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**Merz Launches New Mederma® Cream plus SPF 30**  
*New scar therapy plus sun protection helps reduce the appearance of scars*

**GREENSBORO, N.C.** – Reducing the appearance of scars while protecting them from the sun just got a little easier. Merz Pharmaceuticals has introduced Mederma® Cream plus sun protection factor 30, a new cream formula and the only scar product with SPF 30. The new Mederma® Cream + SPF 30 provides the same therapeutic ingredients as original Mederma®, but is now available in a cream formula that also offers protection from sun exposure, which can cause scar discoloration. Mederma® Cream + SPF 30 joins the Mederma® family - the #1 brand for scar management, and with the added benefit of SPF 30, Merz has created a 2-in-1 product that answers the need for scar therapy and sun protection.

“In nationwide discussions with consumers who are affected by scars, we identified an unmet need in the marketplace for a better scar management product which offers the sun protection that consumers expect,” said Javier Pérez, product manager for Mederma®.

Merz found that consumers needed an easy solution for reducing the appearance of their scars as well as a convenient method for following the doctor’s orders to protect scars from sun exposure by using sunscreen. According to many experts, new scars are very susceptible to becoming discolored by the sun. Many dermatologists say it is very important to minimize sun exposure to new scars. Mederma® Cream + SPF 30 brings both scar therapy and sun protection together in one easy-to-use product.

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Like original Mederma®, the #1 doctor and pharmacist-recommended product for scars, Mederma® Cream + SPF 30 works to soften, smooth, and reduce the appearance of old and new scars. It also protects scars from the sun's harmful UV rays which can discolor and worsen the appearance of scars. Also like original Mederma®, the new moisture-rich cream formula lessens the appearance of scars resulting from surgeries, injuries, accidents, burns, acne and stretch marks. It is safe for sensitive skin and is the only scar product with SPF 30.

Mederma® Cream + SPF 30 will be available in food, drug, and mass stores nationwide in both the 50-gram and 20-gram sizes in spring 2008. The 50-gram tube will last approximately three months while treating a scar 8 to 10 inches in length. The 20-gram tube will last approximately three months while treating a scar up to three inches in length. The price of Mederma® Cream + SPF 30 is comparable to the original Mederma® gel. If it's not on the shelf, consumers should ask the pharmacist for assistance. For additional information about Mederma® Cream + SPF 30 call 1-888-925-8989 or visit [www.mederma.com](http://www.mederma.com).

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Merz Pharmaceuticals is a specialty pharmaceutical company dedicated to addressing patients' unmet medical needs with innovative healthcare solutions. Merz Pharmaceuticals distributes Naftin® (naftifine HCl 1%) Cream and Gel and several non-prescription products, including physician-recommended Mederma®, the #1 doctor- and pharmacist-recommended product for scars; Mederma® for Kids™, the #1 pediatrician-recommended product for children's scars; Aqua Glycolic®, a dermatologist-recommended alpha hydroxy acid-based (AHA) skin care system; and Appearex®, the #1 dermatologist-recommended product for strengthening nails. Merz is known worldwide for its development of original compounds and formulations sold to medical professionals and consumers in over 90 countries.