

Press release

For immediate distribution

Beauty, health, lifestyle, pharmaceutical

With Dermatix C, Valeant Canada introduces an improved formula silicone gel that promotes a visible reduction of scars by as much as 70%!

Montreal, May 10, 2007 – That’s excellent news for anyone who would like to improve the appearance of their scars. **Dermatix C, a new formulation of the most frequently recommended scar treatment in Canada¹**, is now available through doctors, occupational therapists and pharmacists across the country—without prescription.

An improved “universal” formula

Based on the proven properties of Dermatix silicone gel from Valeant Pharmaceuticals International, Dermatix C contains superior quality silicone components for an easy spreading and a soft, smooth, and silky feeling. Dermatix C also contains ester C, a stable form of vitamin C that reinforces the product’s protective and reconstructive effects.

Dermatix C creates a marked improvement in the appearance of **recent or old scars** of any origin and prevents the development of abnormal scars. In addition, silicone is the only non-invasive option that has received international clinical recommendations for its positive effect on scar prevention and treatment², recommendations based on a number of clinical studies³. Most notably, it has been shown that the silicone gel can reduce scars up to 70%⁴.

A clear advantage

In contrast to silicone sheets, Dermatix C silicone gel is transparent, odourless, colourless, dries quickly and can be applied to any part of the body including the face, breasts and joints. And because it suits all types of skin, all ages and tolerates makeup, Dermatix C is an excellent solution for the prevention and treatment of scars resulting from:

- surgery
- cosmetic surgery
- dermabrasion or laser treatment
- a burn or wound
- skin problems such as those stemming from chickenpox
- acne.

“Dermatix C is not merely a product that promotes the process of healing and skin reconstruction, it’s also important to realize that scars often have a negative impact on those who have them, such as depression, anxiety, a withdrawal from society and more generally, a lack of self-assurance. Whether the scar is following an accident, a cesarean section, cosmetic surgery or an outbreak of

¹ According to a survey conducted in 2006 by the Pharmacy Post, published April 2007

² Mustoe TA and al. *Plast Reconstr Surg* 2002;110:560-71

³ Data on file, Valeant Canada Ltd

⁴ Gold MH and al. *Dermatol Surg* 2001; 27 :641-4

acne, Dermatix C is a real help in regaining one's self-confidence," says Ms. Loubna Ben Ahmed, dermatology products manager for Valeant Canada Ltd.

Known therapeutic properties

"Valeant Canada is very enthusiastic to introduce the new Dermatix C an improved formula of Dermatix, with a high grade of silicone components and ester C for effective scar management" explains Mr. Gaëtan Carrière, marketing director for Valeant Canada Ltd.

The Dermatix C formula is based on dimethicone (99.5%) with ascorbyl tetra-isopalmitate (0.5%).

- Dimethicone is a silicone gel that has been shown to flatten, soften and smooth scars, relieve the itching and discomfort of scars as well as reduce the redness and discoloration associated with them.
- Ascorbyl Tetra-Isopalmitate is a lipid-soluble, non-acidic, and stable form of vitamin C and therefore very bioavailable to the skin's cells. Ascorbyl Tetra-Isopalmitate provides powerful anti-oxidant and anti-inflammatory properties and promotes the healing of scar tissue (helps in the stimulation of normal collagen synthesis).

Practical, discreet and easy to use

Dermatix C is a topical gel; the first notable effects of its use, the reduction of itching and discomfort, are generally felt after four or five weeks. One should allow at least two months of continuous treatment (about a 15g tube) to observe a significant improvement in the appearance of the scar. Dermatix C is available without prescription from physicians, occupational therapists and pharmacists at a cost of approximately \$55 for a 15g tube.

About Valeant

Valeant Pharmaceuticals International is a pharmaceutical company dedicated to research, development, manufacture and marketing of medications. Valeant specializes in neurology, infectious diseases (antiviral medications) and dermatology. It has developed and brought to market 430 pharmaceutical products. Based in Aliso Viejo, California (U.S.A.) the company does business in 100 countries, including Canada. Valeant Canada Ltd has 150 employees in its Montreal facilities.

Dermatix C is a registered trademark of Valeant Canada Ltd. The brand can be purchased without prescription at pharmacies nationwide.

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For more information

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