## **TEOXANE TIME TRAVEL** 2003-2018

"We make the products that change the market" Mrs Valérie Taupin

#### 2018

**Opening of the TEOXANE Academy in Geneva** Ability to welcome doctors into the heart of TEOXANE headquarters in Switzerland.







### 2017

**FDA APPROVAL** RHA® 2 | RHA® 3 | RHA® 45 With the latest product innovation dedicated to dynamic aesthetics.

### 2015

2012

#### **TEOSYAL RHA®1** line

1<sup>st</sup> fillers specifically developed by TEOXANE R&D to adapt to the movements and dynamism of the face. TEOSYAL RHA®, new resilient hyaluronic acid to expand practitioners' possibilities and welcome the era of dynamic aesthetics.

Hyaluronic acid combined with 14 nutrients naturally

found in the dermis. REDENSITY 11 developed

a filler specifically designed to provide a solution for the challenging area of the under eye circle.





#### 2014 **TEOSYAL® PEN<sup>3</sup>**

The 1<sup>st</sup> cordless, motorised hyaluronic acid injection system developed to help doctors give their patients what they expect: natural-looking results, shorter recovery time and less pain<sup>4</sup>.



### 2011

2006

**TEOSYAL®** PureSense<sup>1</sup> range, with Lidocaine A full range of fillers with an anaesthetising agent included to answer the important patient demand of pain-free treatments.



### **TEOSYAL® ULTRA DEEP & KISS®**

TEOSYAL® ULTRA DEEP<sup>1</sup>, 1<sup>ST</sup> volumizer developed to be injected using a needle. TEOSYAL KISS®1 the 1st specific filler dedicated to lip treatment.

2009

A cosmeceutical range for professionals, designed to take care of patients' skin in between injections.

**TEOSYAL® PureSense REDENSITY<sup>1</sup> line** 

to boost skin beauty, and REDENSITY 2<sup>1</sup>,

### 2004

#### **TEOSYAL® Classic1 range**

**TEOXANE** Cosmeceuticals<sup>2</sup>

Designed by our R&D department and made in Switzerland at our production unit to the highest standards with a very strict quality system.







#### 2003

**TEOXANE** establishment in Geneva, Switzerland Independent creator of hyaluronic acid-based injectable products, based on constant innovation and quality.

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### 15 YEARS OF INDEPENDENCE - CULTURE OF EXCELLENCE - INNOVATION

1. All products of the TEOSYAL® Classic, TEOSYAL® PureSense and TEOSYAL RHA® lines, including TEOSYAL® ULTRA DEEP, TEOSYAL RHS®, TEOSYAL PureSense® REDENSITY 1 & 2, and TEOSYAL RHA® 1 to 4, are trademarks of the firm TEOXANE SA. They are class III medical devices and are regulated health products bearing the CE marking (CE0086) under this regulation. They are available in around 80 countries, excluding the US. For professional use only. Please refer to instructions for use. TEOSYAL® PureSense and TEOSYAL® RHA products are gels that contain hyaluronic acid, and 0.3% by weight of lidocaine hydrochloride (local anaesthetic can induce a positive reaction to anti-doping tests).

3. TEOSYAL® PEN is a non-sterile class lla medical device (CE0434) intended to assist medical practitioner for dermal filler injections. Manufactured by JuvaPlus in Switzerland. For more information, please consult the user guide of TEOSYAL® PEN or the recommendations available on www.teosyalpen.com. Please refer to instructions for use. It is the practitioner's full responsibility to read and inform the patient about adverse reaction

4. Kantar Health 2014 European TEOSYAL® PEN trial including 30 physicians and 236 patients. A2 patients had never received manual injection with a hyaluronic acid-based filler. Report Nº40HB64. "Achieving a natural result", "not having side effects" and "not feeling pain" are qualitative criteria that were assessed on a scale of 0 (not important) to 5 (very important).

