

## FOR IMMEDIATE RELEASE

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## Top Dermatology Genetic Tests Developers Merge With DermaGenoma, Inc.

### HairDX, PsoriasisDX, And HerpesDX Form Genetic Dermatology R&D Company

IRVINE, CA, APRIL 20, 2010 – Pioneering genetic tests in key areas of dermatology today merged into one molecular dermatology research and development innovator called [DermaGenoma, Inc.](http://www.DermaGenoma.com)

Founded by leading researchers and specialists in genetics and dermatology, DermaGenoma is dedicated to the research and development of new diagnostics and prescription based therapies for skin conditions tailored to an individual's genetic makeup. Breakthrough diagnostic genetic tests already that are part of the company include:

- [HairDX](#), the first genetic screening test for Female and Male Pattern Baldness (Androgenetic Alopecia)
- [The HairDX \(RxR\) Genetic Test for Finasteride Response](#). In addition to predicting Finasteride response for the treatment of common hair loss, the test helps doctors assess if a patient has an increased risk of developing Benign Prostatic Hyperplasia (Enlarged Prostate).
- [The PsoriasisDX Genetic Test](#) helps identify those at high risk for developing Psoriatic arthritis (PsA) before they experience arthritic symptoms, providing the opportunity to lessen joint damage through early medical intervention.
- [The HerpesDX Genetic Test for Frequent Genital Herpes](#) helps doctors assess patients' risk for developing frequent Genital Herpes (HSV-2) outbreaks. Until now, physicians

have been unable to give patients an answer to the most common question asked by recently infected Genital Herpes patients: “Will I have frequent outbreaks?”

“By bringing these breakthrough genetic tests under one roof, DermaGenoma will be able to continue its global leadership in dermatological diagnostic tests and research,” said CEO Andy Goren. “The product lines will benefit from a large international distribution network in over 20 countries and six continents. This strong presence will assist dermatologists in improving patient care.”

**About DermaGenoma, Inc.**

Headquartered in Irvine, CA, [DermaGenoma, Inc.](http://www.DermaGenoma.com) (www.DermaGenoma.com) is a molecular dermatology company founded by leading researchers and specialists in genetics and dermatology. The company is dedicated to the research and development of new diagnostics and prescription based therapies for skin conditions tailored to an individual's genetic makeup.

DermaGenoma genetic tests are available through physician's offices nationwide, and are administered using a simple cheek swab.

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