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## Galderma wants to own the Rosacea Market

March 8th, 2010, by David Pascoe | [galderma, in the news](#)

Galderma is a large multinational pharmaceutical company. They don't have much in the way of internet blogs and online chatter so it is hard to get a feel for what makes them tick. In recent years Galderma has become the heavyweight of dermatology, especially in rosacea treatments.

The program list from the recent [AAD meeting in Florida](#) gives an idea of where Galderma are concentrating their promotional efforts.

Let us start with the list of advertisers ;

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You can see that Galderma is far and away the most prominent advertiser.

Many won't have seen these advertisements, so here we are, a snapshot of the sorts of marketing material that Galderma is using to target practitioners. In the handouts each prescription product is normally accompanied by a second page comprising the mandatory prescribing information.

Click on the images for a bigger version.

### Oracea



Amneal 1074  
Amneal v. Supernus  
IPR2013-00368

**Early efficacy<sup>1</sup> with safety for the long term<sup>2</sup>**

- Reduction in inflammatory lesion count seen as early as week 4<sup>1</sup>
- Similar efficacy to doxycycline 100 mg in reducing inflammatory lesions<sup>1</sup>
- No evidence of bacterial resistance<sup>3</sup> and no increase in side effects over the long term (3 months)<sup>4</sup>
- Patients pay no more than \$29<sup>5</sup> for each Oracea<sup>®</sup> prescription

<sup>1</sup>vs. a 100 mg doxycycline prescription or placebo<sup>1</sup> (vehicle: Medical, Metformin, or placebo or other program)

**Important safety information:**  
Oracea<sup>®</sup> should be taken for the treatment of inflammatory rosacea (papules and pustules) of moderate to severe intensity. It should not be used for the treatment of acne vulgaris, acne rosacea, or other skin conditions. Oracea<sup>®</sup> should not be used for the treatment of rosacea in patients who have severe hypersensitivity to any of the ingredients, and the other ingredients may cause allergic reactions in a subset of patients. Oracea<sup>®</sup> should not be used during pregnancy, or during breastfeeding for the first 6 weeks. Oracea<sup>®</sup> should not be used in children. Oracea<sup>®</sup> patients should receive appropriate counseling on potential side effects, contraindications, warnings, and precautions associated with rosacea that may be exacerbated when applying Oracea<sup>®</sup>. The safety of Oracea<sup>®</sup> treatment beyond 3 months has not been established.

**References:** 1. Galderma, Inc. (2010). Oracea<sup>®</sup> (doxycycline) 100 mg capsules. Clinical trial results. 2. Galderma, Inc. (2010). Oracea<sup>®</sup> (doxycycline) 100 mg capsules. Clinical trial results. 3. Galderma, Inc. (2010). Oracea<sup>®</sup> (doxycycline) 100 mg capsules. Clinical trial results. 4. Galderma, Inc. (2010). Oracea<sup>®</sup> (doxycycline) 100 mg capsules. Clinical trial results. 5. Galderma, Inc. (2010). Oracea<sup>®</sup> (doxycycline) 100 mg capsules. Clinical trial results.

Oracea<sup>®</sup> (doxycycline) 100 mg capsules. Galderma, Inc. **Oracea**  
doxycycline USP  
Begin today for a better tomorrow

Oracea is promoted as a 'direction' that is a 'Power Change for the Journey Ahead'. The advertisement is highlighting the low incidence of side effects, a similar efficacy to 100mg doxycycline and a reduction in lesions in as little as 4 weeks. Using words like journey and 'better tomorrow' and mentioning that no side effects were seen in 9 months suggests that Oracea is seen as a long term prescription.

Oracea has been earned marketing awards in the past. In September 2009 we learnt that Oracea is worth \$104m a year.

### Metrogel 1%

THE #1 BRAND PRESCRIBED FOR ROSACEA<sup>1</sup>

In the world of rosacea sufferers,  
it all comes back to the one.