5. RHA® is a trademark of TEOXANE SA. RHA® 2, RHA® 4 are products of TEOXANE SA. They are class III medical devices and have received FDA approval but are not yet commercialized in the United States. The United States Federal iaw restricts these devices to sale by or on the order of a physician or license practitioner. RHA® 2, RHA® 3 and RHA® 4 are indicated for the correction of moderate to severe dynamic facial wrinkles and folds, such as nasolabial folds (NLF), in adults aged 22 years or older. RHA® 4, are indicated for the correction of moderate to severe dynamic facial wrinkles and folds, such as nasolabial folds (NLF), in adults aged 22 years or older. RHA® 2, RHA® 3, and RHA® 4 are sterile gets containing crosslinked hyaluronic acid in physiological buffer and 0.3% lidocaine hydrochloride to reduce pain on injection. RHA® 2, RHA® 3 and RHA® 4 are contraindicated in patients with previous hypersensitivity to local anaesthetics of the amide type, such as lidocaine. Please refer to the Instructions for Use (https://www.accessdata.fda.gov/cdrh\_docs/pdf17/P170002C.pdf). It is the practitioner's full responsibility to read and inform the patient about contraindications, warnings, precautions, risks and benefits.

# **COSMETIC MEDICINE** THE FUTURE STARTS TODAY

Cosmetic medicine is not about just looking better and younger. Its underlying purpose is to give patients energy, confidence, and a sense of wellbeing. The arrival of millennials opens a new market. Their expectations will have to be answered with a more socially oriented vision of what aesthetic procedures represent.

#### COSMETIC PROCEDURES, A SIGN OF SUCCESS

In a world of extreme competition and über communication, men and women are under pressure to look better, feel more secure, and ultimately, gain empowerment. Projecting a serene and healthy appearance is and will become even more important tomorrow to stay at the top professionally and socially. Tomorrow's key concepts revolve around the patient-doctor team working on a long-term project: made to measure treatments, flawless skin, preventive treatments, and an improved version of the person's "real self".

### PERFECT SKIN, A STATUS SYMBOL Beautiful skin is not only a sign of health and youth, it is becoming a statement

of refinement and social status. We are entering the era of the "socialite complexion", where flawless, no-makeup skin will be a status symbol. Hence, the cosmeceutical market should continue to grow with sophisticated high-tech skin products addressing precise needs. The demand for skin-quality injectables will also expand, becoming a full-fledged cosmetic specialty. Skin-enhancement fillers destined for specific needs such as neck and hand rejuvenation, stretch marks etc. are in demand. We should see the launch of these bespoke products in the years to come. Once-a-year visits are a thing of the past, as **patients and practitioners** will function as a team. Regrouping specialties such as anti-ageing medicine, cosmetic dentistry, nutrition, etc. in a "wellness clinic" or a medical hub for easy access is the next step. Charismatic doctors with a varied portfolio of products and devices, clever marketing, a highly-trained team, and last but not least "instagrammable" offices with awesome interior design will sweep the stakes of this new "art de vivre".

#### WILL FACELIFTS BECOME OBSOLETE?

Ultimately, women (and men) who start using cosmetic medicine in their mid-twenties may not need to consider a facelift before their mid-sixties, if ever. Devices, nano-fat grafting, Hyaluronic Acid (HA) and Botulinum Toxin type A (BoNTA) treatments combined with cosmeceuticals and dietary supplements will work in synergy to accompany patients during a long-term period. HA Fillers and medical devices with safe, innovative technologies, backed by intelligent marketing, will turn cosmetic and anti-ageing medicine into a mainstream specialty, with patients starting to consult at a younger age and throughout their lives.

### Mrs Annabel MacGowan Journalist, Editor in Chief Paris, France

- French-American journalist
- Editor in chief of L'Officiel de la Chirurgie Esthétique
- Specialization in cosmetic medicine and surgery
- Anti-ageing, integrative medicine,
- Spa and thalassotherap
- Gastronomy and nutritic





## 15 YEARS OF EVOLUTION IN HYALURONIC ACID-BASED FILLERS



Dr. José Manuel Fernandez, MD Aesthetic Doctor Barcelona, Spain

- Bch Medicine and Surgery (Universidad Autónoma de Barcelona).
  Master Degrees Aesthetic Medicine, Healthcare Management ESAE
- Advisory Board of Teoxane Ibérica
- Instructor: Professional Master in Aesthetic Medicine and Welfare (Universidad de Barcelona)



