

A BREAKTHROUGH IN DERMAL FILLERS

Laboratories VIVACY discusses the versatility of its range of hyaluronic acid-based dermal fillers, and why this product is a must-have for any physician and patient

IF YOU ARE LOOKING FOR safety, reliability and efficacy from your aesthetic treatments, you will naturally choose hyaluronic acid (HA), a gold-standard product in aesthetic medicine. It is now almost impossible to imagine basic skincare without it. But, with so many products on the market, it can be difficult to distinguish one HA from the other.

The new generation of cosmetic consumers are both more informed and demanding than ever; they want safe, long-lasting, natural results with less downtime. Launched in 2008 by Laboratories VIVACY (France), STYLAGE® HA gels fulfil these criteria due to their innovative formulations, which ally quality, safety and efficiency.

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.

What makes it stand out from the crowd?

All HA fillers are cross-linked with a chemical to resist natural degradation and prolong duration. However, STYLAGE® uses a patented

interpenetrated cross-linked network (IPN-Like Technology) manufacturing process, which requires less chemical interference. The addition of mannitol to act against free radicals provides optimal resistance to degradation. Mannitol is a naturally occurring antioxidant found in the plant kingdom, and has been used in hospitals for rehydration and life support for many years. As a result, this innovative formula creates a safe, long-lasting product for all types of wrinkles, and all skin types.

STYLAGE® has optimised elasticity for easy modelling and reshaping, even for delicate areas like the nose, temples and hands. At the same time, it has high viscoelasticity for good filling capacity and natural aesthetic results thanks to its smoothing effect.

STYLAGE® boasts a 12-18 month duration with minimal swelling, including the mid-range medium viscosity products. 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. It is also possible to combine products for targeted treatment.

Named 'BEST FILLER' by the Polish Society of Aesthetic Dermatologists (PSAD) in the Pearls of Aesthetic Dermatology contest in 2010, 2011, 2012, and voted BRONZE award in the 'BEST PRODUCT INNOVATION' category at the Aesthetic Industry Awards in 2012,



the brand has built a solid reputation for its high quality and safety.

Who is behind this breakthrough product?

The STYLAGE® range comes from Laboratoires VIVACY, a French manufacturer specialising in the design, manufacturing and distribution of injectable medical devices for use anti-ageing medicine, particularly medical aesthetics and viscosupplementation.

Founded in 2007 by specialists qualified in biopolymers and injectable product technologies, the company has acquired recognised expertise in dermal fillers based on HA and natural antioxidants, mannitol and sorbitol. The company has also created new technologies for use in ophthalmology (ISPACE®), rheumatology (KARTILAGE®), and is currently developing in other medical viscosupplementation fields.

Thanks to its strong international distribution network, Laboratoires

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VIVACY is present on the medical aesthetics market in over 70 countries. Its main goal is to design and deliver innovative anti-ageing solutions in collaboration with physicians and biotechnology professionals worldwide.

Driven by its growing success, VIVACY has made a big investment in a new high-tech manufacturing facility. Located in the beautiful and dynamic Haute-Savoie region (France), this new 3500m² factory can be described as a centre of advanced manufacturing technologies, innovation, research and product development, built in compliance with European and international standards.

VIVACY is hoping to extend its international borders by distributing STYLAGE[®] into the Chinese market by 2014, and is currently looking for partners to establish strong distribution channels in the US.

An innovative anti-ageing solution

Facial proportions play a significant role in how beauty is perceived. A youthful face is one that is full and smoothly contoured. As we age, our face naturally loses volume, which can happen as early as our mid-20s or 30s, and especially in those who diet or excessively exercise.

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. Therefore, restoring facial volume is an effective and immediate way in which to improve facial proportions and create a natural, youthful look.

Launched in 2012, STYLAGE[®] XXL is not only a wrinkle filler, but also a volumiser. It is a monophasic

cross-linked HA with added mannitol, specifically designed to restore that fullness of youth and provide underlying facial structure in the three most important areas of the face: the cheekbones, facial oval and chin. It is available in packages of one sterile pre-filled syringe of 2.2ml or two syringes of 1ml.

Stress-free patients, efficient doctors

The whole range of STYLAGE[®] (S, M, Special Lips, L, XL) is now available with a Lidocaine. STYLAGE[®] is the first product on the market which contains cross-linked HA (patented IPN-Like Technology), antioxidant (Mannitol), and Lidocaine for comfort and safety—for both for patients and physicians.

