

THE REST OF YOUR LIFE

An Ironman Competes to Give Back

Dr. James Barron never took physical fitness seriously until age 30, when he served as the physician for a Marine battalion, but he'd always been intrigued by watching Ironman competitions on television—grueling events that consist of a 2.4-mile swim, a 112-mile bike ride, and a 26-mile run.

"In my mind I would think 'boy, wouldn't it be great to do that some

day?'" said Dr. Barron, a 44-year-old internist who practices in Grand Rapids, Mich.

The motivator for his will to ultimately become an Ironman-level triathlete came from a painful life event: the September 2001 death of his 5-year-old niece, Allie Cibulas, from inoperable brain cancer. "She had a horrible course," Dr. Barron recalled. "I remember visiting

her, being so frustrated. I had so much pent-up energy and I wanted to do something to try to make a difference in the lives of other people affected by children with any type of illness."

So in 2003 he registered for an Ironman competition in Madison, Wis., and asked friends, family, and perfect strangers to champion him by donating money to Allie's Angels—a charity serving terminal-

ly ill children and research on pediatric brain cancer that was launched in honor of his niece (www.alliesangels.com).

"I thought, 'I'm going to push myself to my limit and do what I can to try to help out,'" he said. "When little children go through chemotherapy, they're not prepared for it. I had never done a triathlon in my life, so it was symbolic that I was going to go do something I'd never done before and fight my own personal battle to complete it."

After nearly a year of training, when race day arrived he completed the event and helped to raise several thousand dollars for Allie's Angels. "It wasn't a lot of money," he said. "But for me it was more [about] creating awareness."

Promiseb™ Topical Cream

For Topical Dermatological Use Only
For External Use Only

Rx only

Product Description:

Promiseb™ Topical Cream is an off-white, steroid-free, fragrance-free, water-based emulsion.

Indications for Use:

Under the supervision of a healthcare professional, Promiseb Topical Cream is indicated to manage and relieve the signs and symptoms of seborrhea and seborrheic dermatitis such as itching, erythema, scaling and pain. Promiseb Topical Cream helps to relieve dry waxy skin by maintaining a moist wound & skin environment, which is beneficial to the healing process.

Directions for Use:

Apply Promiseb Topical Cream to the affected skin areas 2 to 3 times per day (or as needed), and massage gently into the skin. If the skin is broken, cover Promiseb Topical Cream with a dressing of choice.

Ingredients:

Promiseb Topical Cream is comprised of Purified Water, Isohexadecane, Butyrospermum parkii, Pentylene glycol, Ethylhexyl palmitate, Cera alba, PEG-30 Dipolyhydroxystearate, Bisabolol, Polyglyceryl-6 polyricinoleate, Tocopheryl acetate, Hydrogenated castor oil, Acifructol complex, Butylene glycol, Magnesium sulfate, Piroctone olamine, Allantoin, Magnesium stearate, Disodium EDTA, Vitis vinifera, Ascorbyl tetraisopalmitate, Glycyrrhethinic acid, Propyl gallate, and Telmesteine.

Caution:

The use of Promiseb Topical Cream is contraindicated in any patient with a known history of hypersensitivity to any of the ingredients. Promiseb Topical Cream does not contain milk, wheat, peanut or animal derivatives. Promiseb Topical Cream does contain shea butter (*Butyrospermum parkii*), a derivative of shea nut oil (not peanut oil). Patients with a known allergy to nuts or nut oils should consult their physician before using this topical preparation.

How Supplied:

30 g tube, NDC 67857-803-30

To Open: Puncture seal with pointed end of cap.

Important: The opening of this product is covered by a metal seal. Do not use if seal has been punctured or is not visible.

Store at controlled room temperature 68° to 77°F (20° to 25°C), excursions permitted between 59° and 86°F (15° and 30°C).

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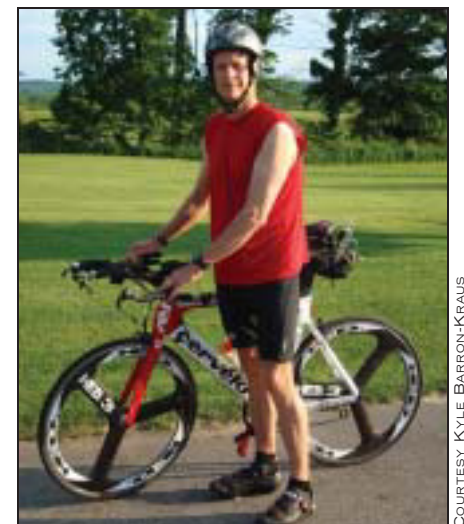
Made in Italy

Federal law restricts this device to sale by or on the order of a physician or properly licensed practitioner.

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References:

1. Data on file. A randomized pilot study to compare the safety and efficacy of Promiseb Topical Cream and desonide cream 0.05% in the treatment of mild to moderate seborrheic dermatitis of the face. Promius Pharma, LLC: Bridgewater, NJ; 2008. PSC0801.
2. Data on file. An open-label, single-center, pilot study to determine the antifungal activity of Promiseb Topical Cream after seven days of use in normal volunteers. Promius Pharma, LLC: Bridgewater, NJ; 2008. PSC0802.
3. Data on file. A multicenter pilot clinical study to evaluate the efficacy and safety of Promiseb in the management of mild to moderate seborrheic dermatitis in adults. Surrey, United Kingdom: Sinclair Pharmaceuticals, LTD; 2006.



COURTESY KYLE BARRON-KRAUS

Dr. James Barron registered for his first Ironman in response to his 5-year-old niece's death from brain cancer.

Dr. Barron described feeling like an "imposter" in a crowd of highly trained triathletes. "I remember when I crossed the finish line many hours after the winner, still seeing the winner of the race there to cheer me on," he said. "It's a feeling of acceptance. It was very emotional, thinking about my niece as I went through the race."

With his first Ironman behind him, Dr. Barron went on to improve his completion times in subsequent Ironman competitions in Lake Placid, N.Y., and in Louisville, Ky. His ultimate Ironman goal is to compete in Kona, Hawaii, the premier competition in this event.

In addition to his full-time role as a hospitalist for Michigan Medical, P.C., at Spectrum Butterworth in Grand Rapids, Dr. Barron is an essential caretaker of his wife, Dr. Denise Barron-Kraus, and their two teenage sons. Dr. Barron-Kraus left practice in 2000 because she suffers from mental health issues and fibromyalgia that affects her ability to perform activities of daily living. That leaves Dr. Barron precious little time for training.

It's not unusual for Dr. Barron to train in the late evenings until midnight, or to start training at 4:30 a.m. He noted that the Ironman competitions have helped him achieve a "can-do mindset" for whatever challenges come his way. ■

By Doug Brunk