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Moms & Kids Will Enjoy Safer Fun in the Sun This Summer with New Solar Protection System Created by Physicians

MD SolarSciences Integrates UVA-UVB Protective Mineral Sunscreens, Personal UV Detection Devices, Special UPF Clothing/UV400 Eyewear & Educational Programs To Promote Healthy Habits, Prevent Sun Damage & Skin Cancer

NORWALK, Conn., June 14, 2010- Thanks to a world-renowned dermatologist and his medical colleagues, moms, kids – and dads, too - have a whole new level of sun protection available to make outdoor fun much safer. MD SolarSciences, co-founded by Robert L. Friedman, MD, a dermatologist and expert in skin cancer and its prevention, launched a comprehensive system of science-based solar protection products at the American Academy of Dermatology Annual Meeting in Miami Beach this past weekend. The products will be available through physicians' offices or online at www.mdsolarsciences.com. The MD SolarSciences sun protection system features:

- MD SolarSciences Sunscreens, a mineral and hybrid line of sunscreens that block and reflect ultra violet rays -- both UVA and UVB radiation (SPF 30+ to 50+), eliminate potentially harmful chemicals and have a clean and silky feel on the skin, eliminating the 'icky,' greasy feeling of commercial sun products.
- Specially-developed SolALERT personal UV detection cards and wristbands that take the guess work out of when to re-apply sunscreen, and provide education on UV radiation and preventing sun damage.
- MDSolarSciencesSportswear, comfortable and stylish UPF 50+ clothing and hats for infants, children, teens and adults.
- SolSciOptix, a line of UV400 protective sunglasses and ski goggles.
- "Safer Fun in the Sun," a multi-media educational public service program, offering tools and techniques for parents, children and the general public to increase knowledge about sun protection.

- SoLEDUCATE, materials created for health care providers to help them promote the principles of sun safety.

“Skin cancer has reached epidemic proportions,” said Dr. Friedman who, in addition to his private practice, serves as Clinical Associate Professor at the New York University School of Medicine and Chairman of the Institute for Melanoma and Skin Cancer Research in New York City. “The key to reversing this alarming trend is education. We are trying to give parents as many tools as possible to motivate life-long – and potentially life-saving -- habits of sun safety.”

Dr. Friedman, MDSS Chairman and Acting CEO, and Dr. Bruce A. Deitchman, MDSS Chief Medical Officer co-founded the company because they were not satisfied with available products in the marketplace from the perspective of both efficacy and safety for humans and the environment. Some of the organic chemicals that are components of existing high-SPF sunscreens have been implicated or are suspected of an array of negative impacts.

More than two years in research and development, MDSS products virtually eliminate these risks. They have passed all testing requirements of the U.S. Food & Drug Administration.

A Medical Advisory Council of more than 50 highly-regarded physicians in dermatology, oncology, pediatrics, ophthalmology, internal medicine and other specialties, as well as behavioral and educational specialists, contribute to and/or support the MDSS commitment to, “advancing the science of sun protection.”

Because proper and consistent usage is critical to protection and prevention, the MD SolarSciences sunscreens apply easily and dry quickly. The products are also moisturizing and the SPF 30+ gel is non-comedogenic, making it an excellent sun-protection choice for children or adults with acne and rosacea.

Though somewhat more costly to produce, these inorganic, mineral-based sunscreens are non-allergenic and provide superior, broad-spectrum sun protection. MDSS sunscreen products retail for between \$15 and \$36.

MD SolarSciences has its headquarters at 128 East Avenue, Norwalk CT 06851. For further information call 203-857-0095 or visit www.mdsolarciences.com.