

NON-SURGICAL TREATMENT SOLUTIONS



 **Dysport®**
BOTULINUM TOXIN TYPE A

Restylane®

WHAT IS BEAUTY?

Beauty is easy enough to spot, but tricky to define—despite countless attempts to do so. Sometime around 300 B.C., the Greek mathematician Euclid identified the "Golden Proportion," an ideal face two-thirds as wide as it is tall, with a nose no longer than the distance between the eyes.



IDEAL PROPORTIONS



- **Width ratio**

Distance from pupil to pupil is 46% of overall width of face from inside of ear to inside of ear

- **Length ratio**

Distance from id point of eyes to mid point of mouth is 36% overall length of face from hairline to chin

GOLDEN RATIO



Centre of pupil : Bottom of teeth : Bottom of chin
Outer & inner edge of eye: Centre of nose
Outer edges of lips : Upper ridges of lips
Width of centre tooth : Width of second tooth
Width of eye : Width of iris

TEN HALLMARKS OF HUMAN UNIVERSAL BEAUTY

Women

1. Big eyes
2. Small nose
3. Tall and Lean
4. Symmetrical Face and Body
5. Hour glass figure
6. Thick hair
7. Glowing Skin
8. Full Lips



Men

1. Larger Nose
2. High Cheek Bones
3. Strong Jawline
4. Straight eyebrows
5. Tall and well built
6. Muscular
7. Thick hair
8. Slim hips
9. Glowing skin



THE FACIAL SYMMETRY STUDY

According to Professor of Biostatistics at the University of Nebraska Medical Center. The Golden Ratio is used to define Beauty according to Facial Symmetry on a scale from 1-10.

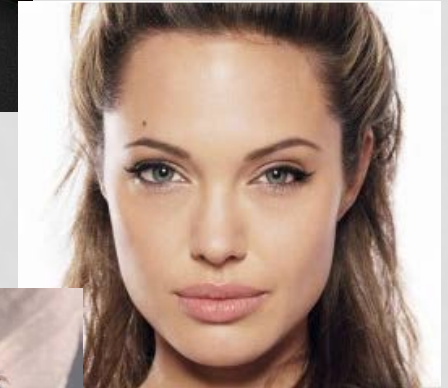
The Following Celebrity Faces were rated on a scale of 1-10:

Brad Pitt Face ranked 9.3

Angelina Jolie Face ranked 7.67

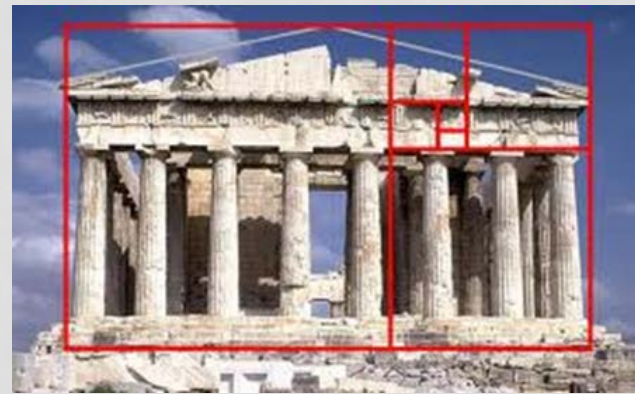
Halle Berry Face ranked 7.36

Which is an unsurprising result because these people are considered the most beautiful in the world!

