

MERZ AESTHETICS® PRESENTS THE NEW GLOBAL FACE OF XEOMIN®

A-LIST ACTRESS FRONTS NEW CONSUMER CAMPAIGN #DARETOSELF CARE

After a successful run featuring iconic Sports Illustrated swimsuit model, actress and entrepreneur Christie Brinkley as the face of Ultherapy® and Xeomin® introduced in 2017, Merz Aesthetics has tapped Gwyneth Paltrow for the company's first global campaign for Xeomin® (incobotulinumtoxinA). Xeomin is marketed globally for medical aesthetics indications in select markets and is marketed as BOCOUTURE® in the EU.

Ms. Paltrow is best known as an Oscar and Emmy-award-winning actor, author and entrepreneur, and the founder of goop®, the thriving lifestyle destination and celebrity brand. At age 48, she is universally considered an authority on beauty and wellness and has an extensive following of loyal devotees.

The new campaign ties back to her personal philosophy on beauty, which is that women should give themselves the permission to do whatever they want to do in order to feel good. It will include Ms. Paltrow and select influencers encouraging women to take time for themselves and prioritize self-care, especially in the post-pandemic era. She will be sharing details about what she does personally to look and feel her best and will encourage women to do the same on

social media using the campaign hashtag: #DareToSelfCare.

'I am excited to partner with Merz to welcome my dear friend, Gwyneth Paltrow, as the brand ambassador for Xeomin. I believe Xeomin offers a new consideration for those interested in neurotoxin treatment but perhaps are concerned about additive. This is something that really resonates with

Gwyneth and her audience,' said Julius Few, MD, Director and Founder of The Few Institute for Aesthetic Plastic Surgery with offices in Chicago and Los Angeles who administered her Xeomin treatment.

'It's such an exciting time for Merz Aesthetics and for our flagship brand, Xeomin,' said Bob Rhatigan, Global Chief Executive Officer of Merz Aesthetics.

'Gwyneth's passion for knowledge and learning, and her deeply personal perspective on beauty and aging, are all qualities we at Merz Aesthetics admire in her, and the values we share as a company.

We could not be more thrilled to be partnering with her to educate women around the world about a frown line treatment that is uniquely purified without unnecessary proteins.

This is the first global integrated marketing campaign for Merz Aesthetics since the November 2019 announcement that they would be operating independently as the largest dedicated medical aesthetics business globally.

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Bob Rhatigan, Global CEO of Merz Aesthetics



Julius Few, MD, Director and Founder of The Few Institute for Aesthetic Plastic Surgery

“For me, beauty is about deepening happiness versus trying to chase youth. And it's no secret that I'm an open book when it comes to trying new beauty regimens, but I want to know what's in a product before putting anything into my body. Finding highly purified and proven products is so important. That's one of the many reasons I started using Xeomin a few years ago.”
— Gwyneth Paltrow