Dr. Elisabeth Schuhmachers, MD Dermatologist Munich, Germany

- Board certified Dermatologist, specialized
- in Aesthetic Medicine
- Degree in Medicine at the University of Graz, Austria
- Specialisation in Dermatology from the University
- of Munich, G
- Head and owner of the dermatological practice and cosmetic institute "Meine Haut München"

### SKIN QUALITY AND REDENSIFICATION

To counteract the signs of ageing and enhance the quality of a variety of skin types, injections of **Hyaluronic Acid** (HA)-based dermal fillers can greatly benefit from the addition of

complementary nutrients. Moreover, products benefiting from the most advanced manufacturing processes to ensure their safety and improve their efficacy in slowing down the signs of ageing, are an ever increasing demand in the world of aesthetic madicine 2 minerals, 1 vitamin and 3 antioxidants. Together with free high molecular weight HA, they contribute to improving protection against free radicals, skin hydration and restructuration with increased synthesis of type IV Collagen, Fibrillin-1 and glycosaminoglycans<sup>2</sup>. This led to this innovative product being recognised as the best injectable skin revitalizer in 2013<sup>3</sup>.

There is still a long way to go in the search of the perfect treatment for dermis regeneration and skin quality recovery. That is why **laboratories such as TEOXANE must continue to invest effort and resources to research on the most suitable HA.** 

### VOLUMIZING TREATMENTS

15 years ago, the main indications for dermal fillers were visible wrinkles such as nasolabial folds. Since then, we have realised that loss of youthfulness also arises from age-related resorption of bone and fat tissues. **Today, a balanced volume distribution in the face is considered aesthetically more appealing than simply the absence of individual wrinkles.** 

I have always been very enthusiastic about the volumizer TEOSYAL® ULTRA DEEP<sup>1</sup> to augment deep fat compartments with selective and precise lifting. Strikingly, the 2015 launch of TEOSYAL RHA®<sup>1</sup> resilient fillers, which are specifically adapted to facial dynamics with perfect tissue biointegration, has opened up new horizons and inspired me in many ways. filler-induced neosynthesis of molecules including Collagen, HA and elastic fibres, in between injections. In addition, with over 1000 injections, I have hardly noticed any unpleasant side effects<sup>4</sup>. Nowadays, our understanding of the anatomy and physiology of ageing, and of the benefits of preventive aesthetic procedures, is both more holistic and growing exponentially. Likewise, **HA fillers keep on getting better.** 

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Recent advances have indicated that skin rejuvenation can be substantially optimised by supplementing HA with cocktails of really essential nutrients. TEOSYAL REDENSITY<sup>®</sup> 1<sup>1</sup> is a dermal filler that contains 8 amino acids,

1. TEOSYAL® ULTRA DEEP, TEOSYAL PureSense® REDENSITY 1, and TEOSYAL RHA® 1 to 4 are trademarks of the firm TEOXANE SA. They are class III medical devices and are regulated health product bearing the CE marking (CED086) under this regulation. They are available in around 80 countries, excluding the US. For professional use only. Please refer to instructions for use. TEOSYAL® PureSense and TEOSYAL® RNA products are gets that contain hyaluronic acid, and 0.3% by weight of lidocaine hydrochoride (local anaesthetic can induce a positive reaction to anti-doping tests).

2. Study reports 10E2047 and 10E2104 (complementary analysis to 10E2047) on TEOSYAL PureSense<sup>®</sup> REDENSITY 1, carried out by the independent laboratory BIO-EC for Teoxane (2010). Assessment of the efficacy on skin rejuvenation and protection: measure of the outcomes of injecting a product bolus in the dermis of human skin explants. This skin model system highlights the effects of TEOSYAL PureSense<sup>®</sup> REDENSITY 1 on skin biological markers.

