



THE CELLFINA[®] SYSTEM RECOGNIZED BY REALSELF AS MOST WORTH IT AWARD WINNER

RALEIGH, N.C. – June 5, 2017 – BUSINESS WIRE – Merz Aesthetics, a division of Merz North America, announced today that the Cellfina[®] System has been named a 2016 RealSelf Most Worth It award winner in the “Cellulite Treatment” category.

More than 9 million people visit RealSelf each month to find out which providers and aesthetic treatments live up to their promise of delivering results, including whether the treatment was “worth it.” The Cellfina[®] System is among 12 nonsurgical treatments recognized by RealSelf as leaders in their categories, achieving the highest consumer satisfaction rates¹ in 2016.

“To be awarded as the Most Worth It cellulite treatment in the first RealSelf Most Worth It awards is a true testament of the Cellfina[®] System’s proof of performance,” said Patrick Urban, Chief Commercial Officer of Merz North America. “This innovative technology continues to be recognized for delivering proven results and garnering a high rate of patient satisfaction.”

The Cellfina[®] System is the only FDA-cleared, minimally invasive procedure clinically proven to improve the appearance of cellulite with results that last at least 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 percent of U.S. women have cellulite that would qualify as treatable with the Cellfina[®] System². The Cellfina[®] System is currently available

¹Methodology: RealSelf Most Worth It Award winners are selected based on the overall percentage of consumers that rated the treatment as “Worth It” (in its respective category) over the last year. A confidence interval is applied to balance the proportion of positive ratings relative to the number of reviews that a treatment received.

² Survey of 1,045 women, conducted by Listen Research for Merz North America

Merz North America
Emily Browder
Corporate Communications
6501 Six Forks Road
Raleigh, NC 27615
Office (919) 582-8114
Emily.Browder@merz.com

www.MerzUSA.com

nationwide at more than 250 exclusive aesthetic practices. To find a physician near you, visit www.cellfina.com/find-a-doctor.

“In my practice, the Cellfina® System is the number one treatment requested to improve the appearance of cellulite on the buttocks and thighs,” commented Sheila Nazarian, MD, Board-Certified plastic surgeon and founder of Nazarian Plastic Surgery in Beverly Hills. “My patients who are treated with the Cellfina® System are consistently pleased with both the minimally invasive experience and long-lasting results.”

To find out more about the Cellfina® System and its 2016 RealSelf Most Worth It award win, visit www.realself.com/guide/most-worth-it-2016.

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

About Merz Aesthetics

Merz Aesthetics is a division of Merz North America and offers a wide-ranging portfolio of treatment options including Device (Ultherapy®, Cellfina™ System, DESCRIBE® PFD Patch), Injectables (Xeomin®, Radiesse® Volumizing Filler, Belotero Balance®, Asclera®) and Skincare (NEOCUTIS®, Mederma®) that enables physicians to meet the needs of a broad range of patients and their skin concerns. To learn more about Merz Aesthetics and their Device offerings, please visit www.merzusa.com/aesthetics-otc.

About Merz North America

Merz North America is a specialty healthcare company dedicated to the development and marketing of innovative quality products for physicians and patients across the United States and Canada. Merz products are distributed through two divisions, Aesthetics and Neurosciences, and are developed with the goal of improving patients' health and quality of life by delivering therapies that bring about real progress. Merz North America is a privately-held company based in Raleigh, North Carolina. To learn more about Merz North America, please visit www.merzusa.com.

About RealSelf

RealSelf is the largest online destination to get informed about elective cosmetic procedures and to find the right doctor or clinic. More than 9 million people visit RealSelf each month to find out which treatments and providers live up to their promise of being “Worth It.” RealSelf is powered by unbiased experiences shared by consumers for hundreds of treatments, ranging from simple skincare to highly considered cosmetic surgery. Offering millions of photos and medical expert answers, RealSelf has become the essential resource and service for those seeking to find the right local provider.

Corporate Contact

Emily Browder

Corporate Communications

Merz North America

6501 Six Forks Road

Raleigh, NC 27615

Office (919) 582-8114

Emily.Browder@merz.com