



NEOCUTIS® LAUNCHES MICRO•FIRM™ NECK & DÉCOLLETÉ REJUVENATING COMPLEX POWERED BY MPC™

RALEIGH, N.C. – MARCH 14, 2016 – Merz Aesthetics Skincare, a division of Merz North America (U.S. affiliate of Merz Pharma Group) today announced the launch of its newest skincare product, MICRO•FIRM™ NECK & DÉCOLLETÉ Rejuvenating Complex by NEOCUTIS®. This advancement in anti-aging skincare was developed to help revitalize skin and improve the appearance of aging on the neck and décolleté. Formulated with Micro Protein Complex (MPC™), this unique peptide blend is the first anti-aging technology to help rejuvenate skin's elasticity.

“After the face, the neck and décolleté are some of the first areas to reveal the signs of aging,” said Mark Lemko, Vice President and Head, of Merz Aesthetics Skincare Division. “Because this area has distinctively different needs than that of the face, we are thrilled to deliver a cutting-edge product that addresses the unique signs of aging to the neck and chest, such as sagging, horizontal neck lines, pigmentation and crepiness.”

MICRO•FIRM multi-tasks by targeting fine lines and wrinkles while nourishing the delicate skin on the neck, collarbone and bust. The super-charged combination of MPC and a targeted mix of ingredients promote softer, more luminous skin and help create a more youthful, sculpted profile. This specialized cream delivers the following distinctive features and benefits:

- MPC, an elegant blend of lab-created peptides, helps to:
 - enhance elasticity through promotion of Elastin formation
 - boost Collagens III and VII leading to the reduction of fine lines and wrinkles
 - firm thin, loose skin on the neck, collarbone and bust through nourishment of Collagen I and Hyaluronic Acid
- Sodium Carboxymethyl Beta-glucan provides a tightening effect that helps to accentuate the natural contours of the neck and décolleté.
- Beet Root Extract conditions and strengthens skin for renewed vitality while defending against premature aging.
- Glycolic Acid smooths crepey-looking skin and diminishes the appearance of age spots and uneven skin tone, creating a flawless finishing touch.
- Stabilized Vitamin C defends against skin-aging oxidative stress and environmental factors to help preserve skin's youthful appearance.
- Glycerin, a humectant, and Argan and Jojoba oils, emollients, work alongside Wild Yam Extract to infuse moisture and help fortify skin.
- Formulated with silicones and natural oils, it creates an elegant, light texture for smooth application
- Paraben-free, fragrance-free and free of color additives
- Suitable for all skin types

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MICRO•FIRM extends the MICRO•ESSENTIALS™ line to address the signs of aging beyond the face for the first time in NEOCUTIS history. The line includes four additional offerings which comprise a comprehensive skincare RITUAL: MICRO•DAY™ *Rejuvenating Cream, Broad-spectrum Sunscreen with SPF 30*; MICRO•NIGHT™ *Rejuvenating Cream*; MICRO•EYES™ *Rejuvenating Cream*; and MICRO•SERUM *Intensive Treatment*.

The MICRO•ESSENTIALS line is powered by MPC™ technology (Micro Protein Complex). This new class of anti-aging technology delivers benefits beyond those of growth factor-based skincare, specifically marked improvement in elasticity. Inspired by natural matrikines, MPC™ uses a proprietary blend of lab-crafted peptides, patented by NEOCUTIS, to help defend against the visible signs of skin aging.

MICRO•FIRM™ NECK & DÉCOLLETÉ Rejuvenating Complex is available for purchase exclusively through medical practices and skincare providers. The suggested retail price is \$135 for 50 g / 1.7 oz. For additional information, or to find an authorized NEOCUTIS skincare provider near you, please visit www.NEOCUTIS.com.

ABOUT MERZ AESTHETICS SKINCARE

Merz Aesthetics Skincare 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 Skincare brings together the precision of Swiss technology and cellular research for scientifically advanced breakthroughs in anti-aging and post-procedure skincare. Merz Aesthetics Skincare offers a full line of products designed to help diminish the visible signs of skin aging and address key skincare concerns, available exclusively through medical practices and skincare providers. To learn more about Merz Aesthetics and their Skincare offerings, please visit www.merzusa.com/aesthetics-otc.

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