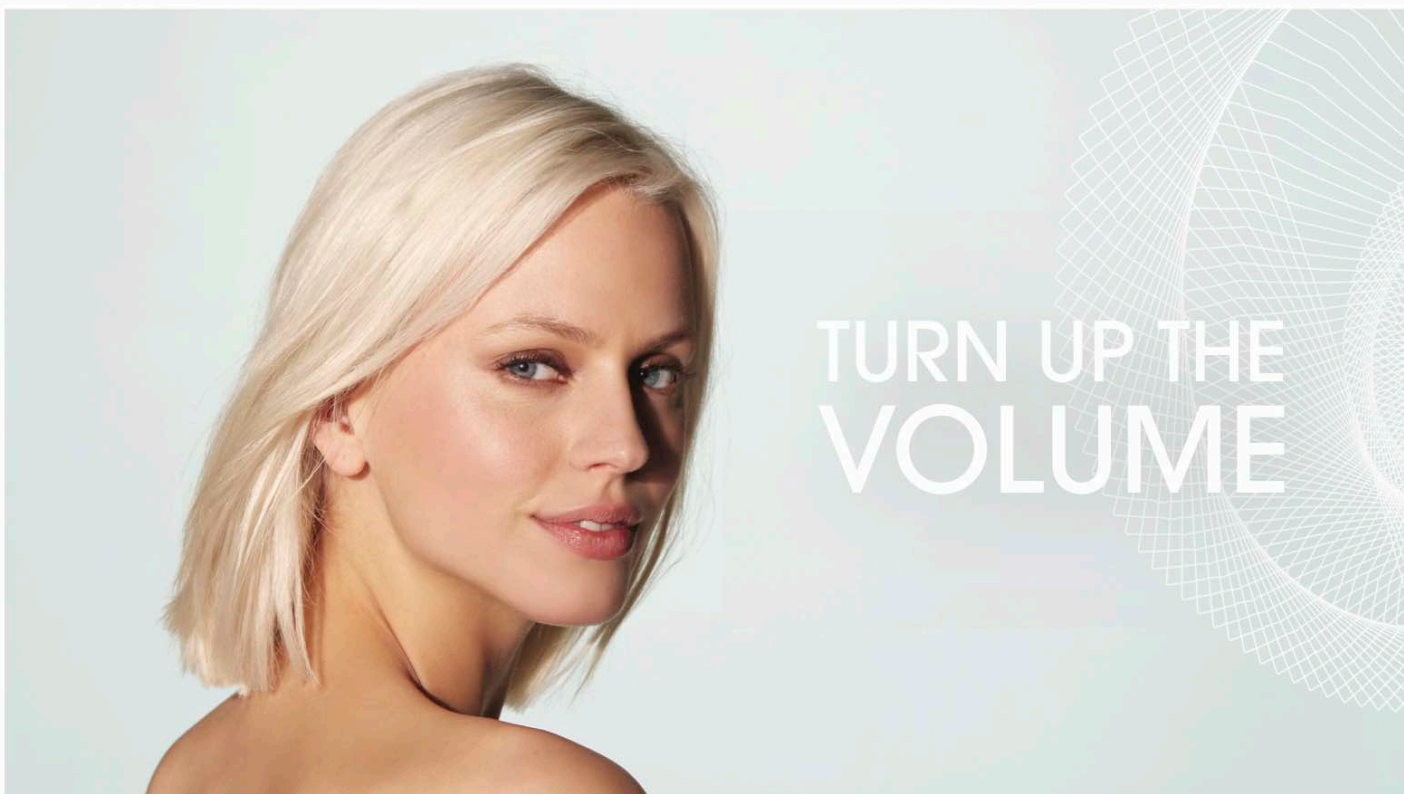


AVANT-GARDE

The news mag by TEOXANE



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EXPLORING POSSIBILITIES

Since 2003, TEOXANE has been contributing extensively to the development of an outstanding molecule, now widely recognized as a core component of aesthetic treatments: hyaluronic acid.

Awareness about the associated procedures and techniques is also key to the success of these medical procedures. Through masterclasses, congresses or courses, expert injectors are sharing on their methods to expand the possibilities of treatment for patients looking at keeping their image aligned with the age they feel inside.

Amongst the most demanding types of correction is the remodeling of volumes and contours. Hyaluronic acid-based fillers are nowadays one of the best non-surgical solutions on the market. They allow for a precise and specific placement of the gel

to sculpt patients' facial features and to truly enhance their appearance, one step at a time and one session after the other.

