



GALDERMA URGES WOMEN AND MEN TO BREAK THE ICE ON A CONVERSATION ABOUT TREATING FROWN LINES AND FEAR OF THE FROZEN LOOK

74% of Women and Men Would Be More Interested in Treatment If Results Looked Natural, According to New Survey

FORT WORTH, Texas – April 12, 2016 – Despite injectable treatments like Dysport®* (abobotulinumtoxinA) 300 Units for Injection and professional techniques that enable natural-looking results, concerns and misperceptions are still holding women and men back from treating frown lines between the eyebrows. A first-of-its-kind survey commissioned by Galderma, a global leader focused on medical solutions in skin health, revealed that 74% of American women and men ages 30-50 would be more interested in treatment if results looked natural, not frozen. Despite reporting that a person with frown lines between the eyebrows looks stressed (39%), old (36%) and even angry (24%) and many realizing their face looks older than they feel, few are taking action to learn about treatment options that have natural-looking results. Less than 40% of Americans said they would be comfortable talking about their interest in treatment with a healthcare specialist.

The survey also showed digital technology has transformed Americans' perceptions of facial aging. More than 70% of respondents report the use of technology made them realize their face looks older than they feel. For many, these digital wake-up calls – seeing themselves in selfies (43%), tagged photos (33%) on social media or “Throwback Thursday” posts (33%) – make it hard to ignore their frown lines.

“More than ever before, women and men are experiencing ‘breakthrough moments’ that create a desire to treat their frown lines between the eyebrows,” said Alisa Lask, Vice President, U.S. Marketing, Galderma Aesthetic & Corrective. “But people aren’t talking about it openly, so they don’t have the opportunity to learn about all their options for treating frown lines, including Dysport®, which is a great choice for many people interested in looking their best, with natural-looking results.”

Dysport is a prescription injection for temporary improvement in the look of moderate to severe frown lines between the eyebrows (glabellar lines) in adults less than 65 years of age.

*Please see full Important Safety Information, including Distant Spread of Toxin Effect Boxed Warning, at the end of this release.

Breakthrough Moments and Breaking the Ice

Of the individuals polled in the Break the Ice survey, a majority (64%) have noticed frown lines between their eyebrows as they age, first seeing these lines on average at age 34. Additionally, 77% reported noticing frown lines on others, such as their friends, family members and coworkers. A surprising 74% reported thinking about their face looking older one or more days a week. Men and women are more aware of their frown lines when they catch a glimpse of themselves in the mirror (70%) and get ready in the morning (56%).

“Knowing that so many people worry every week about their frown lines between the eyebrows, but that so few are comfortable discussing treatment options – even with a healthcare specialist like myself – is unfortunate,” said Dr. Paul Jarrod Frank, a dermatologist in New York City, who joined with plastic surgeon Dr. Kaveh Alizadeh and dermatologist Dr. Marina Peredo to share the survey results. “No one should have frown lines that bother them when an injectable treatment option like Dysport® can provide natural-looking results,” added Dr. Frank.

The Break the Ice survey is part of a larger consumer campaign from Galderma to show how, with the right healthcare specialist and the right products, people can get the natural-looking results they want. The *Don't Freeze Me, Dysport® Me* advertising campaign currently in market speaks to the many people who want to lose their frown lines, but don't want to lose themselves. It appeals to real people who just want to enhance their look – not change it completely. The campaign includes rich, interactive content about the real lives of the people featured in the advertisements who describe their journey and share their before and after results.

This campaign represents a substantial investment in Galderma's mission to deliver, in partnership with healthcare professionals, insight-driven education for consumers that empowers aesthetic choice and self-confidence.

For more information about treatment options, visit www.DysportUSA.com.

About the Break the Ice Survey

The Break the Ice Survey was conducted online by Wakefield Research (www.wakefieldresearch.com) on behalf of Galderma Laboratories, Inc. among a representative sample of 1,001 U.S. women ages 30-50 and 1,000 U.S. men ages 30-50, between February 12th and February 19th, 2016. The margin of sampling error at the 95% level of confidence is +/- 2.2 for the total respondents.

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 healthcare 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, Excipial™ Skin Solutions, Qilib™, 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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Important Safety Information

Indication: *Dysport* is a prescription injection for temporary improvement in the look of moderate to severe frown lines between the eyebrows (glabellar lines) in adults less than 65 years of age.