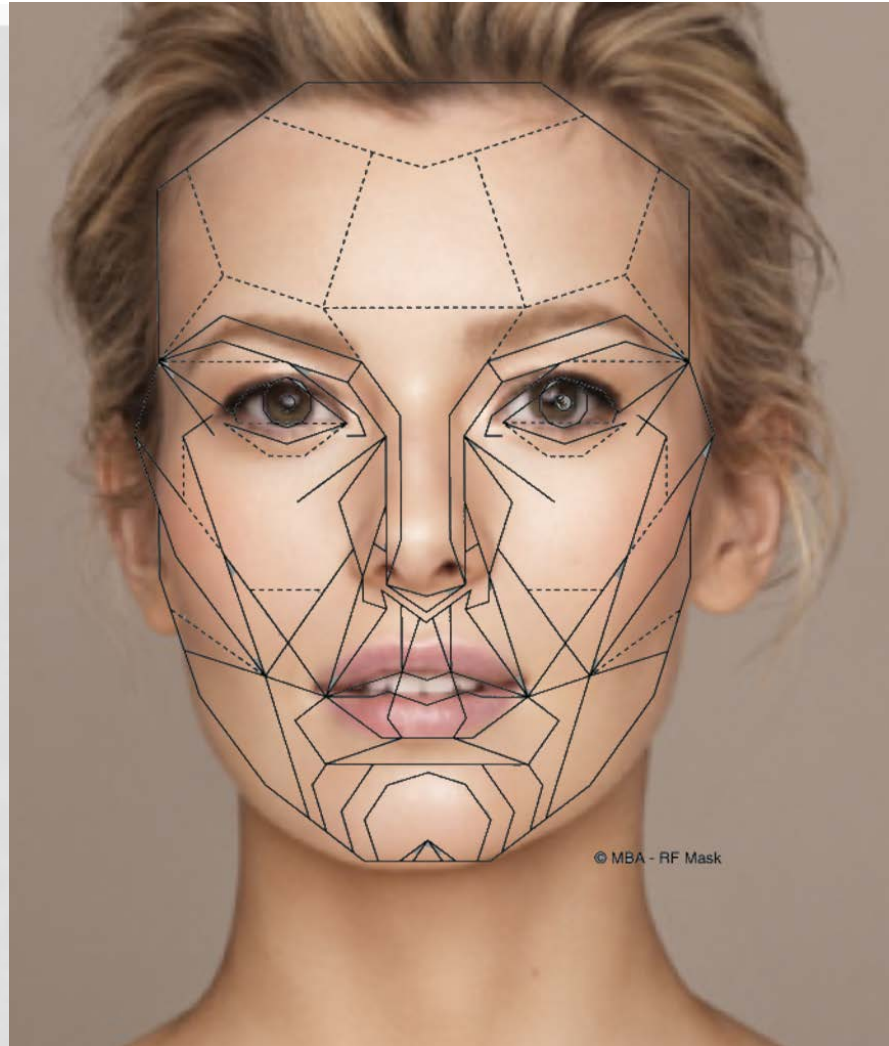


MARQUARDT MASK

In 1997, a retired California plastic surgeon introduced the Marquardt Mask, a robotic-looking web of lines that dissects faces using the ratio of 1 to 1.618, or phi. Identified in ancient Greece, this magical mystery ratio somehow governs the proportions of everything from human embryos to azalea buds, buildings such as the apocalypse



