

VANASH NEWS RELEASE

THE ANTIDOTE FOR DRIED UP RESOURCES

At a time when this unprecedented economic meltdown has most charities and non profits drying up of potential donors, a group of Boston scientists and well known citizens have come up with a skin care product that just might wash away some financial woes. The scientists —former and current faculty of MIT, as well as Harvard and Boston University medical schools—have created a groundbreaking treatment for dry skin that is also a trailblazing fundraising venture.

Vanash is a light, silky, greaseless cream that rivals petroleum-based products in its ability to moisturize dry, chafed and ashy skin. Vanash is the first product created by Boston Derm Labs, a venture led by Dr. Mike Rothman an MIT Innovation Center Award winner, a team of pharmacists, a celebrated MIT scientist, Dr. Stephen Tannenbaum and a prominent dermatologist, Dr. Jay Goldstein.



Dr. Goldstein was searching for a better moisturizer for his patients. Most scientists agree that the most effective moisturizer is petroleum jelly. However, petroleum jelly has some serious problems: It is very greasy, which is unpleasant for many users. It also tends to leave grease marks on clothing and whatever users touch. Could the team formulate a moisturizer that would be as effective as petroleum jelly, but without the greasy residue?

At first, the team of scientists was reluctant to take on this challenge, because they believed that to be effective, petroleum jelly had to be greasy. But they persevered and came to believe they could beat this challenge ... and they did.

But the team wanted to do something more. How could this product be used for the greater good?

The Vanash team decided invite a group of well-known Bostonians onboard, including Boston Celtics legend M.L. Carr and former television anchor Liz Walker, to help them give away part of the proceeds from the sale of Vanash to worthy charities. For every tube of Vanash sold a full dollar will be donated to a causes chosen by customers. That amount is considerably larger than what other commercial enterprises typically donate.

Dr. Rothman says, "We are confident as word of this amazing product catches on virally, hundreds of thousands, perhaps even millions of dollars will be channeled toward worthy causes. We believe we have found a fundraising model that will work especially well during these troubled economic times." Among the first beneficiaries of the Vanash commitment are Joslin Diabetes Center, Jubilee Christian Church (of Boston) and Fresh Start Family Services. The Vanash team expects as profits surge, so will good works. Moisturizing for a cause is catching on!

Vanash will be sold exclusively online at www.vanash.com

For interviews and more on the Vanash story please call Dr. Mike Rothman at **617-686-3556**.