

NeoStrata Canada Struts Runway-Ready Skin at World MasterCard Fashion Week

□
Montreal (March 13, 2014) – NeoStrata Canada teams up with high fashion as the Official Skin Care and Anti-Aging Treatments Sponsor of *World MasterCard® Fashion Week* (WMCFW) in Toronto, running from March 17 to 21. WMCFW attendees and beauty editors can visit the NeoStrata booth on site or access content, tips and promotions through re-invigorated social media platforms on [Facebook](#) and at [NeoStrata's WMCFW page](#).

“Fashion and beauty go hand-in-hand, and we’re very excited to be partnering with this exclusive fashion event to showcase our collection of skin care solutions and effective anti-aging treatments,” says Karoline Kanani, Senior Marketing and R&D Director, NeoStrata Canada. “Fashion is all about confidence and feeling great in the way you look, and proper skin care can go a long way in improving self-esteem. At NeoStrata, we strive to give women the tools they need to help solve skin care issues, maintain healthy skin, and feel fabulous and confident.”

Developed and conceived in Canada for the diverse beauty and skin care needs of Canadian women, NeoStrata is the first skin care brand in Canada endorsed by the dermatological community with its clinically-proven and award-winning products. As a pioneer of AHA skin care, NeoStrata has been helping Canadian women of all ages attain and maintain healthy, gorgeous and younger-looking skin for over 20 years.

The collaboration with WMCFW will feature on-the-spot trial and sampling, beauty and skin care tips, exciting promotions, and digital initiatives. Visitors are invited to get their skin runway-ready by trying out NeoStrata products first hand and connecting with skin care specialists who will help put their best skin forward through recommended beauty routines.


To find out more information about NeoStrata Canada, please visit www.neostrata.ca.

Learn more about WMCFW at <http://worldmastercardfashionweek.com/>.

– 30 –

For interviews, contact:

Carine Sroujian

514-956-4092 

carine.sroujian@sanofi.com

About Sanofi

NeoStrata Canada is a Sanofi Canada entity. Sanofi, an integrated global 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 entities in Canada include Sanofi Canada (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 across the country. In 2012 Sanofi companies invested \$122 million in R&D in Canada, creating jobs, business and opportunity throughout the country.
