

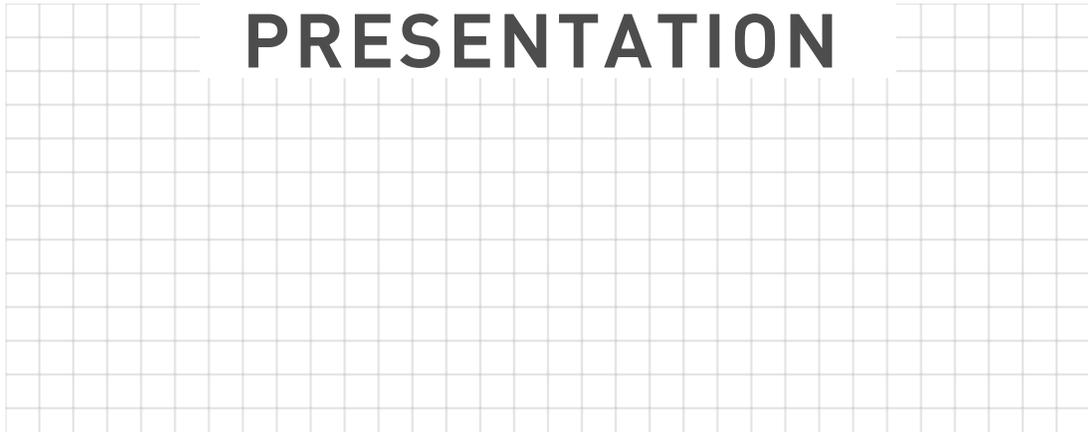
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# ART FILLER®

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## TRAINING PRESENTATION





# KEY POINTS ART FILLER®

- KP1: UNIQUE FORMULATION
- KP2: TAILOR MADE RANGE OF PRODUCTS
- KP3: MULTI APPROACH CLINICAL RESULTS
- KP4: STRONG POSITIONNING



# ART FILLER® - HAUTE-SCULPTURE CORRECTION

KEY POINT N°1: A UNIQUE FORMULATION



**What is Hyaluronic acid?**

**A BRAND NEW PLANT**

Dedicated to Art filler

**TRI-HYAL INNOVATIVE TECHNOLOGY**

3 HA – Sculpting, Volumising & Smoothing powers

**EASY-TO-SHAPE TEXTURES**

High cohesivity and tailor-made textures that are really moldable

**OPTIMAL COMFORT**

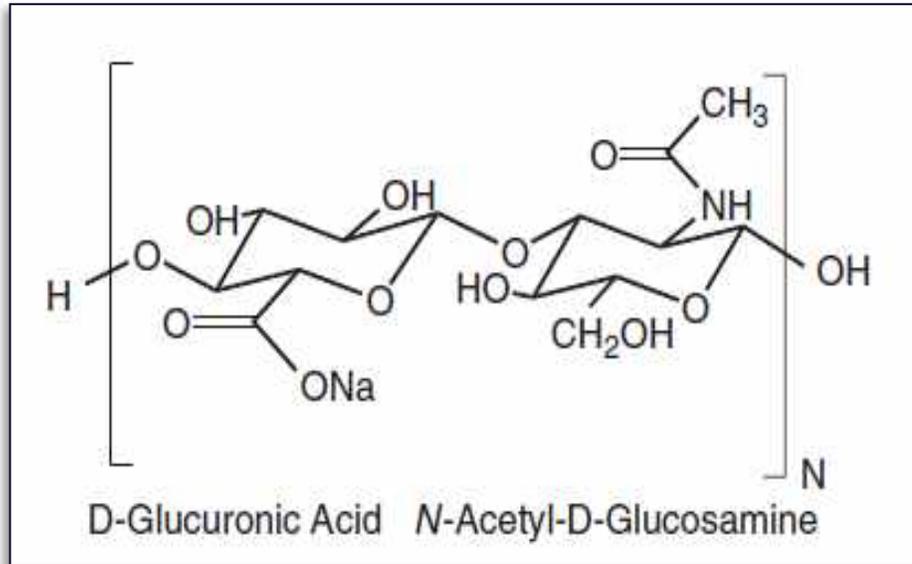
0.3% lidocaine, high injectability thanks to the free HA added to the whole range and ergonomic syringe

# WHAT IS HYALURONIC ACID?

HA chain = Polysaccharide, linear molecule,

Composed of **disaccharides**

It is not a protein, it is a **carbohydrate** therefore **non immunogenic** (or very little)



# THE ANTI-AGEING SOLUTION

# HYALURONIC ACID THE GOLD STANDARD

## A SAFE TREATMENT, EASY TO USE:

Substance naturally present in dermis, biodegradable  
Same molecule for all species. = high tolerance

Volumizing substance to practice fillers.

Hygroscopic substance to rehydrate dry skins.



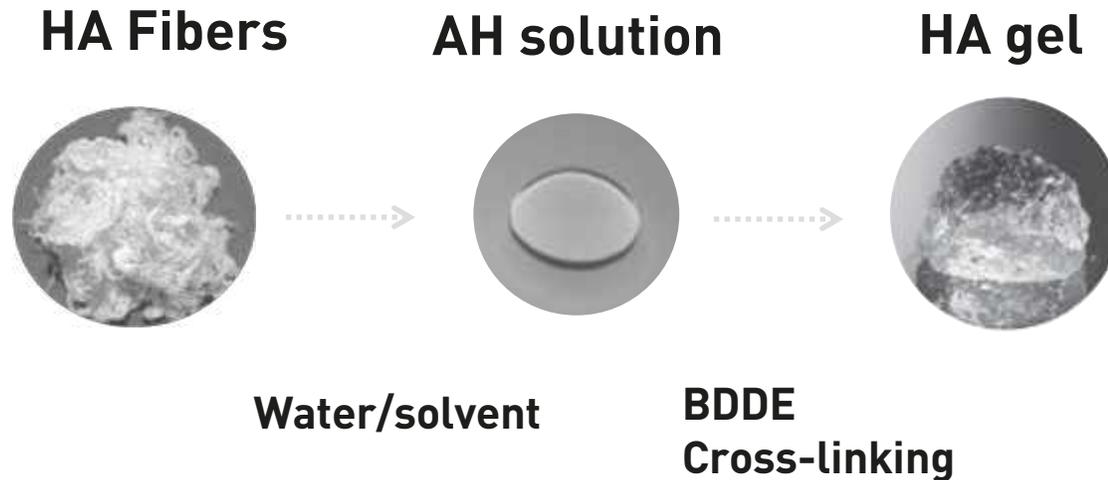
## 2 KINDS OF HYALURONIC ACIDS ARE USED

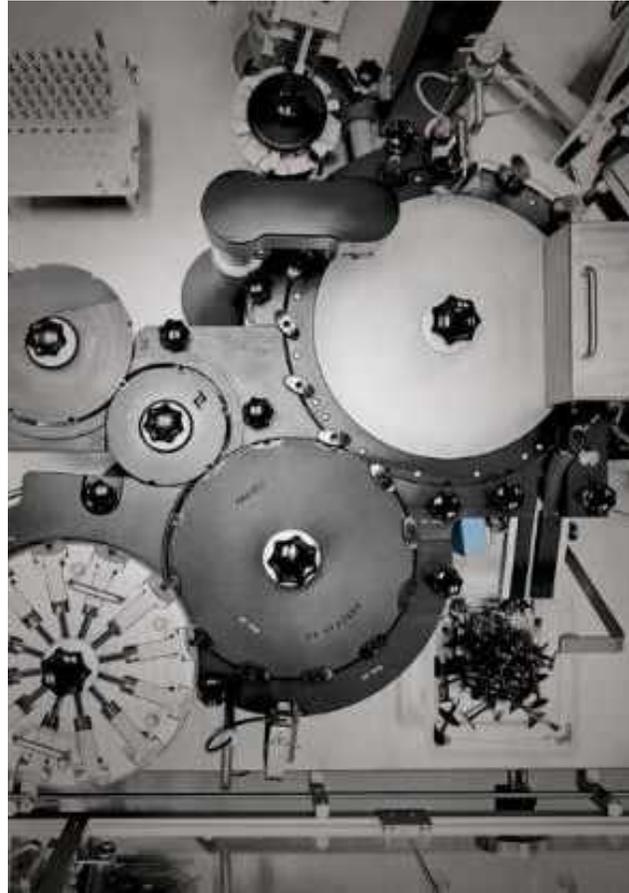
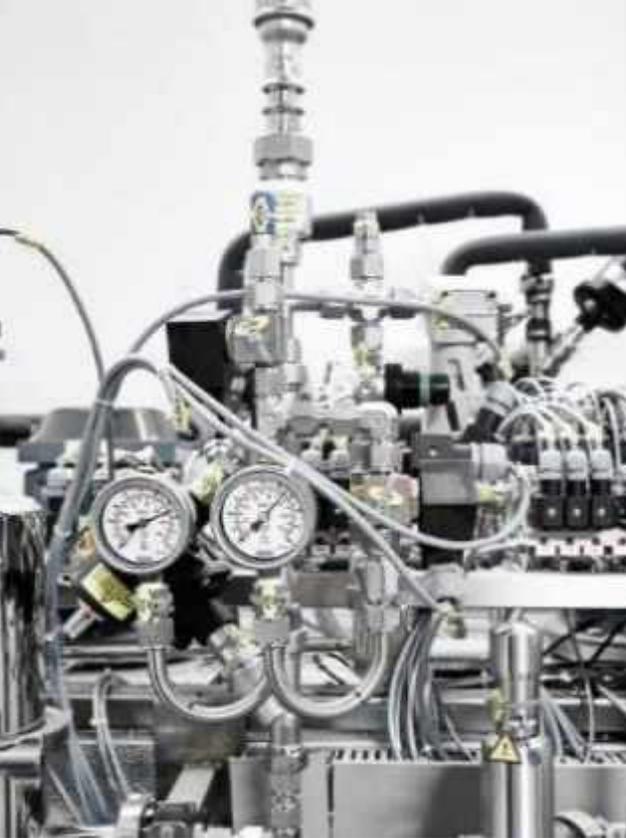
Cross linking hyaluronic acid  
Free hyaluronic acid



# THE RAW MATERIALS

- Produced by bacterial fermentation
- *Streptococcus Equi* (non GMO) → naturally produces HA when under stress conditions
- Growing & manufacturing allow to obtain different HA chain lengths with different molecular weights





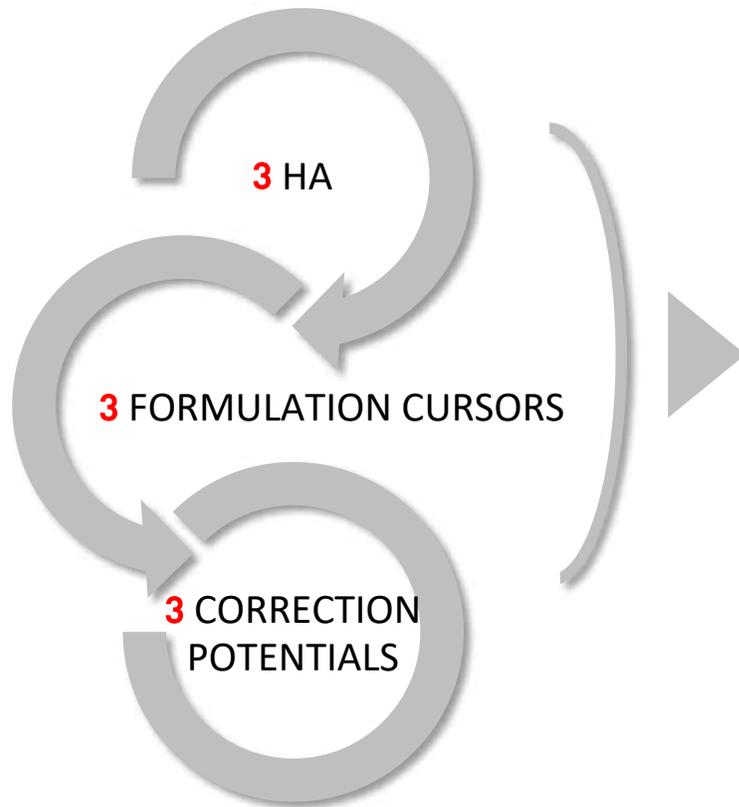
# NEW PLANT

- ONLY A FEW FACTORIES IN THE WORLD ARE CAPABLE OF PRODUCING HA INJECTABLES
- A 100% CUSTOM-MADE ARCHITECTURE – LATEST PRODUCTION TOOLS
- STRICT INTERNATIONAL STANDARDS : ISO 14 644, ISO 13 485

**20%**

of the sales revenue invested in R&D

# — TRI-HYAL® TECHNOLOGY



OPTIMISED CORRECTION  
TO MATCH  
EACH INJECTION ZONE

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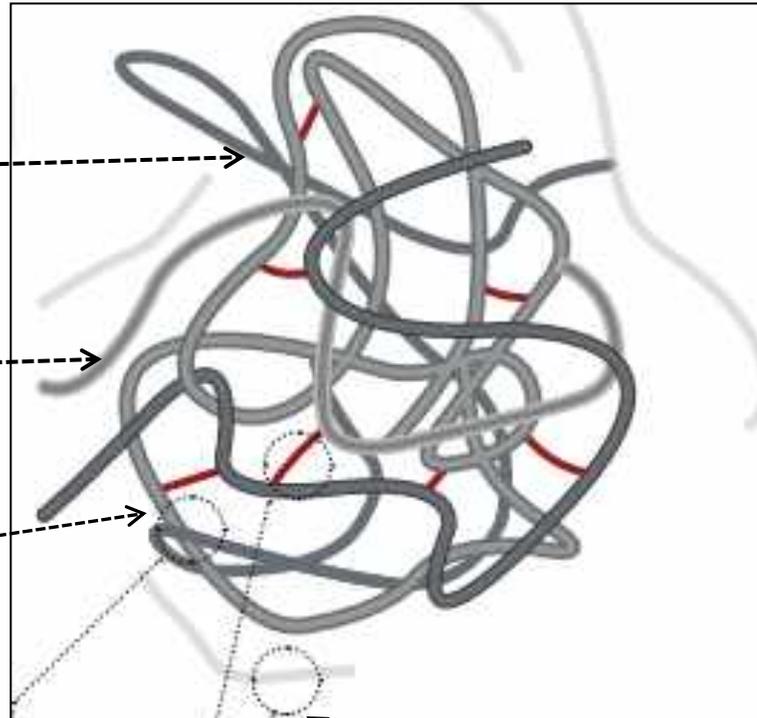
# TRI-HYAL® TECHNOLOGY

**3** HYALURONIC ACIDS

VERY LONG CHAINS

+

LONG CHAINS



+ BDDE  
+ LIDOCAINE

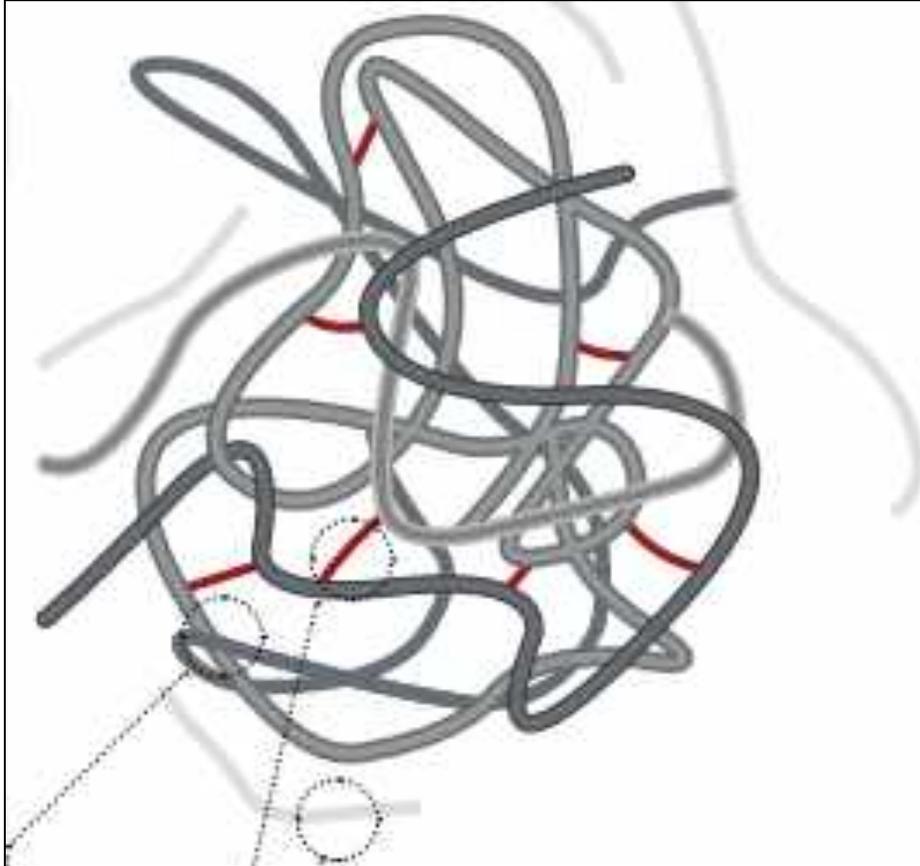
\*ART FILLER: cavity long chains (> 3M Daltons) + long chains (> 1M Daltons)

