



KBD

Gesellschaft für Unternehmensberatung, Marketing und Vertrieb mbH

Press release

Skin care-control by means of the Dermalux® System

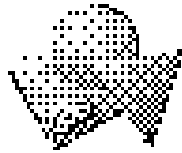
As part of recommended preventative measures, the educational advantages of the Dermalux® System as a component of skin protection training courses and tests have been shown to be a powerful tool. There is an extremely wide range of potential applications, which can be tailored to the requirements of the instructors using the units. The training system is suited to all training staff at institutes, medical practices and centres, as well as for relevant companies and clinics active in the field of professional dermatology. In addition, the possible combinations of elements of skin protection training and instruction in personal hygiene offered by the training system, have proven to be especially helpful in many areas such as the pharmaceutical and food industries as well as clinical hygiene and in the care sector overall.

For the first time it is possible to provide visible evidence that skin protection can only be effective if skin protection creams are applied correctly. Nothing could more convincingly convey the necessity for skin protection than the feeling of exposure you instil in a test person who for the first time can see the "unprotected" places on their hands. This is the precise point at which the learning process begins. This was confirmed some years ago in initial studies at the university teaching hospital in Jena, Germany, under the management of Professor Peter Elsner, and various ongoing scientific projects are also confirming these results.

This is also a success story for KBD GmbH, which in collaboration with Professor Elsner conceived and developed the Dermalux System based on his fluorescence method which has already been widely publicised in Switzerland. A point of interest here is that the communications specialist Karin Bartling-Dudziak (whose initials have been used as the company's name) in collaboration with Professor Elsner in Germany and in Switzerland, has succeeded in interesting numerous important partners in industry and in the trade association sector, for example, in the specialist teaching module. These partners have become more than simply customers of KBD GmbH; they have contributed their expertise to the success of the project and have become very actively involved in distributing the method. As a consequence, KBD GmbH has now also worked as a team with these companies to make initial contact with foreign countries both close to home and further afield, which has met with considerable interest.

The Dermalux® System

With its carefully designed compactness, the Dermalux® System overall represents an elegant solution for many training requirements in daily practice. The clarity of the fluorescence method makes the system ideal as an especially effective educational method, and thanks to its exceptional features the system is set to become widely used by professional associations and practising medical staff as part of preventative skin protection measures.



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The portable Dermalux® Checkbox has been professionally developed for this specific training purpose on the basis of practical requirements by industrial designer Kai-Uwe Witte in Offenbach, Germany. It is equipped with UV tubes, and a specially designed technical device ensures that the lighting remains at the optimum level inside the unit. The unit costs EUR 845.00 plus VAT and postage for mains operation, but is also available in a battery-operated version. A transport and display case is also available, and a removable trolley can be ordered as an accessory. Since the end of 2002, the Dermalux® Multimedia Cam which is available as an accessory to the UV unit has also been available for picture playback via a TV unit or beamer.

Impressively effective as a communicative device, the Dermalux® test products provide the perfect complement to the system. The test products need to be sufficiently authentic, but the main aim is to ensure that the training runs smoothly. For this reason they provide high luminosity, emit a clean white colour, feel comfortable on the skin and contain only the minimum level of hypoallergenic perfume necessary. Test substances for different fluorescence applications are also being developed and produced by KBD GmbH under contract to customers in industry. Ordering options, prices, descriptions, press releases, graphical material, technical details and safety data _ everything is easy to find on the Internet at our website dermalux.de and can be downloaded as and when required.

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