

For the sensitive you.



625 CENTRAL AVENUE, HIGHLAND PARK, IL 60035 • 3714

November 12, 2003

Dear Physician,

It is my pleasure to introduce to you SKIN by Dermalab®. Developed over 30 years ago by a team of dermatologists associated with the Mayo Clinic and University of Illinois Hospitals, their mission was to develop a sensitive skincare line to satisfy the highest standards set by their colleagues in the field of Dermatology, using the simple philosophy—less is more.

Today we are re-launching SKIN by Dermalab® by staying true to the basic principle that fewer ingredients means fewer potential irritations. We include only ingredients essential to cleansing and moisturizing the skin.

As you are well aware, there are no federal standards specifying conditions that must be met in order to label a product as hypoallergenic. Thus, any product can claim to be hypoallergenic without truly specifying what that means. At the urging of a number of physicians, the team at SKIN by Dermalab® has created an innovative, yet simple hypoallergenic index that allows you to compare several popular skincare products in terms of their ingredients. This index rates products by assessing a point for each ingredient that may cause a skin irritation or reaction.

Enclosed is an informative brochure detailing SKIN by Dermalab®'s basic skincare philosophy, while differentiating our sensitive skincare line. Simply stated, we ask that you take a moment and find out why *less is more*...

Best regards,

Earl Edelpcup
President
Dermalab, Inc.

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The Truth about Hypoallergenic Claims...

The U.S. Food and Drug Administration (FDA) defines hypoallergenic cosmetics as “products that manufacturers claim produce fewer allergic reactions than other cosmetic products.” However, there are no federal standards specifying conditions that must be met in order to use the term hypoallergenic on skincare and cosmetic labels. SKIN by Dermalab® products offer the extra assurance that the user will be less likely to suffer any irritation or allergy because they are made with only the most essential ingredients to improve the skin without adding any chemicals that could cause harm.

A simple scale has been developed to help consumers and professionals differentiate products in terms of whether they are truly hypoallergenic. The hypoallergenic scale assigns a hypoallergenic value to skincare products, based on the number of ingredients that often produce irritations and allergic reactions. A product receives one point for each ingredient within the following categories:

- Acetone
- Acid
- Colorants
- Detergent
- Dyes
- Fragrances
- Lanolin

A low numeric rating on the hypoallergenic scale indicates that a product contains fewer of the ingredients that may produce allergic reactions. All of the SKIN by Dermalab® products rate extremely low on the hypoallergenic scale and are truly hypoallergenic.

Take our soap product, wash it™, for example. Below is a chart that shows how SKIN by Dermalab®’s soap product rates when compared to other popular soaps on the market today.

Go ahead...compare.

Soap Product	Total number of ingredients	Dermatologist recommended	Fragrance free*	Colorant free*	Claims to be hypoallergenic	Actual hypoallergenic rating
SKIN by Dermalab®’s wash it™	10	√	√	√	√	0
Cetaphil®	18	√				4
Dove®	16	√			√	8
Neutrogena®	24	√			√	4
Purpose®	10	√			√	4

To learn more about why dermatologists recommend SKIN by Dermalab® products, and to see how they compare to other popular skincare products on the market, please visit www.skinbydermalab.com.

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Simple ingredients for sensitive skin...

The ingredients for SKIN by Dermalab® products are intentionally simple, restricted to only what is essential for cleansing and moisturizing. Reducing the number of ingredients limits the possibility for any irritations to the skin.

To illustrate the difference between SKIN by Dermalab® skincare products and those of our competition, we have compiled research data on ingredients found in popular brands of lotion.

What we found may surprise you...

Below is a chart that shows how SKIN by Dermalab®'s lotion product, smooth it™, rates when compared to other popular lotions on the market today.

Key: 1 = First ingredient, 2 = Second ingredient, 3 = Third ingredient...
Potential irritants are highlighted bold text.