FREE HA

A UNIQUE COMBINATION OF 3 HA



# — TRI-HYAL® TECHNOLOGY



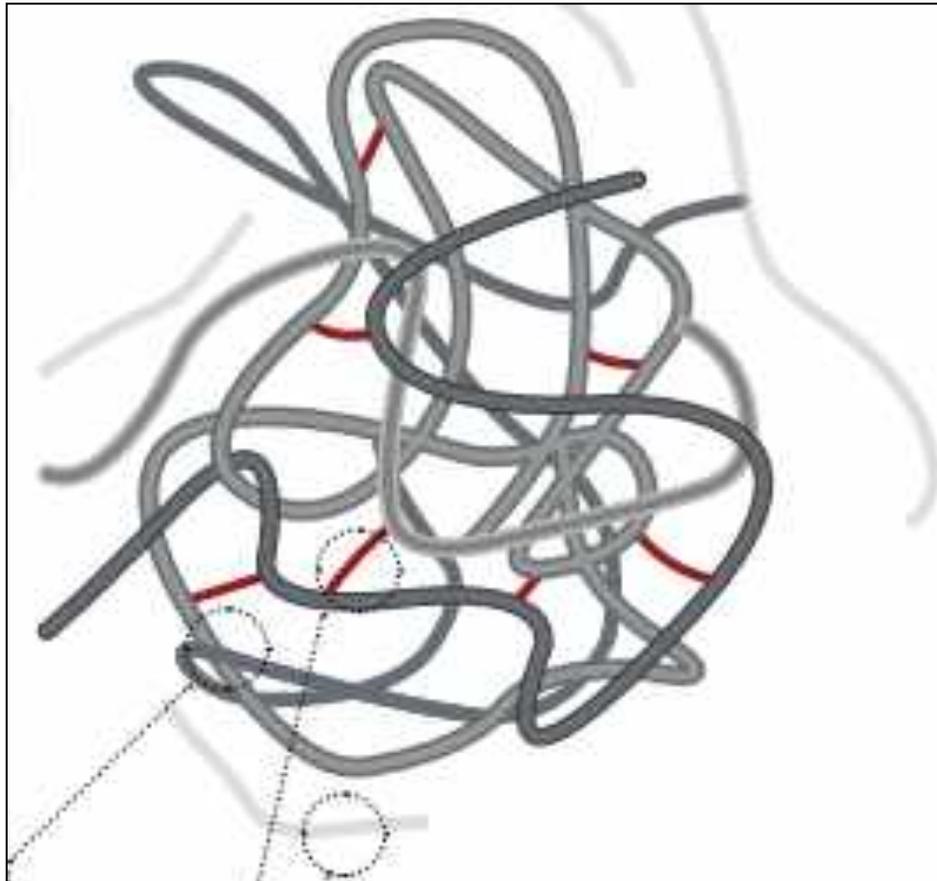
## 3 FORMULATION CURSORS

1. LENGTH OF HA : VERY LONG / LONG CHAINS RATIO
2. CROSS-LINKING RATE
3. FREE HA CONCENTRATION

OPTIMISED TEXTURES THROUGH 3 FORMULATION CURSORS



# TRI-HYAL® TECHNOLOGY



## 3 FORMULATION CURSORS

3 CORRECTION POTENTIALS	
<b>1. LENGTH OF HA : VERY LONG / LONG CHAINS RATIO</b>	 <b>1. SCULPTING POTENTIAL</b> Moldability: the gel can be sculpted
<b>2. CROSS-LINKING RATE</b>	 <b>2. VOLUMIZING POTENTIAL</b> Elasticity: the gel can create volume and resist constraints
<b>3. FREE HA CONCENTRATION</b>	 <b>3. SMOOTHING POTENTIAL</b> Fluidity: the gel can be easily integrated into the tissues

OPTIMISED TEXTURES THROUGH 3 CORRECTION POTENTIALS

# TRI-HYAL® TECHNOLOGY:

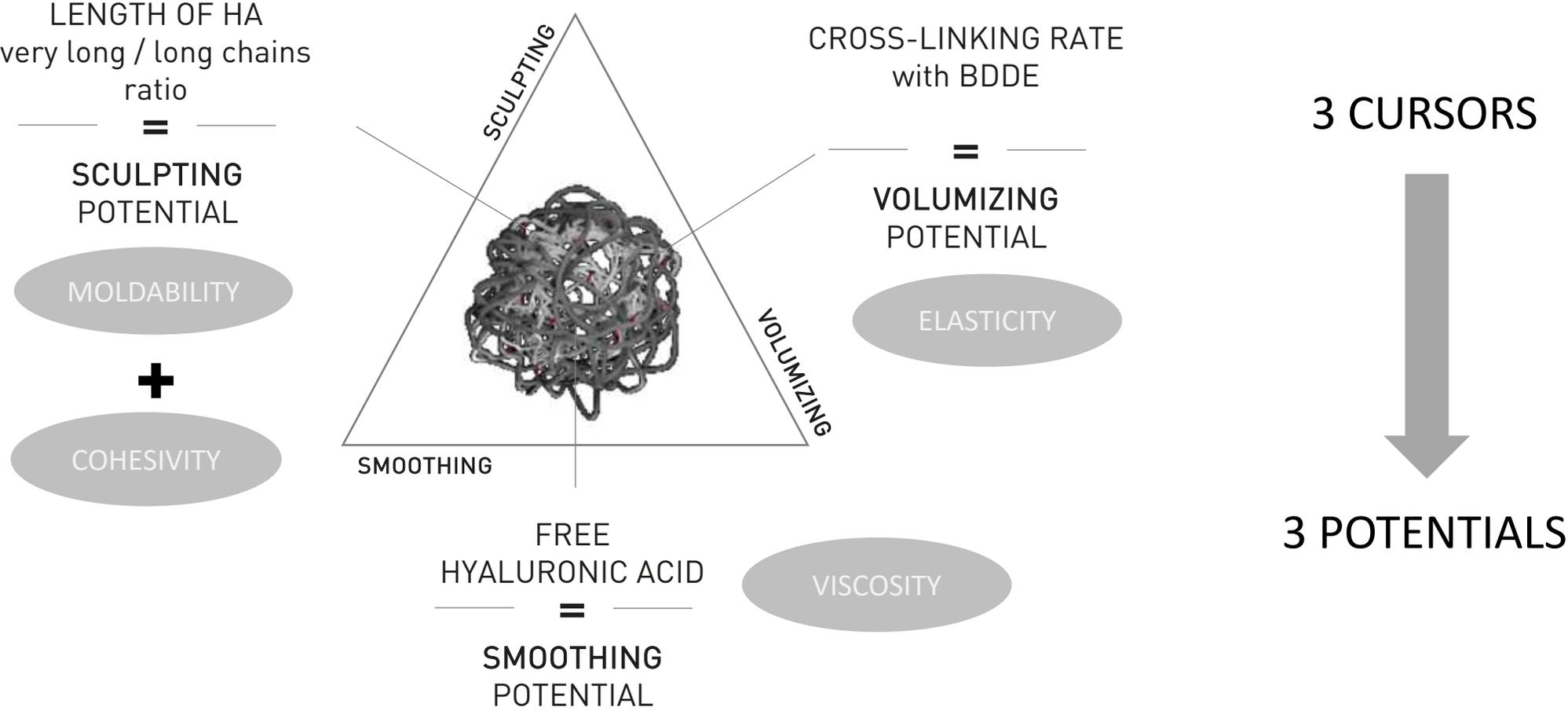
allows to play with the main parameters in order to design the best gel

4 main properties of a gel to treat properly a zone and match the 3 correction potentials :



TRI-HYAL : ART FILLER rheological parameters directly linked to the physiological benefits

# TRI-HYAL® TECHNOLOGY



TRI-HYAL® technology allows a **HIGH COHESIVITY** of the gels



# RHEOLOGY: REMINDERS

$G'$

Measure of the ELASTICITY meaning hardness/solidity in rheology

VOLUMIZING EFFECT



$G''$

Measure of the VISCOSITY meaning softness in the tissue

SMOOTHING EFFECT



Tan  $\delta$

Ratio between  $G''$  and  $G'$  (viscosity). It indicates the NATURE of the gel. The higher the more fluid / the lower the more solid. Give information on the reticulation

INJECTABILITY & TISSUE INTEGRATION

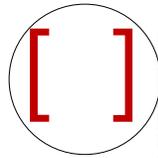
Cross-over t

Capacity of the gel to resist and adapt to its environment under constraints/mechanical stress

RESISTANCE TO DESTRUCTURATION



# TRI-HYAL® TECHNOLOGY - SUM UP



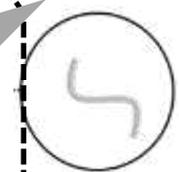
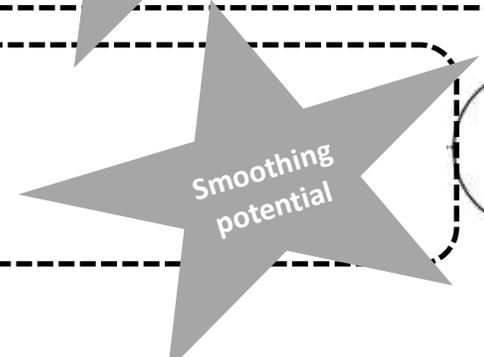
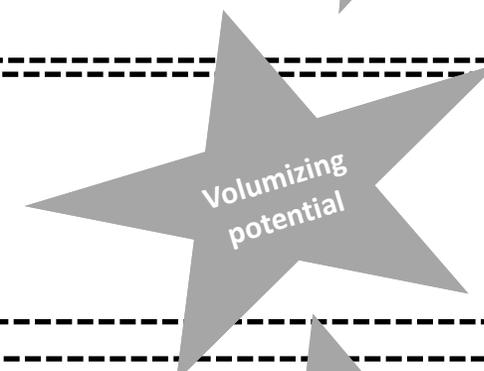
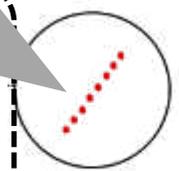
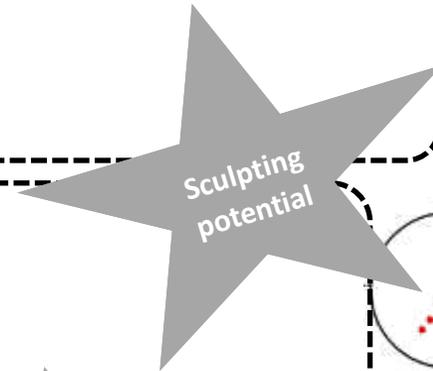
**HA concentration:**  
→ increases elasticity ( $G'$ )  
→ improves longevity of the gel

**Length of HA chains**  
→ increases cohesivity  
→ increases moldability  
→ improves longevity of the gel



**Cross-linking rate**  
→ increases elasticity ( $G'$ )  
→ tends to decrease tolerability

**Free HA**  
→ increases fluidity  
→ improves tissue integration



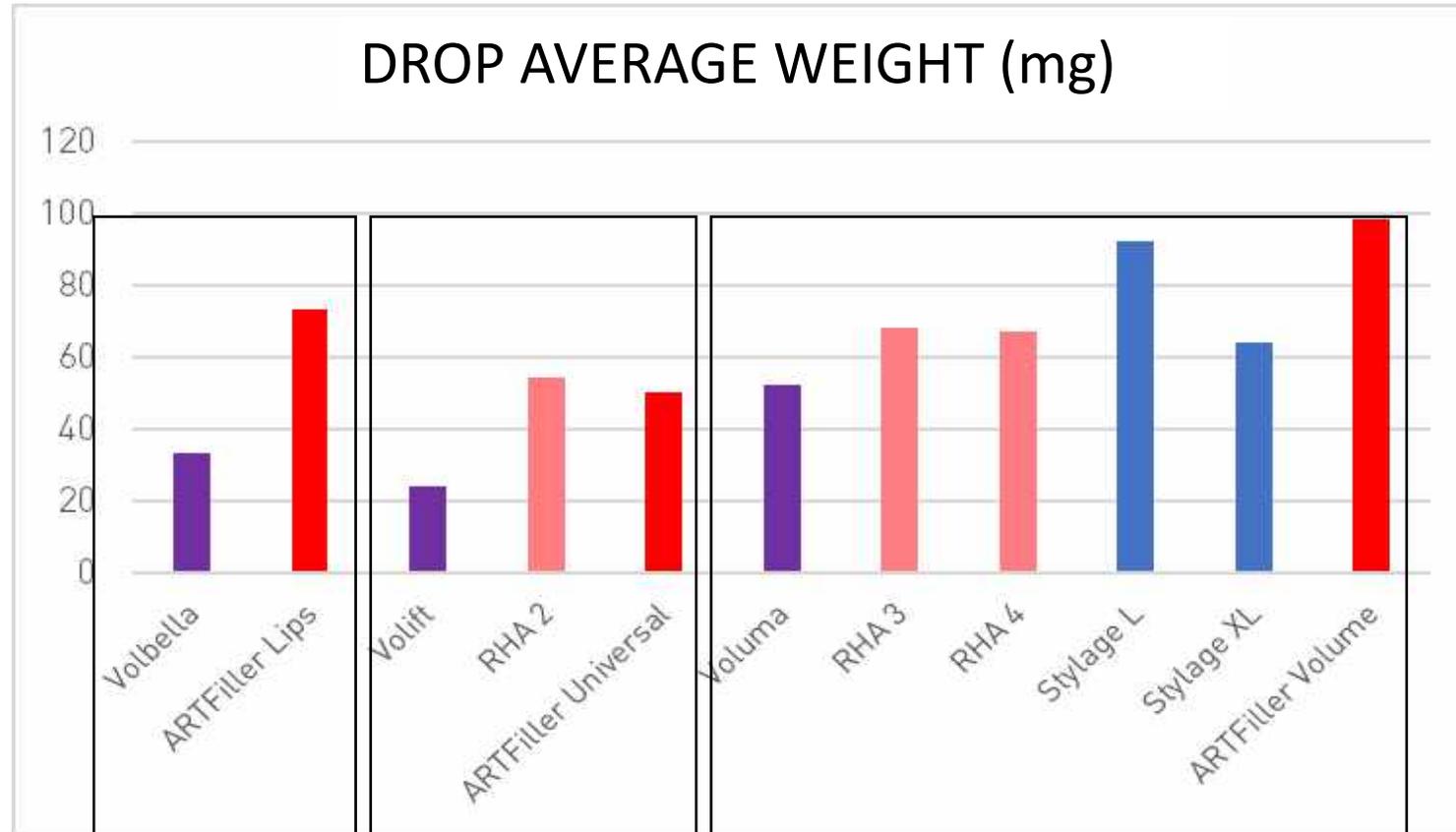
# ART FILLER<sup>®</sup>: COHESIVITY



COHESIVITY TEST



# ART FILLER®: COHESIVITY



Analysis of the weight of 10 drops of gel extruded through a 18G cannula with a constant speed of 8mm/min

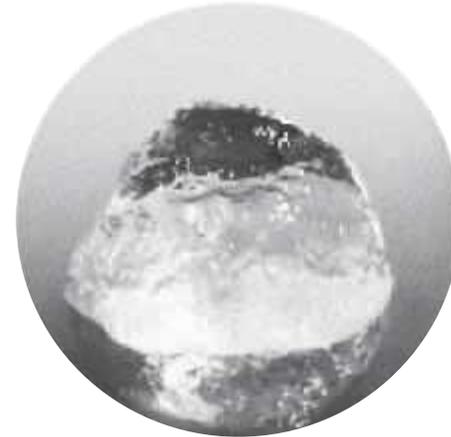
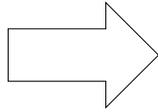
COHESIVITY MEASURED BY DROP TEST: HIGHER THAN COMPETITORS



# ART FILLER®: HIGH COHESIVITY

Sculpting  
potential

TRI-HYAL® TECHNOLOGY: FORMULATION WITH LONG AND VERY LONG CHAINS OF HA



HIGH COHESIVITY

=

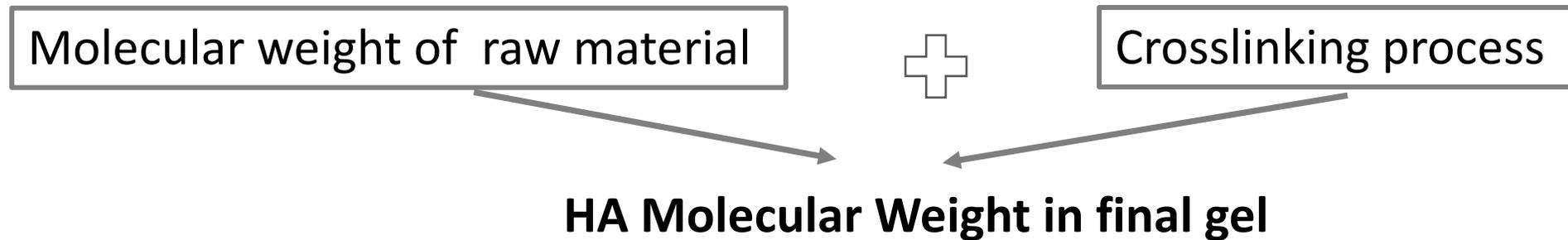
HAUTE SCULPTURE

Easy to shape textures



# MOLECULAR WEIGHTS

Molecular weight of HA: correlated to the length of the HA chains:



Fillmed expertise with the crosslinking: capacity to preserve the length\* of the HA chains

\*ART FILLER: very long chains (> 3M Daltons) + long chains (> 1M Daltons)



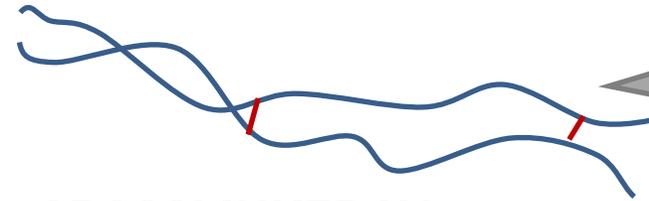
# MoD: DEFINITION (Degree of Modification)



