THE RESTYLANE® SECRETS CAMPAIGN FOR LIPS:

CAMPAIGN WEBSITE ASSETS FOR CLINICS

GALDERMA

Introduction

This toolkit contains assets from the microsite for the Secrets Campaign for lips. All the assets provided can be used at your discretion on your own clinic website. To view the live Secrets Lip campaign in full please visit **myskinjourney.co.uk.**
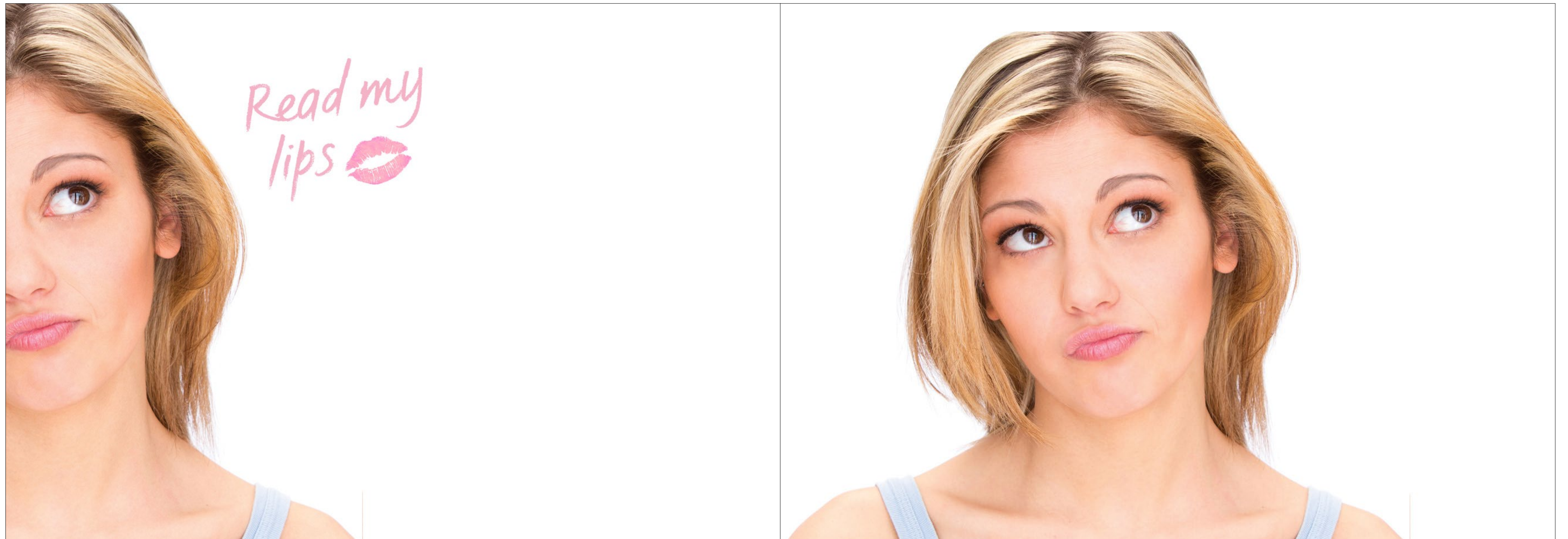
The following assets can be found within this toolkit:

(1) Campaign visual assets

(2) Photography and stories relating to our fictional personas

(3) Before and after images – photography and programmed slider format

Please be aware that the information and materials (including digital assets) are provided "as is". They are not intended to serve as, or substitute for, medical consultation. Each patient is unique, requiring individual consideration by a qualified medical practitioner. While they reflect the current state of Galderma's knowledge, and we make every effort to reflect current best medical practice, Galderma cannot be held liable for any medical conclusions concerning individual patients. These are the responsibility of every practicing physician.

Please also note the persona stories and photography provided for use are not based on real patients. The stories are fictional and no Galderma products have been given. These stories do not represent the views of real patients. The before and after images provided are of real Restylane patients who have received a course of treatment(s).

(1) Campaign visual assets

This option is for posting Lips campaign visual assets to your own website. This is our hero image for the Lips Secrets campaign and has been the focus for all consumer facing materials. We have provided the option of using the hero image with and without the headline and kiss mark on your own website. Further information about the campaign can be found on **myskinjourney.co.uk.**

(2) Persona stories and photography

To really bring the Galderma range to life we have developed fictional characters aligned to our everyday consumers. They are based on the types of patients you will likely see visiting your clinics:

