

In the category of Best Internal Communications & Employee Engagement

Almirall' 'Shared Skin Initiative' wins a Silver Lion Award at the Cannes Lions Festival

- **Almirall reinforces its commitment to Dermatology through its communication campaign 'Shared Skin Initiative', raising employee awareness of dermatological conditions**

Barcelona, 24th June 2016

Almirall S.A., the global pharmaceutical company based in Barcelona, has won a Silver Lion Award in the category of Best Internal Communications & Employee Engagement at the Cannes Lions International Festival of Creativity. Shackleton, the advertising agency, has been in charge of developing the creative concept of this campaign, which has received the only metal given in the Internal Communications category.

The goal of this initiative is to raise employee awareness of dermatological conditions and make society recognize the emotional impact of these diseases. Thanks to the 'Shared Skin Initiative', Almirall's employees can feel closer to patients with dermatological conditions and, by sharing their skin, can empathise, even more, with those who suffer from them.

The film recorded by Almirall shows how five of their employees accepted to become part of this unique experience: living for a day in the skin of a patient. They participated in the initiative without knowing what their role would be. They underwent to a blinded two hour make up session and without seeing how they looked like, they went out to the street to interact with strangers. There is where the real challenge began for them, feeling both, stares and eyes trying to avoid them. They experienced the hurdles that patients have to go through in their daily lives.

With all the emotions experienced in the street, they finally came face to face with a mirror, where they discovered the make-up -simulating a dermatological disease-. The camera captured their first reactions: surprise, fear, sadness and confusion amongst other strange feelings.

In the case of Almirall's employees, makeup removal made the fake skin lesions disappear, but unfortunately, real patients cannot do that.

We kindly invite you to share #SharedSkin on your social networks.



**DISCOVER
SHARED SKIN INITIATIVE,**

**AN INITIATIVE IN WHICH WE SHARE
THE SKIN OF THOSE WHO SUFFER
FROM DERMATOLOGICAL DISEASES.**



**DO YOU WANT TO KNOW
HOW IT WAS MADE?**

**DON'T MISS THE FOLLOWING VIDEO
WITH THE MOST STRIKING MOMENTS
OF THE PROJECT.**

About Almirall

Almirall is a global company based in Barcelona dedicated to providing valuable medicines and medical devices through its R&D, agreements and alliances. Our work covers the whole of the drug value chain. A consolidated growth allows us to devote our talent and efforts towards specialty areas and particularly to further grow as a leading Dermatology player. We are a specialist company, enabling us to accomplish the purpose of taking our innovative products wherever they are needed.

Founded in 1943, Almirall is listed on the Spanish Stock Exchange (ticker: ALM) and it has become a source of value creation for society due to its vision and the commitment of its long-standing major shareholders. In 2015, its revenues totalled 769 million euros and, with 1.800 employees, it has gradually built up a trusted presence across Europe, as well as in the USA.

For more information, please visit www.almirall.com.

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