

## Meridian at STUDIO

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STUDIO at Fred Segal Introduces the Meridian Acne Therapy System - the next generation in acne treatments SANTA MONICA - January 30, 2007 Meridian uses a unique dual-action formula based on high concentrations of the most effective pharmaceutical and herbal ingredients to achieve rapid results. STUDIO founder and owner, Robin Coe-Hutshing says, "The Meridian Acne Therapy System is a breakthrough in skincare. For people who want a fast and effective treatment, this is it. We have not seen anything like Meridian on the market. People are noticing a difference overnight...with less drying and skin irritation than many other topical acne treatments." The patent-pending Meridian System was developed by Harvard-trained dermatologist, Nanette Liégeois, MD, PhD after extensive research, employing evidence-based medicine—the use of the best available scientific data. She sought a combination therapy that would maximize effectiveness and minimize adverse reactions such as excessive dryness, redness and peeling. "There are many treatments available for acne, but they all have limiting factors, primarily the side effects of irritation and dryness," says Dr. Liégeois. Dr. Liégeois further explains that dryness and irritation are the most common reasons why people often can't tolerate topical treatments. These same people end up taking oral antibiotics with potentially serious side effects. The Meridian Acne Therapy System uses very powerful 10% benzoyl peroxide to treat acne fast. The system also uses tea tree oil to not only treat acne but also help to reduce irritation and inflammation. Dr. Liégeois explains, "I designed the system by reviewing published studies and selecting clinically tested and proven compounds. After five years of research and various formulations, early test results were extraordinary—surpassing even my expectations." The Meridian Acne Therapy System is available exclusively at the trend-setting and discriminating STUDIO at Fred Segal in Santa Monica, California. - 866STUDIO1. Meridian Acne Therapy is a product of Meridian Skin Care, Ltd., based in Lutherville, Maryland, [www.skinbymeridian.com](http://www.skinbymeridian.com).