

FOR IMMEDIATE RELEASE

New Medical Skin Care Product Effective for Sensitive Skin Conditions

Toronto, Ontario – April 24, 2006, Biophora - Science Made Simple, a Canadian manufacturer and distributor of medical skin care to plastic surgeons and physicians has launched its latest at home treatment formulation available for sensitive skin conditions - Biophora Sen-Citric Lotion 4%.

Biophora Sen-Citric Lotion helps to **repair** and sustain the improvement of **sun-damaged skin** through a gentle exfoliation process. Results cited include the improvement of **acne and rosacea conditions of sensitive skin** providing a smoother texture with less irritation. For men, it may be used as tolerated to minimize shaving bumps and facial redness. Biophora Sen-Citric Lotion helps to firm and tone all skin types for a **more even make-up application**.

Sen-Citric Lotion's primary active ingredient is **Citric Acid**, a natural alpha hydroxy fruit acid, with highly absorbent and anti-inflammatory properties, which is known to **stimulate collagen production**. As an **antioxidant**, the solution aids in the repair of the skin and helps to **neutralize free radical damage**.

Mitzie Bone, Medical Aesthetician who regularly uses Biophora medical skin care products in her practice states, "Sen-Citric Lotion definitely gives the skin a brighter, firmer feel and appearance. My patients who have rosacea have experienced a smoother look with less redness to their complexion. One patient, with particularly difficult rosacea, now uses it regularly with notable improvement. It is an excellent option as an exfoliation step for the summer months because it adds antioxidant protection while smoothing and lightly moisturizing. It has the tightening effect of Vitamin C without exfoliating too aggressively."

"Now that I am using Sen-Citric Lotion regularly myself, I am starting to recommend it for my appropriate patients. I have sensitive skin and have to be very careful with products containing active ingredients. However, I have found Sen-Citric to be non-irritating while giving me very visible results. I see a definite reduction in fine lines around my forehead and corners of my eyes. I am noticing a subtle plumping and refined texture to my skin," says Leslie Morrison, a Medical Aesthetician with Dr. Batcher in Toronto.

Sen-Citric Lotion 4% is recommended for Sensitive as well as Element Exposed (normal) and Acne Skin Types. The product may be used as an alternative to BIOPHORA's exfoliation step in the home care regimen or may be combined with a moisturizer, prior to the mandatory application of Biophora Daily Protection SPF30. Biophora Sen-Citric Lotion has a pH of 4.25 and is buffered to minimize irritation. Biophora formulations containing active ingredients must be used under the supervision of a physician and a trained Biophora Technician.

For more information on Biophora products and services or interviews with medical professionals who use these products in their practices, please contact **Judi Argue at 416-410-7229 or 1.877.205.7778.**

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