

NEWS RELEASE
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**ZO SKIN HEALTH, INC. LAUNCHES NEW PHYSICIAN RETAIL WEBSITE AS PART OF
PROTECTING PHYSICIANS & CONSUMERS FROM INTERNET PIRACY
And Adds Dynamic Consumer Blog**

Irvine, CA—January 27, 2014—ZO Skin Health, Inc., purveyor of innovative skincare solutions and brainchild of renowned dermatologist Zein Obagi, MD, is proud to announce the launch of its new physician retail website – <http://shop.zoskinhealth.com>.

ZO® does not authorize any other website to sell ZO® products, including Amazon and eBay. The new website allows for greater quality control to protect patients and make certain that they are getting the best possible results from their physician recommended, physician guided programs.

ZO® no longer sells its skin health products directly to consumers online. Products are now exclusively available to consumers by selecting a physician online store nearest them on the ZO® website. Likewise, patients have an opportunity to search for physicians who dispense ZO® Medical for their therapeutic skin care needs. All ZO® Medical systems require physician supervision for safe, effective and long lasting results.

“Our first concern is the patient and keeping the patient connected with their physician,” states James Headley, CEO and President of ZO Skin Health, Inc. “We’ve changed the sales paradigm not only to better support our physician partners, but to also add an extra level of patient care.”

The new website provides a secure forum for consumers to connect with physician providers where they can purchase their desired ZO® products. Exclusively available through reputable physicians, ZO Skin Health, Inc. upholds a strict zero-tolerance policy on product diversion and unauthorized Internet sales.

Visit the new website at: <http://shop.zoskinhealth.com>

At the same time, ZO® has added other new features to its site. The brand recognizes that consumers have questions about their skin that deserve accurate and helpful answers. Dr. Zein Obagi, Medical Director of ZO Skin Health, Inc., and ZO Skin Health Inc., have launched a new blog to clear up the confusion about healthy skin issues for consumers. Dr. Obagi has always been passionate about educating consumers on the latest skincare technologies, a system approach to skincare, and how to care for acne, rosacea, and fight off wrinkles and skin aging.

“I believe that patient education is vital. My hope is that I can arm consumers with as much information as they need to make the right choices for a lifetime of skin health and vitality,” stated Dr. Obagi.

The new ZO® blog explores questions that Dr. Obagi gets asked by his own patients and useful content on a wide range of topics such as sun protection, skin cancer, pigmentation problems, clearing up acne, age reversing treatments and more. Consumers can also submit new questions to the ZO® team.

Visit the new blog at: <http://shop.zoskinhealth.com/blog/new-year-new-skin>

About ZO Skin Health, Inc.

ZO Skin Health, Inc. develops and delivers innovative skincare solutions that optimize skin health around the globe. Utilizing advanced 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.

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

BY ZEIN OBAGI, MD

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, Inc., contact Melissa Kelz Communications – 646.450.5359 – Sheila Arway, sheila@kelzpr.com.

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