



Benzac® Acne Solutions Premieres Its First-Ever “Insta-Dramedy” Webseries

“The Benzacs” Debuts on Instagram to Entertain & Encourage Teens to Ditch the Acne Drama

FT. WORTH, TEXAS – April 21, 2015 – Galderma Laboratories, L.P., a leader in skin health and the maker of [Cetaphil®](#), today announced the launch of its first-ever webisode series, “The Benzacs,” an engaging teen insta-dramedy told through 15-second Instagram videos and more than 80 images and short videos. The webseries features the new over-the-counter (OTC) acne treatment [Benzac® Acne Solutions](#), which combines tough acne fighting medicine with soothing East Indian Sandalwood Oil, to treat stubborn acne and unclog pores while preventing new breakouts from forming.

Debuting on the [@BenzacAcne](#) Instagram handle, the series – inspired by classic teen high school movies – will air a total of 22 episodes over the course of three weeks. Viewers will be able to follow the angst, hilarity, breakups and *breakouts* of four teen archetypes – Ivy, Cam, Oak and Essy – who, like many teens, are dealing with a common enemy called acne.

“The Benzacs” encourages teens to ditch the acne drama by providing entertaining content on a platform where they are already engaging. More than three-quarters of teens use Instagram, the most popular social platform among this age group, and millennials spend an average of 439 minutes a month on the platform.

Brought to life through a collaboration with Galderma’s advertising agency, Deutsch New York, Benzac Acne Solutions is among the first brands to create an Instagram-friendly webseries and the first webseries on Instagram to target teens specifically.

“Benzac Acne Solutions aims to break the mold of traditional OTC acne marketing to reach the nearly 100% of teens who experience acne,” said Miles Harrison, VP & General Manager US Self Medication at Galderma. “As the most popular social platform for teens, Instagram was the ideal medium for this innovative webseries, which is one of the first on the platform to target teens. With relatable, entertaining content, Benzac’s webseries will engage and capture the imagination of our teen audience.”

Visit www.instagram/BenzacAcne to watch the story unfold.

About Benzac Acne Solutions

[Benzac Complete Acne Solution Regimen](#), Galderma U.S.’s first-ever, over-the-counter (OTC) acne regimen, includes [Benzac Skin Balancing Foaming Cleanser](#), [Benzac Intensive Spot Treatment](#) and [Benzac Blemish Clearing Hydrator](#). The Benzac regimen treats stubborn acne and prevents new breakouts from forming with salicylic acid, while pharmaceutical-grade East Indian Sandalwood Oil calms and soothes the skin. In a study, 91 percent of people saw an improvement in their acne after using the regimen for two weeks.

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The Benzac Complete Acne Solutions Regimen (\$36.24 for the 3-step regimen)* and individual products Benzac Skin Balancing Foaming Cleanser (\$14.92 for 6.0 FL OZ),* Benzac Intensive Spot Treatment (\$16.84 for 0.5 FL OZ)* and Benzac Blemish Clearing Hydrator (\$16.84 for 1.0 FL OZ)* are available at major retailers nationwide and online.

About Galderma

Galderma is a global company founded in 1981 committed to delivering innovative medical solutions to meet the dermatological needs of people throughout their lifetime while serving healthcare professionals around the world. The company has 34 wholly owned affiliates with a worldwide network of distributors and 5,500 employees. Galderma's extensive product portfolio is available in 80 countries and treats a range of dermatological conditions including: acne, rosacea, onychomycosis, psoriasis & steroid-responsive dermatoses, pigmentary disorders, skin cancer and medical solutions for skin senescence.

Galderma is the operating company of Nestle Skin Health, a global leader focused on enhancing the quality of life by delivering science-based solutions for the health of skin, hair and nails.

With approximately 19% of revenues invested each year to discover and develop new products and access innovative technologies, the company is one of the world's leading investors in dermatology R&D. Five state-of-the-art R&D centers and five manufacturing sites are dedicated to providing a wide range of innovative medical solutions which meet the highest standards of safety and efficacy.

Strategic brands in the US include Epiduo[®], Oracea[®], Clobex[®], Differin[®], Mirvaso[®], MetroGel[®], Soolantra[®], Vectical[®], Tri-Luma[®], Cetaphil[®], Benzac[®] Acne Solutions, Restylane[®], Restylane[®] Silk, Perlane[®], Dysport[®] and Sculptra[®] Aesthetic.

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*Prices may vary: manufacturer's suggested retail price.

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