



For Immediate Release

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## **Cetaphil® Launches Viral Campaign to Celebrate Beautiful, Healthy Skin**

### ***Grand Prize Winner to Receive a Trip to Paradise***

**Fort Worth, TX (July 13, 2009)** — Galderma Laboratories' Cetaphil® Brand, the #1 dermatologist and pediatrician recommended brand of cleansers and moisturizers, announces a new, interactive contest with the launch of the "Comfortable in My Skin" campaign. The two-round campaign, located at <http://www.comfortableinmyskin.com/entersweepstakes/default.aspx>, asks entrants to explain where and what makes them feel the most comfortable in their skin. Participants will pick Kate Spade getaway bags and fill them with their favorite Cetaphil products and other items that they would take on Marriott® & Renaissance® Caribbean & Mexico Resort vacations. Entrants are also asked to complete the sentence "I feel comfortable in my skin when I am..." The Grand Prize winner, selected by a panel of judges from Cetaphil®, will receive a seven day, four person getaway to a Marriott® & Renaissance® Caribbean & Mexico Resort destination of his or her choice, a Kate Spade bag and \$500 American Express® gift card to purchase his or her selected getaway items.

"Cetaphil's complete line of cleansers and moisturizers help our consumers achieve beautiful and healthy skin," said Cindy Kee, Senior Product Manager for Cetaphil®. "The 'Comfortable in My Skin' campaign is a meaningful way to drive awareness of the utility of our products, while reaching and recognizing our consumers. We are proud to be working with Marriott® & Renaissance® Caribbean & Mexico Resorts and Kate Spade to offer our consumers a tropical getaway."

The "Comfortable in My Skin" campaign will be powered by social media marketing solution Brickfish. The campaign enables consumers to create exciting, personalized brand-focused user-generated content (UGC) and virally share their entries with their vast social networks via widgets, blogs, IM, email and more. Campaign participants have the ability to interact with the Cetaphil® campaign by creating, reviewing, sharing and voting upon brand-relevant content.

The panel of judges from Cetaphil® will be selecting additional winners during the two-round campaign. During Round 1, prizes will be given away to the Top Ten finalists who will advance to Round 2, to five Most Viral winners and to eight Sign-up Sweepstakes winners. During Round 2, prizes will also be given to one Runner-up and to four Sign-up Sweepstakes winners.

Round 1 of the "Comfortable in My Skin" campaign ends August 3. Round 2 will begin on or around August 27 and end on or around October 8. For complete details, visit <http://www.comfortableinmyskin.com/entersweepstakes/default.aspx>.

### **About Galderma**

Galderma, created in 1981 as a joint venture between Nestle and L'Oréal, is a fully-integrated specialty pharmaceutical company dedicated exclusively to the field of dermatology. The company has a presence in 65 countries with over 1000 sales representatives and is committed to improving the health of skin with an extensive line of products across the world that treat a range of dermatological conditions including: acne, rosacea, fungal nail infections, psoriasis & steroid-responsive dermatoses, pigmentary disorders, medical solutions for skin senescence and skin cancers. 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<sup>®</sup>, Epiduo<sup>™</sup>, Oracea<sup>®</sup>, MetroGel<sup>®</sup> 1%, Rozex<sup>®</sup>, Clobex<sup>®</sup>, Vectical<sup>™</sup>, Tri-Luma<sup>®</sup>, Loceryl<sup>®</sup> and Cetaphil<sup>®</sup>. For more information about Galderma, visit [www.galdermaUSA.com](http://www.galdermaUSA.com).

### **About Cetaphil**

The Family of Cetaphil<sup>®</sup> Cleansers and Moisturizers is a line of dermatologist and pediatrician recommended skin care products specially formulated for all skin types. Cetaphil<sup>®</sup> products are developed to provide effective, gentle skin care and include: Cetaphil<sup>®</sup> Gentle Skin Cleanser, Cetaphil<sup>®</sup> Daily Facial Cleanser, Cetaphil<sup>®</sup> Gentle Cleansing Bar, Cetaphil<sup>®</sup> Antibacterial Gentle Cleansing Bar, Cetaphil<sup>®</sup> Moisturizing Lotion, Cetaphil<sup>®</sup> Moisturizing Cream, Cetaphil<sup>®</sup> DailyAdvance<sup>™</sup> Ultra Hydrating Lotion, Cetaphil<sup>®</sup> Daily Facial Moisturizer SPF 15, Cetaphil<sup>®</sup> Therapeutic Hand Cream, Cetaphil UVA/UVB Defense SPF 50. To learn more about Cetaphil<sup>®</sup> products and to join the Cetaphil Skin Care Club<sup>®</sup> visit [www.cetaphil.com](http://www.cetaphil.com).

### **About Brickfish<sup>®</sup>**

Brickfish<sup>®</sup>, the social media marketing solution, enables brand advertisers to reach their target audience on the social Web through viral marketing campaigns that engage consumers in a meaningful brand dialogue. Consumers create exciting, personalized brand-focused user-generated content (UGC) and then virally share the campaign and their content with their vast social networks via widgets, blogs, IM, email, and hundreds more. Additional campaign participants interact with the brand by creating, reviewing, sharing, voting upon, and watching brand-relevant content. All of these brand engagements are tracked with patent-pending Viral Map<sup>™</sup> and Geo View technologies, which provide detailed data on the reach, engagement, and viral activity of each campaign across the Web and geographically. Brickfish uses an exclusive Cost Per Engagement<sup>®</sup> (CPE<sup>®</sup>) model for pricing and measuring consumer participation in online advertising campaigns. Brickfish has launched successful campaigns for some of the world's premier brands, including Microsoft, Estée Lauder, Samsung, Victoria's Secret, Kodak, Nike, Coach, Givenchy, The North Face<sup>®</sup>, Intuit, Qualcomm, Estee Lauder and more. For more information about Brickfish, visit [www.brickfish.com/company](http://www.brickfish.com/company).