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## Dermatrends Announces Availability of *Activ-BOOST*<sup>™</sup>

### *New technology to supercharge actives unveiled at Robert Grayson Technology and Ingredient Conference*

**New York, NY** – (March 17, 2008) – Dermatrends, Inc., skin sciences company, announced today that its new technology, *Activ-BOOST*<sup>™</sup> will be demonstrated in a presentation at the prestigious Ingredient and Technology Conference in New York City. Aimeann DeJohn, market consultant for Dermatrends, is unveiling the new technology at the Robert Grayson conference, “Accelerating the Future.” ([www.graysonconferences.com](http://www.graysonconferences.com)).

*Activ-BOOST*<sup>™</sup>, a formula that supercharges performance actives to improve product efficacy, is a direct result of Dermatrends success in the pharmaceutical industry. Dermatrends has transferred its Hydroxide Releasing Agent (HRA) technology to the dermatology and cosmetics industry after skin studies proved that its technology can also be used to dramatically boost the effectiveness of moisturizers, exfoliants and other cosmetic products. Dermatrends recently completed an *in-vivo* study conducted by Hilltop Research that demonstrated its technology could achieve superior moisturization and exfoliation using less active ingredients than leading branded products. The studies further showed that superior exfoliation could be achieved without additional skin irritation.

*Activ-BOOST*<sup>™</sup> and *Activ-BOOST* formulas are now available through license to cosmetic and skin care product manufacturers and marketers. *Activ-BOOST* may be applied to create many completely new products, or, it can be used to allow existing products to be produced at lower costs using less ingredients. Product inquiries should be directed to Aimeann DeJohn at [ameann@dermatrends.com](mailto:ameann@dermatrends.com).

Ms. DeJohn is a former spa owner and brand expert with experience at leading beauty industry firms. She is a recognized author and frequent speaker in the beauty industry.

Dermatrends is a skin sciences company focused on the dermatology/cosmetic field and pharmaceutical markets. Dermatrends employs a proprietary hydroxide releasing agent technology to deliver pharmaceutical compounds or active ingredients. Dermatrends is privately held and based in Minneapolis, MN. For more information, please go to [www.dermatrends.com](http://www.dermatrends.com). For media inquiries, call Joanne Henry at 612.843.2142.

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