The goal in the modern era of aesthetic medicine is to find treatments that are as effective as previous offerings but require less risk and downtime for the patient.
A NON-SURGICAL FACELIFT

liquid lift

CAN THE ALTERNATIVE TO SURGICAL FACELIFT COME FROM A NEEDLE? THE LIQUID LIFT PROMISES TO ERASE THE SIGNS OF AGE WITHOUT SURGERY.

HOW IT WORKS:

The right fillers or combination of fillers (ideal for the marionette lines of the jaw, or for the nasolabial folds or mouth corner) can be injected directly into the skin, or into the superficial dermis. The product can be a gel, a suspension, or a non-cross-linked gel. The product can be injected into the dermis, the subcutaneous tissue, or the muscle. The liquid lift can be done with a needle or a cannula. The product can be a gel, a suspension, or a non-cross-linked gel. The product can be injected into the dermis, the subcutaneous tissue, or the muscle. The liquid lift can be done with a needle or a cannula.

CHEEKBONES AND NASOLABIAL FOLDS:

Injections of Juvederm add definition to the cheekbones and plump up the nasolabial folds, restoring youthful volume.

LIPS:

Injections of Juvederm add definition to the lips and fill the personal “smile” or “kiss” lines surrounding the lips themselves with Juvederm.

JAWLINE:

Juvederm adds definition to the jawline, smoothing out mimic lines around the jawline for a more youthful appearance.
A Once-Feared Poison Could Become the Next Billion-Dollar Drug. Is It Safe? And Why Are We So Vain?

THE BUSINESS OF BOTOX
The New Therapy Landscape

Botulinum toxin Type A and fillers are leading the combination therapy trend
<table>
<thead>
<tr>
<th>Combination Therapy</th>
<th>Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>BT TA with dermal fillers</td>
<td>Combines the treatment of wrinkles due to expression (dynamic) as well as those due to loss of connective tissue (static). More complete and long-lasting effect than either treatment by itself.</td>
</tr>
<tr>
<td>BT TA with IPL</td>
<td>Improves skin surface while addressing the dynamic source of many facial wrinkles, and BT TA enhances the effect of IPL treatments.</td>
</tr>
<tr>
<td>IPL with microdermabrasion</td>
<td>Combines strategies to superficially resurface and tone the outer layers of skin with minimal downtime and risk. Using microdermabrasion the day after IPL speeds up the clearing of mottled pigmentation.</td>
</tr>
<tr>
<td>Microdermabrasion with peels</td>
<td>Both address the outer layers of skin and polish it with different methods—harnessing chemical and mechanical techniques for improving outer skin appearance. Performing microdermabrasion first enhances the depth of the peel.</td>
</tr>
<tr>
<td>Dermal fillers with IPL or photodynamic therapy</td>
<td>Dermal fillers are used to restore volume to the face, while IPL or PDT is used to tone and refine the texture of the outer layers of skin and improve its appearance.</td>
</tr>
</tbody>
</table>
Why Botox Cosmetic

- Survey 1,020 women annual income +50k, 35-64y/o
- 29.4 million people
- 4 distinct segment of US population
  - Information seeking
  - Age sensitive
  - Appearance satisfied
  - Appearance conscious
- Most common problem BROW FURROW
• BOTOX® Cosmetic is a purified, natural protein derived from the bacterium *Clostridium botulinum*.  
• BOTOX® Cosmetic works by blocking acetylcholine impulses that trigger hyperactive muscle contractions.
• BOTOX® is currently approved by the FDA for strabismus, blepharospasm and cervical dystonia in addition to the glabellar lines indication for BOTOX® Cosmetic.
Botox Cosmetic

- **Glabellar folds** (FDA approved)
- Lateral periocular rhytids
- Brow ptosis
- Central forehead wrinkles
- Perioral lipstick lines
- Platysmal bands in the neck
- Hyperhidrosis
Botox Cosmetic

• Midface indications
  – Hypertrophic orbicularis
  – Upper nasalis “bunny” lines
  – Melomental folds
  – Perioral rhytids
Botox Cosmetic

- Lower face indications
  - Mouth – frown
  - Depressor anguli oris
  - Mental crease
  - Platysmal bands
Botox Cosmetic

• Art of botox:
  – Choosing the right concentration
  – Volumes
  – Sites of injection
5 injection sites:
  - 1 in procerus
  - 2 in each corrugator

Total dose:
  - 20 U (4 U/injection site)
  - 0.1 mL/injection site
  - 80U male
  - 30-40U female
Botox is like a painting: its never quite finished. Do a little at a time
Don’t

“fixed”, “frozen”, “paralyzed”, “dieden”,
“needles”

Do

“smooth”, “relax”, “refresh”, “tiny injection”,
“soften”
<table>
<thead>
<tr>
<th>Diluent Added (0.9% Sodium Chloride Injection)</th>
<th>Resulting dose Units per 0.1 mL</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.0 mL</td>
<td>10.0 U</td>
</tr>
<tr>
<td>2.0 mL</td>
<td>5.0 U</td>
</tr>
<tr>
<td>4.0 mL</td>
<td>2.5 U</td>
</tr>
<tr>
<td>8.0 mL</td>
<td>1.25 U</td>
</tr>
</tbody>
</table>

These dilutions are calculated for an injection volume of 0.1 mL. A decrease or increase in dose is also possible by administering a smaller or larger injection volume - from 0.05 mL (25% decrease in dose) to 0.15 mL (50% increase in dose.)

BOTOX® is supplied in a single-use vial. Each vial contains...
## Rates of the Most Frequently Reported Adverse Events in the Randomized Clinical Trials

<table>
<thead>
<tr>
<th>Adverse Event</th>
<th>BOTOX Cosmetic (N = 405)</th>
<th>Placebo (N = 130)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Headache</td>
<td>13.3%</td>
<td>17.7%</td>
</tr>
<tr>
<td>Respiratory infection</td>
<td>3.5%</td>
<td>3.8%</td>
</tr>
<tr>
<td>Blepharoptosis</td>
<td>3.2%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Nausea</td>
<td>3.0%</td>
<td>2.3%</td>
</tr>
<tr>
<td>Flu syndrome</td>
<td>2.0%</td>
<td>1.5%</td>
</tr>
</tbody>
</table>
Overview of Fillers

- Dramatic increase in approved filler products
- Permanent vs. non-permanent fillers for cosmetic use
- Broad spectrum of materials used
  - Animal, non-animal, human, cadaveric, synthetic sources
- Various risk/benefit profiles
- Wide range of applications
  - Fine lines, deep rhytides and folds, lips, facial contouring
In Search of the Ideal Filler

- Long-lasting but non-permanent
- Minimal side effects
- No allergy testing required
- Easy to use/inject
- Cost-effective (physician and patient)
- Efficacious on a variety of facial wrinkles and folds
- Natural-looking
Recontouring with Fillers

• Permanent
  – Last at least 12 months
  – Nondegradable
  – Remain in the tissues
  – Appearance can become distorted because of aging process
  – Long-term side effects
    • Granulomas, asymmetry, lumpiness, migration
  – Must be removed if effect is undesirable

• Non-permanent
  – Last less than 12 months
  – Degradable
  – Temporary in case patient is not satisfied
  – Side effects usually mild and transient
  – Animal vs. non-animal
Patient Comfort
Nerve Blocks

Photo courtesy of Q-Med.
Straight line is line of duty, curved line is line beauty
Get With the Program

The latest beauty advice boils down to this:
Don’t smile. Don’t frown.
Don’t leave the house before sundown. Don’t be too fat. Don’t be too thin. And while you’re at it, better not grin.
Thank You