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DERMAdoctor SPECIALIST SKIN CARE ANNOUNCES RELEASE OF KP DUTY® DERMATOLOGIST BODY SCRUB WITH CHEMICAL + PHYSICAL MEDI-EXFOLIATION

Multi-faceted Exfoliator Tackles Keratosis Pilaris and Other General Skin Concerns

Kansas City, MO (July 15, 2006)—DERMAdoctor Specialist Skin Care announced today it has released *KP Duty® Dermatologist Body Scrub with Chemical + Physical Medi-Exfoliation*. Containing an effective complex of Glycolic, Lactic and Azelaic Acids combined with Polyethylene Buffing Beads and Green Tea, *KP Scrub* is the first nonirritating body scrub to combine the best of a mini-peel and microdermabrasion in a single treatment.

With its superior retexturizing and anti-inflammatory properties, *KP Scrub* is ideal for use in the treatment of Keratosis Pilaris, the genetic skin disorder resulting in a “chicken skin” appearance on the upper arms, legs, torso, buttocks and sometimes cheeks. It can be used alone or to maximize results, as a preparatory step to be followed by *KP Duty® Dermatologist Moisturizing Therapy for Dry Skin*. *KP Scrub* also provides the most effective exfoliative action for use prior to self-tanning, bleaching or implementing post-bathing treatment regimens.

“This formulation represents the upper echelon of body scrubs,” says Dr. Audrey Kunin, MD, founder and president of DERMAdoctor Specialist Skin Care. “Many scrubs available today only provide a physical exfoliation process. *KP scrub* takes this one step further and also chemically improves the skin’s overall texture and appearance by breaking down the epidermal ‘glue’ that binds skin cells together and stimulating cell renewal.”

KP Duty Dermatologist Body Scrub with Chemical + Physical Medi-Exfoliation retails for \$44 (16 oz) and can be found at select Sephora locations, Sephora.com and DERMAdoctor.com.

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