
MARKETING CAMPAIGN
HYDRATION
WITH M-HA[®] 10

OCTOBER 2022



SKIN QUALITY MARKET

HOW IT EVOLVE ?



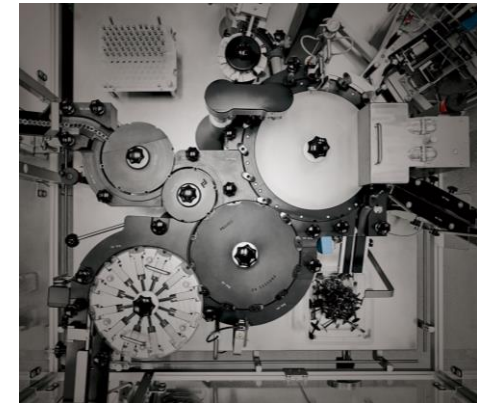
GROWING DEMAND & MARKET

New market opening :
millennials / pre-juvenation



COMPLEX MARKET

Large market
Not very categorized
Many technologies



HIGH INNOVATION

Innovation & continuous
emergence of new products

- Biostimulators
- Skin Boosters
- Enriched cross-linked HA
- Enriched non-cross-linked HA
- Meso products



FILMED SKIN QUALITY OFFER

NCTF[®] 135 HA

M-HA[®] 10

MUST-HAVE
IN SKIN QUALITY

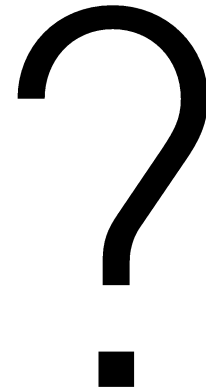
COMPLETE
FORMULATION

WELL-KNOWN

RECOGNIZED BY
DOCTORS & PATIENTS



FILMED OFFER
SKIN QUALITY



M-HA® 10

2011

CE MARK

2019

NANOSOFT®

A new way to inject

2020

BIONUTRINECK & CLINICAL EVIDENCE

For the necklines
management

New clinical study

BUT

- No promotion or communication on M-HA® 10
- Low comprehension from doctors (positioning vs NCTF, targets, how to inject it, ...)

2022

RELAUNCH M-HA® 10

by creating **novelty** with the first clinical study.



2022 – ENDING THE YEAR WITH HYDRATION!

BACK TO **BASICS: M-HA® 10**

OBJECTIVES

- **PROPOSE AN ALTERNATIVE TO OUR INITIAL NCTF CAMPAIGN IN 2022 (out of stock!)**
- **Relaunch & Create novelty of this forgotten product**
- **Support further growth & establish M-HA® 10 on the skin quality market**
- **Strengthen the range effect (NCTF® + M-HA®)**



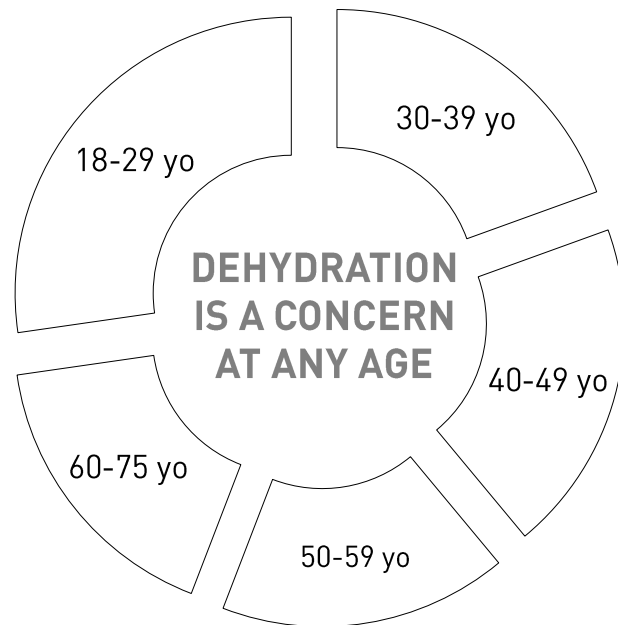
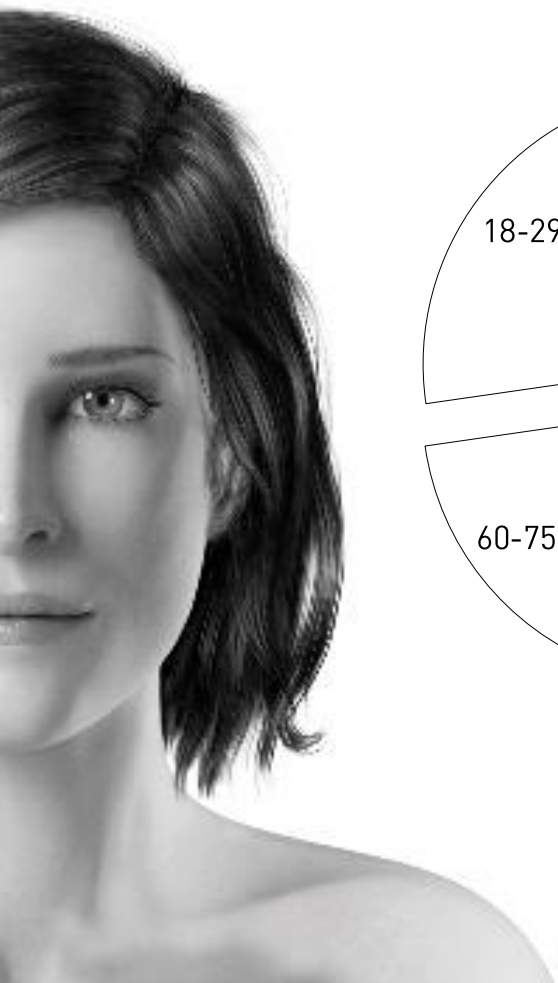


WHY HYDRATION
IS STILL
TRENDY ?



PATIENTS CONCERNS

DEHYDRATION, A UNIVERSAL CONCERN



YOUNG SKIN

no visible ageing signs
Dehydration caused by lifestyle factors (diet, sleep, pollution, ...) & genetic

Hydration for
PREJUVENATION & PREVENTION

MATURE SKIN

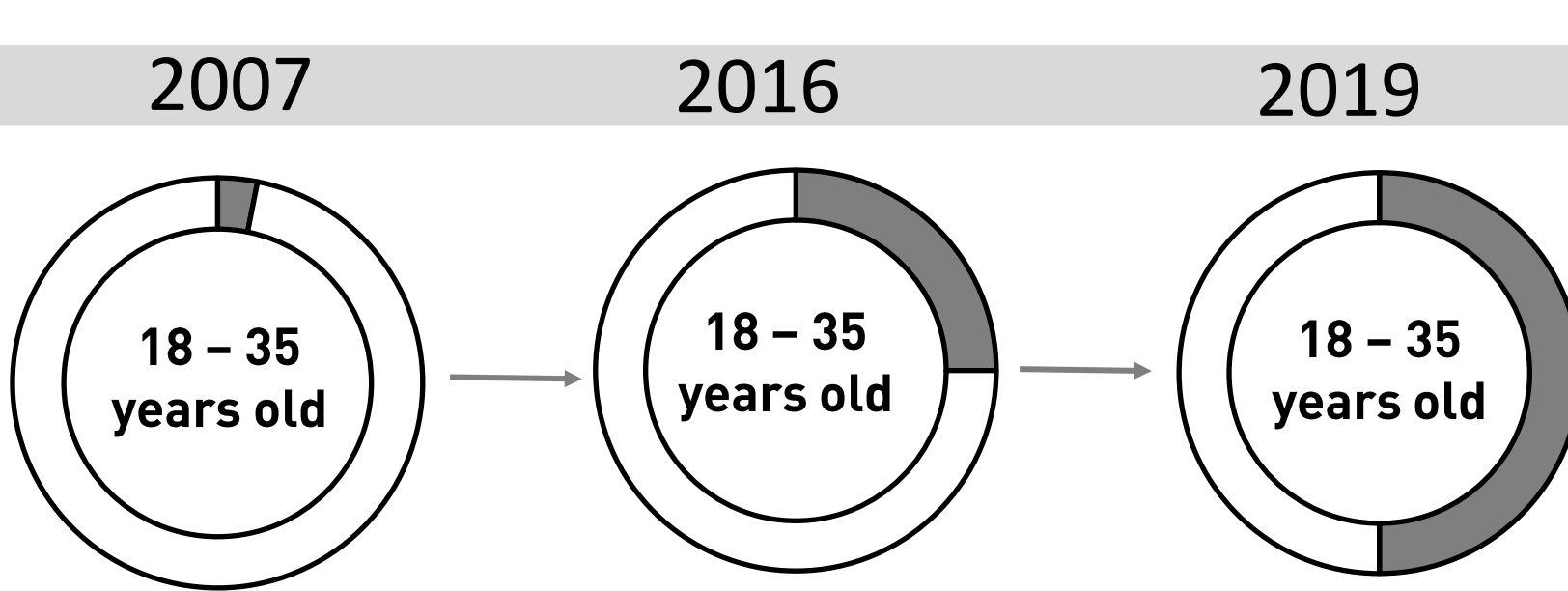
established ageing signs
Dehydration worsen by ageing skin

