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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Proceeding	92052897
Party	Defendant Galderma Laboratories, Inc.
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Signature	/Lisa N. Congleton/
Date	04/27/2012
Attachments	Declaration of Cindy Kee Part 2.pdf (6 pages)(996385 bytes)

Declaration of Cindy Kee

EXHIBIT C

You are invited to personally experience the benefits of the Cetaphil® RestoraDerm® products

Cetaphil® RestoraDerm® products help improve skin barrier function with advanced formulations

- Uniquely formulated with two proven technologies for atopic skin[1-4]
- Proven to hydrate, which helps rebuild the compromised skin barrier[2,3]

Redeem this personal-trial coupon at CVS®, Walgreens®, Target®, Walmart® or other fine stores

PERSONAL TRIAL AT NO COST*

*Up to $20.00 value

Cetaphil® RestoraDerm® Skin Restoring Body Wash or Skin Restoring Moisturizer

Cannot be combined with any other offer.

MANUFACTURER'S COUPON	EXPIRES 01/01/13

PUBLIC

Cetaphil® RestoraDerm® Body Wash and Moisturizer:

the first and only products with both ceramide and Filaggrin technology™

- **Filaggrin technology™**
  - Contains filaggrin breakdown products (sodium PCA and arginine) that help replenish natural moisturizing factors
  - Leads to improved hydration, which helps restore skin barrier function[1-3]
- **Ceramide technology**
  - Increases ceramides 1, 2 and 3, which in turn help the skin retain moisture[4]
- Proven results in atopic patients—soothes the dry, itchy skin of eczema[3]

References: 1. Sugarman JL. The epidermal barrier in atopic dermatitis. *Semin Cutan Med Surg.* 2008;27:108-114. 2. Simpson E, Dultronc Y. A new body moisturizer increases skin hydration and improves atopic dermatitis symptoms among children and adults. *J Drugs Dermatol.* 2011;10:744-749. 3. Data on file. Galderma Laboratories. 4. Castiel-Higounenc I, Chopart M, Ferraris C. Stratum corneum lipids: specificity, role, deficiencies and modulation. *DCL.* 2004;11(6):401-406.

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CONSUMER: Limit one coupon per person per specified item(s) purchased. This coupon good only on product sizes and varieties indicated.
RETAILER: NESTLÉ USA will reimburse you your retail shelf price up to the amount indicated plus 8¢, if submitted in compliance with NESTLÉ USA Manufacturer's Coupon Redemption Policy dated 10/1/05, available upon request. Consumer must pay sales tax. Good only in USA. Send coupons to NESTLÉ USA, CMS Dept. #00020, 1 Fawcett Drive, Del Rio, Texas 78840. Cash value 1/20¢.

visit cetaphil.com

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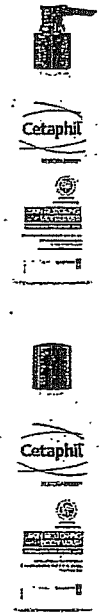
Help restore and preserve moisture to eczema-prone skin with Cetaphil® RESTORADERM®



National Eczema Association ACCEPTED* nationaleczema.org

Skin Restoring Moisturizer soothes itchy, dry skin

- Contains ceramides to help enhance the skin's ability to retain moisture
- Advanced moisturizing formula contains ingredients that help soothe itching and reduce redness and irritation associated with atopic dermatitis
- Preservative and fragrance free

Skin Restoring Body Wash gently cleanses sensitive skin

- Clinically proven to help soothe the symptoms of atopic dermatitis
- Contains natural moisturizing ingredients that enhance the skin's ability to retain moisture
- Three mild cleansing agents in a patented technology deliver skin-nourishing oils
- Non-irritating, fragrance free and soap free

Use these two products together daily to help manage atopic dermatitis long-term.

Research shows that you may experience softer, smoother skin as soon as 8 days after you begin using Cetaphil® RESTORADERM®

Skin Restoring Body Wash Ingredients
Water, butyrospermum parkii (shea butter), sodium trideceth sulfate, glycerin, helianthus annuus (sunflower) seed oil, sodium chloride, sodium lauroamphoacetate, cocoamide MEA, niacinamide, tocopheryl acetate, allantoin, arginine, citric acid, methylisothiazolinone, sodium PCA, 1,2-hexanediol, caprylyl glycol, guar hydroxypropyltrimonium chloride, potassium sorbate, disodium EDTA.

