



## **MDSolarSciences launches!**

### **For immediate release**

Miami, Florida - March 5, 2010- MDSolarSciences, a physician-driven company dedicated to bringing world-class sun protection products/services to the marketplace, has launched. In a statement by the Chairman/CEO and Founder, Dr. Robert Friedman, renowned skin cancer specialist, the start of operations coincides with the 2010 annual meeting of the American Association of Dermatology (AAD).

“What better platform is there than the prestigious AAD gathering and its venue in sunny Florida for MDSolarSciences (MDSS) to announce its launch? MDSS is Advancing the Science of Sun Protection,” notes Dr. Friedman. “Through our proprietary technologies, we are setting the standard for safer, saner sun protection. Our full line of products/services, which includes a robust educational program, forms an effective sun protection/skin cancer prevention system designed for consumers of all kinds.”

The use of safer materials is one of the MDSS core tenets. As such, the company products strive to be “green” for both the human population and the surrounding environment, including the marine environment. As noted, MDSS intends to play a major role in driving consumer UV-awareness and practices through patient-focused educational campaigns, promotional activities and public health advocacy. In addition, with its roots in medical science and the goal of saving lives, the company pledges to donate a portion of its proceeds to medical research in the field of skin cancer.

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