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(71) Applicant: **UNIVERSITY OF DURHAM** [GB/GB]; The
Palatine Centre, Stockton Road, Durham DH1 3LE (GB).

(72) Inventors: **WHITING, Andrew**; Department of Chem-
istry, University of Durham, South Road, Lower Moun-

tjoy, Durham DH1 3LE (GB). **CHISHOLM, David**; De-
partment of Chemistry, University of Durham, South Road,
Lower Mountjoy, Durham DH1 3LE (GB). **GREIG, Ian**;
Institute of Medical Sciences, Foresterhill, Aberdeen, Ab-
erdeenshire AB25 2ZD (GB). **KHATIB, Thabat**; Institute
of Medical Sciences, Foresterhill, Aberdeen, Aberdeenshire
AB25 2ZD (GB). **MCCAFFERY, Peter**; Institute of Med-
ical Sciences, Foresterhill, Aberdeen, Aberdeenshire AB25
2ZD (GB).

(74) Agent: **DEFINITION IP LIMITED**; The Core, Newcastle
Helix, Bath Lane, Newcastle upon Tyne, Tyne and Wear
NE4 5TF (GB).

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(54) Title: SYNTHETIC RETINOIDS FOR USE IN RAR ACTIVATION

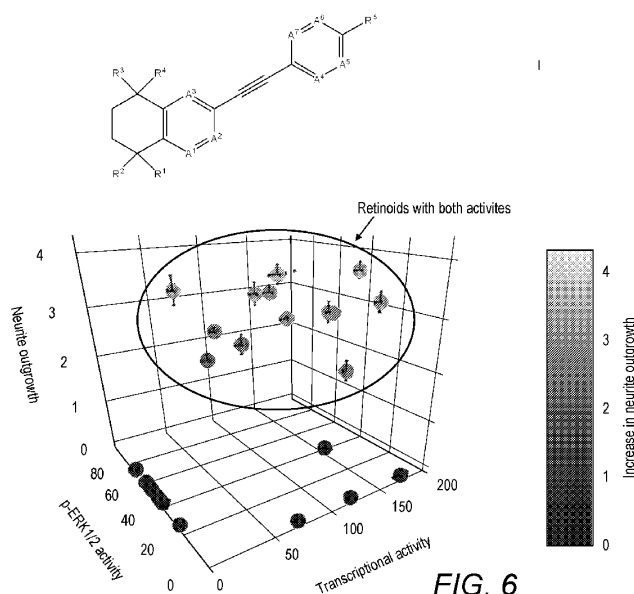


FIG. 6

(57) Abstract: The present invention relates to compounds of formula I: in which A¹-A⁷ and R¹ to R⁵ are defined herein, for use in the treatment of a condition or disease which is alleviated by the activation of retinoic acid receptors (RAR). The invention also relates to pharmaceutical compounds comprising such compounds, and related methods of treatment. In an aspect, the invention relates to a method of screening compounds for therapeutic potential in the treatment of a condition or disease which is alleviated by the activation of retinoic acid receptors (RAR). Aspects of the invention relate to novel compounds of formula I in which at least one of A¹ to A³ is N or at least one of A⁴ is CR¹² or A⁵ is CR¹³ in which R¹²/R¹³ is halogen.

[Continued on next page]

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