

MEDIA ADVISORY

Contact:

Diane Nagler
303-291-0522 ext.202
303-725-8558 (mobile)
diane@theushergroup.com

Angela Kendall for Dermazone Solutions
407-381-2008
407-760-7360 (mobile)
akendall@jaandkmarketing.com

PHYSICIAN ENDORSED ANNOUNCES PARTNERSHIP WITH DERMAZONE SOLUTIONS FOR SPRING/SUMMER 2004 HEADWEAR LINE

Stylish Sun Protection Unites Skincare and Headwear Companies

(Broomfield, CO – February 16, 2004) Colorado-based Physician Endorsed™, known for its stylish line of sun protective hats, sunglasses and accessories, today announced a partnership with Dermazone Solutions, LLC, provider of the Celazome® cosmeceutical skin care line. All hats in Physician Endorsed's 2004 Spring/Summer line will be packaged with Dermazone's Lyphazome® Moisturizing Sunscreen, SPF 30 skin care protection.

Designed for style, function and sun protection, Physician Endorsed hats have been rigorously tested following FTC guidelines, providing sun protection equivalent to SPF 30 for consumers concerned with the harmful effects of the sun (wrinkles, age spots, skin cancer, etc.) Special linings and interlinings used in the manufacturing process enhance the shell fabric, and chemical-free fabrics are selected for their natural sun protective qualities. All hats and sunglasses offered by Physician Endorsed offer 90-99 percent UVA and UVB protection, and the partnership with Dermazone further illustrates the company's commitment to sun protection. Dermazone's Lyphazome® Moisturizing Sunscreen non-comedogenic formula delivers long lasting hydration into the skin while guaranteeing eight(8) hours of waterproof, rubproof, sweatproof UV protection that is 30 times that of skin's natural protection.

"Protecting your skin from the harmful effects of the sun is something every woman should be concerned with," said Physician Endorsed designer, Elissa Margulies. "Our partnership with Dermazone was a natural fit, enabling our customers to reap the benefits of high quality, stylish products that prevent aging, wrinkles, sun damage and more."

Formerly available exclusively through dermatologists and aestheticians, Dermazone products are being introduced to the consumer through this unique relationship with Physician Endorsed and via a nationwide launch of consumer access to the Dermazone Skinperative™ Online Analyzer 1st quarter,

2004. This spring, consumers can find Physician Endorsed hats with Lyphazome® Moisturizing Sunscreen skin care protection products in such retail outlets as Nordstrom, Fred Segal, Henri Bendel, and fine boutiques and spas everywhere. For store information, visit www.physicianendorsed.com; for Dermazone information, visit www.dermazone.com.

“The first key to great skin is protection, says Deborah Duffey, president of Dermazone Solutions. “Used as directed, the combination of Lyphazome® Moisturizing Sunscreen, SPF 30 with Physician’s Endorsed protective and stylish products offers a virtually impenetrable defense against both the visible and medical effects of skin damage.”

About Physician Endorsed

Based in Broomfield, CO, Physician Endorsed is a cutting edge hat and accessories design company helping consumers be both fashionable and safe in the sun. Product lines include hats, sunglasses, and bags, and all hats include Demazone’s Lyphazome® Moisturizing Sunscreen, SPF 30 skin care protection product and a photo tag illustrating how the hat should be worn. Hats are constructed with chemical free fabrics and special interlinings to ensure that customer is receiving highest quality products, and have a UPF rating of 50+ (equivalent to SPF 30). Fabrics are chosen for their tactile and visual appeal, allowing wearers to fashionably enjoy outdoor activities without worrying about sun damage and wrinkles. Physician Endorsed products are available at Nordstrom, Fred Segal, Henri Bendel, and fine boutiques and spas everywhere. For more information, visit www.physicianendorsed.com.

About Dermazone Solutions, LLC

Dermazone Solutions, L.L.C. is the provider of Celazome® cosmeceutical skin care products and the Lyphazome® brand of sunscreens and therapeutic lotions. Products in each line combine the patented and proprietary Lyphazome® delivery system with superior skin care ingredients and UV protection properties. Dermazone Solutions is an evolution of Fountain Pharmaceuticals, a company with over 12 years and \$16 million invested in pharmaceutical research, development and measurable results in therapeutic skincare. U.S. consumers can purchase Dermazone through dermatologists and aestheticians, as well as via phone: 1-800-253-5115, email: orders@dermazone.com, or at www.dermazone.com. Dermazone has a strong international presence via licensing of it’s patented Lyphazome® delivery system, maintaining patents worldwide under the brand names Solong®, Vision® and Cliniderm® in such countries as the Netherlands, Norway and Portugal.

###