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OFFICIAL TRANSCRIPT PROCEEDING

FEDERAL TRADE COMMISSION

MATTER NO. 1323245

TITLE DERMADOCTOR, INC.

DATE RECORDED: DATE UNKNOWN

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PAGES 1 THROUGH 25

QVC SEGMENT ON DERMADOCTOR'S PHOTO DYNAMIC THERAPY LOTION

WITH JILL BAUER AND DR. AUDREY KUNIN

FEDERAL TRADE COMMISSION

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QVC segment on Photo Dynamic Therapy Lotion

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FEDERAL TRADE COMMISSION

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In the Matter of:)
DERMAdoctor, Inc.) Matter No. 1323245
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Date Unknown

The following transcript was produced from a
digital recording provided to For The Record, Inc. on
March 14, 2014.

P R O C E E D I N G S

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QVC SEGMENT ON PHOTO DYNAMIC THERAPY LOTION

ON SCREEN: A-214072

NEW TODAY

DERMAdoctor

Photo Dynamic

Therapy

Lotion

1 oz.

QVC Price

\$85.00 (slashed)

Featured Price

\$77.28

S&H \$5.22

QVC 30-Day Money Back Guarantee

800-345-1515 QVC.com beauty prescription

JILL BAUER: I am so excited about our next

product because I have to tell you, already a hundred of you have dialed in, and all of you watching who love skin care and love to try products, none of you have a product that's going to do for your skin what this does. It is from our DERMAdoctor line, which is a line of outstanding products developed by dermatologist Dr. Audrey Kunin, who is with us for the show tonight.

1 ON SCREEN: A-214072
2 NEW TODAY
3 DERMAdoctor
4 Photo Dynamic
5 Therapy
6 Lotion
7 1 oz.
8 QVC Price
9 \$85.00 (slashed)
10 Featured Price
11 \$77.28
12 S&H \$5.22
13 QVC Dr. Audrey Kunin DERMAdoctor
14 President and founder of DERMAdoctor
15 Author, clinician, educator
16 JILL BAUER: I have to tell you -- hi there,
17 first of all. Great to see you again.
18 DR. AUDREY KUNIN: Oh, it's so wonderful to see
19 you, Jill.
20 JILL BAUER: Love her. She's so great.
21 ON SCREEN: A-214072
22 NEW TODAY
23 DERMAdoctor
24 Photo Dynamic
25 Therapy

1 Lotion
2 1 oz.
3 QVC Price
4 \$85.00 (slashed)
5 Featured Price
6 \$77.28
7 S&H \$5.22
8 QVC 30-Day Money Back Guarantee
9 800-345-1212 QVC.com beauty prescription
10 Automated Ordering
11 JILL BAUER: And you love her, too, because
12 you've been following her on blogs and everything for
13 years.
14 This product has received so much press.
15 ON SCREEN: Product description as above
16 QVC 30-Day Money Back Guarantee
17 800-345-1515 QVC.com beauty prescription
18 JILL BAUER: I have paragraphs to read. But
19 let me just tell you, how about a product that's a total
20 multitasker, how about a product that has been on the Dr.
21 Oz show, how about a product that's been on the Today
22 Show on a segment called "Best Anti-Aging Products for
23 2011."
24 ON SCREEN: Product description as above
25 QVC 30-Day Money Back Guarantee

1 800-345-1212 QVC.com beauty prescription
2 Automated Ordering

3 JILL BAUER: How about one online reporter who
4 said, if the beauty industry held a science fair, this
5 product would win first place.

6 ON SCREEN: Product description as above
7 QVC 30-Day Money Back Guarantee

8 800-345-1515 QVC.com beauty prescription

9 JILL BAUER: What is this you might ask? It's
10 called Photo Dynamic Therapy Lotion. It's out on the
11 retail market for \$85. We have it for \$77.28.

12 I'm going to hand it over to you, Dr. Kunin, to
13 tell us --

14 DR. AUDREY KUNIN: Okay.

15 JILL BAUER: -- what is this, what's going to
16 happen when I use it, what is so exciting about this new
17 product.

18 DR. AUDREY KUNIN: I am thrilled to be here and
19 share this brand new technology.

20 ON SCREEN: Product description as above
21 QVC 30-Day Money Back Guarantee

22 800-345-1212 QVC.com beauty prescription
23 Automated Ordering

24 DR. AUDREY KUNIN: You're -- Jill, you're
25 correct. You won't find this anywhere else.

1 ON SCREEN: Product description as above
2 Dr. Audrey Kunin DERMAdoctor
3 President and founder of DERMAdoctor
4 Author, clinician, educator
5 DR. AUDREY KUNIN: Photo Dynamic Therapy is a
6 light-emitting laser lotion. What does that mean? It is
7 a red light emitting lotion.
8 ON SCREEN: Product description as above
9 QVC 30-Day Money Back Guarantee
10 800-345-1212 QVC.com beauty prescription
11 Automated Ordering
12 JILL BAUER: Okay.
13 DR. AUDREY KUNIN: It's rejuvenating. Red
14 light rejuvenates. It's anti-aging.
15 ON SCREEN: Product description as above
16 QVC 30-Day Money Back Guarantee
17 800-345-1515 QVC.com beauty prescription
18 DR. AUDREY KUNIN: And never before has anyone
19 ever been able to put it into a lotion. And I have
20 worked in the lab for years --
21 JILL BAUER: Yeah.
22 DR. AUDREY KUNIN: -- to try to find a way.
23 JILL BAUER: That's your passion, right?
24 DR. AUDREY KUNIN: That is my passion.
25 JILL BAUER: Yeah.

