

Marketing Plan Addendum No 1

Market Potential for Acne Treatment (AcnEase® Skin Management System)

ASSUMPTIONS

AcnEase & AcnEase Skin Management System

Conservative estimates suggest 50+ million people (14 million diagnosed adults) in the US only suffer from acne. Currently the only class of FDA approved drugs to treat the causes of acne is the isotretinoin; represented by Accutane, the Hoffman La-Roche product that has recently been taken off the market due to number of severe adverse effects, and the class action suit resulting from the drug related problems.

Many of the Over the Counter Products (OTC) on the market is topical agents which only address the overt clinical manifestation of acne (pimples).

With the exception of Accutane, which as we indicated above has recently been withdrawn from the market by Hoffmann La Roche, the only other class of systemically administered acne drugs is the broad-spectrum antibiotics which kill *Propionibacterium Acnes* the bacteria associated with acne. **AcnEase® is specifically designed to correct bodily imbalance responsible for the development of acne. In clinical studies conducted in China greater than 85% of the subjects responded to AcnEase®. An additional benefit of AcnEase® is its proven safety profile.**

In addition to unique Botanical Therapeutic® focused on Acne treatment – AcnEase® Herborium is also ready to introduce the proprietary Bio-Gold AcnEase Skin Mask for Women and Men containing colloidal gold and proprietary blend of herbal ingredients stimulating collagen production therefore helping to reduce acne marks and scars. The masks also support the balancing properties of AcnEase medicine.

Treatment of Acne

Number of People with Acne	50 million
Assume 10% seek Natural Medicine	5,000,000
Average Treatment cost/patient/1month	\$120 (\$120/mo)
Total Potential Revenues	\$600 million
Capture 10% of Alternative Market	\$60 million
1% of Total Market	

The above analysis of Market Potential for *AcnEase* does not include sales for the treatment of Rosacea. There is over 17 Million patients with Rosacea in the USA only and NO traditional ethical drug so far provides a treatment for this disease. The products on the market offer a different level of relief in Rosacea symptoms. *AcnEase* provides a natural relief for following Rosacea symptoms: flushing, acne-Rosacea, GI symptoms of reflux and gritty eyes.

