

## **Promius Pharma Launches Promiseb™ Cream *Transforming the Treatment of Seborrheic Dermatitis***

Bridgewater, NJ – July 29, 2009 – Promius Pharma, LLC has announced the launch of **Promiseb™ Topical Cream**, a non-steroidal, prescription only, cream for the treatment of seborrheic dermatitis, that has demonstrated both anti-inflammatory and antifungal properties. **Promiseb Cream** has been clinically shown to treat seborrheic dermatitis with comparable efficacy and fewer relapses than a low-potency topical corticosteroid in a randomized clinical study. Promius Pharma is currently beginning promotion of Promiseb Cream at the Summer Meeting of the American Academy of Dermatology.

### ***The Promiseb Cream Alternative***

“We are very excited about Promiseb Cream because it has the potential to replace both anti-inflammatory and antifungal treatments in patients with seborrheic dermatitis,” said Jeffrey Wasserstein, President of Promius Pharma. “In a clinical study Promiseb was shown to have efficacy comparable to desonide cream 0.05% at days 14 and 28 with fewer relapses. Promiseb Cream also has an excellent safety profile with no restrictions on age, duration of use or application on the face. He continued, “We are very enthusiastic about this product because our clinical research shows that Promiseb Cream may be used as a first-line treatment for seborrheic flares and for long-term maintenance.

While the exact cause of seborrheic dermatitis is not fully understood, recent research has identified three of the most probable contributors to the development of seborrheic dermatitis:

- Increased sebum activity
- Involvement of *Malassezia spp.*
- Inflammatory/immunologic factors

Please see the Promiseb Cream Patient Information sheet for full prescribing information and contraindications. For more information visit [www.promiushpharma.com](http://www.promiushpharma.com) or [www.Promiseb.com](http://www.Promiseb.com)

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### **About Promiseb™ Topical Cream**

**Promiseb™ Topical Cream** is contraindicated in persons with a known hypersensitivity to any component of the formulation. Please see accompanying important safety information and full prescribing information. For more information, please visit [www.Promiseb.com](http://www.Promiseb.com). Promiseb Topical Cream does not contain milk, wheat, peanut or animal derivatives. Promiseb Topical Cream does contain shea butter (*Butyrospermum parkii*), a derivative of shea nut oil (not peanut oil). Patients with a known allergy to nuts or nut oils should consult their physician before using this topical preparation.

**About Promius Pharma, LLC**

Promius Pharma is a wholly owned, branded specialty company, of Dr. Reddy's Laboratories Inc. It is located in Bridgewater, NJ. Promius Pharma is a focused, leading-edge company that develops and markets innovative solutions for challenging dermatological conditions with an eye to the future to redefine therapeutic options for physicians and patients. For more information visit [www.promiuspharma.com](http://www.promiuspharma.com).

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