1 DR. AUDREY KUNIN: And, so, this patented
2 formulation is going to deliver that anti-aging red light
3 for seven hours to the skin.

4 ON SCREEN: Product description as above
5 QVC 30-Day Money Back Guarantee
6 800-345-1212 QVC.com beauty prescription
7 Automated Ordering

8 JILL BAUER: Wow. So, what's so interesting
9 here is there's never been a way to get this red light
10 therapy at home before, which I think is huge. And,
11 again, what is red light used for? You can talk to us
12 about that.

13 ON SCREEN: Product description as above
14 QVC 30-Day Money Back Guarantee
15 800-345-1515 QVC.com beauty prescription

16 DR. AUDREY KUNIN: That's right. Red light is
17 anti-aging. It's rejuvenating. What we're using this
18 product for, it's clinically proven to help, in four
19 weeks, improve elasticity. If you're worried about your
20 fine lines and wrinkles, if you're worried about dryness
21 and roughness of your skin --

22 ON SCREEN: Product description as above
23 QVC 30-Day Money Back Guarantee
24 800-345-1212 QVC.com beauty prescription
25 Automated Ordering

1 DR. AUDREY KUNIN: -- if you want to restore
2 the brilliance, even out your skin tone.

3 JILL BAUER: Wow.

4 DR. AUDREY KUNIN: Photo Dynamic Therapy
5 contains that brand new, cutting edge red light therapy
6 to give you these amazing results.

7 ON SCREEN: Product description as above

8 QVC 30-Day Money Back Guarantee

9 800-345-1515 QVC.com beauty prescription

10 JILL BAUER: Here's what I -- and here's what
11 we're going to show you right here.

12 DR. AUDREY KUNIN: Yes.

13 JILL BAUER: So, talk to me about what I'm
14 seeing.

15 DR. AUDREY KUNIN: Yes.

16 JILL BAUER: Because this, I think, might make
17 a click in your brain on.

18 DR. AUDREY KUNIN: That's right.

19 JILL BAUER: What do they mean it's red light?
20 I don't get it.

21 DR. AUDREY KUNIN: Okay.

22 JILL BAUER: So, what's happening here when
23 light hits this product?

24 DR. AUDREY KUNIN: Exactly. A picture is worth
25 a thousand words. So, on the top, you have 100 percent

1 raw, active powder.

2 ON SCREEN: Product description as above

3 QVC 30-Day Money Back Guarantee

4 800-345-1212 QVC.com beauty prescription

5 Automated Ordering

6 DR. AUDREY KUNIN: It's the noni fruits, which
7 is tropical. But under a controlled lab situation, you
8 can see that the powder is actually capturing light
9 around it and emitting that red glow. It is that red
10 light that is helping improve the appearance of your
11 lines and wrinkles.

12 ON SCREEN: Product description as above

13 QVC 30-Day Money Back Guarantee

14 800-345-1515 QVC.com beauty prescription

15 DR. AUDREY KUNIN: That's -- and it is

16 clinically proven in just four weeks.

17 And here's how you use it. You see me here
18 with a patient applying it to the skin.

19 JILL BAUER: Mm-hmm, yeah.

20 DR. AUDREY KUNIN: Again, look at that red
21 glow. Now, your skin's not going to glow red at home.

22 JILL BAUER: Right. You're using a controlled
23 light.

24 DR. AUDREY KUNIN: Right.

25 JILL BAUER: Yeah.

1 ON SCREEN: Product description as above
2 QVC 30-Day Money Back Guarantee
3 800-345-1212 QVC.com beauty prescription
4 Automated Ordering

5 DR. AUDREY KUNIN: This is to show you how the
6 product actually works.

7 JILL BAUER: Wow. So, you're going to use this
8 all over a clean face.

9 ON SCREEN: Product description as above
10 QVC 30-Day Money Back Guarantee
11 800-345-1515 QVC.com beauty prescription

12 DR. AUDREY KUNIN: That's right.

13 JILL BAUER: Day time only.

14 DR. AUDREY KUNIN: Yes.

15 JILL BAUER: It's my moisturizer, it's my sun
16 protection, and I'm getting the benefits of this red
17 light therapy.

18 DR. AUDREY KUNIN: This is the future now in
19 lotion form.

20 JILL BAUER: Now, we talk about this being,
21 quote, unquote, "solar powered."

22 DR. AUDREY KUNIN: That's right.

23 JILL BAUER: But we don't want you to think --
24 because you'll even see that as you read about it. It
25 says sunlight activated. But what you need to understand

1 is we're not saying you need to go out into the sun.

2 DR. AUDREY KUNIN: No, absolutely not.

3 JILL BAUER: It's really light activated.

4 DR. AUDREY KUNIN: It is light activated.

5 ON SCREEN: Product description as above

6 QVC 30-Day Money Back Guarantee

7 800-345-1212 QVC.com beauty prescription

8 Automated Ordering

9 JILL BAUER: That's light from your lamp in
10 your bedroom, that's light from your office, that's light
11 from your computer.

12 DR. AUDREY KUNIN: You're walking the dog --

13 JILL BAUER: That's any type of light. Yeah.

14 DR. AUDREY KUNIN: -- you're driving to the
15 soccer game, you -- I'm a dermatologist. I don't want
16 you going to seek extra sun.

