



Galderma Canada Inc.

Talking with Wendy Adams, General Manager of Galderma Canada Inc.

“Two minutes with Wendy Adams”

- 1. If you were not General Manager of Galderma, what would you like to be?**
A professional basketball player.
- 2. What's the least enjoyable job you've ever had?**
Sorting beer bottles for Brewer's Retail as a summer student (good money though).
- 3. What's the one thing you've done that you'd never want to do again?**
Take a finance course in summer school.
- 4. Who would you get to play you in a movie about your life?**
Sandra Bullock.
- 5. What music do you enjoy and what would be your personal theme song?**
Pop music—music is definitely my weakness so no theme song to save myself from embarrassment.
- 6. What is your favourite wine?**
Shiraz—any from Auz.

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Please review your career path leading to your appointment as General Manager of Galderma Canada.

My career in the pharmaceutical industry began in 1989 as a Medical Sales Representative in Ottawa for Merrell Dow Pharmaceuticals. After three years of medical and retail field sales, I moved into the marketing department at Head Office in Richmond Hill, Ontario. Marketing both OTC and Rx brands (Seldane, Nicorette and Nicoderm) followed prior to a company merger that moved operations to Montreal. I was not in a position to move with the company at that time and a marketing opportunity with Galderma Canada Inc. presented itself.

Over my 14 years at Galderma Canada Inc., I have held positions in both sales and marketing starting as a Product Manager with a mostly OTC portfolio. Six months later, my first Rx product (Differin®) launched into the Canadian market. I then expanded the Cetaphil® portfolio with four new lines as well as assuming additional marketing responsibilities.

Leaving marketing for three years, I became the National Key Accounts Manager running the retail side of the business and then returned to marketing as the Department Manager. Again, another move out of marketing led to directing the sales force prior to moving into my current role as General Manager. For a relatively small company, Galderma Canada Inc. has given me many opportunities to expand my learning.

Please give us a brief overview of Galderma's history as a corporate entity.

Galderma Canada Inc. was established 20 years ago as a 50/50 joint venture between Nestlé and L'Oréal. In 1995, the sales were just over \$6 million and we had 16 employees. Fourteen years later, we have 42 employees and have seen a five-fold increase in sales. Our original focus was acne and rosacea. Although these two disease areas are still integral pieces of our business, we have expanded our offerings into psoriasis, eczema and most recently, oncology via photodynamic therapy.

What is the current therapeutic focus of the company in Canada and what does each contribute to the overall business?

We are 100% focused on Dermatology and divide the business into three main areas:

- Prescription Dermatology
- OTC Dermatology
- Corrective and Aesthetic Dermatology

The relative contribution of each division is 60% Rx and 40% OTC. We are just setting up our Correctives and Aesthetics division, which we look to grow substantially in the future.

Is this similar on an international basis?

As many other of Galderma's international affiliates already have offerings in the Correctives and Aesthetics market, the international composition varies. In fact, Galderma Canada has excelled in OTC sales vs. other international markets and, as such, helps lead the OTC development in other countries.

Galderma recently established a new business unit. What has this meant globally and in Canada to the company?

Our recent approval for Metvix™, which is indicated for non-melanoma skin cancer (superficial basal cell carcinoma) and actinic keratosis, has secured our entry in the field of oncology and provides the first selling opportunity for our Correctives and Aesthetics division. Globally, the area of growth for Galderma, including Canada, is seen to be within the Correctives and Aesthetics market. Having Metvix™ approved in Canada gives a stronger worldwide presence for one of our strategic brands. It also moves the Canadian operation into the expanding segment of medical procedures and devices, an area where we lacked products until now.

What does Galderma's new product pipeline look like and will this change your therapeutic focus from today?

The pipeline at Galderma is very healthy and very enviable. Our key research and development site in Sophia Antipolis, France is working on many new entries for psoriasis, rosacea and acne. Through a

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7. Is there anything you won't eat?

Sadly, no!

8. What is your favourite sport? To participate in? To watch?

Basketball on both counts. I like to watch Timbits hockey—like a swarm of bees around the puck!

9. Being a golfer, who would round out your dream foursome and where would you play?

Play St. Andrews in Scotland with Annika Sörenstam, Lori Kane and Sergio Garcia.

10. Is there anything you can't live without?

BBQ chips.

11. What would be your ideal vacation?

Golf tour of Scotland with my husband.

12. What is the last book you read?

Cat in the Hat by Dr. Seuss.

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Galderma Canada Inc. team.

"Two minutes with Wendy Adams"

13. What is your favourite movie/TV show?

Movie: The Shawshank Redemption
TV: Grey's Anatomy

14. What is the best advice you've ever been given?

Sappy I know, but I was once told regarding raising my children that it only gets "better and better." This couldn't have been more true.

15. If you could spend a day with anyone (dead or alive), who would you choose and why?

John Travolta—I can't dance, so I figure with my lack of music prowess I could kill two birds with one stone.

global acquisition in the spring of 2008, there are a number of novel products that will be brought to Canada, mainly for rosacea. We welcome these products as the market leader in this segment. Along with that purchase, we are continually exploring additional innovative offerings within the prescription and aesthetics markets to acquire. Overall, the prescription side of the business will remain our focus, but the OTC business will remain a healthy contributor and we will steadily increase our share of the Correctives and Aesthetics market.

Galderma in the short and longer term?

In the short-term, we need to focus on successfully launching new products into the dermatology marketplace. We will have the enviable task of launching multiple products over the next three years. In the long-term, we intend to be the number one dermatology company in Canada. We own this position globally and it is the goal of each affiliate to reach this milestone.

What are the major issues which impact your business in Canada and how should they be addressed?

Within the Canadian landscape, the number of Dermatologists continues to decrease annually. This issue is paramount to our business and all dermatology enterprises in Canada. Various approaches are being used to deal with this shortage such as increasing the number of Residents in Dermatology programs and increasing the Family Doctors' comfort in managing dermatology vs. sending the patient for a referral. For Galderma Canada Inc. specifically, we need to expand our offerings via innovative products for the dermatology segments where we currently lack a presence. **CPM**

Alzheimer Disease

Dispelling the myths



Myth **6** Alzheimer Disease is preventable.

There are many myths surrounding Alzheimer Disease — about the cause, the prevention and the people who have it.

Get the facts.

Visit our Web site at www.alzheimer.ca or contact your local Alzheimer Society.

Help for Today. Hope for Tomorrow.

Alzheimer *Society*

Reality: Because there is no known cause for Alzheimer Disease, there is no conclusive evidence that Alzheimer Disease can be prevented. There is, however, a growing amount of evidence that lifestyle choices that keep mind and body fit may help reduce the risk. These choices include physical exercise, a healthy diet including fresh fruits, vegetables and fish, as well as keeping your brain active.