

THE FUTURE
OF BEAUTY IS HERE

Restylane[®]



UPPER FACE

1. Frown lines
2. Worry lines
3. Eye brow

MIDDLE FACE

4. Crow's feet
5. Tired eyes
6. Nose
7. Cheek augmentation

LOWER FACE

8. Nose to mouth lines
9. Smoker's lines
10. Lip line
11. Smile lines
12. Sad mouth corners
13. Lip enhancement
14. Chin augmentation

SKIN REVITALISATION

- Face
- Décolletage and neck
- Hands

Restylane® is a range of Hyaluronic Acid based products that includes injectable fillers, skinboosters* and skincare. Specifically designed for facial beauty enhancement, Restylane reduces the appearance of lines, folds and wrinkles, contours and creates volume and revitalises the skin.

The Restylane treatments contain Hyaluronic Acid – a substance found naturally in the skin. The treatments are quick, immediately effective, virtually pain-free and cause little or no trauma to the skin.

* Restylane skinboosters include Restylane Vital and Restylane Vital Light products.

BEST IN CLASS

Administered by cosmetic aestheticians – surgeons, cosmetic doctors, nurses, dentists and dermatologists – Restylane® is the world's leading dermal filler of choice due to its uncompromising devotion to safety (most documented safety record – over 11 million treatments world-wide), huge investment in research and development, outstanding lifting capacity and natural results.

NATURAL TECHNOLOGY

Found naturally in abundance in youthful skin, Hyaluronic Acid (HA) binds water to hydrate the skin and promote fullness and softness. As we get older, the HA in our skin gradually becomes less efficient – Restylane re-introduces HA to give nature a helping hand.

The Restylane exclusive NASHA™ technology means that no other filler gets closer to matching the Hyaluronic Acid found naturally in the body. It is the least modified (just 1%), most stable and the best tolerated¹. It's also extremely long lasting – one treatment can last up to 12 months or longer depending on skin type.

1. Ågerup B. The manufacture of stabilized HA: NASHA. United States Patent 5,827,937, October 27, 1998.

NATURAL RESULTS

The Restylane range of fillers and skinboosters were created to give practitioners total versatility. Designed to be used together, each product is tissue tailored and has varying particle sizes to make it suitable for different areas, skin types and effects. This enables every treatment to be personalised for completely natural results.

Restylane boosts the skin's hydration system and restores youthful volume by supporting the skin's structure to delay the signs of ageing. Restylane also encourages healthy glowing skin: it stimulates collagen production², improves skin elasticity and lifts and smoothes away lines. It also improves skin tone and creates youthful volume without loss of facial expression!

Restylane treatments and Skincare are available from reputable practitioners nationwide. Cost of treatments vary starting from £300. Readers can find their nearest practitioner by visiting, www.restylane.co.uk/practitioner-finder

2. Wang F et al. In vivo stimulation of De Novo collagen production caused by cross-linked hyaluronic acid dermal filler injections in photodamaged human skin. Arch Dermatol 2007; 143: 155-163

BEFORE



AFTER



Before and after pictures following treatment with Restylane and Restylane Perlane



Before and after pictures following a course of 3 Restylane Vital Light treatments

NEW PIONEERING TECHNOLOGY

2011-2012 will see widespread use of the new pix'L microcannula that is completely revolutionising the way practitioners administer Restylane® fillers and skinbooster treatments. Before the launch of this new blunt pix'L microcannula, practitioners needed to inject every area they wished to treat. Now, they only need to pierce the skin once to be able to administer treatment in lots of different areas, with minimal pain, swelling or bruising for the patient.

Unlike other cannulas, the pix'L range of microcannulas have been designed exclusively for use with the Restylane filler range. Its blunt tip gently nudges blood vessels and nerves out of the way enabling practitioners to inject treatments quicker and easier with less trauma to the skin, whilst also giving better results and being more comfortable for the client.

