OFFICIAL TRANSCRIPT PROCEEDING

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PAGES 1 THROUGH 25

QVC SEGMENT ON DERMADOCTOR’S PHOTO DYNAMIC THERAPY LOTION

WITH JILL BAUER AND DR. AUDREY KUNIN
FEDERAL TRADE COMMISSION

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)

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Date Unknown

The following transcript was produced from a
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QVC SEGMENT ON PHOTO DYNAMIC THERAPY LOTION

ON SCREEN: A-214072

NEW TODAY

DERMAdoctor

Photo Dynamic

Therapy

Lotion

1 oz.

QVC Price

$85.00 (slashed)

Featured Price

$77.28

S&H $5.22

QVC 30-Day Money Back Guarantee

800-345-1515  QVC.com beauty prescription

JILL BAUER: I am so excited about our next product because I have to tell you, already a hundred of you have dialed in, and all of you watching who love skin care and love to try products, none of you have a product that’s going to do for your skin what this does. It is from our DERMAdoctor line, which is a line of outstanding products developed by dermatologist Dr. Audrey Kunin, who is with us for the show tonight.
JILL BAUER: I have to tell you -- hi there, first of all. Great to see you again.

DR. AUDREY KUNIN: Oh, it’s so wonderful to see you, Jill.

JILL BAUER: Love her. She’s so great.
Lotion

1 oz.

QVC Price

$85.00 (slashed)

Featured Price

$77.28

S&H $5.22

QVC 30-Day Money Back Guarantee

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Automated Ordering

JILL BAUER: And you love her, too, because you’ve been following her on blogs and everything for years.

This product has received so much press.

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JILL BAUER: I have paragraphs to read. But let me just tell you, how about a product that’s a total multitasker, how about a product that has been on the Dr. Oz show, how about a product that’s been on the Today Show on a segment called “Best Anti-Aging Products for 2011.”

ON SCREEN: Product description as above

QVC 30-Day Money Back Guarantee
JILL BAUER: How about one online reporter who said, if the beauty industry held a science fair, this product would win first place.

ON SCREEN: Product description as above

QVC 30-Day Money Back Guarantee

JILL BAUER: What is this you might ask? It’s called Photo Dynamic Therapy Lotion. It’s out on the retail market for $85. We have it for $77.28.

I’m going to hand it over to you, Dr. Kunin, to tell us --

DR. AUDREY KUNIN: Okay.

JILL BAUER: -- what is this, what’s going to happen when I use it, what is so exciting about this new product.

DR. AUDREY KUNIN: I am thrilled to be here and share this brand new technology.

ON SCREEN: Product description as above

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DR. AUDREY KUNIN: You’re -- Jill, you’re correct. You won’t find this anywhere else.
Dr. Audrey Kunin DERMAdoctor
President and founder of DERMAdoctor
Author, clinician, educator

DR. AUDREY KUNIN: Photo Dynamic Therapy is a light-emitting laser lotion. What does that mean? It is a red light emitting lotion.

JILL BAUER: Okay.


DR. AUDREY KUNIN: And never before has anyone ever been able to put it into a lotion. And I have worked in the lab for years --

JILL BAUER: Yeah.

DR. AUDREY KUNIN: -- to try to find a way.

JILL BAUER: That’s your passion, right?

DR. AUDREY KUNIN: That is my passion.

JILL BAUER: Yeah.
DR. AUDREY KUNIN: And, so, this patented formulation is going to deliver that anti-aging red light for seven hours to the skin.

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Automated Ordering

JILL BAUER: Wow. So, what’s so interesting here is there’s never been a way to get this red light therapy at home before, which I think is huge. And, again, what is red light used for? You can talk to us about that.

ON SCREEN: Product description as above
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DR. AUDREY KUNIN: That’s right. Red light is anti-aging. It’s rejuvenating. What we’re using this product for, it’s clinically proven to help, in four weeks, improve elasticity. If you’re worried about your fine lines and wrinkles, if you’re worried about dryness and roughness of your skin --

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DR. AUDREY KUNIN: -- if you want to restore the brilliance, even out your skin tone.

JILL BAUER: Wow.

DR. AUDREY KUNIN: Photo Dynamic Therapy contains that brand new, cutting edge red light therapy to give you these amazing results.

