

100%

of patients were satisfied
or very satisfied with the
overall appearance of
their skin at week 12^{1,*}

Real patients ... real satisfaction

"I've been using the Obagi-C® Rx System for 2 months and the difference to my overall skin tone has been dramatic to say the least. Everybody in my life has noticed a real difference."^{3,§}

—Sonya
Edgefield, SC

"The [Obagi-C® Rx System] has made me feel like I have a much younger appearance. My skin feels radiant and healthy ... like silk."^{3,§}

—Janet
Wichita Falls, TX

* Study results for a 12-week evaluation of the efficacy and tolerability of daily use of the Obagi-C Rx Normal to Oily System; N=34.

§ Testimonial from non-study patient. Individual results may vary.

The safety and effectiveness of the Obagi-C Rx System have not been established beyond 12 weeks of use. If no improvement is seen after 3 months of treatment, use of this product should be discontinued.

Please see final page for Important Safety Information and accompanying full Prescribing Information.

Important Safety Information for C-Clarifying Serum and C-Therapy Night Cream

(contain 4% hydroquinone)

CONTRAINDICATIONS:

People with prior history of sensitivity or allergic reaction to this product or any of its ingredients should not use it. The safety of topical hydroquinone use during pregnancy or in children (12 years and under) has not been established.

WARNINGS:

Avoid contact with eyes, nose, mouth, or lips. In case of accidental contact, patient should rinse eyes, nose, mouth, or lips with water and contact physician.

Sunscreen use is an essential aspect of hydroquinone therapy because even minimal sunlight exposure sustains melanocytic activity.

Contains sodium metabisulfite, a sulfite that may cause allergic-type reactions including anaphylactic symptoms and life-threatening or less severe asthmatic episodes in certain susceptible people. The overall prevalence of sulfite sensitivity in the general population is unknown and probably low. Sulfite sensitivity is seen more frequently in asthmatic than in nonasthmatic people.

PRECAUTIONS (ALSO SEE WARNINGS):

Treatment should be limited to relatively small areas of the body at one time since some patients experience a transient skin reddening and a mild burning sensation, which does not preclude treatment.

Pregnancy Category C: Animal reproduction studies have not been conducted with topical hydroquinone. It is also not known whether hydroquinone can cause fetal harm when used topically on a pregnant woman or affect reproductive capacity. It is not known to what degree, if any, topical hydroquinone is absorbed systemically. Topical hydroquinone should be used on pregnant women only when clearly indicated.

Nursing Mothers: It is not known whether topical hydroquinone is absorbed or excreted in human milk. Caution is advised when topical hydroquinone is used by a nursing mother.

Pediatric Usage: Safety and effectiveness in children below the age of 12 years have not been established.

Use of this product should be discontinued if hypersensitivity to any of the ingredients is noted.

To purchase the Obagi-C® Rx System that's right for you,
talk to your physician today.
Find them via www.obagiuk.com

References: 1. Bruce S, Watson J. Evaluation of a prescription strength hydroquinone/L-ascorbic acid treatment system for normal to oily skin. Poster 802. OMP, Inc. Data on file. 2. Lehman PA, Investigator, Cetero Research. Evaluation of the percutaneous absorption of ¹⁴C-ascorbic acid *in vitro*, using the Franz human skin finite dose model (protocol R09-0715). OMP, Inc. Data on file. 3. OMP, Inc. Data on file.

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OBAGI-C® RX SYSTEM



Designed to Perform

OBAGI
MEDICAL

Obagi skin is healthy skin

OBAGI
MEDICAL

Physician-dispensed skin care system

Obagi offers two customised systems designed to treat all skin types - Normal to Dry and Normal to Oily

A clinically proven, early intervention skin care system^{1,*}

- Reduce hyperpigmentation and improve skin tone with prescription 4% hydroquinone
- Help address other signs of skin ageing with additional key ingredients
 - Achieve softer, smoother, and more radiant-looking skin
 - Visibly reduce the appearance of fine lines and wrinkles

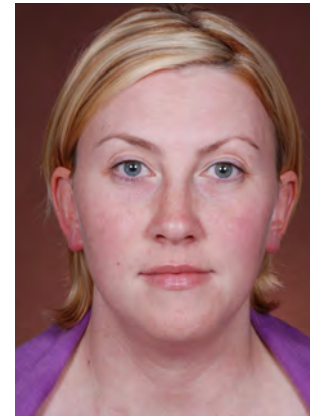
The Obagi-C[®] Rx System provides ideal skin care for improving:

- Discolouration, age spots, and unevenness of skin tone
- The appearance of fine lines and wrinkles

The Obagi-C[®] Rx System - quick and dramatic improvements^{1,*}



Baseline[†]



Week 12[†]



Baseline[†]



Week 12[†]

[†]Photos have not been retouched. Results may vary.



NORMAL DRY



NORMAL OILY

100%

of patients said that the Obagi-C[®] Rx System was good, very good or excellent at week 12 compared with other skin care treatments they had used before^{1,*}

Obagi-C[®] Rx delivers:

- Visible improvements for all skin types^{1,*}
 - 97% of patients reported an overall improvement in the appearance of their skin
 - 93% of patients had smoother, softer, more radiant-looking skin
 - 90% of patients reported more evenly toned skin
 - 87% of patients reported a visible reduction in fine lines and wrinkles
 - Results seen in as early as 4 weeks
- Lasting Vitamin C power^{2,‡}
 - Obagi-C[®] Rx Clarifying Serum delivers more L-ascorbic acid into the skin at 24 hours than SkinCeuticals Phloretin CF

The safety and effectiveness of the Obagi-C[®] Rx System have not been established beyond 12 weeks of use. If no improvement is seen after 3 months of treatment, use of this product should be discontinued.

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^{*} Study results for a 12-week evaluation of the efficacy and tolerability of daily use of the Obagi-C Rx Normal to Oily System; N=34.

[‡] Penetration and absorption are based on in vitro data. The clinical significance of this data has not been established.