MARQUARDT MASK



AREAS FOR TREATMENT



Worry lines

Frown lines

Crows feet & tear troughs

Mid face rejuvenation

Acne scars

Lip lines

Lip volume/rejuvenation

Lower face rejuvenation

Neck area

Hands

Décolletage

PERCEPTIONS OF THE INDUSTRY

Patients & their practitioners can sometimes go to the extreme

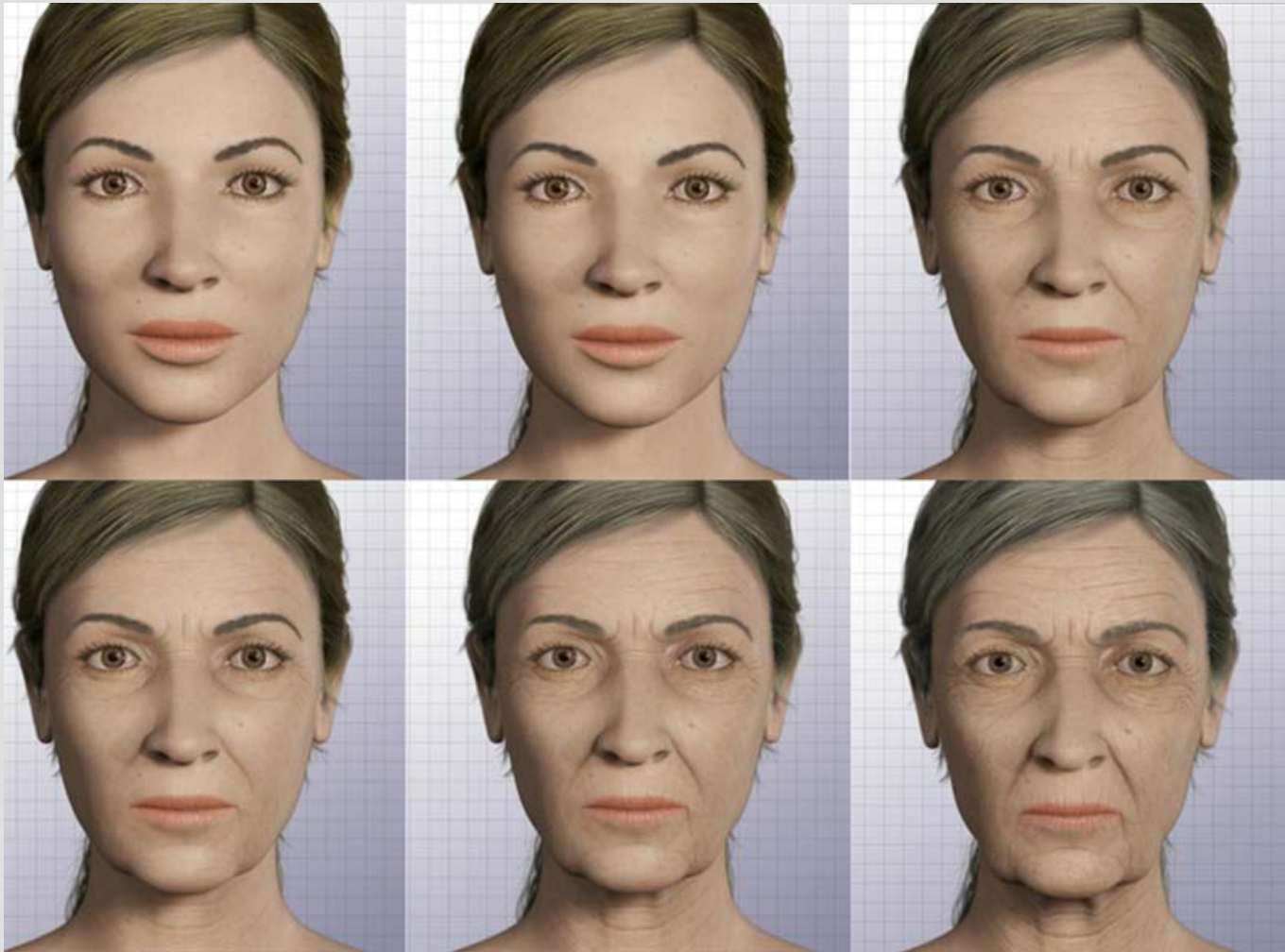


Our goal is to make people look naturally enhanced without looking like they have had a treatment

THE GOAL OF NON SURGICAL COSMETIC PROCEDURES



THE AGEING FACE



WHAT ACCELERATES AGEING?

- Disease
- Medications
- Sun damage
- Smoking
- Environment
- Genetics
- Lifestyle



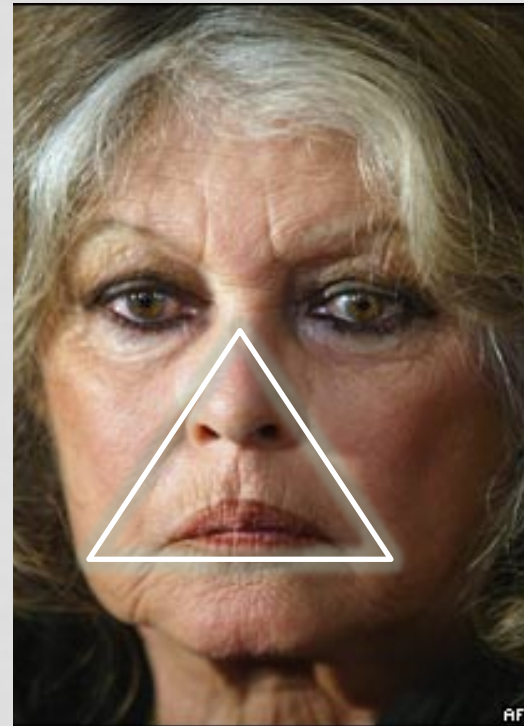
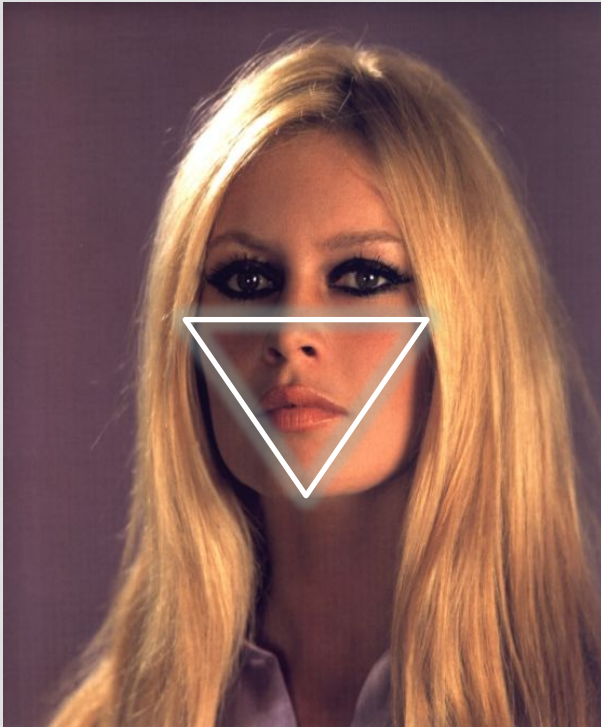
WHAT HAPPENS TO THE FACE?

