NDFX-001 Nu-Derm Fx[™] Regimen with Tretinoin Cream USP 0.1%

obagi for life

24 WEEK FINAL ANALYSIS
Intent to Treat Population
May 2011

JoAnne Watson, D.P.M., Sr. Manager Clinical Affairs Barbara Coffey, Project Coordinator

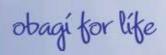
> OBAGI MEDICAL

obagí for life

MAIN INCLUSION CRITERIA

- Female Asian or non Asian subject, 25-65 years old, inclusive
- Diagnosis of photodamage and moderate mottled hyperpigmentation of the face
- Glogau Photodamage Classification Type II or Type III
- Mottled Hyperpigmentation Severity of 4 to 7 inclusive
- Overall Facial Hyperpigmentation Intensity of 2 to 7 inclusive
- Fitzpatrick Skin Type III and IV
- Subject may have minimal or mild melasma, as long as melasma is epidermal, unchanged, stable for continuous period 3 months prior to Baseline; and also has diagnosis of photodamage and moderate to severe mottled hyperpigmentation of the face



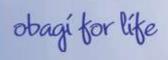


STUDY TREATMENT REGIMEN

	АМ	PM (evening prior to bedtime)
Nu-Derm Fx TM Treatment Regimen with Tretinoin Cream USP 0.1%	 Nu-Derm® Foaming Gel Nu-Derm® Skin Balancing Toner Tonique Nu-Derm® ClearFxTM (with Arbutin) (1 gram) Nu-Derm® Exfoderm® Forte (1/2 gram) Nu-Derm® Healthy Skin Protection SPF 35 	 Nu-Derm® Foaming Gel Nu-Derm® Skin Balancing Toner Tonique Nu-Derm® ClearFxTM (with Arbutin) (1 gram) Tretinoin Cream USP 0.1% (1/2 gram) mixed with Nu-Derm® BlendFxTM (with Arbutin) (1/2 gram)

All subjects were provided Nu-Derm® Action® moisturizer and instructed to use as needed for dryness.

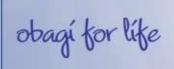




DEMOGRAPHICS

N (Total Number Subjects	28			
Enrolled)				
Gender Female (%)	100%			
Age (Mean)	48			
Asian Subjects (%)	32%			
White/Caucasian Subjects (%)	68%			
Fitzpatrick Skin Type III (%)	54%			
Fitzpatrick Skin Type IV (%)	46%			
Glogau Photodamage II (%)	61%			
Glogau Photodamage III (%)	39%			

