

# THE FASTEST GROWING DERMAL FILLER

This article discusses the range of dermal fillers offered by Laboratoires VIVACY, as well as new developments

**H**YALURONIC ACID (HA) fillers have long been seen as the gold standard in cosmetic injectables, but with so many HA products on the market, it can be hard to see what clearly distinguishes one from the other. Launched in 2008, Laboratoires VIVACY's antioxidant hyaluronic filler STYLAGE® has a number of special features that makes it stand out from the crowd.

## Not just another HA

STYLAGE® is not just another HA. It is now one of the leading brands in Europe that has achieved success without consumer marketing, but through experience and peer group recommendation.

Named 'BEST FILLER' by the Polish Society of Aesthetic Dermatologists (PSAD) in the Pearls of Aesthetic Dermatology contest in 2010, and voted BRONZE award in the 'BEST PRODUCT INNOVATION' category at the Aesthetic Industry Awards in 2012, the brand has built a solid reputation worldwide for its high quality and safety.

The patented IPN-Like technology that combines cross-linked HA with the benefits of mannitol and sorbitol antioxidants, has demonstrated its performance, reliability and durability in many clinical studies and scientific



papers.

## Added benefits

All HA fillers are cross-linked with a chemical to resist natural degradation and prolong duration. However, STYLAGE® is also the subject of a patented manufacturing process

(IPN-Like Technology) that offers excellent modelling capacity with longer lasting results. Its 3D structure has been created to remain stable to degradation with less cross-linking,

therefore requiring less chemical interference.

STYLAGE® boasts a 12-18 month duration with minimal swelling for most of the range, including the mid-range medium viscosity products. Normally, higher duration can be achieved only with increased viscosity. STYLAGE® can be used to fill and smooth wrinkles, natural lip

correction, volume restoration, hydration, chin remodelling, tear trough correction, neck, décolleté and hand rejuvenation.

'We can safely say that all HA fillers are perfect tools for the job, but STYLAGE® has the added benefit of shortened recovery time and

increased duration of results,' says Dr Stern Pretorius.

## What's new?

Beginning in 2013, the whole STYLAGE® range is available with a local anaesthetic, lidocaine (S, M, Special Lips, L, and

XL). STYLAGE® is the first product on the market which contains cross-linked HA (patented IPN-Like Technology), antioxidant (mannitol) that provides extended longevity, and lidocaine for comfort and safety for both for patients and physicians.

A clinical study<sup>1</sup> conducted by French plastic surgeon, Dr Bernard Mole, confirms that the effectiveness

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of the HA is not compromised by the addition of lidocaine, and that the performance and filling capacity, or 'volumising effect', of gels with STYLAGE® Lidocaine are the same as those without. The study was carried out on 84 patients with a clinical follow-up of 6-8 months, and concluded that the product does not bring about any increased risk of blood extravasation and affects neither the quality or the durability of the results.

So, for comfort and durability with minimal downtime STYLAGE® is the obvious choice for patients and physicians.

### Star product

Skin that is well hydrated is a major factor in reducing the appearance of wrinkles and keep skin looking young, smooth and radiant. Unfortunately, over the years and after overexposure to environmental and other stress factors, our skin loses its ability to properly distribute and retain the water we provide it. That is why a good anti-ageing cosmetic product should provide the right moisturising agents to the skin

and retention functions.

To do so, Laboratoires VIVACY developed STYLAGE® HydroMax, the first mesotherapy treatment to cross-link HA filler with a powerful antioxidant and moisturising agent sorbitol.

Sorbitol helps skin retain water to conserve moisture and thereby keeps it looking healthy and youthful. It has been safely used in pharmaceuticals, cosmetics and beauty products for a long time. Owing to its long-lasting antioxidative hydration, skin that has been compromised by age, stress, poor diet, smoking, sun exposure, frost, wind and hormonal imbalances can now drink in the benefits of this painless procedure and appear healthy and glowing again.

STYLAGE® HydroMax can be used to smooth wrinkles, to hydrate and firm neck, décolleté and hand rejuvenation. During a treatment, hyaluronic gel is delivered to the skin via a series of multiple, micro-fine injections, known as mesotherapy or skin needling. STYLAGE® HydroMax creates an intense smoothing, hydrating and plumping effect and

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negative effects of free radical damage. Its innovative formula provides the immediate sensation of freshness with a toning and tensing effect. Regular touch-up sessions will enhance the lasting effect of the desired correction.

### The must-have

The newest product in the range is STYLAGE® XXL, a cross-linked HA with added mannitol designed to provide underlying facial structure in the two most important areas of the face: the cheekbones and chin.

Facial proportions play a major role in how we perceive beauty. A young-looking face is one that is full and smoothly contoured. Even if lines or wrinkles are not apparent, the loss of underlying soft tissue can cause drooping or sagging skin, depressed or hollowed cheeks, which eventually give the face a wan, tired appearance. STYLAGE® XXL treatment can help prevent this from happening by restoring a youthful fullness to the face.

Available in packages of one pre-filled syringe of 2.2 ml or two syringes of 1 ml.



### Reference

1. Mole B, Gozlan L. Benefits of adding lidocaine to a hyaluronic gel - STYLAGE® M. J Cosmet Laser Ther 2011; 13(5): 249-54