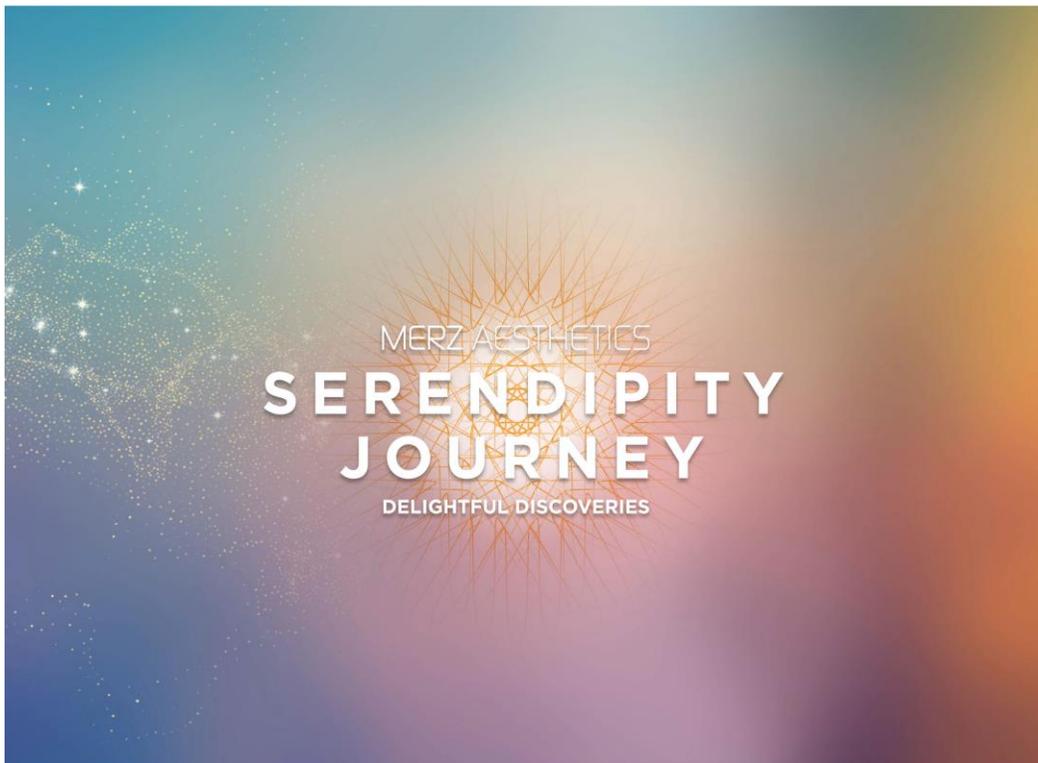


**For Immediate Release**

**MERZ AESTHETICS UNVEILS NEW CONSUMER CAMPAIGN  
“MERZ AESTHETICS SERENDIPITY JOURNEY™ (MASJ)”**

*11 influential women representing 11 different countries in the Asia Pacific region join Merz Aesthetics to start a conversation about creating positive behaviors, attitudes and mindsets when it comes to self-confidence, beauty and ways of enhancing one's appearance, including medical aesthetics treatments.*



**October 2018** – Merz Aesthetics, a global leader in medical aesthetics, is empowering people in their process of self-discovery and self-acceptance in its latest campaign – the Merz Aesthetics Serendipity Journey™ (MASJ). The Merz Aesthetics Serendipity Journey™ (MASJ) will feature authentic personal stories from a diverse group of 11 prominent women from 11 different Asia Pacific countries (known as the MASJ Squad). The MASJ Squad includes popular YouTube influencers, actresses, authors, entrepreneurs, and reality TV stars.

All 11 women have accepted the challenge to begin a self-discovery journey and will share how they have overcome personal struggles in their lives and learned to embrace their individuality without conforming to society's standards of perfection or beauty.



### **MASJ Squad Line-Up: (Bios Included)**

- Almiranti Fira, Indonesia
- Bonnie Chu, Hong Kong
- Cat Arambulo-Antonio, Philippines
- Emily Quak, Malaysia
- "Guitar" PATINYA, Thailand
- Hana Giang Anh, Vietnam
- "Min Garden" Min Jeongwon, South Korea
- Nitibha Kaul, India
- Sarah Roza, Australia
- Thien Qi Yun, Singapore
- "Queen" Chen Yi-Li, Taiwan

Through this campaign, Merz Aesthetics, part of the global Merz Pharma Group, hopes to help people focus positively on their favorite features and minimize self-limiting beliefs that hinder them from reaching their fullest potential. It also seeks to start a conversation that addresses the stigma attached to the practice of undergoing medical aesthetics treatments, by inspiring a shift in mindset that such treatments are not that different from other ways of enhancing one's beauty such as makeup, hair, fashion styling and exercise.

