



## **CELLFINA™ SYSTEM LAUNCHES NATIONWIDE AT THE AMERICAN SOCIETY FOR AESTHETIC PLASTIC SURGERY**

### ***Data on New Treatment Also Being Presented At Annual Meeting***

RALEIGH, N.C. – April 1, 2016 – BUSINESS WIRE – Merz Aesthetics, a division of Merz North America (US affiliate of the global Merz Pharma Group) announced today that its Cellfina™ System will launch nationwide at the Annual Meeting for the American Society for Aesthetic Plastic Surgery in Las Vegas, NV. Cellfina is the only FDA-cleared, minimally invasive procedure clinically proven to improve the appearance of cellulite for results that last at least two years – the longest duration cleared by the FDA.

“Merz Aesthetics is proud to bring Cellfina to physicians across the country. We chose the annual meeting of Aesthetic Plastic Surgeons as the venue to make this technology widely available because of the long heritage this meeting has of introducing key advances in aesthetics,” said Patrick Urban, Vice President and Head of the Merz Aesthetics Device Division. “Additionally, the new Cellfina safety and efficacy data we will be presenting at the meeting are further evidence of Merz Aesthetics’ commitment to continued innovation and expansion of the aesthetic space.”

The Cellfina System presentation (Abstract 341), titled “Pivotal Safety and Efficacy Study of a New Precision-Guided Tissue Release Cellulite Treatment” will be presented by Dr. Simeon Wall and will highlight new outcome data from the pivotal prospective, multi-centered study. Additionally, Merz Aesthetics will be hosting an educational booth discussion around the Cellfina System at 1 p.m. on Monday, April 4, featuring Drs. Grant Stevens, Laurie Casas, and Tiffany McCormack.

“As one of the very early adopters of Cellfina, it is exciting to see technology added to our tool chest. This transformative device will impact and expand the aesthetic market and provides an accurate and successful treatment option for our patients that is minimally invasive and can be performed under local anesthesia,” said Dr. Brad Bengtson, a board-certified plastic surgeon from Grand Rapids, MI. “The immediate results and significant improvement in the outcomes is proof enough for me that we finally have something that actually works for dimpled cellulite.”

Merz North America  
Michelle Alves  
Corporate Communications  
6501 Six Forks Road  
Raleigh, NC 27615  
Office (336) 339-2169  
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 [cellfina.com/IFU](http://cellfina.com/IFU).

## **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. As part of the Merz Pharma Group of companies, 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, Merz will continue to make significant contributions to the well-being of individuals around the world. Merz Aesthetics provides a range of treatment options, including devices, injectables and skincare, that enable physicians to use Merz technologies to treat a variety of patients and concerns. For more information about Merz Aesthetics and their U.S. product portfolio, please visit [www.merzusa.com](http://www.merzusa.com).

## **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)