



Endo Aesthetics Launches "Really Cellulite" Campaign

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The Unbranded Campaign Is Designed to Clear Up Misinformation and Pique Curiosity About Cellulite

DUBLIN and MALVERN, Pa., Jan. 5, 2021 /PRNewswire/ -- Endo International plc (NASDAQ: ENDP) today announced that its subsidiary, Endo Aesthetics LLC, launched an unbranded campaign designed to eliminate the shame and misinformation relating to cellulite. Together, these issues have precipitated a lengthy list of temporary "solutions" that range from diet and exercise to various lotions, creams and scrubs that only add to women's skepticism of cellulite treatment. The vibrant and innovative *Really Cellulite* campaign will be shared with consumers via social media, influencer content, paid digital ads, customer relationship management (CRM) and a website.

Experience the interactive Multichannel News Release here: <https://www.multivu.com/players/English/8823951-endo-aesthetics-really-cellulite/>

The *Really Cellulite* campaign was inspired by the inner monologue many women have with their derriere dimples, including offering a frustrated, "really, cellulite?" The approach was created to identify and explain the proven scientific and structural causes of cellulite in an amusing and accessible way. *Really Cellulite* is intended to educate on the "why" and "what" of cellulite.

A Harris Poll survey of 2,006 women released last year by Endo Aesthetics found that cellulite can have a negative impact on how women perceive themselves. The survey showed that 60% of women felt they were to blame for their cellulite¹ and nearly half of women (49%) were bothered "a great deal" or "a lot" by their dimples.¹ The *Really Cellulite* campaign was designed to alleviate women's feelings of being responsible for their cellulite. Empowering videos and visuals are meant to challenge preconceived notions.

"Aesthetic physicians understand that cellulite is more than skin deep," said Mona Gohara, MD, a Connecticut-based dermatologist and the Vice President of the Women's Dermatologic Society. "This is not only because cellulite is caused by fibrous bands below the surface of the skin—but it also is a reference to how the appearance of cellulite can get under some women's skin and have a negative impact on how they perceive themselves. I hope this campaign will help women understand that cellulite is a very common issue that can stem from a variety of factors, including, but not limited to, hormones, genetics, skin structure, skin texture and body type."

"This campaign was created to remove the stigma associated with cellulite by helping people understand what does and does not cause this very common skin condition," said Robert Catlin, Vice President and General Manager, Medical Aesthetics at Endo. "The fun and playful nature of this creative content is designed to provide women with an opportunity to have open and honest conversations with their friends, their online communities and hopefully their aesthetic physicians about what cellulite is and how it makes them feel about their bodies. With this campaign, we aim to challenge women's inner frustrated, 'really, cellulite' monologues, and offer them scientific information that educates on what is *Really Cellulite*."

For more information, visit www.ReallyCellulite.com.

About Cellulite

Cellulite is a localized alteration in the contour of the skin that has been reported in over 90 percent of post-pubertal females and affects women of all races and ethnicities.^{2,3} The presence of cellulite is associated with changes in dermal thickness and in the fat cells and connective tissue below the skin.⁴ A primary factor in the cause of the condition is the collagen containing septae which attach the skin to the underlying fascia layers.^{5,6} The septae tether the skin which, with additional contributing protrusions of subcutaneous fat, causes the surface dimpling characteristic of cellulite.^{7,8} These fibrous septae are oriented differently with varying thickness in females than in males, which informs our understanding of cellulite as a gender-related condition.⁹ Cellulite clinically presents on the buttocks, thighs, lower abdomen and arms.

It is known that cellulite is different from generalized obesity.¹⁰ In generalized obesity, adipocytes undergo hypertrophy and hyperplasia that is not limited to the pelvis, thighs, and abdomen.³ In areas of cellulite, characteristic large, metabolically stable adipocytes have physiologic and biochemical properties that differ from adipose tissue located elsewhere.¹¹ An anatomical study in 2019 found that women have increased fat lobule height compared with men, which may also contribute to the mattress-like appearance seen as a result of the tension of the fibrous septae.^{9,11} Weight gain can make cellulite more noticeable, but cellulite may be present even in thin subjects.¹⁰

About Endo Aesthetics™ LLC

Endo Aesthetics is embarking on a mission devoted to pushing the boundaries of aesthetic artistry. Driven by world-class research and development, Endo Aesthetics is advancing solutions to address unmet needs beginning with the first FDA-approved injectable treatment for cellulite in the buttocks. Headquartered in Malvern, PA, Endo Aesthetics is an Endo International plc (NASDAQ: ENDP) business. Learn more at www.endoaesthetics.com.

About Endo

Endo (NASDAQ: ENDP) is a specialty pharmaceutical company committed to helping everyone we serve live their best life through the delivery of

quality, life-enhancing therapies. Our decades of proven success come from a global team of passionate employees collaborating to bring the best treatments forward. Together, we boldly transform insights into treatments benefiting those who need them, when they need them. Learn more at www.endo.com or connect with us on [LinkedIn](https://www.linkedin.com/company/endo).

Forward Looking Statements

This press release contains certain forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995 and Canadian securities legislation, including, but not limited to, the statements by and Dr. Gohara and Mr. Catlin as well as other statements regarding research and development outcomes, efficacy, adverse reactions, market and product potential and product availability. Statements including words such as "believes," "expects," "anticipates," "intends," "estimates," "plan," "will," "may," "look forward," "intend," "guidance," "future" or similar expressions are forward-looking statements. Because these statements reflect Endo's current views, expectations and beliefs concerning future events, they involve risks and uncertainties. Although Endo believes that these forward-looking statements and information are based upon reasonable assumptions and expectations, readers should not place undue reliance on them, or any other forward-looking statements or information in this news release. Investors should note that many factors, as more fully described in the documents filed by Endo with the Securities and Exchange Commission and with securities regulators in Canada on the System for Electronic Document Analysis and Retrieval, including under the caption "Risk Factors" in Endo's Form 10-K, Form 10-Q and Form 8-K filings, and as otherwise enumerated herein or therein, could affect Endo's future results and could cause Endo's actual results to differ materially from those expressed in forward-looking statements contained in this communication. The forward-looking statements in this press release are qualified by these risk factors. Endo assumes no obligation to publicly update any forward-looking statements, whether as a result of new information, future developments or otherwise, except as may be required under applicable securities laws.

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