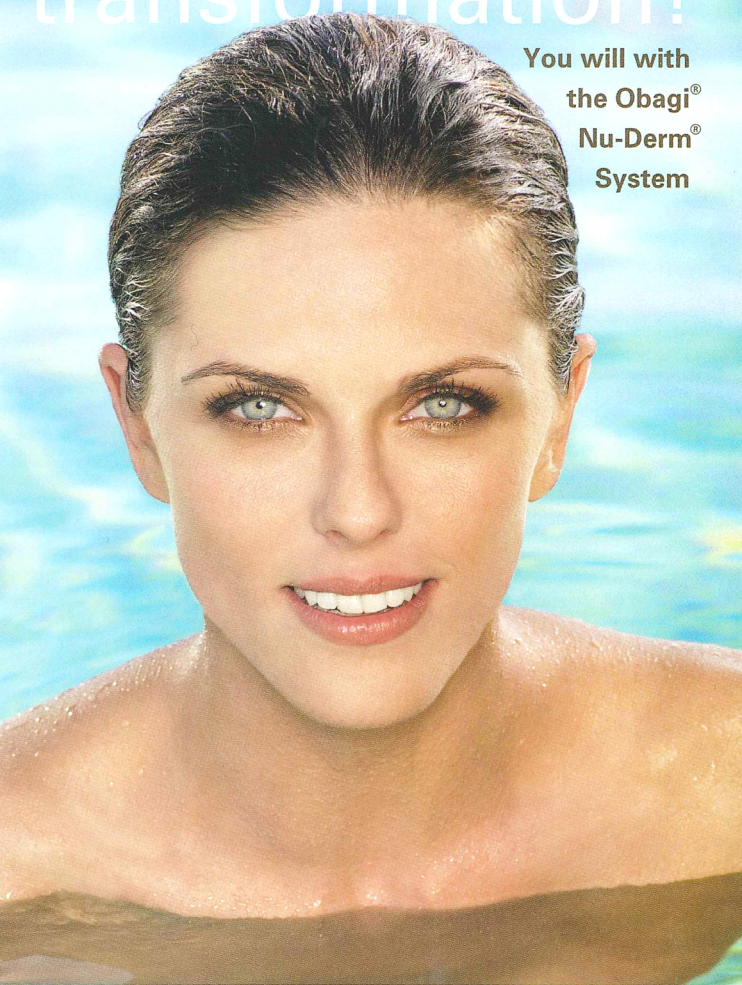


Do you believe in

transformation?

You will with
the Obagi®
Nu-Derm®
System



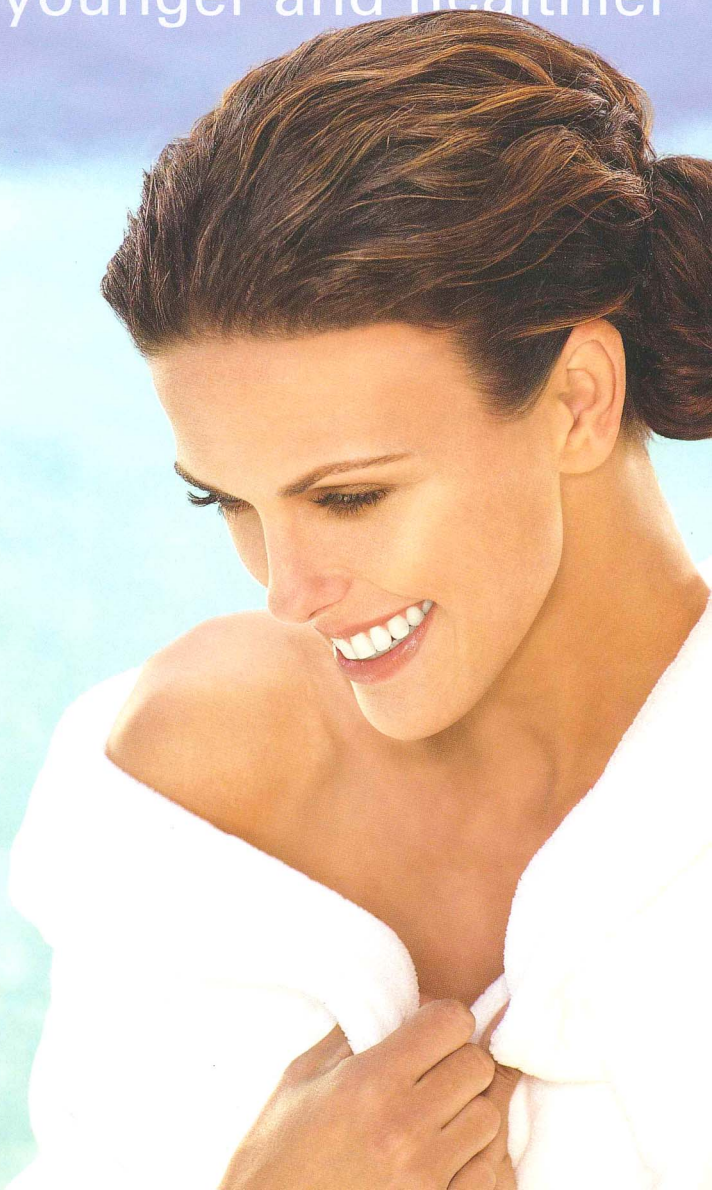
O|B|A|G|I®
M E D I C A L

The Obagi Nu-Derm System

Over the years, your skin has been exposed to a number of environmental stressors, which cause damage that can reach the deepest layers of your skin. Photodamage, caused by the sun's harmful rays, is the main cause of the fine lines, wrinkles and age spots that you may already see or you will eventually see on your face.

