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FOR IMMEDIATE RELEASE

**SIDEBAR: THE FACTS ABOUT “CLINICAL STRENGTH”**

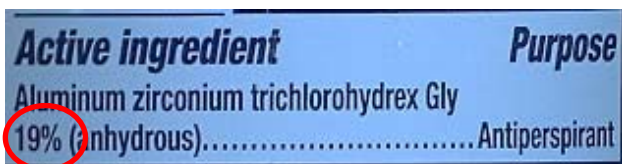
With creative marketing and instructions to “apply at bedtime,” several big name brands are promising relief from *excessive* perspiration with the introduction of “clinical strength” antiperspirant products/formulas. However, a savvy consumer, with a quick read of the ingredients package, can see that there really isn’t much difference between the regular and the clinical strength formulas when you compare these products side by side. Does a 1% increase in an active ingredient make a major difference? Is it because you are instructed to apply it at night?

“As a whole, *any* antiperspirant will be more effective if applied at night before bedtime when the glandular activity slows down and it is able to inhibit sweat by reducing pore size or by temporarily clogging pores to block perspiration, however, a person who has *axillary hyperhidrosis* [excessive sweating of the underarms] may find very little relief from these newer products marketed as ‘clinical strength’ regardless of what time of the day they apply it, because the formulas are not necessarily strong enough,” explains David Bank, M.D. , dermatologist and director of The Center for Dermatology, Cosmetic and Laser Surgery in Mount Kisco, NY. “If you are looking for relief from excessive perspiration in a product available at the drug store, the best formulas would be one that contains aluminum chloride, such as Certain Dri.”

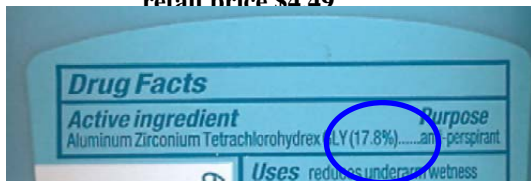
The Certain Dri formulation – **12% aluminum chloride in the roll-on** -- is the strongest available over-the-counter formula at stores nationwide for the control of excessive underarm sweating, providing up to up to 72 hours of protection with each application. The suggested retail price for **Certain Dri Anti-Perspirant Roll-On or Solid** is \$5.50 - \$5.99 (typically 40% less than “clinical strength” antiperspirants).

Below, are two of the most popular antiperspirant/deodorant brands that have both their regular strength and ‘clinical’ strength products. It shows that the active ingredient is exactly the same, yet with a very small increase in amount (but double the price!).

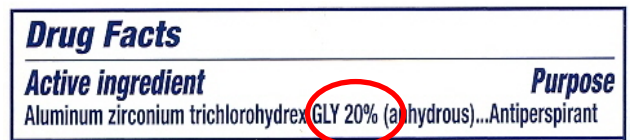
1- Regular strength with suggested retail price of \$4.39



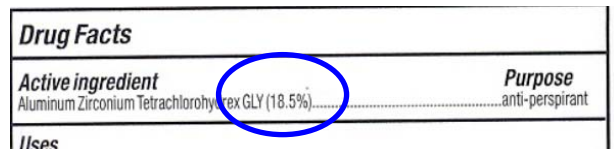
2- Popular Regular Strength woman’s antiperspirant/deodorant with suggested retail price \$4.49



1- “Clinical Strength” version with 1% increase in active ingredient and suggested retail price \$9.99



2- “Clinical strength” version with less than 1% increase in the same active ingredient and a suggested retail price of \$9.99



For more information about excessive underarm perspiration or to take part in a consumer blog on the topic, visit [www.certaindri.com](http://www.certaindri.com).