



MERZ AESTHETICS TO LAUNCH NEW PHYSICIAN LOYALTY PROGRAM "MY MERZ SELECT"

***Merz Aesthetics, a division of Merz North America, will launch
a new loyalty program designed to provide physicians
with customized practice benefits.***

GREENSBORO, N.C. – MARCH 21, 2014 – Merz Aesthetics, a division of Merz North America (U.S. affiliate of the global Merz Pharma Group), announces the upcoming launch of its completely new physician loyalty program, My Merz Select, which will go live on April 1, 2014. A unique platform unlike any other in the aesthetic space, My Merz Select is a simple, transparent program where physicians are able to select the benefits, determine the details and craft customized solutions for their practices. Combining straightforward discounting levels and a customer experience that goes beyond pricing, My Merz Select satisfies the diverse needs of today's aesthetic practices.

"Merz Aesthetics is committed to becoming the preferred partner of aesthetic physicians in North America, and we believe that flexible, intelligently-designed practice support programs like My Merz Select are an essential component of that partnership," said Jim Hartman, Vice President and Head of US Aesthetics/OTC for Merz North America. "The entire premise of My Merz Select is based on feedback from our physician customers, and we are pleased to provide them with a program that is truly responsive to individual practice needs."

Unlike many physician loyalty programs, benefits earned through My Merz Select are based solely on volume, not on portfolio pricing or "bundling," which allows physicians to purchase the Merz Aesthetics products that meet the specific needs of their practices. In addition, My Merz Select offers a range of ways for aesthetic practices to receive discounts and rebates, from up-front off-invoice discounts to account credit and free product.

"Merz Aesthetics has a strong reputation for listening to their physician customers, and I'm impressed by their ability to translate that feedback into a simple, hassle-free program with benefits that will help me to both serve my patients and grow my practice," said Dr. Heidi A. Waldorf, Director of Laser and Cosmetic Dermatology at The Mount Sinai Medical Center in New York, NY and Associate Clinical Professor of Dermatology at The Icahn School of Medicine at Mount Sinai.

"The design of My Merz Select gives me the ability to choose the products and the benefit structure that make the most sense for my own practice," said Dr. Michael Fiorillo, a double board-certified cosmetic surgeon who practices in the New York City and New Jersey area. "Within my practice, I would never take a one-size-fits-all approach to aesthetic medicine – and with My Merz Select, I no

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longer have to accept a one-size-fits-all approach to practice benefits. My Merz Select combines the best parts of other loyalty programs with a real understanding of the unique needs of my practice and my patients.”

My Merz Select is one of several programs that Merz Aesthetics expects to launch in 2014 in order to demonstrate their commitment to providing high-quality aesthetic products supported by a superior customer experience.

About Merz Aesthetics

Merz Aesthetics is a division of Merz North America, a specialty healthcare company that develops and commercializes treatment solutions in aesthetics, dermatology and neurosciences in the U.S. and Canada. Merz Aesthetics is committed to developing high-quality aesthetic products and to providing outstanding service to physicians in the fields of aesthetic dermatology and plastic surgery. As part of the Merz Pharma Group of companies, Merz Aesthetics leverages more than a century of Merz’s healthcare expertise to provide innovative medical approaches that have earned the trust of patients and physicians worldwide. Merz Aesthetics is an important contributor to the U.S. aesthetics space, offering a well-balanced product portfolio that includes the dermal fillers [Radiesse® Volumizing Filler](#) and [Belotero Balance®](#) and the neurotoxin [Xeomin® \(incobotulinumtoxinA\)](#). For additional information about Merz Aesthetics’ full product portfolio, please visit www.merzusa.com.

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IMPORTANT SAFETY INFORMATION for XEOMIN®, INCLUDING BOXED WARNING

WARNING: DISTANT SPREAD OF TOXIN EFFECT

Postmarketing reports indicate that the effects of XEOMIN® (incobotulinumtoxinA) for injection, for intramuscular use, and all botulinum toxin products may spread from the area of injection to produce symptoms consistent with botulinum toxin effects. These may include asthenia, generalized muscle weakness, diplopia, blurred vision, ptosis, dysphagia, dysphonia, dysarthria, urinary incontinence and breathing difficulties. These symptoms have been reported hours to weeks after injection. Swallowing and breathing difficulties can be life threatening and there have been reports of death. The risk of symptoms is probably greatest in children treated for spasticity but symptoms can also occur in adults treated for spasticity and other conditions, particularly in those patients who have underlying conditions that would predispose them to these symptoms. In unapproved uses, including spasticity in children and adults, and in approved indications, cases of spread of effect have been reported at doses comparable to those used to treat cervical dystonia and at lower doses.

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