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**The Cetaphil® Brand Unveils New Limited Edition Packaging for Camp Wonder  
*Benefitting the Children's Skin Disease Foundation***

Fort Worth, TX (August 2014) – Galderma Laboratories, L.P., makers of Cetaphil®, the #1 dermatologist-recommended brand of cleansers and moisturizers, brings the idea of Gentle Power to life through their partnership with the Children's Skin Disease Foundation (CSDF) and Camp Wonder. The brand will continue to support camp activities and more by donating a portion of the proceeds of their Moisturizing Cream with Limited Edition labeling, available exclusively at CVS beginning in August. The official partnership with Camp Wonder, which kicked off in June 2012, has raised over \$400,000.

Camp Wonder, an initiative of the Children's Skin Disease Foundation, is a medically staffed summer program that gives children ages 7 to 16, who suffer from serious and fatal skin diseases, the opportunity to feel "normal" and simply have fun. The week-long camp is fully funded by The Children's Skin Disease Foundation (CSDF), an organization founded in May 2000 by Francesca Tenconi. As an adolescent, Francesca suffered from a potentially life threatening skin disease and missed out on normal childhood activities. She wanted to use her experience to help others, so on her 16<sup>th</sup> birthday she asked friends and family to forgo gifts and help her create CSDF.

The Cetaphil® brand's continued commitment to Camp Wonder comes to life through various initiatives. To raise awareness of Camp Wonder, the Cetaphil brand's Facebook fans were able to share inspiring messages for this year's campers on Facebook.com/Cetaphil. In addition, a limited edition of the best-selling Cetaphil® Moisturizing Cream will feature new artwork created by Camp Wonder camper, Amani Williams, and will be sold exclusively at CVS. A portion of the proceeds from the sale of each jar will go to Camp Wonder and the CSDF.

Amani's drawing was selected out of the various submissions received from the brand's Limited Edition label drawing contest. Her artwork genuinely conveys the story of Camp Wonder as she states, "I want people to see me for who I am and know that I'm a nice girl. Just because my skin looks different, I want friends too." Camp Wonder is a place where kids can be who they are on the inside without being judged on the outside.

"Every child deserves to know what it feels like to just be a kid—to swim, hike and play with others their age," says Francesca Tenconi, Founder of the Children's Skin Disease Foundation and Camp Wonder. "This year, I was very excited to get the campers involved in the creation of the Limited Edition Cetaphil label. All of the campers' submissions were truly inspiring but Amani's message is exactly what we want each child to walk away with after leaving from Camp Wonder."

"I am proud of the Cetaphil brand's commitment and support for Camp Wonder and the Children's Skin Disease Foundation (CSDF) over the past three years," says Stuart Raetzman, Chief Executive Officer of Galderma Laboratories, L.P. and Senior Vice President, North America. "It is part of our responsibility as a leader in skin health to support this meaningful organization and help improve the lives of the children and their families. Being able to experience camp first-hand allows us to see through the eyes of the kids

and better understand their journey with the disease as well as their passion for living life to its fullest. We are enjoying our partnership with CVS and hope that together we can make a positive difference for the children at Camp Wonder.”

The Limited Edition label Cetaphil® Moisturizing Cream, \$14.99 (16 oz.), will be available beginning August 2014 at CVS stores and at CVS.com. For more information or to get involved with Camp Wonder, visit [www.csdf.org](http://www.csdf.org) and [Facebook.com/Cetaphil](https://www.facebook.com/Cetaphil).

### **About Cetaphil®**

Cetaphil® Cleansers and Moisturizers are a brand of dermatologist-recommended skin care products specially formulated for all skin types and conditions. Cetaphil® products are developed to provide effective, gentle skin care. The Cetaphil® brand began in 1947 when a pharmacist invented what became the iconic Gentle Skin Cleanser. Today, dermatologists, pediatricians, and healthy skin experts trust and recommend Cetaphil cleansers and moisturizers for all skin types and conditions. [Cetaphil.com](http://Cetaphil.com). [Facebook.com/Cetaphil](https://www.facebook.com/Cetaphil).

### **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 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®, Pliaglis®, Restylane®, Perlane®, Sculptra® and Dysport®.

For more information, please visit: [GaldermaUSA.com](http://GaldermaUSA.com)

### **About Camp Wonder**

Camp Wonder was created by Francesca Tenconi in 2001. At age 11, Francesca was diagnosed with pemphigus foliaceus, a potentially life threatening skin disease. Throughout her treatment she met other kids who suffered from skin problems and wanted to find ways to help them. In May 2000 on her 16<sup>th</sup> birthday, Francesca asked friends and family to donate money to help her start a charity in lieu of giving her gifts. Four days later, the Children's Skin Disease Foundation (CSDF) was formed. Thankfully, Francesca made a full recovery and is now working on dermatology research while continuing to work with CSDF. In addition to raising money for medical research and family assistance, CSDF started Camp Wonder—a summer program where children with serious and fatal skin diseases can just be kids.

**About CVS/pharmacy**

CVS/pharmacy, the retail division of CVS Caremark Corporation (NYSE: CVS), is America's leading retail pharmacy with more than 7,600 CVS/pharmacy and Longs Drug stores in the U.S. CVS/pharmacy is reinventing pharmacy to help people on their path to better health by providing the most accessible and personalized expertise, both in its stores and online at CVS.com. General information about CVS/pharmacy and CVS Caremark is available at <http://info.cvscaremark.com/>