



INTENDIS INTRODUCES "THE ROSACEA APP"

Information at the Tip of Your Fingers

Morristown, NJ –March 16, 2011 - Imagine coping with a skin condition that may not behave in quite the same way on any given day. If you have rosacea, every day brings the possibility of a flare up and sometimes the trigger is unexpected. For those of you struggling with this condition, help has arrived. Intendis, Inc., part of the Bayer Group, which makes **Finacea® (azelaic acid) Gel, 15%**, has developed the first Smartphone application (app) for rosacea sufferers. This app has been thoughtfully designed to provide consumers with information, support and tools they can use to learn about and help manage their mild to moderate rosacea. It is called **The Rosacea App** and is available **free** to anyone who has an iPhone, Blackberry or Android Smartphone.

Features That Make Rosacea Easier to Cope With

The Rosacea App has been designed to deliver information about specific issues faced by people with rosacea. ***It works as a resource for information, as well as a personal daily journal.*** It offers daily ***Weather Alerts***, since the disease can be affected by factors such as heat, cold and wind. It also ***describes symptoms and treatments.*** For any rosacea patient who has ever paused to try to remember "*what happens if I eat this?*" or who wonders how the weather of the day will affect their disease, **The Rosacea App** functions as a reminder and an ***interactive memory*** making the hurdles of this condition easier to overcome. **The Rosacea App** may easily become part of the user's daily life.

But **The Rosacea App** goes further. In a clear and easy-to-understand format it talks about ***lifestyle issues*** such as foods and beverages that may cause flares, and also offers a ***Substitution Finder*** that helps identify foods and drinks that may be substituted in place of those causing flare ups. For anyone who has questions about the condition, **The Rosacea App** offers an ***Assessment Tool.*** It helps one gain a better understanding of their own, unique relationship with the condition with a ***Trigger Tracker*** and ***Frequently Asked Questions*** section. It provides information about **Finacea® (azelaic**

acid) Gel, 15% and how this treatment option may help their mild to moderate rosacea.

Going the Distance

The Rosacea App leads the user from one section to the next to help make daily decisions about how to manage their condition. But the help doesn't stop there. **The Rosacea App** provides a coupon offer for **Finacea®** that can be used at the pharmacy ***directly from their Smartphone***. It also gives the user the ability to register for special offers and to sign up for a monthly newsletter. There are those who want to talk to their doctor but don't know where to begin. **The Rosacea App** is equipped with a questionnaire to fill in that will help facilitate a discussion with their healthcare provider.

The Rosacea App has benefitted from hours of research and planning – the result being this comprehensive resource full of information to help guide those coping with this skin disease which affects upwards of 16 million Americans. **The Rosacea App** was well-received by dermatologists at its introduction during the recent annual American Academy of Dermatology meeting in early February 2011. It is encouraging to see that the specialists treating this condition see great value and utility in this app, but the real benefit will only be realized by getting **The Rosacea App** into the hands of those who need it most – those suffering from mild to moderate rosacea.

“Finacea is the only FDA-approved gel for the treatment of the bumps, pimples and associated redness of mild to moderate rosacea” said William Griffing, President & CEO of Intendis-US. “As the makers of a leading rosacea treatment, we felt strongly motivated to support patients who have to cope with the issues of rosacea every day. By making this app available at no cost, The Rosacea App user will always have the latest information, tools and support. We believe it will open up a new window for anyone who has to make decisions about their disease on a daily basis.”

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About Rosacea

To learn more about rosacea, please visit www.rosacea.org

INDICATION & USAGE

FINACEA is indicated for topical treatment of inflammatory papules and pustules of mild to moderate rosacea. Although some reduction of erythema which was present in patients with papules and pustules of rosacea occurred in clinical studies, efficacy for treatment of erythema in rosacea in the absence of papules and pustules has not been evaluated.

IMPORTANT SAFETY INFORMATION

FINACEA is for dermatologic use only, and not for ophthalmic, oral, or intravaginal use. FINACEA is contraindicated in individuals with a history of hypersensitivity to propylene glycol or any other component of the formulation. In clinical trials, sensations of

burning/stinging/tingling occurred in 29% of patients, and itching in 11%, regardless of the relationship to therapy. Post-marketing safety - Skin: facial burning and irritation; Eyes: iridocyclitis on accidental exposure to the eye. There have been isolated reports of hypopigmentation after use of azelaic acid. Since azelaic acid has not been well studied in patients with a dark complexion, these patients should be monitored for early signs of hypopigmentation.

Other than FINACEA, Intendis, Inc. (part of the Bayer group) does not promote or endorse any products or recommendations made by third parties. All products and brand names listed are the property and responsibility of their respective trademark and copyright holders.

Please see full Prescribing Information for FINACEA at www.finacea-us.com.

FINACEA is a registered trademark of Intendis, Inc.

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About Intendis

Intendis Inc. is an U.S. based affiliate of Intendis GmbH, a fully integrated pharmaceutical company based in Berlin, Germany. As part of the Bayer Group, Intendis is dedicated to Dermatology and focuses on the development and marketing of high quality, innovative topical therapies, targeted to treat skin disorders. Intendis' objective is to become a leading partner in the field of dermatology. Find out more at www.intendis-us.com

Media Contact:

Suzanne Lane
The Lane Communications Group
slane@thelcgroup.com
1+ 212.757.6880.

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