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Restylane[®] SKINBOOSTERS[™] Elevator Pitch

How to communicate our **differentiation story** for our **HERO product**

Restylane
SKINBOOSTERS[™]

GL-RES-2300132 09/23

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Boosting our sales pitches

How do we ensure that we land our key selling messages with customers?

This document details our **latest and greatest elevator pitch** for Restylane® SKINBOOSTERS™ and its simplified differentiation story.

Use these tools to guide your conversations with customers, helping us to reclaim the category and re-establish what makes Restylane® SKINBOOSTERS™ a **HERO in the industry**.



A good starting point is to understand what Restylane® SKINBOOSTERS™ is, and what it isn't:

- ✓ Restylane® SKINBOOSTERS™ is the original HA skin quality injectable and the *one and only* “SKINBOOSTERS”^{3,4}
- ✓ Restylane® SKINBOOSTERS™ is the *only* HA skin quality injectable clinically proven to enhance 6 key aspects of skin quality for healthy, glowing skin that lasts for up to 456 days (15 months)^{5–13*}
- ✓ Restylane® SKINBOOSTERS™ is not to be equated with any other HA skin quality injectable on the market, including Prohilo® and Juvéderm® Volite®⁵
- ✓ People looking for refreshed, healthy, glowing skin **should accept no substitute for Restylane® SKINBOOSTERS™**

HA, hyaluronic acid.

* Compared with other currently available HA skin quality injectables. As assessed by published clinical studies and peer-reviewed journal publications.¹

Please see presenter's note for references.

What makes Restylane® SKINBOOSTERS™ a HERO?

As one of our HERO SKUs, Restylane® SKINBOOSTERS™ is foundational to Restylane® differentiation:

H

Highly
Differentiated

E

Evidence-based
Results

R

Recognized
Uniqueness

O

Optimal Loyalty
and Value

UNSUNG HERO



Performance of HERO SKUs predicts the health of our brand



Together, we must **leverage our HERO SKUs** for Premium Execution



In particular, to **foster continued growth** for Restylane® SKINBOOSTERS™, we must continue to clearly and consistently share its **unique product benefits** with our customers¹⁻⁶

Our differentiation in a nutshell

Overarching core claim:

The only HA skin quality injectable clinically proven to enhance 6 key aspects of skin quality for healthy, glowing skin that lasts for up to 15 months^{1-14*}

When it comes to selling Restylane® SKINBOOSTERS™, we have 5 key differentiating points to communicate. Remember, with Restylane® SKINBOOSTERS™, **patients can GLOW through life:**



G

Glowing, healthy skin:

Clinically proven unmatched performance in enhancing 6 key aspects of skin quality to achieve refreshed, healthy, glowing skin^{1-14*}



L

Longest-lasting

HA skin quality injectable: Unmatched, long-lasting results for up to 456 days (15 months)^{1,2*†}



O

Our unique SB-NASHA technology:

Closest to natural stabilized HA¹⁵ that continuously optimizes natural skin structure and hydrobalance from within (24/7)^{2,5,7,14,16-20}



W

Works instantly and is fast acting: Delivers fast-acting, immediate, deep, and long-lasting hydration to the deep dermis^{7,13,14,18-23}



S

SmartClick™ tool unique to Restylane® SKINBOOSTERS™: Our award-winning, bespoke SmartClick™ syringe system achieves precise microdroplet injections^{14,19,24-27}

HA, hyaluronic acid; SB-NASHA, Skinboosters-Non Animal-Stabilized Hyaluronic Acid.

* Compared with other currently available HA skin quality injectables. As assessed by published clinical studies and peer-reviewed journal publications.¹

† Proper head-to-head data for Restylane® SKINBOOSTERS™ vs. Profhilo® is not available. Comparison is based on *in situ* injected HA persistence vs. duration of effect.¹

Close-up on our core differentiation claims (1/3)

Communicated together, these key messages tell a story that only Restylane® SKINBOOSTERS™ can tell

Differentiator:



Glowing, healthy skin
Clinically proven unmatched performance in enhancing 6 key aspects of skin quality^{1-14*}

Deeper dive:



Customer benefit:

- ✓ Improvement in these 6 key aspects of skin quality leads to **refreshed, healthy, glowing skin**, so patients can glow through life^{3,7,10}



For more detailed messaging, please refer to our **Restylane® SKINBOOSTERS™ core claims document** ([GL-RES-2200169](#))

HA, hyaluronic acid; **SB-NASHA**, Skinboosters-Non-Animal Stabilized Hyaluronic Acid.