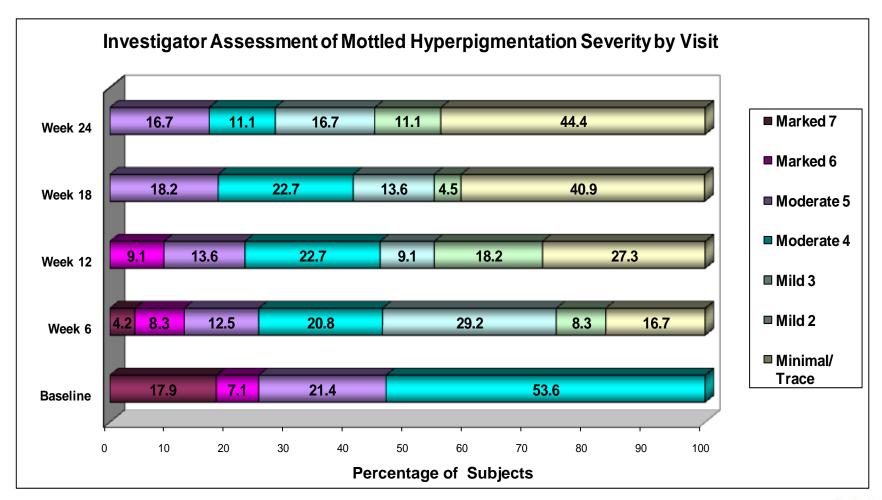




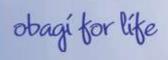
STATISTICAL ANALYSIS GRAPHS INVESTIGATOR ASSESSMENTS

BASELINE THROUGH WEEK 24 VISIT

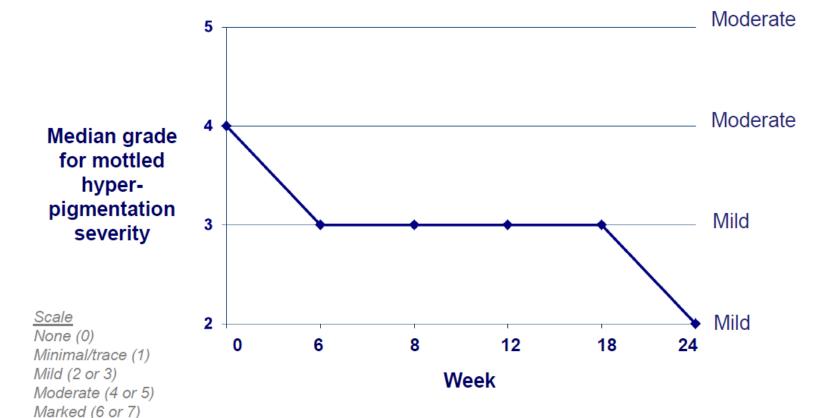






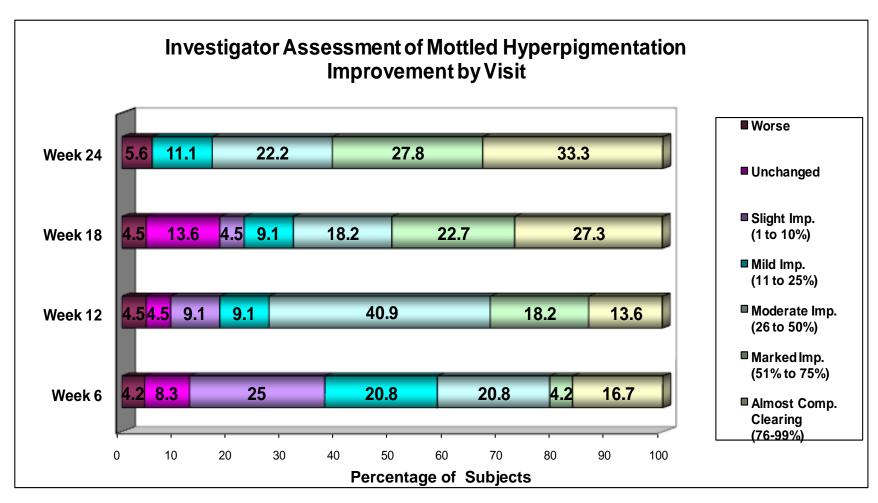


MOTTLED HYPERPIGMENTATION SEVERITY

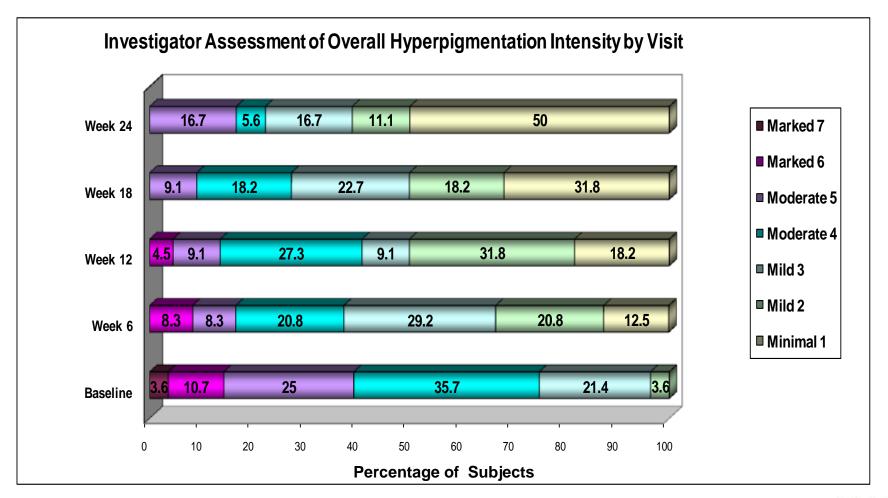




Severe (8)