REJUVENATION & CORRECTION



PATIENT BEHAVIOUR EVOLUTION

THINK PREVENTIVE, DELAY SURGERY



YOUNGER PATIENTS ACCESS TO AESTHETIC MEDICINE

- Democratization of aesthetic procedures
- Patients more educated about skin & aesthetic medicine
- Easier access

% - 35 years old > % + 50 years old



WHAT IS DEHYDRATION ?

DEHYDRATED SKIN

= Skin lacks water

- Considered as a **modifiable condition** due to environmental factors & ageing
- Symptoms :
 - Uncomfortable skin
 - Poor skin elasticity
 - Dehydration lines & wrinkles
 - Itching
 - Dull skin
 - Dehydrated mucosa such as shrunk lips, eyes, etc.



DEHYDRATION

SHOULD NOT BE CONFUSED WITH DRY SKIN

DEHYDRATED SKIN

- > Lack of water
- > Modifiable condition

VS

DRY SKIN

- > Lack of oil & water
- > Part of skin pathology

A DRY SKIN CAN ALSO BE A DEHYDRATED SKIN.



DEHYDRATION

CAN CONCERN EVERYONE

> **WHATEVER THE AGE**

from young skin to more mature skin

> **WHATEVER THE SKIN TYPE**

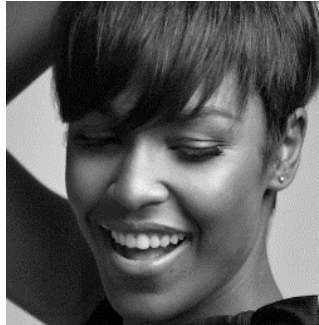
wether dry or oily skin

> **WHATEVER THE PHOTOTYPE**



SKIN SPECIFICITIES

SOME PATIENTS MORE PRONE TO DEHYDRATION



> BY ETHNICITY

Skin TEWL (trans epidermal water loss) :

African > Caucasian > Asian



> BY GENDER

Women are more prone to dehydration compared to masculine skin due to a thinner skin.



> ACCENTUATED BY AGEING

With the decrease of hyaluronic acid (quantity & quality)

-10% of HA every 10 years



SKIN SPECIFICITIES

AREAS PRONE TO DEHYDRATION



FACE

NECK

DÉCOLLETÉ

WHY SOME AREAS ARE MORE DEHYDRATED ?

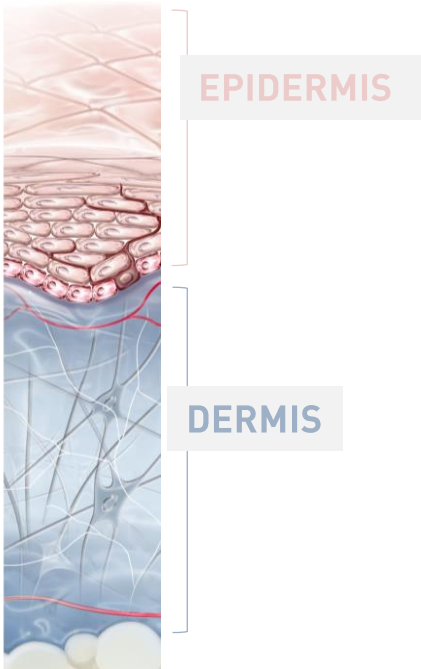
- Thin skin
- Low sebum secretion
- Exposed areas to environment (UV, pollution, ...)

BACK OF THE HANDS



DEHYDRATION IN THE SKIN

LINKED WITH HYALURONIC ACID



Hyaluronic acid is the main molecule to maintain the skin water content in epidermis and dermis.

HOW TO RESTORE HA



DAILY SKINCARE
CONTAINING HYALURONIC ACID



FREE HYALURONIC ACID
INJECTIONS



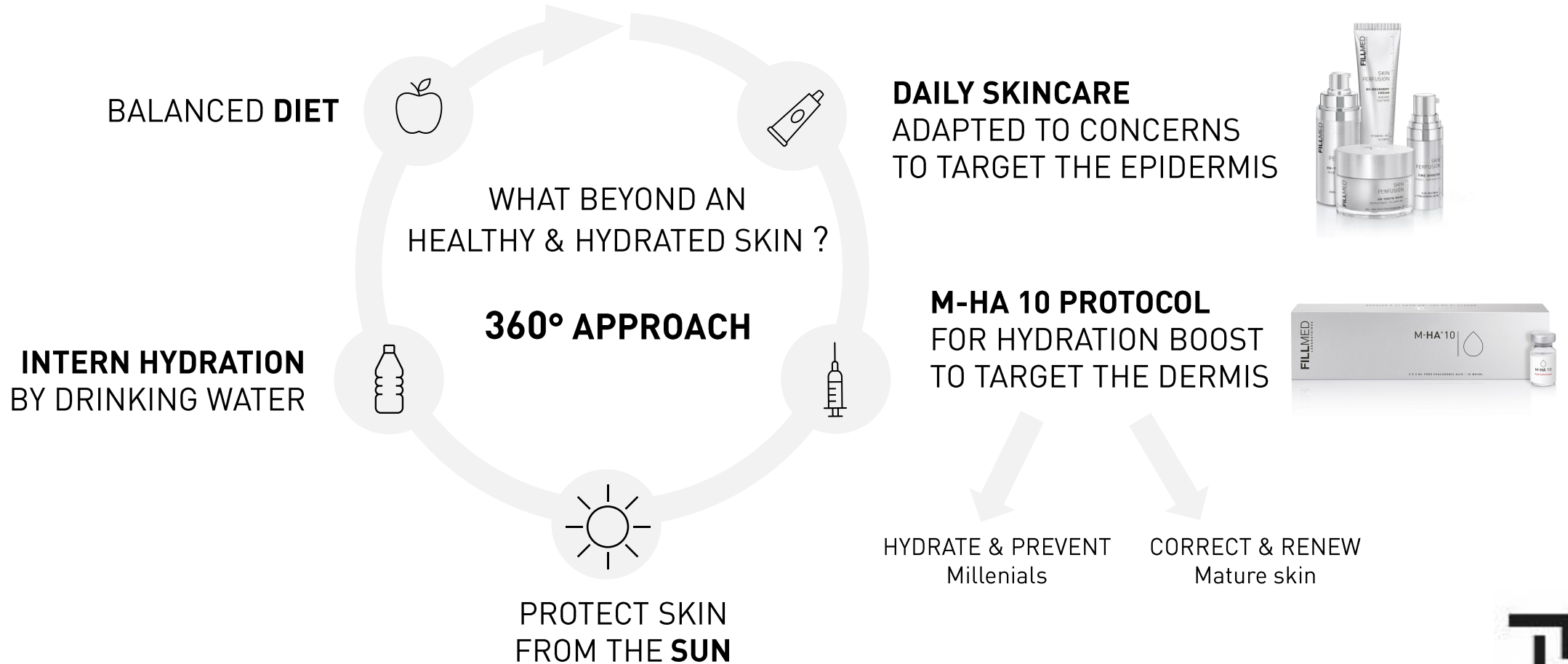
360° HYDRATION

IN & OUT STRATEGY

HEALTHY LIFESTYLE

linked with

FILMED HYDRATION APPROACH





WHAT IS
M-HA 10 ?