FREE HA

Crosslinking  
reaction

BDDE 



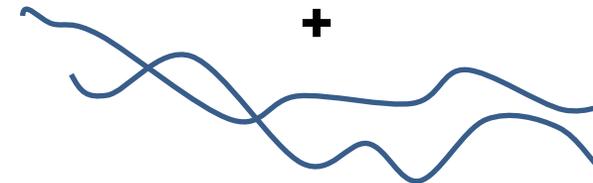
CROSSLINKED HA

+

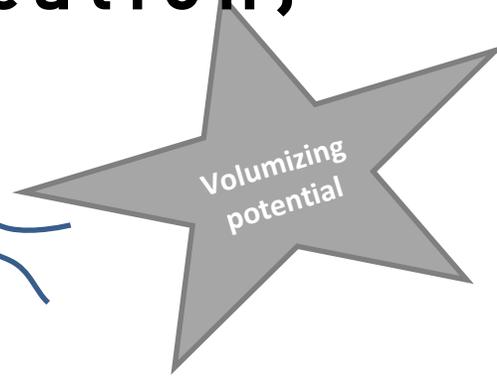


LINKED HA

+



FREE HA

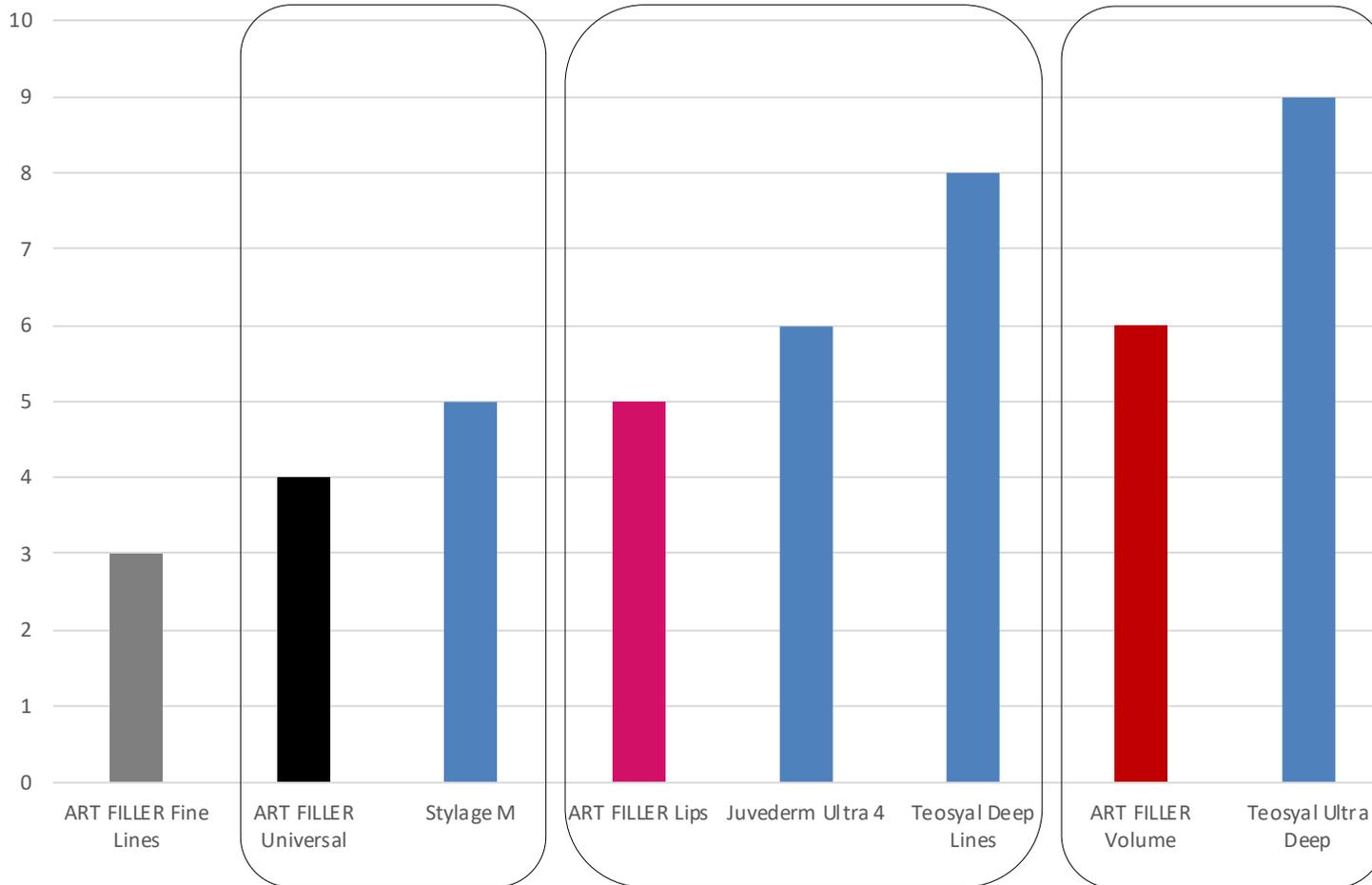
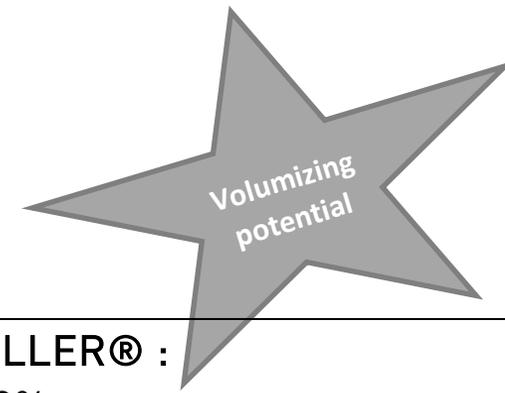


- The lower the MoD, the closer to native HA  
→ **BETTER TOLERANCE**
- The MoD is correlated to the crosslinking rate

MoD (Degree of Modification)  
= % Crosslinked HA + % Linked HA



# MoD: MEASURED BY NMR\*



## MoD values for ART FILLER® :

- Fine Lines: 3%
- Universal: 4%
- Lips: 5%
- Volume: 6%

## Examples of MoD values for main competitors :

- Restylane and Restylane Lyft: 1%
- Stylage M: 5%
- Juvederm Ultra 4: 6%
- Teosyal Deep Lines: 8%
- Teosyal Ultra Deep: 9%

Art Filler products have a good MOD versus main competitors  
→ More tolerance



# FOCUS ON FREE HA



Chains of HA that have not been in contact with BDDE  
→ NO crosslinking process

Free HA is added after the crosslinking process in all the products  
→ TO boost injection comfort and tissue integration

In terms of rheological properties, for 2 identical gels  
more free HA means a softer gel



# HYDROPHILY



**Hydrophily:** capacity of a gel to attract water

→ correlated to **free HA quantity + crosslinking rate**

The more hydrophilic: the higher the risk of **oedema**

No link between hydrophily and inflammatory reactions

In vivo swelling rate unpredictable, depends on

- Patient
- Depth of injection (tissue)
- Area injected
- Environment factors

**ART FILLER® data\*:**

Fine Lines: 3.2

Universal: 3.8 Lips:

4.2 Volume: 5.5

\*In vitro swelling rate of each gel in phosphate buffer



# Residual BDDE - Butane Diol Diglycidyl Ether

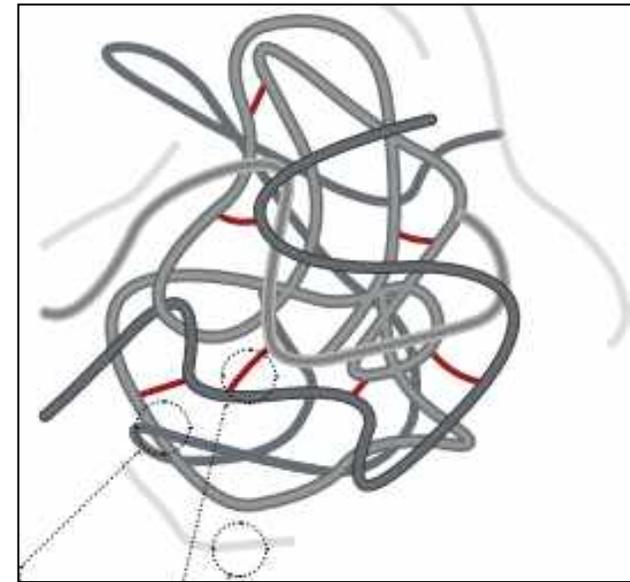
BDDE can remain in the final gel even after dialysis  
(if not chemical reaction with the HA during crosslinking process)  
→ Food indicator of the purity of a gel

The higher the rate, the higher the risk of inflammatory reaction

The maximum residual BDDE to avoid toxicity: 2ppm (QMed)

Fillmed internal rules fix the limit at 0.4ppm\*

\*sensitivity threshold of our detection method

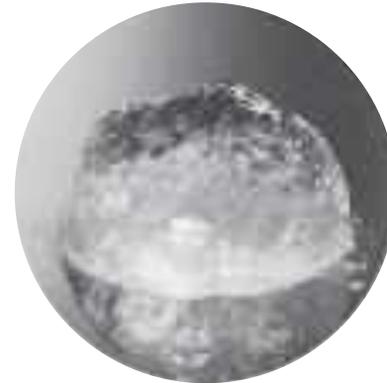


# A PALETTE OF 4 TEXTURES



**A FLUID TEXTURE  
WITH SMOOTHING POTENTIAL**

Superficial wrinkles: perioral lines,  
cheek lines and crow's feet



**A MOLDABLE TEXTURE  
WITH SCULPTING  
POTENTIAL**

Lip volume and deep wrinkles



**A MOLDABLE TEXTURE  
WITH FILLING POTENTIAL**

Moderate to deep wrinkles  
Contour and soft volume of the lips



**AN ELASTIC TEXTURE  
WITH VOLUMIZING  
POTENTIAL**

Volume creation & restoration  
Oval shaping

THANKS TO TRI-HYAL TECHNOLOGY



# ART FILLER® - HAUTE-SCULPTURE CORRECTION

## KEY POINT N°2: A TAILOR MADE RANGE OF PRODUCT



### **A SHORT RANGE OF 5 PRODUCT**

Clear and easy to read  
Essential to treat all indications

### **4 TEXTURES – 4 POTENTIALS OF CORRECTION**

Customised artistic approach

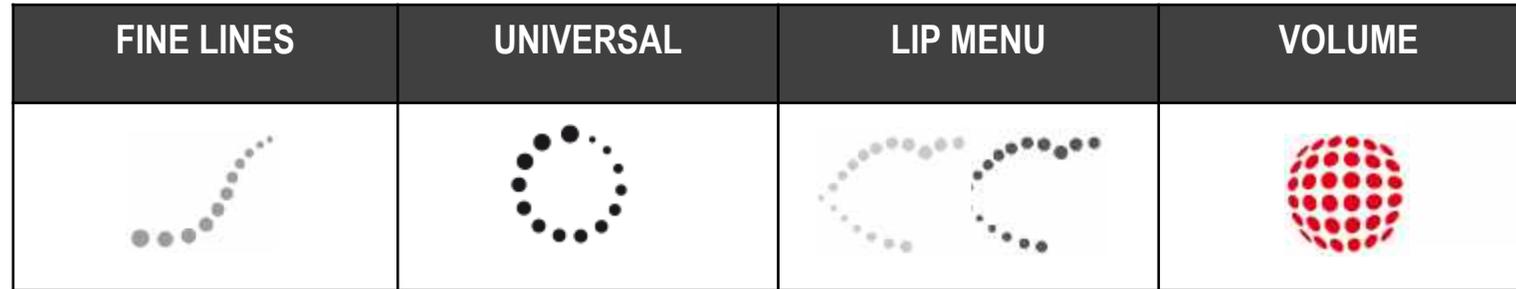
### **1.2ml SYRINGE FOR UNIVERSAL AND VOLUME**

Enables a full face approach for a more satisfied patient

### **NEW ERGONOMIC SYRINGE**

More accurate handling and a better product identification inside the range

# A SHORT RANGE



INDICATION	Fine and superficial lines	Medium to deep lines	LIP MENU	Volume and oval shape
AH CONCENTRATION	20 mg/ml	25 mg/ml		25 mg/ml
VERY LONG CHAINS Vs LONG CHAINS RATIO	+	++		+++++
Cross-linking degree	+	+++		++++
FREE HA	++++	+++		+
LIDOCAINE	0.3%	0.3%		0.3%
SYRINGE VOLUME	2 x 1 ml	<b>2 x 1.2 ml</b>		<b>2 x 1.2 ml</b>
NEEDLE	4x30G 1/2	4x27G 1/2		4x <b>27G</b> 1/2

TRI-HYAL



# FOCUS ON LIP MENU

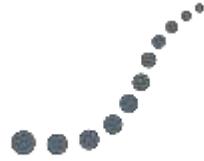


TRI-HYAL

INDICATION	Lips and medium lines	Lip volume and contour
AH CONCENTRATION	25 mg/ml	25 mg/ml
VERY LONG CHAINS Vs LONG CHAINS RATIO	++	+++
Cross-linking degree	+++	+++
FREE HA	+++	++
LIDOCAINE	0.3%	0.3%
SYRINGE VOLUME	1 x 1 ml	2 x 1 ml
NEEDLE	2x30G 1/2	4X27G 1/2

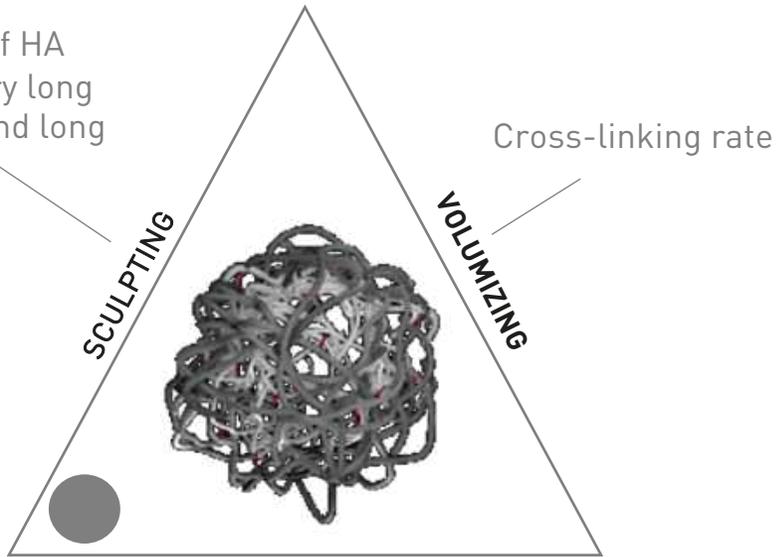


# FINE LINES



## /TRI-HYAL TECHNOLOGY – GEL PROPERTIES

Length of HA  
Ratio very long  
chains and long  
chains

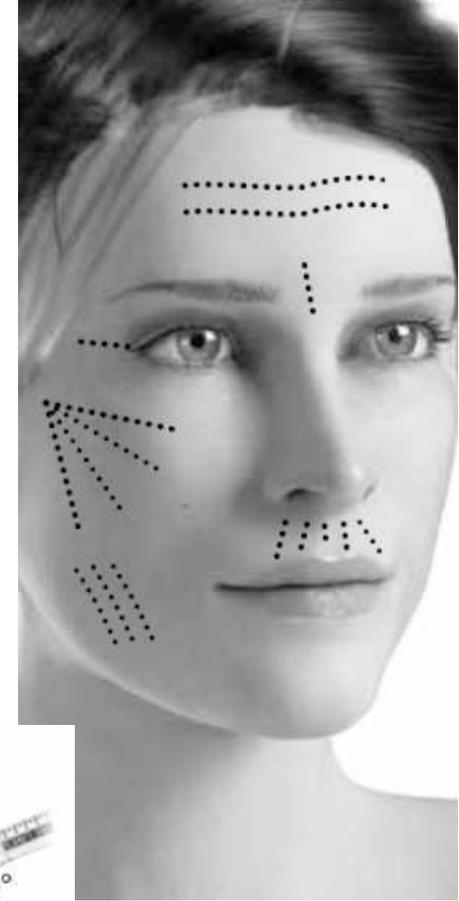
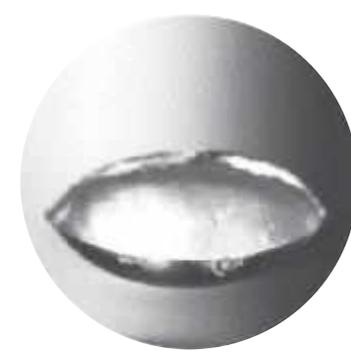


Cross-linking rate

SMOOTHING

Free hyaluronic acid

- Good injectability
- Good spreading and tissue integration
- Low volumizing power
- Up to 18-months effect

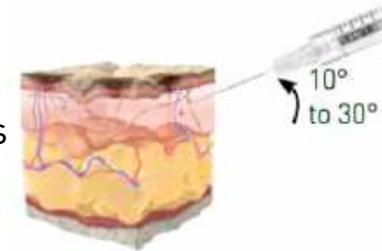


## /FEATURES OF THE GEL

- Very soft texture, good tissue integration
- Suitable to smooth and plump delicate areas and enhance skin quality

