



## News Release

---

### **Intendis Inc. and Triax Pharmaceuticals, LLC Announce Co-Promotion Agreement**

---

**San Francisco, CA – March 6, 2009** – Intendis, Inc., and Triax Pharmaceuticals, LLC announce the Co-Promotion of Locoid Lipocream® (hydrocortisone butyrate) 0.1% cream and Locoid® Lotion (hydrocortisone butyrate) 0.1% lotion at the 67th Annual Meeting of the American Academy of Dermatology. Under the co-promotion agreement, the Intendis Sales Force will promote the Locoid® products, in tandem with the Triax sales force, to dermatologists in the USA.

“We are very excited about the collaboration with Triax Pharmaceuticals and are convinced that the efforts of the Intendis’ sales team will further strengthen the position of the Locoid® product family in the class of mid-potency steroids,” said Bernhard Scheffer, President and CEO of Intendis, Inc.

Joseph Krivulka, CEO and Leonard Mazur, COO, co-founders of Triax Pharmaceuticals, LLC stated “The addition of the highly regarded Intendis sales team’s efforts, together with the efforts of our own sales team, will maximize our footprint in Dermatology, strengthen the launch of Locoid® Lotion and serve to achieve our goal of Locoid Lipocream® being the #1 prescribed branded product in the corticosteroid universe.”

Locoid Lipocream® and Locoid® Lotion are class 5 mid-potency steroids. Locoid Lipocream® contains the highest concentration of barrier-enhancing lipids among all mid-potency corticosteroid creams. Locoid® Lotion is the only class 5 lotion with pediatric dosing down to 3 months of age or higher.

A prescription for Locoid Lipocream® or Locoid® Lotion along with a Triax Savings Card offers patients up to \$35 instant savings for the out-of-pocket cost of the medication.

**About Locoid®:**

Locoid Lipocream® (hydrocortisone butyrate 0.1%) Cream is indicated for the relief of the inflammatory and pruritic manifestations of corticosteroid-responsive dermatoses. Locoid Lipocream® is contraindicated in those patients with a history of hypersensitivity to any of the components of the preparation. Prolonged use may produce reversible HPA axis suppression. Its use causes local adverse reactions, including burning, itching, irritation, and dryness.

Locoid® Lotion (hydrocortisone butyrate 0.1%) is indicated for the topical treatment of mild to moderate atopic dermatitis in patients 3 months of age and older. Reversible HPA axis suppression may occur, with the potential for corticosteroid insufficiency. Consider periodic evaluations for HPA axis suppression if applied to large surface areas or used under occlusion.

Systemic effects of topical corticosteroids may also include manifestations of Cushing's syndrome, hyperglycemia, and glucosuria. Pediatric patients may be more susceptible to systemic toxicity due to their large skin surface-to-body-mass ratios. Physicians should initiate appropriate therapy if concomitant skin infection develop and discontinue use if irritation develops.

Please see full Prescribing Information for Locoid Lipocream® and Locoid®Lotion.

**About Intendis**

Intendis Inc. is an U.S. based affiliate of Intendis GmbH, a fully integrated pharmaceutical company based in Berlin, Germany. As part of the Bayer Group, Intendis is fully dedicated to Dermatology and focuses on the development and marketing of high quality, innovative topical therapies, targeted to treat skin disorders. Intendis' objective is to become a leading partner in the field of dermatology. Find out more at [www.intendis.com](http://www.intendis.com).

**Media Contact:**

**Greg Voyles,  
Intendis Inc.,  
[greg.voyles@intendis.com](mailto:greg.voyles@intendis.com),  
1+ 973 487 2082.**

### **About Triax Pharmaceuticals**

Triax Pharmaceuticals, LLC, co-founded by Joseph Krivulka and Leonard Mazur, is a specialty pharmaceutical company, with integrated sales, marketing, and development expertise. Triax markets a portfolio of branded dermatological products and focuses on marketing dermatology products in the United States. In addition to industry leader LOCOID LIPOCREAM® and new LOCOID® LOTION, Triax also markets the following products:

TRETIN-X® (tretinoin) Kit is available in 0.025% cream, 0.05% cream, 0.1% cream, 0.01% gel, and 0.025% gel. Each kit contains Tretinoin cream or gel, along with two cosmetic products included at no additional cost to the patient: T3™ Foaming Cleanser and T3 Soothing Moisturizer.

MINOCIN® (minocycline HCl) Pellet-filled Capsules Professional Acne Care (P.A.C.). The MINOCIN PAC system contains a 60 count bottle of MINOCIN Pellet-Filled Capsules (50 mg or 100 mg) and three skincare products (at no additional cost to the patient).

For more information on LOCOID LIPOCREAM® and LOTION or other Triax products, please see [www.triaxpharma.com](http://www.triaxpharma.com) for full prescribing information.

### **Media Contact:**

**Peter Volk,  
Triax Pharmaceuticals, LLC;  
[pvolk@triaxpharma.com](mailto:pvolk@triaxpharma.com),  
1+ 908-372-0500**

### **Forward-Looking Statements**

This release may contain forward-looking statements based on current assumptions and forecasts made by Bayer Group or subgroup management. Various known and unknown risks, uncertainties and other factors could lead to material differences between the actual future results, financial situation, development or performance of the company and the estimates given here. These factors include those discussed in Bayer's public reports which are available on the Bayer website at [www.bayer.com](http://www.bayer.com). The company assumes no liability whatsoever to update these forward-looking statements or to conform them to future events or developments.