CONCEPT



BACK TO BASICS with M-HA® 10 *the injectable solution for deep hydration*

With only one fundamental compound, the unique and pure 100% hyaluronic acid formulation of M-HA 10 is the perfect hydra-booster product to provide the essential hydration to every skin.

M-HA® 10 is concentrated in **10 mg/ml of HA** to provide to patients a high and deep hydration added to a micro-filling effect for soft ageing signs correction.

Thanks to its hydrating formulation, this product is **universal**. Everyone, from millennials to mature patients, needs hyaluronic acid. For prevention or correction, it can be injected in every area of the face, neck, décolleté and back of the hands.





M-HA[®] 10 - MAIN USP

UNIQUE INGREDIENT & PURE FORMULA

100% free hyaluronic acid
HYDRA-BOOSTER | MICRO-FILLER



ADAPTABLE PROTOCOL

Standardized injection techniques
Single or in combination

UNIVERSAL PRODUCT

Every patient
(all ages, every skin type, phototype, ...)
Every dehydrated areas
(face, neck, décolleté and hands)



M-HA[®] 10 - MAIN USP

UNIQUE INGREDIENT & PURE FORMULA

100% free hyaluronic acid
HYDRA-BOOSTER | MICRO-FILLER



ONLY FREE HYALURONIC ACID

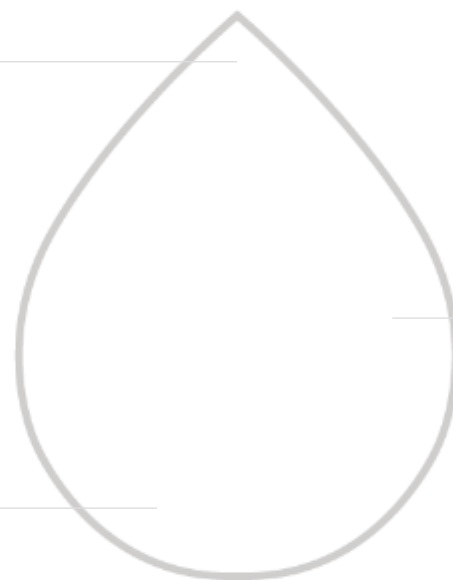


A SINGLE INGREDIENT

Pure composition | 100% Hyaluronic acid
Medical grade | 0,7 to 1×10^6 Daltons
Low inflammatory effect
Molecule well-known by practitioners & patients

FREE HA

No over-correction risk (no volumizing effect)
Can target all the areas not accessible with fillers (glabella, necklines, décolleté, etc.)



FORMULATED WITH 10 MG/ML

10 mg/ml of free HA

- Intense and deep hydration
- Micro-filler effect

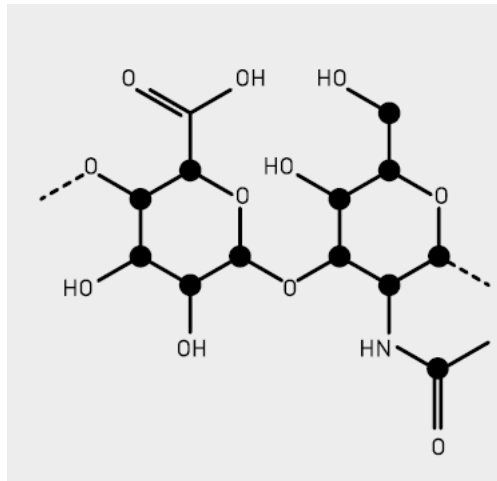
*The effects of a non-cross-linked hyaluronic acid gel on the aging signs of the face versus normal saline: a randomized, double-blind, placebo-controlled, split-face study. 3 sessions spaced out by 21 days on the face. Clinical scoring + instrumental measures. (HEBE 5 Study)



HYALURONIC ACID

HYDRA-BOOSTER & MICRO-FILLER

Produced by biofermentation
Medical grade
0,7 to 1×10^6 Daltons



« **WATER SPONGE** »

Bind with water molecules

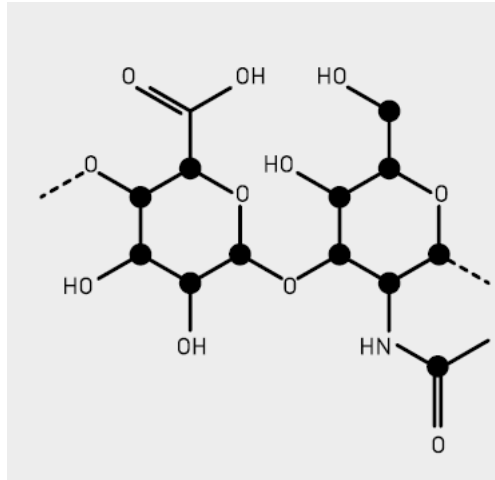
- To restore hydration
- For a plump effect



HYALURONIC ACID

SKIN QUALITY ENHANCEMENT

Produced by biofermentation
Medical grade
0,7 to 1×10^6 Daltons



GOOD QUALITY OF DERMIS

- As part of the extracellular matrix
- To act in the maintenance & regulation of the dermis
- To prevent from ageing signs

ANTIOXYDANT

- To capt free radicals
- To prevent from ageing signs



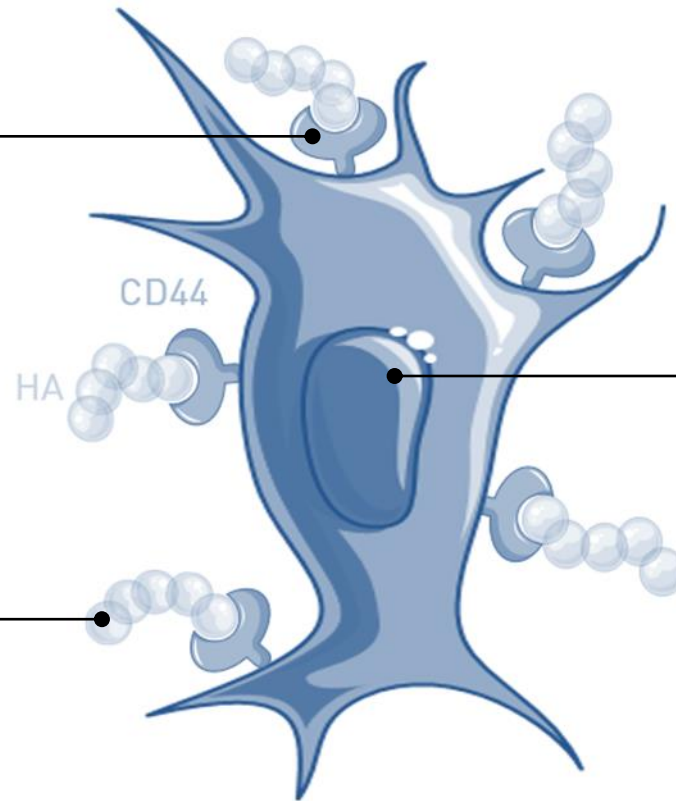
HYALURONIC ACID

BIOSTIMULATOR

CD44

A TRANSMEMBRANE RECEPTOR PRESENTS IN MOST TYPE CELLS SUCH AS FIBROBLASTS, BINDING WITH HA.