- Gravity causes sagging
- Loss of underlying fat
- Loss of collagen and elastin
- Wrinkles develop
- Change of skin texture, tone and clarity



FACIAL TRIANGLES

YOUTH AND AGEING INVERTED



- Ageing is indiscriminate
- Loss of facial fullness, under eyes, cheeks & jowls
- Volume at top of triangle in youth
- Restore fullness & contours in the triangle

THE TRIANGLE OF YOUTH



NON SURGICAL COSMETIC PROCEDURES

Sometimes we do not see what we expect when looking in the mirror.

We see signs of aging -- little wrinkles around the eyes or lips, age spots, maybe some sagging skin instead of the youthful appearance we once had.

There used to be few options for turning back the clock without going under the knife. But today, you can soften the signs of aging with a wide range of non-surgical procedures for the face.



NON-SURGICAL PROCEDURES

- Botulinum Toxin treatments (such as Dysport)
- Dermal Filler Treatments (such as Restylane products)
- Skinbooster Treatments (such as Restylane Vital products)
- Skin Peels
- Laser Treatments
- Tightening treatments
- Microdermabrasion



SKIN PEELS

- There are many different brands and types
- Basically they fall into 3 different categories:

- Superficial
- Medium
- Deep



- Most should be done by a medical specialist with the exception of the mildest ones

SKIN PEELS



A series of treatments can:

- reduce age spots
- fine lines around the mouth and eyes
- acne scars
- wrinkles caused by sun damage or aging

Mild peels have more subtle results.

The application may be repeated every few weeks until the desired effect is reached

Deeper peels initially cause swelling and crusting but ultimately have more dramatic results.

MICRODERMABRASION

You may have heard of dermabrasion, a procedure that sands away the top layer of skin. It's an effective way to treat severe sun damage, but it causes bleeding and requires a week of recovery time.

Microdermabrasion is a non-surgical alternative. Often called a "power peel," it blasts the skin with tiny crystals that exfoliate the outer layer. This can reduce fine lines, brown spots, and mild acne scars -- usually with no recovery time



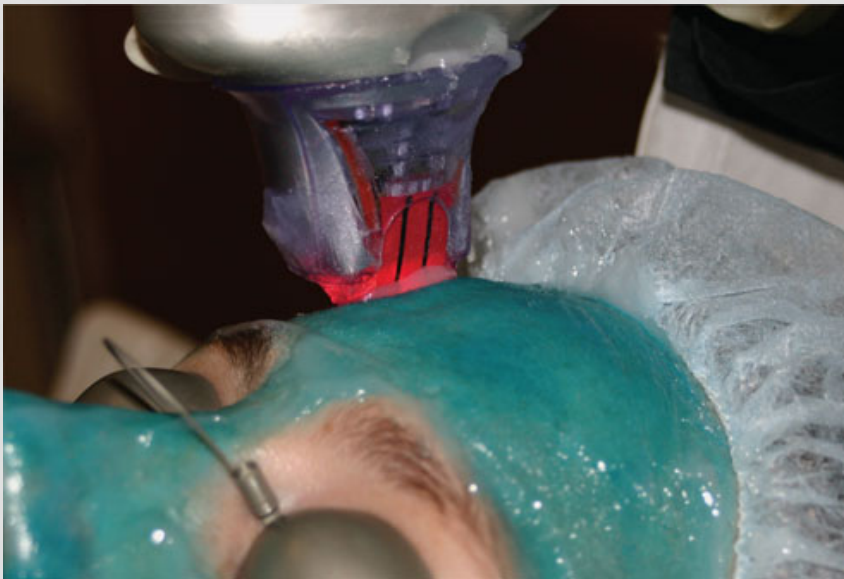
SKIN TIGHTENING



Skin tightening is an advanced treatment that gently stimulates the production of new collagen. It helps to improve skin texture and gives a tighter, more toned appearance

The majority of devices use radio frequency energy to heat the skin. The heat stimulates the body's production of collagen, tightening the skin.

