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## Sunprotection in a Pill - Heliocare®

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SOURCE Biopelle, Inc.

FERNDALÉ, Mich., April 28, 2011 /PRNewswire/ -- Sunscreen is an important part of sun protection, but it's not complete protection. Currently no FDA measurements for UVA protection exist; a high SPF can create a sense of false security for consumers, who assume complete protection from ultra-violet radiation when that's not the case! Improper application is another issue. Unfortunately in this hurried society, regular application and re-application is often inadequate or compromised.

(Photo: <http://photos.prnewswire.com/prnh/20110428/DE91992> )

There is another way to increase sun protection: Heliocare! This natural, organic capsule, taken daily, will provide increased defense against ultraviolet radiation. And because it is a pill, it's simple to use and overrides the application inconsistencies of sunscreens. More importantly, it provides significant protection against UVA damage.

Dr. Angela Bowers-Plott, Southlake Dermatology, Southlake, TX, is a Heliocare advocate. As she explains: "the sun that's coming through is damaging the DNA every day; a little bit here and there adds up. [Heliocare] helps correct sun damage that's occurring past the sunscreen stage. The great thing about a systemic sunscreen is that it doesn't miss a spot."

Heliocare is the only proven, effective form of oral sun protection providing systemic defense from the sun's damaging rays. Each capsule contains 240 mg of Fernblock™ (Polypodium leucotomos extract) to protect skin structure and immune response, repair DNA and scavenge UV-induced reactive oxygen species, helping protect against sun-related effects and aging.

Joel L. Cohen, MD, AboutSkin Dermatology, Denver, CO, recommends Heliocare to his patients who experience over 300 days of sunshine each year compounded by high-altitude (increasing UV penetration). "I recommend Heliocare; studies have shown that this fern extract has a high affinity for skin. I have my patients take one capsule every day and an additional capsule when they're in the sun for extended periods of time...especially patients who've had skin cancer or a family history of skin cancer," Cohen states.

Biopelle, Inc. is the aesthetic subsidiary of the Ferndale Pharma Group. Biopelle provides physicians and their patients with a "global spectrum of skincare" in 10 brands with cutting edge technologies: AFA®, Auriderm®, Ascorderm®, Retriiderm®, LMX®, OC Eight®, Tensage®, PRESCRIBEDsolutions®, SYNERGIESTM and Heliocare®.

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