

NATIONAL SURVEY REVEALS THAT ROSACEA SUFFERERS OFTEN HIDE BEHIND COSMETICS BEFORE TREATING THE CONDITION

Galderma Laboratories, L.P. and The National Rosacea Society Launch “Break Up with Your Makeup” to Clarify Common Rosacea Misconceptions and Empower Those Impacted to Take Action

FT. WORTH, TX, May 28, 2015 – Galderma Laboratories, L.P., and the National Rosacea Society (NRS) today announced the launch of *Break Up with Your Makeup*, [an educational campaign and contest](#) to empower those with rosacea to feel more confident in their own skin. According to results of a new national survey, the impacts of rosacea go more than skin deep, with half of sufferers saying they feel unattractive due to the condition. Nearly one quarter of patients (23 percent) also admit that they turn to cosmetics instead of treatment when symptoms strike, and nearly half (49 percent) say they mistook their rosacea for acne before they were correctly diagnosed. Since lack of treatment as well as certain makeups can actually worsen rosacea symptoms, there is a clear need for greater education about this complex disease.

To arm consumers with the facts about rosacea and empower them to help others through their own experiences, from now through June, eligible consumers are invited to submit a no makeup selfie and story through the [Break Up with Your Makeup digital hub](#) for the chance to win a trip to the New York Film Festival this fall.

“As the world’s largest organization for those with rosacea, we often hear from patients who are struggling with resulting emotional challenges, and find that these issues may be alleviated by providing them with a better understanding of what rosacea really is, why it can flare up unexpectedly and what they can do about it,” says Mary Erhard, director of medical communications for the NRS. “We are proud to participate in Galderma’s *Break Up with Your Makeup* initiative, which educates as well as provides patients with a platform to boost confidence.”

A national survey of over 500 rosacea patients and 300 dermatologists revealed that:

- **Patients struggle emotionally and are quick to conceal flare ups** – Besides feeling unattractive, patients feel embarrassed (42 percent) and less confident (30 percent). One in five believe that having rosacea makes it seem like they don’t spend enough time on their appearance, and 77 percent of makeup-wearing patients say they wear more makeup now than before their diagnosis.
- **Despite this, 54 percent of patients don’t feel comfortable talking to their physician about these emotional challenges** – Although nearly half of doctors say they want hear about their patients’ feelings, only 12 percent of patients believe this to be true.
- **Patients unaware of key triggers** – Many are unaware that rosacea may also be triggered by common factors such as humidity (68 percent), exercise (62 percent), certain makeups (56 percent) and the microscopic *Demodex* mites that live in everyone’s skin (86 percent).
- **Patients aren’t taking action to reduce their chances of flare ups** – Nearly 30 percent say they aren’t doing anything today to treat their rosacea, and six in ten doctors (56 percent) wish their patients were more proactive in managing their condition.

“Many patients with rosacea will initially come to my office thinking that they have acne or another skin condition, which they’ve been incorrectly treating with over-the-counter remedies and attempting to conceal with harsh makeups,” says Dr. Doris Day, nationally recognized dermatologist and campaign

spokesperson. “Since rosacea manifests differently for each patient, it’s important for patients to speak with their physician about the treatment that’s right for them, as well as any emotional challenges they may be facing, so that they can feel as confident as possible.”

Galderma offers a comprehensive portfolio of rosacea solutions that address a variety of frustrating symptoms for patients with the condition. Galderma currently markets topical Mirvaso® Gel for persistent facial erythema associated with rosacea; systemic Oracea® Capsules, the only oral papulopustular rosacea treatment approved by FDA; and Soolantra® Cream, the latest advancement in rosacea treatment. In late December 2014, the FDA approved Soolantra® Cream, a once-daily, antibiotic-free product indicated for the treatment of inflammatory lesions, or bumps and pimples, of rosacea.

“We’re pleased to partner with leading rosacea experts to launch the Break Up with Your Makeup campaign as it helps to provide a platform for patients seeking support in their rosacea journey,” said Safia K. Rizvi, Vice President and General Manager, US Pharmaceutical Business, Galderma Laboratories, L.P. “This initiative further reinforces Galderma’s ongoing commitment to meeting skin health needs through our innovative solutions.”

About Break Up with Your Makeup Initiative

Break Up with Your Makeup is a national campaign that aims to educate consumers about the signs and symptoms of rosacea and how to proactively manage the condition, and empower them to feel as confident as possible about their skin. As part of the initiative, consumers with rosacea, or those who suspect they might have the condition, are encouraged to [submit](#) a no makeup selfie and show others how they stay confident even on tough skin days. The winner of the contest will receive an all-expense paid trip for two to the New York Film Festival taking place in fall 2015. In addition, anyone over age 18 will be able to vote for their favorite contest entries; voters will be automatically entered into a sweepstakes for a chance to win one of three \$500 gift card prizes.

To enter the contest and help others who are struggling with similar skin challenges, individuals can log on to the [Break Up with Your Makeup contest entry page](#) starting now through June, to share their photo and story. In July, anyone over the age of 18 can view the photo gallery of contest finalists and vote for their favorites. For more information about the campaign, please visit the [Break Up with Your Makeup digital hub](#).

