

**MEDIA RELEASE  
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## **PREVENT ACNE BREAKOUTS WITH NEW! BENZAC®'S DAILY FACIAL CARE RANGE**



Singapore, January 2014 – Benzac®, a leading dermatologist-recommended acne brand today announced the launch of a range of Benzac® cleanser products, targeting different skin types.

Some of the best acne treatment therapies may produce clear skin in some acne sufferers but only exacerbate the problem in individuals with combination skin types. As acne sufferers have different skin conditions ranging from normal, sensitive, oily to combination, the new range of Benzac® cleansers and scrub aim to complement the current Benzac AC® treatment gels by removing impurities from the skin and unblocking pores, leaving your skin nourished and soothed.

“While acne typically first appears in adolescence, it may persist well into adulthood. It is important to understand that acne is a long-term disease. Most people’s acne resolve during their twenties, however, some have symptoms that will persist throughout their lives. It is important to recognize that acne sufferers do have different skin types and need a skincare routine that is appropriate for their skin type, says Dr Hazel Oon, Consultant Dermatologist and Head of the Acne Clinic from the National Skin Centre.

Many acne sufferers have a tendency to cleanse their skin excessively. Over- cleansing will not only exacerbate existing irritated skin conditions but can also cause redness and leave the skin inflamed. Thus, the Research & Development team at Benzac® specially formulated the new Benzac® Daily Facial Cleansers with herbal plant extracts like Calendula and Aloe Vera for effective and gentle cleansing.

The Benzac® Cleansers come in liquid and foam formats and are recommended to be used jointly with Benzac AC® Gels, which contain the active ingredient, Benzoyl Peroxide. Benzoyl Peroxide is an antimicrobial that has keratolytic action (unblock

pores) and is able to quickly and effectively kill *Propionibacterium acnes* (*P-acnes*) bacteria within 48 hours. Unlike antibiotics, bacteria have not been able to become resistant to benzoyl peroxide.

In addition, the Benzac AC<sup>®</sup> Gel is specifically formulated with Acrylates Copolymer (AC) beads to absorb excess oils (sebum) that can carry bacteria, thus reducing surface sebum and it also releases glycerin, which helps to moisturize dry and irritated skin. The Benzac AC<sup>®</sup> Gel is available in several different concentrations -2.5%, 5% and 10%.

The suffering caused by acne, whether in the form of persistent blemishes, inflamed pustules and scarring goes more than skin deep. It can affect your quality of life and self-esteem.

Boost your confidence today and prevent the next breakout with Benzac<sup>®</sup>!

## **ABOUT GALDERMA**

Founded in 1981, Galderma is a global company exclusively dedicated to dermatology. The company is committed to delivering innovative medical solutions to meet the dermatological needs of people throughout their lifetime while serving health care professionals around the world. The company has 33 wholly owned affiliates with a worldwide network of distributors and more than 4,500 employees. Galderma's extensive product portfolio is available in 80 countries and treats a range of dermatological conditions including: acne, rosacea, onychomycosis, psoriasis & steroid-responsive dermatoses, pigmentary disorders, skin cancer and medical conditions such as skin senescence. With approximately 19% of revenues invested each year to discover and develop new products and access innovative technologies, the company is one of the world's leading investors in dermatology R&D. Five state-of-the-art R&D centers and five manufacturing sites are dedicated to providing a wide range of innovative medical solutions which meet the highest standards of safety and efficacy. For more information, please visit Galderma's website [www.galderma.com](http://www.galderma.com)

The NEW Benzac<sup>®</sup> cleansing range consists of five competitively priced, synergistic products, which cleanse and exfoliate skin; Benzac<sup>®</sup> Daily Liquid Facial Cleanser for Sensitive to Normal Skin, Benzac<sup>®</sup> Daily Facial Liquid Cleanser for Oily to Combination skin, Benzac<sup>®</sup> Daily Facial Foam Cleanser for Sensitive to Normal Skin, Benzac<sup>®</sup> Daily Foam Cleanser for Oily to Combination Skin for effective management of acne.

Benzac<sup>®</sup> Facial Scrub is suitable for all skin types and helps to exfoliate and deeply cleans the skin, while reducing skin oiliness without damaging the skin.

Twice daily use of Benzac AC<sup>®</sup> Gel demonstrates fast, effective results and long-term benefits in clinically tested trials.

Benzac<sup>®</sup> Range of Daily Cleansers and Treatment Gels are available at the following selected pharmacies: Guardian, Unity and Watsons\*.

\*Product is available at Watsons from end January 2014.

For further information on the Benzac<sup>®</sup> range, please visit [www.facebook.com/BenzacSG](http://www.facebook.com/BenzacSG) and [www.twitter.com/BenzacSG](http://www.twitter.com/BenzacSG)

Case Studies, quotes and interviews with Dr. Hazel Oon are on request. For more information, please contact **Publicist PR Consultants**

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