



MDSolarSciences

## Quick Facts About MDSolarSciences

<b>Company Name:</b>	MDSolarSciences Corp. (MDSS)
<b>Headquarters Address:</b>	128 East Avenue, Lobby Level Norwalk, Connecticut 06851
<b>Phone:</b>	203-857-0095
<b>Fax:</b>	203-286-1484
<b>E-mail address:</b>	<a href="mailto:info@mdsolarciences.com">info@mdsolarciences.com</a>
<b>Web Address:</b>	<a href="http://www.mdsolarciences.com">www.mdsolarciences.com</a>
<b>Key Executives:</b>	<ul style="list-style-type: none"><li>• Robert J. Friedman, M.D., M.Sc. (Med.) Director, Chairman &amp; Acting Chief Executive Officer</li><li>• Bruce A. Deitchman, M.D., Chief Medical Officer</li><li>• Scott M. Friedman, Vice President, Sales &amp; Marketing</li><li>• Alan C. Benjamin, Vice President, Operations</li></ul>
<b>Ownership:</b>	Corporation
<b>Founded:</b>	November 2007  Products Launched at 2010 Annual American Academy of Dermatology Meeting in Miami, Florida.
<b>Nature of Business:</b>	First physician-driven company created to provide primary skin cancer protection and prevention.

Recognizing the need for a broad range of state-of-the-science ultraviolet protection products, the mission of MDSS is to advance the science of skin protection and to save lives.

Led by a partnership of well-known and respected professionals in dermatology, oncology, ophthalmology, other medical specialties and business, the company has created an integrated system of protection, detection and education – the first of its kind.

**Major Innovations:**

An alarming increase in the rate of skin cancer has resulted in a tremendous growth in the sun care industry, including higher sunscreen SPF's with more chemicals. Almost all sunscreen products use chemicals with some element of controversy around contact and photo contact dermatitis and other questionable safety issues.

After more than two years of research & development, MDSolarSciences has produced a line of sunscreens using safer ingredients for people and the environment.

MDSS' sunscreens emphasize a mineral/inorganic composition. Three of its five patent-pending sunscreens are purely mineral based using a blend of multi-particle size zinc oxide and titanium dioxide in a unique silky base which provides second-to-none aesthetics, coupled with superb efficacy.

These products provide a delightful and effective source of broad spectrum UV protection -- perfect for women and children alike. Men will love both the mineral-based products and a hybrid mineral-based, organic sport stick which provide safer active sports protection. Finally, a safer organic spray completes the new MDSS sunscreen line.

Each box of sunscreen comes as a sunscreen system with an MDSS SolALERT card to measure UV Index.

“Safer Fun in the Sun” coupled with a line of products designed to make UV protection fun and simple is MDSS’ mantra.

**Products:**

All MDSolarSciences products have met U.S. Food and Drug Administration mandated testing requirements.

- **MDSolarSciences Sunscreens** – A unique five-product line of protective sprays, lotions, gels and a sports stick – all quick-drying with a silky feel.
- **MDSolarSciences Sportswear** -- A line of UV protective clothing and hats for children and adults.
- **SolALERT** – A line of personal UV detection devices, including UV Sensor Cards & UV Wristbands.
- **SolSciOptiX** -- A line of sunglasses & ski goggles that provide UVR protection based on both UV400 screening and lenses which protect against “blue light”.

**Programs:**

- **SolEDUCATE** – Value-added materials that help health care providers promote the principles of sun safety.
- **“Safer Fun in the Sun”** Program – Multi-media public service programs that offer tools and techniques for parents, children and the general public to increase their knowledge about sun protections.

**Markets Served:**

Initially MDSS is providing its professional sunscreen and other sun protection products through physicians’ offices in the New York Metro area and Sunbelt states, including California, Florida and Arizona. The products are also available on the Internet at [www.mdsolarsciences.com](http://www.mdsolarsciences.com).

After the initial launch, MDSS plans to expand geographically throughout the U.S. and internationally.

MDSolarSciences will also broaden distribution of its commercial products to the retail, travel & leisure, sports and similar vertical markets.

**Scientific Advisory Board**

Comprised of physicians in fields related to sun protection and skin cancer, behavioral and educational scientists, and chemists.

**Spokespeople:**

**Medical:**

Robert J. Friedman, MD - 914-621-2889  
[rfriedman@mdsolarciences.com](mailto:rfriedman@mdsolarciences.com)

Bruce A. Deitchman, MD - 212-260-0121  
[bdeitchman@mdsolarciences.com](mailto:bdeitchman@mdsolarciences.com)

**Business:**

Scott M. Friedman - 914-329-1459  
[sfriedman@mdsolarciences.com](mailto:sfriedman@mdsolarciences.com)

**Media Contacts:**

Team PR  
Ellie Becker - 203-858-4147  
[erb@teampr.com](mailto:erb@teampr.com)

Melissa Diamond - 203-858-0019  
[msd@teampr.com](mailto:msd@teampr.com)

**# # #**