A clinical study conducted by French plastic surgeon, Dr Bernard Mole confirms that the effectiveness of the HA is not compromised by the addition of Lidocaine, and that the performance and filling capacity of gels with STYLAGE[®] Lidocaine are the same as those without. The study, which was carried out on 84 patients with a clinical follow-up of 6-8 months, concluded that the product does not bring about any increased risk of blood extravasation and affects neither the quality or durability of the results.

Although the few seconds it takes to initially insert the product may be uncomfortable, the rest of the injection is far more tolerable. The correction can therefore be refined under much better conditions. This increased comfort throughout the injection process confirms the notion that the addition of lidocaine is a key step forward in putting the patient at ease.

So, for comfort and durability with minimal downtime, STYLAGE[®] is the



STYLAGE[®] treatment performed by Dr Marcin Ambroziak, (A) before and (B) after treatment. Products used: STYLAGE[®] Special Lips for lip enhancement, STYLAGE[®] M for perioral lines and wrinkles around the mouth.

obvious choice for patients and physicians. 

Further information www.vivacy.fr
AMWC Monaco booth number L3

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

treatment guide

Skin tightening and rejuvenation

Ines Verner reviews the treatment options available for skin rejuvenation and tightening, based on available evidence, best practice, and her expert opinion

Tissue sagging is one of the most prominent features of the ageing face. Traditional facial rejuvenation treatments focused on soft tissue descent and the mainstay of facial rejuvenation was the surgical facelift.

During the last decade great advances have been made in our understanding of ageing and it has been established that laxity is not the only factor leading to tissue sagging. We know now that both our soft tissue and skeleton change tremendously and that deflation together with laxity lead to tissue descent by gravitation.

Rapid technological advances have characterised the new millennium, allowing us to treat facial deflation by volumising fillers and to treat tissue laxity by tightening devices.

Soft tissue fillers

Volumising hyaluronic acid and other soft tissue fillers are nowadays the mainstay of facial volume loss treatment. The different fillers, with their different rheological characteristics and their very high safety profile, enable us to volumise and restructure the face. We can volumise the deep plane by injecting above the bone, thus addressing morphological bone changes. Loss of volume in the fat compartments of the face can be treated

by injection into the subcutaneous fat. And the more superficial volume losses can be treated by superficial injections into the dermis. Correction of volume in the right plane will lift the soft tissue giving us the 'injectable' or 'filler' face lift. Further lifting of tissue can be achieved by tissue resurfacing.

Fractional resurfacing

The introduction of fractional resurfacing technologies by Dieter Manstein¹ in 2004 has revolutionised the field of resurfacing. Up until then we only had ablative resurfacing in which the whole epidermis and a part of the dermis were treated. This form of resurfacing (which could be a CO₂ laser, Erbium laser, or a deep chemical peel) was very effective but had a long downtime and high risk for complications, such as hypopigmentation and scarring. The other form of resurfacing available then was non-ablative resurfacing. In this form the downtime was very short and very few side effects were seen but the effectivity of the treatment was also limited because most of the non-ablative devices are in the (near) infrared wavelength range.

The introduction of fractional resurfacing and mainly of fractional ablative technologies by CO₂ or Erbium lasers has tremendously changed our possibilities.

With these technologies it is possible to

achieve remarkable results as deep microscopic thermal wounds are created (microscopic treatment zones; MTZ) and so even the deep dermis can be treated, while around the MTZ the skin is spared and serves as a healing reservoir.¹ In different studies it has been shown that full reepithelialization is achieved after 48 hours. Redness lasts for a few days and up to 2 weeks.

Another interesting point that was made out by B. Hantash in 2007 is the fact that even 3 months after treatment there is still HSP47 present in tissue, which is a sign of ongoing collagen I and III production, and interestingly, this new collagen production was not limited to the treated zones but was widespread around the treated area. So not only was the treated area renewed, but the area surrounding it also had an entirely new extracellular matrix. These findings, together with the remarkable clinical results that can be seen after treatment, make complete ablative resurfacing (nearly) obsolete.

