

Media Contact: Joanne Henry
612-843-2142

Product Contact: Lee Schafer
612-812-0242

Dermatrends Announces Positive Developments In Moisturization and Exfoliation Study

Versatile HRA Technology has application in Personal Skin Care Market

Minneapolis, Minn. – (July 26, 2007) – Dermatrends, Inc., a drug delivery and skin sciences company, announced today that it has demonstrated positive results in a human study to evaluate its proprietary Hydroxide Releasing Agent (HRA) technology on human skin for moisturization and exfoliation (removal of dead skin cells). The study validated that Dermatrends' HRA technology can be used to improve the efficacy of commonly used moisturizing and exfoliating agents. This milestone study opens the door for Dermatrends to move beyond drug delivery and to participate in the dynamic cosmetic personal skin care market.

In the seven day study, Dermatrends' formulations demonstrated positive results in the 16 parameters monitored by the clinical study firm. The methods used in evaluations of 16 parameters included visual examination by a trained laboratory examiner, quantitative measurements by skin science instrumentation, and self-assessments by the study subjects. The Dermatrends' formulations compared favorably throughout the seven day period against the untreated (negative) control and against two controls that included popular major brand OTC products sold in the anti-aging skin care category.

The study, conducted by Hill Top Research, used a sample coded (identity blinded) method to compare the effect of Dermatrends formulations as well as two commercial branded products. Comparisons were made from both Dermatrends formulations and the control commercial products against initial baseline values and an untreated negative control site. Study subjects ranged in age from 21 to 65 years.

Dermatrends' formulation showed a statistically significant change from the baseline for both moisturization and exfoliation. Exfoliation is a central purpose of anti-aging cosmetic products.

Measurements from scientific instrumentation included Corneometer[®] readings of skin capacitance to gauge skin moisture levels, D-SQUAME[®] measurements to assess skin turnover time (dead skin surface cells replaced by younger cells from deeper layers of the skin) and Transepidermal Water Loss (TEWL) measurements to monitor skin barrier function. Study subjects also provided self-assessments in a laboratory setting and were able to identify changes in their skin's smoothness, moisturization and softness after use of all test articles. The measurements of Dermatrends' formulations showed improvements from baseline values and from the negative control throughout the entire seven day period. The branded control products did not achieve the same positive results at the end of 24 hours or throughout the study.

Dermatrends' Chief Executive Officer, Ted Schwarzrock, said, "We are very excited about these study results. The Hill Top Research moisturization and exfoliation study, conducted with a high degree of scientific integrity by one of the world's leading clinical research services companies, clearly demonstrates the efficacy of our proprietary HRA technology in improving the efficacy of commonly used moisturizing and exfoliating agents. We are now ready to bring our technology platform to the marketplace through partnerships with cosmetic manufacturing and marketing firms. We look forward to developing these commercial partnerships and to participating in the \$5 billion alpha-hydroxy skin care market. We look forward to evaluating further applications of our HRA technology with other molecules in the personal care marketplace. As we have demonstrated with salicylic acid for exfoliation, Dermatrends believes this is just the tip of the iceberg in exploring synergies between HRA and molecules used in the personal care fields."

Dermatrends is a privately-held drug delivery and skin sciences company based in Minneapolis, Minn. The company is currently actively developing its partnerships and other relationships in the global pharmaceutical and cosmetic industries to commercially introduce its technology. Additional information is available on the company's website at www.dermatrends.com.

###