17 ON SCREEN: Product description as above

18 QVC Dr. Audrey Kunin DERMAdoctor

19 President and founder of DERMAdoctor

20 Author, clinician, educator

21 JILL BAUER: Right.

22 DR. AUDREY KUNIN: It's normal, everyday
23 activity. It's going to allow this light emitting laser
24 lotion to --

25 JILL BAUER: Wow.

1 DR. AUDREY KUNIN: -- deliver the impact of
2 improving the fine lines and wrinkles, and clinically
3 proven to firm the skin, restore elasticity in just four
4 weeks time.

5 ON SCREEN: Product description as above
6 QVC 30-Day Money Back Guarantee
7 800-345-1515 QVC.com beauty prescription

8 JILL BAUER: And, remember, this technology has
9 never been made available before. It's never been
10 available so that you can get the benefits of red light
11 at home. So, this is going to be part of your skin care
12 regimen. Frankly, Dr. Kunin has made your morning
13 routine so much easier.

14 ON SCREEN: Product description as above
15 QVC 30-Day Money Back Guarantee
16 800-345-1212 QVC.com beauty prescription
17 Automated Ordering

18 JILL BAUER: You're going to wash your face
19 and you're going to put on your Photo Dynamic Therapy
20 Lotion --

21 ON SCREEN: Product description as above
22 QVC 30-Day Money Back Guarantee
23 800-345-1515 QVC.com beauty prescription

24 JILL BAUER: -- because it's your moisturizer,
25 it's going to be your SPF. You're going to be getting

1 the benefits of that red light technology.

2 DR. AUDREY KUNIN: That's right. That anti-

3 aging light.

4 JILL BAUER: All in one product.

5 DR. AUDREY KUNIN: That's right.

6 JILL BAUER: And, remember, did you hear all

7 the things that this is also going to help with. You

8 talked about brightening, you talked about firmness, you

9 talked about hydration, you talked about skin tone.

10 ON SCREEN: Product description as above

11 QVC 30-Day Money Back Guarantee

12 800-345-1212 QVC.com beauty prescription

13 Automated Ordering

14 JILL BAUER: Not seven different products

15 trying to achieve that.

16 DR. AUDREY KUNIN: No.

17 JILL BAUER: Just this.

18 DR. AUDREY KUNIN: I'm all about simplicity.

19 I'm a busy mom.

20 JILL BAUER: Yeah.

21 DR. AUDREY KUNIN: I'm a working mom. I'm a

22 dermatologist. And I'm about make it simple, but make it

23 effective. And that's why Allure Magazine and People

24 Style Watch --

25 JILL BAUER: Mm-hmm.

1 ON SCREEN: Product description as above
2 QVC 30-Day Money Back Guarantee
3 800-345-1515 QVC.com beauty prescription
4 DR. AUDREY KUNIN: -- and Self Magazine and --
5 I was actually asked -- I had the privilege of giving an
6 exclusive to the Dr. Oz Show to launch this brand new
7 technology to the world.

8 ON SCREEN: Product description as above
9 QVC Dr. Audrey Kunin DERMAdoctor
10 President and founder of DERMAdoctor
11 Author, clinician, educator

12 JILL BAUER: And she's going to be a
13 contributor on Dr. Oz, as well.

14 DR. AUDREY KUNIN: I am a contributor now.

15 ON SCREEN: Product description as above
16 QVC 30-Day Money Back Guarantee
17 800-345-1515 QVC.com beauty prescription

18 JILL BAUER: So, you'll see that, as well.

19 DR. AUDREY KUNIN: It's very exciting.

20 JILL BAUER: But I think, you know, when you
21 see a product like this on the Today Show, which could
22 pick anything to use --

23 ON SCREEN: Product description as above
24 QVC 30-Day Money Back Guarantee
25 800-345-1212 QVC.com beauty prescription

1 Automated Ordering

2 JILL BAUER: -- and they name it one of their
3 best anti-aging beauty products for the year, that's --

4 DR. AUDREY KUNIN: That's right.

5 JILL BAUER: -- huge. I love the line. Again,
6 if there was a beauty science fair, this product would
7 win first place, because it's unbelievable technology.
8 There's fewer than 500 now to go around.

9 ON SCREEN: Product description as above

10 QVC 30-Day Money Back Guarantee

11 800-345-1515 QVC.com beauty prescription

12 JILL BAUER: Is there anyone who shouldn't be
13 using this, any skin type, any age, any skin issues, who
14 wouldn't benefit from what you've done here?

15 DR. AUDREY KUNIN: I believe that everyone by
16 their 21st birthday should start an anti-aging regimen.

17 JILL BAUER: Mmm.

18 DR. AUDREY KUNIN: But who isn't worried about
19 their lines --

20 JILL BAUER: Yeah.

21 DR. AUDREY KUNIN: -- their wrinkles? Who
22 doesn't want firmer skin?

23 ON SCREEN: Product description as above

24 QVC 30-Day Money Back Guarantee

25 800-345-1212 QVC.com beauty prescription

1 Automated Ordering

2 JILL BAUER: Mm-hmm.

3 DR. AUDREY KUNIN: Who doesn't want to restore

4 elasticity, brightness, even skin tone?

5 JILL BAUER: Right.

6 DR. AUDREY KUNIN: To look healthy, gorgeous,

7 confident, youthful.

8 JILL BAUER: And when we talk about the red

9 light technology in here, Dr. Kunin, like how long is

10 this working for me over the course of a day?

11 ON SCREEN: Product description as above

12 QVC 30-Day Money Back Guarantee

13 800-345-1515 QVC.com beauty prescription

14 DR. AUDREY KUNIN: Okay, it's all about

15 simplicity. You apply it once. During the day, when you

16 get up and --

17 JILL BAUER: It goes right in.

18 DR. AUDREY KUNIN: -- you cleanse, seven hours.

19 For seven hours, you're going to see that red -- well,

20 you won't see it, but the red glow will be working --

21 JILL BAUER: Yeah.

22 DR. AUDREY KUNIN: -- so that your skin is

23 becoming more youthful-looking, so that those lines are

24 going away.

