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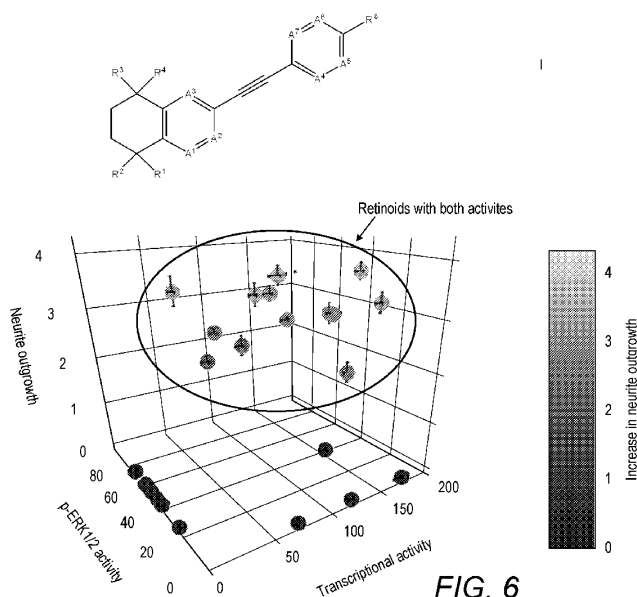
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(54) Title: SYNTHETIC RETINOIDS FOR USE IN RAR ACTIVATION



(57) Abstract: The present invention relates to compounds of formula I: in which A<sup>1</sup>-A<sup>7</sup> and R<sup>1</sup> to R<sup>5</sup> 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 A<sup>1</sup> to A<sup>3</sup> is N or at least one of A<sup>4</sup> is CR<sup>12</sup> or A<sup>5</sup> is CR<sup>13</sup> in which R<sup>12</sup>/R<sup>13</sup> is halogen.

[Continued on next page]

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