

CLINICALLY-PROVEN REVALÉSKIN™ CHANGES THE FACE OF SKIN CARE



New Skin Care Treatment Contains Natural, Potent Super-Antioxidant CoffeeBerry™

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Daily Use Helps Diminish the Appearance of Wrinkles, Improves Overall Skin Fitness

Toronto, ON: (January 22, 2008) – The battle to minimize fine lines, wrinkles and sun spots through non-invasive treatments just got easier with the launch of REVALÉSKIN™, the first and only professional line of skin care products exclusively formulated with CoffeeBerry™, the most powerful naturally occurring antioxidant found today. With daily use, REVALÉSKIN™ has been clinically proven to improve overall skin appearance by enhancing skin tone, diminishing the appearance of fine lines and wrinkles, as well as skin pigmentation from sun exposure and decreasing some signs of skin inflammation. Results appear in as little as three weeks. Created by Stiefel Laboratories, Inc., REVALÉSKIN™ is now available in Canada exclusively through the offices of aesthetic physicians.

The REVALÉSKIN™ line is a convenient three-step system comprised of a Day Cream containing SPF 15 sunscreen, a Night Cream and a Facial Cleanser. The suggested retail price ranges between \$40 and \$110.

Two studies were conducted, initially by David McDaniel, M.D. (Institute of Anti-Aging Research, Virginia Beach, Virginia) and then by Zoe Diana Draelos, M.D. (Dermatology Consulting Service, High Point, North Carolina) to test the validity of the ingredient CoffeeBerry™. The results were statistically significant. The first study showed that the REVALÉSKIN™ regime improved the appearance of fine lines and wrinkles without any adverse events or allergic reactions. Dr. Zoe Draelos reaffirmed Dr. McDaniel's findings in her 12-week study with 50 females ages 30 to 50 with mild to moderate photoaging.

“During our study, we began to see improvement in skin texture after three weeks of application,” said Zoe Diana Draelos, M.D., primary investigator, Dermatology Consulting Services. “After 12 weeks of use, there was a statistically significant improvement in overall skin appearance as characterized by better skin tone and increased skin brightness.”

“Caring for your skin is just as important to your health as exercise,” said Dr. Marc DuPéré, VISAGE Clinic. “Skin is the largest body organ and it should be treated with the utmost care. We should do everything we can to protect and maintain skin health.”

What Is the CoffeeBerry™?

CoffeeBerry™ is the fruit of the coffee plant (*coffea arabica*) from which the commonly known coffee bean is derived. When harvested at a sub-ripe growth stage, the flesh of the fruit is at peak antioxidant concentration offering the extract CoffeeBerry™ that is comprised of chlorogenic acid, condensed proanthocyanidins, quinic acid and ferulic acid. Because of this potent composition, the CoffeeBerry™ dramatically outperforms

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even powerful antioxidants like green tea on the U.S. Department of Agriculture's Oxygen Radical Absorbance Capacity (ORAC) scale by more than 1200 percent.

About REVALÉSKIN™

REVALÉSKIN™ is the first and only professional anti-aging line of skin care products exclusively formulated with the powerful natural antioxidant ingredient CoffeeBerry™. The system includes a Day Cream with SPF 15 sunscreen, and a Night Cream, both with 1 percent CoffeeBerry™, and a Facial Cleanser with 0.1 percent CoffeeBerry™. REVALÉSKIN™ has been proven to be non-irritating and non-comedogenic as well as clinically, dermatologist- and allergy-tested.

About Stiefel Laboratories, Inc.

Founded in 1847, Stiefel Laboratories is the world's largest independent pharmaceutical company specializing in dermatology. The company manufactures and markets a variety of prescription and non-prescription dermatological products. Its wholly-owned global network is comprised of more than 30 subsidiaries, including manufacturing plants in six countries, research and development facilities on four continents and products marketed in more than 100 countries around the world.