NON - ABLATIVE LASER TREATMENTS

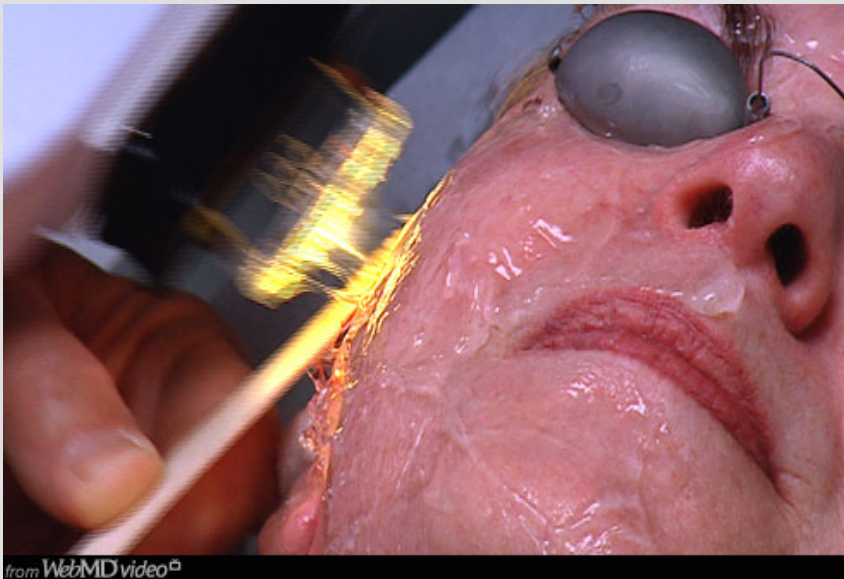


Non-ablative lasers penetrate beneath the surface of the skin without damaging the outer layer. This stimulates:

- collagen production
- reduces fine lines
- improves skin tone and firmness.

The procedure can be painful, so a topical anaesthetic is applied. Because non-ablative lasers do not damage surface skin, there is no recovery time.

INTENSE PULSED LIGHT (IPL)



Like lasers, IPL goes below the surface to a deeper layer of skin called the dermis.

Short pulses of light are administered to heat and destroy targeted cells and stimulate rejuvenation.

Unlike a laser, IPL delivers a broad spectrum of light which can treat a variety of skin imperfections at the same time and causes only moderate sensation.

BOTULINUM TOXIN



Botulinum Toxin is effective for the treatment of wrinkles (such as frown lines) and is designed to relax the treated facial muscles.

Once the area is treated it relaxes the muscle causing the facial expression (such as frowning)



Before



After

BOTULINUM TOXINS

- 2 different types approved in Australia. Dysport and Botox
- Both are the same product: Botulinum toxin Type A
- It is a modified protein that works by relaxing targeted muscles

BEFORE AND AFTER: DYSPORT BOTULINUM TOXIN INJECTIONS



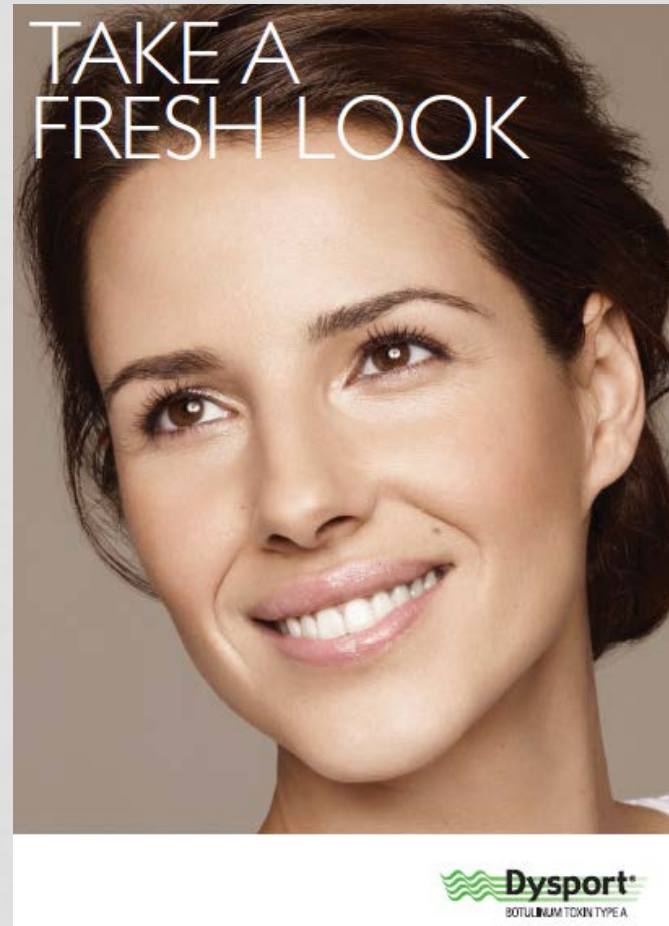
The result is smoother skin in the treated area. As the muscles slowly regain the ability to contract, lines and wrinkles reappear.