HYALURONIC ACID



FIBROBLASTS

HA STIMULATES FIBROBLASTS BY INTERACTING WITH CD44 RECEPTOR

- Fibroblast proliferation
- Fibroblast activity
- Collagen synthesis
- Elastin synthesis
- HA synthesis (auto-induced)



SKIN BOOSTER

GET GLOW WITH M-HA[®] 10

HYDRA-BOOSTER & MICRO-FILLER

HYDRATION

SMALL WRINKLES



RADIANCE

ELASTICITY



M-HA[®] 10 | CLINICAL STUDY

HYDRA-BOOSTER

INSTRUMENTAL & CLINICAL EVALUATION

AFTER 3 SESSIONS

+ 35%
HYDRATION ⁽¹⁾

+30%
SKIN RADIANCE ⁽¹⁾

+27%
SKIN ELASTICITY ⁽¹⁾



MICRO-FILLER

CLINICAL EVALUATION | BAZIN SCALE

AFTER 3 SESSIONS

-12 %
CROW'S FEET ⁽¹⁾

-11 %
CHEEK WRINKLES ⁽¹⁾

The effects of a non-cross-linked hyaluronic acid gel on the aging signs of the face versus normal saline: a randomized, double-blind, placebo-controlled, split-face study. 3 sessions spaced out by 21 days on the face. Clinical scoring + instrumental measures. (HEBE 5 Study)

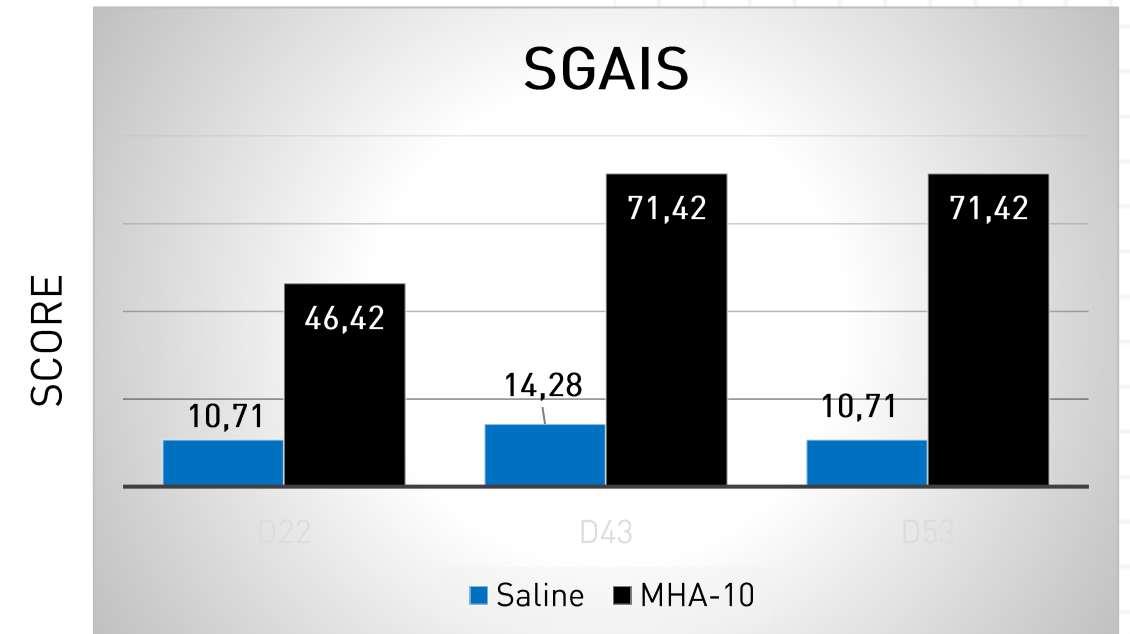
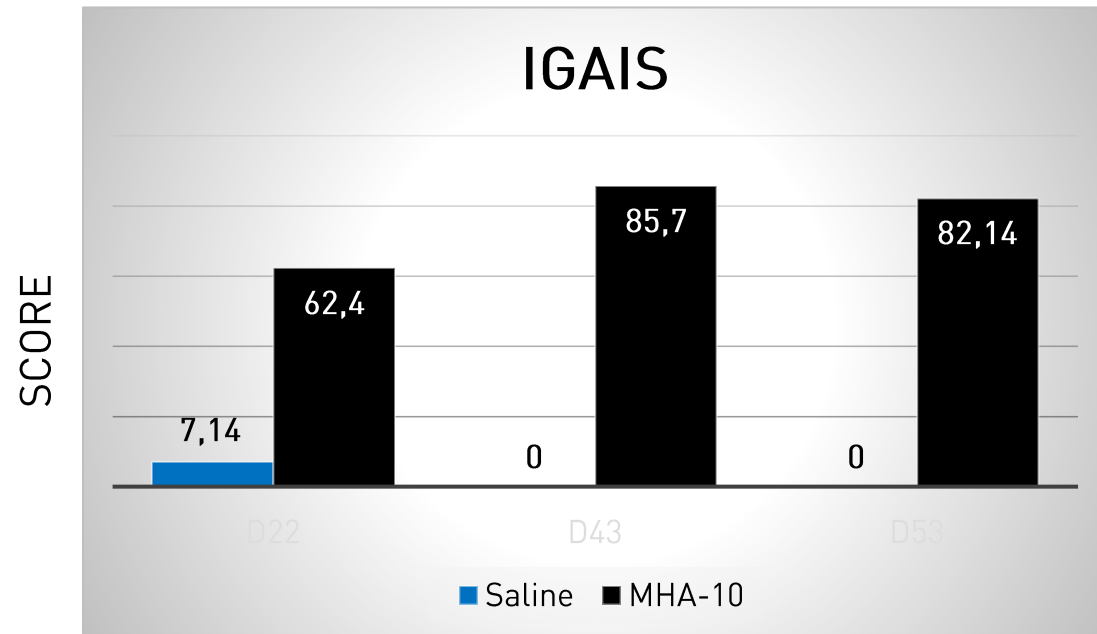


M-HA[®] 10 | CLINICAL STUDY

BOTH INVESTIGATORS & SUBJECTS ARE SATISFIED BY THE RESULTS.

82% OF INVESTIGATORS ARE SATISFIED AFTER 53 DAYS

71% OF SUBJECTS ARE SATISFIED AFTER 53 DAYS.



The effects of a non-cross-linked hyaluronic acid gel on the aging signs of the face versus normal saline: a randomized, double-blind, placebo-controlled, split-face study. 3 sessions spaced out by 21 days on the face. Clinical scoring + instrumental measures. (HEBE 5 Study)



