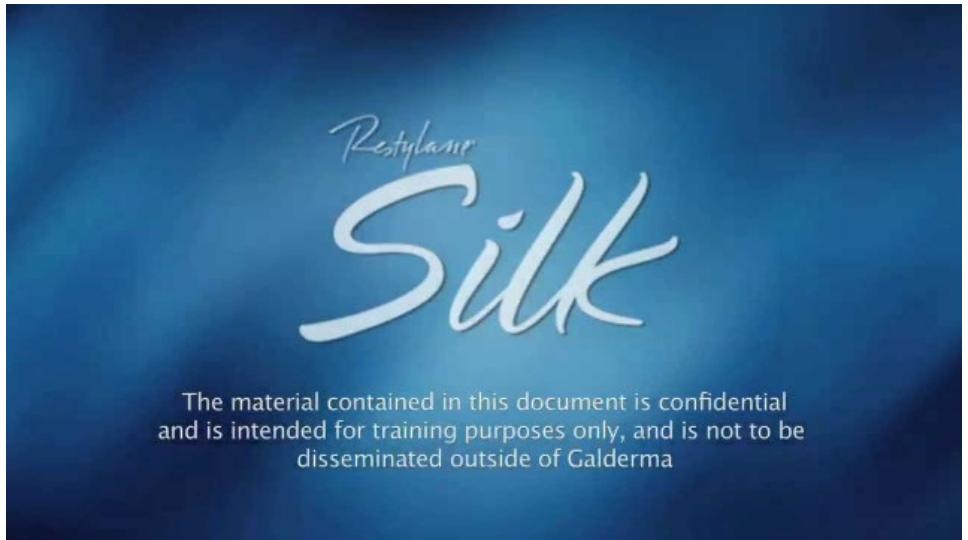




# PERFECTING THE POUT: LAUNCH OF RESTYLANE SILK



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This New Product Promises A Better Way to Get Full Lips  
BY JOAN KROM, CONTRIBUTING EDITOR AT LARGE, JANUARY 28, 2015, 11:00 AM

Duck lips have replaced fake boobs as everyone's favorite cosmetic-surgery joke (not to mention celebrity rumor), but that may end soon. Restylane Silk, a new, softer form of Restylane, the hyaluronic-acid wrinkle filler approved by the FDA in

**Restylane®**  
Natural beauty from within

## 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*
- Over 50% of nation's top doctors pre-ordered the filler product for their practices which exceeded the company's projections by more than double