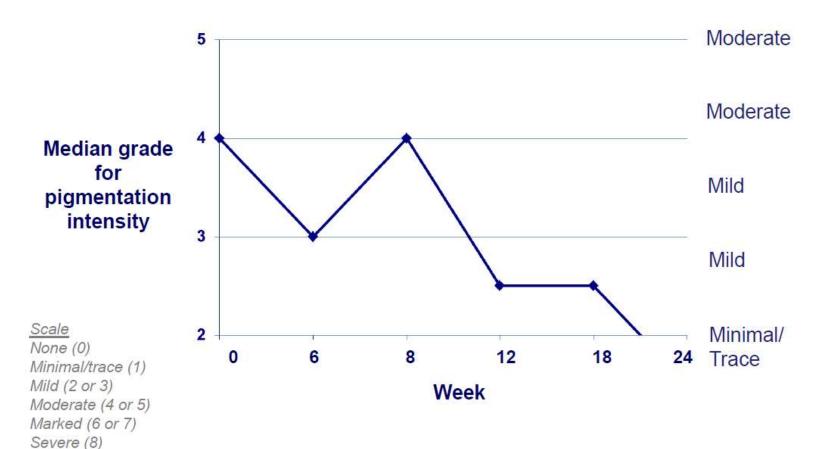






obagí for life

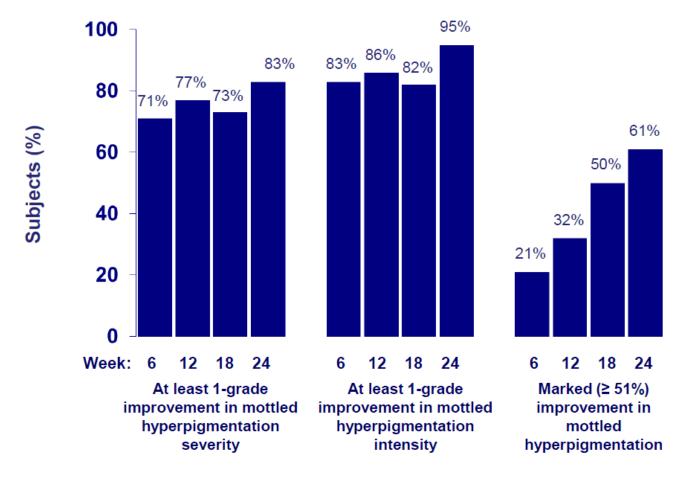
MOTTLED HYPERPIGMENTATION INTENSITY



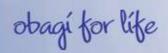


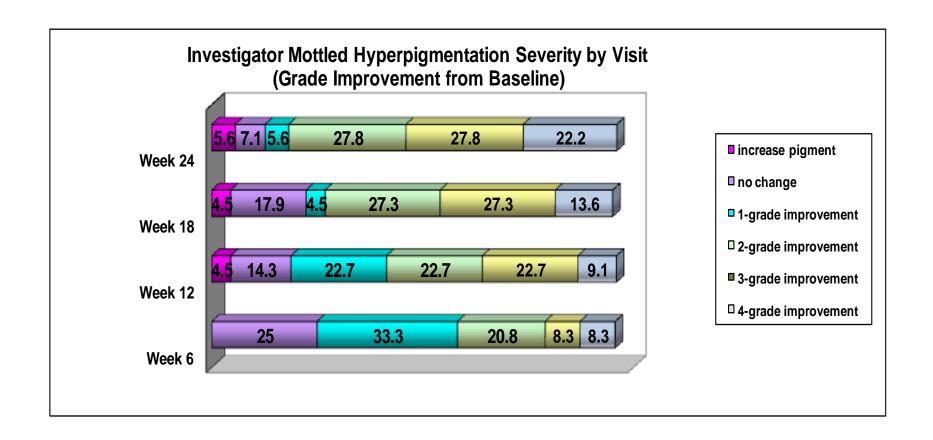
obagí for lífe

IMPROVEMENT IN MOTTLED HYPERPIGMENTATION



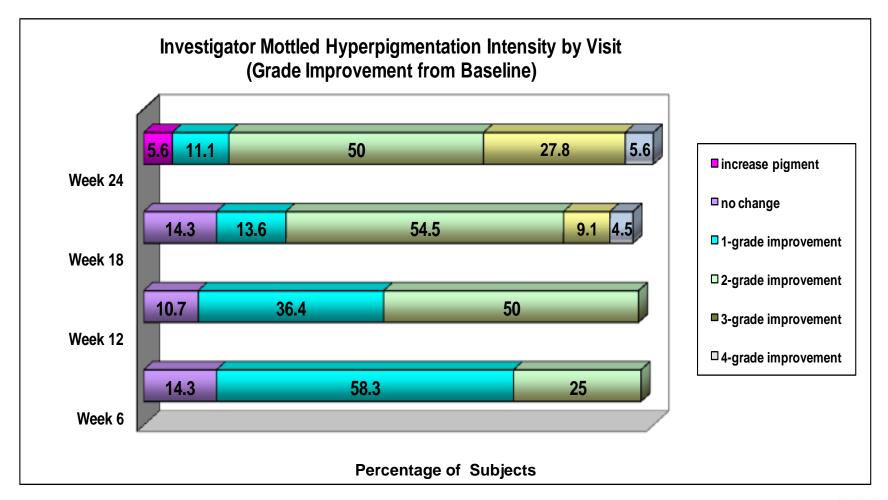




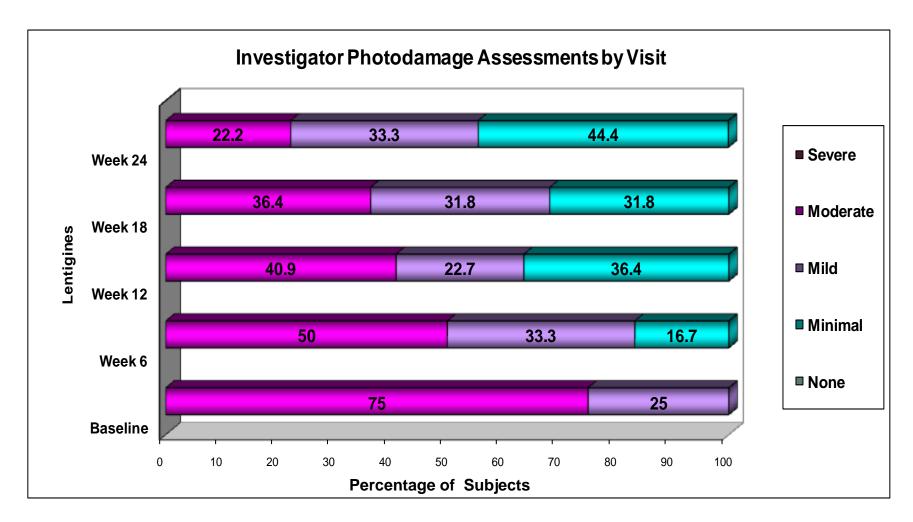


Percentage of Subjects