ON SCREEN: Product description as above

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JILL BAUER: Here’s what I -- and here’s what we’re going to show you right here.

DR. AUDREY KUNIN: Yes.

JILL BAUER: So, talk to me about what I’m seeing.

DR. AUDREY KUNIN: Yes.

JILL BAUER: Because this, I think, might make a click in your brain on.

DR. AUDREY KUNIN: That’s right.

JILL BAUER: What do they mean it’s red light? I don’t get it.

DR. AUDREY KUNIN: Okay.

JILL BAUER: So, what’s happening here when light hits this product?

DR. AUDREY KUNIN: Exactly. A picture is worth a thousand words. So, on the top, you have 100 percent
raw, active powder.

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DR. AUDREY KUNIN:  It’s the noni fruits, which is tropical. But under a controlled lab situation, you can see that the powder is actually capturing light around it and emitting that red glow. It is that red light that is helping improve the appearance of your lines and wrinkles.

ON SCREEN:  Product description as above

QVC  30-Day Money Back Guarantee

800-345-1515  QVC.com  beauty prescription

DR. AUDREY KUNIN:  That’s -- and it is clinically proven in just four weeks.

And here’s how you use it. You see me here with a patient applying it to the skin.

JILL BAUER:  Mm-hmm, yeah.

DR. AUDREY KUNIN:  Again, look at that red glow. Now, your skin’s not going to glow red at home.

JILL BAUER:  Right. You’re using a controlled light.

DR. AUDREY KUNIN:  Right.

JILL BAUER:  Yeah.
ON SCREEN: Product description as above
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DR. AUDREY KUNIN: This is to show you how the product actually works.
JILL BAUER: Wow. So, you’re going to use this all over a clean face.
ON SCREEN: Product description as above
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DR. AUDREY KUNIN: That’s right.
JILL BAUER: Day time only.
DR. AUDREY KUNIN: Yes.
JILL BAUER: It’s my moisturizer, it’s my sun protection, and I’m getting the benefits of this red light therapy.
DR. AUDREY KUNIN: This is the future now in lotion form.
JILL BAUER: Now, we talk about this being, quote, unquote, “solar powered.”
DR. AUDREY KUNIN: That’s right.
JILL BAUER: But we don’t want you to think -- because you’ll even see that as you read about it. It says sunlight activated. But what you need to understand
is we’re not saying you need to go out into the sun.

DR. AUDREY KUNIN: No, absolutely not.

JILL BAUER: It’s really light activated.

DR. AUDREY KUNIN: It is light activated.

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JILL BAUER: That’s light from your lamp in your bedroom, that’s light from your office, that’s light from your computer.

DR. AUDREY KUNIN: You’re walking the dog --

JILL BAUER: That’s any type of light. Yeah.

DR. AUDREY KUNIN: -- you’re driving to the soccer game, you -- I’m a dermatologist. I don’t want you going to seek extra sun.

ON SCREEN: Product description as above

QVC Dr. Audrey Kunin DERMAdoctor

President and founder of DERMAdoctor

Author, clinician, educator

JILL BAUER: Right.

DR. AUDREY KUNIN: It’s normal, everyday activity. It’s going to allow this light emitting laser lotion to --

JILL BAUER: Wow.
DR. AUDREY KUNIN: -- deliver the impact of improving the fine lines and wrinkles, and clinically proven to firm the skin, restore elasticity in just four weeks time.

ON SCREEN: Product description as above
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JILL BAUER: And, remember, this technology has never been made available before. It’s never been available so that you can get the benefits of red light at home. So, this is going to be part of your skin care regimen. Frankly, Dr. Kunin has made your morning routine so much easier.

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JILL BAUER: You’re going to wash your face and you’re going to put on your Photo Dynamic Therapy Lotion --

ON SCREEN: Product description as above
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800-345-1515 QVC.com beauty prescription

JILL BAUER: -- because it’s your moisturizer, it’s going to be your SPF. You’re going to be getting
the benefits of that red light technology.

DR. AUDREY KUNIN: That’s right. That anti-aging light.

JILL BAUER: All in one product.

DR. AUDREY KUNIN: That’s right.

JILL BAUER: And, remember, did you hear all the things that this is also going to help with. You talked about brightening, you talked about firmness, you talked about hydration, you talked about skin tone.

The things that this product can help with.