As it may concern any age group, women as well as men, and many different facial areas, each time with specific requirements and expectations, TEOXANE Laboratories have developed a set of 2 different volumizers, with specifically adapted rheologies and clinical behaviors.

In this 6th issue of Avant-Garde, you will discover why international experts are choosing to explore the possibilities and the flexibility offered by these 2 complementary volumizers and how they are integrating them in their treatment strategies.

I wish you an insightful reading.



Mrs. Valérie Taupin,
CEO TEOXANE Laboratories



TEOXANE

THE EXCELLENCE OF SWISS SCIENCE

A GLOBAL APPROACH TO NATURAL BEAUTY

THE NEW ERA OF THE "LIQUID SCALPEL"



Dr. Maria Vittoria Giatti, MD
Plastic Surgeon
Bologna, Italy

- Specialist in Plastic Reconstructive and Aesthetic Surgery
- Degree in Medicine and Surgery at the University of Bologna
- Specialization in Plastic Reconstructive and Aesthetic Surgery at the University of Florence
- Member of International Society of Plastic and Regenerative Surgeons (ISPRES) and Italian Society of Plastic Reconstructive and Aesthetic Surgery (SICPRE)
- Expert in facial rejuvenation and Beauty Coach

In my opinion, facial rejuvenation is a mandatory global approach. Aesthetic physicians do not simply have to fill wrinkles, but ahead of the treatment, need to analyze the face entirely, study volumes and skin texture, hollows and fullness, lights and shadows. Like architects, they have to sculpt a face by correcting the deepest layers first, to create a scaffold that supports the face; only then, they can refine the rest, more superficially. Thanks to a new tool, TEOSYAL RHA® 4¹, the era of the "liquid scalpel" has come. Doctors, similarly to artists, can use fillers as "liquid chisels" for facial remodeling.

It is well documented that ageing causes major changes on the bearing structures of a face: bone resorption, fatty structures atrophy and displacement, volume loss and skin sagging. TEOSYAL RHA® 4 is a filler that was developed specifically for volume replacement in dynamic and extended areas of the face. It provides harmonious and natural corrections², particularly in areas subjected to muscle movements and facial dynamics, to the greatest satisfaction of both physicians and patients. It contains long chains of hyaluronic acid (23 mg/mL) crosslinked with BDDE (low degree of modification: 4%), providing stretch and strength to the volumizer which translate into optimized performances and exceptional gel resilience.

I find TEOSYAL RHA® 4 particularly adapted to fill and lift the cheeks, zygoma, temples, and facial contours, to bring back the curves and shapes that characterize a youthful face³. Injections should be performed respecting the original anatomy of fat compartments which are depleted and slip down as a result of ageing. These compartments are actually confined in between fixed ligaments which explains why skin depressions increase specifically in these areas. For example: with ageing, the creasing of marionette lines finds its origin in the fixity of the labiomandibular ligament on deeper anatomical structures, buccal fat depression is related to the parotidomasseteric ligament, tear trough and palpebromalar deformity to the tear

trough ligament and orbital retaining ligament, and mid-cheek grooves to the zygomatico-cutaneous ligament.

In my experience, TEOSYAL RHA® 4 is perfect to restore volumes by subcutaneous injections in the dynamic fat compartments. If a stronger projection is needed, this injection may be completed with a deeper preperiosteal injection to lift the tissues and restore a natural and dynamic beauty. My injection techniques are the following³. For the temples: superficial subcutaneous injections with a 25G microcannula, to avoid injuring the superficial temporal artery and temporal branch of the facial nerve. For the zygoma: deep bolus with a 27G needle for a lifting effect. For the cheeks: dual plane technique (deep bolus, and more superficially fanning technique with a 25G cannula). For facial contours: deep plane injection with a 25G cannula. For nasolabial folds: a 25G cannula to avoid injuring the facial artery. In my clinical practice, I always inject with the TEOSYAL® PEN⁴ which improves the injection precision and helps reducing the intensity of injection site reactions and pain, making it more comfortable for the patients.

Using this automatic injection device together with TEOSYAL RHA® fillers, I reach my medical goal: to obtain the most natural correction and preserve a dynamic, personal and expressive beauty.