25 ON SCREEN: Product description as above

1 QVC 30-Day Money Back Guarantee
2 800-345-1212 QVC.com beauty prescription
3 Automated Ordering

4 DR. AUDREY KUNIN: Again, who doesn't want
5 gorgeous, healthy, youthful skin. And red light is the
6 future of anti-aging skin care.

7 And, now, you can get it at home in a simple
8 one-application-a-day --

9 JILL BAUER: Yeah.

10 DR. AUDREY KUNIN: -- lotion form.

11 JILL BAUER: And, again, so this is -- there
12 you can see.

13 ON SCREEN: Product description as above

14 QVC 30-Day Money Back Guarantee
15 800-345-1515 QVC.com beauty prescription

16 JILL BAUER: You've got the 100 percent pure
17 ingredient --

18 DR. AUDREY KUNIN: Right.

19 JILL BAUER: -- there at the top.

20 DR. AUDREY KUNIN: Right.

21 JILL BAUER: Right. That's the active
22 ingredient. And then why do we see the purplely glow
23 down below? By the way, it's limited. But what are we
24 looking at there?

25 DR. AUDREY KUNIN: That is the red light being

1 actually emitted from the powder. Remember, any little
2 light that you're exposed to during the day --

3 ON SCREEN: Product description as above

4 QVC 30-Day Money Back Guarantee

5 800-345-1212 QVC.com beauty prescription

6 Automated Ordering

7 DR. AUDREY KUNIN: -- normal activity, grocery
8 shopping, being in your office, sitting in your kitchen.
9 But when you apply it, it's so easy. Who doesn't know
10 how to apply a lotion? But the red glow is restoring
11 those wrinkles and it is -- or improving the appearance
12 of --

13 JILL BAUER: Yeah.

14 DR. AUDREY KUNIN: -- the wrinkles, I should
15 say. It's firming.

16 ON SCREEN: Product description as above

17 QVC 30-Day Money Back Guarantee

18 800-345-1515 QVC.com beauty prescription

19 DR. AUDREY KUNIN: It's clinically proven to
20 firm and improve the elasticity in just four weeks.

21 JILL BAUER: Here's what you need to know.

22 It's A-214072. We started with close to a thousand of
23 these. We don't have a lot of them left to go around.
24 We have such a great price on this. Again, it's normally
25 \$85 out in the marketplace. We have it for \$77.28.

1 ON SCREEN: Product description as above
2 QVC 30-Day Money Back Guarantee
3 800-345-1212 QVC.com beauty prescription
4 Automated Ordering

5 JILL BAUER: It's been very, you know, talked
6 about, as we've mentioned. But, again, it contains
7 ingredients and will do things for your skin that no
8 other product out there can do.

9 ON SCREEN: Product description as above
10 QVC 30-Day Money Back Guarantee
11 800-345-1515 QVC.com beauty prescription

12 DR. AUDREY KUNIN: That's right.

13 JILL BAUER: No other in-home product can do.
14 And, now, there's fewer 200 to go around.

15 DR. AUDREY KUNIN: You won't find this anywhere
16 in the world. It is a red light emitting laser lotion we
17 call it.

18 JILL BAUER: And, again, what is red light used
19 for in skin care?

20 ON SCREEN: Product description as above
21 QVC Dr. Audrey Kunin DERMADOCTOR
22 President and founder of DERMADOCTOR
23 Author, clinician, educator

24 DR. AUDREY KUNIN: Red light is used because
25 it's a proven known method of rejuvenation and anti-

1 aging. But prior to DERMAdoctor's Photo Dynamic
2 Therapy --

3 JILL BAUER: You couldn't get it at home.

4 DR. AUDREY KUNIN: -- you couldn't have a
5 lotion at home --

6 JILL BAUER: Yeah, mm-hmm.

7 DR. AUDREY KUNIN: -- that did this type of
8 simplicity.

9 JILL BAUER: Mm-hmm.

10 ON SCREEN: Product description as above

11 QVC 30-Day Money Back Guarantee

12 800-345-1212 QVC.com beauty prescription

13 Automated Ordering

14 DR. AUDREY KUNIN: Was your moisturizer --

15 ON SCREEN: Product description as above

16 QVC 30-Day Money Back Guarantee

17 800-345-1515 QVC.com beauty prescription

18 DR. AUDREY KUNIN: -- it's your SPF and it's
19 your red light emitting lotion. For seven hours, you're
20 going to be attacking those lines, you're going to even
21 out the skin tone, you're going to become more radiant
22 and just healthy, youthful appearing.

23 ON SCREEN: Product description as above

24 QVC 30-Day Money Back Guarantee

25 800-345-1212 QVC.com beauty prescription

1 Automated Ordering

2 JILL BAUER: People are wanting to know,

3 because there are some handheld devices out on the market

4 that also use lights as they put them on their face. Can

5 I use this product in conjunction with that?

6 DR. AUDREY KUNIN: Absolutely.

7 JILL BAUER: Because it's still a light

8 product.

9 DR. AUDREY KUNIN: Yes.

10 JILL BAUER: Yes, okay. So, hopefully, if you

11 were asking that on QVC.com, it should be fine.