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JILL BAUER: Not seven different products trying to achieve that.

DR. AUDREY KUNIN: No.

JILL BAUER: Just this.

DR. AUDREY KUNIN: I’m all about simplicity.

I’m a busy mom.

JILL BAUER: Yeah.

DR. AUDREY KUNIN: I’m a working mom. I’m a dermatologist. And I’m about make it simple, but make it effective. And that’s why Allure Magazine and People Style Watch --

JILL BAUER: Mm-hmm.
I was actually asked -- I had the privilege of giving an exclusive to the Dr. Oz Show to launch this brand new technology to the world.

JILL BAUER: And she’s going to be a contributor on Dr. Oz, as well.

DR. AUDREY KUNIN: I am a contributor now.

JILL BAUER: So, you’ll see that, as well.

DR. AUDREY KUNIN: It’s very exciting.

JILL BAUER: But I think, you know, when you see a product like this on the Today Show, which could pick anything to use --
Automated Ordering

JILL BAUER: -- and they name it one of their best anti-aging beauty products for the year, that’s --

DR. AUDREY KUNIN: That’s right.

JILL BAUER: -- huge. I love the line. Again, if there was a beauty science fair, this product would win first place, because it’s unbelievable technology. There’s fewer than 500 now to go around.

ON SCREEN: Product description as above

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JILL BAUER: Is there anyone who shouldn’t be using this, any skin type, any age, any skin issues, who wouldn’t benefit from what you’ve done here?

DR. AUDREY KUNIN: I believe that everyone by their 21st birthday should start an anti-aging regimen.

JILL BAUER: Mmm.

DR. AUDREY KUNIN: But who isn’t worried about their lines --

JILL BAUER: Yeah.

DR. AUDREY KUNIN: -- their wrinkles? Who doesn’t want firmer skin?

ON SCREEN: Product description as above

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JILL BAUER: Mm-hmm.

DR. AUDREY KUNIN: Who doesn’t want to restore elasticity, brightness, even skin tone?

JILL BAUER: Right.

DR. AUDREY KUNIN: To look healthy, gorgeous, confident, youthful.

JILL BAUER: And when we talk about the red light technology in here, Dr. Kunin, like how long is this working for me over the course of a day?

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DR. AUDREY KUNIN: Okay, it’s all about simplicity. You apply it once. During the day, when you get up and --

JILL BAUER: It goes right in.

DR. AUDREY KUNIN: -- you cleanse, seven hours. For seven hours, you’re going to see that red -- well, you won’t see it, but the red glow will be working --

JILL BAUER: Yeah.

DR. AUDREY KUNIN: -- so that your skin is becoming more youthful-looking, so that those lines are going away.

ON SCREEN: Product description as above
DR. AUDREY KUNIN: Again, who doesn’t want gorgeous, healthy, youthful skin. And red light is the future of anti-aging skin care. And, now, you can get it at home in a simple one-application-a-day --

JILL BAUER: Yeah.

DR. AUDREY KUNIN: -- lotion form.

JILL BAUER: And, again, so this is -- there you can see.

ON SCREEN: Product description as above

DR. AUDREY KUNIN: Right.

JILL BAUER: -- there at the top.

DR. AUDREY KUNIN: Right.

JILL BAUER: Right. That’s the active ingredient. And then why do we see the purplely glow down below? By the way, it’s limited. But what are we looking at there?

DR. AUDREY KUNIN: That is the red light being
actually emitted from the powder. Remember, any little light that you’re exposed to during the day --

ON SCREEN: Product description as above
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DR. AUDREY KUNIN: -- normal activity, grocery shopping, being in your office, sitting in your kitchen. But when you apply it, it’s so easy. Who doesn’t know how to apply a lotion? But the red glow is restoring those wrinkles and it is -- or improving the appearance of --

JILL BAUER: Yeah.

DR. AUDREY KUNIN: -- the wrinkles, I should say. It’s firming.

ON SCREEN: Product description as above
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800-345-1515 QVC.com beauty prescription
DR. AUDREY KUNIN: It’s clinically proven to firm and improve the elasticity in just four weeks.

JILL BAUER: Here’s what you need to know.
It’s A-214072. We started with close to a thousand of these. We don’t have a lot of them left to go around. We have such a great price on this. Again, it’s normally $85 out in the marketplace. We have it for $77.28.
JILL BAUER: It’s been very, you know, talked about, as we’ve mentioned. But, again, it contains ingredients and will do things for your skin that no other product out there can do.