3. Anti-Aging & Beauty Trophy awards, 2013

4 Dr Schuhmachers' personal opinion and experience. A thorough knowledge of facial anatomy and injection techniques is mandatory

Together with my multi-session procedure (every 2-5 months) until the desired result is reached, they help me achieve more natural results with moderate injection volumes. This may be related to the



## **#TEOXANE** 15<sup>th</sup> ANNIVERSARY GREETING CARD



"The opportunity to collaborate with the team at TEOXANE is something I value greatly. The company is led by a visionary, Madam Taupin, whose leadership has helped shape the direction of the wider dermal filler industry. I am humbled to have been part of TEOXANE's journey (...). Happy 15<sup>th</sup> anniversary, TEOXANE. May you continue to age gracefully!"

Dr. Kieren Bong, UK

"Congratulations on your 15<sup>th</sup> anniversary! I really admire your energy to invent and provide us Doctors with the best fillers to take care of our patient's needs. Your intensity and integrity to innovate in this world of beauty, we as Doctors appreciate your ingenuity. I can't wait to get my hands on RHA fillers, so that my American patients can benefit – it's long overdue." Dr. Raj Kanodia, USA

Dr. Lee Walker, BDS MFDS RCPSG MJDF RSC ENG Aesthetic Dental Surgeon Liverpool, United Kingdom

- Clinical director BCity Clinics, Liverpool, UK
- 16 years experience in non-surgical facial aesthetics
- TEOXANE UK country expert
- Clinical educator, Royal College Physicians & Surgeons, Glasgow, UK
- Aesthetic complications expert aroup. UK

"Throughout the years, I have remained impressed with the development and evolution of TEOXANE hyaluronic acid ranges. (...) TEOXANE has managed to be innovative and one step ahead of our patients' expectations. (...) It is an asset in my everyday practice." Dr. Patrick Trévidic, France

"Fifteen years young, TEOXANE. Wishing you all the best for many years to come. Throughout the years you have held true to your core values and made us all feel like one big family. I'm more than sure that this will always remain true. Happy birthday." Dr. Hassan Galadari, UAE

"Congratulations on your 15<sup>th</sup> anniversary. It has been a pleasure working with you on the development of TEOXANE in the U.S. I was impressed with my trip to the lab in Geneva and the quality, organization, and production of products."

Dr. Gary D. Monheit, USA

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"I have chosen TEOXANE because we share the same professional philosophy: excellence, safety, innovation and human touch." Dr. Maria Vittoria Giatti, Italy "During these fifteen years of collaboration with TEOXANE, I have grown old, TEOXANE, which is constantly renewing itself, did not! I will take the example from TEOXANE and maybe..." Prof. Giuseppe Sito, Italy

"Let's continue to grow for the years ahead! Stay tuned for TEOXANE's latest technologies and techniques. See you guys real soon in my coming workshops and teachings!"

Dr. Raymond Wu, Hong Kong

### LIP AUGMENTATION

The rise and evolution of HA-based fillers has been nothing short of meteoric. Traditionally, the aesthetic practitioner used static products in areas of high facial dynamism. These mismatches lead to areas of lumps, bumps and nodules if placed incorrectly, especially if used intramuscularly.

### We are now in an era of using dynamic fillers for dynamic areas.

Why would you dream of placing static filler in possibly the most dynamic area of the face? The lips are highly dynamic and therefore should be treated with filler with dynamic capabilities. This gives the lips a more natural appearance when they are active. The sophisticated technology and crosslinking in this newer generation filler allows for increased longevity, hydration and natural feel of the product. Indeed, the TEOSYAL RHA®1 portfolio has been 'game changing' in the way I treat not just lips, but the perioral complex. We can now hydrate, define and augment the lips with different products of differing viscosities and elastic properties depending on the patient's desires. We now achieve incredible results which look natural and allow the lips to express their natural beauty.



"I have had the distinct pleasure of conducting several clinical trials on various products from the TEOXANE family (...). The quality of these products is second to none. I have no doubt the clinical results from the diverse pipeline of products will ensure great success for the TEOXANE team in the American market."

Dr. John H. Joseph, USA



"TEOXANE embodies the excellence of aesthetic medicine proposing a wide range of injectable and cosmeceutical products characterized by safety, long lasting and cutting-edge technology. Many happy returns of this day: TEOXANE, the future is yours!"

