

**NEWS RELEASE**  
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## **DR. ZEIN OBAGI TO INTRODUCE NEW ZO SKIN HEALTH TREATMENT SYSTEMS AT THE 2014 AMERICAN ACADEMY OF DERMATOLOGY ANNUAL MEETING**

**March 5, 2014—Irvine, California** — Dermatologist [Zein Obagi, MD](#), founder and medical director of [ZO Skin Health, Inc.](#), announces new breakthrough treatment systems from ZO Skin Health, Inc. at the American Academy of Dermatology (AAD) Annual Meeting, Booth #3749, in Denver March 21-25, 2014.

Dr. Obagi will unveil his new treatment systems at the ZO Skin Health, Inc. Booth #3749 from 1-1:30 PM, and lecture on the following topics:

- The New Approach to Acne Treatment – Saturday March 22, 2014
- Advances in Hyperpigmentation Treatments – Sunday March 21, 2014

The new systems from Dr. Obagi and ZO Skin Health, Inc., premiering at AAD, include two **GSR™ Systems** – essential regimens that normalize skin function during treatments and maintain healthy skin for life.

**ZO® Medical GSR™ System-Normal to Dry** – Designed to strengthen dry, weak skin and improve the effectiveness of any ZO® treatment program.

**ZO® Medical GSR™ System-Normal to Oily** – Created to stabilize skin, mitigate inflammation and control oil production.

“Our new **GSR™** programs are based on my firm belief that everyone can have healthy skin,” states Dr. Obagi. “The first and most important step in creating and maintaining healthy skin is Getting Skin Ready.”

In addition, Dr. Obagi will premiere two new treatment programs:

**ZO® Multi-Therapy Hydroquinone System** – Designed to treat several medical skin conditions including hyperpigmentation, severe texture damage, sun damage, pre-post procedure skin conditioning, and general skin health restoration.

**ZO® Non-Hydroquinone Hyperpigmentation System** – Ideal for the treatment of hyperpigmentation without the use of hydroquinone, or as a healthy maintenance system after a course of hydroquinone for 4-5 months.

“Dr. Obagi continues to develop technologically advanced therapeutic and daily skincare protocols that deliver unsurpassed results for a wide range of skin types and skin conditions.” says James R. Headley, President and CEO of ZO Skin Health, Inc. “Dr. Obagi strives to continuously invent state-of-the-art treatments and we are thrilled to present his newest innovations at the 2014 AAD.”

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

## **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](http://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 receive more information about ZO® Skin Health and ZO® Medical products – Contact Melissa Kelz Communications, 646.450.5359, Sheila [sheila@kelzpr.com](mailto:sheila@kelzpr.com)