Radiofrequency

Other possibilities for tightening and rejuvenation with even less downtime, yet with remarkable clinical results, are the fractional radiofrequency devices. Treating the skin with these newer technologies induces tissue tightening and textural skin improvement after multiple (3-5) repeated treatments. With these technologies there is nearly no downtime as the skin is only red after treatment and can be covered with make up. The redness resolves in most cases within 24 hours after which minor scabs can be seen for 5 more days, which can easily be covered as well. As radio frequency energy spreads easily in the dermis, owing to the low dermal impedance, there is more volumetric heating at that level, which could then induce tissue tightening. The mechanism for this effect is collage denaturation, due to the heat that induces neocollagenesis afterwards. ▶

Conclusion

Combining fillers to volumise and restructure the face together with fractional technologies before or after to resurface the skin and induce further lifting by tightening and improve on the textural changes of the skin offers us and our patients great non invasive treatment possibilities for tightening and

rejuvenation with remarkable results and a very high patient satisfaction.

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References

1. Manstein D, Herron GS, Sink RK, Tanner H, Anderson RR. Fractional photothermolysis: a new concept for cutaneous remodeling using microscopic patterns of thermal injury. *Lasers Surg Med* 2004; 34(5): 426-38



SYGMALIFT MEDIXSYSTEME

Description Patented Sygmalift emits focal lines of thermal energy and reduces treatment time. The precise HIFU lines, non invasively reshape your face by sculpting your chin and jaw line, operating on connective tissue. Sygmalift® also offers two more hand pieces: the Tri Micro Focal Ultrasounds and laser 635nm, to provoke contraction of collagen, to smooth patient crow feet, lift eye area, and rejuvenate the dermis by oxygenation of the tissue.

Indications Non invasive skin lifting and rejuvenation

Availability Europe, Middle East, South America, Asia

Contact www.sygmalift.com

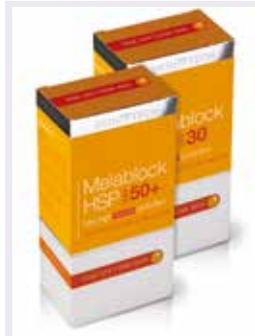
INFINI™ Lutronic Corp

Description INFINI is a 2-in-1 fractional RF system has two modalities, MFR and SFR, in one platform. MFR creates precise and controllable coagulation zones at deep dermis; the 3D fractional volumization of MFR provides dramatic skin tightening and can be a more comfortable procedure for patients than other fractional treatments. Because there is little to no thermal damage to the epidermis, MFR can efficiently lower the risk of PIH in dark skin types. SFR offers noninvasive delivery of RF energy to the epidermis and dermis with synergistic effect, resulting in luminous skin and controlled tightening.

Indications 3D fractional tightening for skin laxity and wrinkles. Various scars with MFR and SFR dual handpiece for total remodeling.

Availability Europe, Asia. Pending FDA clearance, not for sale in the US.

Contact www.lutronic.com/infini



Skin Tech Melablock- HSP® SPF 30/ SPF 50+ Skin Rebirth SL

Description Skin Tech offers a full range of effective and dermatologically tested daily care, formulated to help and protect the skin. Melablock-HSP® is a specially elaborated sun protection cream, for use after peel or 'resurfacing' treatments. It protects skin against damage caused by UV radiation. Tocopheryl Acetate gives Melablock-HSP® the property to protect skin against free radicals, preventing premature skin ageing due to sun exposure. Melablock-HSP® exists in two different indices: SPF 30 and SPF 50+, in 50ml tubes

Indications Particularly recommended for sun skin protection, after peels or 'resurfacing' treatments

Availability Available in more than 80 countries worldwide. Please check website for information on local distributors.

Contact www.skintech.info

Smartxide² DEKA

Description The multifunctional features of DEKA's SmartXide² system make it an authentic novelty in the world of CO₂ and diode lasers. The high emission laser generates optimal pulses for multidisciplinary applications. This is the result of the development of a CO₂ RF laser source with the exclusive Pulse Shape Design (PSD®). Combining the benefits of a CO₂ laser with an RF source. SmartXide², with the HiScan DOT/RF scanner, offers physicians a wide range of applications and benefits, thus becoming indispensable in modern medical aesthetic practices.

Indications Skin rejuvenation. Corrects skin imperfections and counteracts the effects of ageing

Contact www.dekalaser.com



Portrait® NeoGen Nitrogen Plasma System Energist Group

Description Portrait® NeoGen delivers unique plasma energy to the epidermis. From single pass high energy full skin regeneration procedures to gentle multiple pass low-energy treatments, the Portrait® NeoGen regenerates the epidermis. NeoGen's unique thermal profile stimulates a significant skin response without creating an open wound like full ablative and fractional procedures. The photo damaged dermal layer is thermally modified while the skin surface remains intact to provide protection and speed healing.

