

## It's Time to "Face" the Facts: New Data Suggests Rosacea Is More Than Just Skin Deep

*Galderma Laboratories, L.P. and the National Rosacea Society Launch Campaign/Contest to Educate Public on Rosacea and Help Sufferers Feel More Confident in their Skin*

**FORT WORTH, TX, April 28, 2016** – Recent research suggests that rosacea, a common, chronic skin condition affecting 16 million Americans, may be linked to negative effects on the body as a whole, not just the face. It's believed that possibly due to its inflammatory nature, people with rosacea are at an increased risk of a number of other serious health related issues, including cardiovascular disease and other forms of vascular disease, much like psoriasis patients. Researchers have also linked rosacea to an increased risk of gastrointestinal disease and skin cancer. If left untreated, rosacea can worsen.

Therefore, in an effort to support the millions of people nationwide suffering from rosacea, this April (Global Rosacea Awareness Month), Galderma Laboratories, L.P. (Galderma), and the National Rosacea Society (NRS) are teaming up to promote greater public understanding of this widespread skin condition and to help sufferers better recognize the symptoms of rosacea and seek professional help.

Today, Galderma and the NRS launched the third annual *Break Up with Your Makeup* campaign, [an educational campaign and contest](#) empowering those with rosacea to **stop concealing** symptoms and **start treating** the condition, so that they can feel more confident in their skin.

"Everyone wants to feel confident, but covering up blemishes is a quick fix — not a long-term solution. Some over-the-counter remedies and harsh makeups can actually make the sensitive skin of rosacea worse," says Dr. Doris Day, nationally recognized dermatologist, Galderma consultant and campaign spokesperson. "It's important for anyone struggling with tough skin days to speak to a dermatologist about finding a treatment that's right for them."

From now through May 20, people age 18 and older are invited to submit a no-makeup selfie along with a brief personal skin story through the [Break Up with Your Makeup digital hub](#) for a chance to win an all-expenses paid spa getaway for two in sunny Los Angeles. The hub also includes a number of helpful resources including skin care tips and a doctor's discussion guide to assist those who may have rosacea in finding the right solution for their skin.

"We've long believed that the complications of rosacea are more than just skin deep, but this new research underscores the importance of recognizing the early warning signs of this chronic and often misdiagnosed skin disease," says Mary Erhard, director of medical communications for the NRS. "We are excited to continue our participation in Galderma's *Break Up with Your Makeup* initiative, which provides educational resources and encourages potential sufferers to seek diagnosis and appropriate treatment as soon as possible."

Galderma offers a comprehensive portfolio of rosacea solutions that address a variety of frustrating symptoms for patients with the condition, including topical Mirvaso® (brimonidine) Topical Gel, 0.33%\* for persistent facial erythema (facial redness) associated with rosacea; systemic Oracea® (doxycycline, USP) 40 mg\*\* Capsules ("OR-RAY-SHA"), a convenient, once-daily oral treatment for the inflammatory lesions, or bumps and

blemishes, of rosacea; and Soolantra® (ivermectin) Cream, 1% a once-daily, antibiotic-free product indicated for the treatment of inflammatory lesions, or bumps and blemishes, of rosacea.

### **About Break Up with Your Makeup Initiative**

*Break Up with Your Makeup* is a national campaign that aims to educate consumers about the signs and symptoms of rosacea and how to proactively manage the condition, and empower them to feel as confident as possible about their skin. As part of the initiative, people with rosacea, or those who suspect they might have the condition, are encouraged to [submit](#) a no-makeup selfie and share how they would use the extra time if they could help alleviate their tough skin days and go makeup free. The winner of the contest will receive an all-expenses paid spa getaway for two in Los Angeles in 2016. In addition, anyone over age 18 will be able to vote for their favorite contest entries; voters will be automatically entered into a sweepstakes for a chance to win one of three \$500 gift card prizes.

To enter the contest and help others who are struggling with similar skin challenges, individuals can log on to the *Break Up with Your Makeup* contest entry page starting on April 27, 2016 through May 20, 2016 to share their no-makeup selfie and personal skin story. In June, anyone over the age of 18 can view the photo gallery of contest finalists and vote for their favorites. For more information about the campaign, please visit the [Break Up with Your Makeup digital hub](#).

### **About Rosacea**

Rosacea is a common inflammatory and vascular disorder, primarily affecting the face. Redness, visible blood vessels, bumps and pimples typically appear in the middle of the face (forehead, nose, cheeks) after age 30 in men and women with rosacea.

Because of the physical manifestation of rosacea on the face, the condition can cause embarrassment, anxiety and frustration, and can have a negative impact on the patients' social lives. Stinging, burning and sensitivity of the skin are common, and in some cases, the eyes can become red, dry and itchy. Common triggers for the condition include sun, extreme temperatures, spicy foods, alcohol, emotional stress, certain cosmetics and generally harmless, microscopic Demodex mites found on the skin.