Skin Restoring Moisturizer Ingredients
Water, glycerin, caprylic/capric triglyceride, helianthus annuus (sunflower) seed oil, pentylene glycol, butyrospermum parkii (shea butter), sorbitol, cyclopentasiloxane, cetearyl alcohol, behenyl alcohol, glyceryl stearate, tocopheryl acetate, hydroxypalmitoyl sphinganine, niacinamide, allantoin, panthenol, arginine, disodium ethylene dicocamide peg-15 disulfate, glyceryl stearate citrate, sodium PCA, ceteareth-20, sodium polyacrylate, caprylyl glycol, citric acid, dimethiconol, disodium EDTA, sodium hyaluronate, cetyl alcohol.

*The National Eczema Association (NEA) Seal of Acceptance is awarded to products that have been created or intended for use by persons with eczema or severe sensitive skin conditions and have satisfied the NEA Seal of Acceptance Criteria. NEA has awarded the Seal of Acceptance to this product with a 4 out of 5 rating. Read the label to determine if this product contains ingredients that may be unsuitable for your skin. Visit nationaleczema.org for more information.

Gently cleanse with Cetaphil® RESTORADERM® Body Wash

- Use instead of soap whenever you bathe
- Gently massage into a lather—never scrub
- Rinse in lukewarm water—never hot, which can irritate sensitive skin
- Pat skin dry—never rub
- Avoid contact with eyes

Replenish skin with Cetaphil® RESTORADERM® Moisturizer

- Immediately after bathing, when your skin is still damp, apply moisturizer everywhere to seal in water and hydrate your skin
- Reapply moisturizer whenever your skin feels dry or as often as your doctor recommends

Tips for managing atopic dermatitis

- Taking short baths is best—5 to 10 minutes
- Wear cotton clothing—it lets your skin breathe
- Keep fingernails short—long nails can easily scratch and irritate sensitive skin
- Use mild, fragrance-free detergents—harsh detergents are irritating

MANUFACTURER'S COUPON EXPIRES 6/1/12

Save $2.00
on Cetaphil® RESTORADERM® Moisturizer or Cetaphil® RESTORADERM® Body Wash

Cetaphil RESTORADERM®

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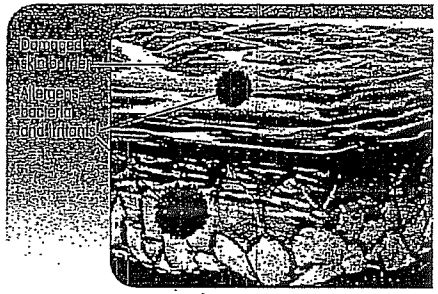

Your skin up close

- The top layer of skin is called the skin barrier. Here skin cells are tightly packed together to help retain moisture and to prevent bacteria from getting in. Healthy skin contains a protein called *filaggrin*, which helps the skin hold onto moisture
- When you have atopic dermatitis, the skin barrier is damaged, which causes your skin to lose moisture and can let in allergens, irritants and bacteria that can cause infections
- Recently, scientists have discovered that people with atopic dermatitis are missing essential proteins in the skin
- Both Cetaphil® RESTORADERM® Moisturizer and Body Wash contain ingredients that help replenish the skin barrier and restore these missing proteins

What is atopic dermatitis?

Atopic dermatitis is a form of eczema. If your skin is dry, itchy and easily irritated, with flaky, rough patches, it's probably atopic dermatitis.

Atopic dermatitis usually starts in childhood, appearing behind the ears and on the face, arms and legs. During the teen years, itchy patches often appear inside the knees and elbows, but can show up anywhere. During "flare-ups," weeping or crusty sores can develop from scratching or from infections.

Just about anyone can get atopic dermatitis, even adults.

Cetaphil® RESTORADERM® skin care products can help replenish the skin barrier for softer, smoother skin

- When you have atopic dermatitis, using the right daily cleanser and moisturizer is an important part of taking care of your skin
- New Cetaphil® RESTORADERM® Moisturizer and Body Wash are formulated to be used daily by people with atopic dermatitis

Cetaphil® RESTORADERM® products are available at locations nationwide in the skin care products aisle.

Cetaphil®
RESTORADERM®

SKIN CARE
FORMULATED FOR ATOPIC DERMATITIS
REGIMEN

www.cetaphil.com

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[FILED UNDER SEAL]

Declaration of Cindy Kee

EXHIBIT D