THE RESTYLANE RANGE

Restylane® & Restylane Lidocaine

- Moderate lines and wrinkles
- Nose to mouth lines
- Marionette lines
- Tear trough hollows under the eyes

Restylane Perlane & Restylane Perlane Lidocaine

- Sharp, deep lines
- Frown lines
- Nose to mouth lines
- Brow lift
- Firms the jaw line
- Smoothes out uneven shaped noses

Restylane Sub-Q

- Restores lost volume in the mid and lower face
- Boosts hollow cheeks
- Corrects receding chins
- Creates a non-surgical mid-face lift

Restylane Vital

Restylane Vital provides a reservoir of long lasting hydration to restore skin vitality. Injected into the skin, Restylane Vital attracts and releases water when needed, improving skin condition. Ideal for treating fine, crepey sun damage lines and improving skin elasticity, smoothness is instantly improved and the skin is left refreshed and toned.

Restylane Vital can be used in conjunction with the full Restylane range to further enhance treatment results.

Restylane Vital - now available with Lidocaine

- Treats fine crepey lines caused by over exposure to the sun
- Boosts the skin's hydration system to leave the skin looking plump and hydrated
- Perfect for treating sun damaged skin on the face, back of the hands and décolletage

Restylane Vital Light - now available with Lidocaine

- Ideal for thin and delicate skin and where there is a loss in skin firmness and tone
- Perfect for upper face, décolletage and neck
- Lip hydration

