

**COMMON SKIN CONDITION MAY HAVE 40% OF AMERICANS ASKING,
“WHAT ARE THOSE LITTLE RED BUMPS?”**

-Moisturizers with Lactic Acid Offer “Magic Bullet” to Manage Keratosis Pilaris-

MAPLE GROVE, MN– April 3, 2009 Keratosis pilaris (KP) is a common skin condition characterized by little red bumps. The American Academy of Dermatology* reports that forty percent of the population suffers from KP, which is an inherited skin condition occurring more often in people with allergies. KP becomes most obvious in the teenage years yet it can also appear in babies and continue throughout adulthood according to medical experts.

“KP can be unsightly so an outbreak can wreak havoc on people socially especially teenagers who are at a self-conscious phase of life to begin with,” said Alan Fleischer, MD, professor, chair and director of the General Dermatology Clinic, Wake Forest University Medical Center. “Many people are unaware that these bumps may actually be caused by KP and can be managed with a skin moisturizer containing lactic acid like AmLactin[®] and AmLactin XL[®].

Lactic acid is an extremely effective humectant or a natural substance that attracts water molecules to the skin to keep it hydrated. While there is no cure for KP, moisturizers containing lactic acid, like AmLactin[®] and AmLactin XL[®], are effective to manage little red bumps by helping the skin retain moisture which may minimize outbreaks.

The AmLactin[®] family of moisturizers features the MultiPlex Moisturizing System™, which is a unique combination of emollient and humectant factors, plus alpha-hydroxy acids 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.

“These products work in a similar manner as prescription products for KP by exfoliating and softening the deposits in the hair follicles, thereby improving the overall appearance of the skin,” said Dr. Fleischer. “Not all moisturizers and lotions contain lactic acid, so it is important to review a product’s label and choose one with this ingredient.”

Dry skin is another condition that can occur at any time in life and can be the result of aging, weather, dry air and harsh soaps and detergents. This condition can be diminished by not exposing skin to cold air, avoiding hot water, using mild soap and moisturizing immediately after bathing or showering with products that contains lactic acid, like AmLactin[®] and AmLactin XL[®].

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. For more a light-hearted yet informative source for information about keratosis pilaris, visit our website, www.littleredbumps.com.

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*American Academy of Dermatology, aad.org, 2006.