To maintain the desired effect, injections must be repeated every four to six months.

WHY DYSPORT?

- Dysport usually take 2-3 days to reach full effect ¹
- 93% of patients are satisfied with their Dysport 6 months after treatment ²
- Dysport lasts up to 4 months ³

- 1. Monheit g et al. A randomized, double blind, placebo controlled study of BoNTA. Dermatol Surg 2007; 33:S51-S59
- 2. Rzany B et al. JEADV2010;24 (Supl 1) 1-14.
- 3. Dyport Product Information 2012.



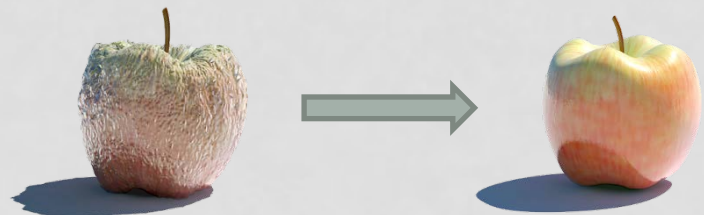
DERMAL FILLERS



Dermal fillers are products that enhance lip volume, smooth facial wrinkles and folds by lifting up the tissue underneath.

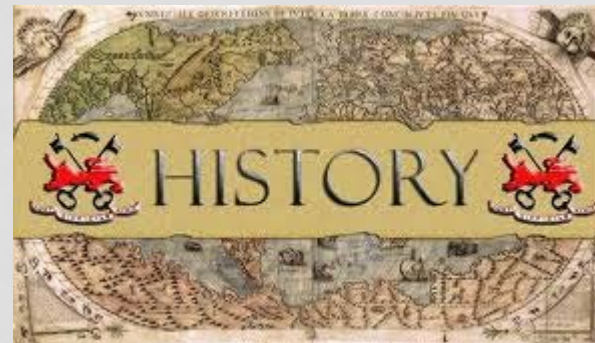
The most widely used dermal filler in the world are Restylane products. There have been over 16 million Restylane treatments since 1996.

Restylane products are based on Hyaluronic Acid and similar to that found in the body



HISTORY OF DERMAL FILLERS

- In the U.S.A. in the 1980s, scientists discovered that bovine collagen proved to be safe in humans. At this point, the use of fat as a filler material was overtaken by this new collagen. This was the beginning of the dermal filler industry.
- In the mid 1990's hyaluronic acid (HA) was launched as a new filler and gradually overtook the collagen market as it required no skin test so patients could have immediate treatment with safe and natural results.



DERMAL FILLER CATEGORIES

- Fillers are categorised according to how long they last and fall into 3 groups:

- 1) Temporary
- 2) Semi – permanent
- 3) Permanent



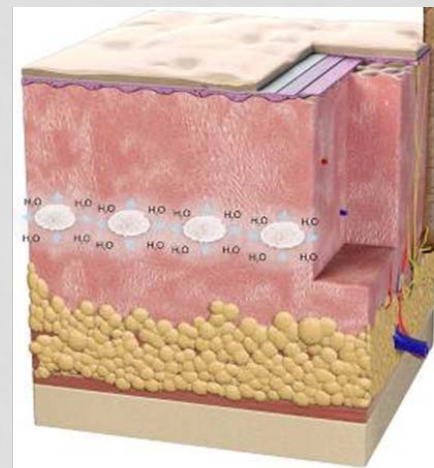
- Temporary or resorbable fillers are the most widely used for safety reasons, despite the fact that some patients demand longer lasting results

WHAT ARE DERMAL FILLERS AND HOW DO THEY WORK?

- As the skin ages, it gradually loses collagen and elastin. These prevent the skin from losing its elasticity. As we age our skin can become thinner and more wrinkled and lined.
- Dermal fillers help to restore skin to its former youthful appearance. The product is injected into the skin softly restoring the fullness of lips, cheeks, chins and under the eyes.



