



Contact: Phoebe Malles Ward/ Alli Good
Lippe Taylor
212.598.4400
PMalles / AGood@lippetaylor.com

The Cetaphil® Brand Launches New Cetaphil® Baby Line
The Gentle Power of Cetaphil is now available for baby

Fort Worth, TX (November 2014) – Galderma Laboratories, L.P., makers of Cetaphil®, the #1 dermatologist-recommended brand of cleansers and moisturizers, is excited to announce today the launch of Cetaphil® Baby. The Cetaphil® Baby line is designed with babies and parents in mind, offering them a gentle yet, powerful way to protect and nourish baby’s delicate skin. The line debuts with five products including Diaper Cream, Wash and Shampoo, Ultra Moisturizing Wash, Daily Lotion, and Moisturizing Oil, which are now available online at Cetaphil.com.

With ingredients like organic calendula, almond oil and sunflower oil, Cetaphil Baby relies on the combined power of science and nature to soothe sensitive and irritated skin. All Cetaphil® Baby products are paraben free, mineral oil free, hypoallergenic and dermatologist tested.

“Whether you’re caring for your first or fifth child, it’s important to find a brand that you can trust to care for your baby’s sensitive skin. The Cetaphil brand is committed to providing the safest, most effective products for you and your growing family,” says Miles Harrison, Vice President and General Manager at Galderma Laboratories, L.P. For over 65 years, the Cetaphil brand has been trusted to provide consumers with gentle skin care solutions for everyone, so the introduction of a line specifically for babies was a natural evolution for us.”

Cetaphil® Baby products will be available at select online retailers including Amazon.com, Drugstore.com, and Diapers.com starting in mid-November. Following the online launch, the Cetaphil® Baby line will be available on shelves at select retailers nationwide, including Buy Buy Baby in January 2015 and Babies R’ Us in March 2015.

The Gentle Power of Cetaphil®

Over 65 years ago, a leading pharmacist created the first Cetaphil product – a gentle, yet powerful formula that would clean without stripping and moisturize without clogging. Today, Cetaphil is the #1 dermatologist-recommended brand of cleansers and moisturizers and is recognized around the world. With leading global skincare experts, we continue to develop innovative skincare technologies for products with Gentle Power that help restore, protect and maintain your skin’s health every day. 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