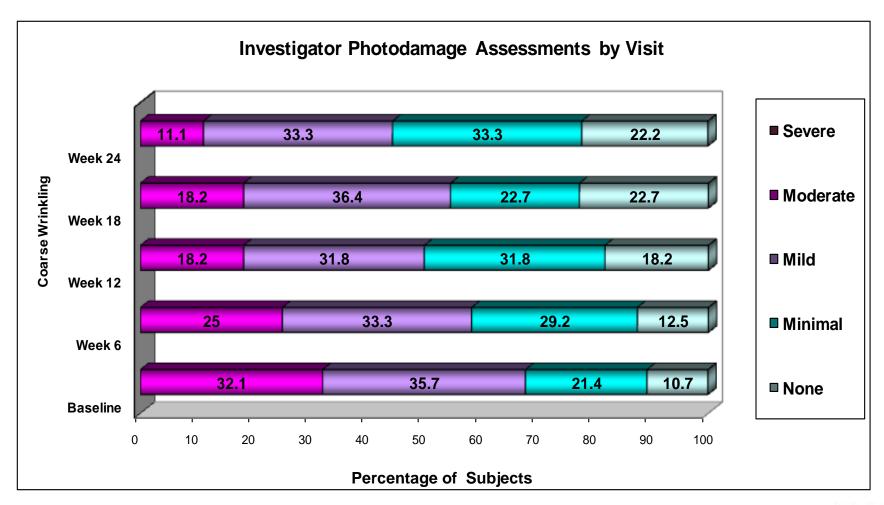




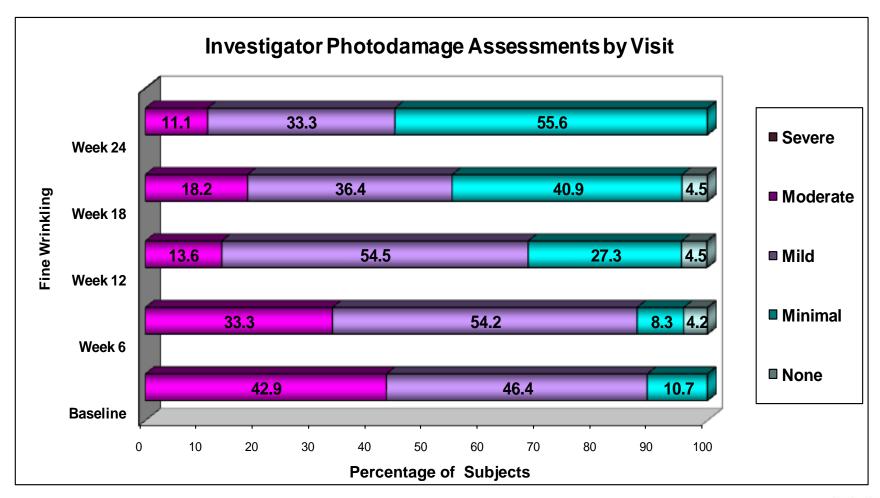




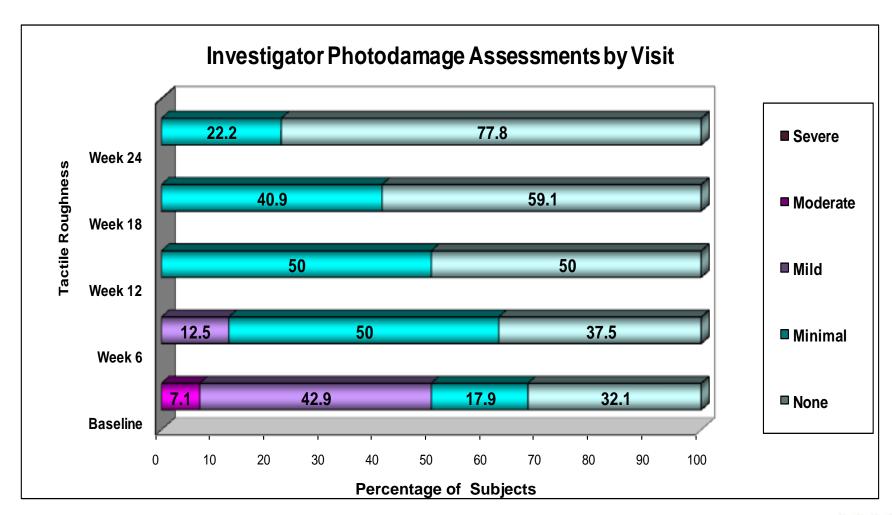




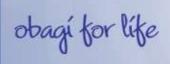










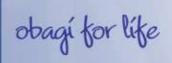


TREATMENT RELATED ADVERSE EVENTS

ADVERSE EVENT DESCRIPTION	AE INTENSITY	TOTAL # SUBJECTS			
Burning, Face *	Mild	1			
Burning/Stinging (Face)	Moderate	1			
Dermatitis Left Chin	Moderate	1			



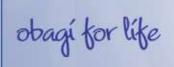
^{*}Subject discontinued at Week 1



EARLY DISCONTINUATIONS (10 Subjects)

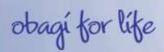
- One Subject Early Terminated at Week 1 visit due to adverse event of mild facial burning.
- Two Subjects Early Terminated for non-compliance
- Four Subjects Early Terminated Voluntary Withdrawal
- Three Subjects Early Terminated lost to follow-up.





