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The Cetaphil® Brand Introduces Its Newest Product Line, New Cetaphil® Men
Gentle Power of Cetaphil is now available for men

Fort Worth, TX (February 2016) – Galderma Laboratories, L.P., makers of Cetaphil®, a brand recommended by more dermatologists than any other brand of cleansers and moisturizers, is excited to announce today the launch of NEW Cetaphil® Men. The seven new products that make up the Cetaphil® Men product line complement the Cetaphil Family, offering an extensive line of solutions to clean, moisturize and protect men’s skin.

According to recent research from Mintel, men’s personal care in the US is anticipated to reach \$4.7 billion in sales by 2020¹, so this launch comes at an opportune time for the Cetaphil Brand. “The introduction of Cetaphil® Men further amplifies the Cetaphil Brand’s mission to provide the most effective and comprehensive skin care products to the consumer. After the successful launch of Cetaphil® Baby in 2015, Cetaphil® Men is a great addition to our skin care family,” says Miles Harrison, President and General Manager at Galderma for North America. “Cetaphil has been a trusted brand by consumers and dermatologists for over 65 years, and with the growth of the industry and the growing male consumer demographic, creating a line curated for their needs was the next phase in offering targeted skin care to our current fan base and to new consumers.”

Through clinically tested formulas that are dermatologist developed, Cetaphil® Men helps protect and preserve skin’s natural moisture barrier for healthy, smooth skin all year round. Built for all skin types, including dry or sensitive skin, the entire Cetaphil® Men line is dermatologist recommended, non-irritating and leaves out harsh ingredients and heavy fragrances to promote healthy skin on a daily basis.

- **Cetaphil® Men Daily Face Wash**
Removes dirt, sweat and excess oil without drying or irritating skin. Clinically proven to deep clean, this product helps protect and preserve skin’s natural moisture barrier.
- **Cetaphil® Men Daily Face Cloths**
Made to clean and refresh skin on-the-go, the soothing, fragrance-free formula won’t dry out skin, and is durable enough to be used on stubble, beards and even hands.

¹ Mintel, Men’s Personal Care US 2015



- **Cetaphil® Men Daily Face Lotion SPF 15**
This lightweight, non-greasy lotion absorbs quickly, won't clog pores and locks in moisture while protecting skin with broad spectrum SPF 15. The non-irritating, oil-free formula soothes sensitive skin even post-shave.
- **Cetaphil® Men 3-in-1 Active Antibacterial Bar**
A triple action antibacterial, deodorizing, and hydrating bar built for daily face and body use. Its non-irritating, soap-free formula tackles bacteria and odor while keeping skin hydrated and healthy.
- **Cetaphil® Men Daily Clean Bar**
A unique, soap-free formula with 5 dry skin-fighting ingredients for optimal hydration on the face and body. This bar cleans while it moisturizes with a rich lather that rinses easily and won't leave a residue.
- **Cetaphil® Men 3-in-1 Daily Lotion**
A lightweight, non-greasy lotion for all skin types that hydrates to restore moisture and protects skin from moisture loss. Formulated with Macadamia Nut Oil and Vitamin E, it absorbs quickly and is clinically proven to provide 24-hour hydration.
- **Cetaphil® Men Extreme Healing Lotion**
With clinically proven 24-hour hydration to heal dry skin, this powerful, non-greasy formula includes ERC5® moisture lock technology and a total of 9 moisturizers including Vitamins E and B5 for healthy, renewed skin.

The Cetaphil® Men line is now available online and at select retailers nationwide including Target, Publix, Ahold, HEB, Giant Eagle, Weis, Amazon.com, Drugstore.com, Soap.com and will be available at Walgreens beginning Spring 2016.

For more information about Cetaphil Men, visit www.CetaphilMen.com.

The Gentle Power of Cetaphil®

Over 65 years ago, a leading pharmacist created the first Cetaphil product – a gentle, yet powerful formula that would clean without stripping and moisturize without clogging. Today, Cetaphil is recommended by more dermatologists than any other brand of cleansers and moisturizers and is recognized around the world. With leading global skincare experts, we continue to develop innovative skincare technologies for products with Gentle Power that help restore, protect and maintain your skin's health every day. Cetaphil.com. Facebook.com/Cetaphil.

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 solutions 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.

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

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