

## Galderma Invites Teens to Take a “Two-Week Challenge” with Benzac to Get Control of Acne Breakouts and Help Prevent Them from Coming Back

Enter Benzac’s Instagram Sweepstakes for a Chance to Get Clearer Skin and Win a Summer Prize Pack

**FT. WORTH, Texas – June 13, 2016** – Galderma Laboratories, L.P., a global leader focused on medical solutions in skin health and the maker of Cetaphil®, today announced the launch of its Benzac® Acne Solutions Instagram sweepstakes, the Benzac Two-Week Challenge (2WC), rewarding teens for taking control of their acne just in time for summer.

Showing skin is in, but for the 85 percent of teens who experience acne breakouts, snapping selfies and posting pictures is the last thing that they want to do. But, with proven science and gentle yet effective ingredients, the Benzac Complete Acne Solutions regimen can help them feel confident in their own skin. Featuring a Benzac Skin Balancing Foaming Cleanser, Benzac Intensive Spot Treatment and Benzac Blemish Clearing Hydrator, the three-step regimen empowers teens to take control of their acne by working immediately to attack a root cause. After two weeks of using the Benzac regimen, 91% of people saw an improvement in their acne.

Entering the Benzac 2WC sweepstakes is simple: just upload a picture to Instagram with a favorite Benzac product and include the hashtags #Benzac2WC and #sweepstakes in the post for a chance to win a prize pack of must-have summer items, including the ColourPop “Where The Light Is” Eyeshadow Palette, sunglasses, a wireless speaker, waterproof iPhone case, beach towel, the Benzac Complete Acne Solutions regimen and more (each prize pack is a total value of \$500).

Benzac brand ambassador Chachi Gonzales will officially kick off the sweepstakes by sharing the secrets to her daily skincare routine and encouraging her followers to join her in taking the Benzac 2WC to get control of their skin. Like most teens, Chachi has experienced the frustration and embarrassment of acne, so she too wants to make sure she takes the necessary steps to ensure her skin is at its best for summer.

“Benzac Complete Acne Solutions regimen can help give teens a greater sense of control over their skin, which is very inspiring to make a meaningful impact on the daily lives of teens. Not only does Benzac Complete Acne Solutions attack a root cause of acne, it helps prevent new pimples from forming,” said June Risser, Vice President of Marketing for the Self-Medication business for Galderma USA.

The Benzac 2WC sweepstakes will run June 13, 2016 through July 11, 2016, with one random winner announced at the end of each week (four winners total). No purchase is necessary to enter the sweepstakes. For more information on the sweepstakes, please visit <https://promo.rtm.com/Benzac2WC/>.

### About Benzac Acne Solutions

Benzac Complete Acne Solution Regimen, Galderma Laboratories first-ever, over-the-counter (OTC) acne regimen, includes Benzac Skin Balancing Foaming Cleanser, Benzac Intensive Spot Treatment and Benzac Blemish Clearing Hydrator. The Benzac regimen treats acne and helps prevent new breakouts from forming. In a study, 91 percent of people saw an improvement in their acne after using the regimen for two weeks.

The [Benzac Complete Acne Solutions Regimen](#) (\$19.99 -- \$24.99 for the 3-step regimen)\* and individual products Benzac Skin Balancing Foaming Cleanser (\$7.99 -- \$11.99 for 6.0 FL OZ),\* Benzac Intensive Spot Treatment (\$7.99 -- \$11.99 for 0.5 FL OZ)\* and Benzac Blemish Clearing Hydrator (\$7.99 -- \$11.99 for 1.0 FL OZ)\* are available at major retailers nationwide and online.

### **About Acne**

Acne is the most common skin condition in the United States, affecting more than 50 million people annually. Acne appears when pores clog with dead skin cells, and can have a wide-ranging negative impact on sufferers that includes both emotional and physical scars. Acne usually begins in puberty and affects many adolescents; in fact, approximately 85 percent of people between the ages of 12 and 24 experience at least minor acne.

Resolution of acne takes time. There are no “overnight” or “immediate” cures. When the skin clears, treatment should continue in order to help prevent new breakouts. Topical therapy is a standard of care for mild acne. Some common topical medications include benzoyl peroxide, antibiotics, retinoids and salicylic acid.

### **About Galderma**

Dating back to 1961, Galderma is now present in 100 countries with an extensive product portfolio to treat a range of dermatological conditions. The company partners with health care professionals around the world to meet the skin health needs of people throughout their lifetime. Galderma is a leader in research and development of scientifically-defined and medically-proven treatment options for the skin, hair and nails.

**Strategic brands in the U.S.** include Epiduo® Gel, Epiduo® Forte Gel, Oracea® Capsules, Clobex® Spray, Differin® Gel, Mirvaso® Gel, MetroGel® Gel, Soolantra® Cream, Vectical® Cream, Tri-Luma® Cream, Cetaphil®, Benzac® Acne Solutions, Restylane®, Restylane® Silk, Restylane® Lyft, Dysport® (abobotulinumtoxinA) and Sculptra® Aesthetic.

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For more information, please visit [www.galdermausa.com](http://www.galdermausa.com) and [www.galderma.com](http://www.galderma.com).

\*Pricing may vary by retailer stores.