Dr. Maria Cristina D'Aloiso, Italy





- International speaker & reference physician for clinica experiments & filler companies
- Cooperation in monothermouth
- removal. International filler and PRP injection trainer.
- University lecturer. Degrees in Injection and Filling Techniq
   in Degrees to Lecture and Aesthetic surgery
- Inventor of several techniques (One Point technique, STOP Facial Ageing Method™, Pilot needle SoftFil® EasyGuide …)

aking care of patients' beauty is increasingly becoming a long-term and holistic approach; and the complementarity between dermal fillers and skincare is instrumental to fulfil patients' expectations of looking beautiful. This is the reason why in 2009 TEOXANE Laboratories launched a professional Cosmeceutical range<sup>1</sup> providing a complete anti-ageing program to accompany filler injections.

#### TEOXANE Laboratories have developed innovative topical skincare solutions for aesthetic procedures, by incorporating the crosslinked hyaluronic acid used in their injectable dermal fillers into their cosmeceuticals. This synergy further

## HOW THE EVOLUTION OF COSMECEUTICALS ACCOMPANIES AESTHETIC PROCEDURES

extends aesthetic benefits for a targeted anti-ageing response. Recently, a range of topical products with safe formulas was specifically adapted for professional use in the clinic.

We asked Dr. Sandrine Sebban (SSb) how the use of cosmeceutical products offers a substantial added value to her aesthetics practice.

## Why is it important to complement aesthetic procedures with cosmeceutical protocols?

**SSb:** The evolution of cosmeceuticals has been driven by several technological innovations that now allow the cosmetic industry to provide technical products that deliver immediate and visible skin results. In addition, over the last years, the need to increase skin comfort by maintaining good hydration has also come at the forefront.

#### In this regard, it is essential to use professional cosmeceutical products to prepare, repair and enhance the skin.

A skincare regimen can accompany patients who have had aesthetic

procedures and wish to prolong their treatment benefits with a targeted daily routine. We consider patients individually and define the best solutions and protocols according to their needs. **This service has a high added value, allowing us as doctors to offer to our patients a global beauty care approach including a cosmeceutical range.** 

### How do TEOXANE Cosmeceuticals fit in your consultation routine?

**SSb:** Basically, as a physician, you need specific and adapted products tailored to complement aesthetic treatments. In my clinic, thanks to professional protocols, we now take care of our patients' skin, before, during and after the procedure.

First, the skin is properly prepared for the treatment with a "Pre-Procedure" micellar water<sup>2</sup> to remove make-up, cleanse and tone. Then, after treatment when the skin is sensitized, irritated and needs to be soothed and protected, try a skincare application such as "Post-Procedure"<sup>3</sup>.

To provide patients with an enhanced premium service, complementary products can be used directly at the clinic such as an intensive care mask<sup>4</sup> and a high coverage corrective foundation<sup>5</sup> with an SPF<sup>6</sup>.



As a whole, the high concentration of resilient hyaluronic acid in the TEOXANE Cosmeceutical range is designed to provide support for the regeneration of the skin barrier.

 Products of the TEOXANE Cosmeceutical range are cosmetic products according to European Regulation 1223/2009, except Radiant Night Peel which is a class I medical device, according to Directive 93/42/EEC. Cosmeceuticals products are not designed to be injected.

2. TEOXANE Cosmeceuticals - RHA® Micellar Solution

3. TEOXANE Cosmeceuticals - Post Procedure

4. TEOXANE Cosmeceuticals - RHA® hydrogel mask

5. TEOXANE Cosmeceuticals - RE(COVER) COMPLEXION SPF50

6. Sunburn Protection factor

## **THE POWER OF CLINIC SEMINARS** HOW TO USE EVENTS TO RAISE AWARENESS OF YOUR CLINIC



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

- Founder of Wendy Lewis & Co Ltd, Global Aesthetic Consultancy since 1997
- Founder and Editor in Chief of Beautyinthebag.com
- International guest lecture
- Editorial Board of PRIME International Ant
- Contributor to Modern Aesthetics, Body Language, Practical Dermatology, Zwivel.com, Healthnewsdigest.com
- Marketing blog at wendylewisco.cc

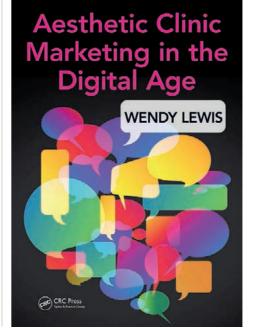
pen house events are a valuable marketing tactic for successful aesthetic clinics. When positioned as educational seminars, events are a great way for current or prospect patients to learn about the procedures and products your clinic offers. They can range from intimate gatherings of motivated patients, to larger groups including their entourage.