The Nu-Derm System is the physician-dispensed, prescription-strength skincare system that can actually **transform** your skin at the cellular level. By addressing the signs of photodamage and restoring the healthy function of your skin cells, this system is clinically proven to result in younger- and healthier-looking skin.

For skin that
looks and acts
younger and healthier



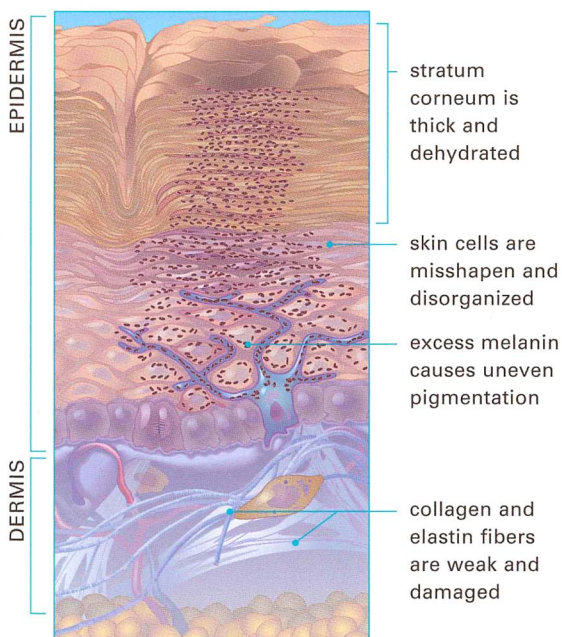
What are the effects of photodamage on your skin?

As your skin ages and is exposed to UVA and UVB rays, the turnover of skin cells slows significantly, throwing off the balance between the growth of healthy new cells and the sloughing of old, damaged cells. Additionally, collagen and elastin begin to break down, causing the skin to lose resilience resulting in fine lines, wrinkles and sagging. Daily exposure to UV light then accelerates this aging process and may cause uneven coloring.

Signs of photodamage and aging

- Age spots
- Fine lines and wrinkles
- Rough skin
- Skin laxity
- Erythema (Redness)
- Sallowness (Complexion)
- Hyperpigmentation (Discoloration)

AGING, PHOTODAMAGED SKIN



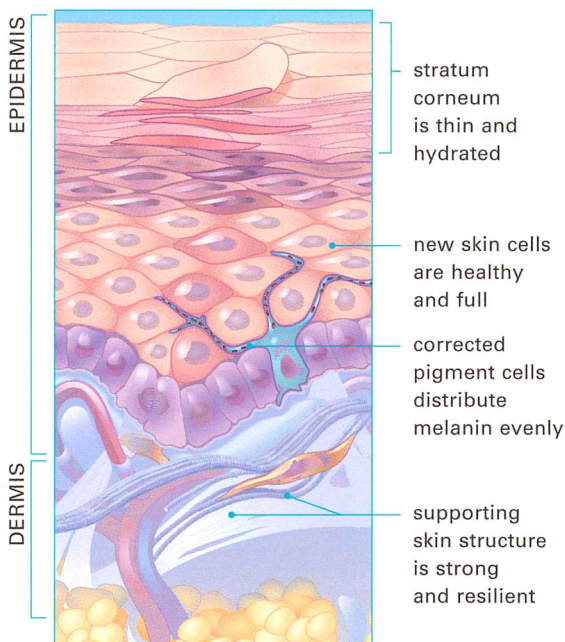
Skin becomes rough and wrinkled as dead surface cells accumulate.

How does the Nu-Derm System transform your skin?

The Nu-Derm System penetrates below the surface of your skin to transform skin cell functions at the cellular level and correct the damage within.

Using a specific sequence of dosage and frequency that's recommended specifically by your skincare professional for your skin condition, the prescription-strength system exfoliates old skin leaving healthy, new skin that looks and acts younger and healthier.

TRANSFORMED, YOUNGER-ACTING SKIN



Healthy new skin cells reach the surface and skin is soft and smooth.

Who should use the Nu-Derm System?

transformation

If you've experienced occasional sunburns, daily sun exposure, hormonal changes, stress and environmental pollution, then your skin will likely show signs of premature aging or occasional acne flares. Your genetic history may also make you more prone to the effects of aging skin. Talk with your skincare professional about how the Nu-Derm System can be tailored to your skincare goals and your skin type.

BEFORE



AFTER 6 MONTHS



Nu-Derm patient results at 6 months
Reference: Clyde H. Ishii, M.D., F.A.C.S.

