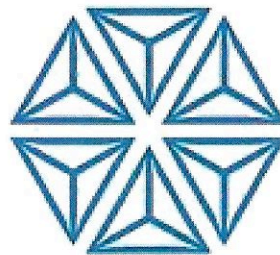


"For years, we've been applying our knowledge and innovation to new medications, improving the lives of millions. Now, scientists at Bristol-Myers Squibb have broken down a barrier that will change the way we approach one another as a people."

—James Hardy, CEO

"I've exposed my skin to harmful tanning bed rays. I knew it was bad, but my appearance affects my emotional view of myself. Now, I'll never have to lay under ultraviolet rays any longer. I consulted my doctor and within days OraTan changed my skin to a natural, full color. Now, I look how I want conveniently and safely."

*—Cindy McCain,
Trial Patient*

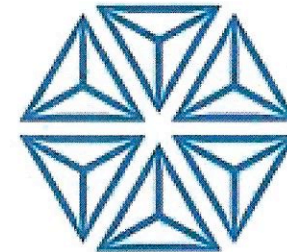


Bristol-Myers Squibb

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Bristol-Myers Squibb



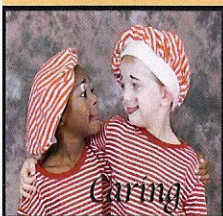
OraTan

*Battling Skin Cancer
through Innovation.*

Tel: 555-232-3026

OraTan: Bringing America Choice

Innovation has led our world to amazing heights. Our ancestors began experimenting with herbs and natural medicines in order to cure sickness and promote health. For years, Bristol



Breaking the barriers of race and battling skin cancer with one pill.

-Myers Squibb has led the modern movement into biomedical engineering to propel healthcare and living standards to new heights.

OraTan's patented formula comes at a time when racial barriers fall across

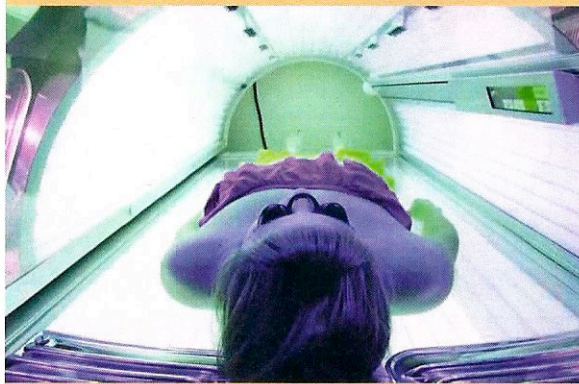
the globe. Now, racial barriers will cease to exist. With a simple pill, taken once daily, anyone can alter the genetic code that causes skin pigmentation. Harmful tanning beds will virtually cease to exist; natural tanning will be available to everyone; and the population of a world long tormented by race will be taken by storm as the first color-altering drug hits the market. OraTan meets a need long deemed impossible to fulfill.

How it works

Skin color among humans ranges from nearly black to almost white. This phenomenon comes from mainly genetics, as ancestors migrated to tropical regions or subtropical areas around the globe. Generally speaking, skin pigmentation appearing in a human's unique genetic code manages the way skin becomes affected by sun exposure. Scientists at BMS have pinpointed this genome and have discovered a way of controlling its functionality. The chemical formula in OraTan, tested and approved by the FDA, concentrates the genome to reproduce skin cells based on the user's defined genetic structure and desired darkness.

Availability and Use

Patients requesting OraTan will need to meet with a qualified specialist to test the specific genetic structure. Individual genetic codes fall within eight basic categories on pigmentation ranging from darkest to lightest. The patient will need to choose the desired skin tone from the eight possibilities. Everyone has a unique structure and thus, results will vary slightly. However, the basic coloration will fall into one of the eight general cate-



To cover up insecurities and shyness, people have long used sunless tanning beds that shine harmful ultraviolet rays on pale skin.

gories. This process preserves individuality while allowing users to choose a tone catering to his or her liking. BMS will make the drug available through prescription in the United States for the first few years and then move globally.

Pricing

A year's prescription will cost around \$5,000 during the first year as specialists will need training. Toward the end of the patent, we expect to market heavier and provide pricing more catered to the average citizen. Although we can't estimate actual pricing down the road, it's expected that Bristol-Myers Squibb may provide the drug at low cost later on.

FDA Approval

The United States' Food and Drug Administration has approved the use of OraTan to prescribed patients. During clinical trials, users generally reported mild symptoms from use, including stomach pains and hair loss probably due to natural or unrelated causes. The FDA has signed off on use of the drug with confidence.

Bristol-Myers Squibb

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