

# AmLactin®

Serious Care for Softer Skin

## **Leading Dermatologist Recommends a Moisturizer with 12% Alpha-Hydroxy to Soften the Often Neglected Neckline**

**MAPLE GROVE, MINNESOTA** – March 17, 2010 –The neckline is often neglected when it comes to regular skin care, but it can be the first place to show signs of aging according to leading dermatologist Dr. Alan Fleischer, professor and chair of the department of dermatology at Wake Forest School of Medicine. Dr. Fleischer encourages patients to use a moisturizer that contains 12% lactic acid (an alpha-hydroxy) to help skin maintain a smooth, silky texture and to remember the neckline as part of a daily skin care regimen.

“As people add birthdays, the skin loses moisture, so it is important to moisturize those areas that may be most visible, such as the neck, with a product such as AmLactin® that contains 12% lactic acid,” said Dr. Fleischer.

Lactic acid is an alpha-hydroxy acid, which 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.

“Clinical studies have shown that products containing 12% lactic acid increase the firmness and thickness of both the outer and inner layers of the skin as well as improve the skin’s texture and the appearance of lines and wrinkles,” said Dr. Fleischer.<sup>2</sup> “Not all moisturizers contain 12% lactic acid, so it is important to read the label for this ingredient.”

### **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 to 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.

<sup>2</sup> Smith, WP. "Epidermal and Dermal Effects of Topical Lactic Acid." *Journal of American Academy of Dermatology*. 1996:35(3 Pt 1):388-91.