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Lt. Governor Kim Guadagno Highlights Princeton-Based Health and Science Innovator During Business Export Tour

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Concludes Month-Long Tour With Visit To The Internationally-Recognized NeoStrata Company

Trenton, NJ – Throughout the month of February, Lt. Governor Kim Guadagno travelled the state highlighting New Jersey businesses that have become industry leaders through exporting their goods and services internationally. The tour concluded today with a final stop at The NeoStrata Company Inc. in Princeton. Established in 1988, NeoStrata develops and markets a comprehensive range of clinically-proven, dermatologist developed skin care brands.

The creators of NeoStrata Company, Inc., Drs. Van Scott and Yu are internationally recognized for making the groundbreaking discovery that Alpha Hydroxy Acids (AHAs) have profound beneficial effects on human skin. Their passion and vision led to their subsequent research which established that AHAs are not only beneficial in the treatment of dermatological conditions, but are also effective in stimulating prematurely aged or damaged skin to actually rejuvenate itself, thereby revolutionizing the skin treatment.

"NeoStrata is world renowned for their groundbreaking discoveries in the fields of health and science," said Lt. Governor Guadagno. "The fact that they have roots right here in New Jersey sends a resounding message that our state is well positioned to support and nurture the growth of dynamic science and pharma related companies. The Christie Administration congratulates the global success of NeoStrata and we embrace their longstanding presence in New Jersey."

The NeoStrata Company is backed by a proud medical heritage that includes decades of clinical research and more than 100 patents. These advanced therapeutic and cosmetic dermatological products are available worldwide through consumer outlets, physicians' offices and spas. NeoStrata skin care brands include NeoStrata, Exuviance, CoverBlend, NeoCeuticals and Psorent.

Last year, New Jersey awarded the NeoStrata Company a \$20,500 State Trade and Export Promotion (STEP) grant. Funded by federal grants through the SBA and matching funds from the state, STEP is designed to help increase the number of small businesses that are exporting and to also raise the value of exports for those small businesses. The STEP grant award helped cover costs for NeoStrata to attend the 22nd Congress of the European Academy of Dermatology and Venereology in Turkey and the 2013 International Master course on Ageing (IMCAS) where they were able to broaden their reach to international clients.

"The NeoStrata Company is proud to be headquartered in Princeton, New Jersey, for more than 20 years", said Mark Steele, CEO of the NeoStrata Company. "Geographically, New Jersey provides an attractive corporate location which has supported NeoStrata's steady annual growth via recruitment from its highly-skilled talent pool, plus easy access to major shipping ports, airports and economic hubs such as New York City and Philadelphia."

The Garden State boasts more than 3,100 pharmaceutical, medical technology and life science companies, including 17 of the world's 20 largest pharmaceutical leaders. The \$24 billion industry is the state's largest, with exports totaling more than \$4.8 billion each year and an overall economic impact on the state of \$58 billion annually.

Created within the Department of State's Business Action Center (BAC) in 2012, the Office of International Business Development and Protocol's mission is to attract foreign direct investment and assist New Jersey companies with

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export opportunities. It is also responsible for managing all aspects of export promotion activities, and establishing and maintaining positive working relationships with the foreign business investment community.

Businesses considering a move to New Jersey or in need of assistance are encouraged to call New Jersey's Business Action Center at (866) 534-7789 or visit the State's Business Portal at www.newjerseybusiness.gov.

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