

DERMATOLOGY

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In a culture increasingly concerned with physical appearance and self-image, MCS' award-winning and creative dermatology PR campaigns have educated consumers about skin care issues and increased both awareness and sales of our clients' dermatology brands.

Products/Clients:

- **BenzaClin**[®] (*Dermik Laboratories*)
- **Benzamycin**[®] (*Dermik Laboratories*)
- **Klaron**[®] Lotion 10% (*Dermik Laboratories*)
- **Minocin**[®] (*Lederle Laboratories*)
- **Noritrate**[®] (*Dermik Laboratories*)
- **Taclonex**[®] (*Warner-Chilcott*)
- **Remicade**[®] (*Schering-Plough, now Merck*)
- **Raptiva**[®] (*Genentech*)
- **Penlac**[®] (*Dermik Laboratories*)
- **Nizoral**[®] A-D (*J&J Consumer Products*)
- **Ulesfia**[™] Lotion (*Sciele Pharma, now Shionogi*)

Conditions: Acne, dandruff, head lice, nail fungus, psoriasis, rosacea

Creativity and Service:

- Launched seven dermatology products since the mid-90s.
- Partnered Dermik with the American Counseling Association to implement Healthy Skin, Healthy Outlook, a seven-year, multi-faceted, celebrity-driven initiative to educate parents and teenagers about the psychosocial effects of acne on adolescents.
- Paired Sciele with the National Association of School Nurses to launch SCRATCH (School and Community Resources to Avoid and Take Control of Head lice), a nationwide campaign to increase parental and community understanding of head lice prevention and management.

Results:

- Reached millions in the target audience with key brand messages through coverage in such top-tier media as *USA Today*, *Fox & Friends*, *Parents* magazine and *Readers' Digest*.
- Won, on behalf of clients, seven Gold Triangle Awards from the American Academy of Dermatology for increasing public awareness of skin care issues.
- Built important relationships for clients with key thought leaders and third-party organizations.
- Credited by clients with driving product sales and market share.