While self-confidence levels of women and men in Asia Pacific have improved over the last decade, the results from a recent Merz Aesthetics APAC Consumer Study: 'Discovering The

Truth About Beauty and Self-Confidence' still show a lower-than-expected level of self-confidence and that most women and men are still finding it difficult to pay themselves a compliment. This consumer market study was conducted by Merz Aesthetics in partnership with Frost & Sullivan across 11 Asia Pacific countries (Australia, Hong Kong, India, Indonesia, Malaysia, Philippines, Singapore, South Korea, Taiwan, Thailand and Vietnam) and included 3,210 women & men from the ages of 21 to 55 years old.

The Merz Aesthetics 2018 APAC Consumer Study: 'Discovering The Truth About Beauty and Self-Confidence' included the below key findings:

- 1) 70% of respondents across 11 countries in Asia Pacific lack self-confidence and often measure themselves against others; LC (Less confident individual), while the rest 30% of respondents are confident and feel good about themselves; C (Confident individuals) N=3,210(C + LC)**
- 2) 50% of these less-confident individuals find it difficult to associate themselves as being beautiful/good-looking due to various reasons such as cultural norms, societal beauty standards. N=2,250(LC)**
- 3) 85% of confident individuals are not afraid to say they are physically beautiful/good-looking and believe that beauty and self-confidence are positively related. They feel more confident when they make an effort to look their best and caring for their physical appearance. N=960(C)**
- 4) 70% of respondents are highly proactive about making an effort to maintain and enhance their natural beauty adopting a healthy diet, exercise, and medical aesthetic treatments. N=3,210(C + LC)**
- 5) 60% of respondents are open to non- and minimally-invasive medical aesthetic treatments to boost their self-image and confidence. N=3,210 (C + LC)**
- 6) 90% of respondents who are open to aesthetic treatments to enhance and maintain their physical appearance indicated these initiatives as contributing to greater self-confidence and attractiveness. N=1,539(C + LC)**
- 7) 70% of confident individuals perceive that physical enhancement and aesthetic treatments as norms today and consider it acceptable to undergo these aesthetic treatments to boost self-confidence and enrich their quality of life. N=960(C)**

*“German-based Merz might have been recognized widely for its Alzheimer’s disease breakthrough and prescription pharmaceuticals, but in fact, the company was founded back in 1908 with a focus on aesthetic medicine. 110 years later under its fourth-generation management of the Merz family, the thriving firm has reinvented itself once again, returning to its roots in consumer health and beauty with its focus on medical aesthetics and neurotoxin therapy. The Merz mission is to improve patient health, helping them to live better, feel better and look better with our well researched, clinically proven and safe Aesthetics portfolio. We proudly acknowledge that this has already been the case for millions of people, and we look forward to further bringing our mission to life through Merz Aesthetics Serendipity Journey™ campaign, which will empower people to feel the best version of themselves every day, and to spread these positive messages to others”* shares Merz Asia Pacific, CEO, Lawrence T. Siow.

### **Launch of New Website – [www.myserendipityjourney.com](http://www.myserendipityjourney.com)**

As part of the Merz Aesthetics Serendipity Journey™ campaign, Merz Aesthetics will be launching a new website, [www.myserendipityjourney.com](http://www.myserendipityjourney.com) which will be available in English, Thai, Korean and Traditional Chinese versions. This interactive website will feature thought-provoking content and informative beauty articles, as well as videos and personal stories of each Serendipity Squad member. Each Serendipity Squad member will also be documenting their personal experiences and campaign journey over the next twelve months on their social media platforms – Instagram, Facebook and YouTube. In addition, this digital platform will offer consumers information and access to a group of beauty professionals including certified/licensed local medical aesthetics service providers.

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### **About Merz Pharma Group**

Merz Pharma GmbH & Co, KGaA, is an independent international aesthetics and neurotoxin company with its own research and development capabilities, as well as Regional offices in North America, Latin America, and Asia Pacific. As a privately-held and family-owned German company celebrating a 110 year history this year, they research, develop, and distribute a wide-ranging portfolio of aesthetic products including Ulthera®, the only U.S. FDA-cleared non-invasive skin lifting and tightening ultrasound device, Xeomin® (IncobotulinumtoxinA), Radiesse® (calcium hydroxylapatite dermal filler), and Belotero® (hyaluronic acid dermal filler) that enables physicians to meet the aesthetic needs of patients in over 90 countries.

[www.merz.com](http://www.merz.com)