

ZEIN OBAGI, MD, TO INTRODUCE NEW ZO® MEDICAL PRODUCTS AT THE 2013 AESTHETIC MEETING OF THE AMERICAN SOCIETY FOR AESTHETIC PLASTIC SURGERY

March 27, 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, products and educational programs for medical and aesthetic skin health restoration, announces the launch of breakthrough solutions from ZO Skin Health, Inc. at The Aesthetic Meeting 2013 at the Marriot Marquis and Javits Convention Center in New York City on April 11-16, 2013.

The ASAPS Aesthetic Meeting attracts the world's foremost aesthetic surgeons who gather together for informative scientific sessions, hands-on workshops and live demonstrations taught by the finest surgeons and professionals in the specialty.

In fact, James R. Headley, President and CEO of ZO Skin Health, Inc. says, "We are extremely proud to be a Premier Partner with the American Society for Aesthetic Plastic Surgery because we share in their mission to work diligently with fellow industry leaders to better serve the specialty, its practitioners and patients." "Participation in this meeting shows ZO®'s commitment to champion this cause."

"I am excited to unveil new ZO® Medical solutions at the ASAPS Annual Meeting to my colleagues and partners in plastic surgery." "ZO® Medical offers comprehensive treatments and provides topical solutions with advanced levels of potent and proven ingredients," states Dr. Obagi. "This new brand is the culmination of decades of learnings and outcomes with a unique proven approach to skincare."

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 products center around Dr. Obagi's philosophy of the ZO® Skin Health Circle™ which represents a continuum wherein treatment, maintenance, prevention and daily skin care are addressed with skin health as the main objective.

ZO® Medical products utilize the most potent ingredients in high concentrations, pure retinol, advanced peptides and powerful antioxidants.

The new ZO® Medical breakthrough products can be found at Booth # 801 and 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. (professional use only)

ZO® Medical VITASCRUB™: An invigorating multi-function foaming surfactant scrub that sweeps away oil, dirt and impurities leaving skin feeling refreshed and clean. This breakthrough formula provides a unique dual exfoliation process of chemical exfoliants combined with micro beads and microsphere crystals to remove dead surface cells, excess sebum, whiteheads and blackheads. An exclusive 12-hour multi-oxidant time-release complex helps provide continuous antioxidant benefits against free radical damage. Helps improve texture and circulation, and restores natural glow. Skin re-hydrators ensure skin remains soft and moist.

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).

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.

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 A ease puffiness and reduce the appearance of dark circles.

Launching late 2nd quarter are two breakthrough formulations that you can experience at ASAPS:

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.

ZO® Medical LIPREBUILD™: Bio-engineered to help reverse and restore severely dry, cracked and wrinkled lips using a clinically proven moisture recycling technology. Vitamins A and E with 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.

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.

Over 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. Obagi, or to receive more information about ZO® Skin Health and ZO® Medical products – Contact Melissa Kelz Communications - 646.450.5359 - Sheila sheila@kelzpr.com