Ingredient	SKIN by Dermalab®	Nivea®	Lubriderm®	Eucerin®	Description, purpose and effects of ingredient
Water	1	1	1	1	<ul style="list-style-type: none"> • Base ingredient
Mineral Oil	2	2	2	2	<ul style="list-style-type: none"> • Clear, odorless oil derived from petroleum • Widely used in cosmetics because it rarely causes allergic reactions and can't become a solid and clog pores • Natural ingredient derived from earth • Considered one of the safest, most non-irritating moisturizing ingredients ever found • Efficacious in wound healing • One of the most effective moisturizing ingredients available
Stearic Acid	3		5		<ul style="list-style-type: none"> • Fatty acid used as emollient and to help keep other ingredients intact in a formulation
Cetyl Alcohol	4		8		<ul style="list-style-type: none"> • Fatty alcohol used as emollient, emulsifier, thickener and carrying agent for other ingredients • Not related to SD alcohol or ethyl alcohol • Non-irritating
Dimethicone	5		11		<ul style="list-style-type: none"> • Substance derived from silica • Unique fluid properties give it a great deal of slip and makes it feel like silk on the skin • Water-binding agent that holds up well, even when skin becomes wet • In other forms, it is also used extensively for wound healing and for improving the appearance of scars
Carbomer 943	6				<ul style="list-style-type: none"> • Pharmaceutical aid (suspending agent)

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Ingredient	SKIN by Dermalab®	Nivea®	Lubriderm®	Eucerin®	Description, purpose and effects of ingredient
Triethanolamine	7				<ul style="list-style-type: none"> Used in cosmetics as a pH balancing agent
Sodium Lauryl Sulfate	8				<ul style="list-style-type: none"> Used as a thickening agent in very low concentrations (less than 1%) Can cause allergic reactions in some if used at higher concentrations (2%-5%) Non-comedogenic
Methylparaben	9		16		<ul style="list-style-type: none"> Preservative used in cosmetics to prevent bacterial and fungal growth in products One of the most widely used preservatives in the U.S.
Propylparaben	10		18		<ul style="list-style-type: none"> Preservative used in cosmetics to prevent bacterial and fungal growth in products * One of the most widely used preservatives in the U.S.
Imidazolidinyl Urea	11				<ul style="list-style-type: none"> * Preservative found in many products labeled "hypoallergenic" * Not a common cause of contact allergy when compared with other preservatives
Isohexadecane		3			<ul style="list-style-type: none"> Used as a detergent cleansing agent, emulsifier and thickening agent Can potentially clog pores, depending on amount used in the product
PEG-40 Castor Oil Sorbitan Peroleate		4		4	<ul style="list-style-type: none"> Used as a solvent to help disperse other ingredients in a solution
Polyglyceryl-3-Diisostearate		5			<ul style="list-style-type: none"> Moisturizer
Glycerine		6			<ul style="list-style-type: none"> Moisturizer
Petrolatum		7	3		<ul style="list-style-type: none"> Topical application can help the skin's outer layer recover from damage, reduce inflammation and heal the skin
Isopropyl Palmitate		8			<ul style="list-style-type: none"> Used in cosmetics as a thickening agent and emollient Can potentially clog pores, depending on amount used in the product
Cetyl Palmitate		9		8	<ul style="list-style-type: none"> Used in cosmetics as a thickening agent and emollient Can potentially clog pores, depending on amount used in the product
Tocopherol Acetate		10			<ul style="list-style-type: none"> Topical vitamin E Potent sensitizer which can produce both delayed allergic contact dermatitis and immediate allergic hives