12 ON SCREEN: Product description as above

13 SOLD OUT

14 QVC 30-Day Money Back Guarantee

15 800-345-1515 QVC.com beauty prescription

16 JILL BAUER: Bottom line is, whatever light

17 you're out and about in from office light to computer

18 light to sunlight walking the dog, that's what's going to

19 continue --

20 DR. AUDREY KUNIN: Normal daily activity.

21 JILL BAUER: -- to give you the great results

22 from this product. It's sold out.

23 DR. AUDREY KUNIN: Thank you, everyone.

24 JILL BAUER: I have to tell you, there are

25 other products from Dr. Audrey Kunin on QVC.com, so check

1 out DERMAdoctor when you have a second.

2 Great to see you again. Thanks so much for
3 being here.

4 DR. AUDREY KUNIN: Thank you, Jill.

5 JILL BAUER: All right.

6 DR. AUDREY KUNIN: Appreciate it.

7 JILL BAUER: We'll keep our eye out for you.

8 We'll see you soon.

9 (The recording was concluded.)

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1 C E R T I F I C A T I O N O F T Y P I S T

2

3 MATTER NUMBER: 1323245

4 CASE TITLE: DERMADOCTOR, INC.

5 TAPING DATE: DATE UNKNOWN

6 TRANSCRIPTION DATE: MARCH 27, 2014

7

8 I HEREBY CERTIFY that the transcript contained
9 herein is a full and accurate transcript of the tapes
10 transcribed by me on the above cause before the FEDERAL
11 TRADE COMMISSION to the best of my knowledge and belief.

12

13 DATED: MARCH 27, 2014

14

15

16 ELIZABETH M. FARRELL

17

18 C E R T I F I C A T I O N O F P R O O F R E A D E R

19

20 I HEREBY CERTIFY that I proofread the transcript for
21 accuracy in spelling, hyphenation, punctuation and
22 format.

23

24

25 SARA J. VANCE



Another Innovation from the DERMAdoctor, Audrey Kunin, M.D.

PHOTODYNAMIC THERAPY™

sunlight-activated laser lotion



Experience the new reality in skin rejuvenation.

My solar powered Photodynamic Therapy captures UV light and refracts it into the same red light energy used by costly laser treatments and at-home anti-aging devices. It improves the appearance of fine lines and wrinkles, uneven skin tone and redness while enhancing skin elasticity and radiance. Normal daily activities like walking the dog, driving to the store or just sitting near a lamp or window will activate Photodynamic Therapy and keep it working throughout the day. No batteries required. So step into the light and reveal a younger-looking you.

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DERMAdoctor DELIVERS **15** benefits-in-one

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Home / Best Sellers / Photodynamic Therapy liquid red light anti-aging lotion with spf 30



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Photodynamic Therapy
liquid red light anti-aging lotion with broad spectrum spf 30

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Availability: In stock

\$85.00 | 30 ml

Free Shipping!

Qty:

Add to Cart

[Add to Wishlist](#)
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[Bookmark or Share](#)

Ground-breaking, patent-pending technology in lotion form captures the negligible amounts of UV rays we are all exposed to from simple daily activities and transforms them into a precise, effective wavelength of rejuvenating visible red light, a proven energy source for eliciting anti-aging effects on the skin.

Must Have Anti-aging Product for 2011 --Linda Wells of *Allure* on The Today Show. As Seen In *Allure*, *Family Circle* & *WWD*.

[Like](#) 19 [Tweet](#) 1 [+1](#) 1 [Pinterest](#) 7

Details Reviews Directions Ingredients Warnings

Exciting News! Photodynamic Therapy has just been awarded the Allure Best of Beauty Breakthrough Award



CONTRIBUTORS Brooke Le Poer Trench

Five months before writing "The Big Breakthroughs," *Allure's* annual report on beauty innovations, Le Poer Trench began tracking down clinical studies on about 300 promising products that claimed to do what had never been done before. She then asked cosmetic chemists and dermatologists to analyze ingredients and pore over dozens of pages of data—with surprising results. "I saw the DermoDoctor lotion's claims and said, "No way, too gimmicky," she admits. "But the clinicals and doctors backed it up. It's the real deal."

Innovative lotion technology that supplies the skin with a precise skin-firming, wrinkle busting red wavelength of light. Simply apply this lotion for all day anti-aging benefits, including a more radiant appearance, minimized appearance of fine lines and wrinkles, evened out skin tone and improved elasticity.

How Does it Work?

Morinda Citrifolia Extract (Noni Fruit) contains a special polyphenol that specifically captures UV rays then converts and emits this energy as a highly focused visible red wavelength of light (648 nm).

- Improves appearance of fine lines and wrinkles
- Improves elasticity
- Improves firmness
- Hydrates and moisturizes the skin
- Improves dryness and roughness
- Improves radiance
- Improves brightness
- Evens skin tone

Normal daily activity will activate product. Do not seek additional sun exposure.

Vitamin D Photodynamic Therapy contains the sole non animal Vitamin D source available; sun exposed shiitake mushrooms, to help boost levels of this vitamin so critical to overall well-being.

Benzylidene Dimethoxydimethylindanone (C₂₀ H₂₀ O₃) Sunscreen booster

Powerful Antioxidants Pomegranate, Ubiquinone, Vitamin E, Cucumber, Green & White Tea Extracts work to fight against free radical environmental damage.

