

INTRODUCING SALEX™ (6% Salicylic Acid) LOTION FOR HYPERKERATOTIC SKIN DISORDERS

November 10, 2004, Ft. Worth, TX – Healthpoint Dermatology today announced the launch of Salex™ Lotion, a topical medication that joins Salex (6% salicylic acid) Cream, launched in June 2004, to facilitate the removal of excess keratin in hyperkeratotic skin disorders that include ichthyosis, keratosis pilaris and psoriasis. The lotion, available only by prescription, is uniquely formulated with the active ingredient salicylic acid, and also includes ammonium lactate, glycerin and dimethicone. Salex Lotion incorporates the same patented Multivesicular Emulsion (MVE™) System as Salex Cream. New Salex Lotion is designed for full body use, especially in hairy areas where it may be more difficult to use a cream, such as on the chest, legs or scalp. Salex Lotion provides easier application and spreadability.

“Salex Cream has been extremely well received by dermatologists,” commented Trey Schutz, Director of Marketing for Healthpoint Dermatology. “It has filled a particular need that dermatologists have when treating the dry, thick, impenetrable layers of skin that are the hallmarks of many dermatological diseases. The lotion, which also incorporates the new Multivesicular Emulsion System, will provide physicians with a much needed tool when treating larger or hairy areas of the body which are traditionally more difficult to manage with a cream.”

MVE technology is based on the use of an emulsifier known as Incroquat Behenyl TMS. Emulsions formed with Incroquat produce droplets which exhibit an unusual morphology. Under light microscopy one views ringed structures consisting of multiple concentric lamellae, resembling the structure of an onion, instead of traditional single spherical micelles. It is this structure that gives MVE technology several advantages over traditional liposome-based drug delivery systems. Instead of delivering all of the ingredients in one release, MVE spheres shed their layers one after the other, distributing the salicylic acid, ammonium lactate, glycerin and other ingredients' benefits into the layers of the skin. This allows for a sustained release over a long period of time. Furthermore, the

cationic emulsions formed by Incroquat leave a soft and powdery after-feel and produce a desirable moisturizing outcome.

The net effect of MVE technology is that these unique multivesicular spheres contribute to the vital functions of hydration, skin lubrication and keratolysis. Salex Lotion is light, non-greasy and non-comedogenic. This patented lotion has demonstrated a significant reduction of Transepidermal Water Loss (TEWL) of over 150% within 15 minutes of application as compared to baseline. It has also demonstrated a 30% increase in skin hydration from baseline within three hours of application.

About Salex Lotion

Salex Lotion should not be used in any patient known to be sensitive to salicylic acid or any other listed ingredients. Salex Lotion should not be used in children under two years of age. Excessive erythema and scaling conceivably could result from use on open skin lesions.

About Healthpoint

Healthpoint is a leading provider of dermatology products. The company began in 1992 marketing wound management, incontinence, and skin care products to hospitals and extended care facilities. Its dermatological product portfolio includes Salex™ Cream and Lotion, Ovace®, (sodium sulfacetamide 10%) Wash and Foam for seborrheic dermatitis, Cloderm®, (clocortolone pivalate) Cream, 0.1%, Akne-mycin®, (erythromycin) 2% for acne, and TheraSeal™, a hand protectant.

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For more information about Salex Lotion and Cream call toll-free (800) 441.8227.

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