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Ingredient	SKIN by Dermalab®	Nivea®	Lubriderm®	Eucerin®	Description, purpose and effects of ingredient
Glyceryl Lanolate		11		5	<ul style="list-style-type: none"> Moisturizer from lanolin Potent skin irritant
Lanolin Alcohol		12	7	11	<ul style="list-style-type: none"> Natural extract of sheep wool used as a moisturizer Common cause of allergic reactions but is rarely used in pure form
Fragrance		13			<ul style="list-style-type: none"> According to study conducted by North American Contact Dermatitis Group, fragrances are the number one cause of allergic and irritant reactions to cosmetics
Magnesium Sulfate		14		9	<ul style="list-style-type: none"> Colorant, whitening agent According to a study conducted by the North American Contact Dermatitis Group, colorants are the second most common cause of allergic and irritant reactions to cosmetics
Aluminum Stearate		15		10	<ul style="list-style-type: none"> Emulsifier sometimes used in oil based paint Keeps color suspended
Phenoxyethanol		16			<ul style="list-style-type: none"> Common cosmetic preservative
Methyldibromo Glutaronitrile		17	21		<ul style="list-style-type: none"> Formaldehyde-releasing preservative
Sorbitol			4	6	<ul style="list-style-type: none"> Similar to glycerin, is a humectant, thickening agent and slip agent
Lanolin			6		<ul style="list-style-type: none"> Natural extract of sheep wool used as a moisturizer Common cause of allergic reactions
Glyceryl Stearate PEG-100			9		<ul style="list-style-type: none"> Polyethylene glycol combined with stearic acid to form a water-soluble ester used as an emulsifier and emollient Has a softening effect on skin
Triethanolamine			10		<ul style="list-style-type: none"> Use in cosmetics as pH balancer Alkalinizing agent in cosmetics Can cause irritation and sensitivity if more than 5% is used in a formulation
Propylene Glycol			12	7	<ul style="list-style-type: none"> Used in cosmetics in only the smallest amounts to keep products from melting in high heat or freezing when it is cold
Microcrystalline Wax			13		<ul style="list-style-type: none"> Used as opacifying agent Colorant
PPG-3			14		<ul style="list-style-type: none"> Moisture barrier
Disodium EDTA			15		<ul style="list-style-type: none"> Stabilizer used in cosmetics to prevent ingredients in a formula from binding with trace elements

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Ingredient	SKIN by Dermalab®	Nivea®	Lubriderm®	Eucerin®	Description, purpose and effects of ingredient
Ethylparaben			17		<ul style="list-style-type: none"> • Preservative used in cosmetics to prevent bacterial and fungal growth in products • Considered to cause less irritation than other preservatives • Parabens have weak estrogenic activity, but health risks are unknown
Xanthan Gum			19		<ul style="list-style-type: none"> • Thickener and emulsion stabilizer • Natural wax produced by micro-organism • Can potentially clog pores, depending on the amount used in product
Butylparaben			20		<ul style="list-style-type: none"> • Preservative used in cosmetics to prevent bacterial and fungal growth in products • Considered to cause less irritation than other preservatives • Parabens have weak estrogenic activity, but health risks are unknown
Isopropyl Myristate				3	<ul style="list-style-type: none"> • Used in cosmetics as thickening agent and emollient • Testing has shown it to be a cause of clogged pores
BHT				12	<ul style="list-style-type: none"> • Butylated hydroxytoluene, a synthetic, potent antioxidant that also has carcinogenic properties
Methylchloro Isothiazolinone				13	<ul style="list-style-type: none"> • Trade name Kathon CG • Introduced into cosmetics in mid-1970's and elicited a great number of sensitizations in consumers • Withdrawn from cosmetics except in rinse-off products
Methyliso Thiazolinone				14	<ul style="list-style-type: none"> • Preservative that should only be used in rinse-off products as it can be very irritating when left on skin
Hypoallergenic Rating	1	6	4	6	<ul style="list-style-type: none"> • This rating indicates the number of ingredients in a product that have been determined to be possible skin irritants. • The higher the rating, the higher the number of potentially irritating ingredients found in the product.

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Below is a chart that shows how SKIN by Dermalab®'s soap product, wash it™, rates when compared to other popular soaps on the market today.

Key: 1 = First ingredient, 2 = Second ingredient, 3 = Third ingredient...

Potential irritants are highlighted in bold text.

