

ZEIN OBAGI, MD, TO INTRODUCE NEW ZO® MEDICAL PRODUCTS AT 2013 AMERICAN ACADEMY OF DERMATOLOGY ANNUAL MEETING

February 20, 2013—Irvine, California — Dermatologist Zein Obagi, MD, founder and Medical Director of ZO Skin Health, Inc., which has redefined and advanced the science of skincare with innovative protocols, education programs and products for medical and non-medical skin health restoration, announces the launch of break through solutions from ZO Skin Health, Inc. at the AAD Annual Meeting at the Miami Beach Convention Center on March 2-4, 2013. Attendees should also note that Dr. Obagi will speak at the ZO Skin Health, Inc. booth each day of the event.

Known as the premier event for dermatological science, the AAD Annual Meeting attracts top experts from around the world to discuss cutting-edge techniques, new advancements in skin science as well as the latest skin care products.

“AAD 2013 is the ideal forum to share my newest solutions with any practitioner dealing with skin and who wants to achieve the best results for each patient,” states Dr. Obagi. “Join me at the ZO Skin Health, Inc. booth and learn about my expanded portfolio of therapeutic and preventative solutions including several revolutionary products from ZO® Medical. These, like the others in the range, empower experts to offer patients an even wider choice of innovative and comprehensive treatments for healthy skin within the comprehensive ZO® Skin Health Circle™. Using superior formulations and unique delivery systems, we can optimize patient results as well as our outcomes, and ultimately establish ourselves as the industry-leading company that continues to generate healthy skin solutions,” says Dr. Obagi.

Located in booth #261, Dr. Obagi will lecture on the revolutionary ZO® 3-Step Stimulation Peel and his Innovations in Skin Treatment Rejuvenation on March 2nd, 3rd and 4th at 1:30 p.m. “The 3-Step Stimulation Peel is another breakthrough procedure created by Dr. Obagi and we are extremely excited about bringing it to the physician market,” states Jim Headley, President and CEO of ZO Skin Health, Inc. “We invite you to our booth to find out how you can receive a free sample.”

More than 30 years ago, Dr. Obagi developed the science of skin health, encompassing the definition, products, and treatment protocols that many practitioners around the world have integrated into their practice, delivering superior patient outcomes.

The new ZO® Medical breakthrough products include:

ZO® Medical 3-Step Stimulation Peel™: Treats acne, melasma, sun damage, fine lines, uneven texture, large pores and dullness by exfoliating the outermost layers of skin and stimulating cellular function in deeper skin layers all while counteracting skin irritation. \$480 US Wholesale for 6 individual peels (professional use only)

ZO® Medical VITASCRUB™: An invigorating multi-function foaming scrub that sweeps away dead skin cells, oil, dirt and impurities using a unique tri-beta-hydroxy acid system combined with a multi-microdermabrasion crystal network to immediately reveal fresh, softer and smoother skin. \$80 US SRP

ZO® Medical INVISAPEEL™: The breakthrough formulation uses a unique process to renew the epidermis without any apparent exfoliation, leaving skin noticeably smoother, firmer and brighter. Specialized enzymes enhance and accelerate the repair of most epidermal problems (discoloration, flaky skin and roughness). \$70 US SRP

ZO® Medical AKNETROL™: Stops blackheads, acne and inflammation with 10% Benzoyl Peroxide that decreases pore-clogging sebum production. Anti-bacterial tea tree oil calms redness and glycerin replenishes moisture. \$35 US SRP

ZO® Medical HYDRAFIRM™: This eye-brightening repair cream improves collagen production with active vitamin A and biomimetic proteins that smooth and firm eye-area lines and wrinkles. Enzymatic vasodilators, caffeine and coenzyme ease puffiness and reduce the appearance of dark circles. \$140 US SRP

Launching late 2nd quarter are two breakthrough formulations that you can experience at AAD.

ZO® Medical OCLIPSE®-C SPF 50: A natural mineral sunscreen formula that offers a daily multi-defense system with broad-spectrum UVA/UVB protection for even the most sensitive skin types or anyone needing post procedure protection. Enriched with fractionated melanin and potent antioxidants, this innovative formulation shields skin from high-energy blue/violet light and environmental aggressors that have been shown to induce premature aging. \$80 US SRP

ZO® Medical LIPREBUILD™: Bio-engineered to reverse and restore severely dry, cracked and wrinkled lips using a clinically proven moisture recycling technology. Vitamins A and E and breakthrough plant stem cell antioxidants help defend exposed lips from further oxidative damage from sunlight and pollutants. An advanced patented peptide complex increases

microcirculation to plump lips, improving overall shape, size and contour while restoring lips to their natural rosy color. Added cooling complex soothes sore lips. \$50 US SRP

About ZO Skin Health, Inc.

ZO Skin Health, Inc. develops and delivers innovative skincare solutions that optimize skin health around the globe. Utilizing cutting-edge science and Dr. Zein Obagi's extensive clinical experience creating treatments and regimens for healthy skin, ZO Skin Health, Inc. provides comprehensive skincare programs for physicians and their patients. Committed to advancing effective treatments for healthy skin, ZO Skin Health, Inc. supports physicians' practices through skin health seminars and clinical training, and patients through a variety of educational programs. As a result, ZO Skin Health, Inc. is focused on providing products and protocols that bridge the gap between therapeutic treatments and daily care that allow patients to experience continuously healthy skin regardless of their age or unique skin condition. For more information, visit www.zoskinhealth.com.

About Zein Obagi, M.D.

Researcher, innovator, scientist, published author, lecturer and board-certified dermatologist, Dr. Zein Obagi has achieved international renown as a leading authority on skin rejuvenation. He is the ZO Skin Health, Inc. founder and medical director and is responsible for the development of new skincare treatments, protocols and products to achieve healthy skin.

Twenty years ago, Dr. Zein Obagi pioneered the concept of skin health and conceived of, and brought to market, a line of medical skincare products – the original Obagi Nu-Derm® System – that transformed aging skin. Dr. Obagi founded WorldWide Products, which produced and marketed the original Obagi Nu-Derm® System. At that time, Dr. Obagi merely intended to challenge the norms of traditional skin care. Instead he shattered the status quo. Today his ideas about skin health are no longer surprising; they have become mainstream. Subsequently WorldWide was purchased by Obagi Medical Products, Inc., a company with which Dr. Obagi no longer has any affiliation, but which retained his family name (Obagi®) as their trademark.

ZO Skin Health, Inc. and Dr. Obagi have no business relationship with Obagi Medical Products, and Obagi Medical Products does not sell or endorse using any ZO® product. "ZO" is a registered trademark of ZO Skin Health, Inc. "Obagi" and "Obagi Nu-Derm" are registered trademarks of Obagi Medical Products, Inc.

To schedule an interview with Dr. Zein Obagi, or to receive more information about ZO® Skin Health and ZO® Medical – Contact 646.450.5359 -Melissa Kelz, melissakelz@kelzpr.com or Patty Mathews, pattymathews@kelzpr.com

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