



# Evolution of injectable **anti-wrinkle treatments**

A wise and well-known proverb tells us: "moderation in all things and all things in moderation". This mantra is definitely the way to go when it comes to today's anti-aging cosmetic procedures.



While many women in Quebec are tempted by non-invasive treatments that soften the signs of aging, many others are discouraged by the sight of frozen expressions, tense smiles and overblown lips paraded by Hollywood celebrities.<sup>1</sup> Clearly, these women have gone overboard and have had too many procedures, probably against the advice of their own physicians!

In fact, there are so many new options for women these days that we have attached a memory aid on injectable anti-wrinkle treatments that can be used as a consultation guide. Whatever

the procedure one may be considering, the first and most important rule of thumb is to always consult a physician who has been trained to give such injections before undergoing any medical-aesthetic rejuvenation procedure. It is also important to choose your physician wisely before entrusting them with your face, seeking out someone who is both professionally qualified and a skilled artist. Aside from mastering the technique, your physician of choice must have an eye for symmetry and be a master in the art of effectively and subtly creating a more youthful, yet natural appearance. First and foremost, your physician is your consultant.

---

<sup>1</sup> 82% of women in Quebec are reluctant to undergo anti-wrinkle injectable treatments, while more than 34% consider them an integral part of their beauty routine (Source: Léger Marketing survey on beauty and well-being, 2010).



## The Soft Lift™

A procedure that's not just a small touch up and does more than merely correct a specific sign of aging, Soft Lift™ is considered the best non-surgical treatment around today. It is to non-invasive rejuvenation procedures what the face lift is to cosmetic surgery. Soft Lift™ provides the advantage of treating the whole face, offering gradual and subtle but effective results, while drawing on the complementary benefits of today's two most popular injectable anti-wrinkle products: Botox Cosmetic and hyaluronic acid (HA). Botox

is the product of choice to relax muscles and smooth away wrinkles of the upper face (forehead, glabella and crow's feet), while HA is a filler that adds dermal volume and fills in wrinkles, primarily in the lower part of the face (nasolabial folds, lips, lip juncture folds, cheekbones, jaw line and chin line). Using both products together has a synergistic effect that produces a harmonious result. Soft Lift™ is a safe, non-invasive procedure that has none of the risks associated with a traditional face lift.



## **Hyaluronic acid:** an injectable gel that keeps getting better and better

Since HA is the most biocompatible injectable product (i.e. the most easily accepted by the body), producing the fewest allergic reactions (it is a synthetic molecule that contains no animal products and is identical to a natural sugar found in collagen and connective tissue), it is, not surprisingly, the most popular filler in Quebec. HA injection techniques are also getting better.

**HA and Lidocaine:** HA is now often used in combination with Lidocaine, a topical anaesthetic, in the same syringe to reduce discomfort and make the treatment more pleasant.



What's more, syringe alternatives such as electric, electronic and mechanical injectors are now available. Some look like a pen and are connected to a pump, while others have plastic cannulas with a round or flat tip and a side opening.

Used in conjunction with a cannula, the mechanical or electric gel output controller provides more fluid and precise injections, resulting in less swelling and pain. The 5 to 6 cm cannulas can also cover a broader area from a single entry point and spread the gel in a more uniform fashion. Since they cause less trauma to blood vessels and connective tissue, they result in less bruising. While electric injectors are now used by some physicians, especially in mesotherapy, it may take some time for injections with cannulas to become commonplace, given their prohibitive costs.



If you're considering any injectable anti-wrinkle treatment, be sure to consult a qualified physician who can determine if your expectations are reasonable and if your health conditions allow such a procedure. Remember that whatever his or her speciality, a reliable physician should have undergone practical training dispensed by the industry and another physician. To get the best results and a natural appearance, the product must be correctly injected. There are no miracle cures; it's about having the right product administered by the right physician in the right place to create the desired effect. Be sure to call on a qualified medical team familiar with the latest anti-wrinkle trends to get the results you're looking for.