Venues chosen should offer convenient access. Ideally, events are best held within your clinic, space permitting. This helps keep costs down and fosters a more personal atmosphere. Tuesdays through Thursdays tend to work best, and evening hours are popular timeslots to invite patients over snacks and drinks.

Plan your events around seasonal or targeted themes, such as "Brighten up your skin for Spring" or "Learn how to take ten years off your face without surgery." This generates better attendance than vague or overly broad themes. Seminar topics that specifically feature your offered benefits are useful to introduce new treatments and products, or complementary procedures such as toxins and fillers or peels and skincare.

A brief slide kit presentation, live demonstration and/or video are helpful for guests to learn more about procedures you promote. They should also have the opportunity to see photographs of actual patients' results, ask questions and schedule a consultation for more information. Successful seminars require careful planning and follow up. Start promoting your event 3 to 6 weeks in advance. Post seminar invitations in the clinic, on your website, blog and social media, and hand out printed invitations at checkout. Take-away gift bags with samples and brochures, and 'Thank you for attending' follow up emails will also encourage guests to schedule a consultation.

Seminars raise awareness of your clinic, generate appointments and referrals, and position your clinic as a leader in medical aesthetics in your community. They attract new patients and also get existing ones interested in more treatments, which can make a significant impact on clinic revenue and growth.



volume on Digital Marketing in Aesthetic

and forms, the best practices for building an effective clinic website and blog, email programs and newsletters. A must-read for practitioners willing to differentiate and grow their aesthetic clinic. Lewis, W. 2017. Aesthetid Clinic Marketing in the Digitol Age. 1ª Ed. CRC Press, 1250, ISBN 9781498726726.

Medicine. This easy-to-use practical guide offers hands-on advice and tailored strategies to health care professionals in need off an in-depth introduction and actionable program for digital marketing, social media, and aesthetic clinic management. With a modern understanding off the new challenges off a digital world, W. Lewis

(use PRI15 at checkout to get 15% offion cropress.com)

1. This article is a follow-up to "Smart Social Media" previously published in Avant-Garde #05, and "Think Of Your Clinic Website As Your Marketing Hub" published in Avant-Garde #06.

### AVANT-GARDE 07



## TEOXANE LABORATORIES

are pleased to announce they have received US Food and Drug Administration (FDA) approval for 3 Hyaluronic Acid-containing dermal fillers, RHA®2, RHA®3 and RHA®4<sup>1</sup>, for the correction of moderate to severe dynamic facial wrinkles and folds, such as nasolabial folds (NLF), in adults aged 22 years or older.

"We are so excited to have three new fillers approved for the market in the US, RHA® 2, 3, and 4<sup>1</sup>. As a principal investigator in the trials we found the RHA® products to be incredibly smooth and natural looking when injected. They will be the perfect addition to our aesthetic market in the US."

Dr. Joely Kaufman, MD, FAAD Board-certified dermatologist

Miami, FL, USA



## TEOXANE ACADEMY OPENING



TEOXANE just completed its first successful Academy workshop in our new purpose-built learning facility at the heart of our manufacturing site in Geneva.

This center is designed to showcase our commitment to excellence in manufacturing and impactful R&D, to provide an intimate and relaxed atmosphere for delegates

to learn firsthand from some of the best injectors in the world. This evolution in our Medical Education offering is a very real advance in our commitment to enhancing outcomes for patients.

We are planning many more TEOXANE Academy events over the coming years - stay tuned!



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Technical data, records or cases presented reflect the personal experience of the physician. TEOXANE Laboratories could not be held responsible for off label uses, outside CE marking approved indications.



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