LIFT & CONTOUR

with long-term collagen stimulation

Radiesse® – for natural results and a youthful look

Also available with lidocaine for enhanced treatment comfort!
Would you love to feel better in your skin?

Of course, you would. We all want to look younger and fresher. Looking good means feeling confident and in control of destiny.

“Improving appearance makes us feel more confident and relaxed.”

As we get older, we critically study our reflection in the mirror and compare it with the look of earlier days. A young face has a clear shape and defined contours. But, with aging, the skin loses moisture, tension, and elasticity. The former clear contours of the face disappear.

Today, there is less tendency to passively accept the aging process and the consequent decline in self-perception. Instead, there is a drive to recapture beauty with the corollaries of youthfulness, attractiveness, and fun. Studies unequivocally show that those who have treatment are less fearful of the consequences for confidence and attractiveness.¹

“50% of men and women in Europe are concerned about aging.”¹

To most of us, getting older means more than just an increase in the number of birthday candles or gaining experience. Studies show that women in particular fear losing their youth, confidence, and attractiveness with age.¹

With age, I fear losing ...

* Percent of women currently using injectables.
Looking natural is the key

Facial treatments are increasingly seen as a tool to fight the signs of aging – a rational solution to an inevitable process. By gently renewing and strengthening the skin’s structure from within, you can preserve your good looks – while staying your beautiful self.

**Collagen – the key to a youthful appearance**

Collagen provides elasticity and volume

Collagen is the main structural protein of our skin and makes our skin appear firm and smooth. However, with age, natural collagen production slows down, so that our skin gets thinner and loses volume and elasticity. The consequences: Wrinkles develop and the facial features begin to sag – the whole face loses its contours.

Radiesse®: a collagen stimulator

In addition to the immediate filling effect, the high-quality ingredients of Radiesse® stimulate growth of our own natural collagen. Thanks to the collagen-inducing effect of Radiesse®, the skin regains its youthful tightness and elasticity – our natural beauty blooms again.

**Occasions when women notice the signs of aging**

- I was mistaken for somebody older: 6%
- A friend commented: 9%
- My partner commented: 11%
- A specific birthday: 18%
- I saw a recent photo of myself: 48%
- I noticed a line in my face: 56%

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*I noticed that I was getting older when I saw a recent photo of myself.*

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*S Percent of women.
Radiesse® can effectively be applied for deep wrinkle reduction, lifting, and contouring. Please ask your attending physician what particular regions of your face are suitable for treatment with Radiesse®.

**RADIENSE® – THE LIFTING FILLER**

**UPLIFTING RESULTS WITH RADIENSE®**

Depending on your individual needs, Radiesse® helps to achieve a correction of single parts of the face or a full facial lifting with long-lasting effects.

- **Single facial parts**
  - Cheeks
  - Nasolabial folds
  - Marionette lines
  - Jawline/Mandibular angle
  - Chin
  - Hands*

- **Full facial lifting**

* Radiesse® is the first and only dermal filler approved by the FDA for correcting volume loss in the dorsum of the hands. The FDA approval is valid for the US market only. Please ask your practitioner about the approved uses of Radiesse® in your country.
Our cover model has tried it herself! Here is her story:

Being a model means doing something that I really love. I especially like the variety in my job. But modelling is also a full-time occupation that requires constant attention. My daily life with all the travelling from one appointment or casting to another often made me look stressed and tired. I thought that I looked older than I felt. Due to the nature of my job, every day I am confronted with people who all want to look the best they can. Modelling is extremely competitive.

So I asked myself: “How do I achieve an overall fresher look?” I had tried every kind of cream and lotion before without a noticeable improvement. Because I wanted to keep my natural look, surgical lifting was never an option for me.

I wanted a radiant appearance, a slight lifting of my whole face, a discreet balancing of wrinkles – but without losing the typical characteristics of my face.

My dermatologist recommended Radiesse® to me. Radiesse® strikes a balance between cream and plastic surgery. It is used to stimulate the formation of collagen to replace lost volume and to tighten facial contours. He told me that especially my nasolabial folds could be easily reduced with Radiesse®. Being a model, I am very thin and therefore I also had hollow cheeks, which I wanted to compensate. After a detailed consultation, my dermatologist started the treatment with Radiesse®.

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“The treatment took just half an hour and the result was amazing!”

I looked in the mirror and felt fresher and healthier than ever and just comfortable in my own skin. And I kept my natural unique look – just even better.
FREQUENTLY ASKED QUESTIONS

What is Radiesse®? Radiesse® is an injectable dermal filler that temporarily adds volume to help smooth moderate to severe facial wrinkles and has an immediate lifting and firming effect on the skin. Once injected, it does not only immediately add volume to the treated area, but over time, the calcium hydroxylapatite (CaHA) microspheres of Radiesse® begin to stimulate the production of the body’s natural collagen.2–4 The results may last up to a year or more in many patients.9,10

Has Radiesse® been tested and certified? Yes, Radiesse® achieved the CE certification, which is the European Union’s standard for product safety. Radiesse® was also approved by the FDA (the American regulatory authority) in 2006.

What is the treatment procedure? Your practitioner will explain the different treatment options available and discuss the best one for you. With the use of a local anesthetic, Radiesse® is gently injected into the skin, usually in small amounts, with a very fine needle. One treatment session typically 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. Prior to treatment, your practitioner will inform you about all possible risks and potential adverse events that are listed in the Instructions for Use (IFU).

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

I am afraid that the treatment might hurt. What can I do? With the line extension product, Radiesse® Lidocaine, Merz offers patients a new dermal filler that combines the proven efficacy and safety of Radiesse® with extra comfort. Clinical data show that Radiesse® Lidocaine significantly reduces pain during and throughout the first hour after treatment.11 The pain reducing effects of Radiesse® Lidocaine can make your aesthetic treatment more pleasant and comfortable.

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 the Merz Aesthetics portfolio. Please ask your practitioner which treatment option is best for you.

How can I learn more about Radiesse®? Please talk to your practitioner or visit our website www.radiesse.com
5. Awarded by the international jury of the first European beauty congress AMEC (Anti-aging Medicine European Congress).
6. Data on request.
7. Mariano Busso, M.D., Dermatologist, Miami, Florida; Chief of Dermatology at Mercy Hospital, Miami; Assistant Clinical Professor, University of Miami, Miami.