

## **News Release**

### **Biofrontera launches 'Belixos<sup>®</sup> Protect', a daily skincare product for sun-damaged skin**

Leverkusen, Germany, 20 July 2015 – Biofrontera (FSE/AIM:B8F), the biopharmaceutical company focusing on sun-induced skin cancer, is launching Belixos<sup>®</sup> Protect, a regenerative daily skin care product for sun-damaged skin, which complements the Belixos<sup>®</sup> dermo-cosmetic line. Belixos<sup>®</sup> Protect bridges the gap between Biofrontera's medicinal product Ameluz<sup>®</sup> for the treatment of sun-induced skin cancer and the Belixos<sup>®</sup> line.

Combining skin regenerating niacinamide with sun protection factor 15, Belixos<sup>®</sup> Protect was developed specifically for the needs of sun-damaged skin and provides ideal daily care for skin that already shows signs of damage by UV light.

UV light damages the genetic material of skin cells and may eventually transform them into cancer cells. Skin cells can repair damage caused by UV light but for this, they require a large amount of energy. The highly concentrated niacinamide in Belixos<sup>®</sup> Protect provides skin cells with additional energy for these repair procedures, helping the skin to regenerate itself and to reduce existing signs of skin ageing. Scientific studies have demonstrated that niacinamide reduces the fine lines that are perceived as withered skin.

In addition, the cream contains a nurturing lipid matrix consisting of biocolloids, ceramides, and shea butter. It is pleasant to apply, absorbed rapidly and is also ideal for sensitive skin types. An active ingredient complex of vitamin B3 and vitamin E smoothes the skin, protects against moisture loss and reduces pore size and hyperpigmentation. The carefully chosen sun protection factor 15 is adequate for most daily sun exposure scenarios and therefore avoids unnecessarily high dosing of UV filters.

Belixos<sup>®</sup> Protect is the fourth product in Biofrontera's medical skincare line and complements Belixos<sup>®</sup> cream, Belixos<sup>®</sup> liquid hair tonic, and Belixos<sup>®</sup> gel that meet the special needs of reddened and itchy skin on different skin types of the body, whereas Belixos<sup>®</sup> Protect was prepared for everybody aware of the dangers of UV irradiation who care about a daily protective and nurturing skin care. The new product is available in a pump dispenser containing 50ml. Like all other Belixos<sup>®</sup> products, Protect is available online through Amazon with immediate effect.

**Ends**

## News Release

### Enquiries, please contact:

<b>Biofrontera AG</b>	+49 (0) 214 87 63 2 0
Prof. Hermann Lübbert, Chief Executive Officer	<a href="mailto:press@biofrontera.com">press@biofrontera.com</a>
Thomas Schaffer, Chief Financial Officer	<a href="http://www.biofrontera.com">www.biofrontera.com</a>
<b>IR Germany: Brainwell Asset Solutions</b>	+49 (0) 152 08931514
Jürgen Benker	
<b>Nomad and Broker: Shore Capital</b>	+44(0) 20 7408 4090
Bidhi Bhoma / Toby Gibbs	
<b>IR UK: Seton Services</b>	+44(0) 20 7603 6797
Toni Vallen	
<b>Financial PR: Gable Communications</b>	+44(0) 20 7193 7463
John Bick / Justine James	+44 (0)7872 061007

### Background:

**Biofrontera Group** (FSE/AIM: B8F, ISIN DE0006046113) is a biopharmaceutical company specialising in the development, sale and distribution of drugs and medical cosmetics for the care and treatment of skin diseases. Biofrontera's most important product is **Ameluz**<sup>®</sup>, a prescription drug which is approved in Europe for the treatment of mild and moderate actinic keratosis (superficial skin cancer) with photodynamic therapy (light therapy). Biofrontera is the first German pharmaceutical start-up company to obtain centralised approval for a drug it has developed itself. The company also plans for Ameluz<sup>®</sup> to be approved for basal cell carcinoma and is currently preparing for approval in other countries, especially in the largest pharmaceutical market in the world, the United States.

The company also markets the Belixos<sup>®</sup> dermatological range of cosmetics. Belixos<sup>®</sup> products, a cream, a gel and a scalp tonic, contain combinations of active substances extracted from plants, relieve itching and redness and are used for the regenerative care of chronic skin conditions such as atopic dermatitis or psoriasis. The Belixos<sup>®</sup> Protect, a daily skincare for sun-damaged skin, complements this dermo-cosmetic line. All products are available through Amazon.

The Biofrontera Group was established in 1997 by Prof. Dr Hermann Lübbert, the Chairman of the company's Management Board, and has its headquarters in Leverkusen, Germany.

### [www.biofrontera.com](http://www.biofrontera.com)

*This communication expressly or implicitly contains certain forward-looking statements concerning the business activities of Biofrontera AG. These forward-looking statements reflect the opinion of Biofrontera at the time of this communication and involve certain known and unknown risks. The actual results achieved by Biofrontera may differ significantly from future results or performances which are published in its forward-looking statements. Biofrontera assumes no responsibility to update its forward-looking statements.*