

INTRODUCING CERA VE™

New Skin Care Technology – Available in the Drugstore Aisle

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.

Available exclusively in drugstores, **CeraVe™** brings consumers quality skin care products that feature *very select, much sought-after ingredients* such as *ceramides and hyaluronic acid* – ingredients usually found only in expensive department store brands.

“CeraVe represents an unusual breakthrough in skincare technology,” explains Trey Schutz, Director of Marketing for Coria Laboratories. “Not only are these over-the-counter cleansers and moisturizers formulated with very high-end ingredients, it is the first time that a drugstore skin care line has been able to offer this kind of technology. It is, in fact, the technology that allows the price to be so competitive. The controlled release means we can use a lower concentration of ingredients, a lower concentration means a lower price. It’s a win for everyone.”

Introducing CeraVe/2

CeraVe™ Cleansers and Moisturizers Stand Out From the Pack

The new line of **CeraVe™** cleansers and moisturizers are designed to grab consumer attention on the skin care shelf. Dynamic graphics distinguish the packaging from the standard fare associated with most therapeutic cleansers and moisturizers. “The word ‘ceramides,’ resonates with most savvy consumers,” said Mr. Schutz. “We put it right into our name to let consumers know there’s something different in this bottle or jar.” Soft, yet eye-catching tints of blues and greens give the packaging a very 21st Century look. “CeraVe™ looks different and it is different,” said Mr. Schutz. “Its very compelling and effective formulation and delivery system will create a very loyal consumer.”

The Ingredients Skin Needs

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 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.

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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