

NeoStrata Wins Bronze at Media Innovation Awards

Canadian Cosmeceutical* Recognized for Best Use of Content

MONTREAL, Dec. 11, 2012 /CNW Telbec/ - Sanofi Canada is proud to announce its star cosmeceutical brand, NeoStrata, has been honoured with a Media Innovation Award. The award marks the first win for the Canadian developed cosmeceutical at the prestigious Media Innovation Awards. The "Bronze" award in the BEST USE OF CONTENT INTEGRATION AND SPONSORSHIP category was presented to Sanofi Consumer Health's NeoStrata and Touché *phd*, the agency behind the media campaign.

"This is a fantastic achievement and great distinction for the NeoStrata brand," says Karoline Kanani, Senior Marketing and R&D Director, Cosmetics at Sanofi Consumer Health. "The brand has become a favourite amongst cosmeceutical-savvy Canadians. The Award shines a spotlight on the energy, excellence and creativity Sanofi Consumer Health has put behind the product. "

The NeoStrata family of skincare products is part of Sanofi Consumer Health's cosmeceutical business. The line has grown from a handful of products designed to address the visible signs of aging to a complete array of women and men's health and beauty products.

"NeoStrata is an important part of our consumer healthcare business," says Richard Labelle, General Manager Sanofi Consumer Health. "This year we celebrated the brand's 20th year in Canada. Building upon the product's strong consumer approval, Sanofi Consumer Health has worked to grow the brand organically. We look forward to more growth with this brand to respond to Canadian consumer interest in age-defying products."

The Media Innovation Awards ceremony took place on November 15th, in Toronto. The Awards program has grown into a prestigious and important Canadian media industry awards program. The Awards acknowledge the growing role that media plays in the marketing mix and honours those responsible for the selection, deployment, and implementation of break-through advertising media programs.

This year marks the first time NeoStrata has been nominated and won a Media Innovation Award.

About Sanofi

Sanofi, a global and diversified healthcare leader, discovers, develops and distributes therapeutic solutions focused on patients' needs. Sanofi has core strengths in the field of healthcare with seven growth platforms: diabetes solutions, human vaccines, innovative drugs, consumer healthcare, emerging markets, animal health and the new Genzyme. Sanofi is listed in Paris (EURONEXT: SAN) and in New York (NYSE: SNY).

Sanofi companies in Canada include sanofi-aventis Canada Inc. (pharmaceuticals), Sanofi Pasteur (vaccines), Sanofi Consumer Health (health and beauty), Genzyme (rare diseases) and Merial (animal health). Together they employ more than 1,700 people. In 2011 Sanofi companies invested \$151.7 million in R&D in Canada, creating jobs, business and opportunity throughout the country.

About NeoStrata

Neostrata is an international brand found in more than 70 countries. The NeoStrata line of products in Canada is developed, produced and marketed by Sanofi Consumer Health, part of Sanofi Canada.

*Cosmeceutical is a marketing term referring to cosmetic products that are known to health care practitioners. These products are not pharmaceuticals.

www.sanofi.ca

www.neostrata.ca

For MIA: www.marketingmag.ca/microsite/mia2012/

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