



Christie Brinkley Partners with Merz to Share Her Approach to Looking Timeless

Ms. Brinkley Chooses Xeomin[®]/Bocouture[®] (incobotulinumtoxinA) and Ultherapy[®] to Help Her Look Her Best

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Frankfurt, Germany and Raleigh, N.C., USA – October 4, 2017 – Merz announced today its partnership with supermodel, actress and entrepreneur, Christie Brinkley to help empower women to live, feel and look their best at any age by sharing tips she’s learned from maintaining her youthful appearance during her 45-year span in the beauty and fashion industries. Through this initiative, Ms. Brinkley, a mom, actress and entrepreneur, shares why she chose to have the lines between her brows treated with Xeomin[®]/Bocouture[®] (incobotulinumtoxinA) and Ultherapy[®], the non-surgical skin tightening and lifting treatment, on her neck and décolletage to remain looking timeless and natural at age 63.

“I am vigilant about choosing products and treatments that help me to look as vibrant as I feel. When it comes to my body, I don’t compromise. Eating organic, exercising, practicing yoga and being active – it’s all part of staying healthy. I chose Xeomin[®]/Bocouture[®] (incobotulinumtoxinA) because it is highly purified, FDA-approved and clinically proven to temporarily smooth the lines between the brows,” stated Ms. Brinkley. “There are so many great non-invasive ways to give you the ‘perk’ that can help you look as good as you feel inside. That is why I am excited to work with Merz to help raise awareness that there are treatment options like Xeomin[®]/Bocouture[®] (incobotulinumtoxinA) and Ultherapy[®] available to adults of every age when they feel like they can use a little extra zing.”

Xeomin[®]/Bocouture[®] (incobotulinumtoxinA) is the most recently approved botulinum toxin type A by the Food and Drug Administration (FDA) for the temporary improvement in the appearance of moderate to severe glabellar lines, or frown lines between the eyebrows, in adult patients. Ultherapy[®] is the first and only treatment FDA-cleared to non-invasively lift the eyebrow, neck, and chin, and to improve lines and wrinkles on the décolletage. Xeomin[®]/Bocouture[®] (incobotulinumtoxinA) and Ultherapy[®] have not been studied or approved for combination use.

“Patients come to my practice to explore aesthetic medical options to help them look their best,” stated Dr. Patricia Wexler, a New York City-based dermatologist. “I appreciate that Christie is sharing her experiences with Xeomin[®]/Bocouture[®] (incobotulinumtoxinA) and Ultherapy[®], letting people know that in-office treatments do not have to be intimidating and can help the world see them as they see themselves.”

¹ Kantar Health 2017 Patient Survey on behalf of Merz Aesthetics

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According to a recent study¹, 83 percent of respondents had in-office procedures like Xeomin[®]/Bocouture[®] (incobotulinumtoxinA) or Ultherapy[®] to “look good for their age”. One out of three injectable patients say that they were motivated because of a particular moment in their lives. This can range from a “mirror moment” to a birthday or hearing about a friend’s or family member’s successful treatment.

“Christie is as iconic today as she was in her 20’s,” said Bob Rhatigan, CEO of Merz North America. “She is the perfect partner to help us educate consumers about Xeomin[®]/Bocouture[®] (incobotulinumtoxinA) and Ultherapy[®] because she shares our vision that adults of all ages should feel confident in how they present themselves to the world.”

As part of the partnership, Ms. Brinkley will share her overall beauty routine, including her tips for flawless skin, healthy hair, a strong body and a clean diet.

For more information on Xeomin[®]/Bocouture[®], visit <http://www.xeomin.com/>

Please note that indication, name of product and product availability vary by country and refer to your local summary of product characteristics or instructions for use.

For more information on Ultherapy[®], visit www.global.ultherapy.com

About Merz Pharma Group

With approximately 3,000 employees and 34 subsidiaries, Merz is a leading global provider in the fields of Aesthetics and Neurotoxins. Privately held for more than 100 years, the company is distinguished by its in-house research and development, solid financial strength and continuous growth. In addition to its unique portfolio of products for minimally invasive and non-invasive skin rejuvenation and tightening, Merz also develops neurotoxin therapy to treat neurologically induced movement disorders. OTC medicines, dietary supplements and skincare products round off the offerings from the company, which is headquartered in Frankfurt, Germany. In fiscal year 2015/16, the Merz Pharma Group generated revenue of EUR 1,092.9 million. More information is available at www.merz.com.

About Christie Brinkley

Supermodel, TV, Film and Stage Actress, Christie Brinkley is also well known as an Entrepreneur with many businesses including Christie Brinkley Authentic Skincare, hair extension collection and an organic prosecco line. Internationally recognized, Christie Brinkley has appeared on more than 500 magazine covers worldwide. She is the author of two bestselling books, her most recent, “Timeless Beauty; Over 100 Tips, Secrets, and Shortcuts to Looking Great” which debuted

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on the New York Times Bestseller list, will come out next year in paperback. As one of the most famous Sports Illustrated Swimsuit Icons, Christie, 63-years-young, returned to the pages of SI Swimsuit this year, and proved that age is nothing more than a number. She came back in a bikini, and this time, a first for the brand, she was joined by daughters Sailor Brinkley-Cook and Alexa Ray Joel. Christie is also mom to Jack, currently studying acting in NYC.

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