Ingredient	SKIN by Dermalab®	Dove®	Neutrogena®	Cetaphil®	Purpose®	Description, effects, and purpose of ingredient
Sodium Tallowate	1	3		3	1	<ul style="list-style-type: none"> • Soap base
Sodium Cocoate	2	9	18	7	2	<ul style="list-style-type: none"> • Soap base
Water	3	4	3	4	3	<ul style="list-style-type: none"> • Makes soap pliable so it can be molded and stamped into desired shape without breaking
Glycerin	4		7		4	<ul style="list-style-type: none"> • Also called glycerol • Present in all natural lipids • Shores up skin's natural protection by filling in the area known as the intercellular matrix and by attracting just the right amount of water to maintain skin's homeostasis • A humectant, it attracts moisture to the skin
Mineral Oil	5					<ul style="list-style-type: none"> • Clear, odorless oil derived from petroleum • Widely used in cosmetics because it rarely causes allergic reactions and can't become a solid and clog pores • Natural ingredient derived from earth • Considered one of the safest, most non-irritating moisturizing ingredients ever found • Efficacious in wound healing
Sunflower Oil	6					<ul style="list-style-type: none"> • Non-volatile plant oil use as emollient in cosmetics
Lecithin	7					<ul style="list-style-type: none"> • Phospholipid found in egg yolks and the membranes of plant and animal cells • Widely used in cosmetics as emollient and water-binding agent
Sodium Chloride	8	10	22	9	6	<ul style="list-style-type: none"> • Common table salt • Used primarily as a binding agent in skincare products
Pentasodium Penetate	9		19	16		<ul style="list-style-type: none"> • Used as a chelating agent in cosmetics to prevent varying mineral components from binding together and negatively affecting the formulation
Tetrasodium Etidronate	10	10		20	17	<ul style="list-style-type: none"> • Used as a chelating agent in cosmetics to prevent varying mineral components from binding together and negatively affecting the formulation

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Ingredient	SKIN by Dermalab®	Dove®	Neutrogena®	Cetaphil®	Purpose®	Description, effects, and purpose of ingredient
Sodium Cocoyl Isethionate		1	1	1		<ul style="list-style-type: none"> • Soap base derived from coconut • Mild cleansing agent
Stearic Acid		2		2		<ul style="list-style-type: none"> • Fatty acid used as emollient and to help keep other ingredients intact in a formulation
Sodium Isethionate		5	5	11		<ul style="list-style-type: none"> • Synthetic detergent
Coconut Acid		6				<ul style="list-style-type: none"> • Saturated fatty acid • Fat molecules are large, making the oil too "heavy" for use on facial skin
Sodium Stearate		7		5		<ul style="list-style-type: none"> • Fatty acid used in deodorants, shampoos and other skincare products • Natural by-product of soap
Cocamidopropyl Betaine		8				<ul style="list-style-type: none"> • Synthetic detergent used in shampoos, bubble baths and liquid handsoaps • Provides foaming and foam liquid stabilization
Sweet Almond Oil		12				<ul style="list-style-type: none"> • Masking fragrance
Rose Oil		13				<ul style="list-style-type: none"> • Masking fragrance • Fragrant, volatile oil that can be a skin irritant and sensitizer • No research showing it to have any benefit for skin
Disodium Cocamido-mea-sulfosuccinate		14				<ul style="list-style-type: none"> • Synthetic detergent
Cetyl Alcohol		15				<ul style="list-style-type: none"> • Fatty alcohol used as emollient, emulsifier, thickener and carrying agent for other ingredients • Not related to SD alcohol or ethyl alcohol • Non-irritating
Fragrance			23	10	5	<ul style="list-style-type: none"> • According to study conducted by North American Contact Dermatitis Group, fragrances are the number one cause of allergic and irritant reactions to cosmetics
Titanium Dioxide		11	17	15		<ul style="list-style-type: none"> • Colorant whitening agent • According to a study conducted by the North American Contact Dermatitis Group, colorants are the second most common cause of allergic and irritant reactions to cosmetics
BHT					7	<ul style="list-style-type: none"> • Butylated hydroxytoluene, a synthetic, potent antioxidant that also has carcinogenic properties

