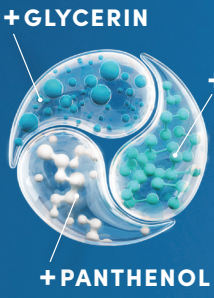
INTRODUCING **NEXT LEVEL** SENSITIVE SKINCARE

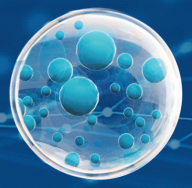


ENHANCED FORMULA. NEW PACKAGING.

Introducing a reformulated line of clinically proven, high-performing formulas specifically designed for sensitive skin.[1,2]

Cetaphil®

ENHANCED WITH INGREDIENTS TO **RESTORE THE SKIN BARRIER**

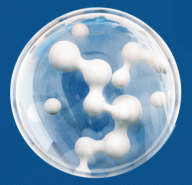


+GLYCERIN
to help prevent dryness

Powerful humectant that pulls in moisture to hydrate the skin[3-7]

+NIACINAMIDE
to strengthen

Widely known for its ability to strengthen skin barrier integrity[3-7]



+PANTHENOL
to soothe

Hydrating ingredient that soothes and restores dry skin[3-7]

TRUSTED BY DERMATOLOGISTS AND PATIENTS FOR **75 YEARS**

Launched in **1947** for Dermatologists[8]

2021
Enhanced formula developed with sensitive skin patients in mind

Cetaphil reformulated products have been:

- Evaluated across **23 CLINICAL STUDIES**[9]
- Tested on **927 SUBJECTS**[9]
- **PREFERRED BY PATIENTS** vs original Cetaphil formulas[10]

Cetaphil

CETAPHIL **GENTLE SKIN CLEANSER**

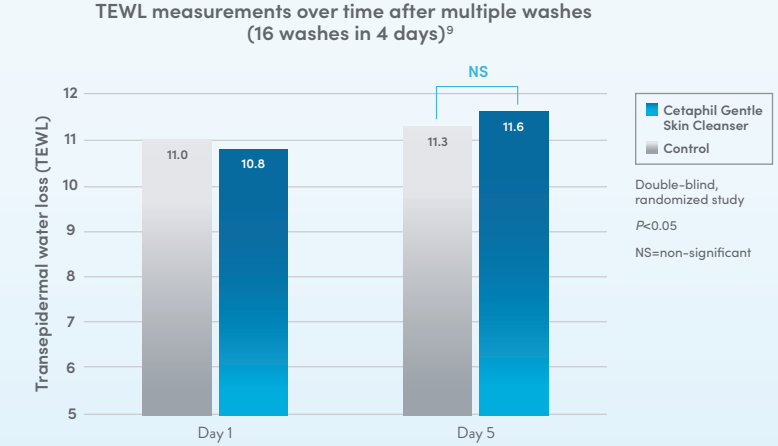
Gently cleanses and preserves skin's moisture barrier[9]

SKIN TYPES
Dry to normal, sensitive skin[9]

95% of subjects felt the product **GENTLY CLEANSED** their skin[6]

Improves water retention for **48-HOUR HYDRATION** when used without water[9]

PRESERVES SKIN BARRIER even after repeated washes[9]



CETAPHIL **MOISTURIZING LOTION**

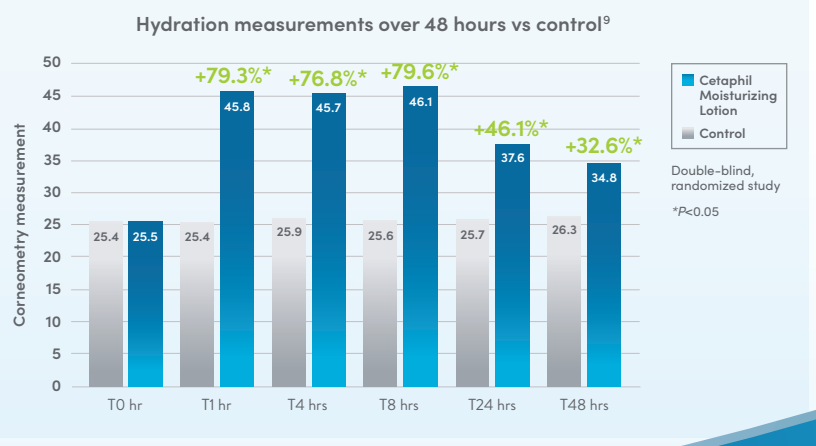
Lightweight and fast-absorbing, clinically proven to completely restore the skin barrier[9]