In an Independent Clinical Trial - after only 4 weeks of use:

- 98% of the participants said their skin appeared smoother
- 71% of the participants said their skin appeared firmer & more radiant
- 63% of the participants said that their skin appeared to have a more uniform complexion
- 50% of the participants said that their skin appeared to have less lines



Drug Facts	
Active Ingredients	Purpose
Avobenzene 3.0%	Sunscreen
Octinoxate 7.5%	Sunscreen
Octisalate 5.0%	Sunscreen
Oxybenzone 6.0%	Sunscreen
Uses	
<ul style="list-style-type: none"> • helps prevent sunburn • if used as directed with other sun protection measures (see Directions), decreases the risk of skin cancer and early skin aging caused by the sun 	
Warnings	
For external use only	
Do not use on damaged or broken skin	
When using this product keep out of eyes. Rinse with water to remove.	
Stop use and ask a doctor if rash occurs	
Keep out of reach of children. If product is swallowed, get medical help or contact a Poison Control Center right away.	
Directions	
<ul style="list-style-type: none"> • apply daily to clean, dry face, neck and décolletage. Follow with cosmetics if desired. Do not seek additional sun exposure • use a water resistant sunscreen if swimming or sweating • reapply at least every 2 hours • children under 6 months: Ask a doctor 	
<p>Sun Protection Measures. Spending time in the sun increases your risk of skin cancer and early skin aging. To decrease this risk, regularly use a sunscreen with a Broad Spectrum SPF value of 15 or higher and other protection measures including:</p> <ul style="list-style-type: none"> • limit time in the sun, especially from 10 a.m.-2 p.m. • wear long-sleeved shirts, pants, hats, and sunglasses. 	
Inactive Ingredients	
Acrylates/C10-30 Alkyl Acrylate Crosspolymer, Anacyclus Pyrethrum Root Extract, Arnica Montana Flower Extract, Aqua (Water), Benzylidene Dimethoxydimethylindanone, Butyloctyl Salicylate, Butylparaben, C12-15 Alkyl Benzoate, Camellia Oleifera (Green Tea) Leaf Extract, Camellia Sinensis (White Tea) Leaf Extract, Carbomer, Cucumis Sativus (Cucumber) Fruit Extract, Cyclohexasiloxane, Cyclopentasiloxane, ▼	

PHOTO DYNAMIC therapy™

liquid red light anti-aging lotion with broad spectrum spf 30
 lotion lumière rouge anti-âge fluide avec FPS 30 à large spectre

DERM00051012



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DERMAdoctor

30 ml - 1 oz e

Just what the skin doctor ordered.®

Ground-breaking, patent-pending solar powered technology **in lotion form** captures UV light transforming it into visible **red** light, a proven energy source for eliciting anti-aging effects on the skin.

In-office lasers, IPL (intense pulsed light) and other light treatments, used to help build collagen and elastin, are expensive and inconvenient, requiring a series of doctor's visits and maintenance sessions.

At-home red light devices are costly, difficult to remember to use as well as time consuming.

Imagine a new reality in skin rejuvenation where skin can experience continuous exposure to anti-aging red light through the mere daily application of a lotion.

DERMAdoctor® Photodynamic Therapy™ is clinically proven to improve the appearance of firmness, radiance, skin tone, elasticity, fine lines and wrinkles.

How Does it Work?

Morinda Citrifolia Extract (Noni Fruit) contains a special polyphenol that specifically captures light then converts and emits this energy as a highly focused visible red wavelength of light (648 nm) equivalent to that of a red LED.

Binding of this polyphenol to an inert tricalcium phosphate particle creates a complex capable of transmitting the visible red light to the skin where it works to encourage the production of collagen and elastin fibers within the dermis.

DERMAdoctor® Photodynamic Therapy™

- Utilizes UV light to revitalize the skin
- Improves skin elasticity
- Reduces the appearance of fine lines and wrinkles
- Improves skin tone and texture

Normal daily activity will activate product. Do not seek additional sun exposure.

Dermatologist Tested & Approved
 Allergy Tested, Non Irritating, Non Comedogenic, Fragrance Free, Dye Free, No Animal Testing

Drug Facts (continued)
Inactive Ingredients (continued)
Diazolidinyl Urea, Disodium EDTA, Ethylparaben, Glycerin, Glyceryl Stearate SE, Lentinula Edodes (Shiitake Mushroom) Extract, Methyl Methacrylate/Glycol Dimethacrylate Crosspolymer, Methylparaben, Morinda Citrifolia Extract, Phenoxyethanol, Polysorbate-20, Propylparaben, Punica Granatum (Pomegranate) Fruit Extract, Sodium Ascorbyl Phosphate, Sodium Hyaluronate, Sorbitan Oleate, Stearic Acid, Tocopherol, Tocopheryl Acetate, Tricalcium Phosphate, Triethanolamine, Ubiquinone, Yeast Amino Acids
Other Information
<ul style="list-style-type: none"> • protect this product from excessive heat and direct sun. Store at room temperature 59-86°F/15-30°C.

DERMAdoctor® believes in not only meeting but exceeding sun protection. Photodynamic Therapy™ takes sun protection to a new level with new technological advances.

This sophisticated complex also provides Vitamin D supplementation, oxidative protection and helps support a cellular DNA shield.

Vitamin D Photodynamic Therapy™ contains the sole non animal Vitamin D source available; sun exposed shiitake mushrooms, to help boost levels of this vitamin so critical to overall well-being.

Benzylidene Dimethoxydimethylindanone (C₂₀H₂₂O₂) Sunscreen booster

Powerful Antioxidants Pomegranate, Ubiquinone, Vitamin E, Cucumber, Green & White Tea Extracts work to fight against free radical environmental damage.

This exclusive, medically formulated and tested line of gentle and effective skin care solutions is developed by leading dermatologist Audrey Kunin, M.D.

See directions and warnings inside. Voir des directions et les avertissements à l'intérieur.

