

News Release

Belixos® - nature's best to nurture your skin! Social media campaign started

Leverkusen, 21 February 2014 – A few days have now passed since Biofrontera launched a Facebook campaign for Belixos®. The Belixos® Facebook page informs customers and curious users about promotions, new products and skin care in general. It offers a platform for consumers to share their experience with Belixos® and to directly contact the Belixos® team.

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What exactly is Belixos®? How can we support your skin care? Who are the faces behind Belixos®? When will new Belixos® products be available on the market? Are there new observational studies for Belixos® products? Answers to these and similar questions can now be found on Facebook.

The link to the facebook page is www.facebook.com/belixos. A relaunch of the Belixos® homepage provides interested users with detailed information on the medical skin care product and allows convenient ordering.

With the presence on Facebook, Biofrontera aims at increasing brand awareness and market penetration. Compared to traditional advertising methods Facebook allows users to share their experience with Belixos® and express their ideas, criticism or suggestions to the Belixos® team.

„With our Facebook campaign, Belixos® becomes an interactive and living experience for its users. We are looking forward to first hand response from the consumers,” summarizes Jürgen Fiest, Head of Marketing & Sales at Biofrontera Pharma GmbH, the new social media activities on Facebook.

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Biofrontera aims at attending and treating the skin, recognizing the aesthetic needs of a person's visual reflection.

Biofrontera AG is listed on the regulated market of the Frankfurt stock exchange under the symbol B8F and the ISIN number DE0006046113.

www.biofrontera.com

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