

Galderma Unites with Hit Music Artists and PACER'S National Bullying Prevention Center to Raise the Volume around Bullying Prevention

- *Band Together to Banish Bullying (#BTProject)* Launches to Activate Conversation and Create Hope for the 1 in 3 Students Impacted by Bullying¹
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FORT WORTH, Texas—July 8, 2014—Galderma, the makers of Epiduo® (adapalene/benzoyl peroxide) Gel 0.1%/2.5%, today announced the launch of *Band Together to Banish Bullying* (#BTproject), a new campaign to empower teens to help prevent bullying. The program features music producer [Clinton Sparks](#), who has worked closely with hit musicians such as Lady Gaga, Akon and Ludacris, popular recording-artists [Kylie Morgan](#) (“Phoebe (It Matters What We Do)”) and [The Mowgli's](#) (“San Francisco”).

The program, sponsored by the makers of Epiduo Gel and developed in collaboration with [PACER's National Bullying Prevention Center](#) (PACER), encourages individuals who have been affected by bullying, or who want to speak out against it, to share artwork, photos, videos, or brief stories. This inspirational content will be used for an original song that will serve as the bullying prevention anthem, to be written, produced and performed by the participating artists.

According to Clinton Sparks, a multi-platinum, Grammy nominated producer/songwriter, “On behalf of The Mowgli's, Kylie Morgan and PACER, we're so proud and excited to be involved in such a worthwhile initiative. We care deeply about doing our part to help prevent bullying in this country, and recognize the power of song in providing hope to those who feel down, and giving bullies a reason to think about the impact of their actions. We look forward to creating an amazing new song inspired by the real voices of those who want to help put an end to bullying.”

Individuals can submit their inspirational content to the #BTproject program's YouTube Channel, [bandtogetherproject.com](#), from July 8 to August 1, 2014. Morgan, The Mowgli's and Sparks will review submissions, and create the #BTproject bullying prevention anthem, which will be released in September.

“While bullying and bullying prevention is a constant topic of conversation in the media, schools and homes, it continues to happen all too often with nearly 1 in 3 students being bullied during the school year¹,” said Julie Hertzog, Director of PACER's National Bullying Prevention Center. “We're proud to partner with the makers of Epiduo® Gel for a second year in a row, and the program's new partners, on *Band Together to Banish Bullying*, which shines a spotlight on this serious issue and harnesses the power of the teenage voice to try and put an end to bullying.”

The consequences of bullying are serious and can include negative impacts on academic achievement, physical and mental health.² However, direct action can make a tremendous difference when it comes to bullying. In fact, research shows that for those who were bullied, the most helpful form of bystander support was actions from peers.¹

“Galderma's continued commitment to bullying prevention stems from our recognition that teenagers have incredible power to affect social change, and this certainly applies when it comes to their ability to help stop bullying in schools and online,” said Stuart Raetzman, Chief Executive Officer of Galderma Laboratories, L.P. and Vice President North America. “We are honored to support this evolution of our

bullying prevention efforts, which began in 2013, to help teenagers turn this serious issue into a conversation of hope and empowerment, with the support of our premiere partners.”

About *Band Together to Banish Bullying*

Band Together to Banish Bullying empowers teens and young adults to use their voices online to spread positivity, and turn their personal experiences into a musical rallying cry against bullying. The program, sponsored by the makers of Epiduo Gel, unites a select group of partners who are committed to speaking out against bullying, and includes PACER’s National Bullying Prevention Center, hit recording-artists The Mowgli’s, Kylie Morgan, and music producer, Clinton Sparks.

Band Together to Banish Bullying allows individuals who have been affected by bullying, or want to speak out against it, to collaborate with musical artists by submitting inspirational content (in the form of videos, pictures, poems or short stories) that will be transformed into an exclusive anthem by the program’s artists. Submissions are being accepted via the program’s YouTube Channel from July 8 to August 1, 2014.

About the Artists

Clinton Sparks is multi-platinum, Grammy nominated producer/songwriter for Lady Gaga, Akon, Pitbull, Ludacris, LMFAO, Beyoncé, Macklemore, and many more. He uses music as a way to express himself and his individuality.

Kylie Morgan was voted one of the Country Music Association’s “Who New to Watch” a few years back. She co-wrote and performed the impactful song “Phoebe (It Matters What We Do)” which was inspired by teenager Phoebe Prince who took her life in 2009 because of bullying. Kylie Morgan has also been a national spokesperson for PACER and their program, “Teens Against Bullying” initiative, for the past three years.

The Mowgli’s are an American, alternative rock band from Southern California. Their Billboard Top 10 song “San Francisco” was a staple on the radio last year. The band was created with an intention to help change the world for the greater good by spreading a message of joy and love that is embedded in their music.

About PACER’s National Bullying Prevention Center

Founded in 2006, PACER’s National Bullying Prevention Center actively leads social change, so that bullying is no longer considered an accepted childhood rite of passage. PACER provides innovative resources for students, parents, educators, and others, and recognizes bullying as a serious community issue that impacts education, physical and emotional health, and the safety and well-being of students. For more information, visit PACER.org/bullying.

About Galderma

A global company exclusively dedicated to dermatology

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 more than 5,000 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.

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 U.S. include Cetaphil®, Epiduo®, Oracea®, Mirvaso®, Clobex®, Differin®, MetroGel®, Vectical®, Tri-Luma® and Pliaglis®.

For more information, please visit: GaldermaUSA.com

References

1. PACER's National Bullying Prevention Center. Bullying Statistics. Accessed at: <http://www.pacer.org/bullying/about/media-kit/stats.asp> on June 2, 2014
2. PACER's National Bullying Prevention Center. Bullying Info and Facts: Defining Bullying Behavior. Accessed at: <http://pacer.org/bullying/resources/info-facts.asp> on June 2, 2014.

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