What is the most important information you should know about *Dysport*?

Spread of Toxin Effects: In some cases, the effects of *Dysport* and all botulinum toxin products may affect areas of the body away from the injection site. These effects can cause symptoms of a serious condition called botulism. Symptoms of botulism can happen hours to weeks after injection and may include swallowing and breathing problems, loss of strength and muscle weakness all over the body, double vision, blurred vision and drooping eyelids, hoarseness or change or loss of voice, trouble saying words clearly, or loss of bladder control. Swallowing and breathing problems can be life threatening and there have been reports of death.

The risk of symptoms is probably greatest in children and adults treated for muscle spasms, particularly in those patients who have underlying medical conditions that could make these symptoms more likely.

The toxic effects have been reported at doses similar to those used to treat muscle spasms in the neck. Lower doses, in both approved and unapproved uses, have also caused toxic effects. This includes treatment of children and adults for muscle spasms.

These effects could make it unsafe for you to drive a car, operate machinery, or do other dangerous activities.

Do not have *Dysport* treatment if you: are allergic to *Dysport* or any of its ingredients (see the end of the Medication Guide for a list of ingredients), are allergic to cow's milk protein, had an allergic reaction to any other botulinum toxin product, such as Myobloc® or Botox®, or have a skin infection at the planned injection site.

The dose of *Dysport* is not the same as the dose of any other botulinum toxin product. The dose of *Dysport* cannot be compared to the dose of any other botulinum toxin product you may have used.

***Dysport* may not be right for you if:** you have surgical changes to your face, very weak muscles in the treatment area, your face looks very different from side to side, the injection site

is inflamed, you have droopy eyelids or sagging eyelid folds, deep facial scars, thick oily skin, or if your wrinkles can't be smoothed by spreading them apart.

Tell your doctor about all your medical conditions, including if you have: a disease that affects your muscles and nerves (such as amyotrophic lateral sclerosis [ALS or Lou Gehrig's disease], myasthenia gravis, or Lambert-Eaton syndrome), allergies to any botulinum toxin product or had any side effect from any botulinum toxin product in the past, a breathing problem (such as asthma or emphysema), swallowing problems, bleeding problems, diabetes, or a slow heart beat or other problem with your heart rate or rhythm, plans to have surgery, had surgery on your face, weakness of your forehead muscles (such as trouble raising your eyebrows), drooping eyelids, or any other change in the way your face normally looks. Patients with a disease that affects muscles and nerves who are treated with typical doses of *Dysport* may have a higher risk of serious side effects, including severe swallowing and breathing problems.

Human Albumin

This product contains albumin taken from human plasma. Steps taken during donor screening and product manufacturing processes make the risk of spreading viral diseases extremely rare. In theory, there is also an extremely rare risk of contracting Creutzfeldt-Jakob disease (CJD). No cases of spread of viral diseases or CJD have ever been reported for albumin.

Allergic Reaction to Injecting in the Skin

It is not known if an allergic reaction can be caused by injecting *Dysport* into the skin. The safety of treating excessive sweating with *Dysport* is not known.

Common Side Effects

The most common side effects are nose and throat irritation, headache, injection site pain, injection site skin reaction, upper respiratory tract infection, eyelid swelling, eyelid drooping, sinus inflammation, and nausea.

Tell your doctor about all the medicines you take, including prescription and nonprescription medicines, vitamins and herbal and other natural products. Using *Dysport* with certain other medicines may cause serious side effects. **Do not start any new medicines while taking *Dysport* without talking to your doctor first.**

Especially tell your doctor if you: have received any other botulinum toxin product in the last four months, have received injections of botulinum toxin, such as Myobloc® (rimabotulinumtoxinB) or Botox® (onabotulinumtoxinA) in the past (be sure your doctor knows exactly which product you received), have recently received an antibiotic by injection, take muscle relaxants, take an allergy or cold medicine, or take a sleep medicine.

Use in Specific Populations

Dysport should not be used in children or in women who are pregnant or breastfeeding.

Ask your doctor if *Dysport* is right for you.

You are encouraged to report negative side effects of prescription drugs to the FDA. Visit www.fda.gov/medwatch or call 1-800-FDA-1088.

Please see *Dysport* Full Prescribing Information including Medication Guide at www.dysportusa.com.

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