• **Jenny; looking for lips treaments**

• **Amy; looking to enhance her beauty**

• **Claire; wants to refresh her look**

• **Victoria; longing to restore her youthfulness**
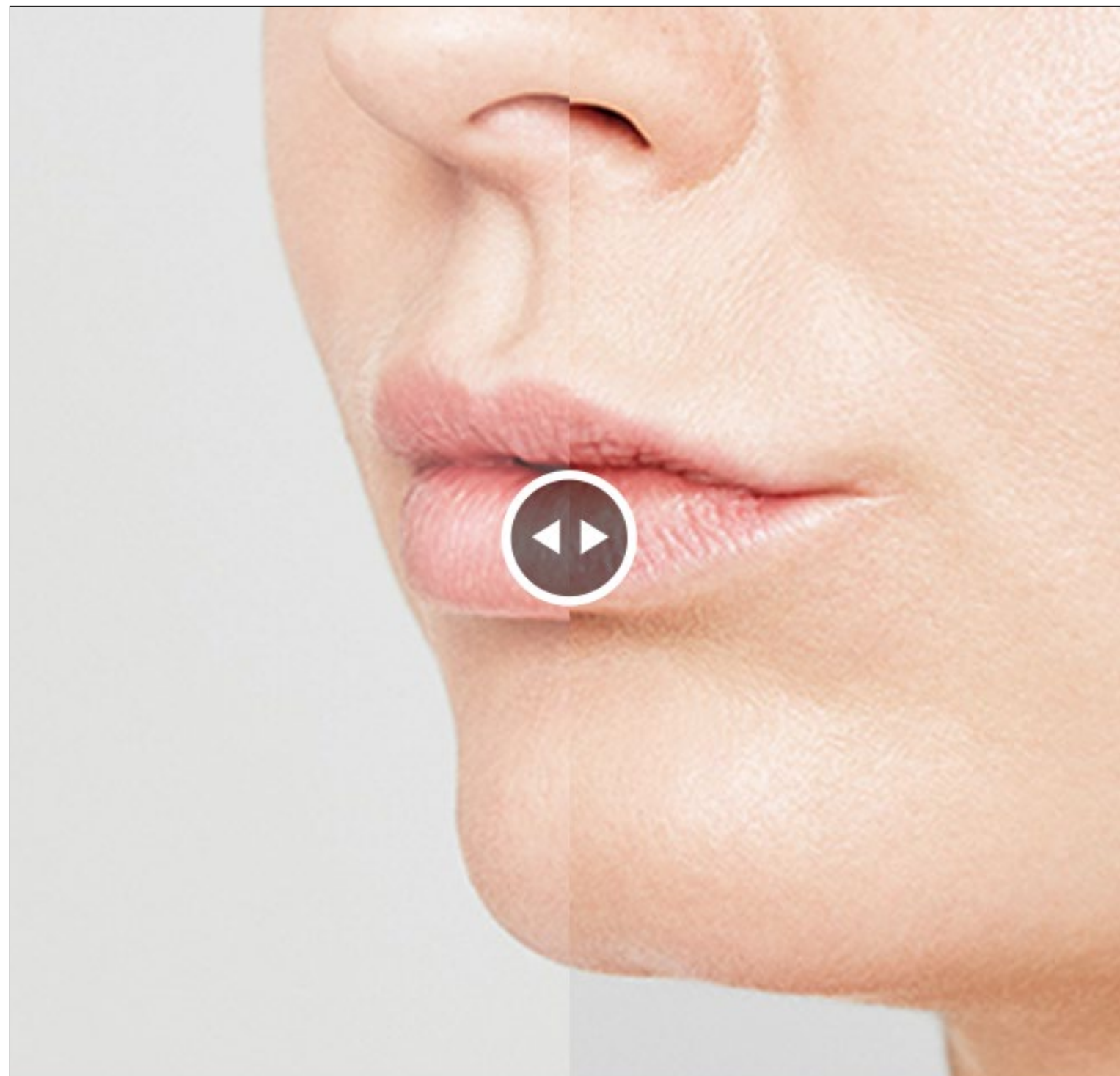
• **Ross; wants to feel more confident**

The photography and copy for these personas are available for you to use on your own website. Our hero persona for Lips is Jenny (see campaign visual asset). Our hero persona will vary as we transition from one campaign to the next.

(3) Before and afters in photo format and slider format

To bring the treatment options to life, we have provided before and after photographs of models who have received treatments from the Restylane Lips range.