BEFORE/AFTER

SMOOTH THE CHEEK AREA



BEFORE/AFTER

NECK MANAGEMENT



© Dr Riekie Smit

© Dr Riekie Smit

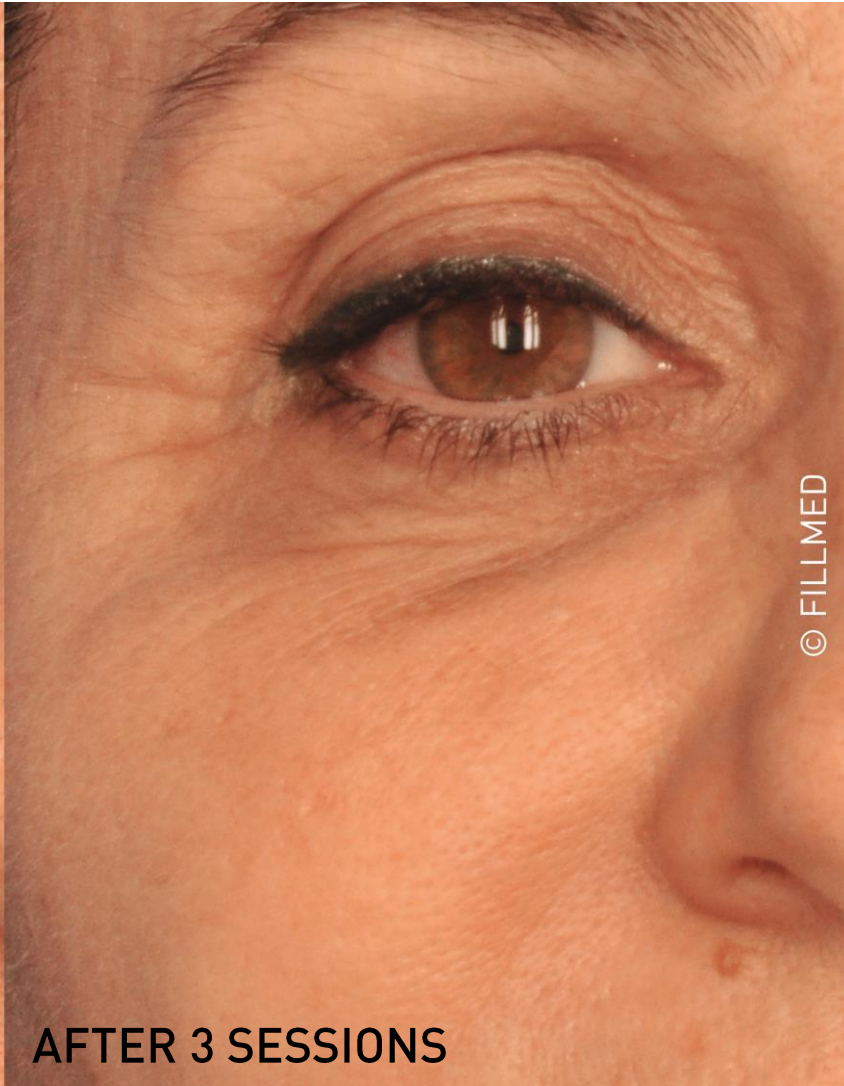
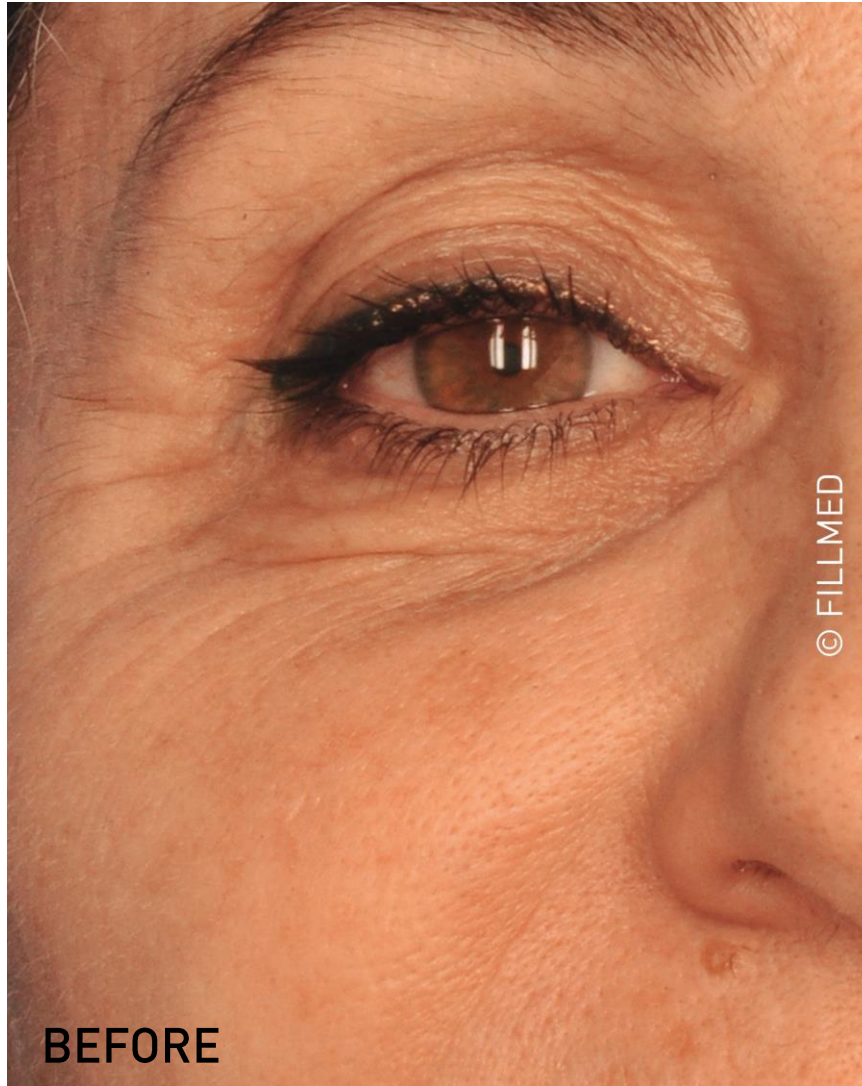
BEFORE

AFTER 1 SESSION



BEFORE/AFTER

SMOOTH THE EYE CONTOUR



M-HA[®] 10 - MAIN USP



ADAPTABLE PROTOCOL

Standardized injection techniques
Single or in combination



STANDARDIZED INJECTION

UNIVERSAL QUANTITY



FACE

(Even in areas non accessible with fillers)

NECK & DECOLLETE

BACK OF THE HANDS

QUANTITY PER SESSION



2 VIALS
2 x 3 ML



1 VIAL
1 x 3 ML



1 VIAL
1 x 3 ML

STANDARDIZED INJECTION

ADAPTED INJECTION TECHNIQUES



- 1 FULL COVER FOR A FULL FACE
- 2 TO TARGET SMALL WRINKLES AND FOLDS
- 3 TO TARGET THE DELICATE AREAS



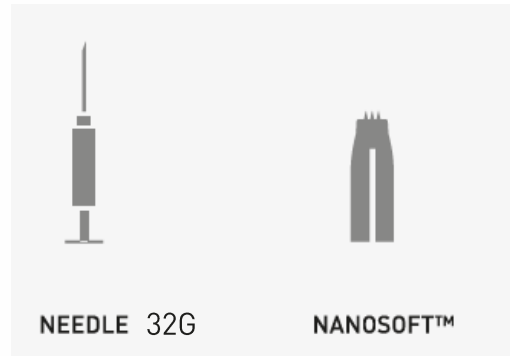
1. FULL COVER

INTRADERMAL INJECTION

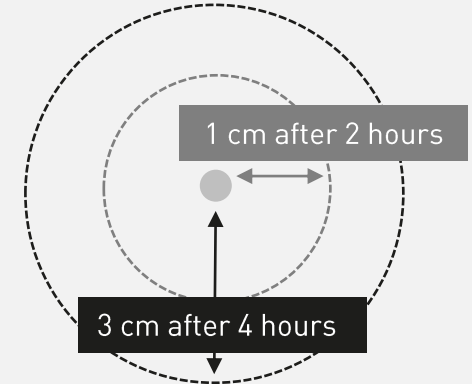
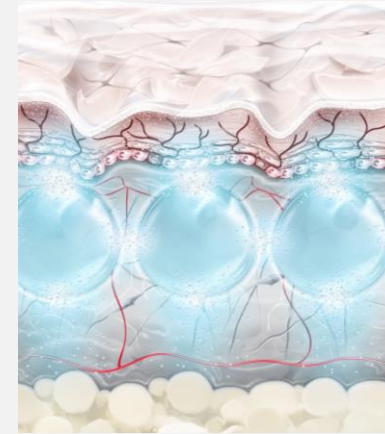
**FOR FACE, NECK, DÉCOLLETÉ and
BACK OF THE HANDS**

INTRADERMAL INJECTIONS

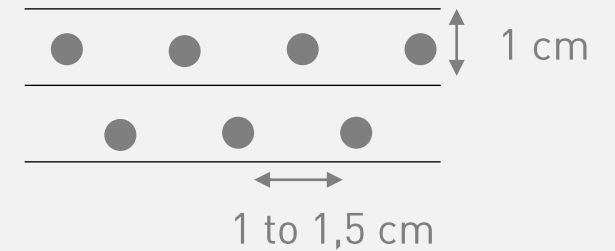
Papulas every 1 to 1.5 cm
with NANOSOFT® or 32G needle



