

Kerasal Announces Professional Strength Formula and Size Exclusive for Podiatrists

May 1, 2008, Whippany NJ – Alterna LLC, the makers of Kerasal, announced today that it plans to launch a professional strength formula that will be dispensed and sold exclusively by podiatric professionals.

Kerasal’s clinically proven and APMA approved formula is currently sold by podiatrists, and is also available in drug stores and supercenters. The new *Kerasal Professional Strength Formula*, adds more Urea, and includes Vitamin A and Vitamin E. Unlike the original formula it will be available for sale only by podiatrists and in a larger size.

“Podiatrists are responsible for the success of the Kerasal brand,” stated Steve Cagle, President, Alterna LLC, makers of Kerasal. “We are pleased to respond to their requests, by offering them the ability to exclusively dispense professional strength formula.”

Kerasal’s Direct Dispense program, enables podiatrists to earn high margins, while also providing patients an APMA approved effective brand. Kerasal also provides free samples and educational materials for patients.