

FOR IMMEDIATE RELEASE

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PsoriasisDX Genetic Test for Psoriatic Arthritis Now Available In Europe As A CE Marked In Vitro Diagnostic Medical Device

Genetic Test for Psoriatic Arthritis (PsA) Complies With The European Directive

IRVINE, CA, JULY 20, 2010 - Molecular dermatology research and development innovator [DermaGenoma, Inc.](http://www.dermagenoma.com) today announced that the PsoriasisDX Genetic Test for Psoriatic Arthritis (PsA) is now available as a CE Marked product under the European In Vitro Diagnostic Directive.

CE Marking is required for certain product groups to indicate conformity with the essential requirements set out in European Directives. The PsoriasisDX Genetic Test for Psoriatic Arthritis complies with the essential requirements of the European IVD Directive.

The PsoriasisDX Genetic Test helps identify those at high risk for developing Psoriatic Arthritis before they experience arthritic symptoms, providing the opportunity to lessen joint damage through early medical intervention.

"We are excited to extend this revolutionary genetics testing breakthrough to dermatologists in Europe," says Andy Goren, CEO of DermaGenoma, Inc. "It helps doctors determine the proper treatments for patients."

About DermaGenoma, Inc.

Headquartered in Irvine, CA, [DermaGenoma, Inc.](http://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 diagnostic genetic tests 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 for Psoriatic Arthritis](#) 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 an answer to the most common question asked by recently infected Genital Herpes patients: "Will I have frequent outbreaks?"
- [The CelluliteDX Genetic Test for Moderate to Severe Cellulite](#) (gynoid lipodystrophy). helps doctors predict if a patient is at a high risk for developing Nurnberger-Muller grade 2 (or greater) cellulite.

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

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