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**RECENT SURVEY REVEALS THAT WHAT U.S. ADULTS
DON'T KNOW ABOUT SCAR TREATMENTS CAN HURT THEM**

Ninety-Six Percent of U.S. Adults with Scars Are Not Aware

That Using an Over The Counter Scar Treatment Can Actually Make the Scar Worse

Great Neck, NY, January 30, 2006 – A recent survey conducted by Harris Interactive® on behalf of Scarguard Labs showed that, of the 93 percent of U.S. adults who have, or had a scar, 96 percent DID NOT KNOW that using an over the counter (OTC) product to help a scar might actually make the scar worse.

Not all scars are created equal and different types of scars require different types of treatment. Raised and painful scars are the result of the body overproducing collagen during the wound healing process. Sunken scars, such as stretch marks and some acne scars, are evidence of too little collagen. The alarming survey findings suggest that many U.S. adults who have or had a scar don't know that raised and sunken scars require very different care and in an effort to minimize the appearance of their scars with OTC treatments, consumers may be doing themselves more harm than good. The survey also showed that more than one-third (35 percent) mistakenly believe that you can buy a product in the drugstore that will help raised scars, acne scars *and* stretch marks.

“The survey shows that almost everyone has a scar and almost no one knows how to treat it properly,” said Joel Studin, M.D., FACS, who is a plastic surgeon and scar expert. “These startling survey results suggest that we in the healthcare community need to do a better job of arming consumers with all the information they need to make the best decisions about all elements of individuals’ healthcare, including scar treatment,” explained Dr. Studin.

What Consumers Say About Scars

While U.S. adults who have or had a scar are pretty evenly divided on how they feel about their scars, nearly half (44 percent) wish there was an easy, effective way to get rid of their scar. Some (28 percent) wear their scar like a badge of courage and others (23 percent) say that every time they see their scar, it brings back bad memories of how they got it.

Forty-nine percent of those who have not used an OTC product to remove or minimize their scar's appearance would do so, if a product:

- Was recommended by their primary care physician (32 percent), a plastic surgeon or a dermatologist (23%)
- Had scientific evidence that suggested the product was effective (31 percent)
- Was simple and its treatment course easy to adhere to (28 percent)

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Consumers Need Clarity About Scar Treatment

The survey suggested that consumers need more information about scar treatment options. While forty percent of adults are aware that there is no way to permanently remove a scar, twenty-three percent erroneously believe that plastic surgery is the only way to minimize the appearance of scars.

The fact is that there are several treatment options available to treat scars and consumers need to know how to find the solution that is right for them. Dr. Studin recommends:

- Talking to your plastic surgeon, dermatologist or primary care physician to determine what they recommend for your type of scar
- For sunken scars, you must see a physician about using Retin-A solutions, available by prescription only, to even out the skin
- For raised scars, look for treatments that include at least one of the following modalities shown to reduce the appearance of raised scars:
 - Pressure and occlusion offered by bandages and/or a paint-on collodion formula. This keeps the wound moist and stimulates blood flow and healing.
 - Topical silicone to keep the scar hydrated and inhibit the overproduction of collagen
 - Cortisone to reduce the pain and itching often associated with scars
 - Vitamin E to soften and moisturize the scar
- Looking for products that have clinical evidence that support efficacy
- Finding out what doctors use most
- Being careful to pick a scar treatment that you would be willing to use diligently for the four-weeks to six months typically necessary to affect results.

For more information, go to www.psforum.com (Plastic Surgery Forum) and download “A Consumer’s Guide to Scars and Their Treatment.”

About the Survey

Harris Interactive[®] fielded the online survey on behalf of Scarguard Labs between December 27 and 29, 2005 among a nationwide sample of 2,152 U.S. adults ages 18 and over. The data were weighted to be representative of the total U.S. adult population on the basis of region, age within gender, education, household income, race/ethnicity and propensity to be online. In theory, with a probability sample of this size, one can say with 95 percent certainty that the results for the overall sample of adults have a sampling error of plus or minus 3.5 percentage points. Sampling error for the sub-samples of those who have had at least one scar (2,004), and those who have not used an OTC product to remove or minimize their scar’s appearance (1,829) is higher and varies. This online sample is not a probability sample.

About Harris Interactive[®]

Harris Interactive Inc. (www.harrisinteractive.com), based in Rochester, New York, is the 13th largest and the fastest-growing market research firm in the world, most widely known for *The Harris Poll*[®] and for its pioneering leadership in the online market research industry. Long recognized by its clients for delivering insights that enable confident business decisions, the Company blends the science of innovative research with the art of strategic consulting to deliver knowledge that leads to measurable and enduring value.

Harris Interactive serves clients worldwide through its United States, Europe (www.harrisinteractive.com/europe) and Asia offices, its wholly-owned subsidiary Novatris in Paris, France (www.novatris.com), and through an independent global network of affiliate market research companies.

About Scarguard Laboratories, LLC

Scarguard Laboratories, LLC is a privately held cosmeceutical company founded by Dr. Joel Studin, a board certified plastic surgeon. Headquartered in Great Neck, New York, Scarguard Laboratories researches, develops and manufactures innovative solutions to help patients and physicians achieve the best possible cosmetic results. For more information, visit www.scarguard.com or call (877) SCARGUARD.