

MURAD SET TO LAUNCH TWO NEW PRODUCTS IN 2018

Murad is rolling out two new product innovations in January. Multi-Vitamin Infusion Oil is a first-to-market, multi-vitamin, multi-purpose, intuitive oil, and Nutrient-Charged Water Gel is a weightless, water-based formula that increases hydration retention for up to five days.

The Multi-Vitamin Infusion Oil is powered by Vitamin A, Vitamin B, Vitamin C, Vitamin D, Vitamin E and Vitamin F. The Nutrient-Charged Water Gel contains Vitamins B3, B5, B6, B9, C and E, which alleviates dryness, provides anti-wrinkle benefits and soothes sensitive and irritated skin. *Murad.com*



SCRUB WATCH, SPEIDEL

Speidel has launched a new Scrub Watch collection, specifically designed for medical professionals with a stylish, easy-to-read white dial with 12- and 24-hour markers, along with a highly visible red second hand to ensure accurate patient pulse readings. Available in seven different colors to match popular scrubs and work uniforms, the watches are easy to clean and provide the highest quality of fashion and clinical usage, the company says. The Scrub Watch fits wrist sizes from 6.7 inches to 8.3 inches, is water-resistant, and unisex. Speidel's Scrub Watch retails for \$49.95 and is available online. *speidel.com*



SONOMA PHARMACEUTICALS LAUNCHES LOYON

Sonoma Pharmaceuticals, Inc. has begun US commercialization of the company's new Loyon product. Under the supervision of a healthcare practitioner, Loyon is intended to manage and relieve the scaling, erythema, and itching associated with various types of dermatoses including seborrhea and seborrheic dermatitis.

Loyon is a unique, patented combination of the dry emollient Cetiol CC and the medical silicone oil dimethicone. The liquid compound is easily applied, absorbs quickly and spreads exceptionally well due to its low surface tension, the company says. The product received a new 510(k) clearance from the FDA in March 2017.

Sonoma Pharmaceutical's dermatology division, Intraderm, is introducing Loyon to US dermatologists with a 30-person sales team. *intraderm.com*

ISDIN INTRODUCES TWO NEW PRODUCTS



ISDIN introduced two new products in the US—ISDIN Age Contour plus a new shade in their ISDINCEUTICS Skin Drops collection. ISDIN Age Contour is a triple-action face and neck cream that aims to reduce jawline sagging and glycation in the skin as well as protect against pollution. And the latest shade in ISDINCEUTICS Skin Drops collection is Caramel. Existing shades include Sand and Bronze. Shades can be used separately or combined to find the perfect match for an individual's skin tone. This light-weight, liquid foundation can be used to conceal tattoos, vitiligo, melasma, bruising, and acne scars. Skin Drops provides 12 hours of coverage. *isdin.com/us*

NEW FROM JERGENS: NOURISHING HONEY DRY SKIN MOISTURIZER

Jergens is launching Nourishing Honey Dry Skin Moisturizer. Formulated with antioxidant-packed Orange Blossom Honey, which is known to contain potent antibacterial and anti-inflammatory properties, the new Jergens Nourishing Honey Dry Skin Moisturizer softens dry skin and keeps it smooth and hydrated. Other features include citrusy Orange Blossom scent and a non-sticky formula. A 16.8-oz bottle retails for \$5.99. *jergens.com*



Therapeutics Focus: Cosmeceuticals

COSMECEUTICALS MARKET GROWTH

The rising number of middle aged people, a burgeoning urban population, and a fast-paced life are predicted to drive demand in the cosmeceuticals market, a report by TMR Research suggests. Availability of a plethora of superior quality and premium priced cosmeceuticals products in the market has been spurring growth.

Posing a roadblock to the growth of the global market for cosmeceuticals is the rapid emergence of different treatment options. A key trend in the global cosmeceuticals market is the emergence and popularity of natural and organic products.

OBAGI EYES FUTURE UNDER NEW OWNERSHIP

Obagi Medical Products has been sold to the Haitong International Zhonghua Finance Acquisition Fund I, L.P. and limited partners China Regenerative Medicine International Ltd.

In a letter to customers, Jaime Castle President and General Manager, Obagi, said that, "Obagi will renew its mission as a leading global physician-dispensed skin care company offering you the same high-quality Obagi products and high-level of customer service you have come to expect and deserve."

FINANCIAL PLANNER

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true today as it was on September 3, 1929, January 11, 1973, January 14, 2000, and October 9, 2007," Charlie Bilello explains. "Unfortunately, no one rang a bell at these all-time high tops, alerting you that there would be no new highs for years to come. Unless this bull market goes on forever, the same will be true today. There will be another large correction. And it will start with an all-time high that looks and feels innocuous. No bell will be rung."

We are not confident in our ability (or anyone's) to consistently assess short-term psychological influences. We cannot time the markets—so we don't try. But we are confident that over longer periods, valuations and fundamentals converge. Stay your course and stick to your plan. The authors welcome your questions. ■

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WATCH THIS NOW



Joely Kaufman, MD

Making a Plan: Skincare Regimens

As true skincare experts, dermatologists should be working with their patients to recommend individualized skincare plans to suit their skin age. In an interview at the American Society for Dermatologic Surgery meeting, Joely Kaufman, MD details how she assesses patients' needs.

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