

VANASH NEWS RELEASE

THE VANASH STORY: BOSTON SCIENTISTS CREATE GROUNDBREAKING MOISTURIZER

A group of Boston 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 will be sold exclusively on the Vanash website (www.vanash.com). For every 3 oz tube sold, Boston Derm Labs, makers of Vanash, will donate a dollar to a cause selected by Vanash customers.

A BETTER MOUSETRAP

Vanash is the first product created by Boston Derm Labs, a venture led by Dr. Mike Rothman, an MIT Innovation Center Award winner. Other BDL contributors include 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.

CREATING SUCCESS

It was not an easy process. They formulated batch after batch, each with a slightly different mix of ingredients. Then, after numerous failures, they added a natural mineral and, presto, success! They gave the new moisturizer to a group of nurses, who tried the product and were wowed by their suddenly silky skin. They reported that Vanash was like a costly French moisturizer!

The first eureka moment came when the team realized that Vanash is great not only for dry, chafed and ashy skin, but for many other skin conditions as well, including those suffered by diabetes patients. The second eureka moment came after a number of clinical tests: The cream was just as effective at moisture retention as the gold standard, petroleum jelly.

THE GREATER GOOD

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

The Vanash team decided to 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 cause chosen by customers. That amount is considerably larger than what other commercial enterprises typically donate. 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**.

