

Launch of latest hyaluronic acid based filler range

In no other area of aesthetics are there so many different products or treatment options available as dermal fillers. Along with botulinum toxin injections, fillers are the bread and butter of most medical aesthetic clinics, with their popularity soaring as public awareness and acceptance of non-surgical enhancement grows. In recent years fillers have also become more than just a treatment for lines and wrinkles with advanced indications including lip enhancement, cheek and chin augmentation, and nose re-shaping to name a few. Despite the variety of injectable fillers available internationally, continuing to grow endlessly, Hyaluronic Acid fillers still remain by far the most popular dermal fillers with both injecting doctors and patients alike.

Global dermatology company Galderma, recently launched their latest Hyaluronic Acid based filler range called Emervel in Malta. As a leader in medical dermatological solutions, Galderma always strives to innovate, offering physicians more options, and patients superior and safer results. With Restylane, the first Hyaluronic Acid range of fillers created over 15 years ago, Galderma has set the industry's gold standard for dermal fillers.

To introduce the Emervel range in Malta and to continue updating local Restylane injectors with the latest techniques, Galderma in collaboration with its local agent Prohealth, invited the internationally renowned Plastic Reconstructive & Aesthetic Surgeon Mr. Carlo Di Gregorio to Malta to conduct a training workshop. Mr. De Gregorio obtained a fellowship in plastic surgery in Canniesburn, Scotland and has had extensive professional experiences in Italy, France and the USA. He is a member of the SICPRE and of the International Expert Panel on Hyaluronic Acid. His publications include medical book chapters, invited reviews, and numerous articles, national and international presentations.

The workshop was held at Persona Med-Aesthetic Centre in Ta' Xbiex over a 2 day period last week. Local injector doctors and leading plastic surgeons were provided with in-depth product training accompanied by key insights into the latest techniques used when injecting Hyaluronic Acid based fillers for rejuvenating, hydrating, and corrective purposes. Great emphasis was made on the importance of a "natural look" approach and outcome at all times. The attendees enjoyed the experiences shared and witnessed the latest techniques for impressive lifting and filling capacity of Restylane Perlane (the No 1 used filler in the world) and the fresh, radiant look achieved thanks to the deep hydration of the increasingly popular SkinBoosters range. The new Emervel Hyaluronic Acid based provide soft, subtle results and excellent alternatives for Lip and Cheek Augmentation.

Restylane, Emervel, and Restylane SkinBoosters all subscribe to the philosophy of creating natural looking results. As part of this philosophy, Galderma recently launched a new campaign called Proof in Real Life, with the aim of challenging misconceptions that aesthetic treatments create extreme results by proving the subtle results in real life.

This event was hosted by beauty and entertainment icon Sharon Stone last May in Berlin. Sharon Stone, well-known and admired world-wide for her beauty & natural looks, is the first celebrity to endorse an aesthetic brand to increase openness and understanding of aesthetic treatments, and the natural-looking results they can create. 'So many people are put off by aesthetic treatments because of extreme images, and the Proof in Real Life campaign has provided results people have been able to see first-hand, giving them an opportunity to judge for themselves' said the actress during the event.

The Galderma Proof in Real Life campaign launch event saw ten sets of identical twins take part in a unique challenge. One twin from each pair received a bespoke treatment plan, which consisted of treatments with Restylane fillers, Restylane Skinboosters, or a combination of both. The twins took part in a live reveal to demonstrate the natural-looking results first-hand and challenge the wide-spread misconception that aesthetic treatments create extreme results. Coverage, including videos and images of the event are available at www.proofirl.com.

Restylane, Emervel and Restylane SkinBoosters treatments can be performed at leading plastic surgeons, and other injecting doctors, as well as at Persona Med-Aesthetic Centre. For details of the doctors offering Restylane, Emervel and Restylane Skinboosters treatments please email restylane@prohealth.com.mt

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