

INTRODUCING CERA VE™
SKINCARE WITH A MISSION
New Technology Produces Remarkable Results

Coria™ Laboratories Ltd., proudly announces the launch of CeraVe™, a revolutionary concept in therapeutic skincare. The CeraVe™ regimen consists of three basic skincare products; CeraVe™ Hydrating Cleanser, CeraVe™ Moisturizing Lotion and CeraVe™ Moisturizing Cream.

CeraVe™ features a *unique two stage moisturization system* based on a patented, new technology called **MVE** (*Multi Vesicular Emulsions*). **MVE** creates a controlled release of dermatologist-recommended ingredients to help repair the skin's barrier. CeraVe™ delivers *hyaluronic acid, glycerin, ceramides, fatty acid esters, dimethicone* and *water* in a formula that achieves an exquisite balance between function and cosmetic elegance.

“CeraVe represents an unusual breakthrough in skincare technology,” explains Trey Schutz, Director of Marketing for Coria Laboratories. “With MVE technology, skin hydration is approached in two stages. In stage one you have immediate moisturization provided by humectant and emollient ingredients. The second stage provides sustained moisturization with the slow release of ceramides. This is the first time that cleansers and moisturizers have been formulated with the ability to deliver multiple layers of key ingredients in an efficient and controlled release fashion. It means skin stays better hydrated for longer periods of time, giving the skin's barrier time to repair itself. “

Introducing CeraVe/2

A Delivery System For Which Skin Has Been Thirsting

MVE delivers its ingredients in what is called a “controlled release,” versus the traditional “quick burst release” method used in most other cleansers and moisturizers. **MVE** achieves this controlled release by depositing ingredients into the skin in concentric layers released over time. Stage one delivers immediate moisturization provided by the humectancy of glycerin and the emollient nature of dimethicone and petrolatum. Stage two creates sustained moisturization as the ceramides and other ingredients are slowly released from the **MVE** vesicles and work their way to the stratum corneum to elicit repair. The effect of the two stages means that ingredients last longer with fewer applications.

How Does MVE Work?

MVE technology is based on the use of an emulsifier that produces droplets which exhibit an unusual morphology. Under light microscopy one sees ringed structures consisting of multiple concentric layers, resembling the structure of an onion. 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. The net effect of **MVE** technology is that the ingredients within these multivesicular spheres contribute to the vital functions of skin hydration, and lubrication. **CeraVe™ Hydrating Cleanser**, for example, when subjected to a test to measure moisturization potential, showed a 10% increase in skin hydration from baseline eight hours after application.

And It Feels So Good

All **CeraVe™ products** are light, non-greasy, fragrance-free, and non-comedogenic. Slightly cool on contact and silky, soft to the touch, **CeraVe™ Moisturizing Lotion** and **CeraVe™ Moisturizing Cream** glide on to the skin’s surface, leaving it smooth

Introducing CeraVe/3

and pliant. Never tacky or greasy, the moisturizers absorb within seconds to leave skin feeling fully hydrated and restored.

CeraVe™ Hydrating Cleanser is a non-soap, fragrance-free formula that offers an ideal way to remove daily dirt and grime, as well as makeup.

Who Benefits From CeraVe?

Dermatologists always recommend cleansers and moisturizers that can satisfy the needs of patients with sensitive skin, or the needs of patients who are using medications that may irritate the skin, such as treatments for acne or rosacea.

CeraVe™ has been clinically tested to provide safe, gentle, yet effective cleansing and moisturization for all skin types.

CeraVe™ will be available in drugstores nationwide beginning in August 2005.

Suggested Retail Prices:

CeraVe™ Moisturizing Lotion - 12 oz. Pump - \$12.29

CeraVe™ Moisturizing Cream - 16 oz. Jar - \$14.99

CeraVe™ Hydrating Cleanser – 12 oz. Pump - \$11.40

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