SUBJECT QUESTIONNAIRE RESPONSES BASELINE AND WEEK 24 VISIT





Subject Quality of Life Questionnaire Responses

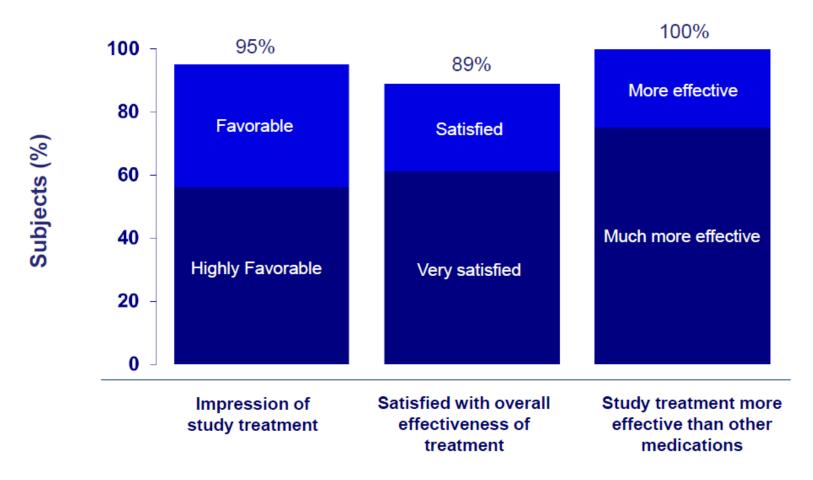
QUESTION ASKED	BASELINE Percent (%) Of The Subjects Who Stated They *		<u>WEEK 12</u> Percent (%) Of The Subjects Who Stated They *			<u>WEEK 24</u> Percent (%) Of The Subjects Who Stated They *						
	Very Much	A Lot	A Little	Not At All	Very Much	A Lot	A Little	Not At All	Very Much	A Lot	A Little	Not At All
How embarrassed or self conscious have you been because of your skin?	13	33	29	25		5	55	41		17	33	50
How much have people focused on your skin discoloration rather than on what you are saying or doing?	4	17	50	29		14	50	36		33	17	50
How much has your skin discoloration made you feel unattractive to others?	8	46	25	21		27	50	23		12	41	47
How much effort have you put into hiding your skin discoloration from others?	13	35	35	17		14	59	27		18	41	41
How much has your skin affected any of your social or leisure activities?	4	8	42	46		9	46	46		17	39	44

Balkrishnan R, , et al. Improved Quality of Life With Effective Treatment of Facial Melasma: The Pigment Trial. Journal of Drugs in Dermatology 2004: 3(4): 377-381.