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Ingredient	SKIN by Dermalab®	Dove®	Neutrogena®	Cetaphil®	Purpose®	Description, effects, and purpose of ingredient
Sodium Dodecyl Sulfate				6		<ul style="list-style-type: none"> • Synthetic detergent • Causes upregulation of involucrin and downregulation of cytokeratin 1 expression, which is associated with the hyperproliferative/ inflammatory epidermal phenotype found in psoriasis, wound healing and skin irritation
Maltodextrin			2			<ul style="list-style-type: none"> • Hardener
Sodium Palmitate			4			<ul style="list-style-type: none"> • Sodium salt of palmitic acid (hexadecanoic acid) • Exists as a white to yellow powder.
PEG-20			6	8		<ul style="list-style-type: none"> • Polyethylene glycol • Helps keep product stable and performs functions similar to glycerin
Stearyl Glycyrrhetinate			8			<ul style="list-style-type: none"> • Fatty alcohol used as emollient and to help keep other ingredients intact in a formulation
Dipotassium Glycyrrhizinate			9			<ul style="list-style-type: none"> • Prevents against keratitis and blepharitis • Anti-inflammatory agent with efficiency equivalent to that of cortisone but without such adverse reactions of corticoids • Its combination with allantoin reduces inflammation of eye
Bisabolol			10			<ul style="list-style-type: none"> • Can be extracted from chamomile or derived synthetically • Anti-irritant
Tocopherol Acetate		16	11			<ul style="list-style-type: none"> • Topical vitamin E • Potent sensitizer which can produce both delayed allergic contact dermatitis and immediate allergic hives
Matricia Extract			12			<ul style="list-style-type: none"> • Chamomile, herb • Research has shown it to have anti-irritant, soothing and antioxidant properties
PEG-45			13			<ul style="list-style-type: none"> • Polyethylene glycol • Helps keep product stable and performs functions similar to glycerin
Disodium Dimethicone Copolyol Sulfosuccinate			14			<ul style="list-style-type: none"> • Surfactants
Behenic Acid			15			<ul style="list-style-type: none"> • Fatty acid used as a thickening agent and surfactant
Oleyl Betaine			16			<ul style="list-style-type: none"> • Anti-static agent, surfactant

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Ingredient	SKIN by Dermalab®	Dove®	Neutrogena®	Cetaphil®	Purpose®	Description, effects, and purpose of ingredient
Propylene Glycol			21			<ul style="list-style-type: none"> Used in cosmetics in only the smallest amounts to keep products from melting in high heat or freezing when it is cold
Sodium Palm Kernelate			24	18		<ul style="list-style-type: none"> Soap base
Petrolatum				12		<ul style="list-style-type: none"> Topical application can help the skin's outer layer recover from damage, reduce inflammation and heal the skin
Sodium Isostearoyl Lactylate				13		<ul style="list-style-type: none"> Fatty acid ester, derived from vegetable stearic acid and lactic acid
Sucrose Laurate				14		<ul style="list-style-type: none"> Very gentle cleansing agent in the form of a sugar Derived from coconut oil Non-stripping, non-drying to skin Solubizes and washes off completely with water
Trisodium Hedta					8	<ul style="list-style-type: none"> Chelating agents
D&C Yellow No. 10					9	<ul style="list-style-type: none"> Colorant agent According to a study conducted by the North American Contact Dermatitis Group, colorants are the second most common cause of allergic and irritant reactions to cosmetics
D&C Orange No. 4					10	<ul style="list-style-type: none"> Colorant agent According to a study conducted by the North American Contact Dermatitis Group, colorants are the second most common cause of allergic and irritant reactions to cosmetics
Hypoallergenic Rating	0	8	4	4	4	<ul style="list-style-type: none"> This rating indicates the number of ingredients in a product that have been determined to be possible skin irritants. The higher the rating, the higher the number of potentially irritating ingredients found in the product.