• THE ONE with a 71% median reduction in papules and pustules of week 10 ( $p < .0001$  vs vehicle)<sup>2</sup>

• THE ONE enhanced with HSA-3<sup>™</sup> with niacinamide to decrease trans-epidermal water loss and facilitate drug delivery<sup>3</sup>

• THE ONE recommended as a foundation topical therapy for rosacea<sup>4</sup>

These exact ingredients have been reported with the topical use of metronidazole, burning, skin redness, dryness, tingling, stinging, itching, and stinging in hundreds of estheticians, and rosacea.

**metrogel 1%**  
metronidazole gel 1%  
THE POWERFUL ONE

Tagline: *In the world of rosacea sufferers, it all comes back to the one.*

When the patent on Metrogel expired, other companies have been free to market their own generic metronidazole. Galderma then launched a modified version of metrogel, increasing the concentration of metronidazole from 0.75% to 1%. The formulation was 'enhanced with HSA-3 and niacinamide. HSA-3 is described as a combination of ingredients including betadex, niacinamide (vitamin B3), and propylene glycol.'

### Cetaphil

**Cetaphil**

FOR ALL SKIN TYPES

Skin Nutrition Facts	
Non-irritating cleansing	100%
Fragrance-free moisturizing	100%
Non-greasy, non-comedogenic	100%



Tagline: *Essential for a balanced diet for healthy skin. and Every Body Benefits.*

Galderma here are promoting what it sees as a non-irritating cleanser, fragrance-free moisturizer, being non-greasy and non-comedogenic and being ideal for face, hands and body.

### Sponsorships

Galderma is one of the major sponsors of the [National Rosacea Society](#). You can see from the NRS web site, Galderma's donations enable the NRS to conduct their educational program.



### Other Products

Of course Galderma is also developing a product dubbed [sansrosa](#), it calls [CD07805/47](#). If and when this product comes to market, Galderma's rosacea portfolio will be even more impressive.

### So What ?

OK so this is all interesting, but what would you like to see from Galderma ? How would you like to see the deepest pockets in the industry spend their research, development and promotional dollars ?

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[#33316tessa](#) on March 8, 2010 at 11:04 PM

I use both Oracea and Metro Cream and I think they are both great products, and there is obviously a huge need for SansRosa since there are not many options for permanent burning redness and flushing. However, I think most people who suffer from rosacea would rather see them putting money into a cure instead of excessive advertising. I'd personally like to see them get behind the research and products that GlycoMira or Dr. Gallo's lab in San Diego are developing.

[#33340Brady Barrows](#) on March 9, 2010 at 3:06 PM

It is odd that you wrote this article on Galderma because Galderma Canada contacted me in February and asked if "the RRDi [would] be interested in educational partnerships with Galderma." We sent a letter to Galderma years ago and was totally ignored. I replied the RRDi is interested but haven't heard anything as of this date. From your excellent articles on Oracea I discovered that the New York Times reports that sales of Oracea for the first half of 2006 totaled \$9.1 million and that if you are 'reading the graph right', Oracea prescriptions numbered 1.2 million a month in December 2007. Oracea sales was worth approximately \$104 million for the twelve-month period ending July 2009. This figure is up almost 200% from the previously reported sales of \$52.5 million in 2007. You can imagine how much Oracea sales were for 2009 and will no doubt be reported soon. As far as I know there hasn't been any studies showing the long term effects of Oracea longer than nine months which is something that needs to be done. Also there aren't any studies comparing Oracea to low dose doxycycline or low dose Doryx which is another study worth pursuing. There are plenty of studies comparing metronidazole. If the RRDi receives any 'educational' grants from Galderma we will be able to use the majority of the funds for actual rosacea research that we choose and we listen to rosacea sufferers. If Gallo research is what is called for then so be it. There may be some novel research that needs to be pursued besides Gallo. Anyway, I certainly enjoyed your article you wrote here about Galderma. Your editorial on this subject is quite interesting.

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