> Papulas permit good product release*



> Standardized injection protocol for full cover



BENEFITS

- Full cover with papulas
- Easily repeatable by doctors

* internal not published datas (measure of the diffusion of a drop of a 10 mg/ml free HA solution)

2. TO TARGET WRINKLES AND FOLDS

POINT PER POINT OR PAPULAS INJECTION



TO PRECISELY TARGET SMALL WRINKLES (GLABELLA, NASOLABIAL FOLDS, ...)
2 INJECTIONS TECHNIQUES

1/ PAPULAS ACCROSS THE WRINKLE ●●●●●

With 32G needle

2/ POINT PER POINT ACCROSS THE WRINKLE ○○○

With 30G needle

BENEFITS

> Precisely target the wrinkles for an immediate micro-filling effect

> 2 adapted techniques with needles contained in the ready-to-use kit

3. TO TARGET THE DELICATE AREAS

INTRADERMAL INJECTION WITH NANOSOFT



EYE CONTOUR

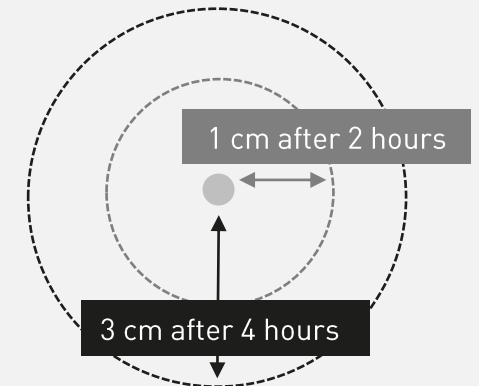
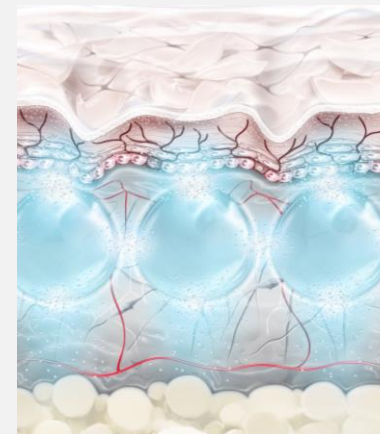
Papulas with NANOSOFT®

LIPS

Papulas with NANOSOFT® (off label) or 32G needle

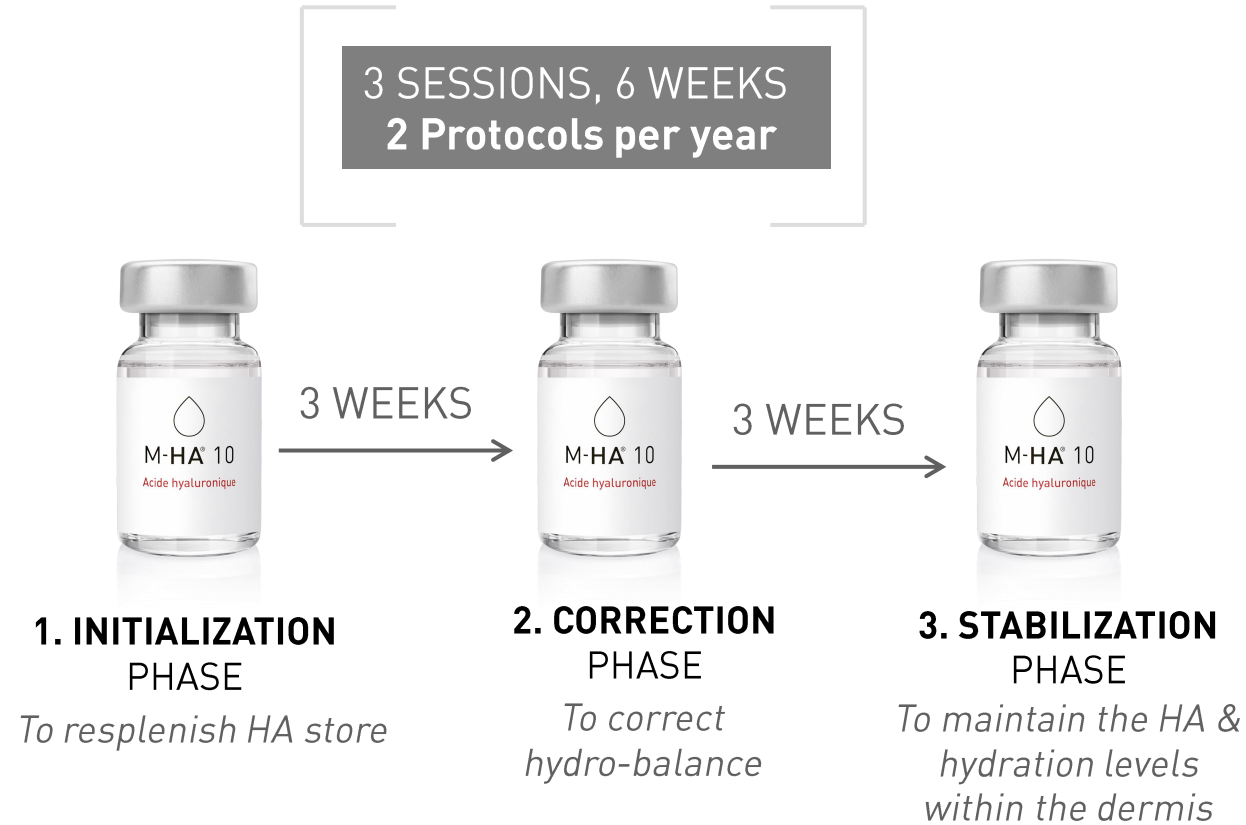
BENEFITS

- > To target delicate areas of the face with NANOSOFT®
- > Papulas permit good product release*



* Internal not published datas (measure of the diffusion of a drop of a 10 mg/ml free HA solution)

PROTOCOL OF 3 SESSIONS



BENEFITS

- 3 sessions for cumulative benefits
- 3 weeks (21 days) = cellular renewal
- Easy follow-up by doctors and patients

→ ADDITIONAL SESSIONS CAN BE RECOMMENDED TO MAINTAIN RESULTS.



M-HA[®] 10

A COMPLETE ACTION



INJECTION
OF M-HA[®] 10



IMMEDIATE RESULTS AFTER INJECTION
with **PLUMP EFFECT**
& **MICRO-FILLING EFFECT**

LONG-TERM RESULTS :
RESTORE HYDRATION AND HYALURONIC ACID
& BIOSTIMULATION OF FIBROBLASTS



MULTIPLE COMBINATION

PROTOCOL IN 3 SESSIONS



FILMED SIGNATURE PROTOCOL

**BIO
NU+RI
NECK**

For the necklines management

PEELING + M-HA[®] 10 With NANOSOFT[®] + SKIN PERFUSION

WITH SKIN PERFUSION

- For a multilayering approach
- In-Clinic + At-Home

MAINTENANCE SESSION

- After a complete protocol to maintain the hydration
- A single session for a shot of hydration at a dedicated moment when skin suffers from dryness and dullness (after summer, during winter, ...)

SOLO



**IN
COMBINATION**

WITH NCTF[®] 135 HA

- For a more complete rejuvenation : powerfull hydration, intense revitalisation & redensification

TO PREPARE THE SKIN TO A PROCEDURE

- Before other treatments such as laser once the skin barrier is recovered



M-HA[®] 10 - MAIN USP



UNIVERSAL PRODUCT

Every patient
(all ages, every skin type, phototype, ...)
Every dehydrated areas
(face, neck, décolleté and hands)



MULTIPLE TARGETS

TARGET ALL PATIENTS WHATEVER THEIR AGE, SKIN TYPE, PHOTOTYPE, ...

MILLENIALS AND YOUNG PATIENTS

with no ageing signs for prevention

To maintain adequate level of HA in the dermis and skin hydration.

