

## Acne and Aging

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Acne Sufferers Trading Off Youthful Skin for Treating Acne - Two Linked Conditions New National Survey Demonstrates Dual Concerns Leading Dermatologist Develops New Adult Acne Treatment System That Addresses Both Acne and Aging

New York, April 25, 2007 -- A new national survey of adult acne sufferers shows they are willing to sacrifice more youthful looking skin in their quest to get rid of their acne. The survey showed that 60 percent of respondents said they are aware that their acne treatments can accentuate fine lines and wrinkles even though 71 percent reported that maintaining a youthful appearance is "very important" or "somewhat important" to them<sup>1</sup>. While acne treatments and the appearance of premature aging are linked, acne sufferers are putting their acne first, despite the fact that this may be wreaking havoc on their skin. This trade-off is an unfortunate consequence of the drying effects of many popular, over-the-counter acne treatments.

Indications of Consumer Dissatisfaction

Although getting rid of acne is the first priority of most adult respondents, 63 percent said they would not use any over-the-counter (OTC) topical creams or gels for acne that they had tried before, demonstrating deep dissatisfaction with currently available treatments. However, the acne category continues to be one of the fastest-growing OTC categories, with growth of 10.1% in 2005 and sales of \$304 MM<sup>2</sup>. This may be due to the fact that there is a great deal of product switching (also demonstrating dissatisfaction) in the category: in the national survey, more than half (51.5%) said they have tried five or more different acne medications. Adult Acne – A Common Problem

It is estimated that 20 percent to 50 percent of all adult women and 25 percent of all adult men will suffer from acne at some point in their lives<sup>3</sup>. Although the cause of acne is not known, it is thought to be related to stress and hormones, all of which can persist into adulthood. The Link Between Acne and Aging

About five years ago, Dr. Nanette, Liégeois, M.D., Ph.D., Assistant Professor and Director of Dermatology Surgery at Johns Hopkins University's Department of Dermatology<sup>4</sup>, noticed that many of her adult patients with acne were showing signs of premature aging. After some discussions with her patients, she realized that they all had something in common: they were using acne treatments that dried their skin. The dryness was manifesting itself by increasing the ruddiness of patients' skin, making the fine lines and wrinkles on their face look more pronounced, giving them a weathered look. This dryness also led, in some cases, to more bouts of acne, as bacteria more easily entered the dried out pores and patients sought moisturizers that further clogged their pores. About the Meridian Acne Therapy System

Relying on her dermatology training at Harvard, her experience treating adult acne patients and the best evidence from scientific studies, Dr. Liégeois developed a three-part, dual-action adult acne treatment system that uses the maximum amount of active ingredients allowed by the FDA, but is non-drying, heals skin and will not speed the aging process. The new treatment system, the Meridian Acne Therapy System, addresses both acne and concerns about aging.

"Acne sufferers have been conditioned to accept drying products, because there are few other alternatives," said Dr. Liégeois. "The non-drying Meridian system," she pointed out, "is a new option for adult acne sufferers who don't want to trade off looking young for clear skin."

The Meridian system combines soothing botanicals like chamomile, olive extracts and aloe vera with the maximum doses of two active ingredients that have been scientifically proven to clear acne: fast-acting benzoyl peroxide (10%), the leading OTC ingredient that kills acne-causing bacteria, and pharmaceutical-grade tea tree oil (5%), a soothing herbal antiseptic, antibacterial, and anti-inflammatory that calms and deep-cleans irritated skin and reduces redness. A light moisturizer conditions the skin, seals in moisture, heals inflamed skin, and encourages a youthful, radiant appearance. The Meridian System also contains green tea and vitamin E, two powerful anti-oxidants proven to prevent the signs of premature aging. Although Meridian does contain the maximum dose of acne fighters, the potent ingredients are delivered in a breakthrough, non-drying formulation that does not accelerate the signs of premature aging.

The Meridian system contains no added fragrances, unnecessary chemicals, abrasives (scrub beads), menthol, harsh detergents, or animal ingredients that can dry, irritate and inflame already troubled skin.

"Combining both acne-fighting and anti-aging ingredients is both novel and effective. It's a sensible solution to treating acne and reducing the signs of premature aging," said David Avram, M.D., Assistant Clinical

Professor of Dermatology at the State University of New York, Downstate Medical Center, and a member of Meridian's Scientific Advisory Board. "Several studies show that benzoyl peroxide and tea tree oil are effective." One study found that both treatments reduced acne. Benzoyl peroxide resulted in significantly less oiliness than tea tree oil, while tea tree oil showed significantly fewer side effects, including scaling, itching, and dryness.<sup>5</sup>

The Meridian System is available online at [www.skinbymeridian.com](http://www.skinbymeridian.com).

For more information about the Meridian Acne Therapy System, please go to [www.skinbymeridian.com](http://www.skinbymeridian.com) or call 1-800-670-6179. For information about acne and aging, visit [www.acneandaging.org](http://www.acneandaging.org).

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Interviews are available with Nanette Liégeois, MD, Ph.D (creator of the Meridian Acne Therapy System); David Avram, MD (dermatologist, member of Meridian's Scientific Advisory Board)

Also available for interviews: Jill Lefkowitz, celebrity makeup artist; and Karen Dubs, adult acne sufferer who has been using the Meridian Acne Therapy System.

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#### Footnotes

1 The survey was fielded by ICR and funded by Meridian Skin Care Ltd., April, 2007. N = 132.

2 Consumer Healthcare Products Association, OTC Sales by Category, 2002-2005.

3 [www.beautymark.com](http://www.beautymark.com)

4 Dr. Liégeois's involvement in the development of any products does not constitute endorsement by the Johns Hopkins University or Johns Hopkins Hospital and Health System.

5 Carson CF, Hammer KA, Riley TV. *Melaleuca alternifolia* (tea tree) oil: a review of antimicrobial and other medicinal properties. *Clinical Microbiology Reviews*. Jan. 2006: 50-62.