

## **Leading Acne Brand Launches First-Ever *Retinoid Education Week*** Campaign Conveys How Acne-Fighting Retinoids Work to Effectively Treat this Common Skin Condition

**Fort Worth, TX (March 5, 2018)** – Differin<sup>®</sup>, one of the leading acne franchises within Nestlé Skin Health, announced today the launch of *Retinoid Education Week*. This week-long mission will aim to educate the more than 50 million Americans with acne<sup>1</sup> about how retinoids have revolutionized the way people treat their condition.

“Retinoids – one of the most effective ingredients available to treat acne – were only available to consumers by prescription until last year, and are now widely available over-the-counter,” says June Risser, Vice President and General Manager, Consumer Business at Nestlé Skin Health. “As a new brand in the over-the-counter acne aisle, we took on the challenge and responsibility of communicating this new way to treat. By initiating *Retinoid Education Week*, we hope to provide consumers with the tools and resources they need to better understand this innovative acne-fighting ingredient, including what to expect during treatment and the ideal regimen to take care of their skin.”

While new to the over-the-counter acne category, prescription topical retinoids have been used to treat acne for more than 45 years, and according to the American Academy of Dermatology’s (AAD) therapeutic treatment guidelines, they are recommended as first-line therapy for mild and moderate acne<sup>2</sup>.

Unlike other over-the-counter acne treatments available, retinoids provide a different way to treat acne, helping clear breakouts where they start (deep in the pores) and prevent new acne from forming, ultimately restoring skin’s texture and tone. Differin Gel contains adapalene, the only FDA-approved, acne-fighting retinoid available without a prescription and the latest ingredient in the OTC acne category in more than 30 years. Now, people with mild to moderate acne can finally achieve consistently clear skin they can count on.

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<sup>1</sup> Bickers DR, Lim HW, Margolis D, Weinstock MA, Goodman C, Faulkner E and others. The burden of skin diseases: 2004: A joint project of the American Academy of Dermatology Association and the Society for Investigative Dermatology. *Journal of the American Academy of Dermatology*, Vol. 55, Issue 3, p490-500 Published in issue September 2006. DOI: <http://dx.doi.org/10.1016/j.jaad.2006.05.048>

<sup>2</sup> “Treatment and management of acne.” American Academy of Dermatology. AAD.org, 6 May 2016. Web. 26 June 2016.



# RETINOID 101

## A Different Course in Acne Treatment

### WHAT ARE RETINOIDS?

Retinoids are acne-fighting ingredients that regulate skin cell turnover to keep pores from clogging and to control acne inflammation.

### RETINOIDS vs. THE OTHER GUYS



**FIRST CHOICE**  
Topical retinoids are American Academy of Dermatology's recommended first-line defense against acne.\*



**POWERFUL FORMULA**  
It's the only acne-fighting retinoid FDA-approved for over-the-counter (OTC) use.



**MULTI-BENEFIT**  
Retinoids regulate skin cell turnover to keep pores from clogging and act as an anti-inflammatory agent to reduce acne, redness, and swelling.

### WHAT THEY DO

Unlike other OTC acne treatments, retinoids—the **fastest ingredient in the category in more than 30 years**—work at the source.



**CLEAR**  
Products where they start (sleep in the pores)



**PREVENT**  
New acne from forming



**RESTORE**  
Skin's tone and texture by clearing acne

### HOW TO USE THEM



**CLEANSE**  
Wash with a gentle, non-drying cleanser.



**TREAT**  
Apply a thin layer of the retinoid product to the entire face once daily.



**AVOID**  
Rubber with a moisturizer, and don't forget sunscreen, if you'll be outdoors.

**DO:**

- Use daily, even if you don't see a breakout. Consistent use is key.
- Apply a moisturizer to minimize dryness.
- Wear sunscreen and limit sun exposure.

**DON'T:**

- Use to remove unwanted hair or wax where a retinoid is applied.
- Use products containing hydroxy acids, salicylic, or glycolic acids, or other acne medications as they can cause further irritation.

### RETINOIDS HELP TREAT



Whiteheads



Occasional breakouts



Blackheads

Ideal for people 12 years of age or older with mild to moderate acne. If pregnant, talk to your dermatologist before use.

### RETINIZATION

Once you start using a retinoid, your skin may get a little worse before it gets better. This is known as retinization, which is your skin getting accustomed to the retinoid. Retinization typically occurs between weeks 2 and 4, and side effects will lessen with ongoing use. **It's important to stick with it.**

### 2-12 WEEKS THE RESULTS

Retinoids are not an overnight fix—some people see results in as little as 2 weeks, but it can take up to 12 for others. With daily, continued use, you can have **consistently clear skin you can count on.**

For more information about Retinoid Education Week,  
VISIT [DIFFERIN.COM/LEARN/ADAPALENE](http://DIFFERIN.COM/LEARN/ADAPALENE)

\*Treatment and management of acne. American Academy of Dermatology. 4/2/2019. 6 May 2019. Visit: 26 June 2019.

“Retinoids are the absolute backbone of an effective acne regimen since they treat and prevent acne by declogging pores, normalizing skin-cell turnover, and acting as an anti-inflammatory agent,” says Differin consulting dermatologist, Dr. Melissa Kanchanapoomi Levin. “Whether you are using the product to treat blackheads, whiteheads, mild to moderate acne, or even occasional breakouts, a retinoid-containing topical treatment is my most common and reliable recommendation for patients. Now with the retinoid adapalene available over-the-counter, it’s even easier for my patients to get access to effective treatment.”

*Retinoid Education Week* kicked off on Sunday, March 4 with a robust marketing campaign inclusive of print and digital advertising, PR, social, and in-store support. Additionally, to help people start their journey to clear skin, Differin is offering a limited-time \$3 coupon for download at [coupons.com](http://coupons.com) that will be valid on one Differin product during the promotional period.

To learn more about how retinoids have revolutionized the way to treat acne, visit <https://www.differin.com/learn/adapalene>.

### **About Differin®**

Differin®, one of the leading acne franchises within Nestlé Skin Health, was the first brand to receive FDA approval to make the power of prescription-strength, acne-fighting retinoids available over-the-counter, marking the newest ingredient in the OTC acne category in more than 30 years. Differin Gel contains adapalene, a safe and effective retinoid, which doctors have prescribed to more than 40 million people globally for more than 20 years.

With a commitment to providing effective acne solutions, the Differin portfolio also includes cleansers and moisturizers to support a healthy skincare routine. For more information, please visit [www.differin.com](http://www.differin.com).

### **About Nestlé Skin Health**

Nestlé Skin Health's mission is to enhance quality of life by delivering science-based solutions for the health of skin, hair and nails. As one of the category's leading companies, Nestlé Skin Health conducts groundbreaking product research to provide both the healthcare community and the consumer with an ongoing progression of innovative technologies and products to protect, serve and enhance skin health. For more information, please visit [www.nestleskinhealth.com](http://www.nestleskinhealth.com).

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