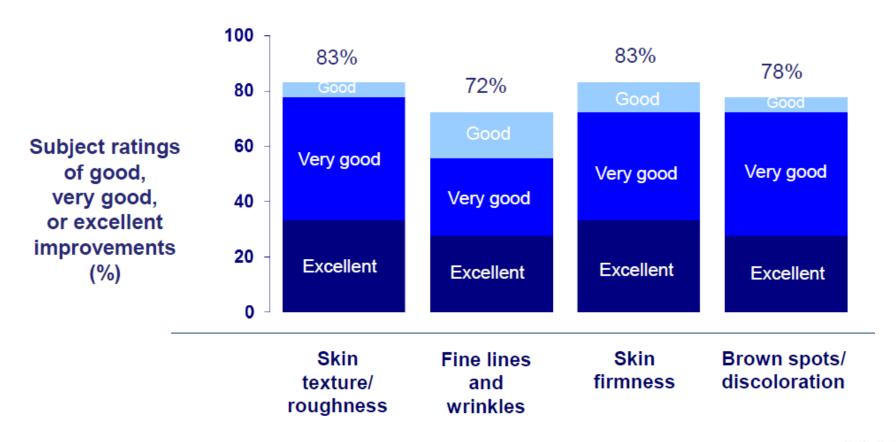
obagí for life

SUBJECT RATINGS AT WEEK 24

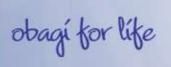


obagí for life

IMPROVEMENTS IN PHOTODAMAGE-RELATED PARAMETERS AT WEEK 24







SAMPLE SUBJECT PHOTOGRAPHS







Baseline Week 24





SUBJECT 001 BASELINE

SUBJECT 001 WEEK 12



SUBJECT 001 BASELINE

SUBJECT 001 WEEK 24







Baseline Week 24





SUBJECT 011 BASELINE

SUBJECT 011 WEEK 12



SUBJECT 011 BASELINE

SUBJECT 011 WEEK 24







Baseline Week 24







SUBJECT 012 BASELINE

SUBJECT 012 WEEK 12





SUBJECT 012 BASELINE





















SUBJECT 021 BASELINE

SUBJECT 021 WEEK 12



SUBJECT 021 BASELINE

SUBJECT 021 WEEK 24



















Baseline



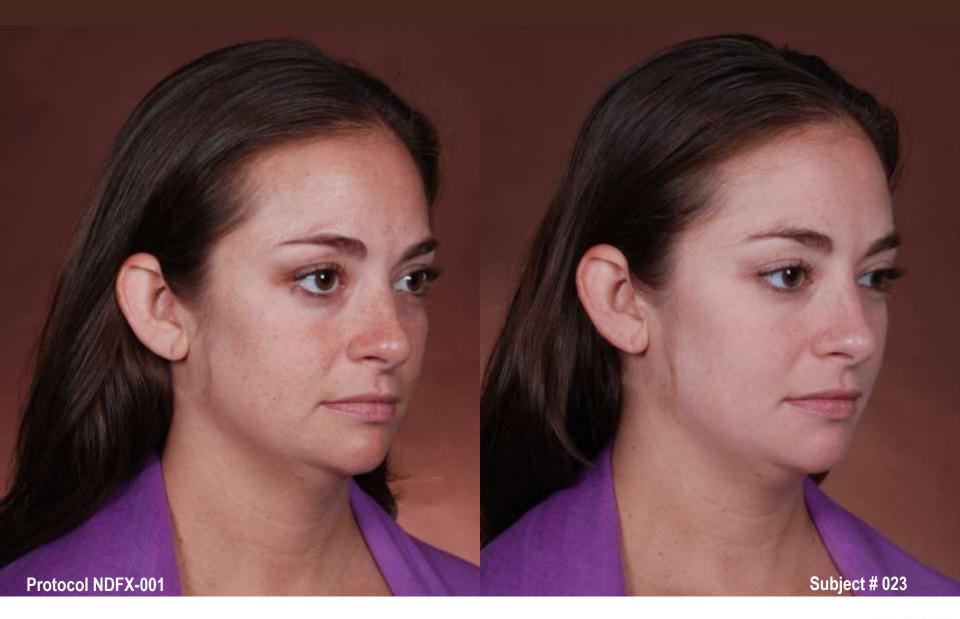




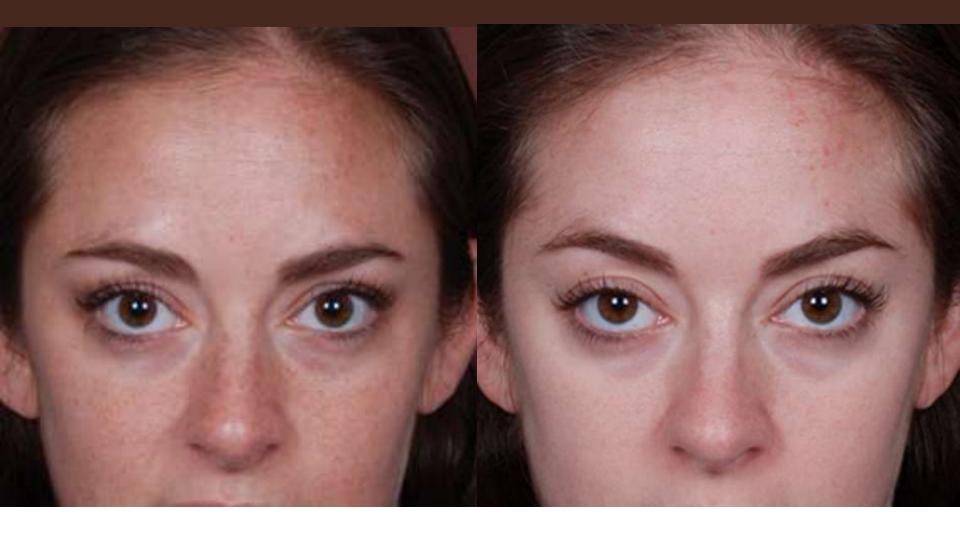
























Protocol NDFX-001 Subject # 026











Protocol NDFX-001 Subject # 026



NDFX-001 NU-DERM® Fx™ REGIMEN WITH TRETINOIN CREAM USP 0.1%

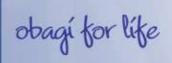
obagí for life

CONCLUSIONS

- Improvement was seen in efficacy assessments from Baseline to Week 24. 83% subjects mottled hyperpigmentation severity decreased and 94% subjects pigmentation intensity decreased.
- Overall compliance with the treatment regimen was less than 60%.
- Treatment compliance impacted clinical efficacy.
- Number of products in regimen and dosage may need to be taken into consideration for future Marketing strategy.
- 89% of the Subjects were satisfied or very satisfied with the results of their treatment. 88% of Subjects wanted to continue with the regimen after the study.



NDFX-001 NU-DERM® Fx™ REGIMEN WITH TRETINOIN CREAM USP 0.1%



CONCLUSIONS (CONTINUED)

- Efficacy is seen with NuDerm Fx (Arbutin) System, but more gradual and not as pronounced as with NuDerm Rx (HQ)
- NuDerm Fx System use as possible maintenance regimen once desired effect is achieved with NuDerm Rx System
- NuDerm Fx System for International or Domestic Market where NuDerm Rx is not available

