

# PRESS & MEDIA

## PRESS RELEASES

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### **Bayer Acquires Two Prescription Dermatology Product Lines from SkinMedica in the U.S.**

**Berlin, Germany, September 2, 2009** – Intendis GmbH, which is part of Bayer HealthCare, announced today that it has signed an agreement to acquire two prescription dermatology product lines from SkinMedica, Inc., a dermatology company based in Carlsbad, CA, USA.

Both Desonate® and NeoBenz® Micro are currently marketed in the U.S. by SkinMedica, Inc. Under the transaction, which is still subject to the necessary regulatory approvals, Intendis will acquire all commercial rights, including assigned contracts and intellectual property related to the two product lines. The deal is expected to close in the Fall of 2009.

"We are currently seeing solid growth of our existing portfolio of prescription dermatologicals in the U.S. With the addition of these two high-quality product lines we expect to build on this dynamic and to substantially strengthen our presence in this key strategic business," stated Marc Lafeuille, President and CEO of the Intendis Group. In 2008, the company grew by 18.7% on a currency-adjusted basis in the U.S.

Desonate® is a low potency topical corticosteroid for the treatment of mild to moderate atopic dermatitis, an inflammatory skin disease. Formulated in a waterbased Hydrogel vehicle, it is indicated for patients as young as 3 months. NeoBenz® Micro is a benzoyl peroxide medication for the treatment of mild to moderate acne vulgaris. Its special formulation allows for a gradual release of the active ingredient which allows for an effective treatment with only low irritation.

"We are pleased that this agreement with Intendis will allow us to devote investments to continued growth of our remaining dermatology business," said Mary Fisher, President and CEO of SkinMedica. "We look forward to expanding our pipeline of innovative products for the improvement of skin appearance and the treatment of dermatologic conditions."

#### **About Intendis**

Intendis is an integrated pharmaceutical company based in Berlin, Germany. As part of Bayer HealthCare, Intendis is completely dedicated to Dermatology and focuses on the development, manufacturing and marketing of high quality, innovative topical therapies, targeted to treat skin disorders. The current product portfolio comprises treatments of eczema disorders including atopic dermatitis, as well as psoriasis, acne, rosacea, hemorrhoids and fungal skin infections (mycoses). Find out more at [www.intendis.com](http://www.intendis.com).

#### **About Bayer HealthCare**

The Bayer Group is a global enterprise with core competencies in the fields of healthcare, nutrition and high-tech materials. Bayer HealthCare, a subsidiary of Bayer AG, is one of the world's leading, innovative companies in the healthcare and medical products industry and is based in Leverkusen, Germany. The company combines the global activities of the Animal Health, Consumer Care, Medical Care and Pharmaceuticals divisions. The pharmaceuticals business operates under the name Bayer Schering Pharma AG. Bayer HealthCare's aim is to discover and manufacture products that will improve human and animal health worldwide. Find more information at [www.bayerhealthcare.com](http://www.bayerhealthcare.com).

#### **About SkinMedica**

SkinMedica, Inc. is focused on developing, acquiring and commercializing products that treat dermatologic conditions and improve the appearance of skin. SkinMedica markets and sells, primarily to dermatologists, both prescription pharmaceutical products and physician-dispensed, non-prescription skin care products. SkinMedica is based in Carlsbad, California. For more information, visit: [www.skinmedica.com](http://www.skinmedica.com).

Desonate®, EpiQuin® Micro, NeoBenz® Micro, SkinMedica®, TNS Recovery Complex® and VANIQA® are registered trademarks of SkinMedica, Inc and affiliates.

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SkinMedica, Inc. is focused on developing, acquiring and commercializing products that treat dermatologic conditions and improve the appearance of skin. We market and sell primarily to dermatologists and pediatricians, both prescription pharmaceutical products and physician-dispensed, non-prescription skin care products. SkinMedica's pharmaceutical products include VANIQA® (eflornithine hydrochloride) Cream, 13.9%, the only FDA-approved prescription product for the treatment of unwanted facial hair in women and EpiQuin® Micro Cream (4% hydroquinone) for the treatment of melasma and post-inflammatory hyperpigmentation.



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