



UPSHER-SMITH

Pharmaceuticals Since 1919

News Release

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FOR IMMEDIATE RELEASE

AMLACTIN[®] FAMILY OF MOISTURIZERS HAS A NEW LOOK PACKAGING MORE EASILY IDENTIFIABLE YET STILL A SERIOUS MOISTURIZER

MINNEAPOLIS, MN – May 4, 2009 Upsher-Smith has revamped its AmLactin[®] family of moisturizers packaging to feature more appealing labels. Just in time for summer, dry skin sufferers can now find relief in style. With vibrant colors and easy to use packaging, any of the AmLactin[®] products are perfect to grab and go. The sleek and smooth design of the new bottles and tubes is dually colored in white and light shades of green, purple and blue, to differentiate the products.

The AmLactin[®] family of moisturizers features the MultiPlex Moisturizing System[™], a unique combination of emollient and humectant factors, plus alpha-hydroxy acids formulated to keep the skin soft and hydrated. The line includes AmLactin[®], which is available in a lotion or cream, AmLactin XL[®], a stronger formula and AmLactin[®] Foot Cream Therapy.

“We wanted our customers to find our products more easily while preserving the look of a serious moisturizer,” said Mark Evenstad, President of Upsher-Smith Laboratories, Inc.

AmLactin[®] and AmLactin XL[®] are very effective treatments to help manage dry skin associated with keratosis pilaris, eczema, psoriasis and atopic dermatitis. AmLactin XL[®] contains the patented ULTRAPLEX[™] formulation, a high-potency blend of three alpha-hydroxy moisturizing compounds. AmLactin XL[®] is clinically proven to provide superior hydration and is recommended by dermatologists for severe dry skin.

The AmLactin® family of moisturizers are the number one dermatologist- and podiatrist-recommended brand of moisturizers and are readily available without a prescription at fine retailers nationwide and online. Ask your pharmacist or visit: Target, CVS, Walgreens, Rite Aid, Costco or Wal-Mart. Order online at drugstore.com, amazon.com, hocks.com or medichest.com.

For more information, call 1-800-654-2299 or visit www.amlactin.com. For a more light-hearted yet informative source for information about keratosis pilaris, visit our site, www.littleredbumps.com.

Upsher-Smith Laboratories, Inc. is a rapidly-growing pharmaceutical company that manufactures and markets both prescription and consumer products. Privately held since 1919, the company strives to recognize the unmet healthcare needs of its customers. Upsher-Smith prides itself on providing safe, effective and economical therapies to the ever-challenged healthcare environment. For additional information, visit www.upsher-smith.com.

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