



For Immediate Release

KYTHERA Biopharmaceuticals Joins the Content Management Revolution with Veeva Vault

PLEASANTON, CA — January 24, 2012 – KYTHERA Biopharmaceuticals is now using Veeva Vault as its enterprise-wide repository for their regulated documents, fully benefitting from the life sciences industry's first cloud-based content management solution. As a content management repository for KYTHERA's regulated documents, Vault allows KYTHERA employees to easily find, manage and share a rapidly growing set of information with both internal and external teams.

KYTHERA had recently experienced rapid growth that highlighted the need for an innovative, yet cost-efficient way to manage their growing set of diverse content. In addition, KYTHERA's increasingly mobile workforce and growing number of partners required that the system be conveniently accessible from anywhere, yet remain secure. Other needs included: an intuitive interface, strong search capability, audit trails, and electronic versioning and workflow control.

"Given our business model, KYTHERA's continued success is contingent on our ability to anticipate and manage exponentially growing, business-wide content," said Jeff Webster, vice president, Operations at KYTHERA. "Having outgrown a server-based approach, we looked for a company-wide solution that could effectively serve diverse masters across the business – Regulatory, CMC, Clinical, Sales and Marketing, HR, Finance and Legal – with different requirements for user knowledge, compliance and security. Vault was the right solution for us, given its forward thinking, intuitive interface, its functionality across Mac and PC platforms, its full complement of 21 CFR Part 11 compliant capabilities, and the security and backup benefits we needed for our most important asset: our content."

Veeva Vault solves the complex content management challenges life sciences organizations face today by combining streamlined functionality for compliance and collaboration with the flexibility and cost-effectiveness of cloud computing. Vault is affordable for companies of all sizes, providing even the smallest life sciences companies with enterprise-level content management functionality.

"Our users across the business are giving us really positive feedback about Vault, which is pretty remarkable during the transition phase" added Webster. "They find the interface very intuitive and the application very easy to use."

"KYTHERA is truly an innovator and has implemented an enterprise-wide content management solution that will help facilitate compliance, support collaboration and improve operational efficiency," said Jen Goldsmith, vice president, Veeva Vault.

For more information, or to register for a live demo, go to www.veevavault.com and remember to visit the Veeva Vault Facebook page (facebook.com/VeevaVault) for updates.

About KYTHERA Biopharmaceuticals, Inc.

KYTHERA Biopharmaceuticals, Inc. is a privately held, clinical-stage biopharmaceutical company focused on the discovery, development and commercialization of novel prescription products for the aesthetic market. KYTHERA's lead clinical program, ATX-101, is focused on the reduction of submental (under the chin) fat. The company also has active research programs with focused interest in hair and fat biology, pigmentation modulation and facial contouring. Find more information at www.kytherabiopharma.com.

About Veeva Vault

Veeva Vault is the first regulated content management system built specifically for the life sciences industry. Based on the very latest in cloud computing technology, Vault requires no hardware or software to purchase, install or maintain. Vault spans the industry's major business processes across the research & development, quality, manufacturing, medical information, clinical and commercial departments with end-to-end applications that are simple-to-use, simple-to-administer and inexpensive to operate for organizations of all sizes.

About Veeva Systems

Veeva Systems is the leader in cloud-based business solutions for the global life sciences industry. Committed to innovation, product excellence and customer success, Veeva has over 100 customers, ranging from the world's largest pharmaceutical companies to emerging biotechs. Founded in 2007, Veeva is a privately held company headquartered in the San Francisco Bay Area, with offices in Philadelphia, Barcelona, Paris, Beijing, Shanghai and Tokyo. For more information, visit www.veevasystems.com.

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