



NEW GALDERMA CAMPAIGN ENCOURAGES WOMEN TO LOVE THEIR “MOM GENES”

*More Dialogue Needed about the Science and Genetics of Facial Aging,
According to New Survey*

FT. WORTH, TEXAS – February 4, 2016 – Women everywhere know that the mother-daughter bond can run deep. Mothers pass down wisdom, advice and inspiration to their daughters – and, as the global skin health and dermatology experts at Galderma know, they also pass down a predisposition to age like them. So why aren’t more women talking about it and taking action? According to recently-released results of a nationwide mother-daughter survey commissioned by Galderma, 82% of moms hope facial aging is easier for their daughters, but more than half never talk about it together.¹ Today, Galderma announces the launch of Galderma Mom Genes™, a campaign to educate women on the genetics of facial aging and to inspire mothers and daughters everywhere to face the future with more optimism and open dialogue.

To kick off the Mom Genes™ campaign, women are encouraged to celebrate moms and the role of “mom genes” in their lives by posting a recreation of a favorite photo of their mom to www.MomGenes.com. For every photo posted, Galderma will donate \$5 (up to \$50,000) to National Charity League, Inc., a non-profit organization dedicated to fostering the mother-daughter relationship through hands-on volunteerism that promotes leadership development and a legacy of social awareness and compassion.

“Galderma has been committed to the skin health and dermatologic needs of women at all stages of life for more than 50 years,” said Miles Harrison, President and General Manager of Galderma North America. “We know that as skin ages, the phrase ‘like mother, like daughter’ often holds true. We celebrate those genetic bonds – and Galderma is a global leader in studying them, to design and provide innovative medical solutions for long-term skin health. We’re launching this campaign to ignite a new and dynamic dialogue about facial aging.”

“Genetics and nurturing good skin health practices are big factors influencing the way the face ages,” said board-certified dermatologist Dr. Doris Day. “Women can learn a lot about how the process may affect them by observing and talking about the changes their moms go through. The great news is both moms and daughters have more options than ever before for addressing facial aging, thanks to recent innovations in skin care and treatments that can help maintain skin health and natural beauty.”

The Mother-Daughter Facial Aging Survey found approximately two-thirds (67%) of moms and daughters report they frequently worry about their face showing signs of aging. That number rises to 77% among daughters who report they are aging like their mom. Furthermore, the vast majority of moms (90%) and daughters (88%) surveyed believe expectations to look younger longer are greater now than in the past. The survey also reported the changing expectations and perceptions regarding treatment options, especially those that produce natural-looking results. More than three-quarters (77%) of daughters and two-thirds (66%) of mothers agree that they would be more interested in a facial treatment at a healthcare specialist's office if they could get more natural-looking results. A surprising 81% of mothers would support their daughter getting a facial treatment at a healthcare specialist's office if she wanted one.¹

“People are photographing themselves constantly with our current “selfie” culture, and that heightens awareness of our appearance,” said Dr. Day. “Talking to a specialist can help at all stages from providing advice to those in their 20s that will set the stage for skin health to supporting people in their 30s, 40s, 50s age well and truly gracefully. Significant advances have been made to help maintain natural beauty and look as good as they feel. Galderma, one of the leading skin health companies globally, makes many of the trusted aesthetic treatments I recommend to my patients, such as the Restylane® family of products and Sculptra® Aesthetic.”

More information is available at www.MomGenes.com, including an animated infographic with additional statistics from the Mother-Daughter Facial Aging Survey, the Galderma Mom Genes™ Photo Gallery, and special offers from the ASPIRE Galderma Rewards loyalty program.

About Facial Aging²⁻⁸

Aging is a varied process that is determined by genetics and environmental factors. Researchers using facial imaging and 3D computer modeling to study the aging process have found that mothers and daughters tend to have the same skeletal and cellular make up resulting in similar aging patterns.

While every person ages differently, there are general facial aging trends to expect for people in the 30s, 40s and 50s:

- Cells shift in the face and cause the appearance of less volume or sagging
- Bone loss slowly changes facial structure over time
- Less collagen thins the skin causing dryer, less supple, thinner skin

About the Mother-Daughter Facial Aging Survey

The Mother-Daughter Facial Aging Survey was conducted online by Wakefield Research (www.wakefieldresearch.com) on behalf of Galderma Laboratories, Inc. among a representative sample of 1,002 women in the United States (502 women ages 50+ with daughters ages 25-40 and 500 women ages 25-40 between October 30 and November 5, 2015). The margin of sampling error at the 95% level of confidence is +/- 4.4 for the total respondents.

About National Charity League, Inc.

National Charity League, Inc. (NCL, Inc.) is a national, non-profit organization with mother and daughter members in chapters across the United States. NCL, Inc. is dedicated to improving local communities through volunteerism, strengthening mother-daughter bonds and empowering strong female leaders. Visit www.nationalcharityleague.org for more information.

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.

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**

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References:

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