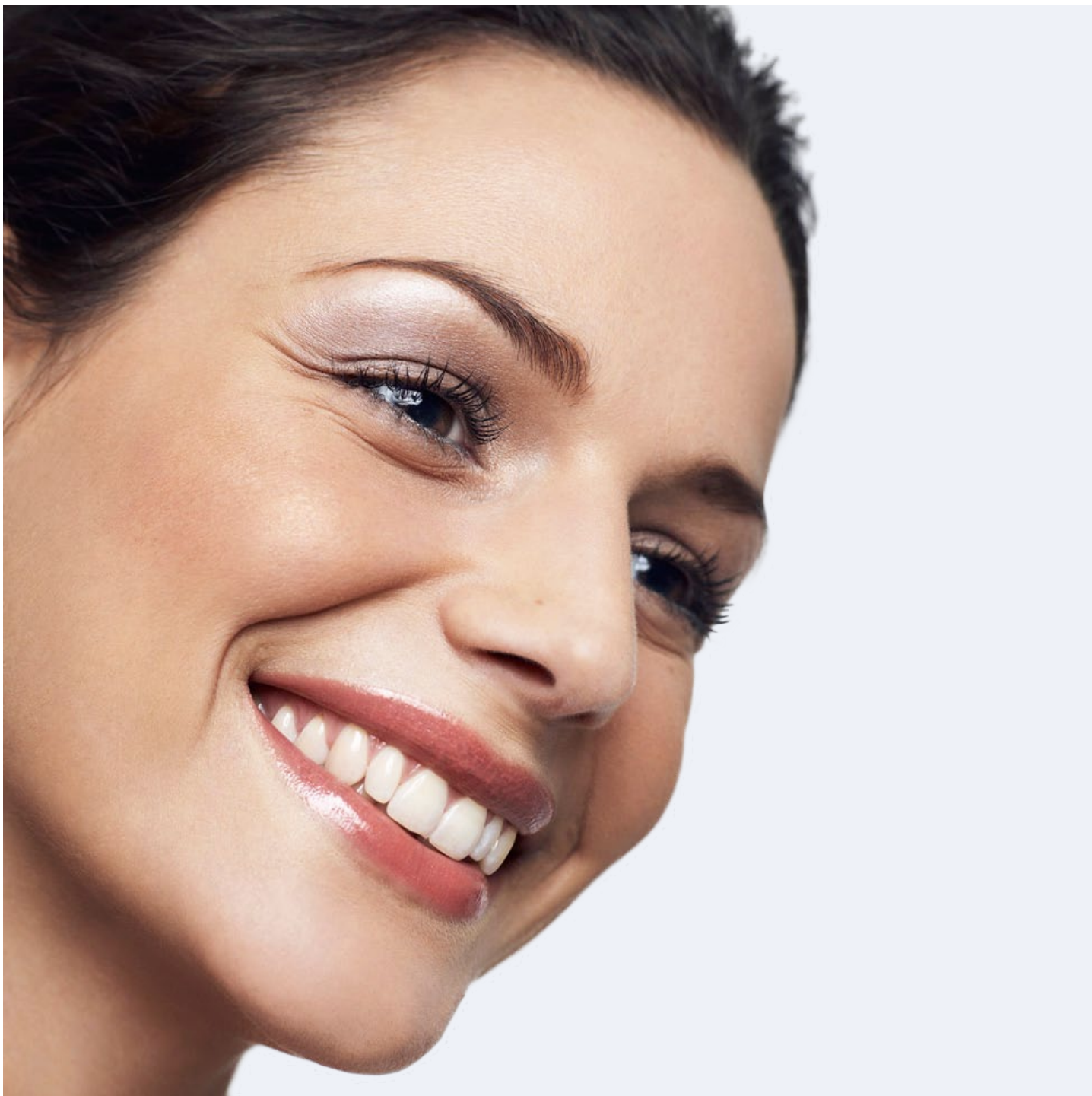
Restylane Skincare

This pioneering range of six products incorporates the Restylane NASHA™ technology to actively nourish and revitalise the skin. Microscopic water-binding particles maintain skin hydration, whilst naturally filling out lines for ultra smoothness.

Tiny crystal-shaped particles reflect light, giving skin a beautiful lustre and a healthy glow. Kemsphere technology ensures coverage of 100% of the skin's surface improving radiance.

New to the UK, Restylane Skincare is now available to buy directly from Restylane online (www.restylaneskincare.co.uk) as well as via practitioners.





Q&A

Is Restylane® safe?

Restylane's clinically proven safety and efficacy is what sets it apart from other injectable treatments. It has been used for over 11 million treatments worldwide, and has the most documented safety data. Over 15 years of clinical excellence is testimony to its safety and quality.

What does the Restylane treatment involve?

Each treatment varies but every treatment should start with a consultation to determine which areas of the face to treat. Once this has been agreed, the practitioner will either apply a topical anaesthetic cream or use Restylane products that contain pain reducing Lidocaine.

Practitioners using the new pix'L microcannula technique will then use a fine needle to create an

entry point just under the surface of the skin. They will then insert the pix'L cannula (a fine, blunt needle containing Restylane gel) into the entry point and inject tiny quantities of the Hyaluronic Acid (HA) gel, to soften lines, add fullness and boost condition and tone where it is needed most. Practitioners using the traditional technique will inject using a fine needle, to the specific area that needs treatment.

No skin test is required because Restylane does not contain any animal-derived ingredients.

Will I experience any side effects or have any down time?

As with any type of injection, some clients experience slight redness, swelling, pain, tenderness, itching and / or bruising following a Restylane treatment. However, this is temporary and generally disappears after a

few days. With lip enhancement, it is wise to choose your treatment time with care since your lips may become swollen and appear uneven for a few days.

Is Restylane® only used on the face?

Restylane is ideal for treating all areas of the face, neck, décolletage and hands. In some occasions it has been used on other parts of the body.

How long do the effects of Restylane last?

One of the great advantages of Restylane is that the effects are long lasting but not permanent. You are always in control of your looks. Recent clinical studies show that with two top-up treatments of smaller product volume, it can prolong duration to around 36 months.

- **Facial lines and facial shaping** – a top-up treatment is usually needed after 6-12 months.
- **Lip enhancement** – a top-up treatment is normally needed after 6 months.
- **Skin revitalisation** – after an initial intense treatment of 3 sessions, 4-6 weeks apart, top-up sessions are normally recommended every 6 months.

What is the Restylane gel made of?

Restylane consists of NASHA™ gel, which is a unique and patented technology developed by Q-Med. This technology involves the minimal modification of Hyaluronic Acid (HA), which is a naturally occurring material within the body which binds water to hydrate and create volume within the skin (amongst other functions). This minimal modification (less than 1%) ensures that Restylane

is as close as possible to natural HA, resulting in a lower risk of inflammatory reactions.

The Restylane gel used in each product within the portfolio is tissue tailored, with a different molecule size within each filler, skinbooster and skincare cream, ensuring an optimal result in the different treatment areas and levels of the skin. This, combined with the NASHA technology, ensures Restylane offers the most versatile and natural results, with long lasting effects.

Who provides Restylane treatments?

Only medically qualified healthcare professionals should administer Restylane injections e.g. plastic surgeons, cosmetic doctors, dermatologists and registered nurses.

