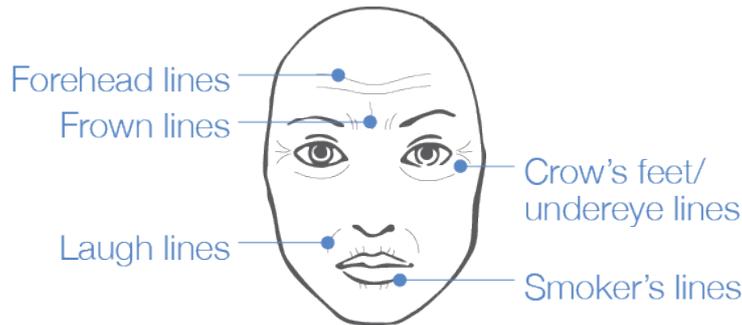


SINGAPORE
FOR IMMEDIATE RELEASE

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**BID GOODBYE TO DEEP LINES AND WRINKLES
IN AS LITTLE AS 4 WEEKS WITH NEOSRATRA'S SKIN ACTIVE LINE LIFT
WITH BREAKTHROUGH PROFESSIONAL STRENGTH AMINOFIL™**



SINGAPORE, July 2013 – Bid goodbye to deep facial lines and wrinkles resulting from UV induced photodamage and repetitive facial expressions. The latest addition to the NeoStrata SKIN ACTIVE range, Line Lift duo, gives skin a boost by building up its natural volume and reducing the appearance of lines.

A two-step treatment comprising of patented powerhouse ingredients Aminofil™, NeoGlucosamine® and NeoCitriate™, the SKIN ACTIVE Line Lift duo specifically targets deep wrinkles and lines that do not respond to an anti-aging skincare routine alone.

The Step 1 hydragel activator comes with a precision roller ball for easy application, and contains Aminofil™, a breakthrough amino acid derivation proven to volumise the deep skin matrix and help activate skin's natural fillers, collagen and hyaluronic acid. Step 2's emollient Finishing Complex contains NeoGlucosamine®, a building block of hyaluronic acid, the natural plumper found in skin's underlying support structure, NeoCitriate™, which helps increase skin thickness and stimulate new collagen synthesis, and Peptides, to rebuild skin's matrix.

Effective and safe, the SKIN ACTIVE Line Lift duo is non-allergenic, ophthalmologist tested and delivers results without irritation. Applied together twice daily on targeted areas, visible lifting and a more radiant and firmer look can be achieved in as little as four weeks. In a 16-week clinical study, patients who used the SKIN ACTIVE Line Lift duo demonstrated continuous improvement in hard-to-treat areas such as the nasolabial folds (laugh lines), glabellar furrows (frown lines), perioral rhytides (smoker's lines) and periocular lines (crow's feet / undereye area).

The SKIN ACTIVE Line Lift duo was first showcased at the American Academy of Dermatology 2013 Annual Meeting in Miami, Florida.

About NeoStrata Company

NeoStrata Company Inc., located in Princeton NJ, develops and markets a comprehensive range of dermatologist-developed and clinically proven skincare products featuring unsurpassed patents, including Alpha Hydroxy and Polyhydroxy Acids (AHA/PHAs), Polyhydroxy Bionic Acid and amino sugar technologies, to meet the needs of every skin type. Founded by world-renowned leaders in dermatology and dermato-pharmacology, Drs. Van Scott and Yu, the company is backed by a proud medical heritage that includes decades of clinical research and over 100 patents. These advanced therapeutic and cosmetic dermatological products are available worldwide through physician's offices, consumer outlets and spas.

In Singapore, NeoStrata's SKIN ACTIVE Line Lift duo can be purchased at selected clinics, including the following:

1. The Dermatology Practice
2. Joyce Lim Skin and Laser Clinic
3. JJ Chua Rejuvenative Cosmetic & Laser Surgery

For further enquiries, please call NeoAsia at 6552 7787, or visit NeoStrata at the following websites:

<http://www.neostrata.com.sg/linelift> and <http://www.facebook.com/NeoStrata.SG>.

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Annex 1

NeoStrata SKIN ACTIVE Line Lift Duo



Price: \$114 per set (before GST)

Nasolabial lines (laugh lines)



Before (baseline)



After 6 weeks