



## CELLFINA™ SYSTEM EARNS ALLURE BEST OF BEAUTY BREAKTHROUGH AWARD

### *Cellulite Treatment Recognized as an Innovation by Beauty Bible*

RALEIGH, N.C. – SEPTEMBER 29, 2015 – BUSINESS WIRE – [Merz Aesthetics](#), a division of Merz North America (US affiliate of the global Merz Pharma Group), announced today that the [Cellfina™ System](#) is a [Best of Beauty Breakthrough Winner](#) in the 2015 *Allure* Best of Beauty Awards. 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.

“We are honored that *Allure* has chosen to recognize [Cellfina™](#) as one of the top beauty innovations for 2015. The criteria for this award are incredibly selective, and many of our physician customers were asked to speak to the scientific data and clinical research behind the procedure, from both a safety and efficacy perspective,” said Patrick Urban, Vice President and U.S. Head of the Merz Aesthetics Device business. “We hope that this key industry award, coupled with our 96% patient satisfaction at 2 years, will encourage consumers to speak with their physicians about the results of treatment with Cellfina™.”

Each year *Allure* hosts the Best of Beauty Awards, which represent highly sought-after industry recognition for product innovation within the beauty space. From among hundreds of submissions in 2015, the Cellfina™ System was selected to receive the coveted seal, as announced at the annual awards ceremony on September 21, 2015. The Cellfina™ System combines highly advanced, proprietary technology with a well-established procedure called subcision, to treat the primary structural cause of cellulite.

“As one of the first dermatologists to work with the Cellfina™ System, it is gratifying to see *Allure* recognize this genuinely innovative technology with a Best of Beauty Breakthrough Award,” stated [Dr. Deanne Mraz Robinson](#), board-certified dermatologist and Director of the Body Sculpting Center at Connecticut Dermatology Group. “For women seeking an improvement in the appearance of cellulite, Cellfina™ is truly a unique option for treating cellulite on the buttocks and thighs.”

#### **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>.

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**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 broader range 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).

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