

# L'ORÉAL USA

January 4, 2010

As we begin 2010, the Active Cosmetics Division of L'Oreal USA would like to announce exciting news about La Roche-Posay, Biomedic and SkinCeuticals that will allow us to bring a more targeted support, comprehensive business programs, and continued product innovation that ensure our collective success.

The line of clinical corrective procedures and homecare, **Biomedic**, will join forces with **SkinCeuticals** to strengthen an exclusive focus on the professionally dispensed skincare market. A leader in this market over the past decade, SkinCeuticals is well positioned to service and support the Biomedic portfolio of products and customers. The synergies of combining the dermatological esthetic products and services of SkinCeuticals with the time-tested Biomedic portfolio of corrective products and professional peel treatments - all serviced by one highly focused national field force of over 70 trained sales professionals, will allow the brand to strengthen its offerings and service levels to you. SkinCeuticals remains fully committed to meeting the needs of the medical esthetic market.

**La Roche-Posay** will deepen its commitment to the medical community in the US by ensuring a complete product offering for all pathologies that complement your skin treatments. With an increased investment, La Roche-Posay will improve the level of service and provide products with superior formulas, strict clinical trials demonstrating the efficacy of its products with relevant RX treatments, and a focus on safety and efficacy to provide solutions that work for your patients.

Please feel free to contact the brand-appropriate Customer Service numbers with questions or orders.

**La Roche-Posay:**       **888-577-5226**  
**Biomedic:**           **800-340-2716**  
**SkinCeuticals:**      **800-811-1660**

While continuing to bring you the most innovative products, we believe that this strategy will result in better services and support to meet your unique business needs. We appreciate and value your on-going support and look forward to a strengthened partnership in the future.

Very truly yours,



Henric Sark  
General Manager, Active Cosmetics