

Q&A with Andy Michalow, President and CEO of ZenDerm Products bringing to market their Hypoallergenic Hydrating Serum for Eczema providing Moisture to the Skin



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CEOFCO: Mr. Michalow, would you tell us about ZenDerm Products?

Mr. Michalow: The name ZenDerm means Peaceful Skin. Our first commercial product ZEN+DERM™ Hydrating Serum is designed to calm the symptoms of sensitive skin. So we chose a well defined area to test; people with eczema. We had a consumer products lab perform a clinical study that had exceptional results in people with self-assessed eczema. The National Eczema Association awarded us their Seal of Acceptance™ which means we had to pass their criteria for performance and safety. A summary of those results are on our website, www.zenderm.com. In addition, we have studies by an FDA certified lab showing that it is hypoallergenic. Another key area where our Hydrating Serum has efficacy is for cracked skin. This includes the feet, but also hands that are used in industries that expose the worker to chemicals and strong cleaning agents, such as nurses, doctors, aestheticians auto mechanical workers and other industrial applications. One note, we do not have an effect on calluses.

CEOFCO: What is the science behind what you have developed?

Mr. Michalow: The science is based on an extract that we call SPR+™ and that is based on fermenting sugars. We use fermentation in essentially what is a natural process to mimic Mother Nature by corraling a “technology” that has evolved over millions of years, in a manner of speaking, that we put into a package, where it can then be used. SPR+™ provides a synergy in hydration, as well as antioxidants.

CEOFCO: What is it that comes out of the yeast that makes it useful?

Mr. Michalow: The science is based on our extract being comprised of a mixture of proteins, peptides and amino acids. Anytime you have a fermentation, you have a mixture of compounds. These are particular types of derivatives of proteins and fermentation compounds that are distinctly different from those have been used for decades for skincare. These are unique extracts that are able to show the kind of beneficial effects that we have had. Our clinical studies showed that, not only do you get the immediate calming effects or soothing of the symptoms such as the dry flaking skin which some people say itches and some call it annoying and some call it painful. We are able to calm that and in the clinical studies we found that is an immediate effect within seconds to a few minutes and that is unprecedented for a non-steroidal, over-the-counter moisturizing product. After several weeks of use, the skin condition was shown to improve quite dramatically. Skin hydration tests have proven that the Hydrating Serum has twelve-hour moisturizing and that it can combat dehydration, while moisturizing and hydrating of the skin. Moisturizing and hydrating the skin is a synergizing key feature that the extract provides to our Hydrating Serum. That hydration, and perhaps the antioxidants, are what we believe leads to the calming effect of the symptoms.