

Merz Pharmaceuticals, LLC And Del-Ray Dermatologicals Announce Co-Promotion of Aqua Glycolic® Brand

Merz Pharmaceuticals, LLC and Del-Ray Dermatologicals announced today the execution of a co-promotion agreement which will allow Del-Ray to manufacture and market the Aqua Glycolic® brand throughout the United States.

April 6, 2010 - [PRLog](#) -- Johnson City, TN – Merz Pharmaceuticals, LLC and Del-Ray Dermatologicals announced today the execution of a co-promotion agreement which will allow Del-Ray to manufacture and market the Aqua Glycolic® brand throughout the United States.

Aqua Glycolic, the original alpha hydroxy acid (AHA) formulation, is a trusted brand and proven standard in AHA technology. The five easy to use formulations: Aqua Glycolic Face Cream 2 oz., Aqua Glycolic Hand and Body Lotion 6 oz., Aqua Glycolic Facial Cleanser 6 oz., Aqua Glycolic Toner 6 oz. and Aqua Glycolic Shampoo and Body Cleanser 8 oz., contain one of the highest concentrations of glycolic acid compound available, yet is gentle on skin. The Aqua Glycolic line has been a favorite recommendation by dermatologists to their patients for over 20 years.

The Del-Ray Dermatologicals team was part of the national introduction of Aqua Glycolic to dermatologists in the early 1990's and is excited to be part of reintroducing the brand to both loyal and next generation dermatologists. "Aqua Glycolic was overwhelmingly endorsed by dermatologists when we introduced the brand. We look forward to reintroducing the brand to physicians with patient starter samples and coupons, along with educational and clinical support that continues to reinforce why the Aqua Glycolic brand is the clear choice for more beautiful looking skin" says Don Kilday DPh, President of Del-Ray Dermatologicals.

"Merz USA is excited to work with Del-Ray on the next chapter of Aqua Glycolic's long history in dermatology. The partnership between Merz and Del-Ray provides new opportunities for the brand to continue to evolve and to maintain Aqua Glycolic as the skin care solution dermatologists can rely on for their patients" says Jack Britts, President and CEO of Merz USA. "The ability of the Aqua Glycolic line to be jointly marketed by the Del-Ray team allows Merz to fully optimize the brand utilizing Del-Ray's knowledge of the brand along with their well established sales team."

The Aqua Glycolic family of products is available at pharmacies nationwide or by visiting www.aquaglycolic.com or other e-commerce sites.

About Del-Ray Dermatologicals:

Headquartered in Johnson City, TN Del-Ray Dermatologicals develops, manufactures and markets innovative prescription and ethical over-the-counter topical skin care solutions that meet the needs of their diverse customer base.

Del-Ray Dermatologicals introduced Blue Lizard Australian Sunscreen SPF 30+ over nine years ago to the US market. Blue Lizard was developed to perform even more effectively in the world's harshest of UV environments, Australia. The dedicated Blue Lizard Customer Service Team covers US skin care markets and services thousands of physician and retail accounts as well as consumers. For more information visit www.bluelizard.net or call 800-877-8869 or 423-926-4413.

About Merz:

Merz Pharmaceuticals, LLC, a wholly owned, U.S. subsidiary of the Merz Group of Companies was established in 1995 and develops and commercializes prescription products for Neurology, Dermatology, Podiatry and the #1 non-prescription product for scars, Mederma.

With a 102 year heritage, Merz (KGaA) is known worldwide for its development of original compounds and formulations for medical professionals and consumers in 90 countries. Globally, Merz is a leader in the development of pharmaceuticals for the treatment of neurological and psychological disorders as well as for aesthetic medicine, including products for the treatment of wrinkles and aging skin, hair loss and acne. Research is concentrated in fields that have a strong need for therapeutic innovation such as Alzheimer's disease, Parkinson's disease, tinnitus, chronic pain conditions, addictions, and neuromuscular disturbances.

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Source	Del-Ray Dermatologicals
City/Town	Johnson City
State/Province	Tennessee
Zip	37604
Country	United States
Industry	Health , Consumer , Dermatology
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