Please Recycle

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 Kansas City, MO 64108 - Made in the U.S.A.
 Toll Free in the U.S.A. 1-877-DERMADR
 Outside the U.S.A. (toll) 816-472-5700
 Questions or Comments?
 ask@DERMAdoctor.com 3081A
 www.DERMAdoctor.com® 02/15



6083



Dear Doctor,

Red light anti-aging skin care treatments sound amazing. My friends are doing it, yet I can't commit to expensive and time-consuming in-office procedures or waiting days to heal. And who has time to zap themselves with an at-home red light device? Isn't there a better way?

Signed,

Can't Commit

Dear CC,

With Photodynamic Therapy you get anti-aging red light benefits without the hassle of cumbersome gadgets, costly doctor visits or post-procedural downtime. Simply apply these lotions to help restore radiance, minimize the appearance of fine lines and wrinkles, even out skin tone and improve elasticity. Photodynamic Therapy anti-aging lotion with spf 30 and Photodynamic Therapy eye lift lotion are the new reality in light therapy.

Radiantly yours,

Audrey Kunin, M.D.
Founder of DERMAdoctor



DERMAdoctor®

Available at Sephora, Ulta, dermadocor.com or 877-DERMADR.

free SHIPPING ON ALL ORDERS*  use code FREESHIP [SHOP NOW ▶](#)
*domestic shipping only

Home / Best Sellers / Photodynamic Therapy liquid red light eye lift lotion




Click on image to zoom

Photodynamic Therapy liquid red light eye lift lotion

Be the first to review this product

Availability: In stock

\$65.00 | 15 ml

 Free Shipping!

Qty:

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Building from the same technology as DERMAdoctor's Photodynamic Therapy, this formulation helps restore a refreshed, alert and youthful appearance:

 Like 27  Tweet 2  +1 0  Pin it 8

Details | Reviews | Directions | Ingredients | Warnings

Clinical studies show -

- Lifts and tightens sagging lids
- Visibly reduces appearance of under eye fat bags
- Temporary relaxation of fine lines and crow's feet

Additionally works to increase skin elasticity and firmness, temporarily reduce fluid build-up and puffiness.

- 65% of panelists reported less sagging skin
- 80% of panelists reported firmer skin
- 90% want to continue application

Dermatologist & Ophthalmologist Tested & Approved

Allergy Tested, Non Irritating, Non Comedogenic, Fragrance Free, Dye Free, No Animal Testing



before

after 8 weeks
+67% lift

the doctor is in... this box

Directions

Apply to clean dry eye area each morning. Ophthalmologist approved for use on upper eye lid, under eye area and crow's feet regions of the eye. Follow with cosmetics if desired. Store at room temperature 59-86°F / 15-30°C.

Ingredients

Aqua (Water), Cyclopentasiloxane, Caprylic/Capric Triglyceride, Yeast Amino Acids, Butyl Methoxydibenzoylmethane, Butylene Glycol, Glycerin, Polysilicone-11, Aminobutyric Acid, Barium Sulfate, Cetyl Alcohol, Stearic Acid, Propanediol, Euglena Gracilis Extract, Glyceryl Stearate, PEG-100 Stearate, Tricalcium Phosphate, Dimethicone, Sodium Stearoyl Glutamate, Steareth-20, Tocopheryl Acetate, Cyclohexasiloxane, Portulaca Oleracea Extract, Panax Ginseng Root Extract, Centella Asiatica Extract, Sorbitan Laurate, Caffeine, Xanthan Gum, Morinda Citrifolia Extract, Zizyphus Jujuba Seed Extract, Hydroxyethylcellulose, Acetyl Dipeptide-1 Cetyl Ester, Phytoecdysteroids, Glaucium Flavum Leaf Extract, Disodium EDTA, Phenoxyethanol, Methylparaben, Ethylparaben, Propylparaben, Butylparaben, Diazolidinyl Urea

Warnings

For external use only. Do not get into eyes. If irritation occurs, discontinue use. Keep out of reach of children.

PHOTO DYNAMIC therapy™

liquid red light eye lift lotion

lotion lumière rouge lifting yeux

DERM00051015



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DERMAdoctor

15 ml - 0.5 oz e

*Just what the skin doctor ordered.**

Photodynamic Therapy Eye is the ideal nonsurgical alternative to undergoing blepharoplasty (aka eye lift). Building from the same technology as DERMAdoctor's Photodynamic Therapy, this formulation helps restore a refreshed, alert and youthful appearance:

Clinical studies show -

- Lifts and tightens sagging lids
- Visibly reduces appearance of under eye fat bags
- Temporary relaxation of fine lines and crow's feet

Additionally works to increase skin elasticity and firmness, temporarily reduce fluid build-up and puffiness.

- 65% of panelists reported less sagging skin
- 80% of panelists reported firmer skin
- 90% want to continue application

Dermatologist & Ophthalmologist Tested & Approved

Allergy Tested, Non Irritating, Non Comedogenic, Fragrance Free, Dye Free, No Animal Testing

This exclusive, medically formulated and tested line of gentle and effective skin care solutions is developed by leading dermatologist, Audrey Kurin, M.D.

Please Recycle



See directions and warnings inside. Voir des directions et les avertissements à l'intérieur.



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Questions or Comments?
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Improve the Appearance of Cellulite

Smooth & Tighten Skin
Clinically proven to reduce measurements up to 1 inch in 2 weeks.

Vegan, plant-based formula simulates a lobster's ability to shrink its body.

DERMAdoctor®

Available at Sephora, ULTA,
dermadocor.com or 877-DERMADR.