1. TEOSYAL RHA® 4 is a trademark of the firm TEOXANE SA. TEOSYAL RHA® 4 is a class III medical device and is a regulated health product bearing the CE marking (CE 0086) under this regulation. For professional use only. Please refer to instructions for use.

2. A thorough knowledge of facial anatomy and injection techniques is mandatory.

3. Dr. Giatti's personal opinion and experience. Instructions for use recommend a subcutaneous injection with a 27G needle.

4. TEOSYAL® PEN is a non-invasive device class I (CE 0434) intended to assist medical practitioners for dermal filler injections. Manufactured by Juvederm in Switzerland. For more information, please consult the user guide of TEOSYAL® PEN or the recommendations available at www.teosyalpen.com.

CHARACTERISTICS IN VOLUME REPLACEMENT BETWEEN GENDERS

There are many intricate anatomical differences between genders. They are seen in both skeletal and muscular aspects and translate clinically in the areas of focus during facial augmentation with fillers. A man's skeleton is larger, its surfaces rougher and the edges are more angular in nature. A woman's skeleton has a more pronounced zygoma and zygomatic arch. A man's muscles are also thicker compared to a woman's. If the face is divided into thirds, an upper, middle and third, these differences will be highlighted accordingly.



Dr. Hassan Galadari, MD
Dermatologist
Dubai, United Arab Emirates

- American Board certified dermatologist and Assistant Professor of Dermatology in the UAE University
- Member of the Board of the International League of Dermatological Societies and editor of its newsletter
- Awarded the Presidential Citation from the American Academy of Dermatology, 2016 for promotion of excellence in dermatology worldwide

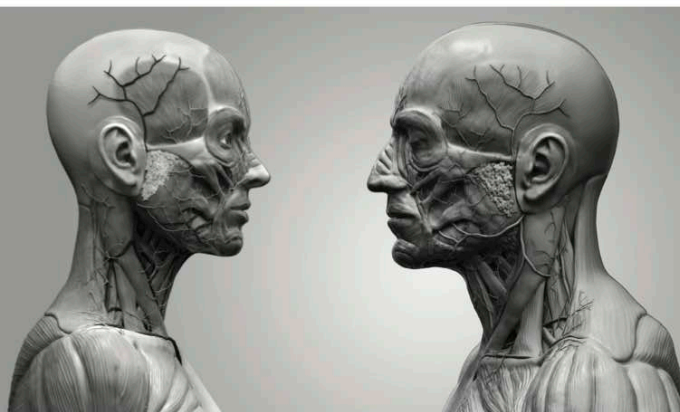


Fig. 1: Played man (left) and woman (right); Head and upper torso
Graphiks/Shutterstock.com

Dr. Hassan Galadari is the author of a recent volume on "Soft Tissue Augmentation". This easy-to-use practical guide highlights the relevant elements of anatomy and various fillers available, as well as the most advanced injection techniques. Importantly, a systematic discussion of potential complications completes this work which will prove invaluable for both novice and experienced injectors:

"Galadari, H. 2018. Soft Tissue Augmentation: Principles and Practice. 1st Ed: Springer-Verlag Berlin Heidelberg. 200p, ISBN 978-3-662-55842-3".

UPPER FACE

The upper third consists of the forehead, which includes the glabellar complex and eyebrows as well as the temples. Though forehead augmentation is not commonly performed, fillers are more readily injected in women than in men owing to the apparent decrease in volume in that gender. For the eyebrows care should be taken as augmentation in women is made by injecting the area above the eyebrow. This causes a lift of the eyebrows that is considered attractive. For men, that look may be feminizing and thus injection should be performed lower on the eyebrow to enhance the skeletal prominence. The glabella* and the temples for both sexes are injected in the same fashion, though the latter is more commonly injected in women.

MIDFACE

The major differences between genders are seen when injecting a volumizing filler in the middle and lower third. The difference in the middle third is mainly for the area of the zygoma and mid-cheek. Indeed, zygomatic prominence is attractive in women and should be enhanced when necessary. This is performed by injecting a highly robust filler. That very area should be avoided in men with the main point of focus being the mid-cheek. The mid-cheek deflation tends to be a male trait caused by the effect of testosterone. This area tends to be deflated mainly as a result of intense exercise and weight loss. This is the main point of injection in men. However facial rejuvenation in that particular point can lead to enhancement of tear troughs and nasolabial folds, as a secondary consequence. Tear trough injection may not be necessary in men, but is a highly demanded procedure in women. This provides a more convex look that is attractive, while a more angular skeletal feature is a masculine trait.

