



Contact: Cetaphil Team
Lippe Taylor
212.598.4400

CetaphilTeam@lippetaylor.com

The Cetaphil® Brand Unveils New Limited-Edition Packaging for Camp Wonder
To give children with serious skin diseases the chance to be kids

Fort Worth, TX (October 2, 2013) – Galderma Laboratories, L.P., makers of Cetaphil®, the #1 dermatologist-recommended line of cleansers and moisturizers, will once again partner with Camp Wonder by donating a portion of the proceeds of a special-edition Moisturizing Cream, available exclusively at CVS/pharmacy locations nationwide beginning in October. Over the past two years, the brand has donated more than \$100,000 to fund camp activities and more. The official partnership, which kicked off in June 2012, has raised over \$300,000.

Camp Wonder, an initiative of the Children’s Skin Disease Foundation, 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 week-long 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. 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 CSDF.

“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 donors and brands like Cetaphil® to transform my vision into reality to help these kids.”

Galderma employees volunteered at this year’s camp and provided Cetaphil® products to use on site. Since many families are burdened by the cost of care, the Cetaphil® brand will also supply a grant for campers to receive Cetaphil® products throughout the year to care for their skin. The commitment from Galderma employees continues year-round through a mentorship program connecting employees with Camp Wonder counselors to share professional experiences. Employees also have the opportunity to “adopt” campers during the winter holidays to grant wishes for the children and their families.

The Cetaphil® brand’s continued commitment to Camp Wonder comes to life through various initiatives. To raise awareness of Camp Wonder, a limited edition of the best-selling Cetaphil® Moisturizing Cream will feature new artwork created by Jassamine Domino, a former camper and current counselor at Camp Wonder, and will be sold exclusively at CVS/pharmacy locations nationwide. A portion of the proceeds from the sale of each jar will go to Camp Wonder and the CSDF.

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“Camp Wonder is a place where kids with skin diseases can go and be themselves,” said Domino, Austin-based graphic designer. “When I was designing this [label] I wanted to show that, skin diseases or not, we are all the same.”

The special edition Cetaphil® Moisturizing Cream, \$14.99 (16 oz.), will be available beginning October 2013 at CVS/pharmacy locations and online at CVS.com. For more information or to get involved with Camp Wonder, visit www.campwonder.com and [Facebook.com/Cetaphil](https://www.facebook.com/Cetaphil).

“Camp Wonder is a very special place that gives children living with a chronic skin disease the chance to experience summer camp in a safe and nurturing environment where they can have fun and receive the medical support they need,” said Eileen Howard Boone, Senior Vice President of Corporate Philanthropy and Social Responsibility for CVS Caremark. “We’re proud to partner with Cetaphil on this meaningful initiative that aligns nicely with our signature philanthropic program, All Kids Can, which helps kids of all abilities on their path to better health and supports organizations, like Camp Wonder, that provide children with the opportunity to be the best they can be.”

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About Cetaphil®

Cetaphil® Cleansers and Moisturizers are 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).

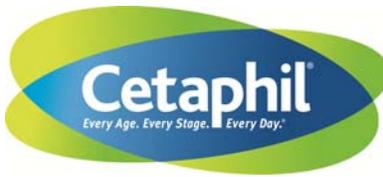
About Galderma

Galderma is a global company founded in 1981 committed to delivering innovative medical solutions to meet the dermatological needs of people throughout their lifetime while serving healthcare professionals around the world. The company has 33 wholly-owned affiliates with a worldwide network of distributors and more than 5,000 employees. Galderma’s extensive product portfolio is available in 70 countries and treats a range of dermatological conditions.

With approximately 20% of revenues invested each year to discover and develop new products and access innovative technologies, the company is one of the world’s leading investors in dermatology R&D. Five state-of-the-art R&D centers and five manufacturing sites are dedicated to providing a wide range of innovative medical solutions which meet the highest standards of safety and efficacy.

Strategic brands include Epiduo®, Oracea®, Mirvaso®, Clobex®, Differin®, MetroGel®, Mirvaso®, Vectical®, Tri-Luma®, Pliaglis® and Cetaphil®.

For more information, please visit www.galdermausa.com



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.

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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