UPSER-SMITH LAUNCHES TRIANEX™ 0.05% (TRIAMCINOLONE ACETONIDE OINTMENT): A CORTICOSTEROID WITH A PROPRIETARY HYDROUS EMULSIFIED BASE

Dermatology Product Offers the Feel of a Cream with the Strength of an Ointment

MAPLE GROVE, MN – July 11, 2011 – Today Upsher-Smith Laboratories, Inc. announced the launch of Trianex™ 0.05% (Triamcinolone Acetonide Ointment), a prescription topical corticosteroid offering the feel of a cream with the strength of an ointment. Trianex™ combines triamcinolone, the No. 1 prescribed type of topical corticosteroid,1 with a pleasing cream-like base to relieve inflammation and itching in skin conditions that respond to treatment with corticosteroids, such as psoriasis and atopic dermatitis (eczema).2,3

While ointment formulations are generally considered more potent than cream formulations of the same medication, patients may find creams more cosmetically acceptable than greasy ointments.2,4 Trianex™ is formulated with a proprietary hydrous emulsified base that helps maintain moisture to soften and smooth the skin. It also provides ointment occlusivity to help enhance corticosteroid absorption, and it does not contain preservatives, which are often found in creams and can cause irritation.2 Notably, Trianex™ offers the only 0.05% mid-potency triamcinolone ointment in convenient packaging, available in 17-gram and 85-gram tubes to allow for prescribing flexibility.

"With Trianex™, physicians and patients have the best of both worlds – a mid-potency treatment option that delivers the strength of an ointment in a proprietary cream-like base that may be pleasing to patients," said Glenn MacEachern, Director - Product Marketing, Upsher-Smith Laboratories, Inc. “The base for topical corticosteroids is one of many factors that may affect patient compliance, and we are pleased to offer Trianex™ as a unique option for sufferers of inflammation and itching due to corticosteroid-responsive skin conditions.”

Psoriasis and atopic dermatitis (eczema) are two examples of skin conditions that may respond to topical corticosteroid treatment.2,3 An estimated 5 million people are affected by psoriasis, a chronic skin disease of scaling and inflammation.5 According to the American
Academy of Dermatology, 10 to 20 percent of children and 1 to 3 percent of adults develop atopic dermatitis, characterized by very itchy patches that cause scratching, which can lead to redness, swelling, and possible skin damage.6

Trianex™ 0.05% (Triamcinolone Acetonide Ointment) is supplied in 17g tubes (NDC 0245-0136-17) and 85g tubes (NDC 0245-0136-85). For more information about Trianex™, visit www.trianex-usl.com. The website provides a form for healthcare providers to request product samples and patient education material, and a cost-saving coupon for eligible patients.

Important Safety Information

Trianex™ 0.05% (Triamcinolone Acetonide Ointment) is indicated for the relief of itching and inflammation caused by certain skin conditions that respond to treatment with corticosteroids. It should be used as directed by your physician for the skin disorder for which it was prescribed.

Systemic absorption of topical corticosteroids has produced a reversible hormone disorder called Cushing’s syndrome, hyperglycemia, and glucosuria in some patients, including children. Children may absorb proportionally larger amounts of topical corticosteroids and thus be more susceptible to systemic toxicity. Administration of topical corticosteroids to children should be limited to the smallest amount necessary.

The treated skin area should not be bandaged or otherwise covered or wrapped so as to be occlusive, unless directed by the physician. Do not use tight-fitting diapers or plastic pants on a child being treated in the diaper area, as these garments may constitute occlusive dressings.

Patients should report any signs of local adverse reactions, especially under occlusive dressings. Local adverse reactions infrequently reported with topical corticosteroids include burning, itching, irritation, inflammation, dryness, infection, excessive hair growth, acne-like lesions, lightened skin color, allergic contact dermatitis, breakdown of the skin, stretch marks, and heat rash. If irritation develops, topical corticosteroids should be discontinued and appropriate therapy instituted.

Trianex™ is for external use only. It should not be used in patients with known hypersensitivity to any of the ingredients in Trianex™. Avoid contact with eyes. This safety information is not all-inclusive. Please see full prescribing information at www.trianex-usl.com or call 800-654-2299 for more information. You are encouraged to report negative side effects of prescription drugs to the FDA. Visit http://www.fda.gov/medwatch or call 1-800-FDA-1088.
About Upsher-Smith

Upsher-Smith Laboratories, Inc. is a rapidly growing pharmaceutical company that manufactures, distributes, and markets both prescription and consumer products. Privately held since 1919, the company strives to recognize the unmet healthcare needs of its customers. Upsher-Smith prides itself on providing safe, effective, and economical therapies to the ever-changing healthcare environment. For additional information, visit [www.upsher-smith.com](http://www.upsher-smith.com).

About Upsher-Smith’s History in Skincare

Upsher-Smith has served the skincare needs of consumers for more than 14 years with its AmLactin® family of moisturizers, available without a prescription to help manage a variety of dry skin conditions.

References

1. IMS TRx data, 2010.