* Compared with other currently available HA skin quality injectables. As assessed by published clinical studies and peer-reviewed journal publications.¹

Close-up on our core differentiation claims (2/3)

Communicated together, these key messages tell a story that only Restylane® SKINBOOSTERS™ can tell

Differentiator:



Longest-lasting HA skin quality injectable



Our unique SB-NASHA technology

Deeper dive:

Unmatched, long-lasting results for up to 456 days (15 months):^{1,2*†}

- Offers the longest duration of skin quality improvements across HA injectables available on the market:^{1*}
 - Up to **15x longer** than Prohilo®†
 - More than **1.5x longer** than Juvéderm® Volite®
- Thanks to unique SB-NASHA technology, the product remains within the deep dermis longer than non-crosslinked HA technologies³⁻⁸
- Delivers high and sustained aesthetic improvements for a lasting glow^{2,9}
- Maintains consistently high levels of patient satisfaction for up to 15 months,² with 96% of patients saying they would continue, repeat, and recommend their treatment^{10,11‡}

Closest to natural stabilized HA that continuously optimizes natural skin structure and hydrobalance from within (24/7):^{3-8,13-16}

- Provides a unique skin quality-enhancing effect thanks to high molecular weight (HMW) HA and minimal HA modification that closely mimics the body's natural HA^{4,13}
- When injected, each microdroplet revitalizes the extracellular matrix (ECM) by enhancing hydration and optimizing the microenvironment^{3,4,14,17-19}
- Continuously optimizes the skin microenvironment promoting the functionality of proteins like elastin, collagen, and fibroblasts, and therefore improving skin quality and skin health³⁻⁸

Customer benefit:

- ✓ Achieves lasting, natural-looking results and aesthetic improvements that patients are satisfied with^{1,2,7,9,11,12}
- ✓ Patients experience a lasting boost in confidence and self-esteem, leaving them glowing from within for up to 15 months^{2,8,9}
- ✓ Thanks to unique SB-NASHA technology, Restylane® SKINBOOSTERS™ is clinically proven to re-establish younger ECM characteristics^{3,4}

ECM, extracellular matrix; HA, hyaluronic acid; HMW, high molecular weight; SB-NASHA, Skinboosters-Non-Animal Stabilized Hyaluronic Acid.

* Compared with other currently available HA skin quality injectables. As assessed by published clinical studies and peer-reviewed journal publications.¹

† Proper head-to-head data for Restylane® SKINBOOSTERS™ vs. Prohilo® is not available. Comparison is based on *in situ* injected HA persistence vs. duration of effect.¹

‡ After 12 weeks, 96% of patients (N=22) said they wanted to repeat or continue their treatment.¹⁰ After 12 months, 96% of patients (N=22) would recommend treatment to a friend.¹¹ N = total sample number.

Please see presenter's note for references.

Close-up on our core differentiation claims (3/3)

Communicated together, these key messages tell a story that only Restylane® SKINBOOSTERS™ can tell

Differentiator:



Works instantly and is fast acting



SmartClick™ tool unique to Restylane® SKINBOOSTERS™

Deeper dive:

Delivers fast-acting, immediate, deep, and long-lasting dermal hydration:¹⁻⁹

- Uses the natural ability of HA to bind water molecules, locking moisture within the deep dermis of the skin⁹⁻¹⁴
- Fast-acting treatment that provides immediate, visible results^{2,7,9,14,15}
- Delivers deep hydration from within for naturally and noticeably improved skin quality that lasts¹⁻⁸

Award-winning bespoke SmartClick™ syringe system for precise microdroplet injections:^{8,16,21-24}

- Designed to deliver consistent results specifically with Restylane® SKINBOOSTERS™^{8,16,23,24}
- Provides audible feedback – a subtle click for each metered dose – allowing for reproducible microdroplet delivery^{8,16,21-24}
- Ergonomically designed to be light and comfortable for greater working comfort^{21,24}

Customer benefit:

- ✓ Gives instant and visible results that customers and their patients can see^{2,7,9,14,15}
- ✓ Increases safe use and focus on the injection technique by improving precision and control^{8,16,23,24}

Often imitated, continuously unmatched

While other available HA injectables might claim to improve skin quality, only Restylane® SKINBOOSTERS™ can deliver unmatched performance in improving overall skin quality, supported by clinical evidence.^{1,2}

In addition, its different formulations across **two products** allow for **treatment individualization**:

	Restylane® SKINBOOSTERS™	Juvéderm® Volite®	Profhilo®
Clinically proven product performance:^{1*}			
• Reduction of fine lines and wrinkles	✓	✓	✓
• Improvement in skin surface evenness	✓	✓	✓
• Improvement in skin tone evenness	✓	✓	✓
• Improvement in skin smoothness	✓	✓	✓
• Deep hydration ² contributing to skin glow	✓	✓	✓
• Reduction of scarring	✓	✗	✗
Maximum proven clinical duration of effect^{1*}	≤15 months (hands) ≤12 months (face)	≤9 months (face) (touch-up at Day 30)	≤28 days [†] 4 months (face)
Proven clinical safety profile^{1*}	✓	✓	✓
HA formulations for treatment individualization¹	✓ (2: Restylane® SKINBOOSTERS™ Vital, Restylane® SKINBOOSTERS™ Vital Light)	✗	✗
Patient satisfaction¹	✓	✓	✓ (weak)

HA, hyaluronic acid.

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