



Restylane® is the hyaluronic acid injectable treatment that provides effortless, always-on beauty with natural-looking results, helping people wake up ready to take on their day.^{1,2}

As a smart addition to modern beauty routines, Restylane supports long-term confidence with treatments designed to integrate seamlessly into a personalized regimen.³⁻⁶ Backed by three decades of data and trusted by millions worldwide, Restylane's innovative product range offers unmatched safety and reliability.^{7,8}

The Wake Up To Restylane campaign is informed by Galderma's proprietary research with over 4,300 consumers and healthcare professionals (HCPs) across four continents, uncovering what people truly want from hyaluronic acid injectable treatments today.⁹

WHY HYALURONIC ACID INJECTABLE TREATMENTS MATTER TODAY

An irreplaceable category at the center of modern aesthetic care:



WHY PEOPLE ARE TURNING TO HYALURONIC ACID INJECTABLES

They want to wake up feeling confident:

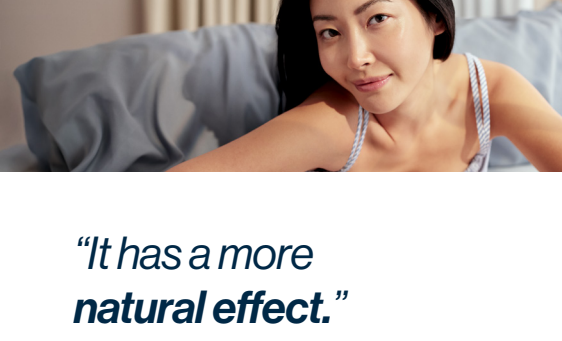
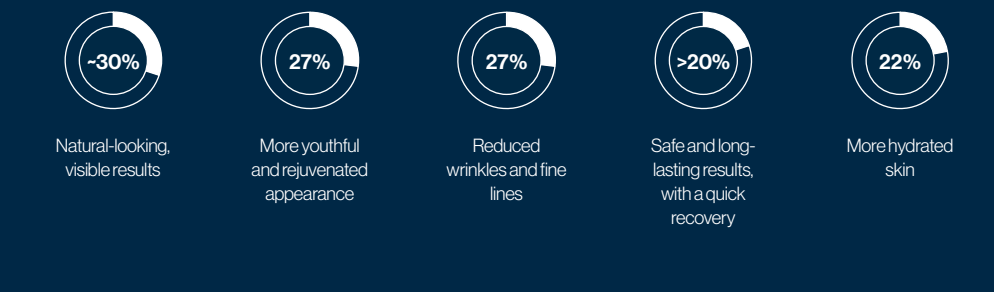


People who use hyaluronic acid injectable treatments vouch for both their emotional and functional benefits:⁹

They say that hyaluronic acid treatments have helped them:



Beyond the confidence, hyaluronic acid treatments are prioritized for:



"I can see the results straightaway."

- Hyaluronic acid treatment user, China⁹



"It has a more natural effect."

- Hyaluronic acid treatment user, Germany⁹



"It gave me more confidence — when you look better, you naturally feel more confident"

- Hyaluronic acid treatment user, China⁹

The rise of the "less is more" aesthetic:

Patients' aesthetic desires are changing. They want subtle, harmonious results that fit modern lifestyles, so they can wake up ready to go.⁹

"I want to go back to wearing less makeup, and I feel like aesthetic treatments are a great way to accomplish that."

- Hyaluronic acid treatment considerer, United States



Meeting evolving needs:

From peri-menopause-related skin changes like dryness and compromised skin quality, to preventing the signs of aging, balancing facial harmony, or addressing the impact of medication-driven weight loss, hyaluronic acid treatments can answer the unique needs of people across all stages of life.^{5,10-12}



"Hyaluronic acid fillers help me look ten years younger — like returning to my best self."

