

Women Not Sure Who to Trust When it Comes to Anti-aging Skin Care

New Survey Highlights Top Ten Myths of Anti-aging Skin Care, Reveals Consumer Need for Expert Guidance

IRVINE, Calif., August 21, 2007 – Results from a survey of women's anti-aging skin care perceptions and habits released today reveal that women are not sure where to turn for accurate information. The survey, which included women age 25-49, found more than 75% of women had not seen a skin care physician in the last two years, yet nearly as many noted that it was important to have healthy, younger-looking skin.

"Every single day women are bombarded with advertisements that may have unsubstantiated claims, set unrealistic expectations or simply sell hope in a bottle," said dermatologist, Vic Narurkar, M.D., director of the Bay Area Laser Institute in San Francisco and assistant clinical professor of dermatology at the University of California Davis Medical Center. "And, women are not turning to physicians for advice to sort fact from fiction."

In fact, the survey found that only 4.7% of women purchased their last skin care product at the recommendation of a skin care physician, suggesting women are influenced by unregulated marketing claims when deciding on a skin care regimen. "If you need tax advice, you go to an accountant," continued Dr. Narurkar. "If you have heart disease, you see a cardiologist. And if you have skin care concerns or questions, you should consult a skin care physician."

Myths vs. Reality

To clarify some of the confusion surrounding skin care, Dr. Narurkar has developed a list of the top ten anti-aging skin care myths – from products that promise to deliver a "face lift in a bottle" to the idea that consumers get the same skin care advice at the cosmetics counter as they do in a doctor's office.

The importance of physician-guided skin care was a key topic in a recent discussion among leading skin care physicians organized by *Dermatology Times* magazine. Focusing on skin care practices and gold-standard anti-aging ingredients, the panel – which included dermatologists Jeanine Downie, M.D., David H. McDaniel, M.D., and Vic Narurkar, M.D., and plastic surgeon James Carraway, M.D. – concluded that there is a need for anti-aging skin care treatment guidelines to better educate consumers and eliminate anti-aging skin care misinformation.

"The science behind anti-aging skin care is now better than ever," notes Dr. Downie, a New Jersey-based dermatologist and founder of image Dermatology. "While there's not one regimen that's right for everyone, as a physician, I can evaluate and recommend physician-strength products that are backed by sound science, including broad-spectrum sunscreens, products containing glycolic acid and topical antioxidants."

Consumers Need and Want Expert Guidance

In addition to encouraging women to seek guidance from a skin care physician, such as a dermatologist or a plastic surgeon, the panel agreed that anti-aging skin care treatment guidelines would assist consumers in choosing skin care products and ingredients that are backed by science rather than marketing spin.

The survey revealed that nearly 70% of women did not know that claims made by skin care products sold in drug stores and department stores are not regulated, evaluated or verified by a governmental agency like the U.S. Food and Drug Administration. When women were asked if they would follow anti-aging skin care treatment guidelines, almost 64% noted that they would choose a skin care regimen that followed expert guidance.

Beyond treatment guidelines, women surveyed also were interested in measurements to assist them in comparing product effectiveness. While 85% of women look for a product's SPF (sun protection factor) when purchasing a sunscreen, only 20.6% of women know there is an EPF (environmental protection factor) that rates topical antioxidants. More than 68% report it would be helpful to know a product's EPF when purchasing a topical antioxidant.

The survey was fielded by Allergan, a leader in anti-aging skin care and developer of VIVITÉ™, the only skin care line to include proprietary **GLX Technology™**, which creates a highly specialized blend of hydrating glycolic acid and powerful, natural antioxidants, and PREVAGE® MD anti-aging treatment, containing 1% idebenone – a powerful and effective antioxidant.

About the Panel

The prominent panel, convened by *Dermatology Times* magazine through a grant from Allergan, included dermatologist Jeanine Downie, M.D., director of image Dermatology in Montclair, New Jersey, and co-author of the book *Beautiful Skin of Color*; dermatologist David McDaniel, M.D., director of the Institute for Anti-aging Research and assistant professor of clinical dermatology and plastic surgery at Eastern Virginia Medical School; cosmetic surgeon James Carraway, M.D., professor and chairman of the division of plastic surgery at Eastern Virginia Medical School; and dermatologist Vic Narurkar, M.D., director of the Bay Area Laser Institute in San Francisco and assistant clinical professor of dermatology at the University of California Davis Medical Center. The panel's findings are available as a supplement to July's *Dermatology Times* titled, "Principles of Anti-aging Skin Care."

About the Survey

The nationwide survey polled 370 women between the ages of 25 and 49 to determine their anti-aging skin care perceptions and habits. The survey was fielded using the International Communications Research (ICR) telephone omnibus survey of adults age 18 and over. ICR, headquartered in Media, Pennsylvania, is one of the nation's leading market and opinion research firms. The survey had a margin of error of + or – 5.09% at a 95% level of confidence and was funded by Allergan.

About Allergan, Inc.

With more than 55 years of experience providing high-quality, science-based products, Allergan, Inc., with headquarters in Irvine, California, discovers, develops and commercializes products in the ophthalmology, neurosciences, medical dermatology, medical aesthetics, obesity intervention and other specialty markets that deliver value to its customers, satisfy unmet medical needs, and improve patients' lives.

Contacts

Arwen Rahn
Chandler Chicco Agency
310-309-1019
arahn@ccapr.com

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