

KINERASE®

PRESS RELEASE
For immediate distribution
Beauty

KINERASE SKINCARE INNOVATES AGAIN TO IMPROVE THE APPEARANCE OF THE EFFECTS OF THE AGING PROCESS AND SUN-DAMAGED SKIN.

Montreal, December 16th 2009 – Kinerase, a leader in the cosmeceutical world, is proud to present its most recent skincare breakthrough and targeted treatments: PhotoFacials - to rewind years of sun damage, Kinerase Extreme Lifts - effective alternatives to physician administrated injectables for immediate lifting result, and the new generation ultimate protective and restorative complexion treatment, Kinerase C8 Peptide Intensive Treatment.

Kinerase PhotoFacials

Kinerase PhotoFacials are revolutionary topical skincare products power-packed with ingredients to rewind years of sun damage that replicate the reversal benefits of an in-office photofacial procedure – at-home. What is a photofacial? It's a popular dermatologist procedure that target hyperpigmentation, spots, fine lines, and skin texture. They include the Kinerase Photofacials Daily Exfoliating Cleanser and the Kinerase PhotoFacials Night Moisturizer.

The Kinerase Photofacials Daily Exfoliating Cleanser contains a Superfruit Enzyme that chemically but gently exfoliates and silica beads to physically polish away rough skin. It also stimulates the cells to restore a fresh, even-toned complexion. Finally, Kinerase Photofacials Daily Exfoliating Cleanser primes the skin to absorb the clinically proven nutrients of Kinerase Photofacial moisturizers.

Kinerase Photofacials Night Moisturizer prevents and corrects signs of incidental sun damage, while working to fade uneven skin tone, stimulates collagen production, and reduces the look of fine lines. SepiWhite™ MHS and SepiCalm™ VG ingredients stop the irregular production of melamin while patent-pending ozone protector Biodynes O₃ works overnight to repair the daily environmental damage to the skin's lipid barrier. And the high content of Matrixyl 3000 provides retinol-like benefits without any irritation or redness by promoting skin repair and improving elasticity.

Formulated to work synergistically to improve the signs of sun damage and skin discoloration, Kinerase Photofacials restore soft, radiant skin for a more youthful appearance.

- Kinerase Photofacials Daily Exfoliating Cleanser retail price is \$51.00 / 142 g.
- Kinerase PhotoFacials Night Moisturizer retail price is \$111.00 / 48 g.
- Both available at Sephora (October 2009) and Shoppers Drugmart/Pharmaprix (starting February 2010).

Kinerase C8 Peptide Intensive Treatment

Clinically proven to be more effective than the acclaimed Kinerase Anti-Wrinkle Care, the next generation C8 Peptide Intensive Treatment conquers damage at every level for noticeable younger looking skin in just 28 days. Its revolutionary neuropeptide, SNAP-8, reduces the depth and appearance of wrinkles caused by repetitive facial expressions by a dramatic 34.9%. A potent dose of stabilized Vitamin C, a natural lightener and collagen booster, evens the skin tone as it fills in the look of fine lines. Plus, Kinetin protects the skin from environmental aging. C8 Peptide Intensive Treatment's powerful ingredients make it an excellent alternative to in-office procedures - the ultimate protective and restorative complexion treatment.

- C8 Peptide Intensive Treatment retail price is \$124.00 / 30 mL.
- Available at Sephora (November 2009), Shoppers Drugmart / Pharmaprix (starting February 2010).

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Kinerase Extreme Lift: Face & Eye

Extreme Lift Face and Extreme Lift Eye instantly relax and fill in wrinkles for immediate lifting results. These skincare breakthrough treatments utilize the most advanced active ingredients to instantly reduce the depth of wrinkles. They also boost collagen for an immediate visible tightening and smoothing effect on trouble spots like forehead furrows, frown lines and crow's feet.

Far less invasive than physician-injected alternatives, Kinerase Extreme Lifts provide noticeable results without leaving your face expressionless making it the alternative to physician-administered injectables.

Extreme Lift Face and Extreme Lift Eye both contain Gatuline Expression, a plant based extract working to relax muscles to visibly smooth skin as well as Pepha®-Tight, a skin-strengthening algae extract delivering a noticeable instant tightening effect. Clinical studies have shown Kinerase Extreme Lift to make skin look 10 years younger and Kinerase Extreme Lift Eye to visibly reduce the appearance of crow's feet in as little as 5 minutes.

- Kinerase Extreme Lift Face retail price is \$189.00 / 30 mL.
- Kinerase Extreme Lift Eye retail price is \$120.00 / 15 mL.
- Both available at Sephora (November 2009) and Shoppers Drugmart/Pharmaprix (starting February 2010).

About Kinerase

KINERASE anti-aging care now includes 14 ultra-performing products. It uses technological innovations and the most recently discovered ingredients in cosmeceutical care. Based on kinetin, KINERASE improves the appearance of aging skin without irritation. KINERASE is recommended by dermatologists, and appreciated by celebrities and make-up artists.

About Valeant Canada Ltd.

Valeant Canada is a specialty pharmaceutical company with 2008 revenues of CAD 60 millions. Valeant Canada is a subsidiary of Valeant Pharmaceuticals International (NYSE : VRX) a multi-national, specialty pharmaceutical company that develops, manufactures and markets a broad range of prescription and non-prescription pharmaceutical products primarily in the areas of neurology and dermatology including Kinerase.

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