LOWER FACE

The lower third is where the major differences are most apparent. Utmost care should be taken when treating those areas as masculinizing a woman can occur much easier than feminizing a man if injections are performed poorly. Augmentation of the chin in women, for instance, is mainly in the midpoint. It should not extend laterally beyond a line drawn vertically from the nasal ala, at the risk of causing a square shaped chin and is a manly feature, undesired in women. Lateral extension in women should be performed only if there is apparent prejowl sulcus bilaterally. In men, chin augmentation extends to a vertical line drawn from the corners of the mouth. Another important difference is the angle of the jaw. Men's jaws appear more angular and this can be enhanced by injections to create a stronger, right angle. Masseter injection may also be performed. On the contrary, this procedure should be performed with care in women as it may lead to a very muscular jaw. The angle in women is more obtuse and wider. As for the lips, though not commonly performed in men, if required, anatomically the lips should be injected to a minimum to achieve a natural shape without a pout that is desired in women.

These differences highlight the specific characteristics of men and women and should be taken into consideration by any injector during facial assessment and filler injections. In addition to ethnicentric aspects, they are key to yield high satisfaction and subsequent patient retention.

* A thorough knowledge of this high risk area is mandatory to avoid vascular compromise.





Dr. Juan Miguel Pérez Díaz, MD
Aesthetic Doctor
Alicante, Spain

- Cuban native, studied medicine at the University of Valencia, started to work in Aesthetics in 2000, and founded his own clinics in Alicante & Madrid.
- Has developed two different techniques, Btvectorial & Regeneration, for fillers injections.
- Frequent speaker at national & international congresses
- Approaches aesthetic medicine through Advanced Diagnosis & Coaching
- Training through a YouTube channel & masterclasses all over Spain

TIPS & TRICKS WITH VOLUMIZERS FAT COMPARTMENTS AND BEYOND

FACIAL ANALYSIS

Facial remodelling with volumizers is about recovering shapes and bringing back tension to anatomical layers, while paying attention not to alter patients' traits. This requires a comprehensive facial analysis that takes into account everything that can be modified within each patient's anatomical pattern. Indeed, both the bones and facial fat compartments

undergo impacting changes with ageing.

In order to obtain a natural-looking correction of these alterations, with volumizers, one of the most important tricks is to sequence treatments from the base towards the outside. After a full analysis of the deep, medial and superficial fat compartments, begin with deep deposits in the supraperiosteal layer. However, other compartments should not be overlooked. With years, the appearance of facial flaccidity is strongly related to the loss and detachment of the superficial, medial and deep fat compartments. This is the reason why weight loss sometimes accentuates wrinkles and facial flaccidity, and gives a tired look. On the other side, for the same reason, plumper people seem to age better with less wrinkles.

TIP 1: START WITH DEEP FAT COMPARTMENTS

My first treatment point is in the deep fat compartments and my product of choice is TEOSYAL® ULTRA DEEP¹, especially in the Sub-Orbicularis Oculi Fat (SOOF) compartment (lateral and medial parts), and the deep medial cheek fat compartment (lateral and medial parts, fig. 1A). This volumizer resists displacement and helps correcting bone loss by projecting internal structures. It is safe, stable and elicits very natural results.

TIP 2: AND THEN, THE MEDIAL FAT COMPARTMENT

More superficially, the 'medial fat compartment' (Fig. 1B) is one of the first to suffer ptosis very early on, accentuating under eye circles and nasolabial folds. For this compartment, I choose TEOSYAL RHA® 4¹ for its versatility and adaptability to facial movements. It accompanies muscle dynamics without deforming tissues, and allows physicians to avoid extreme facial remodelling and unnatural outcomes².

TIP 3: STRENGTHENING FACIAL LIGAMENTS

Strong osteocutaneous ligaments between the periosteum and the skin help soft tissues resist gravity and remain in their anatomical position. They prevent the descent of facial fat between the superficial and the deep fascia. A loss of support by the zygomatic ligament elicits the descent of the malar fat pad, increasing nasolabial fold prominence; while a loss of support by the masseteric ligament may lead to the descent of fat towards mandibular borders. These are the two most important ligaments to consider in order to achieve a good tensor effect in facial volumization. Depending on each case and the objective pursued, I use TEOSYAL RHA® 3³ or 4. I use the latter to provide a greater volume in mobile areas. It is usually placed at the base or the medial zone of the retaining ligaments. Its viscoelasticity provides great cushioning and is particularly adapted to dynamic areas of the face.