Dull and tired skin



Restored Hydrobalance:
Hydrated and Healthy skin

RESTYLANE DERMAL FILLERS CAN BE USED TO:

- Hydrate and volumise the skin to reduce the appearance of wrinkles
- Enhance and define the lips & the lip borders
- Contour, shape and restore volume to the mid face area (cheeks)
- Soften the appearance of dark circles under the eyes
- Reduce the appearance of acne scars

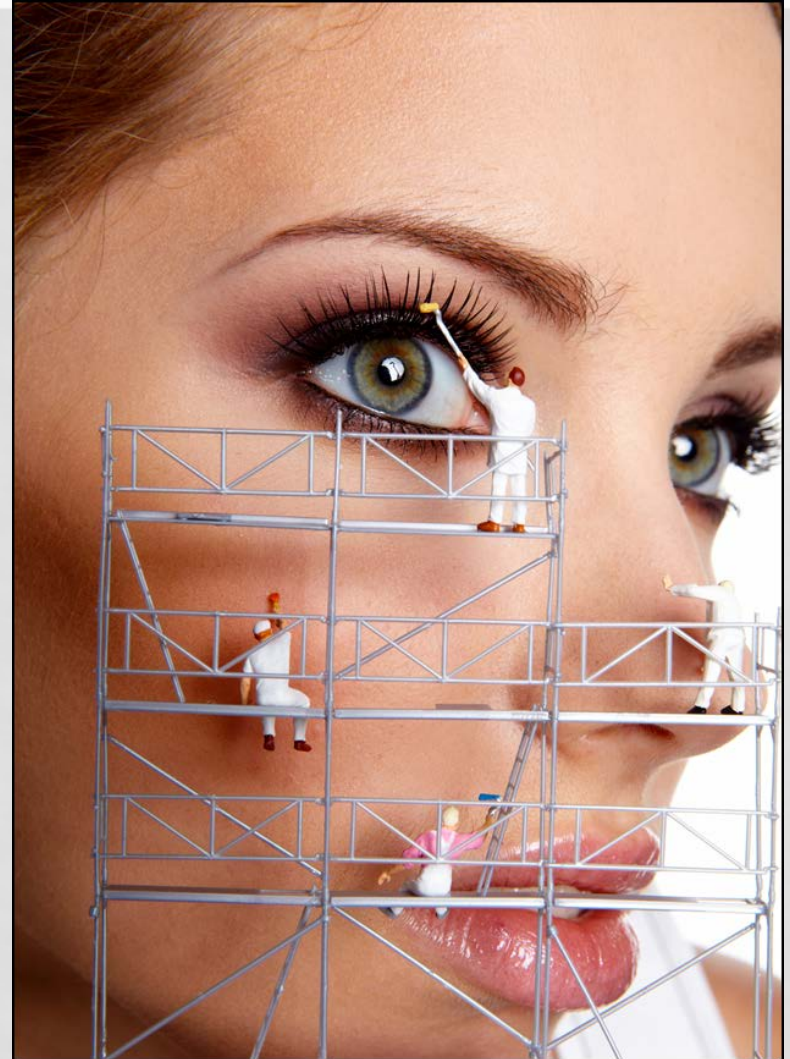


WHY RESTYLANE DERMAL FILLER PRODUCTS?

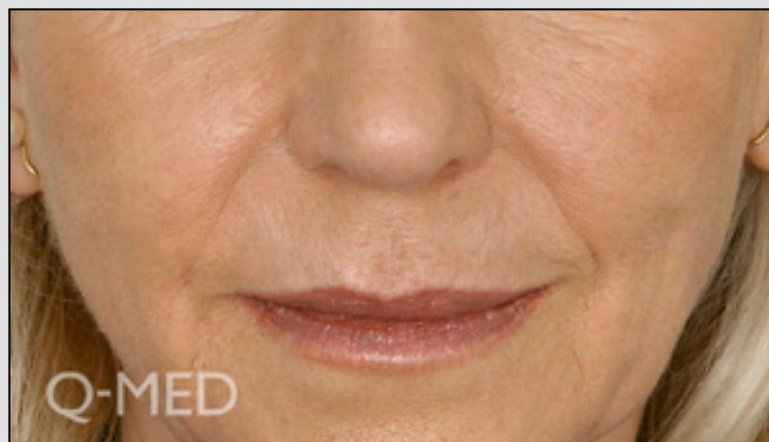
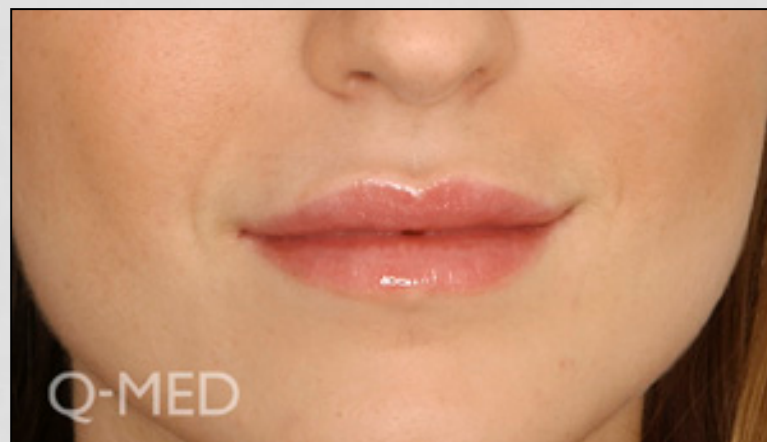
- *It's a safe and natural product that is non-permanent and gradually dissappears unnoticed from the body with 6-18 months (depending on the treatment you have)*

