Welcome to the inaugural issue of NEONEWS!

Our new quarterly newsletter is designed to keep you updated on what’s new and exciting at NEOCUTIS. We continue to strive to bring you new products and promotions that fit the needs of your practice. Each issue will include scientific information, previews of upcoming promotions and ideas for building revenue. We hope you enjoy this inaugural issue and we look forward to hearing your feedback.

– Mark J. Lemko
President, NEOCUTIS

Editorial Buzz...

LUMIÈRE Bio-restorative Eye Cream with PSP® is an intensive line smoothing eye cream that revitalizes and rejuvenates the delicate eye area.

PERLE Skin Brightening Cream with Melaplex™ helps reduce the appearance of skin discolorations and visibly brighten skin tone.

BIO•CREAM Bio-restorative Skin Cream with PSP® is clinically proven to reduce the appearance of facial wrinkles after two months of daily use.
The Scientific Corner.

Frank Dreher, PhD.
Chief Scientific Officer, NEOCUTIS

The development of ROSAPLEX™ and PÊCHE: Innovative Redness Control by NEOCUTIS.

Changes in antimicrobial peptides (AMP’s) are currently recognized as important factors associated with a variety of dermatologic conditions. Antimicrobial peptides are part of our primitive-otherwise known as "innate"- immune system, which serves, together with the skin’s barrier, as a first layer of defense. For instance, recent studies suggest that abnormally high levels of certain AMP’s may cause rosacea (Nature Medicine 2007, 13, 975-980), a common skin disorder marked by chronic inflammation and vascular abnormalities.

NEOCUTIS recently completed the development of a complex targeting AMP formation and processing. The proprietary (patent pending) complex, ROSAPLEX™, is based on the use of AMP sequestering compounds such as low molecular dextran sulfates, which bind the AMP’s non-specifically through attractive electrostatic interactions. AMP’s are small cationic peptides. The zinc ion (in the form of the zinc salt zinc L-2-pyrrolidone-5-carboxylate), which is an inhibitor of the AMP’s cleaving of proteases called kallikreins, is a further part of ROSAPLEX™. The complex additionally contains caffeine for its vasoconstrictive properties, as well as glycerin for its calming and humectant properties.

The cosmetic benefits of ROSAPLEX™ were recently demonstrated in a 16-subject clinical study of individuals suffering from skin redness. When ROSAPLEX™ is formulated in an aqueous skin serum, it was shown to reduce redness by 43% (assessed by a 4-point visual score) after 8 weeks of twice-daily use and cleansing the face with a gentle cleanser and using a SPF 30 sunscreen with antioxidants daily. NEOCUTIS launched this unique redness controlling formulation under the name PÊCHE this past August.

Pêche And Your Practice.

PÊCHE Redness Control helps manage skin redness with Rosaplex™

An exclusive skin balancing complex, fortified with Dextran Sulfate, Zinc, Caffeine and Glycerin to help minimize the appearance of blotchiness, blemishes and improve overall skin tone.

Recently, the Rosacea International Expert Group (ROSIE), published a review article where the “triad of rosacea care” was elaborated.¹

The triad treatment approach is comprised of patient education; topical and/or oral medications; and skincare. The triad of rosacea care could significantly help improve the quality of life of individuals suffering from Rosacea or skin redness.

PÊCHE Redness Control with ROSAPLEX™ is the skin care component in the management of skin redness.

KNOWLEDGE IS POWER!

Our team of NEOCUTIS experts is embarking on their fall NEOTECH tour.

Join us for an evening filled with technology, promotional insights and revenue building tips!

- Charleston
- Detroit
- Chicago
- Milwaukee
- San Diego
- San Francisco
- Houston
- Atlanta
- Boston

YOU ASKED FOR IT!

BIO•SERUM Intensive Treatment’s Cosmetic Makeover!

COMING IN DECEMBER 2011!

We can’t wait to unveil BIO•SERUM Intensive Treatment’s new look!

Say ‘goodbye’ to the small vials and ‘hello’ to a sleeker, airless tube that contains more than twice the amount of BIO•SERUM as the original packaging at a consumer friendly price.

The new packaging is sure to make the product pop on-shelf, but the serum inside is what will get your patients talking: with the most intensive bio-stimulating PSP® available, the BIO•SERUM Intensive Treatment can help reduce the appearance of skin aging in as little as 7 days!*  

*Results may vary.

UNDO SUMMER DAMAGE WITH AWARD-WINNING PERLE!

BIO-RESTORATIVE BRIGHTENING SYSTEM

Skin Tone Management with PSP® and MELAPLEX®

Combine cutting edge PSP® anti-aging technology with Melaplex® skin brightening technology to help keep your skin’s future bright! Each kit includes: NEO•CLEANSE Exfoliating Cleanser, PERLE Skin Brightening Cream with Melaplex®, and travel size JOURNÉE Bio-restorative Day Cream with PSP®.

Suggested retail price: $175.00

LUMIÈRE Riche Bio-restorative Eye Balm with PSP®, offers the unparalleled anti-aging effects of LUMIÈRE with the added benefit of a richer balm formulation suitable for dry, dehydrated skin.
Gear up for the Holidays!

It may be September, but pre-planning your holiday assortment early can mean a blockbuster sales season!

**AVAILABLE NOVEMBER 1, 2011**

For the 2011 Holiday season, we are bringing back some holiday favorites, as well as pushing the Swiss elves to deliver BIO•SERUM in its new packaging! Take a look at some examples of what we’re offering, and talk to your NEOCUTIS Sales Representative for details and to place an order.

**GIFTS-TO-GO!**

Give your clients the choice to customize their holiday gifts and wrap them up in a beautiful, sleek NEOCUTIS blue box.

Each Gift-to-Go can fit 3 or more NEOCUTIS products, which gives you the opportunity to run tailor-made promotions that will directly benefit your practice’s profitability! Plus, each gift box arrives flat-packed for easier shipping and storage.

**TAKE ADVANTAGE OF GIFTS-TO-GO:**

Purchase 3 cases of NEOCUTIS products and receive 12 Gifts-to-Go boxes FREE!

**BACK BY POPULAR DEMAND!**

**THE EYE INTERVENTION SYSTEM WITH A NEW TWIST!**

This popular eye transforming duo, which comes in a beautiful blue cosmetic bag, addresses the most common concerns related to aging around the eye area including: dehydration, fine lines and wrinkles, puffiness and under eye darkness.

**Each kit contains:**

- BIO•SERUM Bio-restorative Serum with PSP® Intensive Spot Treatment
- LUMIÈRE Bio-restorative Eye Cream with PSP®

**Suggested Retail Price: $135.00**

*While supplies last.