

FOR IMMEDIATE RELEASE:

**RED IS WRONG: Galderma Kicks Off
Direct to Consumer Symptom Awareness Campaign**

“Right the Wrong of Rosacea” with Awareness, Education and Treatment

FT. WORTH, Texas – March 3, 2014 – Sometimes, red is just wrong. Especially when it’s on your face. Galderma Laboratories, L.P. is kicking off a national rosacea symptom awareness campaign to increase understanding of the embarrassing facial redness caused by rosacea and the treatments available to treat the skin disease. The colorful awareness campaign is called “Red is Wrong”.

“Red is not a good color for everything,” said Stuart Raetzman, CEO of Galderma Laboratories, L.P. and Vice President North America. “We hope this campaign will encourage patients suffering with the embarrassing symptoms of rosacea to speak with their doctors about diagnosis, triggers for the facial redness and treatment options. In addition, we want to reach those who don’t know why they have red faces and let them know there are treatment options available. An estimated 16 million Americans have rosacea and we hope this eye-catching campaign successfully delivers the message that they can ‘right the wrong’ of the facial redness associated with rosacea.”

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

“The campaign presents the color red in atypical and unusual contexts,” added Raetzman. “A Dalmatian* with bright red spots is clearly not as endearing as one with its traditional black spots, for example. An intensely red banana isn’t very appetizing and a red turtle* is just ‘wrong.’”

Consumers can get information about the disease and prescription treatment options through a [print](#), digital and broadcast awareness [campaign](#), as well as an online program at [RedIsWrong.com](#), beginning March 3.

Triggers for the condition may include spicy foods, alcohol, emotional stress, sun exposure, and hot baths. 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. For more information about rosacea and treatment options available. visit rediswrong.com.

In addition to the physical manifestations of facial redness, stinging, burning, sensitivity of the skin is common, and in some cases, the eyes can become red, dry and itchy. 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 treatment.

“The skin conditions treated by Galderma have strong psychological and social implications in the everyday lives of our consumers. By treating these conditions, we help people preserve, restore and maintain healthy skin and improve their quality of life,” said Humberto C. Antunes, CEO & President of Galderma worldwide. “In addition to awareness and education campaigns, Galderma invests 19 percent of our annual revenues to the research and development of new dermatological treatments, and supports causes such as Camp Wonder, a camp that serves children with chronic and often life-threatening skin diseases.”

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, pigmentary 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.

For more information, please visit: GaldermaUSA.com

**No animals were harmed in the creation of this advertising campaign, and Galderma Laboratories, L.P.*



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took all necessary steps to be compliant to guidelines and regulations set forth by the People for the Ethical Treatment of Animals (PETA). PETA representatives supervised the photography shoot that featured a turtle and a Dalmatian, and the images of the animals were digitally enhanced post-shoot to alter the colors.

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