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***IMMEDIATE RELEASE***

**CETAPHIL BRAND UNVEILS FIRST FULLY INTEGRATED CAMPAIGN: "GENTLE POWER"**

**FORT WORTH, TEXAS – April 22, 2014** –The [Cetaphil®](#) brand of skin care products, manufactured by [Galderma, the global company dedicated solely to skin health](#), has announced the launch of its first fully integrated consumer marketing campaign. The Gentle Power campaign, created by the brand's new agency of record [Cramer-Krasselt](#), highlights the innovative Cetaphil product formulations that are both gentle and effective for all skin types.

The TV, print and digital advertisements have a decidedly unique look that solely focuses on the skin, paired with statements that demonstrate how women balance the demands of their day-to-day lives with how Cetaphil products balance the day-to-day demands on their skin.

"Gentle Power makes an emotional connection with skin care consumers and also embodies the Cetaphil brand," explains Stuart Raetzman, chief executive officer of Galderma Laboratories, L.P. and vice-president, North America. "We know, through speaking directly with consumers, that they want products to be effective while still respecting their skin. That's why the Cetaphil brand offers a variety of skin care products that provide reliable solutions for all types of skin and conditions. Cetaphil products are the skin's best friend, consistently supporting its best interests and acting as a stabilizing force in any skin care regimen."

"The Gentle Power campaign highlights the special balance between the powerful skin care technology of Cetaphil products and their gentle formulation," said Karen Seamen, president and chief operating officer of C-K. "Given their track record with dermatologists, we are proud to launch a campaign that will help the Cetaphil team become more active in direct consumer marketing."

The Cetaphil brand's first fully integrated consumer marketing campaign includes all aspects of communication including traditional media, social media, ecommerce, media planning and more. The new consumer-focused strategy will be a significant step-change in the Cetaphil brand's marketing efforts, which have historically relied primarily on dermatologist recommendations to patients.

New Cetaphil brand product commercials:

[Cetaphil Gentle Skin Cleanser](#)

[Cetaphil Moisturizing Cream](#)

[Cetaphil Gentle Cleansing Cloths](#)

Cetaphil, established in 1947, is a brand of Galderma Laboratories, L.P. that offers a line of dermatologist-recommended cleansers and moisturizers, specially formulated for all skin types and conditions. One Cetaphil product is sold every second in the U.S. Follow Cetaphil on [Facebook](#).

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### **About Galderma**

**A global company exclusively dedicated to dermatology**

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 33 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, pigimentary 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® and Pliaglis®.

For more information, please visit: [GaldermaUSA.com](http://GaldermaUSA.com)

### **About Cramer-Krasselt**

At C-K, our mission is simple: Make friends, not ads.® It's how we helped Corona surpass Heineken as the number one imported beer; drove Porsche to make 2012 the best sales year since 1986 and 35% ahead of that already in 2013; cooked up more than 1.3 million YouTube views for Johnsonville Sausage's Brattender campaign; and bumped Panera Bread's website visits more than 300% with the launch of a new campaign. Our friend-making mindset not only

drives our ideas, it also drives our structure. We're built without silos or competing interests to truly tap into an ever-expanding range of disciplines, from advertising to SEM/SEO to social to analytics-whatever it takes to create compelling brand experiences. This philosophy has fueled our growth, making C-K the nation's second largest independent ad agency and placing us among the top 20 advertising and digital firms in the country with more than 500 employees and \$1 billion in annual billings; digital alone now accounts for 38% of C-K business. Headquartered in Chicago with offices in New York, Milwaukee and Phoenix, we represent major brands across virtually every industry, including: BRP (Ski-Doo, Sea-Doo, Evinrude), Cedar Fair Amusement Parks (Cedar Point, Knotts' Berry Farm and 10 others), Corona Extra, Edward Jones, Heinz (Ketchup, Smart Ones, Classico, Ore-Ida, Steam n' Mash), Johnsonville Sausage, Maui Jim, Panera Bread, Patrón, Porsche, Spice Islands and Vitamix. For more information, visit Cramer-Krasselt at [c-k.com](http://c-k.com).