



NEOCUTIS LAUNCHES MICRO-ESSENTIALS™ SKINCARE LINE POWERED BY MPC™

RALEIGH, N.C. – MARCH 23, 2015 – **NEOCUTIS**, a division of Merz North America (U.S. affiliate of Merz Pharma Group) today announced the launch of their newest skin care line, **MICRO•ESSENTIALS** powered by **MPC™** (Micro Protein Complex). This new class of anti-aging cosmetics brings an alternative to growth factor skin care. Inspired by matrikine technology, **MPC™** uses a proprietary blend of synthetic peptides to help defend against the visible signs of skin aging.

“As we continue to expand our portfolio of aesthetic treatment options, the launch of **MPC™** technology represents an important milestone in our plan to bring **NEOCUTIS** products to new patients and physicians around the world via our global network of Merz affiliates,” said Bill Humphries, President and CEO of Merz North America. “This is clear evidence of our commitment to delivering innovative solutions that address a broad range of skin care concerns.”

NEOCUTIS scientists have combined matrikine research with existing expertise in protein and growth factor technology to formulate a breakthrough alternative to growth factors. **MPC™** (Micro Protein Complex) technology uses a blend of three synthetic peptides exclusive to **NEOCUTIS**, including a novel peptide invented by **NEOCUTIS**.

“With the introduction of the **MICRO•ESSENTIALS** line powered by **MPC™**, we are redefining what patients and healthcare providers can expect from anti-aging skin care,” said Mark Lemko, Vice President and Head, **NEOCUTIS** Business Unit. “**MICRO•ESSENTIALS** creates a new standard in anti-aging cosmetics by addressing not only the basic signs of aging, such as the appearance of fine lines and wrinkles, but also the complex signs, like loss of elasticity, skin firmness and hydration.”

The **NEOCUTIS MICRO•ESSENTIALS** line includes four initial core offerings:

- **MICRO•DAY™ Rejuvenating Cream, Broad-spectrum Sunscreen with SPF 30** delivers anti-aging benefits, anti-oxidant power and broad-spectrum sun protection.
- **MICRO•NIGHT™ Rejuvenating Cream** restores moisture, smoothes skin and improves firmness while you sleep.
- **MICRO•EYES™ Rejuvenating Cream** alleviates the signs of fatigue and helps make the delicate skin around the eyes resistant to the signs of aging.
- **MICRO•SERUM Intensive Treatment** goes beyond fine lines and wrinkles to address additional signs of aging, including elasticity, tone and texture.

The **NEOCUTIS MICRO•ESSENTIALS** line is available for purchase exclusively through medical practices and skincare providers. For additional information, or to find an authorized **NEOCUTIS** skincare provider near you, please visit www.NEOCUTIS.com.

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About **NEOCUTIS**

NEOCUTIS is a division of Merz North America, a specialty healthcare company that develops and commercializes treatment solutions in aesthetics, dermatology and neurosciences in the U.S. and Canada. **NEOCUTIS** is a leader in innovative skincare, bringing together the precision of Swiss technology and cellular research for scientifically advanced breakthroughs in anti-aging and post-procedure skincare. By developing products that help patients to live better, feel better and look better, we hope to make significant contributions to the well-being of individuals around the world. **NEOCUTIS** is an important contributor to the U.S. skincare space, offering a full line of products designed to help diminish the visible signs of skin aging and address key skincare concerns. **NEOCUTIS** products are available exclusively through medical practices and skincare providers. For more information about the **NEOCUTIS** product lines, or to find an authorized physician or skincare provider in your area, please visit www.NEOCUTIS.com.

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