

VALEANT UNVEILS SA RENEWING LOTION

A product designed specifically for rough, bumpy skin has been added to Valeant's CeraVe line. CeraVe SA Renewing Lotion, which launched with a special event this month, is formulated to help restore and repair skin with a unique combination of ingredients and a delivery system that helps ensure that the ingredients penetrate the skin to tackle the problem. In addition to containing ceramides to help restore, repair and maintain the skin barrier, CeraVe SA Renewing Lotion also contains salicylic acid and ammonium lactate to help loosen and exfoliate dead skin cells. The formulation also contains Vitamin D, to help keep skin looking smooth and hydrated. At the launch event in New York, Julie Harper, MD noted that what makes SA Renewing Lotion unique is that it combines several active ingredients—salicylic acid, vitamin D, and ceramides—into one cost-efficient product. *CeraVe.com*

REDUCE ROSACEA INTENSITY

For rosacea-prone skin, LaRoche-Posay's new Rosaliac AR Intense Localized Redness Intensive Care aims to reduce visible redness and irritation and may help prevent the progression of redness. Rosaliac AR Intense Localized Redness Intensive Care is formulated without potentially irritating ingredients/preservatives and sealed airtight in a 100 percent hermetic package. Twenty-four-hour hydration helps support the barrier, while the instant light-diffusing formula is designed to neutralize redness on contact. According to the company, Rosaliac AR Intense Localized Redness Intensive Serum has demonstrated clinical efficacy by reducing visible redness in as little as four weeks and reducing redness intensity by 36 percent at eight weeks. *LaRoche-Posay.us*



THE POWER OF GREEN TEA

Topix Pharmaceuticals has introduced Replenix Green Tea Antioxidant Moisturizing Lotion, a silky, fast-absorbing, moisturizer to help restore and maintain healthy skin barrier function and prevent trans-epidermal water loss. Delivering a blend of antioxidants and emollients to help smooth and soften dry skin, Replenix Green Tea Antioxidant Moisturizing Lotion soothes and protects the skin while reducing itching and redness. It is specially formulated for all skin types and is non-toxic, non-comedogenic, non-irritating, and free of preservatives, oil, alcohol and fragrances. *Topix.com*

WATER-RESISTANT SUNSCREEN AVAILABLE

Avene's new High Protection Cream SPF 50 provides non-irritating sun protection that patients with intolerant and/or sensitive skin might find beneficial. High Protection Cream

SPF 50 offers broad-spectrum UVA/UVB protection even in the water, with its water resistant formula that retains SPF after 40 minutes of water activity. In addition, it contains patented tocopheryl glucoside (Vitamin E) which helps to provide additional antioxidant protection. *Aveneusa.com*

FDA ACTIONS

GENENTECH'S ERIVEDGE APPROVED FOR BCC

Erivedge (vismodegib, Genentech) capsule received FDA approval for the treatment of adults with basal cell carcinoma (BCC) that has spread to other parts of the body or that has recurred after surgery or that a healthcare provider decides cannot be treated with surgery or radiation. Erivedge was developed under a collaboration agreement between Curis and Genentech. Approval is based on results of a Phase II study indicating that treatment with Erivedge 150mg orally, once daily shrank lesions in 43 percent of patients with locally advanced BCC and 30 percent of patients with metastatic BCC. Erivedge will be distributed through specialty pharmacies beginning this month. For information about Erivedge distribution, doctors can contact Erivedge Access Solutions at 1-888-249-4918.

FDA APPROVES LEO'S TOPICAL GEL FOR AKS

Picato gel (ingenol mebutate 0.015%, 0.05%, LEO Pharma) received FDA approval for the topical treatment of actinic keratosis (AK) the first topical AK therapy with a two- or three-day treatment duration. Picato 0.015% gel is indicated for once daily application on the face and scalp for three consecutive days. Picato 0.05% gel is indicated for once daily application on the trunk and extremities for two consecutive days. In four phase III clinical studies including more than 1,000 patients with AKs, a significantly higher proportion of those receiving active treatment achieved complete clearance of AKs in the field of treatment versus placebo. The most common adverse events were local skin reactions, including erythema, flaking/scaling, crusting and swelling.

CELLULAZE RECEIVED 510(K) CLEARANCE

Cynosure received FDA clearance for the Cellulaze Workstation, which they call the first minimally invasive solution in the battle against cellulite. Cellulaze reduces cellulite in one treatment by restoring the normal structure of the skin and underlying connective tissue, they say. Cellulaze uses a proprietary SideLight 3D side-firing technology to target the causes of cellulite beneath the skin: herniated pockets of fat, stiffened septae and thin skin. The laser's energy stimulates collagen production to increase skin's thickness and elasticity for a more even, smoother, and healthier appearance. ■