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# MEDCO FORUM<sup>®</sup>

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## AVIDOXY<sup>™</sup> DK DEFENCE KIT

*Simplifying Therapy for Millions Suffering from Severe Acne*

*Out, damn'd spot! Out I say!  
One; two: why, then 'tis time to do't.*

*Macbeth Act V, Sc. 1*

The mighty bard might be turning in his grave if he knew how his words had been turned into a rallying cry for the treatment of acne. But it is no laughing matter for those who have this condition.

It is very easy to understand why many people would want to treat the condition based on its outward appearance. **Avidas Pharmaceuticals (Doylestown, PA)** is taking the alternative path of treating acne from the inside-out.

This approach is not new in itself, but what is new from Avidas Pharmaceuticals is a combination kit—the **Avidoxy<sup>™</sup> DK defence kit**. With one prescription, the Avidoxy DK defence kit provides a simple and convenient way to help control severe acne, packaged with two complimentary skin care products. The Avidoxy DK defence kit includes:

- **Avidoxy<sup>™</sup>** (Doxycycline Tablets) 100 mg provides the active ingredient trusted as adjunctive therapy for severe acne to eradicate bacteria and reduce inflammation; and available in an easy-to-swallow, film-coated caplet.
- **defence<sup>™</sup> acne wash**, a specially-formulated oil- and alcohol-free acne



*The Avidoxy<sup>™</sup> DK defence kit from Avidas Pharmaceuticals provides a simple and convenient way to help control severe acne.*

wash with professional-strength two percent salicylic acid, providing gentle, yet effective cleansing and exfoliation of skin.

- **defence<sup>™</sup> solare**, a lightweight, oil-free, non-comedogenic sunscreen rich in anti-oxidants and moisturizers.

There is a sound basis for each of the products found in the Avidoxy DK defence kit. According to the American Academy of Dermatology (AAD), oral antibiotics such as the active ingredient in Avidoxy are a mainstay of therapy for severe acne because they reduce populations of the *Propionibacterium acnes* bacteria that are a contributing factor to the condition.

Salicylic acid, which is found in professional-strength concentrations with defence acne wash, helps correct the abnormal shedding of skin cells and unclogs pores to resolve and prevent acne lesions.

Everyone needs protection from the sun's damaging radiation; and this is especially true of patients undergoing acne treatment, which can increase the skin's sensitivity to ultraviolet radiation. Thus the AAD recommends the use of a broad spectrum sunscreen. The SPF 30+ component found in defence solare fits the bill perfectly. It contains four to eight times the amount of micronized zinc oxide than that found in other sun blocks, and has a lightweight formulation that is rich in moisturizers and anti-oxidants, such as hyaluronic acid, green tea, vitamin E, and caffeine.

"Reduction of bacteria with effective skin cleansing, exfoliation, and protection are considered by many physicians to be important treatment arms for the control of severe acne," states Charles Pamplin III, MD, Chief Medical Advisor for Avidas. "With Avidoxy DK defence kit, physicians can provide their patients with a simple and convenient way to

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**Charles Pamplin III, MD**

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Avidoxy DK is available by prescription only; and for continuity of care, defence acne wash and defence solare are available

through physicians and physician-affiliated centers.

Avidoxy is indicated as adjunctive therapy for severe acne. To reduce the development of drug-resistant bacteria and maintain the effectiveness of Avidoxy and other antibacterial drugs, Avidoxy should be used only to treat or prevent infections that are proven or strongly suspected to be caused by bacteria. The use of drugs of the Tetracycline class during tooth development (last half of pregnancy, infancy, and childhood to the age of eight years) may cause permanent discoloration of the teeth (yellow-gray-brown). Please see full prescribing information for details.

It is said that familiarity breeds contempt and it may seem that there is little new in the field of acne treatment. But the Avidoxy DK defence kit brings a combination approach that will help acne sufferers, and maybe even appease Lady Macbeth! 

#### **To Learn More**

For more information about Avidoxy™ DK, please call **Avidas Pharmaceuticals** at 1-877-281-9044, or visit the company's Web site at [www.avidaspharma.com](http://www.avidaspharma.com).