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**DERMAdoctor SPECIALIST SKIN CARE ANNOUNCES SIGNIFICANT
POSITIVE CLINICAL TRIAL RESULTS FOR KP DUTY™ DERMATOLOGIST
MOISTURIZING THERAPY FOR DRY SKIN**

**Ninety-Four Percent of Independent Study Participants Show Statistically Significant
Improvement in the Appearance of Keratosis Pilaris after Six Weeks of Continued Use**

Kansas City, MO (October 5, 2006)—DERMAdoctor, Inc. announced today positive results from a 2006 independent clinical trial of *KP Duty™ Dermatologist Therapy for Dry Skin*. The Glycolic Acid, Green Tea and Urea-based lotion markedly diminishes the appearance of Keratosis Pilaris by chemically exfoliating the epidermis, hydrating dryness and reducing inflammation present at the base of hair follicles—a calling card of the disease. Utilizing high resolution Mediscope® Digital Photography, images of afflicted areas were taken at baseline and then again 30 minutes post application. They were later clinically graded for the presence of erythema and inflammation. Final images were captured at the 6-week marker and compared to baseline. All other data including measurements related to skin hydration were taken at baseline and then exclusively at the six-week marker. Final results showed up to an 84 percent reduction in follicular redness and inflammation and up to a 218 percent increase in skin hydration after six weeks of continued use. Ninety-four percent of study participants showed improvement in the presentation of Keratosis Pilaris.

“Keratosis Pilaris, also known as ‘KP’ or ‘Chicken Skin,’ is a disorder of hyperkeratosis which presents as folliculocentric keratotic papules,” explains Dr. Audrey Kunin, a board-certified dermatologist and founder of DERMAdoctor Specialist Skin Care. “Skin cells that should normally exfoliate from the body as a fine dust instead accumulate and plug hair follicles resulting in red, inflamed, crusty bumps on the affected area.” KP most often presents on the backs of arms and on the legs, but may also appear on the buttocks, cheeks or any other body part except the palms and soles where follicular distribution is absent. Keratosis Pilaris affects an estimated 40 to 50 percent of the adult population and 50 to 80 percent of all adolescents regardless of race or ethnic descent.

From a wellness standpoint, KP is a benign disease that generally causes no discomfort or physical pain. From an aesthetic standpoint, however, KP can cause embarrassment and psychological distress due to its unsightly appearance. “In my practice I’ve had patients who refuse to be seen in sleeveless clothing or swimwear and feel that KP has ruined their lives” says Kunin. “To make matters worse, a limited arsenal of treatment options were available to prescribe and none addressed the inflammatory process or skin discoloration associated with the condition. Dermatologists everywhere have been advising their patients to simply ‘get used’ to their KP as there was little that could be done to remedy it.”

Unlike treatments currently on the market, DERMAdoctor’s *KP Duty* uses a unique, patent-pending formulation that comprehensively targets all points in the physiology of the disorder. The hallmark of the treatment is the anti-inflammatory agent (EGCG found in Green Tea) that reduces redness and irritation, significantly mitigating the tell-tale “polka-dot” appearance of Keratosis Pilaris. Patients will begin to feel softer, smoother skin within days of the first application. The residual post inflammatory hyperpigmentation can take up to eight to 12 weeks to dissipate. For even faster results, Dr. Kunin recommends also using *DERMAdoctor KP Duty™ Body Scrub with Chemical + Physical Medi-Exfoliation* along with *KP Duty* lotion as directed by a physician.

Keratosis Pilaris is a chronic condition that can be managed but not cured. Treatment must be used continuously to maintain results.

KP Duty retails for \$36 (120 ml) and can be purchased at Sephora, Sephora.com, select Nordstrom locations, Nordstrom.com, DERMAdoctor.com and other fine retailers.

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