DR. AUDREY KUNIN: That’s right.

JILL BAUER: No other in-home product can do. And, now, there’s fewer 200 to go around.

DR. AUDREY KUNIN: You won’t find this anywhere in the world. It is a red light emitting laser lotion we call it.

JILL BAUER: And, again, what is red light used for in skin care?

DR. AUDREY KUNIN: Red light is used because it’s a proven known method of rejuvenation and anti-
aging. But prior to DERMAdoctor’s Photo Dynamic Therapy --

JILL BAUER: You couldn’t get it at home.

DR. AUDREY KUNIN: -- you couldn’t have a lotion at home --

JILL BAUER: Yeah, mm-hmm.

DR. AUDREY KUNIN: -- that did this type of simplicity.

JILL BAUER: Mm-hmm.

ON SCREEN: Product description as above
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DR. AUDREY KUNIN: Was your moisturizer --

ON SCREEN: Product description as above
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DR. AUDREY KUNIN: -- it’s your SPF and it’s your red light emitting lotion. For seven hours, you’re going to be attacking those lines, you’re going to even out the skin tone, you’re going to become more radiant and just healthy, youthful appearing.

ON SCREEN: Product description as above
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JILL BAUER: People are wanting to know, because there are some handheld devices out on the market that also use lights as they put them on their face. Can I use this product in conjunction with that?

DR. AUDREY KUNIN: Absolutely.

JILL BAUER: Because it’s still a light product.

DR. AUDREY KUNIN: Yes.

JILL BAUER: Yes, okay. So, hopefully, if you were asking that on QVC.com, it should be fine.

ON SCREEN: Product description as above

SOLD OUT

QVC 30-Day Money Back Guarantee

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JILL BAUER: Bottom line is, whatever light you’re out and about in from office light to computer light to sunlight walking the dog, that’s what’s going to continue --

DR. AUDREY KUNIN: Normal daily activity.

JILL BAUER: -- to give you the great results from this product. It’s sold out.

DR. AUDREY KUNIN: Thank you, everyone.

JILL BAUER: I have to tell you, there are other products from Dr. Audrey Kunin on QVC.com, so check
out DERMAdoctor when you have a second.

Great to see you again. Thanks so much for being here.

DR. AUDREY KUNIN: Thank you, Jill.

JILL BAUER: All right.

DR. AUDREY KUNIN: Appreciate it.

JILL BAUER: We’ll keep our eye out for you.

We’ll see you soon.

(The recording was concluded.)
CERTIFICATION OF TYPIST

MATTER NUMBER: 1323245
CASE TITLE: DERMADOCTOR, INC.
TAPING DATE: DATE UNKNOWN
TRANSCRIPTION DATE: MARCH 27, 2014

I HEREBY CERTIFY that the transcript contained herein is a full and accurate transcript of the tapes transcribed by me on the above cause before the FEDERAL TRADE COMMISSION to the best of my knowledge and belief.

DATED: MARCH 27, 2014

ELIZABETH M. FARRELL

CERTIFICATION OF PROOFREADER

I HEREBY CERTIFY that I proofread the transcript for accuracy in spelling, hyphenation, punctuation and format.

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My solar powered Photodynamic Therapy captures UV light and refracts it into the same red light energy used by costly laser treatments and at-home anti-aging devices. It improves the appearance of fine lines and wrinkles, uneven skin tone and redness while enhancing skin elasticity and radiance. Normal daily activities like walking the dog, driving to the store or just sitting near a lamp or window will activate Photodynamic Therapy and keep it working throughout the day. No batteries required. So step into the light and reveal a younger-looking you.

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Brooke Le Poer Trench

For months before writing “The Big Breakthroughs,” Allure’s annual report on beauty innovations, Le Poer Trench began tracking down clinical studies on about 300 promising products that claimed to do what had never been done before. She then asked cosmetic chemists and dermatologists to analyze ingredients and pore over dozens of pages of data— with surprising results: “I love the DermaDoctor liquid, it’s the real deal.”

