



News Release

FOR IMMEDIATE RELEASE

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TopMD's CLn[®] BodyWash Receives National Eczema Association Seal of Acceptance[™]

DALLAS, Dec. 6, 2012 – Dallas-based TopMD Skin Care today announced it was awarded the [National Eczema Association's](#) Seal of Acceptance[™] for its premier product, [CLn[®] BodyWash](#), which was launched in the first quarter of this year.

The NEA's Seal of Acceptance, part of the organization's Eczema & Sensitive-Skin Education Program, is awarded to products that provide benefits to people with eczema. The designation is not an endorsement, but provided as a service to encourage and recognize product innovations that provide benefit to the quality of life for people with eczema and sensitive skin.

"Achieving the National Eczema Association's Seal of Acceptance is an honor, and we're pleased to join their efforts of helping people with eczema and other sensitive skin disorders," said Dr. Azam Anwar, founder of TopMD. "CLn BodyWash is already changing lives of children and adults with eczema. We are proud to display their Seal of Acceptance on our product to give comfort to people in search of solutions to effectively cleanse and soothe compromised skin."

Dr. Lawrence F. Eichenfield, Chief of Pediatric and Adolescent Dermatology at Rady Children's Hospital and Professor of Pediatrics and Dermatology at the University of California, San Diego, adds that the NEA's Seal of Acceptance also is helpful in letting individuals suffering from eczema feel secure in using CLn BodyWash.

"Bacteria on the skin can flare eczema and cause secondary infections," said Eichenfield, who also serves on the medical board for TopMD Skin Care. "We are pleased that the National Eczema Association has given its Seal of Acceptance to CLn BodyWash, giving us another tool to help minimize eczema's impact on patients and families."

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The NEA Seal of Acceptance is only awarded to products intended for use by people suffering from eczema or severe sensitive skin conditions. The evaluated criteria include testing data on sensitivity, safety and toxicity, as well as ingredients, content and formulation data, to determine that it does not contain ingredients that should be avoided by people with eczema.

For more information about CLn BodyWash, visit www.clnwash.com. For more about the NEA and its Seal of Acceptance, visit www.nationaleczema.org.

About TopMD Skin Care

Founded by Texas physicians, Azam Anwar, M.D., and highly regarded dermatopathologist Clay Cockerell, M.D., TopMD Skin Care released its premier product, CLn[®] BodyWash, in the first quarter of 2012. As an over-the-counter, non-prescription product, CLn BodyWash is an innovative, non-irritating gel cleanser designed to effectively cleanse skin prone to eczema, acne and folliculitis. Developed by dermatologists, the cleanser has been clinically tested to be safe and effective in children (6 months and older). CLn BodyWash can be used in the shower or bath – head to toe – and emulates the effectiveness of a “bleach bath” with greater convenience and portability. CLn BodyWash is currently sold in select physicians’ offices, online at www.clnwash.com and at select pharmacies.

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