## /INJECTION PLAN

- Superficial upper dermis

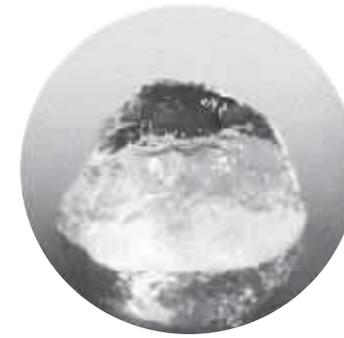


## /INJECTION TECHNIQUE

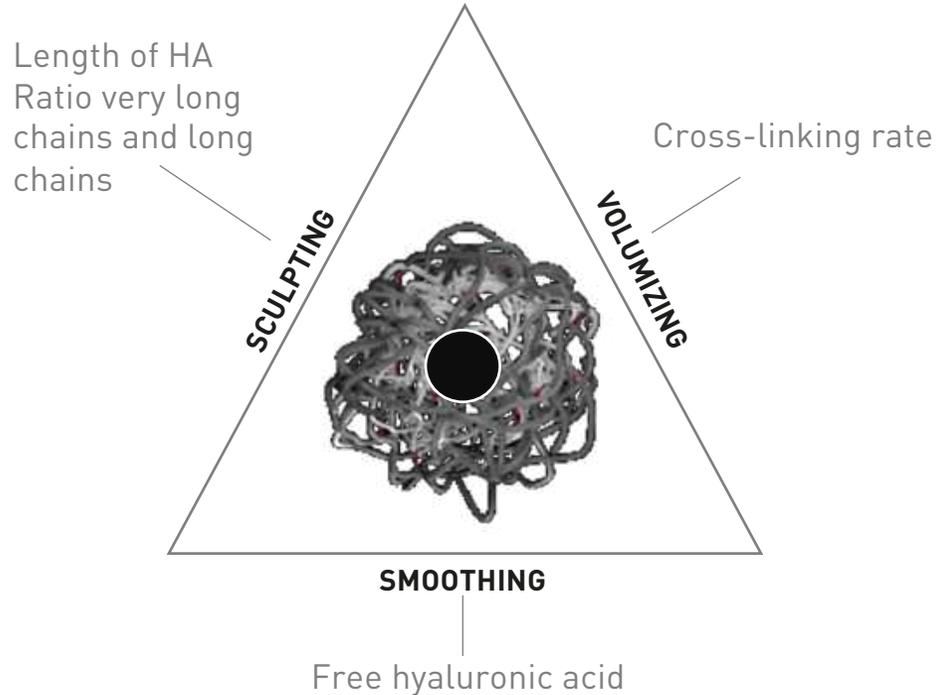
- 30G 1/2 needle retracing
- 27G cannula
- BIONUTRILIFT 25G – 55 mm cannula



# UNIVERSAL



## /TRI-HYAL TECHNOLOGY – GEL PROPERTIES



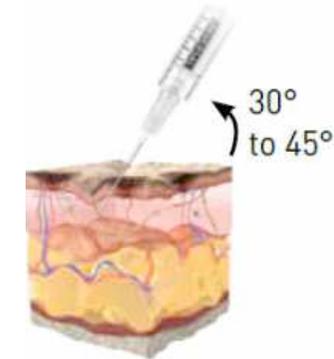
- Good balance between smoothing volumizing and sculpting potential
- Cohesive product easy to shape
- « All rounder » to cover many indications
- Up to 18-month effect

## /FEATURES OF THE GEL

- Versatile filler to correct medium to deep depressions
- Highly moldable and easy-to-shape gel  
→ Smooth corrections that integrates into tissues.

## /INJECTION PLAN

- Medium to deep dermis

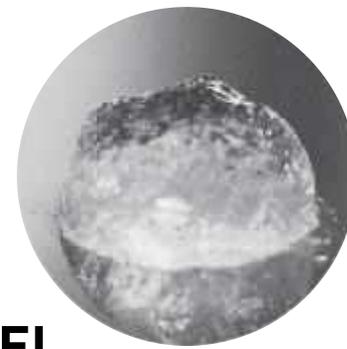


## /INJECTION TECHNIQUE

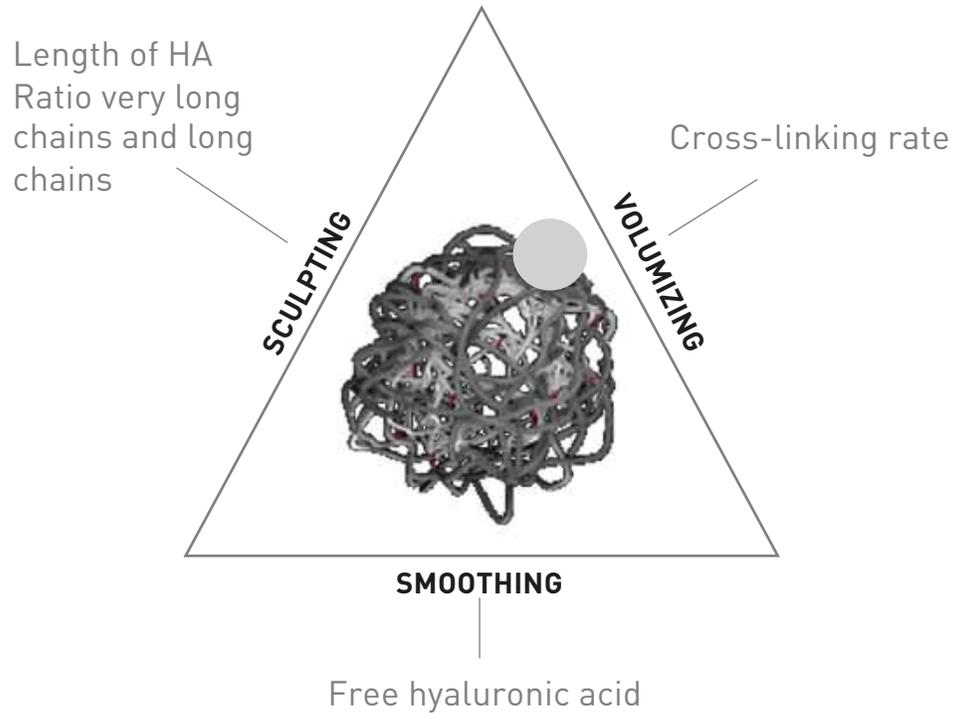
- 27G 1/2'' needle
- 25G cannula



# LIPS



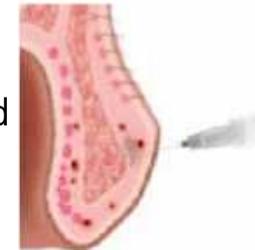
## /TRI-HYAL TECHNOLOGY – GEL PROPERTIES /FEATURES OF THE GEL



- Elastic & volumizing lip product: suitable to give lip pronounced volume or projection
- Also suitable for light projection of the tissues

## /INJECTION PLAN

- Labial mucosa (expert injection) and medium to deep dermis



## /INJECTION TECHNIQUE

27G 1/2" needle

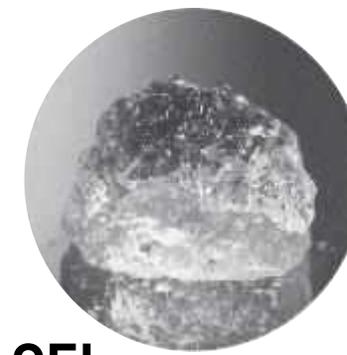
## /RECOMMENDATIONS

- > To be injected slowly, deep and in small amounts
- > Massage thoroughly after injection

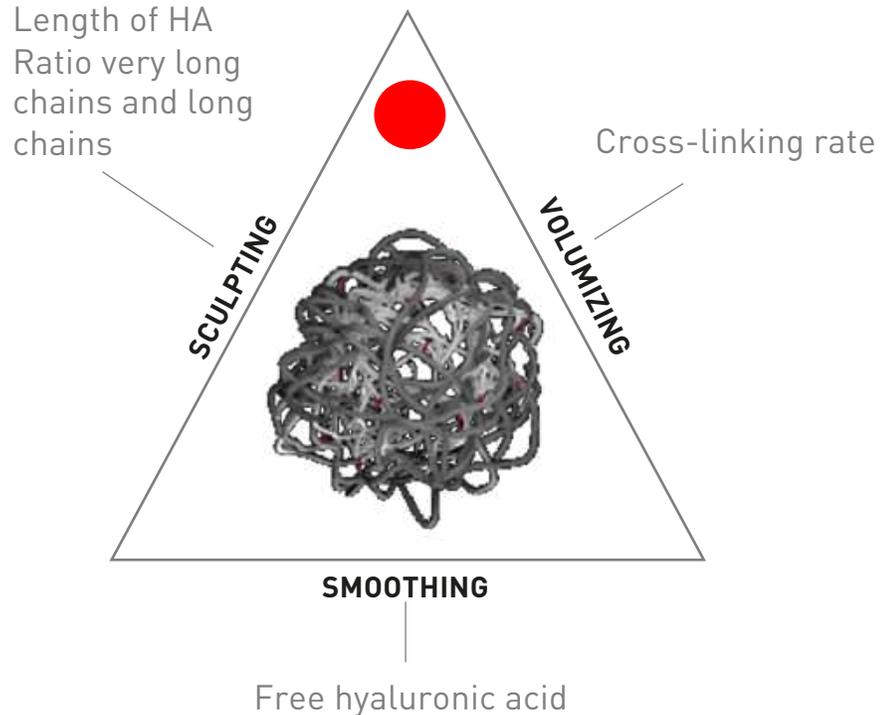
- Good volumizing and sculpting potential
- Cohesive product, easy to shape



# VOLUME



## /TRI-HYAL TECHNOLOGY – GEL PROPERTIES



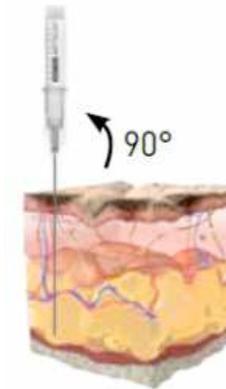
- High volumizing power with high sculpting properties
- Very cohesive product, easy to shape
- Good injectability with 27G needle

## /FEATURES OF THE GEL

- Volumizing gel with sculpting properties
- Gives projection and restores lost volumes
- Very moldable

## /INJECTION PLAN

- Subcutaneous, supra-periosteum



## /INJECTION TECHNIQUE

- 27G ½ needle
- 25G cannula

## /RECOMMENDATIONS

- To be injected slowly and in small amounts
- Massage thoroughly after injection





**NEW IN FILLMED  
RANGE :**

**THE LIP MENU**



# THIS IS ALL ABOUT LIPS

Mouth and Perioral Area  
play a Primary Role  
in  
Emotional Expression  
and Attractiveness of the  
Face



# LIPS: KEY ROLE IN THE FACE IDENTITY

The secret to the ideal mouth:  
**OPTIMIZE THE PROPORTIONS**

- Lips highly contribute to give a personality to a face
- Lips are part of the seduction and sensuality tools
  - Lips express emotions also



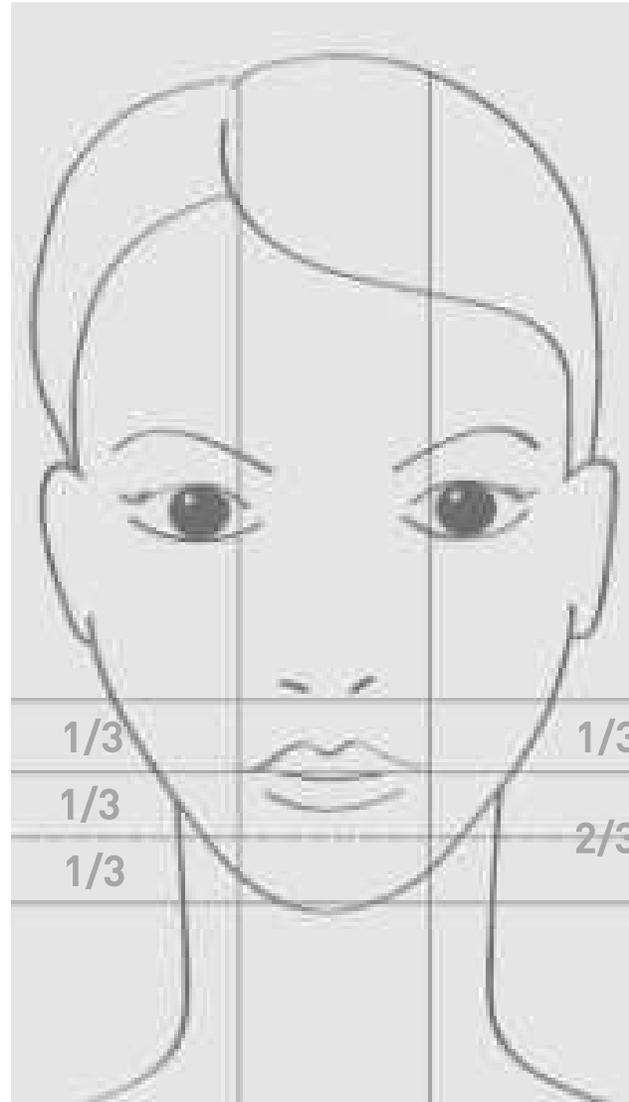
Lips are the signature of the face. A small change can impact the personality of a whole face



# LIPS IDEAL PROPORTIONS

The ideal mouth is the one that respects the physiognomy of the face.

It requires a precise anatomical approach to the patient.



# LIPS IDEAL PROPORTIONS



## WIDTH OF LIPS:

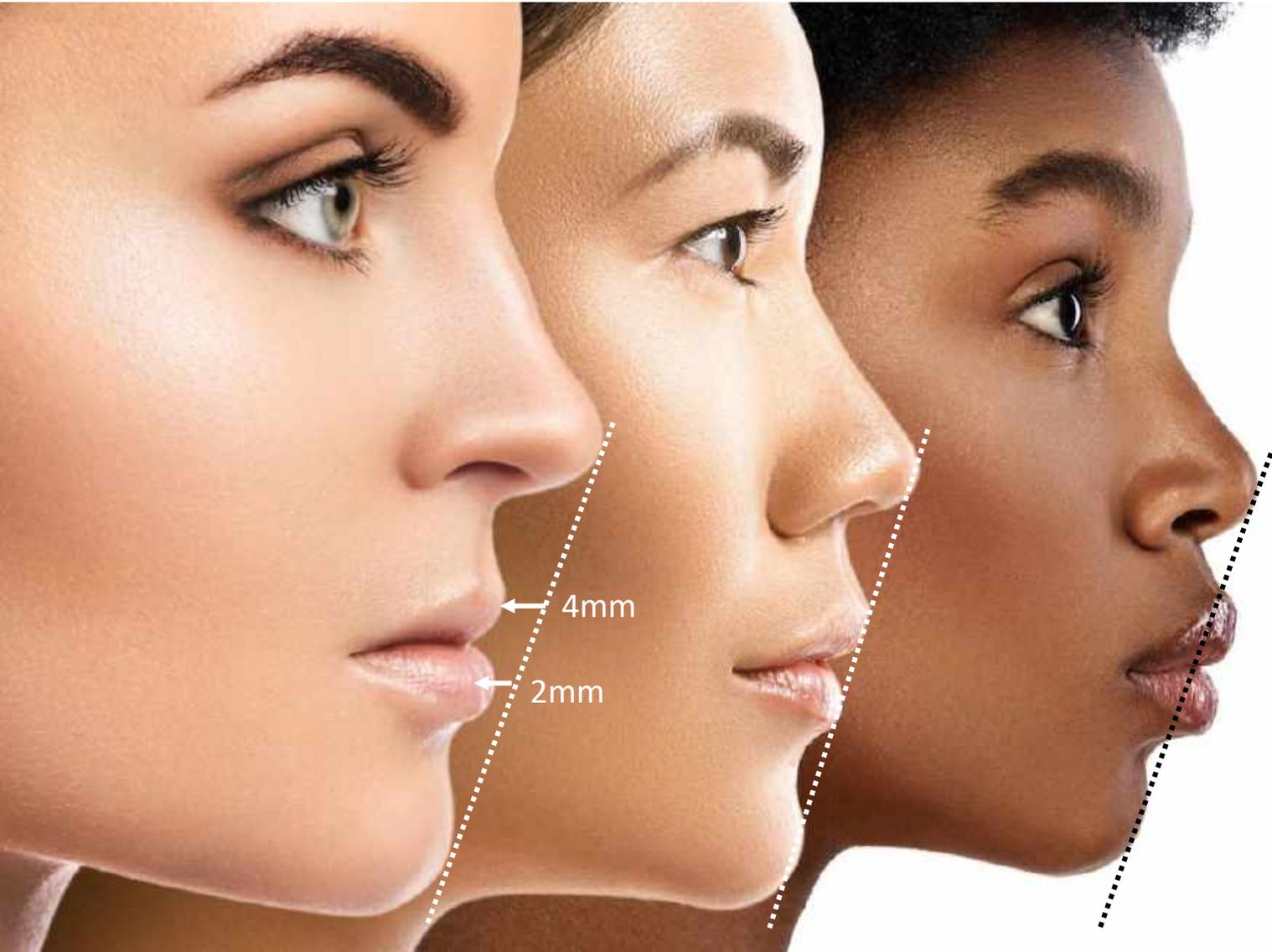
*Equal to distance  
between  
medial borders of  
iris*

