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HOUSTON DERMATOLOGIST DEVELOPS PATENT PENDING SOLUTION TO INCREASE THE EFFECTIVENESS OF SUNSCREEN, ACNE MEDICATION AND MOST TOPICAL FACE AND BODY TREATMENTS

New York, NY October 7, 2002 - Topical medications, or drugs applied to the surface of the skin, are available in gel, foam, ointment, cream and other bases. Topical medications generally operate by passing through the surface of the skin, through the uppermost layer of skin, or epidermis, and into the underlying skin layer, the dermis. Some topical medications may penetrate even deeper, into the tissue fluid underlying the dermis, producing a therapeutic effect in a greater distributed area around the spot of application, or even producing a more systemic, or body-wide, effect.

In addition to the potency of a topical drug, other factors also contribute to the effectiveness of a drug. Increasing the rate of penetration also lessens the time it takes for an effective amount of the drug to become present in the skin. **Sustaining the rate of penetration after initial application ensures that the drug is still actively passing through the skin long after it is applied, contributing to the length of time a drug may be effective before needing reapplication. Consequently, improving the initial penetration rate and sustaining a high rate of penetration long after application can yield a higher cumulative amount of drug penetration. Enter Moore Unique Hydroglide Dermatological Enhancer.**

This product is the latest in the line of Moore Unique Skin and Hair Care (www.MooreUnique.com) developed by **Houston Dermatologist Dr. Milton Moore**. The advent of this product is so revolutionary that it will be presented at the upcoming American Academy of Dermatology Meeting in San Francisco as a co-study of the public company Connecticut Pharmaceuticals. As Dr. Moore explains, "this product is of great significance to consumers because topical drugs can be expensive, this product is of particular benefit to increase the effectiveness of topically applied medications. Generally, once a drug is applied to the skin, the amount of drug passing through the skin increases from zero to a peak rate relatively quickly, then tends to drop off as time elapses. Increasing initial penetration rate and sustaining a steady penetration rate for a longer time after application is the purpose of this invention." A study by this company proved that the Hydroglide enhancer causes their steroid foam Luxiq to penetrate 2 to 2.5 times more at all levels of the skin.

Much like topical drugs, sunscreens also would benefit from quicker penetration, a higher rate of penetration and longer sustained penetration. Most sunscreens require application up to a half an hour to become effective before sun exposure, and also require frequent application in order to maintain protection. This product will render sunscreens effective more quickly and for a longer duration, to prevent early burning and sun damage that may occur before the sunscreen becomes effective. Additionally, maintaining peak levels of sunscreen in the skin may aid in sustaining sunscreen effectiveness, so skin will be protected longer between applications.

What exactly is the Dermatological Enhancer?

The solution is comprised of an aqueous skin preparation solution containing about forty percent to about eighty percent by volume, and preferably about sixty percent by volume. It can be applied to the surface of the skin prior to the application of a topical treatment, such as a medication or sunscreen, to improve penetration and retention of the treatment in the skin. After pre-treatment of the skin with the solution, topical drugs and other skin treatments generally will show an increased initial penetration rate, a longer sustained peak penetration, and greater retention in the layers of the skin, therefore improving and sustaining the effectiveness of topically applied skin treatments.

User Benefits Summary

- **Increases effectiveness of skin care products for the face and body**
- **Saves money because less product needs to be used**
- **There is no other available solution on the market that enhances product distribution and penetration.**
- **Can help the effectiveness of acne medications, sunscreen, shaving solutions, topical steroids and deodorant**

Retail Cost: \$12.99

Available at on the web-site WWW.MOOREUNIQUE.COM

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For additional information, to schedule an interview or to request products, please contact KMR Communications, Inc. at 212.213.6444, or info@kmrcommunications.com. KMR Communications, Inc. is a vital communications resource, fulfilling the interview of the news media with experts from the medical, fitness and beauty industry.