- Hyaluronic acid treatment user, China⁹

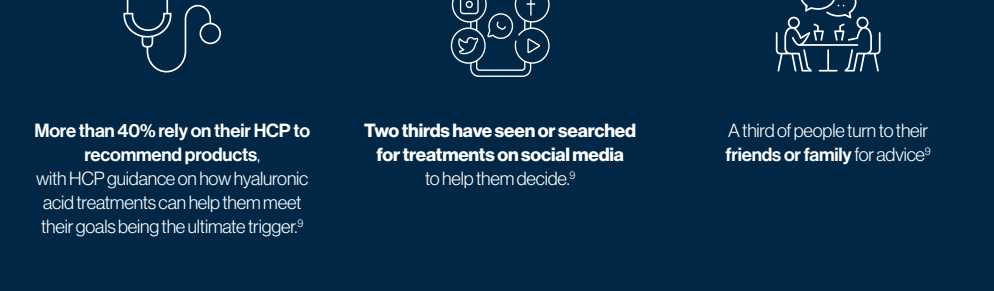
"I wanted full face harmonization because I think it's beautiful.... it changes the contour, the face symmetry."

- Hyaluronic acid treatment user, Brazil⁹

I think you want to match how you feel. It sounds so trite. But, I don't feel 50. I feel 33. I want my outside to match my inside."

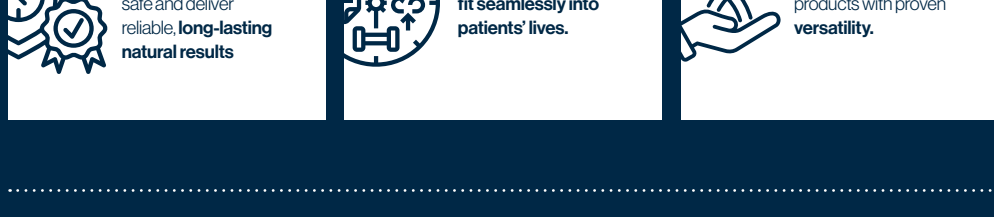
- Hyaluronic acid treatment user, United States⁹

HOW PATIENTS DECIDE

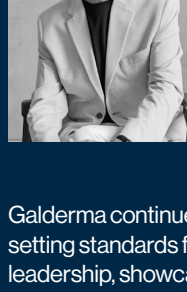
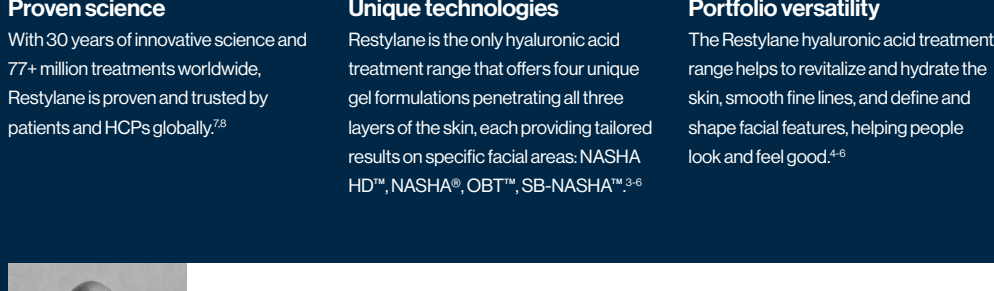


WHAT HCPs PRIORITIZE

HCPs recommend hyaluronic acid injectables with a proven track record.⁹



THE POWER OF Restylane



"Patients today want more than a quick fix - they're looking for treatments that feel natural, fit their lifestyle, and deliver confidence without compromise. Restylane answers that call with science-backed solutions that move naturally with you, not against you."

Dr. Kuldeep Minocha,
Aesthetic Physician, LART by Dr M

Galderma continues to lead the aesthetics industry by meeting the evolving needs of consumers and setting standards for safety and innovation. The 'Wake Up To Restylane' campaign underscores this leadership, showcasing how Restylane – a pioneering hyaluronic acid injectable treatment backed by over 30 years of science – delivers the natural, personalized results that today's patients and practitioners demand.^{7,8}

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