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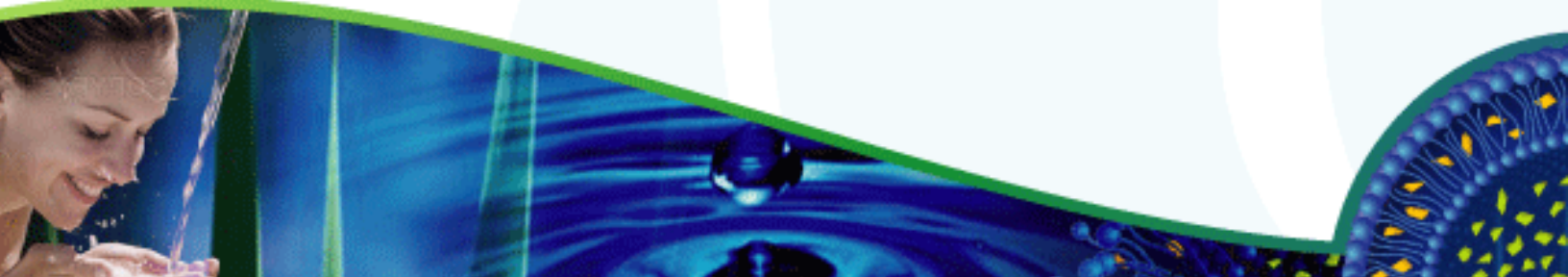
Raise your sun protection IQ! The Sunwise™ Collection provides superior sunscreens for all seasons

Dermazone Solutions launches sun care product line for summer 2005

Clearwater, FL, Tuesday April 19, 2005 – Dermazone Solutions unveils today the Sunwise™ Collection, the company's superior selection of pharmaceutical-grade sunscreens and sun care products. Being Sunwise means being educated on the facts that help diminish wrinkles and visible damage caused by harmful sunrays, and reducing long-term risks of skin cancer. Most consumers believe they are getting better protection with a higher SPF rating, but SPF only indicates the level of UVB coverage. Just as important is ensuring protection from the most damaging, deep penetrating and pervasive rays—UVA-I. If a sunscreen doesn't protect from UVA-I rays, the consumer is still exposed to serious damage. In addition, two-thirds of Americans currently do not regularly use sun-protection. With the Sunwise Collection, Dermazone takes aim at educating the public on the variances in sun-protection and making multi-functional products consumers will want to incorporate into their daily beauty routines. Dermazone developed the Sunwise Collection to deliver the properties of its doctor-recommended therapeutic lotions with the most effective full-spectrum and broad-spectrum sunscreen ingredients available, ensuring consumers protect their bodies from UV radiation, the cause of more than a million new cases of skin cancer in the U.S. each year. Sunwise Collection products are Lyphazome Moisturizing Sunscreen Max SPF 29, offering all-day sweatproof and rubproof and total UVA-I, UVA-II and UVB protection best for a water-free environment; Lyphazome Moisturizing Sunscreen SPF 30 offering broad-spectrum UVA-II and UVB protection for times requiring extended all-day waterproof coverage; Celazome® Botanical Daily Moisturizer with SPF 15, for daily facial sun-protection and moisture; and Lyphazome® Inside Tan, the first deep penetrating moisturizer with sunless tanning that maintains its color for a damage-free sun-tanned glow.

Doctors such as Christopher Brown, MD, encourage all patients to incorporate sunscreens into their daily skin care regimens to minimize the impact of sun exposure and help ensure young, healthy-looking skin. Dr. Brown states, "I've learned it is critically important that patients have more than just long-term cancer-preventive incentive to use

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sunscreen. Since the Sunwise™ Collection products are multi-functional, with intense moisturizing properties and sunless tanning, patients now have real immediate incentives to use them. This is the first time a company has brought together such a high quality selection of sun care products in such a complementary way.”

For the most complete, full-spectrum defense, users should choose Lyphazome Moisturizing Sunscreen Max SPF 29 to protect skin from not only UVA-II and UVB rays, but also from the dangerous and ever-present of the sunray spectrum, UVA-I. UVA-I rays easily pass through fabric, penetrate deeper than UVA-II, and are much more numerous than UVB. Max SPF 29 should be a consumer’s first choice in a water-free environment. Sweat and rubproof Max SPF 29 provides full-spectrum, UVA-I, UVA-II, and UVB protection. The product contains the active ingredient Parsol® 1789—one of only three FDA-approved UVA-I sunscreen agents—to protect skin from deep penetrating UVA-I rays. Max SPF 29 also meets the stringent UVA photostability and 100-percent UVA blocking standards set by Australia where a vast portion of the population currently suffers from skin cancer. Appropriate for all users, this formula is particularly recommended for fair skinned individuals, people with a history of actinic keratosis or skin cancer, and anyone using medications that cause sun sensitivity.

