

GALDERMA UNVEILS NEW DIRECT-TO-CONSUMER CREATIVE CAMPAIGNS FEATURING REAL WOMEN, REAL RESULTS

Campaigns Empower Women to Embrace Their Desire to Look Their Best with Products that Provide Natural-Looking Results

FORT WORTH, Texas - March 1, 2016 – Galderma, a global leader focused on medical solutions in skin health, today announced the launch of three new direct-to-consumer creative campaigns designed to educate consumers, drive local practice success and support its leading aesthetic brands Dysport®* (abobotulinumtoxinA) 300 Units for Injection and Restylane® Silk.

“At the heart of these campaigns is the insight that women want subtle, natural-looking results from aesthetic treatments that allow them to stay authentic and true to themselves,” said Alisa Lask, Vice President, US Marketing, Galderma Aesthetic & Corrective. “Galderma is helping educate consumers by showing that real, relatable women embrace the benefits of our injectable brands, confidently and without apology.”

Each campaign tells stories of everyday women who have acted on their desire to look their best. The campaigns, which feature unretouched photography, will be supported by significant print, digital and co-op advertising investments.

- The Dysport® *Don't Freeze Me* campaign speaks to the many women who want to lose their frown lines between the eyebrows, but don't want to lose themselves. It appeals to real women who just want to enhance their look – not change it completely.
- The Restylane® Silk *Living Lines* campaign recognizes that, as women age, enjoying the pleasures of everyday life can cause the skin around the mouth to form unwanted lines. Whether it's time spent in the sun or even just smiling, every line tells a story. The *Living Lines* campaign speaks to women who've done a little living but are ready to smooth those lines with results that look natural.
- The Restylane® Silk *Get Real* campaign uses bold humor to acknowledge that when it comes to lip enhancement, many women fear the “puffed up” look. While they'd love fuller lips, they want results that look natural. The campaign lets women know that subtle, beautiful results are possible.

The campaigns include rich, interactive content about the real lives of the women featured in the advertisements who describe their journey and share their before and after results. They show how, with the right healthcare professional and the right products, women can get the natural-looking results they want. To view the campaigns, learn more about these treatments and find a

*Please see full Important Safety Information, including Distant Spread of Toxin Effect Boxed Warning, on pages 2-3 of this release.

specialist in their area, consumers should visit www.DysportUSA.com/FightFrownLines, www.RestylaneSilk.com/LivingLines and www.RestylaneSilk.com/GetReal.

These campaigns represent a substantial investment in Galderma's mission to deliver, in partnership with healthcare professionals, consumer-inspired innovations that empower aesthetic choice and self-confidence.

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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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.

Important Safety Information

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.

Important Safety Information

Indication: *Restylane*[®] *Silk* is indicated for submucosal implantation for lip augmentation and dermal implantation for correction of perioral rhytids in patients over the age of 21.

Restylane Silk contains traces of gram-positive bacterial protein and is contraindicated for patients with allergies to such material or for patients with severe allergies that have required in-hospital treatment. *Restylane Silk* should not be used by patients with bleeding disorders, with hypersensitivity to amide-type local anesthetics, such as lidocaine, under the age of 22, or by women who are pregnant or breastfeeding. *Restylane Silk* should not be injected anywhere except the dermis or lip submucosa.

Use of *Restylane Silk* at the site of skin sores, pimples, rashes, hives, cysts, or infection should be postponed until healing is complete. The most commonly observed side effects are swelling, tenderness, bruising, pain, and redness at the injection site. These are typically mild in severity and resolve in 2-7 days after treatment. Serious but rare side effects include delayed onset infections, recurrence of herpetic eruptions, and superficial necrosis and scarring at the injection site. Do not implant into blood vessels. Use with caution in patients recently treated with anticoagulant or platelet inhibitors to avoid bleeding and bruising.

Treatment volume should be limited to 1.5 mL per lip per treatment and 1.0 mL for perioral rhytid correction, as greater amounts significantly increase moderate and severe injection site reactions. The safety or effectiveness of treatment in areas other than lips and perioral rhytids has not been established in controlled clinical studies.

Restylane Silk is only available through a licensed practitioner. Complete Instructions for Use are available at www.RestylaneSilk.com.

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