You can use these before and after photographs by directly posting on your website or incorporating the before and after image slider into your website design.
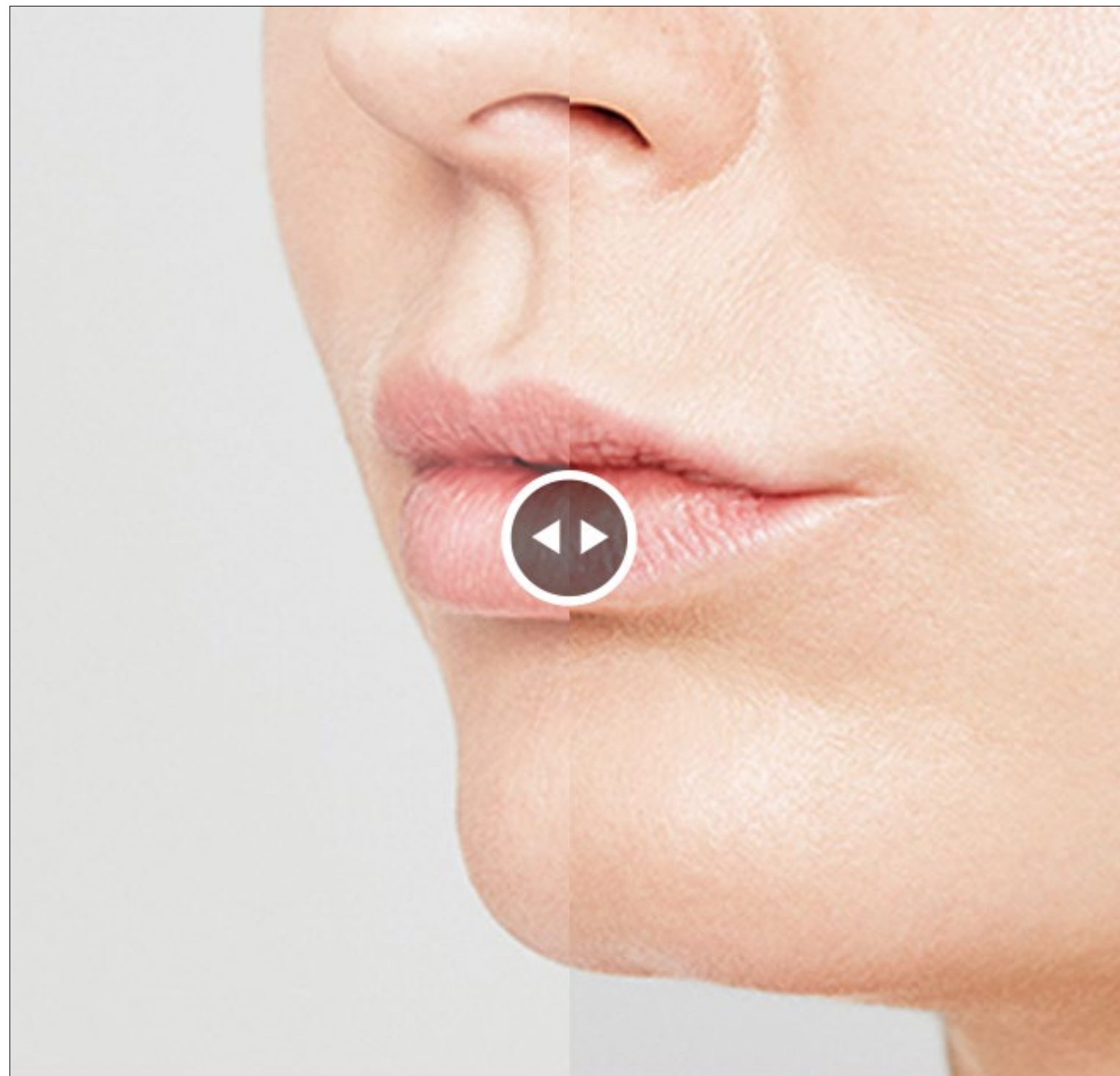
If you wish to incorporate the before and after image slider into your own website you will need specific coding that can be shared with your web developers, or by anyone who has access and expertise in updating your website.

Within this toolkit you will find the relevant code for each of the fictional personas found on the myskinjourney.co.uk website.

Simply copy and paste the desired code into your website where you wish the before and after image slider to appear.

(3) Before and afters in photo format and slider format (continued)

Please note that we have not specified width and height dimensions. This will need to be updated by you/your web developer when applying the desired slider to your website.

Before and after slider coding:

Claire - **http://www.myskinjourney.co.uk/before-after.html?para=claire**
Amy - **http://www.myskinjourney.co.uk/before-after.html?para=amy**
Victoria - **http://www.myskinjourney.co.uk/before-after.html?para=victoria**
Ross - **http://www.myskinjourney.co.uk/before-after.html?para=ross**
Jenny - **http://www.myskinjourney.co.uk/before-after.html?para=jenny**

When incorporating the slider into your website, please ensure the before and after images are in the correct order, and appear as they currently do on our microsite. For reference, please see Jenny's page here:

http://www.myskinjourney.co.uk/persona-jenny.html