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FOR IMMEDIATE RELEASE

The Cetaphil® Brand Teams with Camp Wonder
To give children with serious skin diseases the chance to be kids

Fort Worth, TX (September 5, 2012) – The Cetaphil® brand, the #1 dermatologist-recommended line of cleansers and moisturizers from Galderma Laboratories, L.P. announces a unique partnership with Camp Wonder, an initiative of the Children’s Skin Disease Foundation. Cetaphil® will sponsor the organization by donating a portion of the proceeds of a special edition Moisturizing Cream, available exclusively at Walgreens. The brand is also granting \$100,000 to fund camp activities and more. The official partnership kicks off in June 2012, to coincide with the annual Camp Wonder.

Camp Wonder is a medically staffed summer program that gives children ages 7 to 16, who suffer from serious and fatal skin diseases, the opportunity to feel “normal” and simply have fun. The weeklong camp is fully funded by The Children’s Skin Disease Foundation (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. Throughout her treatment she met other kids who suffered from skin problems who never got the chance to attend a summer camp. She wanted to use her experience to help others, so on her 16th birthday she asked friends and family to help her create a charity instead of giving her gifts. Days later, Francesca formed the CSDF and in 2001 she launched Camp Wonder.

“Every child deserves to know what it feels like to just be a kid—to swim, hike and play with others their age,” says Francesca Tenconi, Founder of the Children’s Skin Disease Foundation and Camp Wonder. “And families of children suffering from serious skin problems often need financial support. Since Camp Wonder is free for campers, I rely on the generosity of individual donators and brands like Cetaphil® to transform my vision into reality to help these kids.”

The Cetaphil® brand’s sponsorship of Camp Wonder will take shape through various initiatives. To raise awareness of Camp Wonder, a special edition of their best-selling Cetaphil® Moisturizing Cream features artwork created through collaboration with Francesca and will be sold exclusively through Walgreens. A portion of the proceeds from the sale of each jar will go to Camp Wonder and the CSDF. Galderma Laboratories employees will volunteer at this year’s camp and will provide Cetaphil® products to use on site. Since many families are burdened by the cost of care, Cetaphil® will also supply a grant for campers to receive Cetaphil® products throughout the year to care for their skin. And Cetaphil® has enlisted the help of celebrities to sign cards that will be given to campers. For each card signed, Cetaphil® will make an additional donation equivalent of the cost of sponsoring one child to attend camp.

“This unique partnership resulted from a personal meeting with Francesca Tenconi and her family,” explains Francois Fournier, President of Galderma Laboratories, L.P. headquartered in Fort Worth, Texas. “We have been deeply touched and impressed by Francesca’s exceptional

courage and commitment to improve the lives of children suffering from severe skin conditions, a cause that aligns with Galderma's mission."

The special edition Cetaphil® Moisturizing Cream, \$14.99 (16 oz.), will be available beginning September 2012 at Walgreens stores and at Walgreens.com. For more information or to get involved with Camp Wonder, visit www.campwonder.com and [Facebook.com/Cetaphil](https://www.facebook.com/Cetaphil).

About Cetaphil®

The Family of Cetaphil® Cleansers and Moisturizers is a line of dermatologist-recommended skin care products specially formulated for all skin types and conditions. Cetaphil® products are developed to provide effective, gentle skin care. The Cetaphil® brand began in 1947 when a pharmacist invented what became the iconic Gentle Skin Cleanser. Today, dermatologists, pediatricians, and healthy skin experts trust and recommend Cetaphil cleansers and moisturizers for all skin types and conditions. Cetaphil.com. [Facebook.com/Cetaphil](https://www.facebook.com/Cetaphil).

About Galderma

Galderma, created in 1981 as a joint venture between Nestle and L'Oreal, is a fully-integrated specialty pharmaceutical company dedicated exclusively to the field of dermatology. The Company is committed to improving the health of skin with an extensive line of products across the world that treat a range of dermatological conditions with a research and development center in Sophia Antipolis, France, Galderma has one of the largest R&D facilities dedicated exclusively to dermatology. Leading worldwide dermatology brands include Differin® Products, MetroGel® 1%/Rozex®, Clobex®, Tri-Luma®, Loceryl®, Vectical® Ointment, Epiduo® Gel and Cetaphil®. For more information on Galderma, visit www.galdermaUSA.com.

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.

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