AND ONE LAST TIP...

A final trick for volumization is to use the vectors in the Superficial Muscular Aponeurotic System (SMAS) or deep dermis. I always trace these out based on the patient's observed facial dynamics and respecting the nasojugal crease of the face.

Fillers of the TEOSYAL RHA® line, thanks to their high stretch and strength provide gels with mechanical resilience, which opens doors for holistic and dynamic aesthetic outcomes.

This three-dimensional concept that brings together anchor points, ligaments and vectors opens up entirely new treatment options previously hardly achievable with classical hyaluronic acid fillers. With good anatomical knowledge and aesthetic judgement, following these simple tricks and tips and using this qualitative line of products, possibilities are virtually endless!

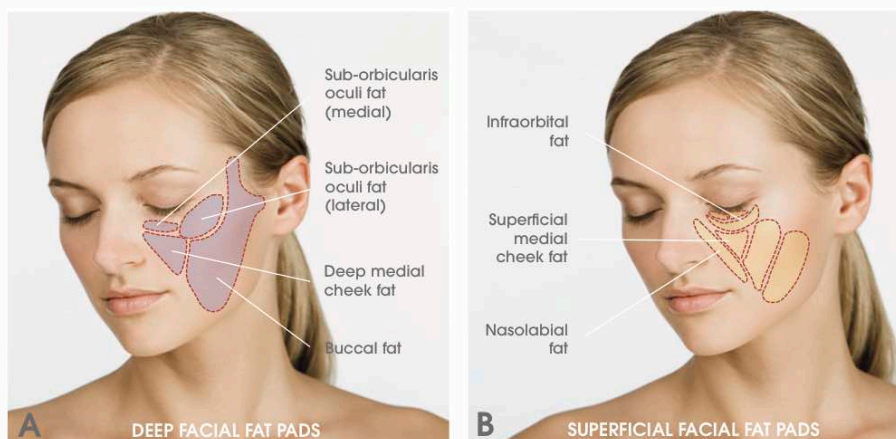


Fig. 1: Deep (A) versus more superficial (B) fat compartments of the midface
Inspired from Ramanadham & Rohrich, 2015⁴

1. TEOSYAL® ULTRA DEEP, TEOSYAL PureSense® ULTRA DEEP (Containing Lidocaine) and TEOSYAL RHA® 1 to 4 are trademarks of the firm TEOSYANE SA. TEOSYAL® ULTRA DEEP, TEOSYAL PureSense® ULTRA DEEP and TEOSYAL RHA® 1 to 4 are class II medical devices and are regulated health product bearing the CE marking (CE0086) under this regulation. For professional use only. Please refer to instructions for use.

2. A thorough knowledge of facial anatomy and injection techniques is mandatory.

3. Dr. Pérez Díaz's personal opinion and experience. TEOSYAL RHA® 3 instructions for use recommend a deep dermis injection with a 27G needle.

4. Ramanadham R., & Rohrich R. Newer Understanding of Specific Anatomic Targets in the Aging Face as Applied to Injectables: Superficial and Deep Facial Fat Compartments—An Evolving Target for Site-Specific Facial Augmentation. *Plast Reconstr Surg*. 2015; 136:495-505.

HOW DID THE EVOLUTION OF FILLERS INFLUENCE MY WORK?

I started to deal with Dermatology after graduating from the Faculty of Medicine of the Comenius University in Bratislava, Slovakia, in 2005. The most frequently performed interventions at that time included corrections of nasolabial folds and marionettes lines. For superficial wrinkle corrections, materials were applied directly in the upper layer of the dermis, just under the wrinkle, to fill its crease.

At the time, most manufacturers of hyaluronic acid-containing fillers offered only two types of products: one for moderate wrinkles, another for severe wrinkles. **The development of materials dedicated to filling volumes meant a great progress for Dermatology.** These appeared on the Slovak market in 2008. From that moment on, in the aesthetic medicine field, the human face began to be perceived in three dimensions, like a relief made of elevations and depressions.

