



INDUSTRY BUZZ

ANEW Clinical Pro Line Eraser

Avon Products, Inc., launches the ANEW Clinical Pro Line Eraser to target wrinkles. Since the introduction of their first mass market product with α -hydroxy acid technology in 1992, Avon ANEW has consistently introduced transformative and highly effective antiaging skin care breakthroughs. Through collaboration with the Neostrata Company, Inc., the ANEW Clinical Pro Line Eraser uses a new molecule called aminofill-33 (A-F33), an amino acid derivative that works by intercepting a mechanism that blocks production of collagen fibers, which helps unleash the growth of functional collagen. ANEW Clinical Pro Line Eraser with A-F33 reduces the appearance of fine lines and wrinkles in 7 days and boosts collagen production in 72 hours. According to Dr. Cheryl Karcher, deep wrinkles are addressed in the first week of use, which is impressive for a topical antiaging treatment. This product will be available in September 2012 and is available exclusively through Avon representatives. For more information, visit www.avon.com.

CeraVe SA Renewing Lotion

Coria Laboratories, a division of Valeant Pharmaceuticals North America, introduces CeraVe SA Renewing Lotion, a body moisturizer to help restore and repair extremely dry, rough, bumpy skin with a unique combination of ingredients and a delivery system that helps ensure that the ingredients penetrate the skin. Its patented Multivesicular Emulsion (MVE) formulation releases ceramides and other essential ingredients throughout the day. The addition of salicylic acid and ammonium lactate helps to loosen and exfoliate dead skin cells and enables moisturizing

ingredients to penetrate the skin more deeply. Vitamin D helps keep skin looking smooth and hydrated. The result is soft, silky, smooth skin that feels great. For more information, visit www.cerave.com.

Dermablend Professional SkinPerfector Pigment Correcting Primer

Dermablend Professional introduces SkinPerfector Pigment Correcting Primer to reduce skin pigment imperfections caused by sun damage, natural aging, and acne scarring. The double-action formula containing ceramide white with lipo-hydroxy acid to target skin discoloration acts on skin surface layers, reducing the appearance of excess melanin. The lightweight formula is nonsticky and nongreasy, leaving skin smooth and supple to allow for flawless makeup application. It is suitable for all ethnicities and skin tones. For more information, visit www.dermablend.com.

Dermatologist By Your Side

La Roche-Posay Laboratoire Dermatologique introduces a dermatologist-supported program, Dermatologist By Your Side, to help educate consumers about their skin so that they can make informed decisions about their skin care products. The information can be accessed digitally through social media platforms such as Facebook and YouTube, in drugstores, and at public health awareness programs including Save Our Skin and Play Safe in the Sun. A different topic will be addressed each month in 30-second to 1-minute videos, offering expert solutions and in-depth explanations about acne, sensitive skin/rosacea, photoprotection, and aging/pigmentation. For more information, visit www.laroche-posay.us.

Elastin-rp

BioActive Skin Technologies introduces Elastin-rp, a 3-step regimen that helps to reverse elastin loss. Formulated with BioLastin Complex, a combination of bioactive nutrients, Elastin-rp lifts and firms the skin and restores a more youthful appearance. Step 1 is to cleanse using the Deep Cleansing Gel. Step 2 is to rebuild using the Intensive Treatment Serum. Step 3 is to replenish using the Replenishing Day Cream Broad Spectrum SPF 15 in the morning and the Replenishing Night Cream at night. Other Elastin-rp products available for general skin maintenance include the Exfoliating Treatment Scrub, Replenishing Treatment Mask, and Skin Replenishment Oil. For more information, visit www.elastinrp.com.

evolastin

Syneron Medical Ltd announces the launch of evolastin, an energy-based dermal remodeling procedure that delivers controlled radiofrequency energy directly to the deep dermis to stimulate the skin's natural production of collagen, elastin, and hyaluronic acid in a single treatment. This treatment positions the entire energy directly at the base of the dermis using insulated microneedles that create a unique wound-healing response that addresses volume and lifts while improving skin quality and elasticity. It generally is performed under local anesthetic in approximately 1 hour, allowing patients to drive home safely posttreatment and return to normal activities within 24 hours. For more information, visit www.evolastin.com.