MATURE PATIENTS

With established ageing signs for rejuvenation

To restore HA in the dermis & skin hydration and softly correct fine lines caused by ageing.



NAIVE PATIENTS

With or without ageing signs

As a first treatment (accessible, quick & painless) to slightly introduce aesthetic procedures.

EXPERIENCED PATIENTS

With or without ageing signs

To complete their 360° approach of aesthetic medicine As a usual treatment (a protocol every year)



MULTIPLE AREAS

DIFFERENT AREAS TO INJECT & ADAPTED TECHNIQUES OF INJECTION

Free HA can be injected in the dermis in many areas to obtain a replenishing and moisturizing effect (without adding volume).



FACE

(Even in areas non accessible with fillers)

NECK & DECOLLETE

BACK OF THE HANDS

ALL AREAS
PRONE TO DEHYDRATION &
EXPOSED TO ENVIRONMENT
(UV, POLLUTION, ...)



UNIQUE PACKAGING



READY-TO-USE KIT

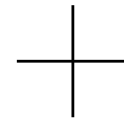
3ml vials, disposable, ready to use

Withdrawal needles (18G)

Injection needles 30G – 13 mm

Injection needles 32G – 4 mm

3ml syringes



NEW PACKAGING IN MAY 2023
WITH THE IMPLEMENTATION OF THE PROOFTAG



Unique
code

Authentication
number

Flash
QR code



M-HA[®] 10 & NCTF[®] 135 HA

FILMED SKIN QUALITY PORTFOLIO



M-HA[®] 10

Hydra-booster & micro-filler

Free hyaluronic acid

for deep hydration & fine lines

- **A pure formulation** : Hyaluronic acid (10mg/ml)
- **Indicated & adaptable to every patient**
- **Protocol in 3 sessions**
- **For a glowy aspect** : to deeply hydrate the dermis with a micro-filler effect.



NCTF[®] 135 HA

Polyrevitalising solution

Free HA + 59essentials ingredients

for revitalisation, hydration & redensification

- **A complete formulation**
- **Indicated & adaptable to every patient**
- **Protocol in 3 sessions**
- **For a global refresh aspect** : to redensify & polyrevitalise the skin

M-HA 10 & NCTF 135 HA CAN BE COMBINED IN A PROTOCOL FOR A COMPLETE EFFECT

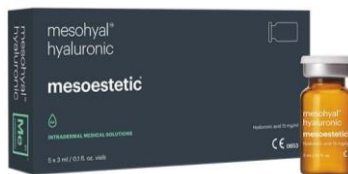
MARKET OVERVIEW

SKIN QUALITY (HA products)

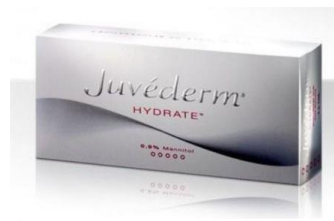
CROSS-LINKED HA
(skin booster)



FREE HA






FREE HA PRODUCT HA
+/- 1 INGREDIENT



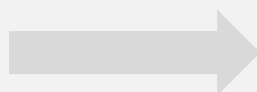
POLYREVITALISING
COCKTAIL



POSITIONNING VS COMPETITORS

	M-HA® 10	PROFILO®	JUVEDERM HYDRATE®
			
Formulation	Free HA 10 mg/ml	L-HA 16 mg/ml + H-HA 16 mg/ml	Free HA 13,5 mg/ml + Mannitol
Packaging & Price	3 vials x 3ml → 95,00€ ~ 30€/vial ~ 10€/ml	1 syringe x 2 ml → 92,36€ ~ 46€/ml	1 syringe x 1ml → 55,75€ ~ 56€/ml
Protocol	Per session : 1 or 2 vials ~ 30-60€ → 1 protocol (3 sessions) : 95€	Per session : ~ 92€ → 1 protocol (2 sessions) : 184€	Per session : ~ 56€ → 1 protocol (3 sessions) : 168€ + maintenance session every 4/6 months

- € M-HA® 10 < € Competitors
- Few competitors for free HA products



M-HA® 10 : an accessible product, easy to propose to patients



WHAT'S NEW IN 2022 ?



GET GLOW !

(RE)LAUNCH M-HA[®] 10 IN 2022



NEW COMMUNICATION STRATEGY

- Stronger concept
- Guidelines for injection
- New marketing assets

DEEP IN SCIENCE

- First clinical study
- Publication





MARKETING TOOLS



MARKETING ASSETS

COMMUNICATION ASSETS

PHOTOS

INSPIRATIONAL

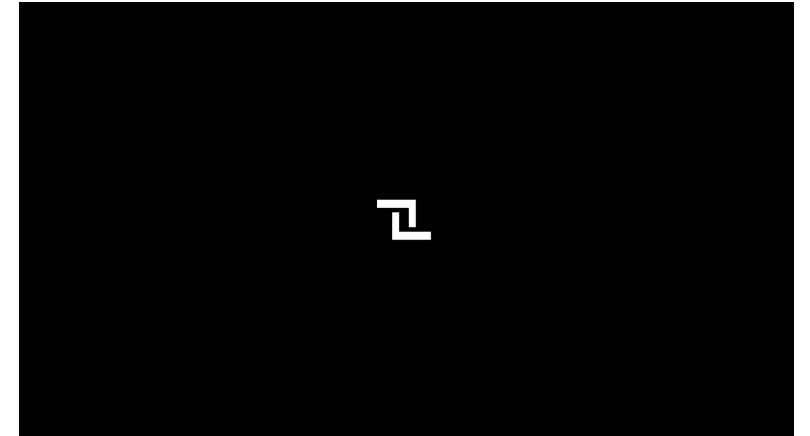


& BEFORE/AFTER PICTURES

KEY VISUAL



MOVIE



DIGITAL

- DIGITAL ASSETS ready-to-use



MARKETING ASSETS

SCIENTIFIC COMMUNICATION

SCIENTIFIC DATAS

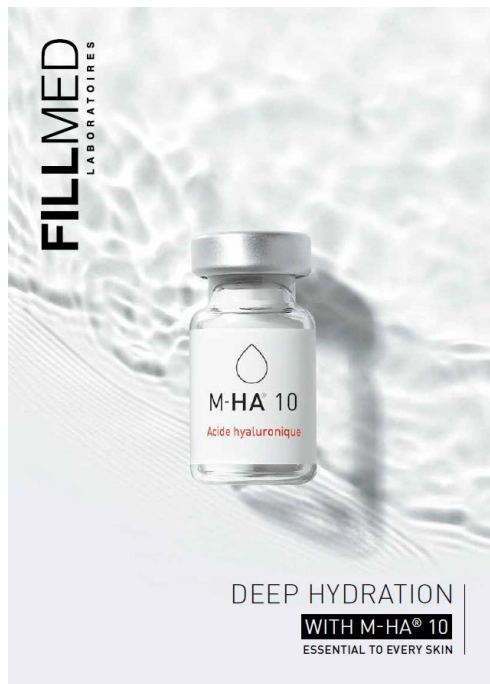
- **New clinical study**
- **New publication (in press)** : QUEILLE-ROUSSEL C *et al.*, The effects of a non-cross-linked hyaluronic acid gel on the aging signs of the face versus normal saline: a randomized, double-blind, placebo-controlled, split-face study. *Journal of Dermatological Treatment*, 2022, *in press*.