SKIN TYPES
Dry to normal, sensitive skin[9]

97% of subjects report that it provides **IMMEDIATE RELIEF** for sensitive skin[9]

SIGNIFICANTLY RESTORES SKIN BARRIER by Day 3 and completely restores it after 1 week of daily use[9]

Continuous, long-lasting **48-HOUR HYDRATION** after a single application[9]



CETAPHIL **MOISTURIZING CREAM**

Ultra-rich and clinically tested to accelerate skin repair after barrier damage[9]

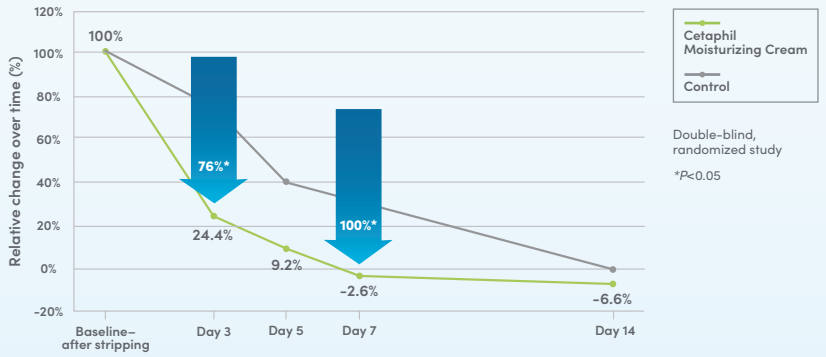
SKIN TYPES
Dry to very dry, sensitive skin[11]

94% of subjects agree that skin felt **INSTANTLY SOFTER AND MORE HYDRATED** over time[12]

REHYDRATES skin and maintains hydration for 48 hours after single application[9]

COMPLETELY RESTORES the skin barrier in 1 week[9]

TEWL variation from baseline normalized by stripping[9]



Double-blind, randomized study

*$P<0.05$

SEE **WHAT PATIENTS THINK** OF THE ENHANCED FORMULAS

Patients significantly preferred the improved formulas for their sensitive skin.[10]

88%
said they love the new nourishing ingredients in the **Cetaphil Gentle Skin Cleanser**[10,*]

85%
said their skin felt softer and smoother after using the new **Cetaphil Moisturizing Lotion**[10,†]

91%
would recommend the new **Cetaphil Moisturizing Cream**[10,†]

*Results from patient satisfaction survey of 122 current US Cetaphil users.
†Results from patient satisfaction survey of 123 current US Cetaphil users.

RECOMMEND CETAPHIL
TO YOUR PATIENTS TODAY

ENHANCED FORMULAS

A range of products proven to hydrate, strengthen, and protect[1,6,11,13,14]

CLINICALLY PROVEN SENSITIVE SKINCARE

Cetaphil has been tested on over 32,000 subjects[2,15,16]

A LEGACY OF LEADERSHIP

Trusted by Dermatologists and patients for 75 years[8]

References: 1. Galderma Data on File [RD.27.SPR.203715]. **2.** Galderma Data on File [GLI.04.SRE.US10402]. **3.** Galderma Data on File [RD.27.SPR.203918]. **4.** Galderma Data on File [RD.27.SPR.203917]. **5.** Galderma Data on File [RD.53.SPR.203908]. **6.** Galderma Data on File [RD.53.SPR.203914]. **7.** Galderma Data on File [Claims Master Reference]. **8.** Galderma Data on File [Cetaphil Consumer History page – https://www.cetaphil.com]. **9.** Galderma Data on File [Clear project Final Clinical Results on 5 Products]. **10.** Galderma Data on File [Cetaphil SOAR vs Current Cetaphil Users Paired Preference Study – GLI.04.US.CS.018]. **11.** Galderma Data on File [RD.27.SPR.203759]. **12.** Galderma Data on File. **13.** Galderma Data on File [RD.53.SRE.203869]. **14.** Galderma Data on File [86-1308-74_CSR]. **15.** Galderma Data on File [Reece 2015 GLI.04.SRE.US10332]. **16.** Galderma Data on File [Cetaphil Clinical Testing Summary].

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