BEFORE



AFTER 4 MONTHS



Nu-Derm patient results at 4 months
Reference: Zein E. Obagi, M.D., F.A.C.S.

Photos taken with a Canfield camera and have not been retouched.

Why is the Nu-Derm System better than other products?

Regardless of skin type and condition, the Nu-Derm System has repeatedly demonstrated clinically-significant results. In a recent clinical study involving 301 patients, the Nu-Derm System showed 2-3 times greater improvement than other commonly used stand alone treatments.* In only 12 weeks, patients with mild to moderate photodamaged skin enjoyed greater improvements in key measures of photodamage, including wrinkles, firmness and hyperpigmentation.

The Nu-Derm System is clinically proven to have...

3x greater improvement

in reducing mottled hyperpigmentation and sallowness than a hydroquinone treatment

6x greater improvement

in reducing fine lines and wrinkles than the most commonly recommended over-the-counter skincare products

*Published in Cosmetic Dermatology, April, 2006.

What can you expect from the Nu-Derm System?

In order for the Nu-Derm System to correct the function and health of your skin, it uses prescription-strength ingredients to penetrate to the deepest layers and affect your skin at the cellular level.

During the four distinct phases of your skin transformation, daily use of the ingredients in the system will restore cellular turnover, providing noticeable results in as few as four weeks. While friends and family will notice the difference in your skin early on, continued use of the system will reveal clearer, firmer, more even toned skin over the course of just 12 to 18 weeks. It's this complete transformation process that enables your skin to look and act younger and healthier.

The Four Phases of Transformation

1

OUT WITH THE OLD (Weeks 1-6)

- Nu-Derm System penetrates to the deepest layer of your skin to correct signs of premature aging and acne flares
- Old, dead skin cells are pushed to the surface and replaced with fresh cells
- Itching, dryness and redness are possible side effects as your skin adapts to the system*

Expect: Pigmented skin cells to become regulated, creating a more even toned appearance

2

IN WITH THE NEW (Weeks 7-12)

- Your skin begins producing normal, healthy cells
- Pigment cells are distributing melanin more evenly
- Collagen production is stimulated
- Your skin begins to acclimate to the system

Expect: Smoother, softer, clearer skin as normal healthy cell production begins

3

HEALTHY GLOW (Weeks 12-18)

- Your skin cells are in the process of transformation
- Collagen production continues
- Your skin is becoming clearer, firmer and tighter with improved clarity and a healthy glow

Expect: Your skin to be smooth, naturally hydrated, evenly colored and more resilient

4

THE NEW YOU (Lasting results, with maintenance)

- Your skin has been transformed by the Nu-Derm System
- Continue to use the system daily in the morning and evening
- Check-in routinely with your skincare professional to maintain your results long-term

Expect: Skin that looks and acts younger and healthier

*If you experience excessive itching, dryness or redness, discontinue use of the system and contact your physician.

How can you purchase the Nu-Derm System?

Because the Nu-Derm System contains clinically proven, prescription-strength ingredients that can only be dispensed to consumers by a licensed physician, you must visit a skincare professional who carries Obagi Medical products.



Morning Routine

Prepare	1	Gentle Cleanser <i>OR</i> Foaming Gel
	2	Toner
Correct	3	Clear
	4	Exfoderm® <i>OR</i> Exfoderm® Forte
Protect	6	Healthy Skin Protection SPF 35 <i>AND/OR</i> Sunfader® (if prescribed by your physician) <i>OR</i> Physical UV Block SPF 32

Note: Morning routine does not include STEP 5.

Evening Routine

Prepare	1	Gentle Cleanser <i>OR</i> Foaming Gel
	2	Toner
Correct and Stimulate	3	Clear
	5	Blender® Tretinoin* (as prescribed by your physician)

Note: Evening routine does not include STEP 4 or STEP 6.

* Tretinoin gel and cream are indicated for topical application in the treatment of acne vulgaris.

How do you know if the Nu-Derm System is right for you?

"We have used the Obagi Nu-Derm skincare system for 17 years and I have not found any other system that is comparable to the excellent results for rejuvenating and maintaining healthy skin for all skin types and conditions."

Jody Comstock, M.D.,
Founder/Physician, Skin Spectrum, Tuscon, AZ

Your skincare professional cares about your skin and the questions you may have. Please feel free to use the space below to write down your questions and discuss them on your next visit.

QUESTIONS FOR MY SKINCARE PROFESSIONAL:

Ask about all the products that are complements to the Nu-Derm System, including:

- ▶ Tretinoin* (as prescribed by your physician)
- ▶ Obagi Professional-C Serum
- ▶ Obagi ELASTIderm™ Eye Treatment
- ▶ Obagi ELASTIderm™ Décolletage System
- ▶ Obagi Sunfader
- ▶ Obagi Action
- ▶ Obagi Tolereen

Are you ready to begin your

transformation?

Talk with your skincare professional
today about the benefits of using the
Obagi Nu-Derm System.

www.obagi.com



Full prescribing information has been provided to your skincare professional.

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