

## **Merz and Christie Brinkley Inspire Women to Redefine Life's Big Moments Through New "Milestones of Me" Campaign Featuring Ultherapy®**

***Christie Brinkley Celebrates Her 65<sup>th</sup> Birthday and Shares How Ultherapy Helps Her Look Her Best for the Moments, Big or Small, that Matter Most***

**RALEIGH, January 29, 2019** – Merz Americas is partnering with supermodel, actress and entrepreneur, Christie Brinkley, to launch a new campaign, "Milestones of Me," which encourages women to celebrate the moments, big or small, that have made them who they are today. The campaign kicks off in honor of Christie's 65<sup>th</sup> birthday, and inspires women to not shy away from wanting to look and feel their best as they celebrate new milestones. At nearly 65, one of the ways Christie continues to look and feel great is with Ultherapy®. As the only FDA-cleared, non-invasive procedure that lifts and tightens the neck, chin and brow area, and improves lines and wrinkles on the chest, Ultherapy stimulates natural collagen and elastin, without any downtime.

"As I approach this milestone birthday, I look back on all that I've learned and the things that have become important to me, not only as a mother and friend, but also as a woman," said Christie Brinkley. "For me, it's not just about the big birthdays – it's the smaller, more personal moments, like when my garden blooms in the spring, that deserve celebrating. Ultherapy has become part of my beauty routine and it helps keep me looking as vibrant as I feel for all my milestones – big and small."

Women want to look their best now more than ever. In fact, nearly 70 percent of respondents in the [2018 American Society for Dermatologic Surgery Consumer Survey](#) said they are considering undergoing non-invasive cosmetic procedures, like treatments using ultrasound and other technologies, to tighten skin and smooth wrinkles. Unsurprisingly, that number has nearly doubled since 2013. A majority of respondents said that they are incorporating cosmetic procedures as part of their standard skincare and beauty routines, because they want to feel more confident, appear more attractive and look as young as they feel.

"Patients are no longer coming in for a consultation only before big events like a wedding or high school reunion," said Doris Day MD, a board certified dermatologist who specializes in laser, cosmetic and surgical dermatology as the Director at Day Dermatology and Aesthetics and a Clinical Associate Professor of Dermatology at New York University Langone Medical Center. "More and more women and men in their 40s and 50s are excited about nonsurgical options to look their most beautiful every day, and every year to come. This includes wanting options for not only their face, but also their neck, chin and décolletage to look great as well, so I talk to them about Ultherapy as a safe, non-invasive option. This campaign couldn't be more timely and relevant to what I'm hearing in my practice."

"Milestones of Me" is harnessing the power of women sharing their milestones with one another and the world. As part of this effort, Christie is asking women to share their Ultherapy selfie and personal milestones on social media using the hashtag #MilestonesofMe.

"Our team is proud to partner with Christie for a second year in a row as we launch the 'Milestones of Me' campaign for Ultherapy," said Bob Rhatigan, CEO of Merz Americas. "Christie is a timeless beauty icon whose honest approach to aging and beauty aligns with our belief that everyone should look as confident as they feel. At Merz, we remain committed to giving people access to innovative treatments that meet their evolving needs."

For more information about Ultherapy and to see what your Ultherapy results could look like with the Ultherapy Simulation Tool, please visit [www.yourultherapy.com](http://www.yourultherapy.com).

## **Merz in the Americas**

Merz has a direct presence in six countries in the Americas, as well as a network of selected professional distribution partners in South and Central America and the Caribbean. Merz in the Americas is headquartered in Raleigh, North Carolina, and has facilities in Mesa, Arizona, Franksville, Wisconsin, as well as offices in Toronto, Canada, Mexico City, Bogotá, Colombia, São Paulo, Brazil and Buenos Aires, Argentina. For more information, visit [www.merzusa.com](http://www.merzusa.com).

## **About Ultherapy®**

The non-invasive Ultherapy® procedure is U.S. FDA-cleared to lift skin on the neck, on the eyebrow and under the chin as well as to improve lines and wrinkles on the décolletage. The most common side effects reported in clinical trials were redness, swelling, pain and transient nerve effects. Reported adverse events from post-marketing surveillance are available in the Instructions for Use (IFU). Please see the IFU for product and safety information, including a full list of these events at [Ultherapy.com/IFU](http://Ultherapy.com/IFU).

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## **About Christie Brinkley**

Supermodel, TV, film and stage actress, Christie Brinkley is also well known as an entrepreneur with many businesses, including Christie Brinkley Authentic Skincare, hair extension collection and an organic prosecco line. Internationally recognized, Christie Brinkley has appeared on more than 500 magazine covers worldwide. She is the author of two bestselling books; her most recent, “Timeless Beauty: Over 100 Tips, Secrets, and Shortcuts to Looking Great,” which debuted on the New York Times Bestseller list, will come out next year in paperback. As one of the most famous Sports Illustrated Swimsuit Icons, Christie, 64-years-young, returned to the pages of SI Swimsuit, and proved that age is nothing more than a number. She came back in a bikini, and this time, a first for the brand, she was joined by daughters Sailor Brinkley-Cook and Alexa Ray Joel. Christie is also mom to Jack, currently studying acting in NYC.

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