

INTRODUCING CERA VE™

The “Next Generation” of Cleansers & Moisturizers

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 ***hyaluronic acid, glycerin, ceramides, fatty acid esters, dimethicone*** and ***water*** to help restore, to the skin's compromised barrier, the essential ingredients it needs to effect repair. Pliability is restored and skin begins to function in a healthier manner.

“CeraVe represents an unusual breakthrough in skincare technology that will have a definite place in dermatology,” explains Trey Schutz, Director of Marketing for Coria Laboratories. “This is the first time that cleansers and moisturizers have been formulated in a patented two stage system with the ability to deliver multiple layers of active 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. The value of this type of barrier repair and maintenance is crucial to helping patients' skin recover. “

The Benefits of MVE Technology

The **CeraVe™** formulations consist of spheres with concentric layers of emulsified droplets suspended in an aqueous medium. Sequential lysis of these layers leads to a gradual or controlled release of the ingredients. The net effect of **MVE** technology is that

Introducing CeraVe/2

these unique multivesicular spheres contribute to the vital functions of skin hydration and lubrication. Nova measurements of **CeraVe™ Hydrating Cleanser**, for example, showed a 10% increase in skin hydration from baseline eight hours after application.

Tactile Qualities Enhance Compliance

All **CeraVe™ products** are light, non-greasy, fragrance-free, propylene glycol-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 easily and smoothly, without drag, making it ideal for application to compromised skin. 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 a perfect way to prepare skin for applications of medication.

Who Benefits From CeraVe™ Cleansers and Moisturizers?

Dermatologists benefit from having cleansers and moisturizers that they can recommend to 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. Patients benefit from having better hydrated, healthier looking skin. **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.

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