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The Cetaphil® Brand Revamps RestoraDerm® Product Line
Same eczema-soothing power, with a new look

Fort Worth, TX (November 2014) – Galderma Laboratories, L.P., makers of Cetaphil®, the #1 dermatologist recommended brand of cleansers and moisturizers, announced today a new and improved look for their Cetaphil® RestoraDerm® product line! The trusted eczema-soothing products, on shelves now, bring the condition to the forefront of the packaging featuring their new names, Cetaphil® RestoraDerm® Eczema Calming Body Wash and Cetaphil® RestoraDerm® Eczema Calming Moisturizer.

With the abundance of skincare options found at mass retail counters, consumers often find themselves roaming the aisles faced with the daunting task of selecting the best products for their skin type. The Cetaphil brand aims to help guide consumers by updating product labels to address specific skin concerns.

“For more than 60 years we have formulated Cetaphil products to be gentle enough for even the most sensitive skin, offering solutions for adults and children as young as 3 months old,” says Miles Harrison, Vice President and General Manager for Self Medication at Galderma Laboratories, L.P. As a leader in dermatology we strive to bring the science within our products to the hands of our consumers in a very straightforward, reliable manner. With this rebranding, we believe our customers will now be able to easily identify the power of the RestoraDerm regimen and its ability to help soothe their eczema symptoms.”

So why do people suffer from eczema? Filaggrin proteins and ceramides in the skin are either missing or not functioning correctly which can disrupt the protective outer layer of the skin, resulting in severe dryness, redness and itching. As a regimen, Cetaphil® RestoraDerm® Eczema Calming Body Wash and Moisturizer use patented Filaggrin technology™ and Ceramide technology to combat these symptoms and are clinically proven to replenish lost moisture to help strengthen skin’s natural moisture barrier, and soothe the symptoms of eczema for long-lasting relief.

Cetaphil® RestoraDerm® Eczema Calming Body Wash and Moisturizer, \$13.99-\$14.99 (10 oz.), is available now on Cetaphil.com, Amazon.com, Target, Walmart, CVS/pharmacy, Walgreens, Rite Aid, and Ulta retailers nationwide.

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