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FOR IMMEDIATE RELEASE

Rachel Scharfman Joins BioDerm Inc. as Vice President of Sales & Marketing

Seasoned Marketing Executive to Spearhead Major Growth at Largo Manufacturer

Largo, FL, July 5, 2017 - BioDerm, Inc., a global medical device manufacturer based in Largo, FL, announced the appointment of Rachel Scharfman as Vice President of Sales and Marketing.

Mrs. Scharfman will be responsible for accelerating BioDerm's aggressive growth plans for 2017 and beyond. She will head global marketing, consumer distribution partnerships and consumer sales. Scharfman will also support the acute sales team and international distributor marketing efforts worldwide.

Mrs. Scharfman is an experienced marketing executive recognized for driving measurable results and global brand awareness. Prior to joining BioDerm in 2017, Mrs. Scharfman led a team at DenTek Oral Care responsible for global brand management, traditional and digital marketing communication, design and consumer affairs for over 30 countries around the world. She was the acting CMO/VP of Marketing during the private equity sale process, helping achieve 12X EBITDA.

Mrs. Scharfman worked for Almar Sales from 2008 to 2013 as a Brand Marketing Manager, where she had the opportunity to build and market several ecommerce websites for B2B and B2C. She also worked to relaunch and manage the Expressions family of brands, numerous Wonka and Nestle licensed cosmetics, and My Princess Academy. Prior to Almar she worked for Pokemon USA from 2004 to 2008, advancing to an Associate Manager, Marketing & Events at the worldwide headquarters of one of the most popular entertainment properties in the world. Mrs. Scharfman holds a MBA from the University of Florida, BS in Business Management, and a BA in Theater from Florida State University.

About BioDerm

BioDerm, Inc. is one of the nation's leading manufacturers of proprietary hydrocolloid products for urinary management, securement, infection control and skin protection. Based in Largo, FL, a predominance of BioDerm's products are manufactured locally. The company challenges accepted inferior standards of care by creating products that reduce infection rates, add comfort and reliability, and improve quality of life. BioDerm's products are sold in over 20 countries worldwide. For more information on BioDerm's line of products, visit www.Bioderminc.com or www.MensLiberty.com.