A great all-around choice, Lyphazome Moisturizing Sunscreen SPF 30 is recommended for those individuals participating in active, water-intensive activities and those requiring all-day waterproof coverage. The SPF 30 formula—soon to be the second highest rating allowed by the Food and Drug Administration (behind the blanket label SPF 30+)—protects skin from sunburn-causing UVB radiation and means this sunscreen allows users to stay in the sun 30 times longer than they could without sun protection. It provides eight-hour coverage in a non-comedogenic, greaseless, fragrance- and PABA free formula. One application in the morning can protect a child through after-school sports or an adult through peak-sun hour outdoor activities. Perfect for active families or a day in the surf, the SPF 30 product’s broad-spectrum UVA-II and UVB protection provides an excellent option for times when one needs a more water-resistant alternative to the full-spectrum UV coverage of Max SPF 29.

To complement the Lyphazome intensive full-body moisturizing sunscreens, the Sunwise Collection also includes Celazome Botanical Daily Moisturizer SPF 15, a greaseless facial moisturizer that combines waterproof, sweatproof, rubproof broad-spectrum sun protection with front-line free radical defense and soothing botanicals to help protect the skin from environmental assault. The American Academy of Dermatologists recommends the daily use of products with SPF 15 or higher, and this light, moisture-rich product serves as both the perfect base under make-up and an excellent way for people working indoors or receiving minimal sun exposure to incorporate this advice into their beauty routines.

Finally, for the majority of users seeking the beauty of tanned skin, Lyphazome Inside Tan can be used in conjunction with these sunscreens to obtain a deep, golden glow without incurring the skin damage associated with

UV-tanning methods. Inside Tan uses a “2-in-1” Lyphazome formula to deliver tanning agents and moisturizers deep into the skin where they are protected from daily exfoliation, while tanning ingredients enveloped within these Lyphazomes release over time, continuously renewing one’s color.

To ensure superior results, Dermazone goes beyond the quality standards required of traditional, mass-market sunscreens. All Sunwise products are created, tested and manufactured using only the finest, pharmaceutical-grade ingredients and facilities. Formulas call for both active ingredients and botanicals at levels maximizing their effectiveness. This attention to detail means customers receive better-quality products delivering the greatest possible benefits when purchasing any of the company’s doctor-recommended sunscreens.

The Sunwise Collection belongs to Dermazone Solutions’ cosmeceutical line of skin care, therapeutic moisturizers, and high-performance sunscreens. Each Sunwise product uses patented Lyphazome technology developed through more than a decade of cutting-edge nanosphere research. Lyphazome microspheres—one 50th the size of a human skin cell—allow active ingredients to penetrate deeper into the skin, ensuring superior delivery of bioactives and maximum effectiveness over time. Initially used to treat burn victims and sufferers of psoriasis, eczema and other severe skin conditions, Lyphazome-infused products provide powerful everyday moisturizing treatments for even the most dry and damaged skin.

Dermazone’s Sunwise Collection products and other items in the Lyphazome and Celazome lines can be purchased through select dermatologists, aestheticians and spas, or through the company’s website at www.dermazone.com.

ABOUT DERMAZONE SOLUTIONS

*Dermazone Solutions produces the Celazome[®] cosmeceutical skin care line and Lyphazome[®] therapeutic moisturizers and sunscreen preventions. The unfair advantage Dermazone products have over comparable cosmeceutical lines is the company’s Lyphazomes[®], patented nanotechnology resulting from cutting-edge research in nanosphere chemistry. Dermazone’s Lyphazomes are 1/50th the size of a human skin cell, guaranteeing superior delivery of the finest in bioactive and active ingredients. Dermazone products consist of a full suite of cleansers, toners, moisturizers, masques, and treatments including many **Dermazone Skinperatives[™]**, a designation given to Dermazone products that have multi-purpose properties from which virtually any type of skin can benefit. The products are used worldwide by aestheticians, dermatologists, burn centers, national sports teams, and celebrities. Dermazone Solutions’ Celazome Skincare and Lyphazome moisturizers and sunscreens can be purchased from Dermazone via the company’s website (www.dermazone.com). For press information, product links and additional testimonials: www.dermazone.com/press.*

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