

AmLactin®

Serious Care for Softer Skin

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FOR IMMEDIATE RELEASE

**Brides-to-Be: Leading Skin Expert's Guide to
Dewy, Luminous Skin for Your Walk Down the Aisle**

MAPLE GROVE, MINN – INSERT DATE – If brides-to-be follow these tips for beautiful, blushing, wedding day skin, they will be singing “spring is here... the sky is blue... birds all sing... as if they knew... today’s the day... we’ll say I do” all the way to the chapel. Leading dermatologist Dr. Alan Fleischer, professor and chair of the department of dermatology at Wake Forest School of Medicine, recommends jump starting your bridal beauty regimen with a serious moisturizer that contains lactic acid, such as AmLactin®.

“The last thing a bride wants on her wedding day is to be covered in white – flakes, that is, from severe dry skin or dry patches associated with Keratosis Pilaris (KP),” said Dr. Fleischer. “Since KP often appears on the arms, to improve the likelihood that your skin will be as silky as your dress, I recommend the regular use of a moisturizer containing lactic acid, such as AmLactin®, as part of your daily skin regimen.”

AmLactin® contains lactic 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.

“Not all moisturizers contain lactic acid, so it is important to check the label for this ingredient,” said Dr. Fleischer. “A few other ‘I dos’ include applying lotion after showering and avoiding use of hot water. Hot water strips the skin of its natural oils.” Dr. Fleischer also

recommends avoiding use of harsh soaps and detergents, as these may exacerbate skin conditions associated with dry skin, such as KP.”

About Keratosis Pilaris and www.littleredbumps.com

People with KP may experience flesh-colored or red bumps around hair follicles on the upper arms, thighs, buttocks and cheeks, or extremely dry, itchy skin.^{1,2} There is no cure for KP and the cause remains unknown, however it tends to run in families.² 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.

About the AmLactin[®] Family of Moisturizers

The AmLactin[®] family of moisturizers includes: AmLactin[®] Moisturizing Body Lotion, AmLactin[®] Moisturizing Body 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.³

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

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.upsheer-smith.com.

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

² Nili, A. "Keratosis pilaris." September 2008. www.emedicine.medscape.com

³ Data on File. Upsher-Smith Laboratories, Inc.