



ULTHERAPY® AND CELLFINA® SYSTEM RECOGNIZED AS BEST-IN-CLASS TREATMENTS IN *NEWBEAUTY'S* ANNUAL BEAUTY CHOICE AWARDS

RALEIGH, N.C. – March 28, 2017 – BUSINESS WIRE – Merz Aesthetics, a division of Merz North America, announced today that Ultherapy® and the Cellfina® System have been recognized by *NewBeauty* readers and editors in their 2017 Beauty Choice Awards as best-in-class. For the fourth consecutive year, Ultherapy® has been named “Best Overall Skin Tightener” in the “In-Office Treatments” category, while the Cellfina® System has won its first award in the “Beauty Game Changer” category for “Nonsurgical Cellulite Fighter.”

“Ultherapy® continues to be the treatment that patients come into my office requesting for skin lifting and tightening, so it is no surprise that the readers of *NewBeauty* chose to recognize it in this category,” stated Dr. Laurie Casas, board certified plastic surgeon and a Senior Clinician Educator, University of Chicago Pritzker School of Medicine. “The treatment’s lack of downtime and measureable results after just a single treatment make it one of the most popular treatments in my practice.”

Ultherapy® is the first and only treatment FDA-cleared to non-invasively lift the eyebrow, neck, and chin, and to improve lines and wrinkles on the décolletage. Ultherapy® is also the only cosmetic procedure to use ultrasound imaging, which allows physicians to see the layers of tissue targeted during the treatment to ensure the energy is deposited where it will be most beneficial. This unique technology is supported by more than 50 clinical studies, more than 60 published, peer-reviewed papers, and over 100 patents.

“We’re honored that *NewBeauty* and its readers continue to award the Merz Aesthetics Portfolio of brands year after year,” said Jim Hartman, Vice President and US Head of Merz Aesthetics and OTC Marketing. “Our Portfolio offering allows physicians to provide patients a full suite of procedures and products, tailored to address various anti-aging needs for face and body.”

The Cellfina® System is the only FDA-cleared, minimally invasive procedure clinically proven to improve the appearance of cellulite for results that last at least

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three years – the longest duration cleared by the FDA. The Cellfina[®] System combines highly advanced, proprietary technology with a well-established procedure called subcision, to treat the structural cause of cellulite. According to market research, 78% of U.S. women have cellulite that would qualify as treatable with the Cellfina[®] System¹. The Cellfina[®] System is currently available nationwide, through just over 250 exclusive aesthetic practices.

“The Cellfina[®] System has been a game changer for my practice and my patients that suffer from cellulite on the buttocks and thighs,” commented Jeremy Green, MD, Board Certified Dermatologist at Skin Associates of South Florida in Coral Gables, FL. “The industry recognition for the device, coupled with the recent three-year duration from the U.S. Food and Drug Administration (FDA), makes Cellfina the industry leader in cellulite treatment.”

The winners of *NewBeauty*'s annual Beauty Choice Awards are selected by readers, editors, and beauty professionals, who cast their votes throughout the year. A complete list of Beauty Choice Award winners is included in the Spring/Summer 2017 issue of *NewBeauty*, currently available on newsstands and online.

For full product and safety information, including possible mild side effects of Ultherapy[®] and the Cellfina[®] System, visit www.ultherapy.com/IFU and www.cellfina.com/IFU respectively.

About Merz Aesthetics

Merz Aesthetics is a division of Merz North America, a specialty healthcare company that is dedicated to delivering a better total experience in aesthetics, dermatology and neurosciences. As part of the Merz Pharma Group, our ambition is to become the most admired, trusted and innovative aesthetics and neurotoxin company. By developing products that improve patients' health and help them to live better, feel better and look better, we will continue to make significant contributions to the well-being of individuals around the world. In the aesthetics space, Merz provides a full portfolio of treatment options, including Device, Injectables and Skincare, that enables physicians to treat a broader range of patients and concerns with Merz technologies. To learn more about Merz

¹ Survey of 1,045 women, conducted by Listen Research for Merz North America

Aesthetics and their Device offerings, please visit www.merzusa.com/aesthetics-etc.

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