## MORPHOLOGICAL DIFFERENCES:

Patient demand is different from  
a country to another



# LIPS IDEAL PROPORTIONS



## IDEAL LIP PROPORTION TO RICKETTS E-PLANE

### CAUCASIAN:

Upper lip 4mm from line

Lower lip 2mm from line

### ASIAN

Lips touch line or cross line

### AFRICAN:

Lips always cross line



# LIPS AGEING

AGEING OF PERI-ORAL ZONE: A BIG CONCERN

7%



**UNAESTHETIC  
LIP CONTOUR**

16%



**LACK OF  
VOLUME**

26%



**NASO  
LABIAL  
FOLDS**

36%



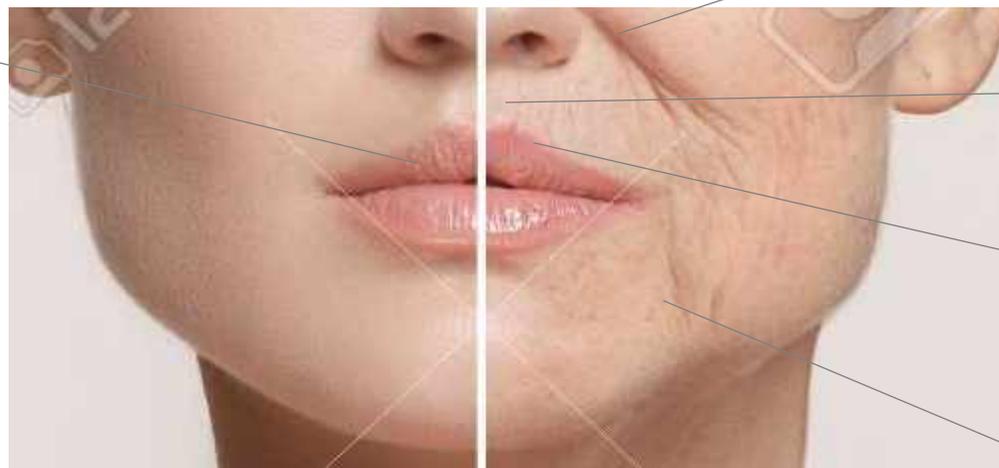
**PERI-ORAL  
LINES AND  
WRINKLES**

- **Women are concerned by their lip change.**
- **Peri-oral zone is a main concern**
- **Important to consider a global handling of the lower third**



# LIPS AGEING

**RED LIP**  
Lack of volume and projection  
Thinning  
**NEED VOLUME + CORRECT ASSYMETRY**



**NASOLABIAL FOLDS**  
Pronounced  
**NEED STRONG FILLING**

**WHITE LIP**  
Peri-oral wrinkles  
**NEED FILLING - NO VOLUME**

**LIP CONTOUR**  
Flattened philtrum  
Attenuated Cupidon's bow  
**NEED TO BE REDEFINED**  
**MARIONNETTE LINES**  
Pronounced  
**NEED SUPPORT**



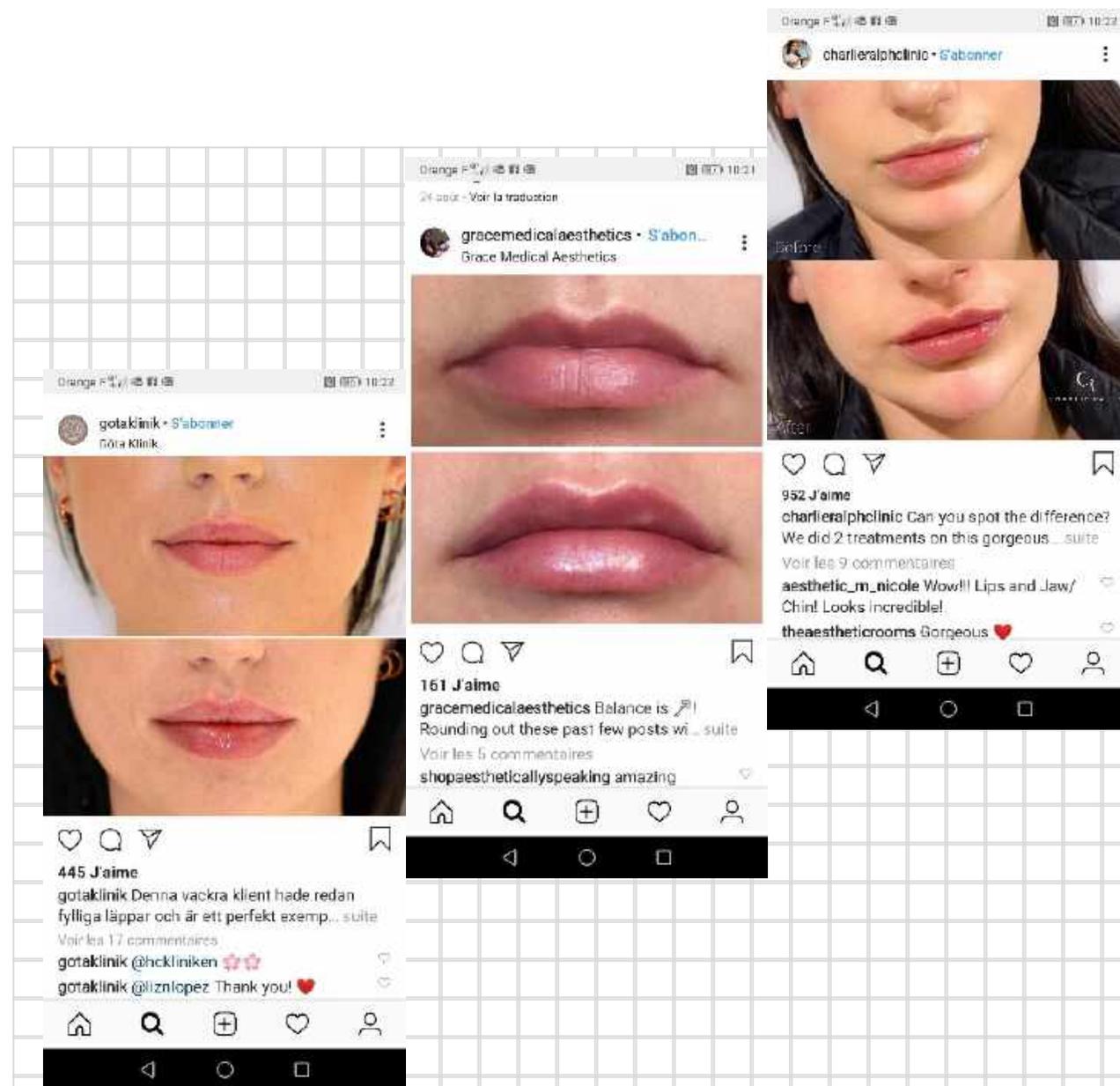
With age, the lips change. They lose their volume, their definition and their proportions



# LIPS INJECTION: A CHALLENGE

One of the main demand in aesthetic medicine

- Women don't want "duck lips" (controversy, fear of transformation)
- One of the first demand of young patients
- A communication tool for doctors who show their expertise



# DUAL DEMAND FOR LIPS

## LIPS MARKET

1

BEAUTIFICATION



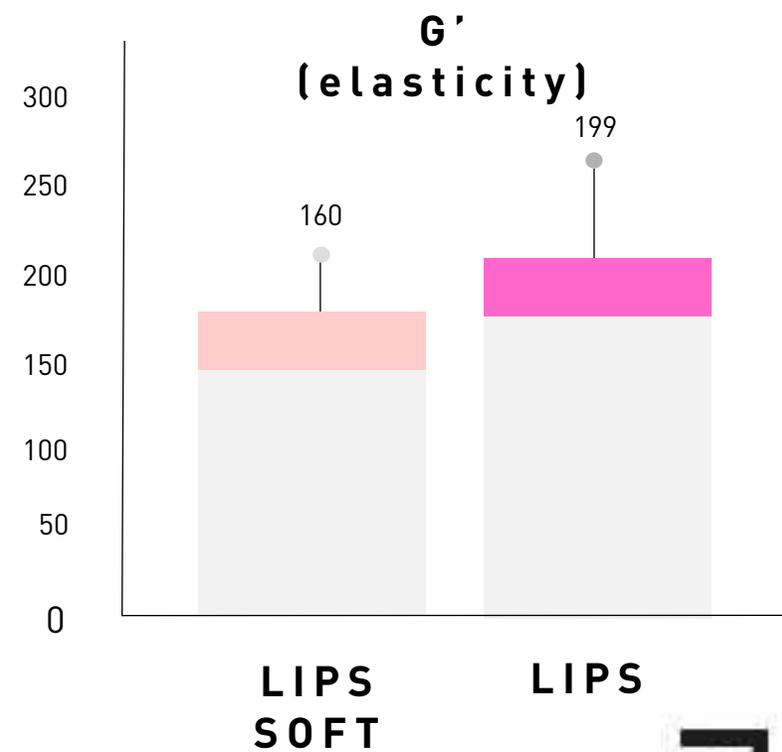
2

RESTORATION



# LIPS SOFT versus LIPS

	LIPS SOFT	LIPS
✓ HA CONCENTRATION	25 mg/mL	25 mg/mL
✓ LENGTH OF HA CHAINS	● ● ○ ○	● ● ● ○
✓ CROSS-LINKING RATE	● ● ● ○	● ● ● ○
✓ % OF FREE HA	● ● ● ○	● ● ○ ○
✓ PACKAGING	1 X 1mL 30G Needle	2 X 1 mL 27G Needle



# POSITIONNING

## CONTOUR & SOFT VOLUME FOR NATURAL FULLNESS

+ FILLING OF MODERATE PERIORAL WRINKLES



The personalized lip product to rebuild a beautiful, natural and silk smooth smile

&

## SHAPE & PLUMP FOR LUSCIOUS LIPS

+ FILLING OF DEEP PERIORAL WRINKLES



Volumizing product for sexy and voluptuous lips  
High correction

# TARGET

ART FILLER® | LIPS SOFT



- More mature women – with ageing of peri-oral zone
- Naive patient, coming for a first lip injection
- Patient looking for natural results



## Patient need :

- Restore lost volume to the red lips
- Improve the white lip/red lip contour
- Smooth the peri-oral zone

ART FILLER® | LIPS



- Millennials
- Patient looking for voluptuous lip volume
- Patient looking for structural correction of the lower third's



## Patient need :

- Embellish or correct the volume of the red lip
- Give more projection for a plump mouth
- Fill in the pronounced nasolabial folds

# REDEFINE AND PLUMP WITH ART FILLER® LIP RANGE

**RED LIP  
NEED VOLUME +  
CORRECT  
ASYMMETRY**  
ART FILLER LIPS  
ART FILLER LIPS SOFT



**NASOLABIAL FOLDS  
NEED STRONG FILLING**

ART FILLER LIPS

ART FILLER LIPS SOFT

**WHITE LIP  
NEED FILLING - NO VOLUME**

ART FILLER LIPS SOFT

**LIP CONTOUR  
Flattened philtrum  
NEED TO BE REDEFINED**

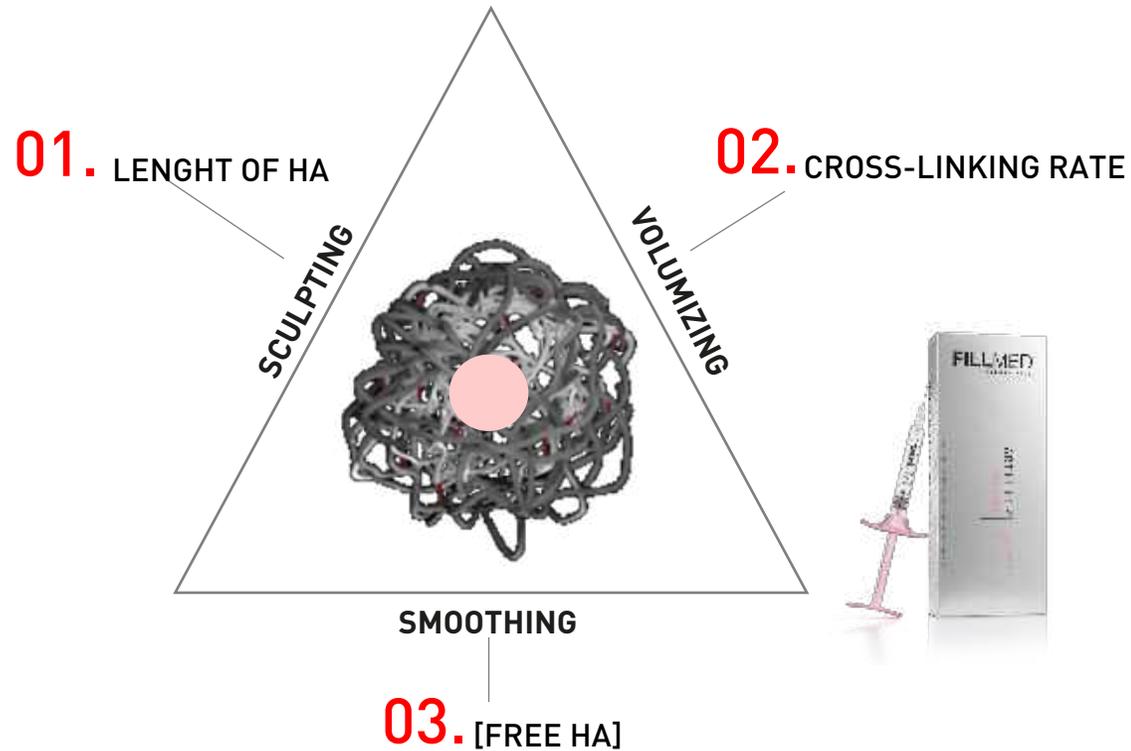
ART FILLER LIPS SOFT

**MARIONNETTE LINES  
NEED SUPPORT**

ART FILLER LIPS SOFT



# RHEOLOGICAL DIFFERENCES



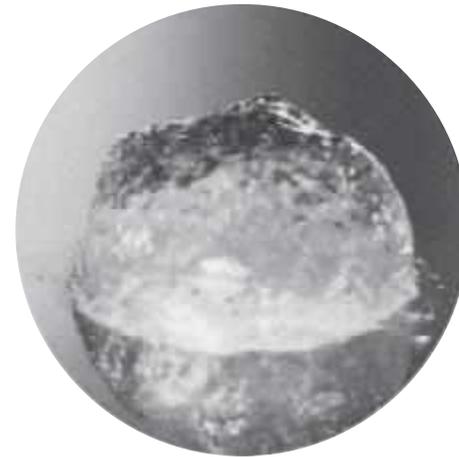
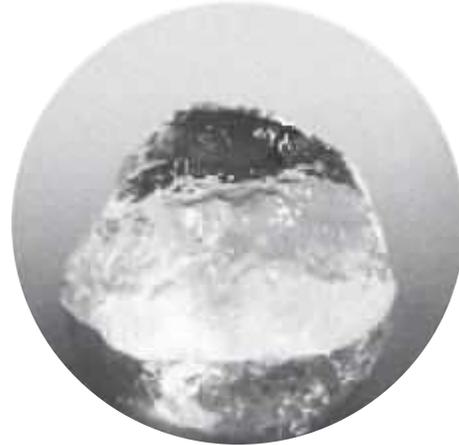
- Good balance between smoothing, volumizing and sculpting potential
- Cohesive product easy to shape



- Good volumizing and sculpting potential
- Cohesive product, easy to shape

# RHEOLOGICAL DIFFERENCES

## The Lip menu by Fillmed

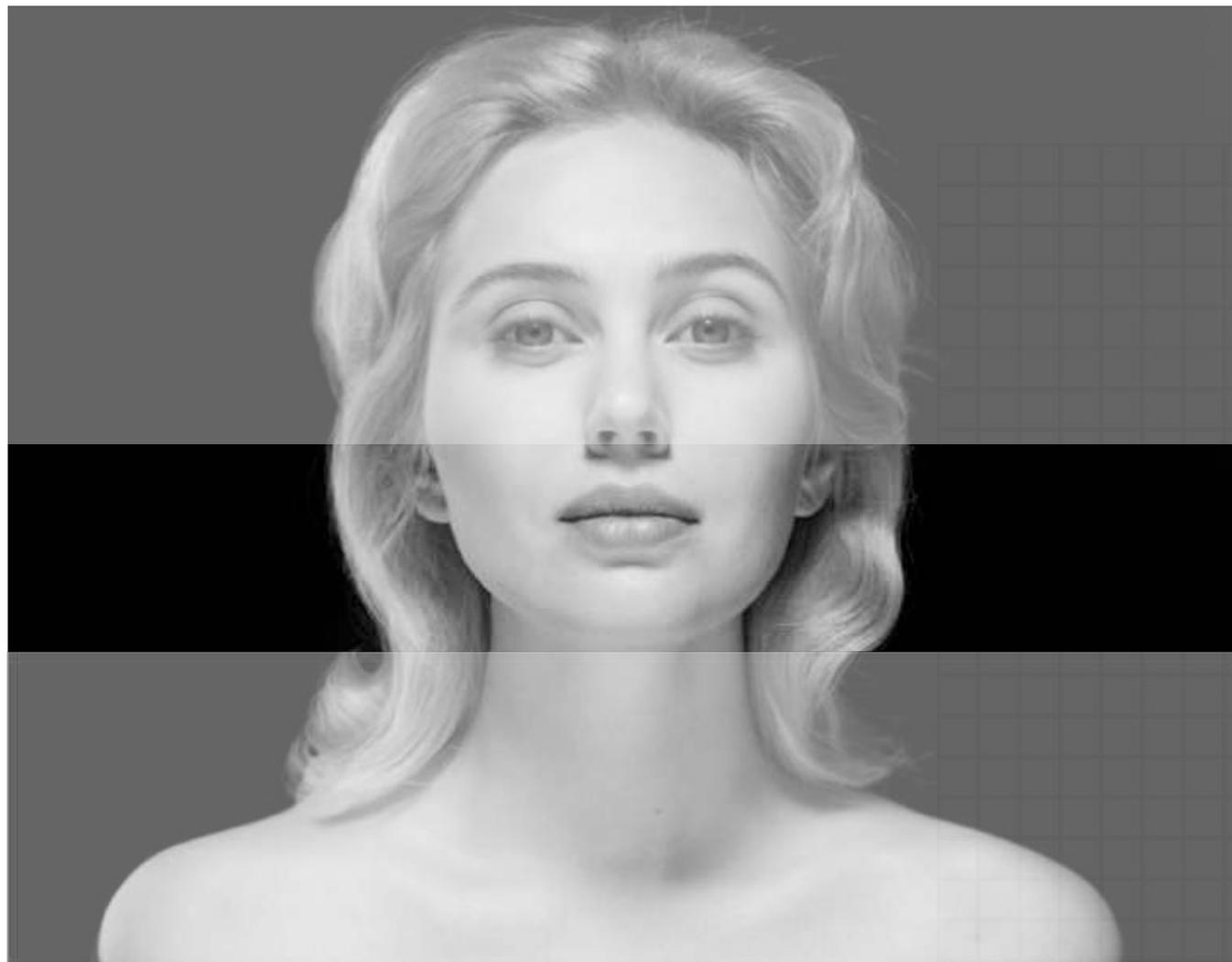


2 lips products  
2 different textures and rheological profile  
To address every patients needs over the peri-oral zone.

