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WHAT ARE THOSE LITTLE RED BUMPS?

AmLactin[®] launches www.littleredbumps.com, a website devoted to managing dry skin associated with Keratosis Pilaris (KP)

MINNEAPOLIS, Minn - June 2009 - “Keratosis Pilaris,” “Keratosis Pilaris.” Hmm, sounds weird, doesn’t it? Besides sounding weird, it’s a common skin condition that according to the American Academy of Dermatology nags 40 percent of the world’s population¹, yet there is no cure. The AmLactin[®] family of moisturizers is launching www.littleredbumps.com, a website devoted to the management of the dry skin associated with Keratosis Pilaris also known as KP.

“The goal of littleredbumps.com is to educate people through an innovative creative approach about managing the dry skin associated with KP,” said Mark Evenstad, president of Upsher-Smith Laboratories, Inc., the marketers of the AmLactin[®] family of moisturizers. “The website features Laurie Rose also known as Miss Little Red Bumps, and is designed to entertain people who are searching for information about KP.”

1. www.aad.org/public/publications/pamphlets/skin_dry.html

As the virtual host of www.littleredbumps.com, Laurie Rose speaks to visitors with enticing, exciting and minimally icky information about KP in three vignettes. Visitors visit “Laurie’s world” and experience her quirky, positive insights about the challenges of being a young person in today’s millennium. Visitors are also regaled with “toe tapping” original songs designed purely for entertainment, which along with the vignettes, can be downloaded for free.

“KP is not fun because it often raises its ugly head in a person’s teens and twenties so this contemporary site will be informative and entertaining because of its upbeat messages and free music and video downloads”, said Dr. Fleischer, professor and chair of the department of dermatology at Wake Forest University School of Medicine. “I see lots of patients who are suffering from extremely dry skin associated with KP so the management tips I provide on the site will also be of practical value.”

The site also offers visitors valuable coupons for the AmLactin[®] family of moisturizers, including AmLactin[®], AmLactin XL[®] and AmLactin[®] Foot Cream Therapy.

For more information, visit www.littleredbumps.com.

About Keratosis Pilaris and littleredbumps.com

There is no cure for Keratosis Pilaris (KP) and the cause remains unknown, however it tends to run in families. People with KP may experience flesh-colored or red bumps around hair follicles on the upper arms, thighs, buttocks, and cheeks, extremely dry skin and, in some cases, itching.¹ It is important to be aware that other medical conditions can mimic KP, so people with these symptoms should visit a doctor or dermatologist to confirm a diagnosis.

Littleredbumps.com and The AmLactin[®] family of moisturizers are not intended to diagnose, treat, cure or prevent any medical condition. Some skin conditions may be worsened by moisturizers, so people should always follow their doctor's skin care recommendations.

AmLactin[®]

The AmLactin[®] family of moisturizers are the number one dermatologist and podiatrist recommended brand of moisturizers^{2,3} and are readily available without a prescription at fine retailers nationwide and online. For more information, visit www.amlactin.com.

1. www.aad.org/public/publications/pamphlets/skin_dry.html

2. Most recommended moisturizing product for rough, dry skin. Omnibus Study. *Dermatology Times*. 2008

3. Kloos Donoghue S. Podiatry management annual practice survey. *Podiatry Management*. February 2009.

Upsher-Smith

Upsher-Smith Laboratories, Inc. is a rapidly-growing pharmaceutical company that manufactures and markets both prescription and consumer products. Upsher-Smith prides itself on providing safe, effective and economical therapies to the ever-challenged healthcare environment. For more information, visit www.upsher-smith.com.