About Rosacea

Rosacea is a common inflammatory and vascular disorder affecting the face. Redness, visible blood vessels, bumps, and pimples typically appear in the middle of the face (forehead, nose, cheeks) after age 30 in men and women.

Because of the physical manifestation of rosacea on the face, the condition can cause embarrassment, anxiety and frustration, and can have a negative impact on the patients’ social life. Stinging, burning and sensitivity of the skin are common, and in some cases, the eyes can become red, dry and itchy. Triggers for the condition may include spicy foods, alcohol, emotional stress, sun exposure, hot baths and generally harmless, microscopic Demodex mites found on the skin.

If left untreated, rosacea may worsen. If people suspect that they might have rosacea, they should visit their dermatologist or healthcare provider for diagnosis and to discuss what treatment is right for them.

About The National Rosacea Society

The National Rosacea Society is the world's largest organization dedicated to improving the lives of the estimated 16 million Americans who suffer from this widespread but poorly understood disorder. Its mission is to raise awareness of rosacea, provide public health information on the disorder and support medical research that may lead to improvements in its management, prevention and potential cure. For more information, please visit: Rosacea.org.

About Galderma

Galderma is 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's extensive product portfolio is available in 80 countries and treats a range of dermatological conditions including: acne, rosacea, nail mycosis, psoriasis & steroid-responsive dermatoses, pigmentary disorders, skin cancer and medical solutions for skin senescence.

Strategic brands in the U.S. include Epiduo[®], Oracea[®], Clobex[®], Differin[®], Mirvaso[®], MetroGel[®], Soolantra[®], Vectical[®], Tri-Luma[®], Cetaphil[®], Benzac[®] Acne Solutions, Restylane[®], Restylane[®] Silk, Perlane[®], Dysport[®] and Sculptra[®] Aesthetic.

For more information, please visit www.galderma.com and www.galdermausa.com

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**Survey Methodology: The Galderma/National Rosacea Society survey was conducted in March 2015, among 535 Americans ages 18 and over who have been diagnosed with rosacea, and 309 dermatologists who treat rosacea patients, using an email invitation and an online survey.*

IMPORTANT SAFETY INFORMATION FOR SOOLANTRA[®] CREAM, MIRVASO[®] GEL AND ORACEA[®]

Important Safety Information - Soolantra[®] Cream

Indication: SOOLANTRA[®] (ivermectin) Cream, 1%, is indicated for the treatment of inflammatory lesions of rosacea. **Adverse Events:** In clinical trials with SOOLANTRA Cream, the most common adverse reactions (incidence $\leq 1\%$) included skin burning sensation and skin irritation. **Warnings / Precautions:** Not for oral, ophthalmic or intravaginal use.

Important Safety Information - Mirvaso[®] Gel*

Indication: Mirvaso[®] (brimonidine) topical gel, 0.33% is an alpha-2 adrenergic agonist indicated for the topical treatment of persistent (nontransient) facial erythema of rosacea in adults 18 years of age or older. **Adverse Events:** In clinical trials, the most common adverse reactions (≥ 1 percent) included erythema, flushing, skin-burning sensation and contact dermatitis. **Warnings/Precautions:** Mirvaso Gel should be used with caution in patients with depression, cerebral or coronary insufficiency, Raynaud's phenomenon, orthostatic hypotension, thromboangiitis obliterans, scleroderma, or Sjögren's

syndrome. Alpha-2 adrenergic agents can lower blood pressure. Mirvaso Gel should be used with caution in patients with severe or unstable or uncontrolled cardiovascular disease. Serious adverse reactions following accidental ingestion of Mirvaso Gel by children have been reported. **Keep Mirvaso Gel out of reach of children.** Not for oral, ophthalmic, or intravaginal use.

*Each gram of gel contains 5mg of brimonidine tartrate, equivalent to 3.3 mg of brimonidine free base

Important Safety Information – Oracea® Capsules

Indication: Oracea® (doxycycline, USP) 40 mg** Capsules are indicated for the treatment of only inflammatory lesions (papules and pustules) of rosacea in adult patients. Oracea Capsules do not lessen the facial redness caused by rosacea. **Adverse Events:** In controlled clinical studies, the most commonly reported adverse events (>2%) in patients treated with Oracea Capsules were nasopharyngitis, sinusitis, diarrhea, hypertension and aspartate aminotransferase increase. **Warnings/Precautions:** Oracea Capsules should not be used to treat or prevent infections. Oracea Capsules should not be taken by patients who have a known hypersensitivity to doxycycline or other tetracyclines. Oracea Capsules should not be taken during pregnancy, by nursing mothers, or during tooth development (up to the age of 8 years). Although photosensitivity was not observed in clinical trials, Oracea Capsules patients should minimize or avoid exposure to natural or artificial sunlight. The efficacy of Oracea Capsules treatment beyond 16 weeks and safety beyond 9 months have not been established.

**30 mg immediate release & 10 mg delayed release beads

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