



Press & Media

SKINMEDICA LAUNCHES NEW TRI-RETINOL COMPLEX ES™

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Clinically proven to dramatically reduce the appearance of wrinkles and age spots

Carlsbad, CA – September 1, 2010 – SkinMedica introduces revolutionary Tri-Retinol Complex ES™, the first Vitamin A complex clinically proven to deliver the same results as the leading prescription wrinkle cream. Containing three forms of Vitamin A (retinoids), Tri-Retinol Complex ES™ offers the highest concentration of retinoids available without a prescription. This extra-strength treatment enhances skin tone, texture, and firmness and dramatically reduces the appearance of wrinkles and age spots.

Tri-Retinol Complex ES uses the unique, patented MICROSPONGE® delivery system to gradually release retinoids over time to minimize potential irritation while delivering maximum results.

"I'm delighted with the clinical results of Tri-Retinol Complex ES™. Retinoids are backed by decades of research proving they can reverse the signs of aging and help the skin renew itself," said Dr. Richard Fitzpatrick, MD, world-renowned cosmetic dermatologist and SkinMedica founder. "We know our patients are seeking measurable benefits, we set a high bar for this product, and the results speak for themselves."

SkinMedica Tri-Retinol Complex ES™ is clinically proven to:

- Improve skin tone and texture for all skin types
- Lessen the appearance of fine and coarse lines and wrinkles
- Increase skin firmness and elasticity

CLINICAL STUDIES PROVE BENEFITS:

SkinMedica evaluated efficacy and tolerability of in a three-month, randomized, investigator-blinded clinical study. Rather than comparing to placebo or a gentle regimen, the company compared Tri-Retinol Complex ES™ to prescription Tretinoin 0.025% in female subjects, ages 35-65 with fine and coarse periorcular wrinkles, mottled pigmentation, tactile roughness and overall mild to moderate photodamage. In this study:

- Tri-Retinol Complex ES™ results were the same as prescription strength tretinoin 0.025%.
 - Subjects receiving Tri-Retinol Complex ES™ experienced significant reductions in all conditions assessed at weeks 8 and 12 compared to the baseline.
 - Improvements in peri-orbital and peri-oral firmness, skin tone and skin brightness.
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Tri-Retinol Complex ES™ 1 oz. airless pump retails for \$75 and is available exclusively through licensed physicians and medically supervised spas. Visit SkinMedica.com for locations.

About Vitamin A (retinoids)

Vitamin A is necessary for the maintenance and repair of skin tissue. Medical studies show good acne control and a reduction in facial lines and wrinkles as two most important functions of topical Vitamin A containing products.

Tretinoin is the acid form of vitamin A and classified as a drug by the FDA while retinol and its esters are classified as a cosmetic ingredients. Biochemical research shows that retinol and its esters convert to tretinoin in the skin and can therefore provide the same biological effects when used at an appropriate dose. Vitamin A containing products should not be used during pregnancy.

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About SkinMedica

SkinMedica, Inc. is focused on developing, acquiring and commercializing products that treat dermatologic conditions and improve the appearance of skin. We market and sell to physicians, with a focus on aesthetics, both prescription and non-prescription skin care products. The company's full line of aesthetic skin care products includes the revolutionary TNS Essential Serum™ and hallmark TNS Recovery Complex®. The formulations in our clinical skin care collection enhance skin appearance, reduce signs of aging and provide other skin care benefits.

SkinMedica's prescription products include VANIQA® (eflornithine hydrochloride) Cream, 13.9%, the only FDA-approved prescription product for the reduction of unwanted facial hair in women and EpiQui® Micro Cream (4% hydroquinone) for hyperpigmentation, or "brown spots" that commonly result from aging, inflammation or sun exposure.

SkinMedica is based in Carlsbad, California. For more information, visit: www.skinmedica.com.

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