Glytone by Enerpeel MA Peel System

Pierre Fabre Dermo-Cosmétique USA adds the Glytone by Enerpeel MA

Peel System (mandelic acid 40%) to its line of in-office exfoliating peels that deliver optimal results with less trauma to the surface of the skin. Compared to manual dermabrasion and lasers, in-office peels are reliable and economical methods to deliver fresher, younger-looking skin by shedding old cells and stimulating formation of new skin cells. Peel options include MA for intermittent to permanent redness; PA (pyruvic acid 50%) for premature signs of aging and acne; TCA-LP (trichloroacetic acid 25%) for moderate hyperpigmentation, fine lines, and coarse wrinkles; and TCA Strong (trichloroacetic acid 40%) for severe hyperpigmentation, fine lines, and deep wrinkles. The Enerpeel MA Peel System offers better tolerance due to activation of protons upon penetrating skin. Inflammation is reduced with methylsulfonylmethane. For more information, visit www.glytone-usa.com.

Jurlique Purely Bright System With VitaBrightKx

Jurlique relaunches the Purely Bright System containing VitaBrightKx to even skin tone, visibly fade discoloration, brighten skin, and reduce fine lines and wrinkles. The Purely Bright System includes Purely Bright Cleanser, Purely Bright Day Moisturizer, Purely Bright Night Moisturizer, Purely Bright Radiance Serum, and Purely Bright Mist. VitaBrightKx is a natural lightening complex that brightens skin without the harmful effects of artificial lightening or whitening ingredients. For more information, visit www.jurlique.com.

Kinerase

Valeant Pharmaceuticals North America adds 3 anti-aging products

to the Kinerase line, all utilizing the new HA³ Technology: Advanced Eye Cream, Advanced Lotion, and Advanced Cream. Advanced Eye Cream delays age-related changes around the eyes while hydrating to help reduce puffiness or under-eye circles. Advanced Lotion and Advanced Cream are retinoid alternatives that minimize the appearance of freckles, brown spots, and blotchy uneven skin tone, while also moisturizing the skin. HA³ Technology helps support the skin's natural ability to produce hyaluronic acid; it complements kinetin to improve the skin's appearance in a gentle effective way. For more information, visit www.kinerase.com.

Pro+ Therapy MD émergence Cell Rejuvenation Complex

Valeant Pharmaceuticals North America launches Pro+ Therapy MD émergence Cell Rejuvenation Complex, an antiaging serum that utilizes Prosome delivery of kinetin and zeatin, slowly releasing the plant-derived growth factors to nourish cells and help improve signs of aging. émergence Cell Rejuvenation Complex also improves the appearance of more severe signs of photo-damage and aging. Patients should apply a thin layer to the skin using 1 pump for the entire face and 1 pump for the neck and décolletage. It is available exclusively through physicians and aesthetic medical professionals. For more information, visit www.protherapymd.com.

Promiseb Complete

Promius Pharma, LLC, launches Promiseb Complete, a regimen for patients with seborrheic dermatitis that includes Promiseb Topical Cream and a companion product called Promiseb Plus Scalp Wash,

which is only available as part of Promiseb Complete. Promiseb Topical Cream is a nonsteroidal prescription cream indicated to manage and relieve the signs and symptoms of seborrheic dermatitis such as scaling, erythema, pruritus, and pain. It exhibits both anti-inflammatory and antifungal properties. Promiseb Plus Scalp Wash is designed to be used on the scalp to cleanse and remove flaky buildup. Promiseb Plus Scalp Wash visually demonstrated no fading to negligible fading of hair color after 24 washes compared with baseline and the unwashed portion of colored hair in a recent hair dye study. Hair color was retained even after 50 washes. This study confirms that physicians can assure their patients that their hair color (if dyed) will not be affected when using Promiseb Plus Scalp Wash. For more information, visit www.promiuspharma.com.

Zytaze

OCuSOFT, Inc, is pleased to announce an agreement with Young Medical Nutrition Inc to exclusively distribute and market OCuSOFT's botulinum toxin-enhancing medical food, Zytaze, to dispensing dermatologists and cosmetic surgeons. Each capsule of Zytaze contains zinc citrate (25 mg) and phytase (500 mg), helping to maximize zinc absorption and thereby enhancing the effectiveness of botulinum toxin injections. This partnership represents commitment to dispensing technologies for at-home use that are available in the physician's office. For more information, visit www.zytaze.com.

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