



## **CELLFINA™ SYSTEM RECEIVES GOOD HOUSEKEEPING BEAUTY BREAKTHROUGH AWARD**

### *Cellulite Treatment Named Best Body Solution*

RALEIGH, N.C. – May 9, 2016 – BUSINESS WIRE – Merz Aesthetics, a division of Merz North America (US affiliate of the global Merz Pharma Group), announced today that the Cellfina™ System has received the 2016 Good Housekeeping Best of Beauty Awards in the Body Solution category. Cellfina™ is the only FDA-cleared minimally invasive procedure clinically proven to improve the appearance of cellulite in the buttocks and thighs of adult females, for results that last at least two years, the longest duration cleared by the FDA. Winners are featured in the May 2016 issue of *Good Housekeeping Magazine*.

“We are honored that *Good Housekeeping* has chosen to recognize Cellfina™ as one of the top beauty innovations for 2016,” said Patrick Urban, Vice President and U.S. Head of the Merz Aesthetics Device business. “We hope that this prestigious award from *Good Housekeeping*, coupled with our 96% patient satisfaction at 2 years, will encourage more consumers to speak with their physicians about whether treatment with Cellfina™ is right for them.”

The *Good Housekeeping* Beauty Breakthrough Award in the “Best Body Solutions” category honors the latest advancements, treatments, and technologies across the beauty industry. The Cellfina™ System combines highly advanced, proprietary technology with a well-established procedure called subcision, to treat the primary structural cause of cellulite.

“In my experience, almost all of the women who have cellulite are bothered by it,” said Laurie Casas, MD, board-certified plastic surgeon and Senior Clinician Educator, University of Chicago Pritzker School of Medicine. “For women seeking an improvement in the appearance of cellulite, Cellfina™ is truly a one-of-a-kind option for treating dimpled cellulite on the buttocks and thighs.”

Merz North America  
Michelle Alves  
Corporate Communications  
6501 Six Forks Road  
Raleigh, NC 27615  
Office (336) 339-2169  
[Michelle.alves@merz.com](mailto:Michelle.alves@merz.com)

[www.MerzUSA.com](http://www.MerzUSA.com)

**About Cellfina™**

The Cellfina™ System is intended for long-term improvement in the appearance of cellulite in the buttocks and thigh areas of adult females. Safety and effectiveness in other anatomical areas have not been established. The most common side effects reported were soreness, tenderness, and bruising. The Cellfina™ System is only available through a licensed physician. For full product and safety information, visit <http://www.cellfina.com/IFU>.

**About Merz Aesthetics Device**

Merz Aesthetics is a division of Merz North America, a specialty healthcare company dedicated to delivering a better total experience in aesthetics, dermatology and neurosciences. Merz Aesthetics' signature Device technology is Ultherapy® an FDA-cleared procedure to non-invasively lift skin on the neck, under the chin and on the eyebrow as well as to improve lines and wrinkles of the décolleté. Merz Aesthetics Device is also launching the Cellfina™ cellulite procedure, an FDA-cleared treatment intended for the long-term improvement in the appearance of cellulite in the buttocks and thigh areas of adult females. To learn more about Merz Aesthetics and their Device offerings, please visit [www.merzusa.com/aesthetics-otc](http://www.merzusa.com/aesthetics-otc).

**Corporate Contact**

Michelle Alves  
Corporate Communications  
Merz North America  
6501 Six Forks Road  
Raleigh, NC 27615  
Cell (336) 339-2169  
[michelle.alves@merz.com](mailto:michelle.alves@merz.com)