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FOR IMMEDIATE RELEASE

**COMMON SKIN CONDITION DOESN'T HAVE TO BE ANOTHER
BUMP IN THE ROAD THIS WINTER**

-Solution Can Help Forty Percent of Americans Suffering from Disorder-

MAPLE GROVE, MN, August 2, 2007 – While cold weather and lack of sunshine might lead to winter blues this season, there is hope to avoid one more bump in the road for the 40 percent of Americans that suffer from a common skin condition often brought on by cold weather. Keratosis pilaris (KP) is an inherited condition characterized by a series of red bumps on the skin. The bumps, which are a build up of dead skin cells in hair follicles, often intensify when the thermometer plummets due to a decrease in humidity levels and forced indoor air, which dry out the skin.

“The most important thing that people with KP can do is to keep the skin moisturized with a product that contains lactic acid,” said Alan Fleischer, MD, professor, chair and director of the General Dermatology Clinic, Wake Forest University Baptist Medical Center. “AmLactin[®] 12% and AmLactin XL[®] provide sufferers with a solution to effectively manage this condition, because they contain a high concentration of lactic acid.”

KP is a genetic disorder that is most obvious during the teenage years. It also can appear in infants and persist into adulthood. This condition is particularly prevalent in those with dry, flaky skin. KP also occurs more often in people with allergies that manifest in the form of eczema. While there is no cure for KP, moisturizers containing

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lactic acid, like AmLactin[®] 12% Moisturizing Lotion and Cream and AmLactin *XL*[®] Moisturizing Lotion, seem to be the most effective to help skin retain moisture and minimize outbreaks. AmLactin *XL*[®] contains ULTRAPLEX[™] formulation, a high-potency blend of three alpha-hydroxy moisturizing compounds. AmLactin *XL*[®] is clinically proven to provide superior hydration.

“These products work in a similar manner as prescription products for KP by exfoliating and softening the deposits in the hair follicles improving the overall appearance of the skin,” said Dr. Fleischer. “Not all moisturizers and lotions contain lactic acid, so it is important to review a product’s label and choose one with this ingredient.”

Dry skin is another condition that can occur at any time in life and can be the result of aging, weather, dry air and harsh soaps and detergents. This condition can be diminished by not exposing skin to cold air, avoiding hot water, using mild soap and moisturizing immediately after bathing or showering with a product that contains lactic acid, like AmLactin[®] 12% and AmLactin *XL*[®].

About AmLactin[®]

AmLactin[®] is the number one dermatologist-recommended moisturizer that should be applied twice a day for best results. The AmLactin[®] family of moisturizing creams and lotions are available over the counter at retail pharmacies nationwide and work in a similar manner as prescription moisturizers and lotions. These products include AmLactin[®] 12%, AmLactin *XL*[®], a stronger moisturizer formula, and AmLactin AP[®], an anti-itch moisturizing cream. For more information, call 1-800-654-2299 or visit www.amlactin.com.

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