How can I find a good reputable practitioner?

To find a Restylane expert near you, visit www.restylane.co.uk/practitioner-finder

To support your choice, we would always recommend carrying out your own research and then visiting the practitioner for an initial consultation.

INTRODUCING... THE RESTYLANE FACULTY

The new Restylane® Faculty has been created to promote best-practice in injectables and to spearhead new treatment techniques. The following faculty members are available for quotes and interviews.

Marie Duckett RGN, Fiona & Marie Aesthetics Ltd

Marie Duckett has a wealth of experience in the area of medical aesthetics specialising in facial rejuvenation using dermal fillers, skin care and make up. She currently runs a successful clinic in London's Harley Street with business partner and fellow nurse, Fiona Collins. They have a very simple philosophy and that is to provide a quality service, using only quality products backed by science.

Mr Rajiv Grover BSc MB BS MD FRCS (Plast)

Rajiv Grover is the President Elect of the British Association of Aesthetic Plastic Surgeons (BAAPS). He is a Consultant Plastic Surgeon at London's King Edward VII Hospital and runs a private practice in London's Harley Street. He is responsible for the UK National Audit of Cosmetic

Surgery and Safety through the Royal College of Surgeons and also has a particular interest in the interaction of Art and Surgical Aesthetics in order to improve outcomes, on which he has lectured at the Louvre in Paris.

Dr Bob Khanna, DrBK

Dr Bob Khanna is a Cosmetic and Reconstructive Dental Surgeon with clinics in both Ascot and Reading. One of the first dentists in the world to venture into facial aesthetic procedures, Dr Khanna has pioneered many new non-surgical facial rejuvenation techniques and has helped develop the art of 'Total Facial Sculpting'. He is an internationally renowned lecturer, trainer and expert in aesthetic medicine and President of the International Academy of Advanced Facial Aesthetics (IAAFA).

Dr Tracy Mountford, MB BS, The Cosmetic Skin Clinic

Dr Tracy Mountford is the Founder and Medical Director of The Cosmetic Skin Clinic with clinics in both Buckinghamshire and London's Harley Street. Known for her light hands and natural looking results, she has over 21 years experience in advanced non-surgical facial rejuvenation techniques, encompassing all cutting edge non-surgical treatments using the very latest technologies for skin rejuvenation.

Dr Rita Rakus, M.B.B.S.

Dr. Rita Rakus has over 20 years of aesthetic experience and practices at her prestigious clinic in Knightsbridge plus a network of satellite clinics throughout the UK. Her practice has developed into one of the largest, solo, non-surgical injectable practices in the UK and attracts many celebrity clients. Known as the 'London Lip Queen', Dr Rakus aims to provide the highest level of expertise in non-surgical facial rejuvenation.

Dr Stefanie Williams, MD, European Dermatology London

Dr Stefanie Williams is a dermatologist with special interest in cosmetic dermatology. She is an international speaker,

lectures at Universities and has published more than 100 scientific articles. Her private dermatology clinics are based in London's Harley Street and Chelsea Bridge, where she treats the entire spectrum of skin diseases – from acne to skin cancer, with a special interest in adult acne. An expert in Cosmetic Dermatology, she specialises in non-surgical procedures to rejuvenate face, hands and the chest.

Q-Med Faculty, Rising Star:

Barbara Kubicka, MD CIME/ICAM BACD

Barbara is a fully-accredited aesthetic physician on the GMC register. She is currently Medical Director at the Royal Tunbridge Wells Skin and Laser Clinic, and runs clinics at the Medispa in Urban Retreat, Harrods and the Skin Health Spa in London. Barbara is fast becoming one of the UK's leading experts in non-surgical cosmetic procedures for facial aesthetics.

For quotes and interviews please contact Sylvia or Nicole at Cirkle body+soul on **020 3178 3049** or email sylvia.palamoudian@cirkle.com, nicole.hearn@cirkle.com

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For more press information on Restylane® treatments, Skincare or the Restylane Faculty, please contact Sylvia or Nicole at Cirkle body+soul on 020 3178 3049 or email us on sylvia.palamoudian@ciracle.com or nicole.hearn@ciracle.com

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