EXCITING NEWS! Photodynamic Therapy has just been awarded the Allure Best of Beauty Breakthrough Award

Exciting News! Photodynamic Therapy has just been awarded the Allure Best of Beauty Breakthrough Award

In a Independent Clinical Trial - after only 4 weeks of use:

* 66% of the participants said their skin appeared smoother
* 71% of the participants said their skin appeared firmer & more radiant
* 63% of the participants said that their skin appeared to have a more uniformed complexion
* 50% of the participants said that their skin appeared to have less lines
Dear Doctor,

Red light anti-aging skin care treatments sound amazing. My friends are doing it, yet I can't commit to expensive and time-consuming in-office procedures or waiting days to heal. And who has time to zap themselves with an at-home red light device? Isn't there a better way?

Signed,
Can't Commit

Dear CC,

With Photodynamic Therapy you get anti-aging red light benefits without the hassle of cumbersome gadgets, costly doctor visits or post-procedural downtime. Simply apply these lotions to help restore radiance, minimize the appearance of fine lines and wrinkles, even out skin tone and improve elasticity. Photodynamic Therapy anti-aging lotion with spf 50 and Photodynamic Therapy eye lift lotion are the new reality in light therapy.

Radiantly yours,

Audrey Kunin, M.D.
Founder of DERMAdoctor

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Clinical studies show:
- Lifts and tightens sagging lids
- Visibly reduces appearance of under eye fat bags
- Temporarily relaxes fine lines and crow's feet

Additionally works to increase skin elasticity and firmness, temporarily reduce fluid build-up and puffiness.
- 85% of panelists reported less sagging skin
- 80% of panelists reported firmer skin
- 90% want to continue application

Dermatologist & Ophthalmologist Tested & Approved
- Allergy Tested; Non-Irritating; Non-Comedogenic; Fragrance Free; Dye Free; No Animal Testing

before
after 8 weeks
+67% lift
Directions
Apply to clean dry eye area each morning. Ophthalmologist approved for use on upper eye lid, under eye area and crow's feet regions of the eye. Follow with cosmetics if desired. Store at room temperature 59·86°F / 15·30°C.

Ingredients
Aqua (Water), Cyclopentasiloxane, Caprylic/Capric Triglyceride, Yeast Amino Acids, Butyl Methoxydibenzoylmethane, Butylene Glycol, Gluconol, Polyisocitrate-11, Alaninobutyric Acid, Barium Sulfate, Gleyl Alcohol, Stearic Acid, Propandiol, Euglena Gracilis Extract, Gloyeryl Stearate, PEG 100 Stearate, Tricalcium Phosphate, Dimethicone, Sodium Stearyl Glutamate, Steareth-20, Tocopheryl Acetate, Octylsalicylate, Pentoxilac Oilnoleat Extract, Panax Ginseng Root Extract, Centella Asiatica Extract, Sorbitan Laurate, Caffeine, Xanthan Gum, Morinda Citrifolia Extract, Zizyphus Jujuba Seed Extract, Hydroxyethylcellulose, Acetyl Dipeptide-1 Cetyl Ester, Phytoecysteine, Glaucoum Avum Leaf Extract, Daedraum EDTA, Phenoxethanol, Methylparaben, Ethylparaben, Propylparaben, Butylparaben, Diazolidinyl Urea

Warnings
For external use only. Do not get into eyes. If irritation occurs, discontinue use. Keep out of reach of children.

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Clinical studies show:
• Lifts and tightens sagging lids
• Visibly reduces appearance of under eye fat bags
• Temporary relaxation of fine lines and crow’s feet.

Additionally works to increase skin elasticity and firmness, temporarily reduce fluid build-up and puffiness:
• 65% of panelists reported less sagging skin
• 80% of panelists reported firmer skin
• 90% want to continue application

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This formulation contains:

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- Theobromine, Methyl Xanthine, Paraxanthine, Hedera Helix (ivy) Extract — creates a smooth, dimple-free appearance to skin

Clinical Results
Clinically proven to lose up to an inch within 2 weeks of use.

75% of panelists felt skin was less dimpled.

100% of panelists felt skin was smoother.

Patent Pending

Dermatologist Tested & Approved
Allergy Tested, Non Irritating, Non Drying, Non Comedogenic, Oil Free, Fragrance Free, Dye Free, Shellfish Free, Gluten Free, Paraben Free, Vegan, No Animal Testing, No Lobsters Were Harmed In The Creation Or Formulation Of This Product