

THE UK'S ONLY FREE OF CHARGE MEDICAL AESTHETICS TRADE MAGAZINE

# COSMETIC NEWS

THE VOICE OF YOUR INDUSTRY  
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## AFTER THE EVENT

FIND OUT WHAT HAPPENED AT THE COSMETIC NEWS EXPO 2011

## DERMAL FILLERS SPECIAL

WE EXAMINE THE UK DERMAL FILLERS MARKET



ASSISTED INJECTION SYSTEM

## ALSO IN THIS ISSUE

THE ART OF INJECTING  
The Artiste™ Assisted Injection System

MR BOTOX®  
Allergan CEO David Pyott

YOU ARE WHAT YOU EAT  
Nutrition and Skin Ageing

## STYLAGE®

Stylage® is a new, non-animal, monophasic, cross-linked hyaluronic acid based filler from French company Laboratoires VIVACY, which is being distributed in the UK by Medical Aesthetic Group. The range contains the antioxidant Mannitol (apart from in the HydroMax version) aimed at reducing the degradation of the HA once implanted. This makes it one of the longest lasting fillers on the market as the Mannitol slows the effects of post-injection radical breakdown. This means that there is an immediate and maintained result because the product is not broken down in the hours following the injection. This reduction in intradermal skin trauma means that less of the hyaluronic filler is lost during treatment. A clinical follow-up over one year after the first Stylage® injection found that the smoothing effect and effectiveness of the treatment observed by both patients and doctors was maintained and very successful. The quality of skin was dramatically improved.

Stylage® produces a natural smoothing effect and softer more translucent skin, which is currently sought after by many patients. The results are also maintained over the long term meaning there are fewer returns for repeat visits. People with poor lifestyles (drinkers/smokers) who have a large amount of free radical scavengers in their bodies and have been told they are uncorrectable can now also be successfully treated with Stylage® because of the long-lasting antioxidative hydration. The added advantage of Stylage® is the option of built-in local anaesthetic (0.3% lidocaine) which results in a more comfortable injection experience for the patient. There are four products suitable for different skin types and skin defects:

- Stylage® S for fine, superficial wrinkles, lip contours
- Stylage® M for intermediate wrinkles and lip volume augmentation
- Stylage® L for deep and very deep wrinkles
- Stylage® XL for corrections or to create volume.



## FUTURE INTRODUCTIONS

### ELEVESS™

Anika Therapeutics Inc had previously announced their family of cosmetic tissue augmentation products under the brand name REDEFYNE™, back in 2006, which they have since changed to ELEVESS™. The product is based on hyaluronic acid and incorporates lidocaine, a local anaesthetic. ELEVESS™ was granted CE approval for marketing in the European Union in April 2007 and American FDA approval in July of the same year. Unfortunately due to a break down in the distribution agreement it shared with Galderma, the product was never effectively launched. A new partner was sought and in the summer of 2009 they announced a five year distribution agreement for the US market with Coapt Systems. In November of the same year they also received a European CE mark approval for their ELEVESS™ Light product for the treatment of fine lines. The company planned a European launch of ELEVESS™ in early 2010 but so far we are not aware of any progress on this front and no further news on a U.K. launch is currently available.

## PRICE WARS

As well as choosing a filler product based on its safety and efficacy, many people, patients and practitioners alike, will take a keen interest in the cost of a product and the perceived value for money that they are getting for the results it produces and the length of time that it lasts. Depending on the specific ingredients within a filler product and the difficulty and cost of manufacture, base prices can vary quite widely. Add to that the options to bulk buy at a reduced unit price which are available to large users and the discounts available for combined product purchases, particularly from those manufacturers who either offer a variety of dermal fillers ranges or combine a portfolio of botulinum toxins with dermal fillers which they will cross-sell at a discount.

With many arguing that one HA filler is much like the next, the choice can often come down to the cost alone. Many clinicians will be sourcing their dermal filler products via a third party wholesaler or pharmacy, rather than direct from the manufacturer. This in itself also adds variation and competition to the market prices, aside from the base price itself, as suppliers fight to gain a customer base within the medical profession. With such a wide range of products and providers, differentiation relating to product performance may now only be noticed in practice by high volume, experienced users; hence additional features relating to training and marketing support are now being used by suppliers to help promote their

brand to practitioners and capture the all important market share. With such a complex market as has evolved in recent years it has become very difficult and time consuming to cross reference the differing products according to their key features and price points. At The Consulting Room™ we have made this job a little easier and have introduced characteristic and price comparison charts for dermal fillers available at [www.consultingroom.com/Clinics/Product\\_Comparison](http://www.consultingroom.com/Clinics/Product_Comparison).

## IN SUMMARY

The UK dermal filler market place is estimated to be worth well over £20 Million and is showing no signs of slowing. The market is still dominated by the large number of different actively promoted purely hyaluronic based product lines. This highlights the success of hyaluronic acid as an effective and safe dermal filler compound.

Increasing choice amongst HA fillers with some dozen or more currently available is fragmenting the market to some extent, with the Restylane® brand from Q-Med appearing to lose the lion's share of the market to the likes of Juvéderm® ULTRA and Teosyal® after a decade and a half on the market. With more and more corporate acquisitions we could very well start to see just a handful of products being in mainstream use, despite the apparent 150+ dermal fillers which have a European CE Mark for commercialisation.