

# AmLactin®

Serious Care for Softer Skin

## Leading Skin Expert Recommends a Moisturizer with Lactic Acid for Hands That are Severely Dry and Literally Itching for Spring

**MAPLE GROVE, MINNESOTA – March 10, 2010**—Winds are roaring from coast to coast leaving the hands of many Americans dry and literally itching for this winter to come to a close. Leading dermatologist, Dr. Alan Fleischer, professor and chair of the department of dermatology at Wake Forest School of Medicine, recommends a serious moisturizer that contains lactic acid, such as AmLactin®, for severe, dry skin that has taken a beating from harsh weather.

“This has been a rough winter, and no one is going to be singing to you the Beatles’ hit ‘I Wanna Hold Your Hand’ unless you’ve been using an excellent moisturizer all year long, such as AmLactin®, as part of your daily skin care regimen,” said Dr. Fleischer. “AmLactin® is ideal for managing the dry skin associated with a variety of conditions, including Keratosis Pilaris (KP), because the entire line is formulated with emollient and humectant ingredients plus lactic acid, a potent alpha-hydroxy acid.”

Lactic acid is an extremely effective humectant or a naturally occurring substance that attracts water molecules to the skin to keep it hydrated. AmLactin® Moisturizing Body Lotion and Cream are formulated with 12% lactic acid, which provides powerful skin care to soften and smooth dry skin every day. AmLactin XL® Moisturizing Lotion contains the unique (patent-pending) ULTRAPLEX® formula, a high potency blend of three lactic acid alpha-hydroxy compounds that goes beyond moisturizing to exfoliate and hydrate.

“Not all moisturizers contain lactic acid, so it is important to read a product’s label and choose one with this ingredient,” said Dr. Fleischer.

### **About the AmLactin® Family of Moisturizers**

The AmLactin® family of moisturizers includes: AmLactin® Moisturizing Body Lotion, AmLactin® Cream, AmLactin XL® for severe, dry skin and AmLactin® Foot Cream Therapy. AmLactin XL® is a clinically proven, superior moisturizer to 40% urea cream and 12% ammonium lactate lotion for severe dry skin.<sup>1</sup>

All AmLactin<sup>®</sup> products are available without a prescription at [www.drugstore.com](http://www.drugstore.com) and fine retailers nationwide. For more information, visit [www.amlactin.com](http://www.amlactin.com) where you can search the store locator to find a store where AmLactin<sup>®</sup> can be purchased and download valuable coupons. For tips on managing dry skin associated with Keratosis Pilaris, visit [www.littleredbumps.com](http://www.littleredbumps.com). Littleredbumps.com and the AmLactin<sup>®</sup> 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.

### **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](http://www.upsher-smith.com).

### **References**

<sup>1</sup> Data on file. Upsher-Smith Laboratories, Inc.

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