



**MERZ AESTHETICS ANNOUNCES THAT  
MEDERMA<sup>®</sup> WILL PARTNER WITH DRESS FOR SUCCESS<sup>®</sup>  
FOR “PROJECT CONFIDENCE“**

***Merz Aesthetics, a division of Merz North America, announces that its leading scar care brand Mederma<sup>®</sup> will partner with Dress for Success<sup>®</sup> to launch “Project Confidence“ initiative.***

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RALEIGH, N.C. – FEBRUARY 3, 2015 – BUSINESS WIRE – Merz Aesthetics, a division of Merz North America (US affiliate of the global Merz Pharma Group), announced today that [Mederma<sup>®</sup>](#), the #1 doctor - and pharmacist -recommended brand<sup>1</sup> for scars, has partnered with [Dress for Success<sup>®</sup>](#) to launch "[Project Confidence](#)," a one-year program designed to help at-risk women live more confidently and project their best selves in everything they do.

Dress for Success<sup>®</sup> is a not-for-profit organization that promotes the economic independence of disadvantaged women by providing professional attire, a support network and career development tools to help women thrive in work and in life.

Mederma<sup>®</sup> is donating \$100,000 to Dress for Success<sup>®</sup> to support the expansion of its health and wellness programs and the development of key initiatives intended to promote healthy habits and self-empowerment among women. Throughout the next year, Mederma<sup>®</sup> will also be donating scar care product for distribution to local affiliates of Dress for Success<sup>®</sup>.

“The desire to instill improved confidence in women lies at the core of both the Mederma<sup>®</sup> brand and our entire Merz Aesthetics business,” said Jim Hartman, Vice President & US Head – Aesthetics/OTC for Merz North America. “As partners with Dress for Success<sup>®</sup> in “Project Confidence,” we look forward to providing funding and support for meaningful health and wellness programs that will inspire disadvantaged women to live confidently and realize a brighter future.”

“Mederma<sup>®</sup> is a fantastic addition to the Dress for Success<sup>®</sup> family of partners,” said Joi Gordon, CEO of Dress for Success<sup>®</sup> Worldwide. “The folks at Mederma<sup>®</sup> understand the importance of fostering confidence in women, and we’re looking forward to working together to bring ‘Project Confidence’ to life.”

In the coming months, as part of “Project Confidence,” Mederma<sup>®</sup> will host an online event that will benefit Dress for Success<sup>®</sup> and give participants the opportunity to learn more the organization’s mission, outreach programs and network of local affiliates. “Project Confidence” will also have a presence at the annual “Power Walk for Dress for Success” in New York City, where participants come together in support of the organization and enjoy a day celebrating confidence and empowerment.

For more information on Mederma®, Dress for Success® and “Project Confidence,” please visit [www.Mederma.com/ProjectConfidence](http://www.Mederma.com/ProjectConfidence).

### **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. In addition to its strong presence in medical and aesthetic dermatology, Merz is also known for its leadership in the treatment of scars and stretch marks with the Mederma® family of products. Mederma® is the #1 pharmacist recommended brand<sup>1</sup> for scars and provides dermatologist-tested products to help reduce the appearance of scars and stretch marks. Mederma® offers four unique over-the-counter products to treat old and new scars caused by cuts, scrapes, burns, acne and surgery.

To learn more, visit [www.mederma.com](http://www.mederma.com) and follow us on Facebook at [www.facebook.com/Mederma](http://www.facebook.com/Mederma).

### **About Dress for Success®**

Dress for Success® is an international not-for-profit organization that promotes the economic independence of disadvantaged women by providing professional attire, a network of support and the career development tools to help women thrive in work and in life. Since starting operations in 1997, Dress for Success® has expanded to almost 140 cities in 18 countries. To date, Dress for Success® has helped more than 775,000 women work towards self-sufficiency. Visit [www.dressforsuccess.org](http://www.dressforsuccess.org) to learn more.

MEDERMA is a registered trademark of Merz North America, Inc.

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<sup>1</sup> Pharmacy Times and US News & Report, OTC Guide, June 2014