

# Product News

## **Living Proof Partners With Valeant Pharmaceuticals**

Living Proof, Inc, partners with Valeant Pharmaceuticals International, Inc, to develop, distribute, and commercialize products for aesthetic dermatology, focusing on the cross-linking polymer film technology Strateris. This flexible and breathable film reshapes the appearance of skin. The first product of the Strateris platform, which will address the effects of aging on the face, will be launched at the 72nd Annual Meeting of the American Academy of Dermatology (March 21-25, 2014) in Denver, Colorado.

## **Mekinist**

GlaxoSmithKline obtains US Food and Drug Administration (FDA) approval of Mekinist (trametinib) tablets for use in combination with Tafenlar (dabrafenib) capsules for the treatment of patients with unresectable or metastatic melanoma with BRAF V600E or V600K mutations. This combination was approved through the FDA's Accelerated Approval Program and reviewed under a Priority Review designation, with approval contingent on the results of the ongoing phase 3 trial. For more information, visit [www.mekinist.com](http://www.mekinist.com).

## **NIA24 Priority Club**

Niadyne, Inc, launches the Priority Club, a loyalty program designed to reward dermatologists, plastic surgeons, and medical spa offices. The Priority Club has 4 levels of membership with benefits ranging from credit on each order for support tools, free testers, free shipping, and sneak previews of new products. For more information, visit [www.nia24.com](http://www.nia24.com).

## **Promius Promise Patient Assistance Program**

Promius Pharma, LLC, introduces the Promius Promise Patient Assistance Program to help patients and health care providers meet acne treatment requirements for isotretinoin therapy. Promius Promise was designed for eligible patients who are uninsured or whose company does not provide coverage of the drug and who otherwise meet the program eligibility requirements. The program will help patients who are prescribed Zenatane (isotretinoin) for severe recalcitrant nodular acne find alternative insurance coverage or will provide the prescription at no cost. Promius Promise has partnered with AmeriCares to initiate this program.

*If you would like your product included in Product News, please e-mail a press release to the Editorial Office at [cutis@frontlinemedcom.com](mailto:cutis@frontlinemedcom.com).*