

SKINMEDICA(R) ANNOUNCES FDA APPROVAL OF DESONATE(TM) (DESONIDE) GEL 0.05% WITH PATENTED HYDROGEL TECHNOLOGY FOR TREATMENT OF ATOPIC DERMATITIS

SkinMedica

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SkinMedica, Inc., a specialty pharmaceutical company focused on developing, acquiring and commercializing products that treat dermatologic conditions and diseases and improve the appearance of skin, announced today that the U.S. Food and Drug Administration (FDA) has approved the company's New Drug Application (NDA) for Desonate (desonide gel) 0.05% for treatment of mild to moderate atopic dermatitis. Desonate is a low potency topical steroid formulated in a proprietary water-based Hydrogel vehicle developed and patented by Dow Pharmaceutical Sciences, Inc. The patented formula is free from alcohol, fragrance or surfactants which can be irritating or drying to the skin of atopic dermatitis patients. Desonate was developed in a collaborative effort between SkinMedica and Dow Pharmaceutical Sciences, Inc. and will be available to physicians in first quarter of 2007.

"The relationship with Dow Pharmaceutical Sciences enables us to expand our pipeline of dermatology products and build a robust franchise in the \$1 billion topical steroid market," said Rex Bright, President and CEO of SkinMedica. "The launch of Desonate represents a significant addition to our portfolio of prescription and cosmeceutical dermatology products." "We are pleased to have partnered with SkinMedica in the development and approval of this important product utilizing our patented Hydrogel technology," said Bhaskar Chaudhuri, President and CEO of Dow Pharmaceutical Sciences.

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Desonide is the leading low potency corticosteroid in the US dermatology market with a long history of proven safety and efficacy. Desonate is the first product to contain 0.05 percent desonide in an aqueous-based Hydrogel formulation free from alcohol, fragrances or surfactants. The safety and efficacy of Desonate was demonstrated in two Phase III clinical trials with a total of 582 mild-to-moderate atopic dermatitis subjects aged 3 months to 18 years. The results demonstrated a statistically significant treatment effect for Desonate compared to placebo in both primary and secondary endpoints.

The patented formula is designed to provide a comfortable, non-irritating, silky smooth feel that will not leave a greasy residue. In two pivotal clinical trials, application site burning was reported by only 1% and pruritus (itching) by less than 1% of all treated patients. The product is approved for use in children over three months of age and for adults who suffer from the chronic itching and inflammatory symptoms of atopic dermatitis, commonly known as eczema. The safety and efficacy of Desonate was established for up to 4 weeks of use, and the product is contraindicated in patients with a history of hypersensitivity to any of the components of the preparation.

"Dermatologists, and all physicians who care for patients with eczema, will look forward to the use of this new formulation of a topical corticosteroid," said Dr. Adelaide Hebert, Professor of Dermatology and Pediatrics at the University of Texas Medical School, Houston. "The safety and effectiveness of Desonate make this medication an optimal one for managing the dry, itchy skin of those patients who suffer from allergic dermatitis."

More than 15 million patients have symptoms of atopic dermatitis, characterized by itchy skin, which can lead to rash, redness, swelling, crusting and scaling. The disease affects up to 20 percent of infants and young children, who continue to have symptoms as adults with significant impact on their quality of life. The exact cause is unknown, but genetics are considered a key factor. Steroids are the gold standard treatment for atopic dermatitis with more than \$1 billion worth of prescriptions written annually by US physicians for inflammatory dermatoses.