I do not use volumizers to smooth wrinkles but rather to add or restore volume where needed. For example: mid-cheek, jaw, temporal area and facial contours correction. When patients come to my clinic for a complete aesthetic treatment of the face, I always start with the correction of volume loss which allows me to bring back the original contours of a youthful face. Then, I turn to softer fillers with lower viscosity and elasticity to treat the remaining specific wrinkles directly.

The evolution of filler materials has greatly benefited from technological advances



that now render their outcomes immediately visible, allowing physicians to monitor facial changes directly during the aesthetic procedure. In addition, efforts to increase the comfort of patients also came into forefront over the years. Indeed, since 2011, many of us have been using mostly fillers containing the anaesthetic lidocaine¹. For patients with a relatively low pain threshold, these products make the procedure virtually painless which alleviates the concerns associated with its implementation².

In the course of my career, the major breakthrough I witnessed on the filler market, is the recent development of the dynamic range of Resilient Hyaluronic Acid fillers: TEOSYAL RHA[®] 1. At present, this represents the latest major step in the evolution of fillers. In my view, the **TEOSYAL RHA[®] dynamic range far exceeds conventional materials in many ways³. In particular, I wish to emphasize the ability of these fillers to respect facial expressions, keeping a natural look, preserving dynamics and adaptability, thanks to their ability to accompany the motion of the dynamic muscle groups of the face.** When maximum projection is needed, I also like to combine these TEOSYAL RHA[®] dynamic fillers with the injection, in deeper anatomical layers, of a highly cohesive and stiffer volumizer: TEOSYAL[®] ULTRA DEEP¹.

Indeed, I do have my own set of favourite hyaluronic acid-containing fillers. However I have always argued that there is no such thing as one single best method of treatment. There are only most appropriate methods for each clinical case. That is why **we always have to approach patients individually, and define together with them the best solutions and procedures for their aesthetic imperfections.**



Dr. Alena Pallová, MD
Dermatologist
Pezinok, Slovakia

- Dermatologist specialized in Aesthetic Dermatology, from the Faculty of Medicine, Comenius University in 2005
- Leading lecturer in application of TEOSYAL[®] products, regularly participating in international conferences
- Founder of the Institute of Aesthetic Medicine, in Slovakia
- Pioneer of a new unique technique of hyaluronic acid application, focusing on volume restoration: Swiss Lift

5/



Fig.1: Pre and post-treatment pictures of a 49 years old male patient. On each facial side, volume loss was addressed with the supraperiosteal injection of TEOSYAL[®] ULTRA DEEP in the mid-cheek (0.9mL, bolus), as well as TEOSYAL RHA[®] 4 in the face contours (0.6mL, bolus/linear threading). Nasolabial folds were injected subcutaneously with TEOSYAL RHA[®] 4 (1mL, linear threading). Pictures provided by Dr. Alena Pallová.

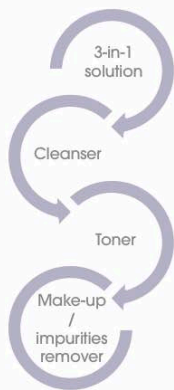
1. TEOSYAL[®] ULTRA DEEP, TEOSYAL PureSense[®] ULTRA DEEP (Containing Lidocaine) and TEOSYAL RHA[®] 1 to 4 are trademarks of the firm TEOXANE SA. TEOSYAL[®] ULTRA DEEP, TEOSYAL PureSense[®] ULTRA DEEP and TEOSYAL RHA[®] 1 to 4 are class II medical devices and are regulated health products bearing the CE marking (CE0086) under this regulation. For professional use only. Please refer to instructions for use.

2. A thorough knowledge of facial anatomy and injection techniques is mandatory.

3. Dr. Pallová's personal opinion and experience.

A PROFESSIONAL SKINCARE ROUTINE FOR YOUR PATIENTS BEFORE & AFTER AN INJECTION

What is in the syringe is in the bottle! So let's check the appropriate TEOXANE cosmeceutical routine for your patients



BEFORE TREATMENT

1. RHA® Micellar Solution 400ml

Soap free formula with a selection of synergetic active anti-ageing ingredients, such as RHA® (Resilient Hyaluronic Acid) and the Dermo-Restructuring Complex, similar to those you find in our dermal fillers:

- RHA: strengthens the skin barrier
- Dermo-Restructuring Complex: protects and revitalizes
- NovHyal: Natural constituent of Hyaluronic acid

Indications:

- Helps prepare your patients' skin before an injection while cleaning and respecting the skin hydrolipidic film.