MARKETING ASSETS

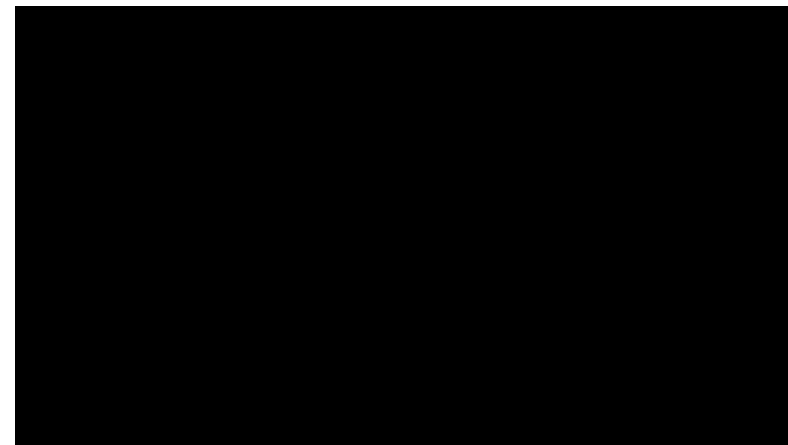
DEDICATED TO DOCTORS VISIT

BROCHURE



TRAINING

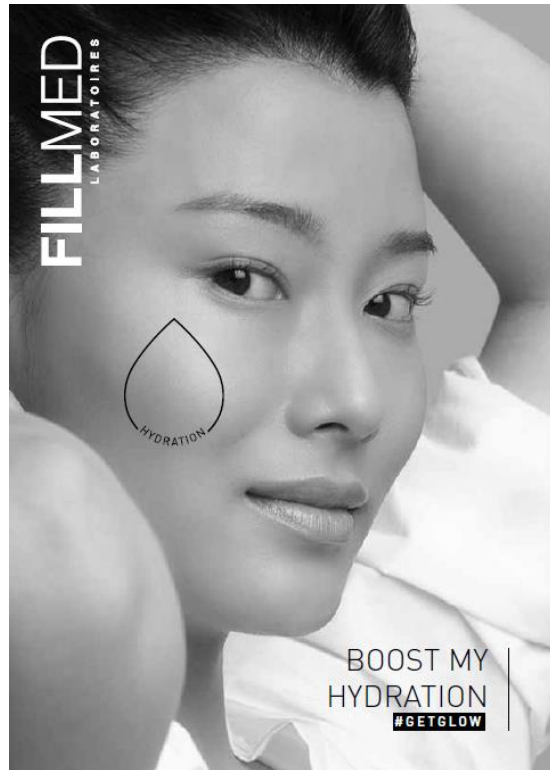
- Training presentation
- Injection video focus on the lips
- Injection video
“How to inject M-HA 10 ?”



MARKETING ASSETS

DEDICATED TO PATIENTS & PRESS

BROCHURE FOR PATIENT



PRESS FILE

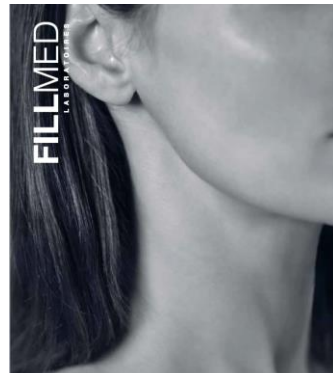


MARKETING ASSETS

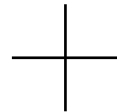
BIONUTRINECK WITH M-HA® 10

BIONUTRINECK

BROCHURES
FOR DOCTORS & PATIENTS

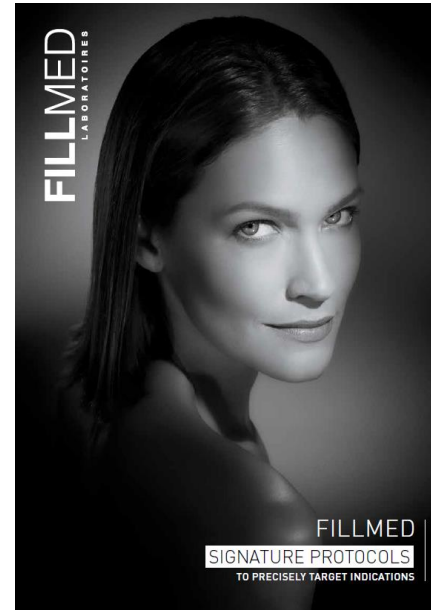


BIONUTRINECK
NCTF® 135 HA & M-HA® 10
NECK MANAGEMENT AT ANY AGE



BEFORE/AFTER PICTURES
LOGO

& IN GLOBAL PROTOCOLS :
BROCHURES & PRESS FILE



M-HA® 10 IN 2023 !

LIPS MARKETING CAMPAIGN



JANUARY 2023

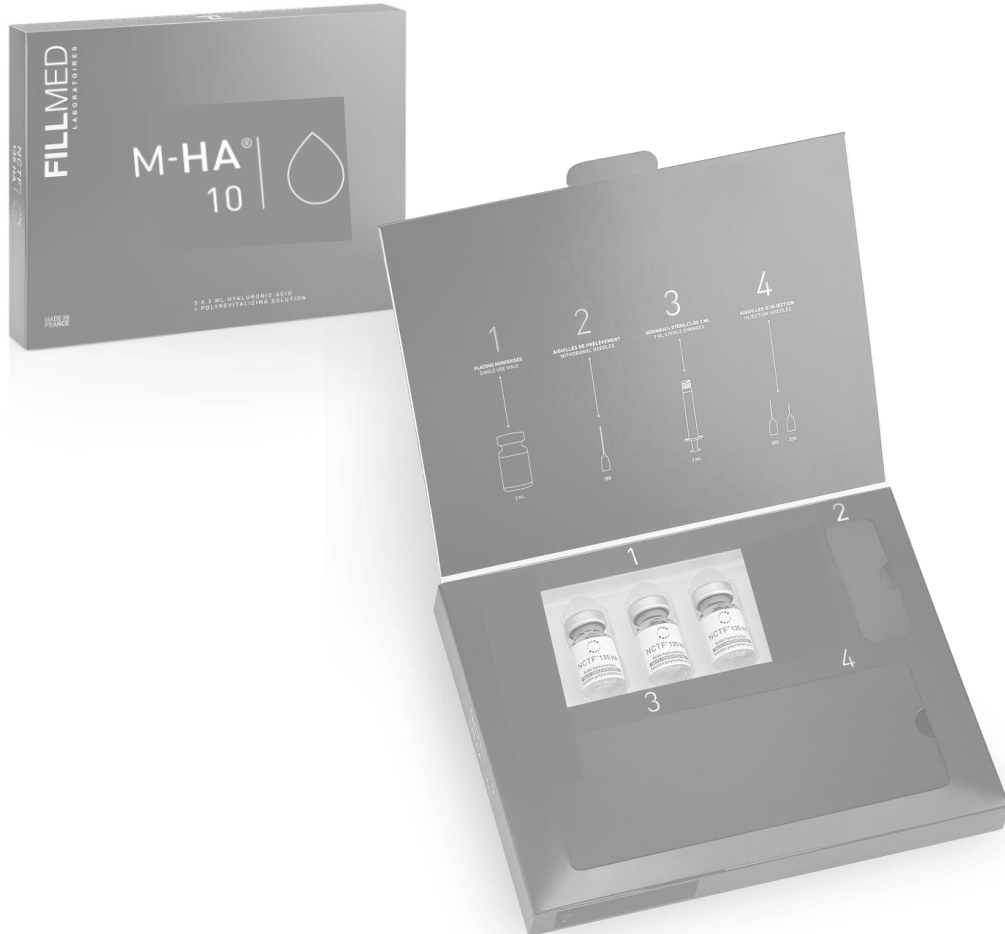
« FROM TRENDS TO TREATMENT »

- 1 ADD VOLUME WITHOUT PROJECTION
- 2 HYDRATE FROM WITHIN
- 3 TREAT THE PERI-ORAL TO REVEAL THE LIPS



M-HA® 10 IN 2023 !

NEW BOX



MAY 2023

LAUNCH OF THE NEW PACKAGING

NCTF® 135 HA & M-HA® 10

New **design**

More **ergonomic**

Dedicated **compartments** for each injection step

Inviolable first opening

Easy to **close and open**



REGISTER M-HA[®] 10 !

**IF YOU HAVE NOT YET M-HA[®] 10,
CONTACT YOUR REGULATORY TO START THE PROCESS**