# Memory Aid: Overview of anti-wrinkle injectable treatments

	Permanent treatments	Temporary treatments
Results	<ul style="list-style-type: none"> <li>• Long-term effectiveness</li> <li>• Greater risk for complications than temporary treatments</li> <li>• Very difficult to correct an excessive or irregular injection</li> </ul>	<ul style="list-style-type: none"> <li>• The product disappears naturally, a few months after the injection</li> </ul>
Notes	<ul style="list-style-type: none"> <li>• Irreversible treatment</li> <li>• Once injected, the product does not dissipate and can pose problems if nodules are discovered. Surgery then becomes necessary</li> <li>• Injection traces may become apparent over the long-term</li> </ul>	<ul style="list-style-type: none"> <li>• For lasting results, repeat treatments are required</li> </ul>
Examples of products	<ul style="list-style-type: none"> <li>• Artécol</li> <li>• Dermalife</li> <li>• Dermadeep</li> </ul>	<ul style="list-style-type: none"> <li>• Botox*</li> <li>• Fillers (dermal restoration or injectable gel)               <ul style="list-style-type: none"> <li>• Hyaluronic acid*</li> <li>• Human collagen</li> <li>• Bovine collagen</li> <li>• Fat transfer</li> <li>• And many others...</li> </ul> </li> </ul>

\*The most popular anti-wrinkle injectable procedures are Botox and hyaluronic acid.



# Memory Aid: Overview of botox and hyaluronic acid

	<b>Botox</b>	<b>Hyaluronic Acid (HA)</b>
<b>Description</b>	<ul style="list-style-type: none"> <li>Botox is a purified protein; its active ingredient is Botulinum toxin type A</li> <li>It works at the neuro-muscular junction (between the muscle and the nerve) by blocking muscle contractions without harming the muscle</li> <li>The look obtained (reduction or suppression of wrinkles) is natural</li> <li>It is the most popular procedure in North America</li> <li>It has been proven to be safe after more than 20 years of use</li> </ul>	<ul style="list-style-type: none"> <li>HA is an injectable gel comprised of a molecule naturally found in human connective tissue, which gives volume to the skin and keeps it hydrated. As people age, their skin contains less of this molecule, causing undesirable wrinkles and facial thinning and sagging</li> </ul>
<b>Common applications</b>	<p><b>Medical use</b></p> <ul style="list-style-type: none"> <li>Used to treat 20 serious pathologies associated with cerebral palsy and other neurological disorders</li> <li>Very high doses (25x higher than cosmetic use doses)</li> </ul> <p><b>Aesthetic use (Botox Cosmetic™)</b></p> <ul style="list-style-type: none"> <li>Used to smooth away expression wrinkles of the upper face</li> <li>Applications approved by Health Canada: forehead, glabella, crow's feet</li> </ul>	<p>Used to add dermal volume and to fill wrinkles of the lower face:</p> <ul style="list-style-type: none"> <li>Lips (to make thin lips fuller)</li> <li>Cheeks</li> <li>Nasolabial wrinkles</li> <li>Wrinkles around the mouth</li> <li>Facial contours (cheekbones and chin)</li> </ul>
<b>Results</b>	<ul style="list-style-type: none"> <li>Relaxes facial muscles</li> <li>Lessens wrinkles and gives the face a more youthful glow and appearance</li> <li>Minimal discomfort</li> <li>Injected with a small insulin syringe that has an ultra-fine needle</li> <li>15-minute treatment</li> <li>Results can be seen 3 to 14 days after the procedure and last 3-4 months the first time and 6 months thereafter</li> </ul>	<ul style="list-style-type: none"> <li>Highly biocompatible</li> <li>Malleable: can be sculpted and moulded once injected</li> <li>Biodegradable and hydrating</li> <li>Softens and fills deep furrows, wrinkles and fine lines</li> <li>Restores dermal volume</li> <li>Can stimulate the production of collagen</li> <li>Topical anaesthetic recommended: when HA is combined with an anesthetising agent, injections are very comfortable</li> <li>30-minute treatment</li> <li>Immediate effects</li> <li>Results last 6 to 12 months</li> </ul>
<b>Notes</b>	<ul style="list-style-type: none"> <li>Possible redness or slight bruising</li> <li>Minimal risk of side effects (1%)</li> <li>May cause cold-like symptoms</li> </ul>	<ul style="list-style-type: none"> <li>Filler that produces the fewest allergic reactions</li> <li>May cause redness (for 1 to 2 weeks) and bruising</li> </ul>