

Obagi® Medical Products Presents Study Results at American Academy of Dermatology



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Latest Nu-Derm® Studies Point to Efficacy and Tolerability in a Range of Skin Types

LONG BEACH, Calif.--(BUSINESS WIRE)--Mar. 20, 2012-- Obagi Medical Products, Inc. (Nasdaq:OMPI), a leader in topical aesthetic and therapeutic skin health systems, released the results of three new studies this weekend at the American Academy of Dermatology meeting in San Diego, CA. The studies explored the use of the Nu-Derm System with tretinoin, as prescribed by the investigators, in the treatment of melasma and hyperpigmentation in patients with Fitzpatrick skin types III – VI. Each study evaluated the efficacy and tolerability of the treatment on the skin as well as its effects on the patients’ emotional well-being.

“Nu-Derm with tretinoin has long been a go-to regimen, particularly in difficult-to-treat melasma, for many dermatologists,” Jim Hartman, Vice President Global Marketing and Business Development at Obagi, said. “Our objective in partnering with these respected experts in the field of dermatology for these studies was to provide clinical proof that Nu-Derm, in combination with varying percentages of tretinoin, based on recommendations from key opinion leaders, is a valid, effective option in many skin types, including darker skin patients, as well as in patients more sensitive to irritation. The results presented this weekend indicate that we successfully met that objective.”

The 75 patients in the three studies followed a morning regimen that included a foaming gel cleanser, toner, four percent hydroquinone product, exfoliation enhancer and a sunscreen with SPF 35. The evening regimen consisted of a foaming gel cleanser, toner and four percent hydroquinone product mixed with a tretinoin cream at various

percentages. Patients reported high levels of patient satisfaction and improved quality of life metrics across the studies.

The studies posterred and affiliated investigators are as follows:

Study 4581 - Treatment of Moderate or Marked Melasma in Darker Skin with a Four Percent Hydroquinone Skin Care System Plus 0.025% Tretinoin Cream:

- Lead investigator for Study 4581 is Pearl Grimes, MD (Los Angeles, CA)

Study 5131 - Treatment of Moderate or Marked Melasma with a Four Percent Hydroquinone Skin Care System Plus 0.1 Percent Tretinoin Cream: Comparison in Asian and Caucasian Patients:

- Lead investigator for Study 5131 is Dr. Suzanne Bruce (Suzanne Bruce & Associates, PA; Houston, TX)

Study 5139 - Treatment of Moderate or Marked Melasma in Darker Skin with a Four Percent Hydroquinone Skin Care System Plus 0.05% Tretinoin Cream:

- Lead investigators for Study 5139 are Michael Gold, MD (Nashville, TN), Marta Rendon, MD (Boca Raton, FL), Barry DiBernardo, MD (Monclair, NJ), Suzanne Bruce (Suzanne Bruce & Associates, PA; Houston, TX) and Chere Lucas-Anthony, MD (Boca Raton, FL)

The investigators reported considerable improvements in melasma and skin discoloration, in addition to high levels of patient satisfaction across all three studies.

This same regimen administered through the studies is available via participating dermatologists and physicians that prescribe or sell the Obagi Nu-Derm System, which includes a cleanser, toner, exfoliation enhancer (Exfoderm and Exfoderm Forte), four percent hydroquinone product (Nu-Derm Clear and Nu-Derm Blender), Sunscreen SPF 35 (Healthy Skin Protection SPF 35) and, if recommended by the prescribing physician, tretinoin cream.

Obagi Medical Products are available for purchase in dermatology, plastic surgery and other aesthetic physicians' practices.

ABOUT OBAGI MEDICAL PRODUCTS, INC.

Obagi Medical Products is a specialty pharmaceutical company that develops, markets and sells, and is a leading provider of, proprietary topical aesthetic and therapeutic prescription-strength skin care systems in the physician-dispensed market. Using its Penetrating Therapeutics™ technologies, Obagi Medical's products are designed to improve penetration of agents across the skin barrier for common and visible skin conditions in adult skin including premature aging, photodamage, hyperpigmentation

(irregular or patchy discoloration of the skin), acne, sun damage, rosacea, and soft tissue deficits, such as fine lines and wrinkles. Obagi Medical's portfolio, which includes cosmetic, over-the-counter and prescription products, including 4% hydroquinone, is sold and promoted only through physician offices and requires education by a physician on proper use. The history of Obagi's skin care product introductions is as follows: Obagi Nu-Derm®, Obagi-C® Rx (a prescription-strength vitamin C and hydroquinone system), Obagi® Professional-C (a line of highly stable vitamin C serums), Obagi Condition & Enhance® for use with cosmetic procedures to enhance patient outcomes and satisfaction, Obagi ELASTIderm® Eye Treatment and Obagi CLENZIderm® M.D. acne therapeutic systems, a formulation of Obagi CLENZIderm M.D. Systems for normal to dry skin, and Obagi ELASTIderm Décolletage System, Obagi Rosaclear® System, Obagi ELASTILash® Eyelash Solution, Obagi Blue Peel RADIANCE®, and Nu-Derm® Sun Shield SPF 50. Visit <http://www.obagi.com> for information.

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