DERM00051038

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15 *benefits-in-one*

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Click on image to zoom

Shrinking Beauty

firming, sculpting & toning lotion with lobster weight loss inspired technology

☆☆☆☆ 1 Review(s) | [Add Your Review](#)

Availability: **In stock**

\$58.00 | 165 ml

✓ **Free Shipping!**

Qty:

Add to Cart

[Add to Wishlist](#)

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This vegan formulation smoothes, firms, tones & improves the appearance of cellulite. Leaves skin sleek contoured and dimple free. Clinically proven to lose up to an inch within 2 weeks of use.

Helps restore the curves Mother Nature meant us to flaunt.

As seen on *EXTRA*, *The Talk* and *Access Hollywood*. As Seen In *Cosmo*, *OK!* and *Marie Claire*.



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7

[Details](#)
[Reviews](#)
[Directions](#)
[Ingredients](#)
[Warnings](#)

Learn from the lobster. This sea creature knows exactly how to shrink a size effortlessly without going on a diet. Our slimming and toning formula mirrors the ecdysteroid hormone lobsters produce to get skinny and wiggle free of their shells.

Shrinking Beauty borrows from exotic botanical sources to mimic this oceanic wonder. A macronutrient complex further provides a proper ratio of protein, carbs and lipids for healthy, cellulite-free skin.

This formulation contains:

- Phytoecdysteroid Blend: Zizyphus Spinosa, Euglena Gracilis Extract, Glaucium Flavum Extract, Myrica Cerifera (Bayberry) Extract, Cynara Scolymus (Artichoke) Extract – helps leave skin slim and trim
- Theobromine, Methyl Xanthine, Paraxanthine, Hedera Helix (Ivy) Extract – creates a smooth, dimple-free appearance to skin

Clinical Results

Clinically proven to lose up to an inch within 2 weeks of use.

75% of panelists felt skin was less dimpled.

100% of panelists felt skin was smoother.

Patent Pending

Dermatologist Tested & Approved

Allergy Tested, Non Irritating, Non Drying, Non Comedogenic, Oil Free, Fragrance Free, Dye Free, Shellfish Free, Gluten Free, Paraben Free, Vegan, No Animal Testing, **No Lobsters Were Harmed In The Creation Or Formulation Of This Product**



DERMAdoctor®

DERMAdoctor is your prescription
for beautiful skin.®

Directions

Apply to mid-section (belly and muffin top area),
buttocks, thighs and right above knee area.
Massage into area for 20 to 30 seconds until
absorbed. Apply twice daily. Store at room
temperature 59-86°F / 15-30°C.

Ingredients

Aqua (Water), Isopropyl Myristate, Glycerin,
Stearic Acid, Cetyl Alcohol, Cetearyl Alcohol,
Propanediol, Euglena Gracilis Extract, Petrolatum,
Dimethicone, PPG-3 Benzyl Ether Myristate,
Cyclopentasiloxane, Glyceryl Stearate, PEG-100
Stearate, Dicapryl Phosphate, Ceteth-10 Phosphate,
Cyclohexasiloxane, Hedera Helix (Ivy) Extract,
Zizyphus Jujuba Seed Extract, Dihydromyricetin,
Caffeine, Phytoecdysteroids, Cynara Scolymus
(Artichoke) Bud Extract, Decyl Glucoside, Levain,
Myrica Cerifera (Bayberry) Fruit Extract, Glaucium
Flavum Leaf Extract, Carbomer, Sodium Hydroxide,
Disodium EDTA, Phenethyl Alcohol, Glucose,
Methyl Xanthine, Theobromine, Paraxanthine,
Phenoxyethanol, Caprylyl Glycol, Ethylhexylglycerin,
Hexylene Glycol

Warnings

For external use only. Do not get into eyes.
Keep out of reach of children.

Patent Pending

Dermatologist Tested & Approved

Allergy Tested, Non Irritating, Non Drying, Non
Comedogenic, Oil Free, Fragrance Free, Dye
Free, Shellfish Free, Gluten Free, Paraben
Free, Vegan, No Animal Testing, No Lobsters
Were Harmed In The Creation Or Formulation
Of This Product

Please Recycle

This exclusive, medically formulated and tested line of
gentle and effective skin care solutions is developed
by leading dermatologist Audrey Kunin, M.D.

These statements have not been evaluated by the
Food and Drug Administration. This product is
not intended to diagnose, treat, cure, or prevent
any disease.



See directions and warnings inside. Voir des
directions et les avertissements à l'intérieur



Just what the skin doctor ordered.®

Learn from the lobster. This sea creature knows
exactly how to shrink a size effortlessly without
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macronutrient complex further provides a proper
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cellulite-free skin.

Leaves skin sleek, contoured and dimple-free.
Helps restore the curves Mother Nature meant
us to flaunt.

This formulation contains:

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Euglena Gracilis Extract, Glaucium Flavum
Extract, Myrica Cerifera (Bayberry) Extract,
Cynara Scolymus (Artichoke) Extract - helps
leave skin slim and trim
- Theobromine, Methyl Xanthine, Paraxanthine,
Hedera Helix (Ivy) Extract - creates a
smooth, dimple-free appearance to skin

Clinical Results

**Clinically proven to lose up to an inch
within 2 weeks of use.**

75% of panelists felt skin was less dimpled.

100% of panelists felt skin was smoother.



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shrinking
BEAUTY™

firming, sculpting & toning lotion
with
lobster weight loss inspired technology

lotion raffermissante, sculptante et
tonifiante alliant la technologie inspirée
des vertus amaigrissantes du homard

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165 ml - 5.5 fl oz e