

New CEO of Merz Aesthetics Anticipates Significant Growth

By Sarah Franz Wheeler, Contributing Editor

To say that Dennis Condon, newly named chief executive officer and president of Merz Aesthetics, Inc. (San Mateo, Calif.), possesses diverse experience within the aesthetic marketplace is an understatement. With 30 years experience – including an extensive background in implants and lasers, management of 26 cosmetic surgery centers, and the past eight years in the injectables field – Mr. Condon is well-qualified to lead Merz Aesthetics into its next era.

Before becoming CEO at Merz Aesthetics, Mr. Condon served as president and chief business officer. Prior to that, he held a board position from 2004-2007, as the first independent director for BioForm, Inc.

When interviewed on the evolution of Merz Aesthetics, Mr. Condon commented on the significance of its acquisition of BioForm Medical. “BioForm and Merz represent a perfect partnership,” he stated. “When Merz looked to acquire BioForm, we realized that its strength lay in the successful U.S. footprint, specifically in terms of Radiesse® and, most recently, Asclera®.”

BioForm’s Radiesse, a volumizing dermal filler for wrinkle reduction and Asclera, the polidocanol injectable for vein treatment, are now flagship products for Merz. With solid, nationwide success of these two products, Mr. Condon noted, “It made good sense to keep this structure within the U.S. We’ve been pleased to strengthen this footprint by bringing Xeomin® to

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Approved by the FDA in July 2011, Xeomin (incobotulinumtoxinA) is indicated for temporary improvement in the appearance of moderate-to-severe glabellar lines in adult patients and will be available nationwide in Spring 2012.

Mr. Condon considers the Merz / BioForm merger a perfect partnership that came about quite naturally. “Together, we have a solid injectable portfolio and now the depth and resources to add new products to that portfolio.”

Along these lines, Merz Aesthetics is now preparing for the U.S. introduction of Belotero®, a new

hyaluronic acid-based dermal filler currently pending FDA approval. Already approved for use in many European countries including the U.K., Italy, Russia and Switzerland, this gel dermal filler will be used for injection into the mid-to-deep dermis for correction of moderate-to-severe wrinkles and folds.

In addition to Belotero, Mr. Condon pointed out that the company’s research and development pipeline is rich with new products, further positioning this privately held company for significant growth.

Worldwide, Merz Aesthetics employs approximately 370 people with operations in Asia, Latin America, Canada and Europe, the Middle East and Africa (EMEA). “While my primary role is with Merz Aesthetics within the U.S., I am very aware of our strong presence in the aesthetic marketplace both within the U.S. and globally. My personal strength in management is understanding how this business has many nuances, which translates to the worldwide market.”

When asked to describe his plan, Mr. Condon quickly and confidently outlined the corporate strategy: “At Merz Aesthetics we have five key building points: Continue building our portfolio depth; strengthen the scientific validation behind our products; excel in clinical training; support our physicians with successful patient recruitment strategies and; excel in customer service at all stages.”