



SANDAL-SHY? AGAIN, THIS SUMMER? ***A New Way to Bare Your Tootsies for Summer***

You've scrubbed and buffed. You've made weekly trips to the salon for pedicures. You've even attacked the dry skin on your feet with razors and manicure scissors, but that **ugly, thick, dry** skin on your heels always comes back. If you've had it with the semi-cures, now is the time to try the "real" stuff.

There's actually a fancy name for what you've got. It's called *hyperkeratosis* and it may be a dermatologist, not a manicurist, who can offer you the help you need. Dermatologists can prescribe a lotion from Coria Laboratories, called **Salex™ (6% salicylic acid) Lotion** to help with the removal of excess dry, thick skin. 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 a patented ***Multivesicular Emulsion (MVE™) System***, which helps the medication get to the tough-to-reach and tough-to-treat area on the heels of your feet.

MVE technology is new and if looked at under light microscopy the individual spheres of the formula resemble the structure of an onion. **MVE** spheres shed their layers one after the other, distributing the ingredients' benefits into the layers of the skin. This allows for controlled release over a long period of time. Furthermore, **Salex Lotion** leaves a soft and powdery after-feel and produces a desirable moisturizing outcome. **Salex Lotion** is light, non-greasy and non-comedogenic.

See attached full prescribing information

Sexy Feet or Sandal-Shy/2

So, if you're tired of watching every spring and summer slip by without being able to indulge in the fashion accessory of the season – strappy, sexy sandals, now is the time to “step on it” and get real help.

About Salex (6% salicylic acid) 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 Coria Laboratories

Coria Laboratories, formerly known as Healthpoint Dermatology, 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™ (salicylic acid 6%) Cream and Lotion, Ovace® (10% sodium sulfacetamide) Foam, Cream, Gel and Wash, Cloderm® (clocortolone pivalate) Cream 0.1%, Akne-Mycin® 2% (erythromycin), and TheraSeal® Hand Protectant.

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