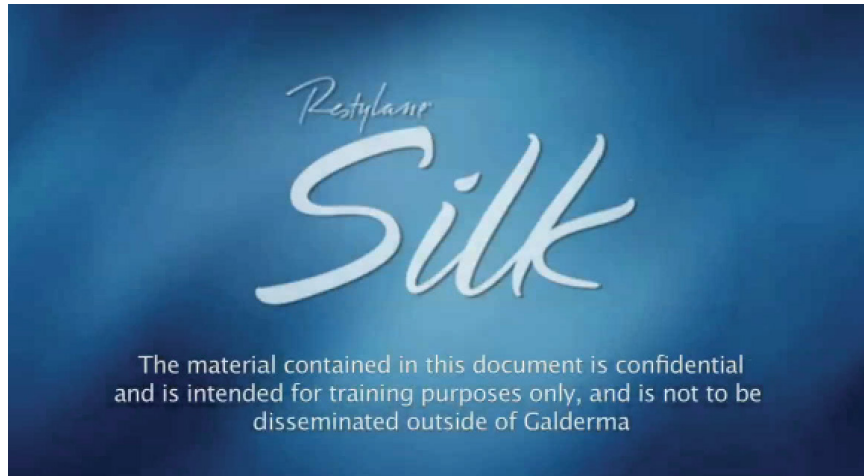


# PERFECTING THE POUT: LAUNCH OF RESTYLANE SILK



## SITUATION

First official product launch for Galderma after acquisition of aesthetics portfolio; category leader had 80% of market.

Consumer stigma associated with lip injections; need to define product benefits and differentiate.

HCPs utilize products off-label; need to promote importance of first and only claim to establish credibility.

## SOLUTION

Announce launch of first and only FDA approved filler for lip enhancement and the treatment of perioral lines through broad media relations efforts.

Specific activities included: national/local/trade media relations, product trial with top influencers, blogger events, consumer survey, social educational content, HCP training and marketing/media assistance.

## SUCCESS

- Over 280 million impressions to targeted consumers
- Restylane Silk was featured in several of the top women's lifestyle magazines and online outlets including: *Parents, Allure, Women's Health, New Beauty, InStyle, YAHOO! Beauty, Angeleno Magazine, The Luxury Spot, YouBeauty.com*
- Several national broadcast outlets covered the launch including: *The Doctors, Good Morning America, Rachel Ray, Steve Harvey Show, Wendy Williams Show, Better TV, EXTRA*
- Approximately 45 local market TV segments secured in top 50 DMAs
- Secured more than 55 experiential blog reviews reaching over 15 million target consumers from Galderma blogger events
- Launch received prominent trade coverage with over 20 feature articles, including: *Plastic Surgery Practice, MedEsthetics, Practical Dermatology, Derm TV, Healio, Surgical Products*