Indications Improving skin tone and texture, significantly reducing wrinkles and pigment while firming and tightening the skin.

Contact www.energistgroup.com



LightSheer® DUET™

Lumenis

Description LightSheer® DUET™ is a highly effective, clinically proven system for high-speed permanent hair reduction. The LightSheer DUET's high-speed hand piece has a spot size of 22 x 35 mm, enabling you to treat a back of a man in less than 10 minutes. The unique, vacuum-assisted technology enables a painless application and effective results with less fluence. The LightSheer DUET also includes the ET ChillTip hand-piece (9 x 9mm) allowing comfortable treatment for areas requiring higher fluence or precision. LightSheer DUET offers the optimal combination between efficacy, safety, and speed, making it the best investment for best results.

Indications In addition to permanent hair reduction and hair removal, the LightSheer DUET is cleared for treatment of pigmented lesions, vascular lesions, pseudofolliculitis barbae and leg veins.

Availability Worldwide

Contact

www.aesthetic.lumenis.com

ZWave

Zimmer
MedizinSysteme GmbH

Description Zimmer MedizinSysteme introduces ZWave for cellulite treatment with high energy radial shockwaves. The shockwaves are scientifically proven to have a large impact on collagen structure and the skin connective tissue. It stimulates collagen formation, while the skin becomes more elastic and its firmness is visible after only a few treatments. ZWave is the most compact high energy radial shockwave system available. ZWave has a large colour touchscreen for one-touch operation and a powerful mechanical energy generator with high precision, perfect control, and low mechanical wear provides for a successful and extended life time.

Indications Cellulite stage I to III, Weakness of the muscle and connective tissue on the upper arm and lower abdomen, Stretch marks (striae) on the hip, the thigh and on the buttocks.

Availability Worldwide

Contact

www.zimmer-aesthetics.com



V-touch

Viora

Description V-touch is a patient-centric innovative fractional RF system delivering superior results for complete and safe skin resurfacing, renewal and skin tightening. V-touch gives more control over the treatment process, and provides a less painful, safer patient experience. Powered by patented SVC™ technology, V-touch is uniquely suitable for all skin types and can easily treat difficult areas, such as the neck, décolleté and hands. Combined with Viora's proven, proprietary CORE™ bi-polar technology, V-touch offers the ideal solution for practitioners.

Indications Skin rejuvenation, skin resurfacing, skin tightening

Availability Europe, Asia and South America

Contact

www.vioramed.com

The Emerge™ Fractional Laser

Palomar medical

Description The Emerge™ Fractional Laser is an easy-to-use, fractional resurfacing laser designed to expand, build, and complement a growing aesthetic practice. Offering true fractional laser skin resurfacing with little to no downtime, the Emerge laser complements (or is an alternative to) Botox™ and injectable filler treatments. The Emerge laser delivers fractioned laser beams deeply—leaving healthy areas of untreated skin, minimising downtime—to improve tone and texture, reduce the appearance of mild-to-moderate wrinkles, and clear pigmented lesions.

Indications Skin rejuvenation (pigmented lesion clearance), fractional non-ablative skin resurfacing, wrinkle reduction, soft tissue coagulation

Contact

www.palomarmedical.com



VIKINI ILOODA

Description VIKINI is the high powered 808nm diode laser for permanent hair removal. More enhanced 600W level power provides shorter pulse width so that it reduces patients' pains. Collimating lenses radiate the laser uniformly and directly so that the treatment area could be pointed precisely. SECRET is a micro-needle fractional RF system is designed based on synergy effect of a precisely controlled bi-polar RF plus minimally invasive micro-needles for non-surgical face lifting, wrinkle reduction and scars with dermal coagulation.

Indications Skin resurfacing and hair removal.

Availability Worldwide

Contact

www.ilooda.com

Pellevé® Wrinkle Reduction System

Ellman International Inc.

Description Pellevé® Wrinkle Reduction System is a revolutionary skin tightening and wrinkle reduction system that is now available in the US for non-ablative and non-surgical skin rejuvenation of the face including skin tightening and wrinkle reduction. Pellevé softens wrinkles on the face by slowly heating the deep dermal

layers of the skin with a warming device powered by advanced radiofrequency technology. A hand piece glides over the surface of the skin building and delivering a constant gradual heat sensation that translates to the deeper layers of the skin, modifying the collagen bundles, causing contraction and stimulating new growth

of collagen over time. After just a single treatment, skin feels firmer and tighter right away, with natural results that improve over the following weeks and last up to six months

Availability FDA approved

Contact www.pelleve.com





Multiline™ multiple wavelength laser platform with SMA technology

Linline Medical Systems

Description The Multiline™ is a laser complex equipped with up to seven changeable laser emitters. For skin rejuvenation Er:YAG with the new SMA nozzle offers excellent results in rejuvenation and scars. Changing the laser emitter modify completely the profile of the apparatus, and offers various modes of generation - each laser emitter operates in several modes that allows using it for different purposes and increases Multiline™ apparatus application area.