AFTER TREATMENT

2. Post Procedure 200ml

Optimum balance of selective ingredients, with Chlorhexidine Digluconate, in a fragrance free formula that soothes and calms the signs of cutaneous irritation induced by injections:

- Neutrogena : Soothes and calms sensitive skins
- Arnica : Recognized for its soothing effect
- Antarticine™: Helps skin regeneration

Indications:

- After an injection, the skin of your patients can present redness, and irritations. Post Procedure will moisturize and soothe their skin¹ and reduce their discomfort.

Your benefits:

Increase your patients' satisfaction by extending the aesthetic benefits of TEOXANE fillers with a skincare routine at home.

Complementary anti-ageing benefits:

- Of the patented RHA® technology of TEOXANE dermal fillers and cosmeceuticals products
- Supplemented with a selection of active ingredients to provide optimal hydration, strengthen, protect and plump patients' skin²
- Prolonging the RHA experience and developing patient loyalty

¹ In-vivo tests conducted by an independent laboratory

² Ex-vivo tests performed by an independent laboratory: hydration measures performed on the epidermis with microscopic observations of skin's micro relief



SAFETY IN BEAUTY AWARDS 2017

Madame Valérie Taupin awarded pioneer of the year

Madame Taupin, Founder and CEO of TEOXANE Laboratories was awarded the Pioneering and Innovation award, best professional accolade at the prestigious Safety in Beauty Diamond Awards in London, in June 2017.

Launched in October 2013 by Antonia Mariconda, the Safety in Beauty campaign is dedicated to the education and support of cosmetic medicine patients towards safety, and was formed by a group of like-minded professionals and experts. The campaign seeks to help educate and empower consumers, facilitating a better, safer, more transparent industry and offering much-needed support, giving peace of mind to everyone seeking medical aesthetic treatments. Run by voluntary supporters and professionals, the organisation supports members of the public, allowing them free access to emotional, legal and medical advice and support.

Madame Taupin's commitment to science, innovation and safety is a daily reference for all of us and a source of inspiration for TEOXANE. Congratulations!

Teoxane Team

THINK OF YOUR CLINIC WEBSITE AS YOUR MARKETING HUB

The most valuable marketing strategy to stay visible and relevant to existing patients and to attract new ones is a modern clinic website. Raising patients' awareness about your clinic even before they are ready to book a consultation and schedule a treatment, is vital to stay top of mind. An updated website that reflects the personality, culture and positioning of your practice is a key success factor. Below are the must-haves² for an effective clinic website!

LANDING PAGE

Your landing webpage should contain the words and images that are already on the mind of your target clientele. Its look and feel should be consistent with your clinic marketing **to convince visitors that your website is worth their time to read on.** It should contain essential information such as: who you are, what you do, special expertise, contact details and scheduling form. Include social media links and highlight the most important treatments you offer.

SEARCH ENGINE OPTIMISATION

Because patients search for local clinics online, your content must be optimized with rich, Search Engine Optimised (SEO) words that draw them to your site. **Think of web queries consumers will make to find your clinic,** and establish a set of keywords for your page headlines, sub headlines, opening paragraphs, and a list of descriptive keywords along your clinic name. Include your complete address, as well as post codes from which you attract patients, on every page of your site. Listings on Google and Yahoo! are free and ensure that your clinic shows up on search engine maps. A mobile version of your website, optimized for smartphones and tablets, allows patients to access it on the go.

CLINICAL PHOTOGRAPHY

A key component of a well-designed website is a robust photo gallery of actual patients³ that match your target audience². This is usually where consumers tend to look first. Select high quality full face photos without makeup, hair pulled back, good lighting, taken at a consistent

angle to look professional. The treatment performed and timing should be labelled. Having patients sign photo consents is not always easy, but collecting **good clinical photography is key to demonstrating the quality of the results you achieve.** This should be ongoing to build up a wealth of photos for every treatment you offer.

CLINIC BLOG

A blog is useful to add fresh content to your site and keep it current. Compile news from reliable sources (medical blogs and journals, professional organizations, companies you deal with ...) and add your own commentary. An average post should be about 500 words. Include images, videos, links and share buttons so readers can easily recycle the content on their social media platforms. **Posting weekly will keep the momentum going.**

WEB MARKETING

Designing an attractive modern website is an investment that requires a professional web developer experienced in the medical field. Websites change over time so it will require regular maintenance and frequent upgrades. Highlight **quality over quantity** to attract a loyal patient base, **and promote the treatments that are most profitable for your clinic,** rather than overloading the site with content that is not relevant to your clientele.

