



NEW AMLACTIN[®] FOOT CREAM IMMERSES FEET IN MOISTURE

MAPLE GROVE, MN – April 3, 2009 People across the country are now able to treat their feet with AmLactin[®] Foot Cream Therapy from Upsher-Smith Laboratories, Inc. AmLactin[®] Foot Cream Therapy provides dry feet sufferers with an effective option to manage severely dry and chapped feet because of its high concentration of lactic acid, which helps to exfoliate and hydrate the skin.

“As an effective treatment option for dry feet, AmLactin[®] Foot Cream Therapy has been reviewed and tested by a team of podiatrists and awarded the American Podiatric Medical Association’s Seal of Approval for its beneficial exfoliation and hydration properties,” said APMA President Ronald D. Jensen, DPM.

Dry, chapped feet are the result of various factors such as aging, weather, harsh soaps, exercise, and diseases like diabetes. If it is not properly managed, the skin can become cracked and allow germs to enter causing infection. Dry feet can be managed by not exposing feet to hot water for extended periods of time, using mild soap, completely drying feet after bathing, and moisturizing immediately after showering with a product that contains lactic acid which helps the feet retain moisture.

“Not all foot creams and body moisturizers contain lactic acid, so it is important to review a product’s label and choose one with this ingredient,” said Jacqueline Sutura, DPM. The AmLactin[®] family of moisturizers features the MultiPlex Moisturizing System[™], which is a unique combination of emollient and humectant factors, plus alpha-hydroxy acids

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formulated to keep the skin soft and hydrated. The line includes AmLactin[®], which is available in a lotion or cream, AmLactin XL[®], a stronger formula, and AmLactin[®] Foot Cream Therapy. AmLactin XL[®] contains the patented ULTRAPLEX™ formulation, a high-potency blend of three alpha-hydroxy moisturizing compounds. AmLactin XL[®] is clinically proven to provide superior hydration and is suggested for severe dry skin. Not all moisturizers and lotions contain lactic acid, so it is important to review a product's label and choose one with this ingredient.

“The addition of AmLactin[®] Foot Cream Therapy will give our customers another highly effective moisturizing option,” said Mark Evenstad, President, Upsher-Smith Laboratories, Inc. “For people who are really challenged with dry skin, the AmLactin[®] line of products offers skin care solutions from head to toe.”

About the AmLactin[®] family of moisturizers

All AmLactin[®] products are available at fine retailers nation-wide. Ask your pharmacist or visit: Target, CVS, Walgreens, Rite Aid, Costco or Wal-Mart. The AmLactin[®] family of products can also be ordered online at drugstore.com, amazon.com, hocks.com and medichest.com. These include: AmLactin[®], which is available in lotion and cream, AmLactin XL[®], a stronger moisturizer formula, and AmLactin[®] Foot Cream Therapy. AmLactin[®] is the number one dermatologist and podiatrist recommended moisturizer. For more information, call 1-800-654-2299 or visit www.amlactin.com.

Upsher-Smith Laboratories, Inc. is a rapidly growing pharmaceutical company that manufactures and markets both prescription and consumer products. Privately held since 1919, the company strives to recognize the unmet healthcare needs of our customers. Upsher-Smith prides itself in providing safe, effective, and economical therapies to the ever-challenged healthcare environment. For additional information about Upsher-Smith, visit www.upsher-smith.com.

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