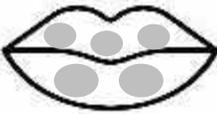
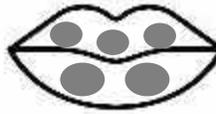
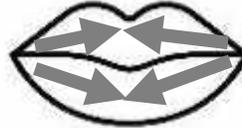
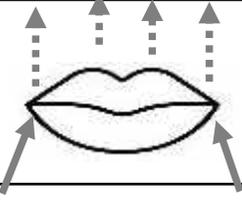
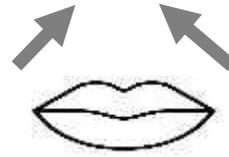


# A GLOBAL APPROACH

THE LOWER THIRD



# RECOMMENDATIONS TO INJECT

	LIPS SOFT To be injected in middle to deep dermis/ Easy to inject	LIPS To be injected in deep dermis, slowly and in small amounts
VOLUME	BOLUS 	BOLUS 
CONTOUR	LINEAR THREADING 	X
PROJECTION	X	RETRO-TRACING 
PERI ORAL ZONE	RETRO-TRACING Bar code Commissure Soft marionettes lines Philtrum 	RETRO-TRACING Deep NLF 

# LIPS SOFT

36 years old patient



- Red lip soft volume
- 1 syringe



# LIPS SOFT

57 years old patient

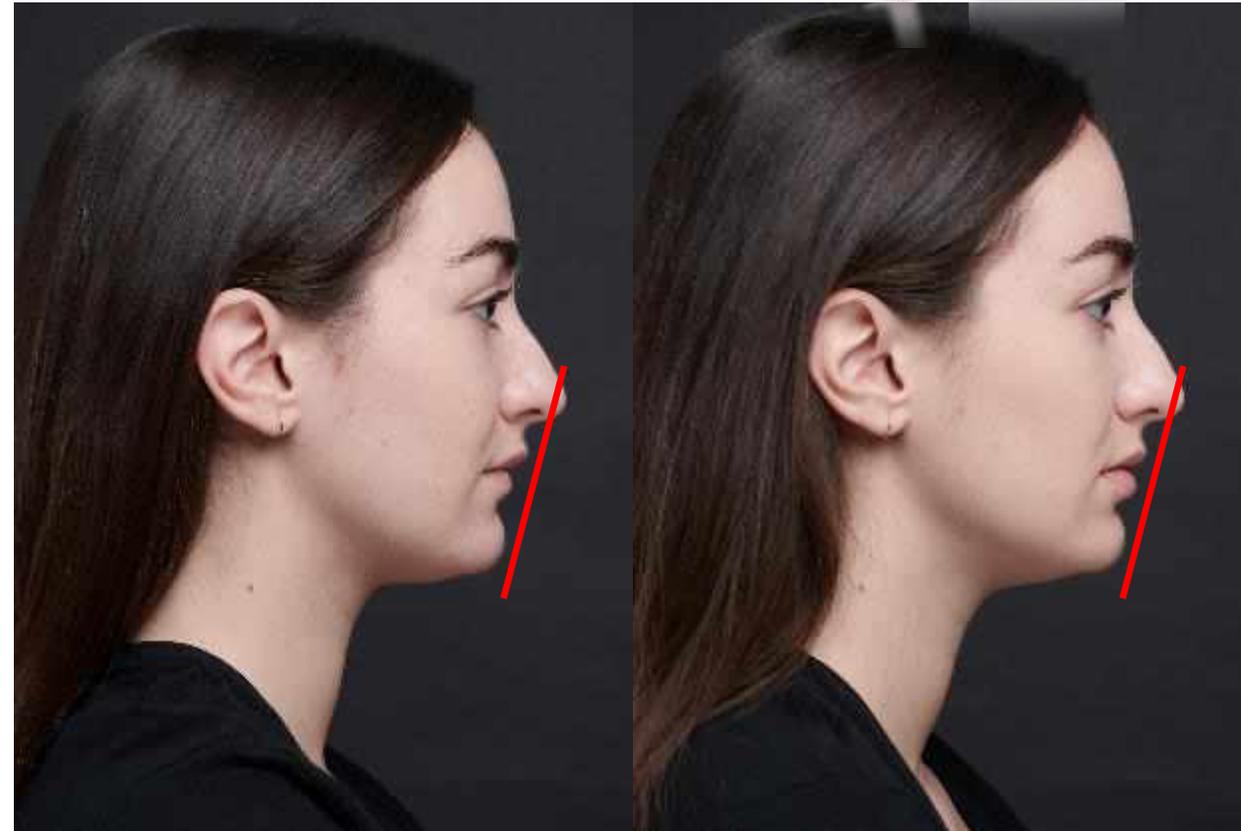


- Red lip soft volume
- Perioral area (bar code and commissures)
- 2 syringes



# LIPS

26 years old patient

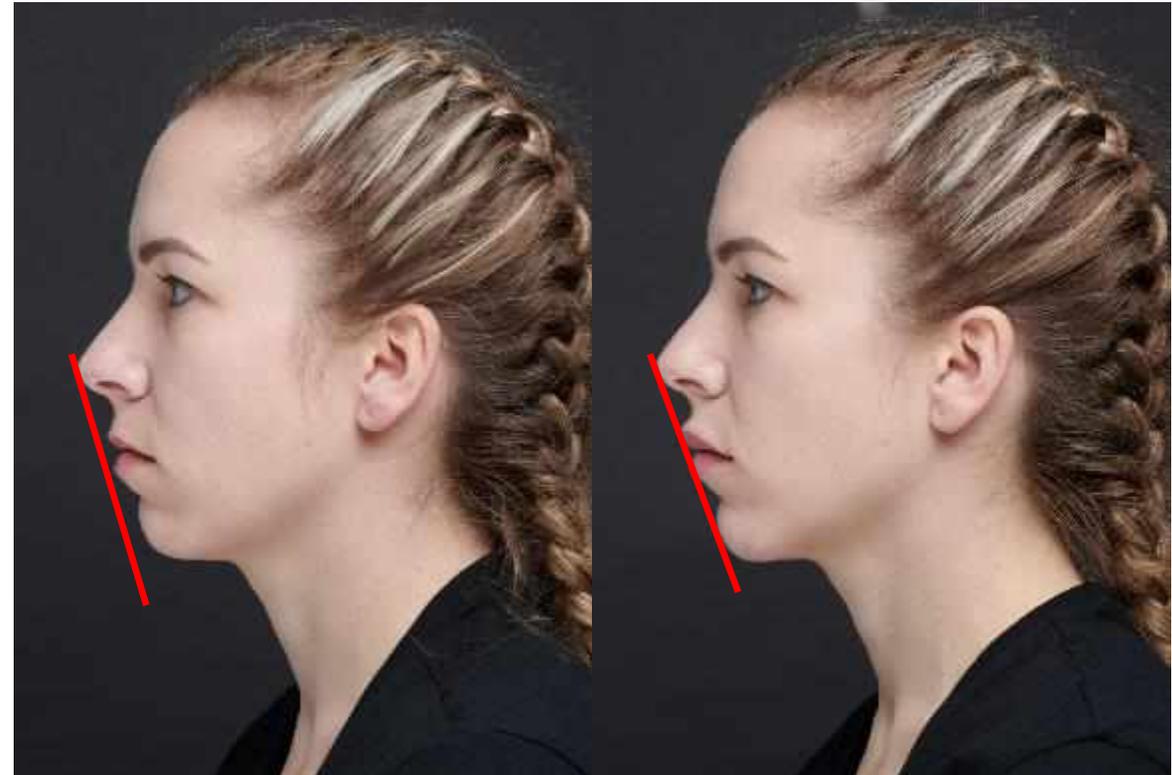


→ Red lip volume  
→ 1 syringe



# LIPS

34 years old patient



- Red lip volume
- 2 syringes



# COMMUNICATION FOR THE PATIENTS

CONFIDENCE  
IS A QUESTION OF SHAPE

GET THE RIGHT SHAPE  
FOR YOU  
...WITH FILLMED LIP  
MENU!



DESIGN YOUR LIPS!



# COMMUNICATION FOR THE DOCTOR



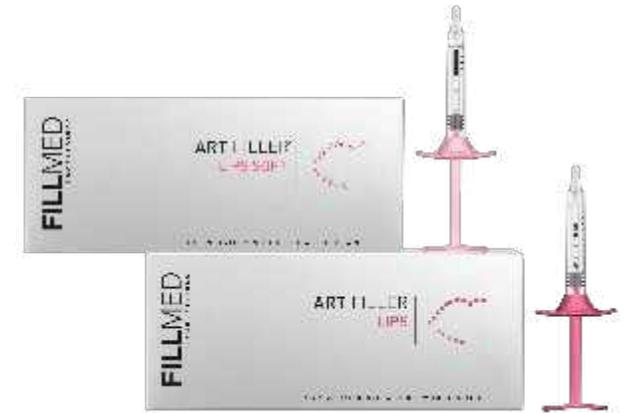
## 01. FACE ANALYSIS

Global approach of the face  
for an harmonious answer



## 02. PATIENT NEEDS

A good understanding of  
the patients' expectations



## 03. PRODUCT

Choose the right product to inject,  
according to its rheological profile



# ART FILLER® - HAUTE-SCULPTURE CORRECTION

## KEY POINT N°3: A UNIQUE APPROACH OF CLINICAL STUDIES



### **HIGH PERFORMANCE & TOLERANCE**

The first range of HA fillers evaluated through a state-of-the-art clinical study over 18 months.

### **PROVEN TISSUE INDUCTION WITH INSTRUMENTAL MEASUREMENT**

- ON FIBROBLATS : collagen and other elastic fibers booste
- ON ADIPOCYTES : avoir lipolisis + boost pre-adipocytes

### **ART STUDY – PRIME PUBLICATION**

Self esteem and self confidence for the fist time highlighted in a publication.

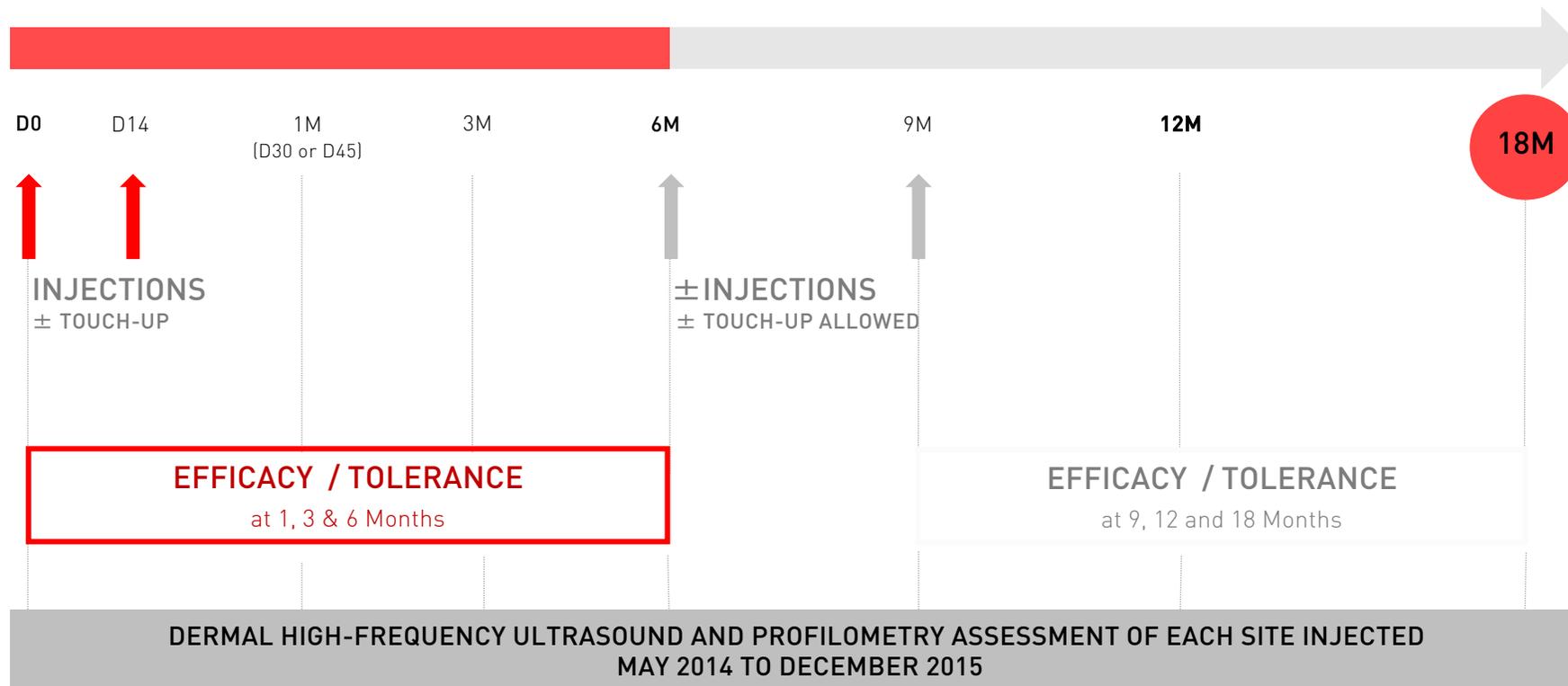
### **PUBLICATION**

A unique study published in derm surgery which exceeds all market standards.

# HIGH PERFORMANCE CLINICAL STUDY STUDY DESIGN

**PART I**  
ART FILLER® (U & FL)  
COMPARATIVE 63 SUBJECTS  
SELECTED 61 INCLUDED  
288 SITES EVALUATED  
AT EACH CONTROL

**PART II**  
ART FILLER® (U & FL)  
NON-COMPARATIVE FOLLOW UP  
35 SUBJECTS ACCEPTED  
128 SITES EVALUATED  
AT EACH CONTROL



# STUDY DESIGN



- Multicentric
- Randomized
- Comparative
- Coordination: Dr P. TRÉVIDIC, 1 evaluating center (GREDECO)

## MAIN OBJECTIVE :

Clinical efficacy.

ART FILLER® **UNIVERSAL** for NLFs

ART FILLER® **FINE LINES** for crow's feet

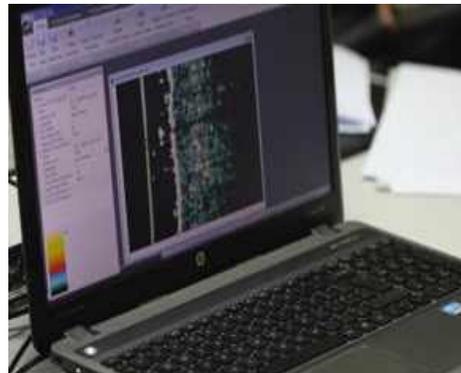
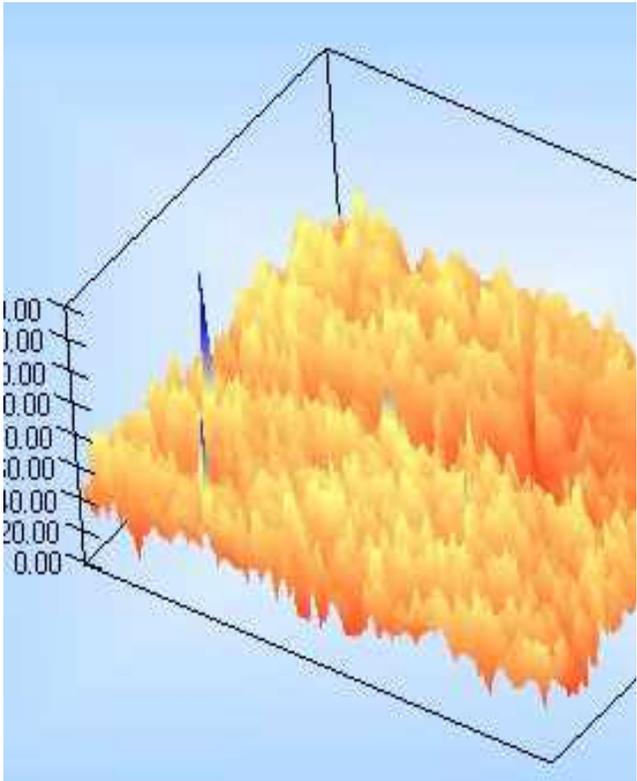
→ 1 point change on Enderlé scale

## SECONDARY OBJECTIVE

- GAIS
- Tolerance



# HIGH PERFORMANCE CLINICAL STUDY - MEASUREMENT



## EFFICACY

STANDARDIZED PICTURES (day light)

## PROFILOMETRY

3D visualisation of wrinkles – measurement of their size (V/mm<sup>2</sup>)  
Skinstation®

## N VIVO DERMAL HIGH FREQUENCY ULTRASOUND (echography)

Derm analysis(thickness and density)(Monaderm®, 20MHz)

## TOLERANCE

## IN VIVO DERMAL HIGH FREQUENCY ULTRASOUND (echography)

Every injected zones has been evaluated during 18 months

Objective : early detection of a potential inflammatory reaction (nodula, granuloma), not clinically visible.

