



Galderma Unveils the New Cetaphil® Brand Graphics & Packaging
Updates Aim to Improve In-Store Shopper Experience

Fort Worth, TX (April 26, 2016) – Galderma Laboratories, L.P., makers of Cetaphil®, a brand recommended by more dermatologists than any other brand of cleansers and moisturizers, is pleased to announce a full graphics and packaging upgrade of the Cetaphil® product line. These upgrades aim to provide a more simplified shopping experience at shelf, improved portfolio differentiation, as well as, clarity of product benefits.

“The packaging upgrade of the Cetaphil® portfolio signifies a new phase of growth for the brand as we continue to launch new and innovative skin care solutions for women, men, babies and families across the country,” says Miles Harrison, President and General Manager of Galderma for North America. “For more than 65 years, Cetaphil® has helped consumers improve the way they care for their skin, and in turn we want to improve their shopping experience.”

In addition to a modernized look, these graphic and packaging updates will help to improve product selection by differentiating between Cetaphil® cleansers and moisturizers, with blue and green caps respectively, as well as, clear skin type communication. These changes were validated through consumer and shopper testing¹.

The upgrade of the Cetaphil® collection of cleansers and moisturizers is rolling out beginning February 2016 at major retailers nationwide, as well as online.

For more information about Cetaphil, visit www.Cetaphil.com.

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 brand recommended by more dermatologists than any other 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.

¹ Marketing Sciences – Cetaphil packaging perception study – Oct 2014



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 and www.galderma.com

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Contacts:

Virginie Naigeon, Director of Communications
virginie.naigeon@galderma.com

Phoebe Malles Ward/Marina Matteo
Lippe Taylor
212.598.4400 x.103/172
PMalles / MMatteo@lippetaylor.com