

D-Psoria™ Market Introduction

NON-PRESCRIPTION COSMECEUTICAL FOR SEVERE SKIN CONDITIONS



Introducing ----- the First Topical Cosmeceutical for Natural Relief of the Redness, Scaling and Flaking in Severe Skin Conditions



About MediNiche

- > Located in St. Louis, MO
- > Closely-held, privately-owned corporation
- > Management team with over forty years of experience in launching and growing consumer health care products.
- > Extensive experience in formulation, product development and marketing in the supplement, skin care and pharmaceutical industries

Our Team

Samuel Alioto

President and Chief Executive Officer

Samuel Alioto, founded MediNiche in 1995 after twenty years in pharmaceutical, consumer healthcare products and medical device sales/marketing management at several divisions of American Cyanamid Company including Lederle Pharmaceuticals, Lederle Consumer Health, Lederle International and Storz Ophthalmics. He participated in the launch and management of brands such as:

- > CENTRUM®, multivitamin multimineral
- > CENTRUM Jr.®, children's multivitamin multimineral
- > CALTRATE®, calcium supplement
- > FIBERCON®, fiber laxative
- > OCUVITE®, eye health vitamin

Sam is a graduate of the University of Pittsburgh and has received Executive Management Seminar Certificates from Columbia, Dartmouth (Tuck School), and the University of Virginia (Darden School).

Kathryn Reynolds, O.D.

Vice President, Skin Care

As a fifteen year veteran of the eyecare and skin products industries, Doctor Reynolds has guided the research and development and directed the market planning of several innovative MediNiche products. She is responsible for all skin care product development and overall market strategy.

Kathryn is a graduate of the University of Missouri (B.S.) and University of Missouri St. Louis (O.D.)

Carly Goodwin

Customer Service Manager, D-Psoria

Carly is an integral part of the MediNiche commercial customer support team. She is responsible for all wholesaler and major retailer account management.

Our Mission

MediNiche is dedicated to acquiring, formulating and bringing to market the highest quality, professionally-recommended medical skin care products designed to support dermatological structure and function for the **maintenance of healthy skin.**

Our Products

- > Laboratory tested
- > Clinically proven
- > Unique, quality ingredients
- > GMP manufacturing
- > Professionally-recommended, medical condition-specific

Our Advocates

Healthcare Professional Recommended

95% of patients purchasing an OTC
product based on a professional
recommendation are satisfied with the product.

Our Focus

- > Skin health
- > Women's health
- > Dental health
- > Ocular health

Our Products*

Ortho•Tabs[®]

> Triple Complex Bone Health Supplement

OcuDerma[®]

> Ocular Skin Therapy Gel

Dentaplex[®]

> Oral Health Supplement

Vasovite[®]

> Ocular Vasculature Health Supplement

Urovite[®]

> Prostate Health Supplement

Transitia[®]

> Menopausal Health Supplement

Viva-Drops[®] (NOMAX)

> Preservative-Free Artificial Tears

Introducing ---



**The First Topical Cosmeceutical for
Natural Relief of the Redness, Scaling
and Flaking in Severe Skin Conditions**

About Severe Skin Conditions

There are approximately **6,000,000 people with psoriasis** in the United States.

There are approximately **40,000,000 people with eczema** in the United States.

There are approximately **22,000,000 people with advanced dry skin** in the United States.

Information

1. According to the National Psoriasis Foundation approximately 6 million Americans suffers from psoriasis.
2. Approximately 65% (4.4 million) have mild psoriasis and maybe likely to be treated with an OTC product.
3. Only an estimated 55% of psoriasis sufferers have been formally diagnosed by a physician.

OTC Relief of Severe Skin Conditions

- > At present, there are no efficacious OTC products for the relief of severe skin conditions.
- > Existing OTC products do not have the ability to regenerate new, healthy skin.
- > FDA OTC Monograph products all contain the same basic ingredients:
 1. Coal tar
 2. Salicylic acid
 3. Hydrocortisone

Existing OTC Products



D-Psoria – The Formula

Active Ingredient

Action

Kadali Extract (Musa sapientum)

Banana extract rich in natural minerals and phytonutrients. Well known for treating skin conditions in ancient Indian traditional medicine called Ayurveda. Contains elemental potassium that replenishes water balance of skin.

Navasara (Ammonii chloridum)

Expectorant, alterative, purgative. Newly identified property is, it reduces P content in severe skin conditions.

Usth/Dhor (Lavendula angustifolia)

Aromatic compound; calms irritated skin

Vanilla extract (Vanilla planifolia)

Aromatic compound and contains vanilloid receptors. Helps reduces inflammation of the skin without causing burning sensation.

D-Psoria ::

- > Fill a previously unmet need for the relief of redness, scaling and flaking in the severe skin condition marketplace.
- > Offer a unique herbal / mineral product with a natural ayurvedic formula.
- > Provide patients and physicians with an initial OTC product choice and alternative to prescription drugs.

D-Psoria – The Science

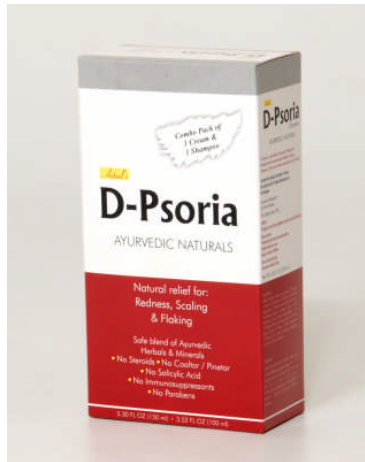
- D-Psoria is a safe and effective way to provide relief of the redness, scaling and flaking associated with severe skin problems such as eczema, mild to moderate psoriasis and advanced dry skin.
- Although D-Psoria may be considered alone in the management of severe skin, it can also be used concomitantly by patients on systemic drugs in order to support overall patient relief.
- D-Psoria can reduce psoriatic symptoms and ameliorate the condition but does not erase the memory of T-cells; minimizing the effect on the immune system. As a result, patients are psoriasis-free, side effect-free, and immunity remains intact as long as patients remain compliant with D-Psoria therapy. In summary, this cycle of use and relief provides a sustainable and long term business opportunity.

Product Packaging

Cream 3.53 oz.



**Combo-pack
cream + shampoo**



Shampoo 5.30 oz.



Pricing

> Suggested Retail Pricing

Cream	\$19.99
Shampoo	\$19.99
Combo-Pack	\$38.99

Where to buy D-Psoria Products?

1. Order any D-Psoria product online at www.mediniche.com.
2. Call toll-free 1-888-325-2395 for D-Psoria home delivery.
3. Ask your local independent pharmacy to order and stock D-Psoria for your purchase. Your pharmacist should call MediNiche customer service at 1-800-711-4303.
4. Order the D-Psoria Combo-Pack (Cream & Shampoo) only at www.walmart.com and pick it up at a local Wal-Mart store.