## STANDARDIZED PICTURES



# HIGH PERFORMANCE CLINICAL STUDY

## Higher tolerance

1st HA range of products with IN VIVO 18 months tolerance study

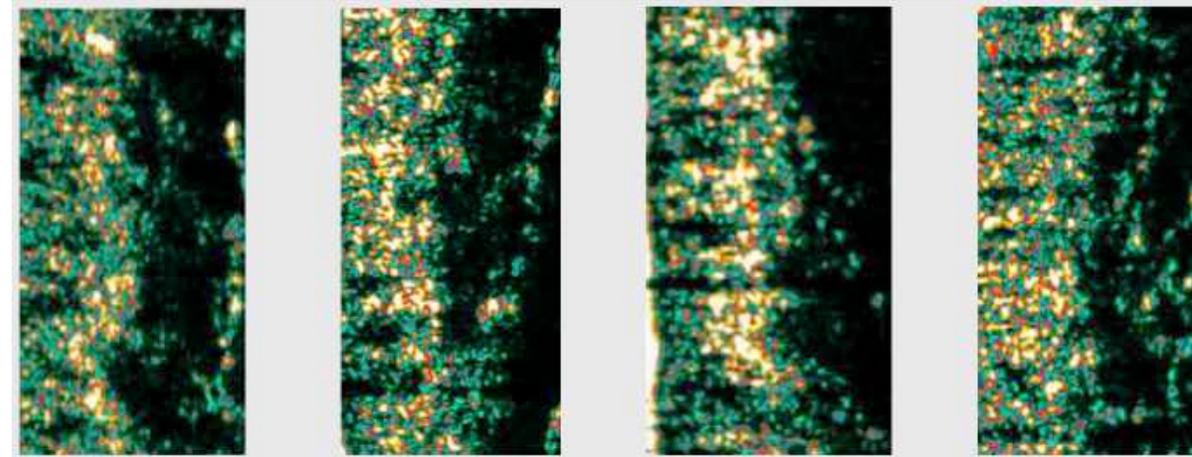
NO GRANULOMAS DETECTED OVER 18 MONTHS

NO HYPERECHOGENIC RIM = NO GRANULOMA

EVALUATION BY DERMAL HIGH-FREQUENCY ULTRASOUND

/ IN VIVO DERMAL HIGH FREQUENCY ULTRASOUND

ART FILLER® UNIVERSAL  
INJECTION IN THE CROW'S FEET



**D0 before injection**

**9 months**

**12 months**

**18 months**

with touch-up at 9 months



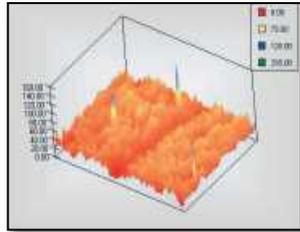
# LONG TERM PERFORMANCE UNIVERSAL



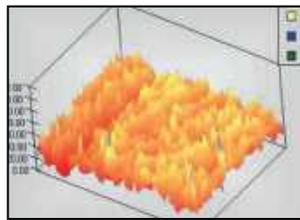
CORRECTION MAINTAINED OVER 18 MONTHS

SCORING COMBINED WITH PROFILOMETRY

NASOLABIAL FOLD

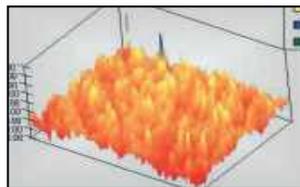


D0 BEFORE  
INJECTION



D 12 MONTHS

**100%**  
OF PATIENTS STILL IMPROVED  
AT 12 MONTHS

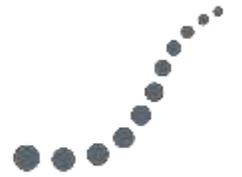


D 18 MONTHS

**98.4%**  
OF PATIENTS STILL IMPROVED  
AT 18 MONTHS

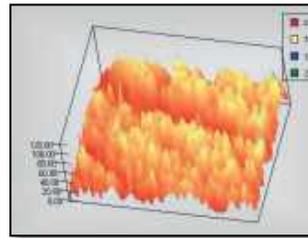


# LONG TERM PERFORMANCE FINE LINES

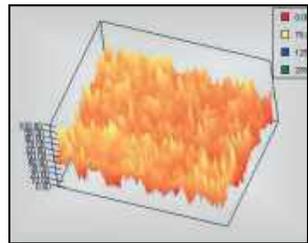


CORRECTION MAINTAINED OVER 18 MONTHS

SCORING COMBINED WITH PROFILOMETRY

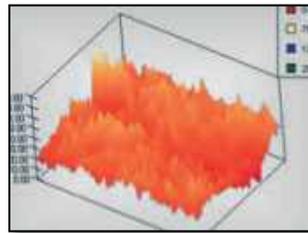


D0 BEFORE  
INJECTION



D 12 MONTHS

**61%**  
OF PATIENTS STILL IMPROVED  
AT 12 MONTHS



D 18 MONTHS

**48.4%**  
OF PATIENTS STILL IMPROVED  
AT 18 MONTHS

CROW'S FEET



# PUBLICATION

## Prospective, Split-Face, Randomized, Long-Term Blinded Objective Comparison of the Performance and Tolerability of Two New Hyaluronic Acid Fillers

PATRICK TREVIDIC, MD,\* PIERRE ANDRE, MD,† LAURENT BENADIBA, MD,‡  
JEAN-JACQUES DEUTSCH, MD,§ OLIVIER GALATOIRE, MD,¶ PHILIPPE GARCIA, MD,\*  
ANNE GRAND-VINCENT, MD,|| SYLVIE BOISNIC, MD,\*\* JEAN-CHARLES KERIHUEL, MD,††  
AND CATHERINE SALOMON, MD††

**BACKGROUND** There are requirements for long-term, objective comparisons of hyaluronic acid (HA) dermal fillers.

**OBJECTIVE** To compare efficacy and tolerability of ART FILLER Universal (AFU) and ART FILLER Fine lines (AFFL) with the existing HA fillers for the treatment of nasolabial folds and crow's feet.

**MATERIALS AND METHODS** Prospective, randomized, rater- and patient-blind, split-face comparison of AFU with JUVEDERM Ultra 3 (JUV) and AFFL with FIRST LINES PureSense (FLPS). The severity of nasolabial folds and crow's feet was assessed by independent blinded evaluators using the Lemperle scale at baseline, day (D) 30/D45, D90, and D180. Tolerability, Global Aesthetic Improvement Scale (GAIS), wrinkle volumes, and skin thickness and density were also measured at D30/D45, D90, and D180.

**RESULTS** At D30 and D180 respectively, 61 and 67 patients were assessed. Scores for nasolabial folds and crow's feet showed statistically significant improvements at D30, D90, and D180. AFU and AFFL were noninferior to JUV and FLPS, respectively. Most patients showed GAIS improvements, maintained until at least D180 and significant increases of collagen synthesis in crow's feet and nasolabial folds. Treatments were well tolerated.

**CONCLUSION** AFU and AFFL are noninferior to comparators. The methodology used represents a novel approach to augment existing clinical assessment of HA fillers.

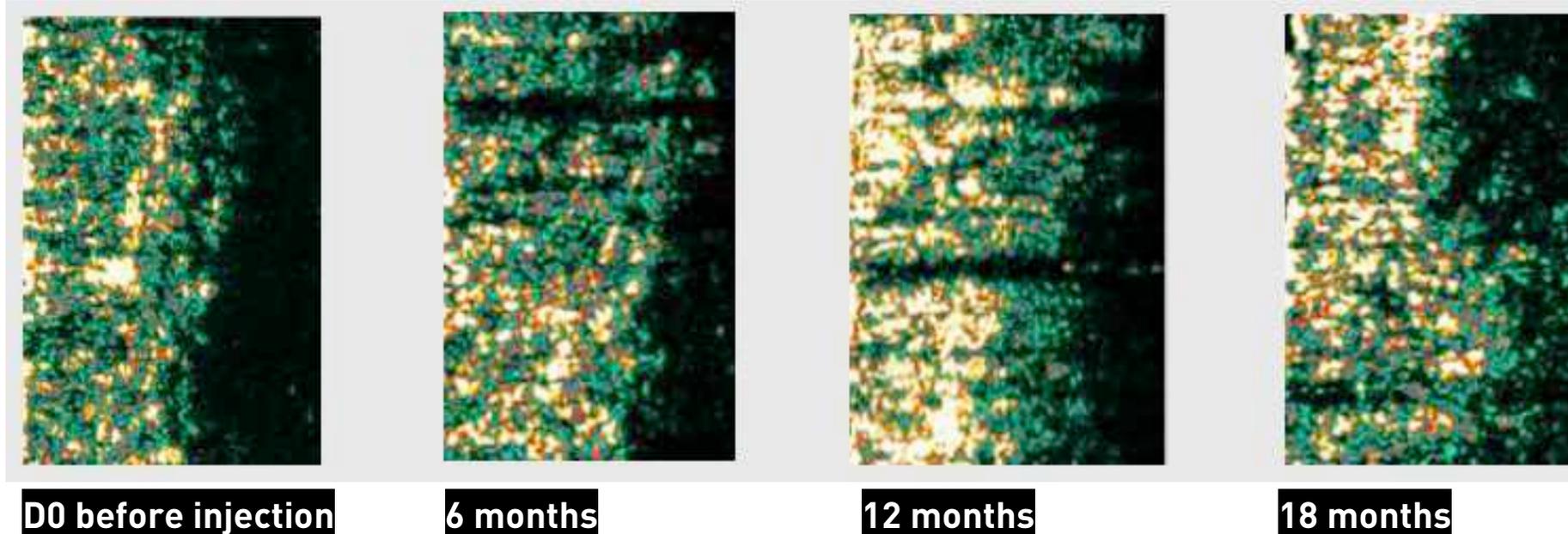
DERMATOLOGIC SURGERY – 2017  
Publication of the results of ART 1 (Art Filler Universal and Fine Lines)



# PROVEN TISSUE INDUCTION : FIBROBLASTS

/ IN VIVO DERMAL HIGH FREQUENCY ULTRASOUND  
Increasing yellow pixel: new collagen

ART FILLER® UNIVERSAL  
INJECTION IN THE NLF



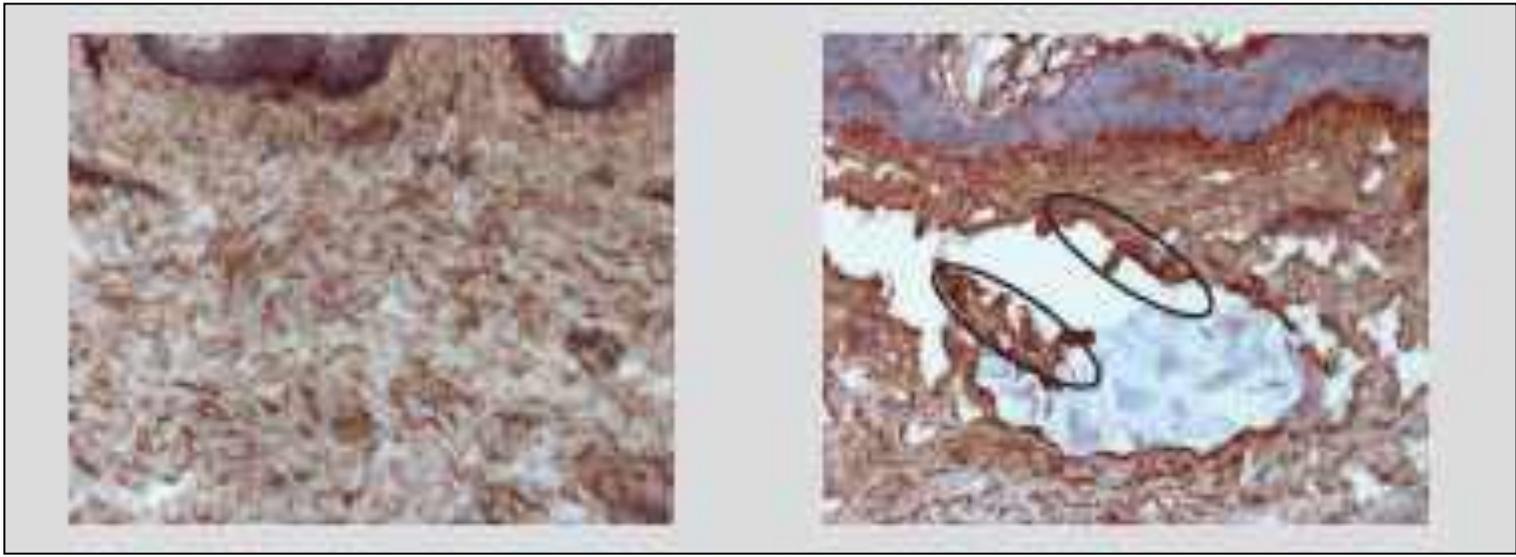
The first HA fillers with proven tissue induction effect  
**Instrumental significant results**



# PROVEN TISSUE INDUCTION : FIBROBLASTS

MODULATION OF ELASTIC FIBRES SYNTHESIS ON EX-VIVO SKIN EXPLANTS

ART FILLER® UNIVERSAL



NON INJECTED SKIN

SIGNIFICANT INCREASE OF EMILIN-1  
AROUND THE ART FILLER® IMPLANT

**Significant results with instrumental measure**

**+41% \*\***  
OF EMILIN-1  
p=0,014

**+16% \***  
OF ELASTIN  
p=0,02

**+21,5% \*\*\***  
OF FIBRILLIN-1  
p=0,02

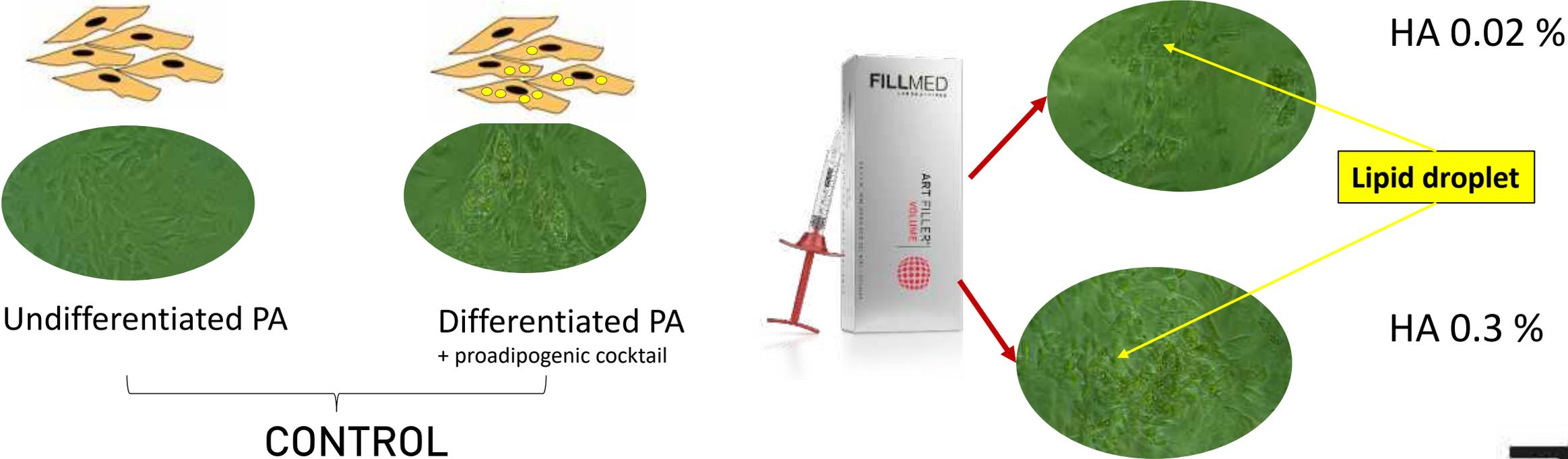
**The first HA product with a proven tissue induction**

\*\* After injection of ART FILLER® FINE LINES. \*\*\*After injection of ART FILLER® UNIVERSAL