Indications Used in aesthetic, dermatology, oncology, and surgery. It covers many applications including laser hair removal on all skin, pigment lesion, vascular treatment, treatment of scars. In surgery the device can be used for example to treat stenosis.

Availability Europe, Asia, Russia, some Arabic countries

Contact
www.linline-ms.com

Pure/Active GOLD COLLAGEN®

MINERVA Research Labs

Description Pure GOLD COLLAGEN® will help replenish the collagen from the inside. This new generation liquid food supplement contains a blend of hydrolysed collagen (5,000mg), borage oil, hyaluronic acid, vitamins (B6, C and E) and minerals which will help increase the production of collagen leading to a younger looking appearance. Active GOLD COLLAGEN® is a shot of active ingredients specifically developed for men and combines a unique blend of hydrolysed collagen, glucosamine, l-carnitine and other vitamins and minerals to improve joint comfort, increase muscle recovery and promoting a younger appearance. Drink one recommended 50ml bottle a day to see results in skin hydration after 1-2 weeks and further anti-ageing results after 4-8 weeks.

Indications Skin rejuvenation.

Contact
www.gold-collagen.com



Viscoderm® Pearls & Cream

IBSA FARMACEUTICI ITALIA

Description A revolutionary new skincare treatment system promoting skin rejuvenation for healthy skin with a youthful appearance. The synergic activity of Pycnogenol®, Coenzyme Q10, Biocell Collagen II, vitamin E and folic acid in Viscoderm® Cream, promote targeted antioxidant protection, while improving skin complexion and radiance and restoring skin damaged by UV rays with a soothing action. Viscoderm® Pearls are a nutritional supplement designed to provide support to the connective tissue of the skin. Functional ingredients such as Pycnogenol®, hydrolyzed collagen and Coenzyme Q10 are crucial to fight ageing and indispensable to restoring skin tone, elasticity and hydration.

Indications Topical and oral skincare

Contact
www.viscoderm.com

Hyasis® and Hyasis® Link

Novozymes Biopharma

Description

Novozymes® Hyasis is the next generation of high-quality hyaluronic acid (HA), setting the new scale of safety, consistency, and performance. Based on a next generation Bacillus-derived production process, Hyasis offers a low risk of adverse events, fewer failed batches, with greater capacity utilization and reduced costs for dermal filler manufacturers. Hyasis® Link is the new state-of-the-art proprietary cross-linking technology for modifying the properties of HA and preparing HA hydrogels, which are versatile and well tolerated. The reproducible, safe and homogeneous hydrogels do not contain any detectable residual cross-linking agent and can withstand both autoclaving and extrusion through needles of different gauge sizes.

Indications Dermal filler, aesthetic medicine

Contact
www.hyasis.com



Nescens

Laboratoires Genolier

Description The NESSENS Acid pH Hyper-Desquamation Regulating Compound helps reduce the appearance of excessive desquamation in dry skin conditions affected by the ageing process. Based on an innovative strategy of acute acidification and exfoliation of the stratum corneum, it contributes to the elimination of existing flakiness and helps prevent its reappearance. After just a few applications, the appearance of skin roughness is diminished. The skin regains the characteristics of younger-looking skin, such as a velvety appearance and a soft, supple feel. Recommended twice a day on cleansed, perfectly dried skin, targeting dry and flaky areas of the body.

Contact
www.nescens.com

STYLAGE XXL

Laboratoires VIVACY

Description Laboratoires VIVACY (France) introduces STYLAGE XXL, a new hyaluronic acid based dermal filler with an added antioxidant, Mannitol. For individuals with gaunt or hollow cheeks, it can restore a fuller, more youthful appearance and

enhance the natural contours of the face. The gel easily fills in the hollows of an ageing or emaciated face, enhances the cheekbones and gives a more youthful life to dull/tired skin. The result of the filling can be seen immediately.

Availability Facial Volume Restoration

Contact www.vivacy.eu