If left untreated, rosacea may worsen. If people suspect that they might have rosacea, they should visit their dermatologist or healthcare provider for diagnosis and to discuss what treatment is right for them.

### **About The National Rosacea Society**

The National Rosacea Society is the world's largest organization dedicated to improving the lives of the estimated 16 million Americans who suffer from this widespread but poorly understood disorder. Its mission is to raise awareness of rosacea, provide public health information on the disorder and support medical research that may lead to improvements in its management, prevention and potential cure. For more information, please visit: [Rosacea.org](http://Rosacea.org).

### **About Galderma**

Dating back to 1961, Galderma is now present in 100 countries with an extensive product portfolio to treat a range of dermatological conditions. The company partners with health care professionals around the world to meet the skin health needs of people throughout their lifetime. Galderma is a leader in research and development of scientifically-defined and medically-proven solutions for the skin, hair and nails.

**Strategic brands in the U.S.** include Epiduo® Gel, Epiduo® Forte Gel, Oracea® Capsules, Clobex® Spray, Differin® Gel, Mirvaso® Gel, MetroGel® Gel, Soolantra® Cream, Vectical® Cream, Tri-Luma® Cream, Cetaphil®, Benzac® Acne Solutions, Restylane®, Restylane® Silk, Restylane® Lyft, Dysport® (abobotulinumtoxinA) and Sculptra® Aesthetic.

For more information, please visit [www.galdermausa.com](http://www.galdermausa.com) and [www.galderma.com](http://www.galderma.com).

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**IMPORTANT SAFETY INFORMATION FOR MIRVASO® GEL, ORACEA® CAPSULES AND SOOLANTRA® CREAM**

**Important Safety Information - Mirvaso® Gel**

**Indication:** MIRVASO® (brimonidine) Topical gel, 0.33%\* is an alpha adrenergic agonist indicated for the topical treatment of persistent (nontransient) facial erythema of rosacea in adults 18 years of age or older.

**Adverse Events:** In clinical trials, the most common adverse reactions ( $\geq 1\%$ ) included erythema, flushing, skin burning sensation and contact dermatitis. **Warnings/Precautions:** MIRVASO Gel should be used with caution in patients with depression, cerebral or coronary insufficiency, Raynaud's phenomenon, orthostatic hypotension, thromboangiitis obliterans, scleroderma, or Sjögren's syndrome. Alpha-2 adrenergic agents can lower blood pressure. MIRVASO Gel should be used with caution in patients with severe or unstable or uncontrolled cardiovascular disease. Serious adverse reactions following accidental ingestion of MIRVASO Gel by children have been reported. **Keep MIRVASO Gel out of reach of children.** Not for oral, ophthalmic, or intravaginal use.

\*Each gram of gel contains 5 mg of brimonidine tartrate, equivalent to 3.3 mg of brimonidine free base

**Important Safety Information - ORACEA® Capsules**

**Indication:** ORACEA® (doxycycline, USP) 40 mg\*\* Capsules are indicated for the treatment of only inflammatory lesions (papules and pustules) of rosacea in adult patients. ORACEA Capsules do not lessen the facial redness caused by rosacea. **Adverse Events:** In controlled clinical studies, the most commonly reported adverse events ( $>2\%$ ) in patients treated with ORACEA Capsules were nasopharyngitis, sinusitis, diarrhea, hypertension and aspartate aminotransferase increase. **Warnings/Precautions:** ORACEA Capsules should not

be used to treat or prevent infections. ORACEA Capsules should not be taken by patients who have a known hypersensitivity to doxycycline or other tetracyclines. ORACEA Capsules should not be taken during pregnancy, by nursing mothers, or during tooth development (up to the age of 8 years). Although photosensitivity was not observed in clinical trials, ORACEA Capsules patients should minimize or avoid exposure to natural or artificial sunlight. The efficacy of ORACEA Capsules treatment beyond 16 weeks and safety beyond 9 months have not been established.

\*\*30 mg immediate release & 10 mg delayed release beads

#### **Important Safety Information - Soolantra® Cream**

**Indication:** SOOLANTRA® (ivermectin) Cream, 1% is indicated for the treatment of inflammatory lesions of rosacea. **Adverse Events:** In clinical trials with SOOLANTRA Cream, the most common adverse reactions (incidence  $\leq$  1 %) included skin burning sensation and skin irritation. **Warnings / Precautions:** Not for oral, ophthalmic or intravaginal use.

You are encouraged to report negative side effects of prescription drugs to the FDA. Visit [WWW.FDA.GOV/MEDWATCH](http://WWW.FDA.GOV/MEDWATCH) or call 1-800-FDA-1088.