

# Product News

## **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  $\alpha$ -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](http://www.avon.com).

## **Aurstat Kit**

Onset Dermatology, a PreCision Dermatology company, announces the availability of Aurstat Kit, which contains Aurstat Skin & Wound Hydrogel and HylatopicPlus Cream for atopic dermatitis. Aurstat Hydrogel quickly addresses itch related to atopic dermatitis or eczema, while HylatopicPlus restores a healthy skin barrier and improves the symptoms of atopic dermatitis. The 2 nonsteroidal products are packaged together in the Aurstat Kit for patient convenience; the kit is now available in the United States by prescription only. For more information, visit [www.onsetdermatologics.com](http://www.onsetdermatologics.com).

## **Fabior Foam**

Stiefel, a GSK company, announces US Food and Drug Administration approval of Fabior (tazarotene) Foam 0.1%. Fabior Foam is a topical retinoid indicated for the treatment of acne vulgaris for patients 12 years and older. Patients should apply a thin layer of Fabior Foam to the entire affected areas of the face and/or upper trunk once daily in the evening. For more information, visit [www.stiefel.com](http://www.stiefel.com).

## **LEO Pharma Patient Assistance Program**

LEO Pharma Inc, makers of the Talconex (calcipotriene 0.005%–betamethasone dipropionate 0.064%) brand of products, is offering a Patient Assistance Program to provide medication to eligible uninsured patients with plaque psoriasis. Talconex Ointment and Talconex Scalp Topical Suspension are once-daily prescription combination therapy treatments of plaque psoriasis and moderate to severe scalp plaque psoriasis, respectively. The Patient Assistance Program offers these treatments at no cost to eligible patients who receive a prescription, who are not enrolled in public or private health insurance, and who meet other eligibility criteria. For more information, patients can call 855-LEO-4YOU. The Patient Assistance Program began on November 1, 2011, and is ongoing.

## **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](http://www.promiuspharma.com).

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