PRINCIPLES OF ATTRACTIVENESS

Daily life is a competition – and leaves traces on your skin.

Have you ever looked into the mirror after a hard day and wondered what has happened to your healthy, fresh appearance?

*Life leaves its marks on our faces:* partying late into the night, poor eating habits, stress at work or at home take their toll on our skin.

*The consequences: Skin begins to lose its elasticity, allowing wrinkles and folds to form.*

“Of course, lines and wrinkles are tell-tale signs of life experience – but why advertise it on your face?”

ARE YOU READY TO COMPETE?

Good looks – a valuable asset

In life, success often depends on how you are perceived by others. We all know that life is not always fair.

*Attractive people are more appealing* as a potential sexual partner or are paid more than their less-attractive coworkers.¹ Successful men often radiate dynamism and power and appear fresh and full of vitality.

Increasingly, life is seen as a competition. *Good looks are a valuable asset to win the game.*

60% of men believe that a HANDSOME FACE can improve their chances of getting a date²

70% consider PHYSICAL APPEARANCE to be very important²

More than 30% of men believe that LOOKING GOOD might improve their chances of being promoted²

²Face Value Report August 2012. Data on request.
SKIN AGEING: A VICIOUS CYCLE OF STRUCTURAL LOSS

The structure of attractiveness

Skin ageing can generally be defined as a substantial loss. As in a vicious cycle, key structural elements of the skin diminish consistently, losing their “support structure” function in our skin.

At the same time, the skin’s regenerative capacities decline - it is no longer able to repair the structural damages on its own. The most obvious consequences are a softening of male facial contours, a slackened jawline, and sunken cheeks.

“Of course, lines and wrinkles are tell-tale signs of life experience – but why advertise it on your face?”

Radiesse®: High End Treatment for Male Skin

With its innovative microsphere technology, the next-generation filler Radiesse® counteracts male skin ageing with a unique mode of action. Skin regains its youthful tightness and elasticity, contours become firmer.

“Radiesse® can break this cycle!”

1 The filling effect of Radiesse® corrects wrinkles immediately.
2 Radiesse® stimulates skin cell renewal and formation of new collagen and elastin – skin is strengthened from within.
3 The rejuvenated skin structure results in a smoother, more tightened appearance.

Fibroblasts
Collagen fibres
Elastin fibres

“Loss of intact collagen”
“Lack of structural support”
“Impaired skin regeneration”
“Stop”

CONVINCING RESULTS WITH RADIESSE®

Radiesse® is effective for deep wrinkle reduction, lifting, and contouring.

Depending on your individual needs, Radiesse® helps to correct, contour, and define individual areas of your face.

Filling of nasolabial folds

Before Radiesse® treatment

After Radiesse® treatment

Cheek volumisation

Before Radiesse® treatment

After Radiesse® treatment

Please ask your attending practitioner which particular areas of your face are suitable for a Radiesse® treatment.
“Looking good is very important to me.”

As a businessman, I am always measured by my performance. This includes the way I look and dress as well. Over the last few years, I started noticing changes in my face. My nasolabial folds were very deep and my facial contours had disappeared. I also used to have a strong chin, but somehow my features had grown soft over time. I did not like that at all. So I decided to take action.

I did some research into facial treatments with dermal fillers, and had absolutely no reservations. After a detailed consultation with my dermatologist, I finally settled on Radiesse®. The reason I picked this particular filler is that Radiesse® stimulates my body’s own collagen synthesis and replaces lost volume and tightens facial contours. Also, the ‘safety factor’ was very important to me – being self-employed, I cannot afford any downtime.

The treatment was absolutely worth it. The results were amazing and started to show immediately: I finally had good contours again.

“The treatment took just 30 minutes and the result was instantly visible!”

Because there were no bruises or swellings, I was able to attend business appointments the very next day.

As a man, I really do not see any problem in getting beauty treatments. Everyone keeps asking me what I’ve done to have such a rejuvenated look all of a sudden and I am happy to give the answer. The best part is that my wife keeps complimenting me on my appearance …

My expectations from this treatment have been more than just met. I am really surprised by the positive results at such minimal expense. I will definitely do it again any time!
Best Filler of the year 2013

- 10 years proven in use
- and more than 4,000 patients involved in clinical studies

- 90% patient satisfaction after 12 months

- Radiesse® is one of the safest dermal fillers available

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8 Awarded by the international jury of the first European beauty congress AMEC (Anti-ageing Medicine European Congress).
9 Data on request.
11 Mariano Busso, MD, Dermatologist, Miami, Florida; Chief of Dermatology at Mercy Hospital, Miami, Assistant Clinical Professor, University of Miami, Miami.
What is Radiesse®?
Radiesse® is an injectable dermal filler with a unique mode of action. While its special gel matrix immediately gives volume and corrects wrinkles, the patented microsphere technology of Radiesse® over time stimulates the production of the body’s own collagen for natural and long-lasting effects.

Has Radiesse® been tested and certified?
Yes, Radiesse® achieved CE certification in 2004. The CE certification is the European Union standard for products and signifies that the product confirms with all EU directives or EU regulations that apply to it. Radiesse® was also approved by the FDA (the American regulatory authority) in 2006.

What is the treatment procedure?
Your practitioner will explain the treatment options available and discuss the best one for you. Typically one treatment session takes approximately 30 minutes. The effect will be visible immediately after injection.

What if I am taking medication?
Please inform your practitioner before treatment if you are taking medication, even if it is not a prescription medicine. Taking anticoagulants and painkillers including aspirin and some vitamin supplements can lead to unwanted bruising. Your practitioner will advise you accordingly.

Are there any side effects?
Most adverse events are injection site-related and often transient reactions. Your practitioner will inform you prior to treatment of all possible risks and adverse events.

How do I find a practitioner?
The Physician Locator of Merz Aesthetics can assist you in finding a practitioner that specialises Radiesse® treatments. Simply fill in the form provided on www.radiesse.com

How quickly can I resume work after treatment?
Due to the safety profile and tolerability of Radiesse®, patients generally do not experience any downtime. So, after treatment, you will usually be able to quickly get back to your job.

How long does the effect of Radiesse® last?
Individual results depend on age, skin type, lifestyle, and metabolism and, of course, the area treated. Generally, the effect of the treatment lasts over a year in most patients.

Can Radiesse® be combined with other products?
For a holistic treatment of individual folds and selected areas of the face, it may be advisable to combine Radiesse® with other products from Merz Aesthetics. Please ask your practitioner about the full Merz Aesthetics portfolio and possible combination treatments.

How can I learn more about Radiesse®?
Please talk to your practitioner or visit our website www.radiesse.com