therapy for dry skin*, addressing the needs of loyal DERMAdoctor consumers. *KP “Double” Duty™*, which treats the symptoms of keratosis pilaris and other dry skin concerns, boasts the same effective treatment formulation as the original, but offers an increased value to consumers with convenient dual packaging at an improved price point.

“This is a move that was motivated both by the nature of keratosis pilaris (KP) and the feedback of our most frequent customers,” says Dr. Audrey Kunin, president and founder of DERMAdoctor Specialist Skin Care. “KP is a condition that must be consistently addressed in order for it to be managed—stop therapy and the symptoms eventually return. Many of our consumers have been searching for years for a product that actually works and have come to realize that treating their condition can be a lifetime commitment. It’s these consumers who wrote in and gave us useful feedback on our product. Quite simply, they wanted more for less and we decided to give it to them.”

DERMAdoctor strategized the launch of *KP “Double” Duty* to coincide with the prevailing fall season, a time when colder, harsher weather can wreak havoc on the epidermis. “Chronic dry skin, keratosis pilaris and a host of other skin ailments can often flare during the late fall and winter seasons,” says Kunin. “This is a time when people may naturally need to use more *KP Duty* to manage their symptoms. “*Double” Duty* allows them to do so while also saving a few dollars. It’s a win-win situation.”

*KP “Double” Duty* retails for \$67 for 8oz—a \$5 savings over two 4 oz tubes bought separately—and can be purchased at [www.DERMAdoctor.com](http://www.DERMAdoctor.com) or by calling 877-DERMADR.

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