

**Epiduo<sup>®</sup> Gel and PACER'S National Bullying Prevention Center Partner on the *Banish Bullying* Campaign**

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*--One out of every four kids will be bullied sometime throughout their adolescence<sup>1B</sup>--*

FORT WORTH, TX--(PR Newswire - June 25, 2013) - Galderma Laboratories, L.P., the makers of Epiduo<sup>®</sup> (adapalene/benzoyl peroxide) Gel 0.1%/2.5%, today announced the launch of *Banish Bullying*, a campaign developed in partnership with PACER's National Bullying Prevention Center (PACER) and promoted in *Seventeen* magazine. The campaign encourages teenagers to share their thoughts on how even just one person acting in a seemingly small way may have a big impact against bullying among their peers – whether it be contacting an adult, speaking up for someone experiencing bullying in public, or simply ignoring bullying comments made online. By visiting [www.seventeen.com/banishbullying](http://www.seventeen.com/banishbullying), teens can submit a tip on how they would handle a bullying situation, and are given the chance to win \$5,000 for their school provided by Epiduo<sup>®</sup> Gel.

“Bullying should not be seen as a rite of passage or just a part of growing up. It is a serious issue with serious consequences – bullying can affect academic achievement, impact physical and mental health, and sometimes lead to self-harming behaviors,” said Julie Hertzog, Director of PACER's National Bullying Prevention Center. Unfortunately, bullying, which can be defined as any action that harms another person emotionally or physically, is on the rise.<sup>2, 1C</sup> In fact, recent statistics show that 77 percent of students have admitted to experiencing some kind of bullying and that one out of every four kids will be bullied sometime throughout their adolescence.<sup>1A, 1B</sup>

“Galderma is a company that is vested in the well-being of teenagers and recognizes the pain and significant short-term and long-term impact that comes with acts of bullying,” said François Fournier, President of Galderma Laboratories, L.P. “For this reason, we felt compelled to work with PACER to develop a program that supports teenagers and focuses on how to reduce acts of bullying through peer-to-peer communication. We want to make sure we are doing all we can to help raise awareness of bullying, and are proud to offer this program through the collaborative efforts of PACER.”

While no one individual can singlehandedly banish bullying, everyone can do something to help prevent hurtful / negative acts within their individual circles and social networks. The *Banish Bullying* campaign provides one forum for teenagers to share their experiences with bullying prevention efforts. Additionally, PACER offers a multitude of bullying prevention resources designed to benefit students, parents, and professionals to help address bullying related situations. For access to these resources and more information on bullying prevention, please visit <http://www.pacer.org/bullying/>.

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### **About *Banish Bullying***

Recognizing the pain and significant short-term and long-term impact that comes with acts of bullying, Galderma, makers of acne treatment Epiduo<sup>®</sup> (adapalene and benzoyl peroxide) Gel 0.1%/2.5%, is proudly partnering with PACER's National Bullying Prevention Center to create *Banish Bullying* – a campaign promoted by *Seventeen* magazine.

Through the campaign, teens are encouraged to share their thoughts on how even just one person acting in a seemingly small way can have a big impact against bullying among their peers – whether it be contacting an adult, speaking up for someone experiencing bullying in public, or simply ignoring bullying comments made online. By visiting [www.seventeen.com/banishbullying](http://www.seventeen.com/banishbullying) teens can submit a tip on how they would handle a bullying situation, and are given the chance to win \$5,000 for their school provided by Epiduo<sup>®</sup> Gel.

### **About Galderma**

Galderma is a global pharmaceutical company founded in 1981 and exclusively focused on dermatology. The company has 31 wholly-owned affiliates with a worldwide network of distributors and 4,000 employees. Galderma's extensive product portfolio is available in 70 countries and treats a range of dermatological conditions.

With approximately 19 percent 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. Four state-of-the-art R&D centers, of which Sophia Antipolis in France is one of the largest dermatology sites in the world, and four manufacturing sites are dedicated to providing a wide range of innovative medical solutions which meet the highest standards of safety and efficacy. For more information, please visit [www.galdermausa.com](http://www.galdermausa.com).

### **About PACER's National Bullying Prevention Center**

PACER's National Bullying Prevention Center educates communities nationwide to prevent bullying through the use of creative, interactive resources including the websites [TeensAgainstBullying.org](http://TeensAgainstBullying.org) and [KidsAgainstBullying.org](http://KidsAgainstBullying.org). PACER offers educators, students, families, and individuals the tools they need to address bullying in schools, the community, and online. For more information on PACER's National Bullying Prevention Center please visit [PACER.org/bullying](http://PACER.org/bullying).

You are encouraged to report negative side effects of prescription drugs to the FDA. Visit [www.fda.gov/medwatch](http://www.fda.gov/medwatch) or call 1-800-FDA-1088.

### **References:**

1. [BullyingStatistics.org](http://BullyingStatistics.org). Bullying Statistics. Accessed at: [bullyingstatistics.org/content/bullying-statistics.html](http://bullyingstatistics.org/content/bullying-statistics.html) on May 22, 2013.
2. PACER's National Bullying Prevention Center. Bullying Info and Facts: Defining Bullying Behavior. Accessed at: [pacer.org/bullying/resources/info-facts.asp](http://pacer.org/bullying/resources/info-facts.asp) on May 22, 2013.