# PROVEN TISSUE INDUCTION : ADIPOCYTES

The HA based filler preserved the lipid accumulation capacities of preadipocytes

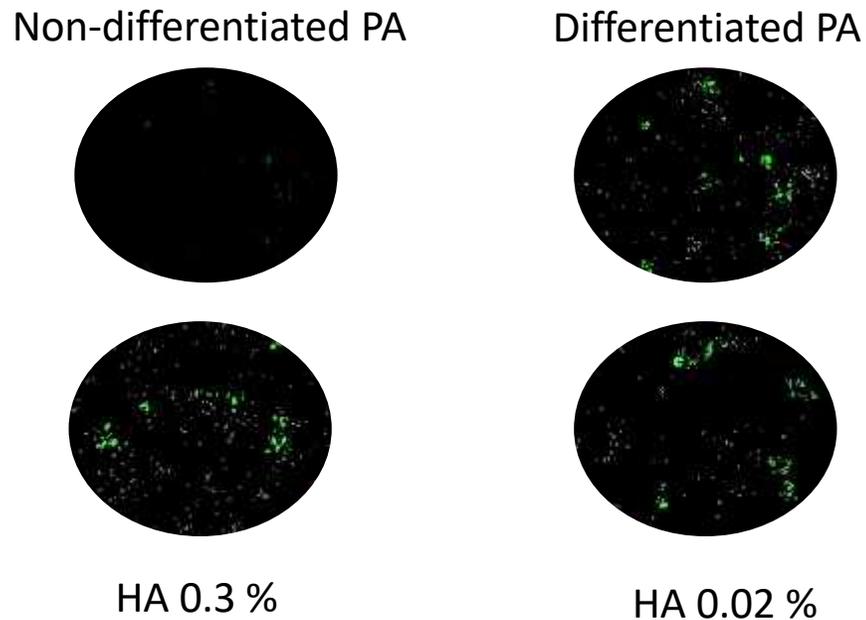


PA : preadipocytes

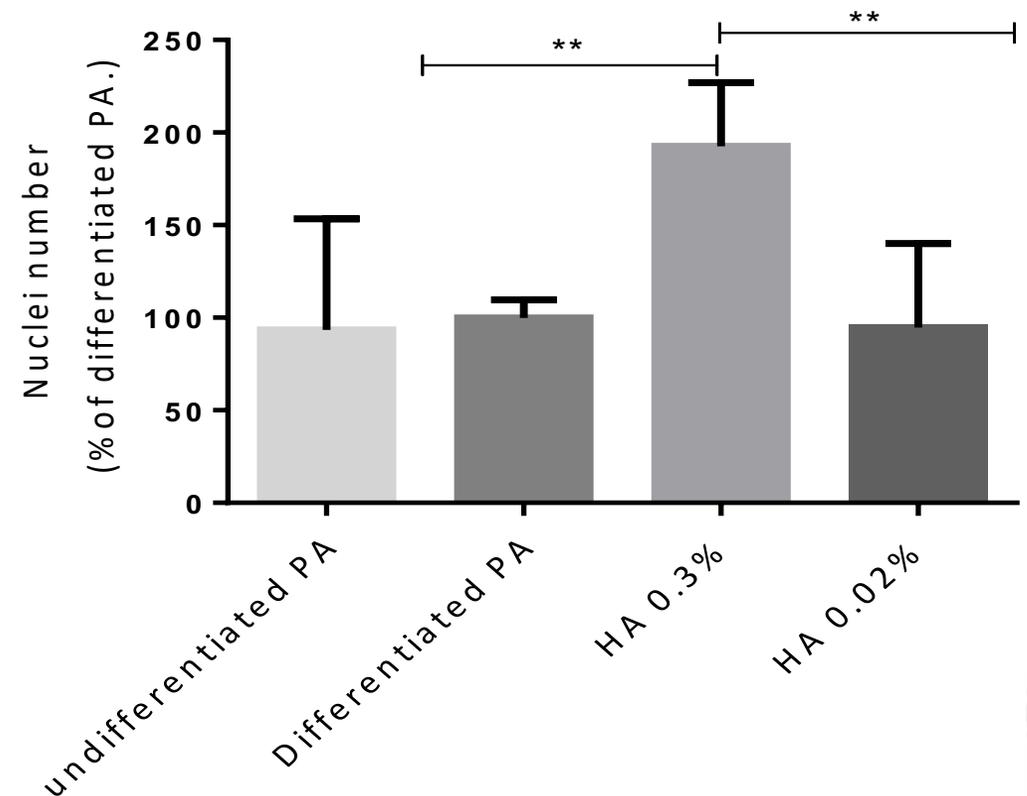


# PROVEN TISSUE INDUCTION : ADIPOCYTES

The HA based filler preserved the lipid accumulation capacities of preadipocytes and increased their proliferation

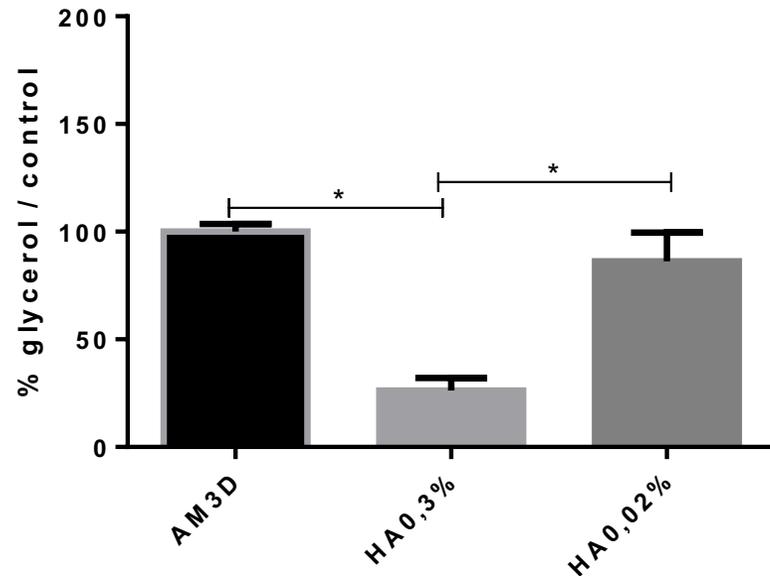


Number of preadipocytes treated with or without the HA based filler at 0.3 and 0.02 %

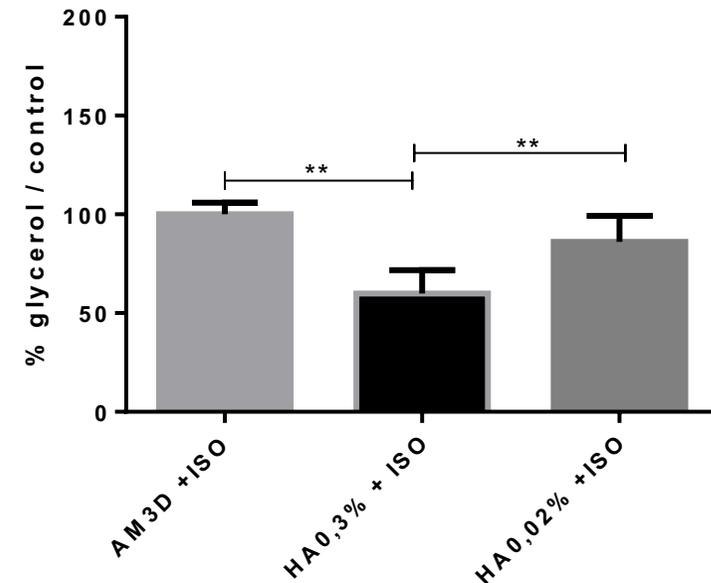


# PROVEN TISSUE INDUCTION : ADIPOCYTES

The HA based filler decreased the lipolytic activity\* of adipocytes



Basal lipolysis of adipocytes treated with or without the HA based filler



Stimulated lipolysis of adipocytes treated with or without the HA based filler

\*Lipolysis is the metabolic pathway through which lipid triglycerides are hydrolyzed into a glycerol and 3 fatty acids. Glycerol is a marker of a lipolytic activity



# PROVEN TISSUE INDUCTION : ADIPOCYTES

**The HA based filler** is able to prevent the deleterious effects of ageing in skin and in the loss of facial hypodermis.

→ Great interest for **ART FILLER® VOLUME** (Subcutaneous, supra-periosteum)



Recreate lost volume  
of FAT

1- MECHANICAL

Prevention of the loss  
of facial Hypodermis

2 - TISSUE INDUCTION



# ART STUDY: SELF ESTEEM AND AESTHETIC MEDECINE

Various studies\* have shown the benefits of aesthetic procedures on patients' self-esteem

Improvement of self-esteem may be 1 of the most important factors of patient expectations

Maslow's Hierarchy of Needs



Self-actualization

morality, creativity, spontaneity, problem solving, lack of prejudice, acceptance of facts

Esteem

self-esteem, confidence, achievement, respect of others, respect by others

Love/belonging

friendship, family, sexual intimacy

Safety

security of: body, employment, resources, morality, the family, health, property

Physiological

breathing, food, water, sex, sleep, homeostasis, excretion

\*Dayan SH, Arkins JP, Gal TJ. Dermatol Surg. 2010;36 Suppl 3:1866-1873.

\* de Aquino MS, Haddad A, Ferreira LM. Aesthetic Plast Surg. 2013;37(3):497-503.

\* de Arruda LH, Rocha FT, Rocha A. J Cosmet Dermatol. 2008;7(4):246-250.

\* Pallua N, Wolter TP. Plast Reconstr Surg. 2010;125(6):1797-1804.

\* Tzikas TL. Dermatol Surg. 2008;34 Suppl 1:S9-15.



# ART STUDY: SELF ESTEEM AND AESTHETIC MEDECINE

## OBJECTIVE :

- 1) Among patients : Assess the impact of ART FILLER® injections on self-esteem and self-confidence
- 2) Among physicians: Assess the tolerance, the aesthetic results and the usage of ART FILLER® range

## METHODOLOGY

964 questionnaires completed

176 investigators in Europe (8 countries)

29 in France  
20 in Sweden  
19 in Italy  
6 in Greece  
12 in Bulgaria  
37 in Poland  
46 in Spain  
16 in Portugal



# ART STUDY: SELF ESTEEM AND AESTHETIC MEDECINE

## QUESTIONNAIRES

### FOR THE PATIENTS

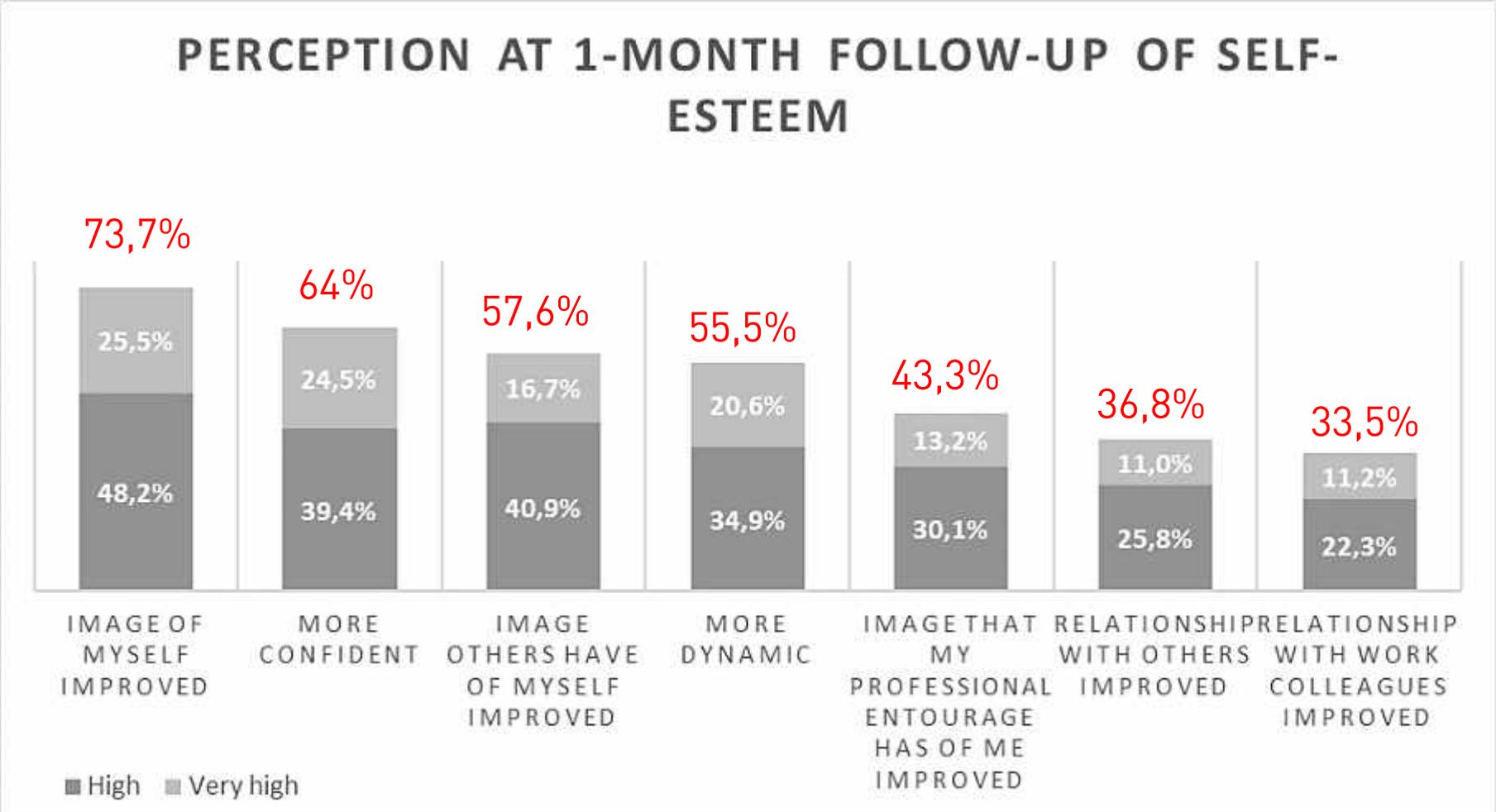
- Assess patient's self-image in their private and professional lives, wishes for modification, self-esteem (Rosenberg questionnaire)
- Assess the results after the injection at D0
- Assess the changes noticed at D30 with responses to the same questions as before injections

### FOR THE PHYSICIANS

- Pre-injection to determine the patient's treatment plan
- At injection : product used per zone + volume injected
- At D30 to assess the overall aesthetic result (GAIS), patient's impressions, follow-up



# IMPROVEMENT OF SELF-ESTEEM AFTER 1 MONTH



# ART STUDY: PUBLICATION



CLINICAL FEATURE | INJECTABLES | FRIME

## HYALURONIC ACID FILLER AND IMPROVED SELF-ESTEEM

Henry Delmar, Eva Guisantes, Pier Antonio Bacci, Pyra Haglund, Wojciech Marusza, Lyudmil Peev, and Valérie Philippon discuss findings from the European ART (Art Reflexion Therapy) survey on self-esteem after aesthetic corrective treatments with HA filler

**ABSTRACT**  
There is relatively limited information on patient and physician satisfaction with hyaluronic acid (HA)-based dermal fillers. Objective: To better understand the psychological impact of dermal fillers, the large European ART (Art Reflexion Therapy) survey was performed, which had the objective of measuring patient-perceived impact on the use of the ART FILLER® range of HA fillers on self-image and self-esteem.

**Methods:** The study involved 176 investigators in 8 European countries who administered 1036 questionnaires to patients undergoing cosmetic procedures. A physician questionnaire was also administered.

**Results:** The median age of first aesthetic treatment was between 40 and 45 years. Physician-assessed ease of modeling was rated high or very high in more than 90% of cases. At the one-month follow-up visit, overall 98.5% of patients reported improvement in the Global Aesthetic Improvement Scale; 73.2% of patients reported improved well-being; 63.2% referred greater confidence, and 55.5% felt more dynamic. The sum of Rosenberg's self-esteem scale for all countries increased from a mean of 33.63 to 34.46 after one month, which corresponds to high self-esteem, while the difference between perceived age and actual age increased from 1.27 years initially to 3.54 years after treatment. The majority of adverse events were of mild intensity and transient.

**Conclusions:** The results of the present pan-European survey reinforce the positive impact that the ART FILLER® line of HA-based dermal fillers can have on patient evaluated outcomes, including self-esteem and well-being.

**INTRODUCTION**  
AT PRESENT, THERE IS AN INCREASING variety of dermal fillers available for aesthetic rejuvenation purposes that correct facial wrinkles and folds, facial volume deficits, fine lines, and improve skin quality; such products are also used for facial contouring and the augmentation of lips and cheeks. The use of dermal fillers is now challenging and in many circumstances replacing more invasive and traditional aesthetic surgical treatments. Indeed, according to the International Society of Aesthetic Plastic Surgery, over 11 million non-surgical aesthetic procedures were performed in the US in 2016, of which over 3 million involved the application of resorbable fillers.<sup>1</sup>

Many of the newer fillers are based on hyaluronic acid (HA) and its derivatives, and the Cosmetic Surgery National Data Bank Statistics of the American Society for Aesthetic Plastic Surgery reported that in 2016 there was a 10% increase in the use of HA fillers compared to the previous year with almost 25 million procedures performed; over 90% of such procedures were performed on women.<sup>2</sup>

Correction of residual folds has been suggested to have a positive impact on the subject's overall well-being, quality of life and self-esteem with potential improvements even in social interactions.<sup>3,4</sup> Despite their increasingly widespread use, with millions of subjects treated, there have been surprisingly few studies carried out on patient and physician regarding the overall benefits of HA-based dermal fillers. This is an important aspect, especially considering that the overall objective in the use of dermal fillers is to increase the patient's attractiveness and self-confidence.

Self-esteem is a complex psychological concept that refers to the overall positive or negative judgment of oneself and encompasses confidence in one's judgments, opinions, convictions and strengths.<sup>5</sup> Self-esteem takes into account how one is perceived by others, and thus has a strong impact on how one perceives the outside world. Poor self-esteem can be associated with unhappiness and difficulties in interpersonal relationships, both professional and private.

For example, in an Australian survey of adults who had used aesthetic plastic surgery, a correlation was ob-

**HENRY DELMAR, MD, Science**  
Clinical Director, Thermo Aesthetics  
**EVAGUISANTES, MD, Hospital**  
de Navarra, Private Clinic of Marqués de Sarracena, Spain  
**PIER ANTONIO BACCI, MD, PhD, Société de Pathologie**  
Esthétique de Arago, Centre de Documentation et de Chirurgie Esthétique Marylineauval, 2006 Bacci, Italy  
**PYRA HAGLUND, MD, SkarvskanSkivvren, Sweden**  
**WOJCIECH MARUSZA, MD, Academy of Face Sculpting**  
Pawel SYUDNIL PEEV, MD, Plastic Surgery and Dermatology, Sofia, Medical University, Bulgaria Clinic  
**VALÉRIE PHILIPPON, MD, Medical Centre, Boulogne**  
Bilancourt, France  
email: h.delmar@informa.com

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# ART STUDY: WHAT PATIENT SAY

73% of patients reported an improved self-image

43% felt a positive impact on their professional environment and their relation to others

64% felt more self-confident

55% felt more dynamic



**Rested**

Rejuvenated

Beautiful

**Radiant**

**Fresh**

Feel good

**More attractive**

More Pretty

Younger

**FILLMED: Self esteem and emotional approach in aesthetic medicine**



# ART FILLER® - HAUTE-SCULPTURE CORRECTION

KEY POINT N°4: A FULL RANGE OF PROTOCOLS



TO TREAT EVERY PATIENTS INDICATIONS  
360° approach

TO RECRUIT PATIENTS AND DOCTORS AND TO INCREASE SALES.

# — 360° PROTOCOLS

**SEE PROTOCOL PRESENTATION**