Set a reasonable budget for what you want to achieve in terms of number of visitors, new patients and increased revenue. Track results to see how you are doing and make improvements as needed.

Your website is the cornerstone of your marketing program.

© Andrew Warner



Ms. Wendy Lewis
President of Wendy Lewis & Co Ltd
New York, NY, USA

- Founder of Wendy Lewis & Co Ltd, Global Aesthetics Consultancy since 1997
- Founder and Editor in Chief of Beautyinthebag.com
- International guest lecturer
- Editorial Board of PRIME International Anti-Ageing Journal
- Contributor to Modern Aesthetics, Body Language, Practical Dermatology, Zwiivel.com, Healthnewsdigest.com
- Author of 11 books
- Marketing blog at wendylewisco.com

There is no substitute for visuals when it comes to explaining treatment outcomes. Some clinics also have tablets or electronic photo frames in their waiting room, to display compelling illustrations of their most popular procedures. In complement to your website gallery, this is an effective tactic to encourage patients to ask about your services and eventually sell additional treatments².

1. This article is a follow-up to "Smart Social Media" previously published in Avant-Garde #05

2. Regulations may vary amongst countries. Check your local regulations prior to developing your clinic website

3. Provided you own the rights to broadcast these contents and obtained a written consent agreement from patients appearing in these pictures.

YOU ALREADY LOVE WHAT IS INSIDE ... YOU WILL BE DELIGHTED BY THE OUTSIDE!



Discover the new packaging design of TEOXANE fillers.

Nothing has changed except the box: we keep the highest quality and purity inside and we offer the finest design outside! All boxes keep the same easily recognizable colour code as before.

Waiting to be unwrapped - Coming soon to your practice office



THE EXPERT CASEBOOK #2 DYNAMIC VOLUMIZING & LIFTING EFFECT

12 CLINICAL CASES WITH RHA 4* & ULTRA DEEP*

Our Expert Casebook series gathers the favored clinical cases and treatment solutions of international experts in Aesthetic Medicine. Thanks to precise explanations, detailed protocols and informative illustrations provided by these injectors, practitioners worldwide can easily reproduce the featured procedures in their daily practice, thus opening up new possibilities for their patients.

The first issue of this series was released earlier in 2017. It offers you the opportunity to discover the most successful treatment procedures with RHA 1* & REDENSITY [I]* for a Dynamic Rejuvenation & Beauty Boosting of the face, neck and décolleté.

In this second issue, 12 challenging clinical cases in need of volume and/or lift are showcased. TEOXANE proposes a set of 2 different volumizers with specific and complementary benefits depending on the case, the indication, anatomical layer and clinical objective: RHA 4, for hypodermal injections in dynamic extended areas and ULTRA DEEP, for deeper supra-periosteal injections in targeted areas in need of maximal projection. 'The use of ULTRA DEEP in combination with RHA 4 is by far my favorite approach' states Dr. Kieren Bong (British Cosmetic Doctor) in the casebook editorial.

Each featured case provides: Patient background, patient demand, treatment strategies & results.

So, if finding the best tailored solution for your patients is your priority, the Dynamic Volumizing & Lifting Effect casebook will allow you to discover and implement new strategies, by associating RHA 4 and ULTRA DEEP, or using them separately depending on each patient's facial features and aesthetic needs.

To get your copy of TEOXANE's Expert Casebook #2, contact your local distributor or send an email to info@teoxane.com.

* TEOXAL® PureSense ULTRA DEEP, TEOXAL® PureSense Kiss®, TEOXAL® RHA® 1 to 4, TEOXAL® REDENSITY® 1 and 2 are trademarks of the firm TEOXANE SA, are class II medical devices and are regulated health products bearing the CE marking (CE0096) under this regulation. REDENSITY [I] corresponds to REDENSITY 1. TEOXAL® PEN is a non-sterile device, class Ia (CE 0434), intended to assist medical practitioners for dermal filler injections. Manufactured by JuvaPlus in Switzerland. For more information, please consult the user guide of TEOXAL® PEN or the recommendations available on www.teoxalopen.com. For professional use only. Please refer to instructions for use.




TEOXANE
THE EXCELLENCE OF SWISS SCIENCE