



Contact: Phoebe Malles Ward/Marina Matteo
Lippe Taylor
212.598.4400
PMalles / MMatteo@lippetaylor.com

Galderma's Cetaphil® Launches Limited-edition Product Display Honoring Camp Wonder
Seen exclusively at CVS Pharmacy locations nationwide

Fort Worth, TX (June 16, 2016) – Galderma Laboratories, L.P., makers of Cetaphil®, a brand recommended by more dermatologists than any other brand of cleansers and moisturizers, is proud to unveil its limited-edition product display in partnership with the Children's Skin Disease Foundation (CSDF) and Camp Wonder, an initiative of the CSDF. As part of the brand's five year partnership with the Camp Wonder program, Cetaphil Moisturizing Cream is being showcased exclusively at 1,500 CVS Pharmacy locations nationwide through June 2016, honoring the memory of Camp Wonder camper, Samantha "Sammie" Smith.

"It is very special to all of us at Galderma to see the Camp Wonder limited-edition display featuring Sammie's artwork at CVS Pharmacy locations for another year in a row. Throughout our five years in partnership, Galderma and the Cetaphil brand have raised over \$700,000 to help support the Camp, which is made possible through partners like CVS Pharmacy," said Miles Harrison, President and General Manager of Galderma for North America. "It is our plan to support the CSDF and Camp Wonder for years to come and continue to bring awareness to children suffering from life-threatening skin diseases through the purchase of our limited-edition product."

Camp Wonder is a medically-staffed summer program that invites nearly 100 children ages seven to 16 who suffer from severe and fatal skin diseases to experience a week away from bullies, mean stares and that isolating feeling of being different. Instead, children get to experience the joys of being a kid at summer camp just like so many others across the country. The week-long camp is funded by the CSDF, an organization founded in May 2000 by Francesca Tenconi. As an adolescent, Francesca suffered from a potentially life threatening skin disease and missed out on normal childhood activities. She wanted to use her experience to help others, so on her 16th birthday she asked friends and family to forgo gifts and help her create the CSDF. Since then, the work of Francesca has touched the lives of hundreds of children and families, including Sammie's.

"Camp Wonder meant the world to Samantha. She looked forward to it all year long," says Connie Smith, Samantha's mother. "Second to going to Camp, Samantha's biggest joy was her artwork so you can imagine how thrilled we were to have her design chosen."

"We are proud to work alongside Cetaphil to help bring awareness of the CSDF, which directly aligns with our purpose of helping people on their path to better health," said Eileen Howard Boone, senior vice president of Corporate Social Responsibility & Philanthropy for CVS Health. "By placing 1,500 limited-edition displays in our stores this May, we're able to help make an impact on the lives of children affected by skin conditions and their families as they experience the joys of summer camp."



The Cetaphil® Moisturizing Cream, \$15.99*(16 oz.), will be on display through June 2016 at CVS/pharmacy locations nationwide.

For more information, or to get involved with Camp Wonder, visit www.csdf.org, [Facebook.com/Cetaphil](https://www.facebook.com/Cetaphil), and [Instagram.com/cetaphilus](https://www.instagram.com/cetaphilus).

*Manufacturer's Suggested Retail Price. Retail Price is at the sole discretion of the retailer.

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 the brand 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](https://www.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.galdermausa.com and www.galderma.com

All trademarks are the property of their respective owners.

About Camp Wonder

Camp Wonder was created by Francesca Tenconi in 2001. At age 11, Francesca was diagnosed with pemphigus foliaceus, a potentially life threatening skin disease. Throughout her treatment she met other kids who suffered from skin problems and wanted to find ways to help them. In May 2000 on her 16th birthday, Francesca asked friends and family to donate money to help her start a charity in lieu of giving her gifts. Four days later, the Children's Skin Disease Foundation (CSDF) was formed. Thankfully, Francesca made a full recovery and is now working on dermatology research while continuing to work with CSDF. In addition to raising money for medical research and family assistance, CSDF started Camp Wonder—a summer program where children with serious and fatal skin diseases can just be kids. csdf.org/campwonder.

Contact:

Virginie Naigeon, Corporate Communications Director

Virginie.Naigeon@galderma.com