

FOR IMMEDIATE RELEASE

Contact: Lippe Taylor
Lauren O'Leary
212.598.4400
loleary@lippetaylor.com

DERMAdoctor ANNOUNCES RELEASE OF POETRY IN LOTION

The highest potency non-irritating topical retinol on the market

Kansas City, MO (January 2009)—DERMAdoctor Specialist Skin Care is pleased to announce the release of patent-pending *Poetry in Lotion*. This innovative formulation contains microencapsulated Retinol 1% resulting in a slow release system to ensure greater bioavailability. This clinically proven agent inhibits the signs of aging in addition to increasing dermal thickness and the production of collagen in the skin producing a refined, vibrant complexion. Designed to maximize skin rejuvenation with the least possible side effects, Poetry in Lotion contains the sophisticated anti-irritant complex Plantago Lanceolata known for its antioxidant and collagen producing benefits.

“I created Poetry in Lotion as an answer for those seeking a retinol that will not leave skin feeling and looking irritated and dry,” explains Dr. Audrey Kunin, president and founder of DERMAdoctor. “Most retinols are known for their harsh properties that damage the skin instead of helping to rejuvenate it. The need for a retinol that actually helps to improve fine lines, wrinkles and age spots without causing unwanted side effects has constantly been a concern from my patients and customers. With Poetry in Lotion, I wanted to invite people to fall in love with retinol all over again, realizing my innovative formulation leaves skin looking and feeling younger.”

The addition of Phytosphingosine, replicated through a biofermentation process, allows the retinol to topically enhance the skin's defunct defense system while working synergistically with other botanical ingredients to firm and calm red, irritated skin. The powerful moisturization complex of the product contains cyclomethicone, further inhibiting dryness and peeling typically associated with vitamin-A derived rejuvenating treatments. Patch testing on 50 volunteers enrolled in an independent clinical trial found no evidence of any redness, drying or irritation.

Poetry in Lotion may be used over the entire face (avoiding the eye area and lips). Frequency can gradually increase to every night as tolerated. Avoid simultaneous application of other topical treatments or moisturizers to avoid the risk of dryness or irritation of the skin.

Poetry in Lotion retails for \$75 (30ml) and is available at Sephora, Sephora.com, Ulta, Ulta.com, select Nordstrom locations, DERMAdoctor.com or by calling (877) DERMAadr.

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