WE NEED IT BECAUSE:

- Diminished production/quality of HA as we age
- Skin loses hydration, tone and elasticity
- Skin becomes dehydrated, loose, wrinkled & sags
- ***binds water in the skin***, giving



BEFORE AND AFTER TREATMENTS WITH RESTYLANE



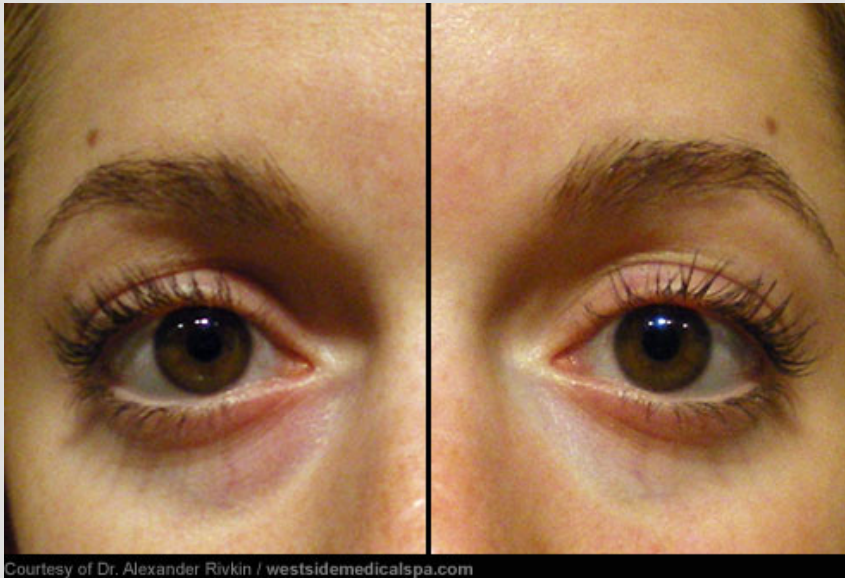
BEFORE AND AFTER TREATMENTS WITH RESTYLANE



BEFORE AND AFTER TREATMENTS WITH RESTYLANE



BEFORE AND AFTER



Courtesy of Dr. Alexander Rivkin / westsidemedicalspa.com

Fillers can also mask tired-looking "bags" and dark circles under the eyes. By filling in the hollow area around the eye socket, this strategy reduces shadows, puffiness, and sunken eye appearance.

LIP TREATMENT WITH RESTYLANE



RESTYLANE SKIN BOOSTERS

- Restylane Skinboosters hydrate from within to treat the overall condition of your skin.
- Restylane Skinboosters restore the skin's hydrobalance and improve skin elasticity and structure.
- The product as a reservoir of long-lasting hydration leaving the skin smooth and soft with beautiful lustre and glow.
- Skinbooster treatments hydrate the skin and are perfect for treating the face, hands, neck, décolletage and lips where over exposure to the sun can cause premature ageing.



SKIN BOOSTERS



NOT ONLY FACIAL TREATMENTS - DECOLLETAGE, HANDS



WHY COMBINATION THERAPY?

Given the diverse nature of the process that contribute to skin aging, successful aesthetic treatment for facial rejuvenation requires the choice of treatment to be tailored to the underlying damage



- Dysport – to soften the lines that cause facial muscle movement (such as frowning)
- Restylane Dermal Filler products – to enhance the lips & restore volume to facial contours
- Restylane Skinboosters – to improve the skin texture and tone and to hydrate the skin.



MAKING THE DECISION

Non-surgical cosmetic procedures are not without risks. There's the possibility of an allergic reaction to topical anaesthetics or injectable fillers. Chemical peels and microdermabrasion can result in scarring or uneven skin colour. But these procedures are generally considered less risky than cosmetic surgery. To assess your personal risks and benefits, talk to your cosmetic physician

IN CONCLUSION.....

Non surgical treatments do not need to be used in isolation, in fact good clinics and practitioners will offer a combination of treatments that is right for you.

These treatments can be done over a period of time and yeild natural looking results

Who needs surgery?



