


Add volume
to your skin
and lips.

*Fill
me
in*

 **Juvéderm**[®]
hyaluronic acid injectable gel



Facial
rejuvenation
with
JUVÉDERM®

JUVÉDERM® is an injectable gel that adds volume to your skin and lips with natural looking results, and now JUVÉDERM® is the only dermal filler that has been formulated with an anaesthetic (lidocaine). This means that fewer injections are required as a separate anaesthetic is not needed, increasing comfort during the procedure.

With patented HYLACROSS™ technology, you can expect to receive instant, natural looking and long lasting results with JUVÉDERM®. This brochure provides information about how JUVÉDERM® works and what is involved with the procedure.

Skin rejuvenation

Where did those facial folds and wrinkles come from?

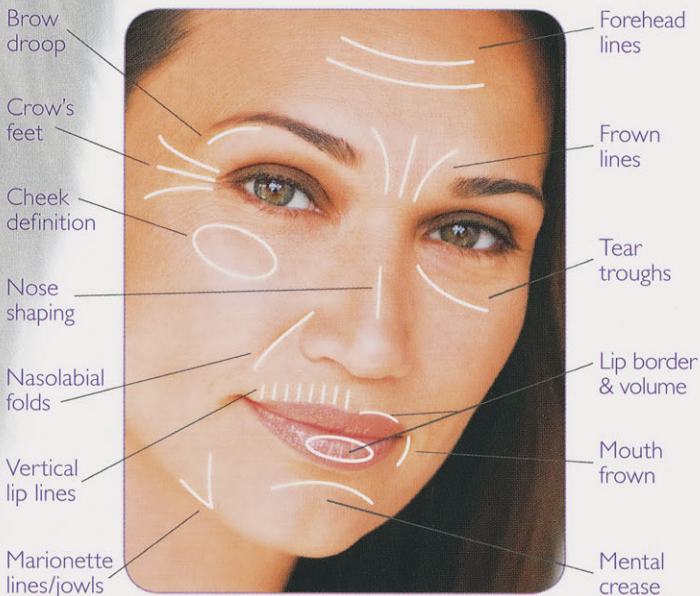
We all know time can take its toll on our skin.

Repeated expressions can cause wrinkles. Initially, these wrinkles will only be seen when the muscles contract like when you smile or frown, and are referred to as **dynamic wrinkles**. As time goes by your skin gets progressively creased, so they can even be seen when your face is at rest. These are referred to as **static wrinkles**.

As you age, your skin also loses volume and elasticity. In addition, there may be a depletion of fat around the eyes, cheeks and forehead.

This process occurs because natural substances such as collagen, elastin and hyaluronic acid that provide the skin with structure and volume decrease with age. This, together with environmental factors such as exposure to sunlight, smoking and stress contribute to the creation of wrinkles and folds.

Individuals differ but generally facial ageing over the years becomes evident in the areas shown below. The names given to each treatment are labelled.



How does new JUVÉDERM® smooth out wrinkles?

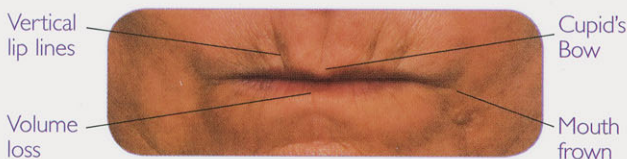
You may be familiar with injections that treat dynamic wrinkles by relaxing the muscles responsible for wrinkle causing facial expressions. JUVÉDERM® is a different sort of treatment. It is a dermal filler that comes as a smooth injectable gel and is placed below the skin's surface to literally 'fill in' or 'plump up' static facial wrinkles and folds that are present at rest, creating a natural and more refreshed facial appearance.

It is available as JUVÉDERM® Ultra for subtle correction of facial lines and JUVÉDERM® Ultra Plus for correction of more severe facial lines and folds.

Lip rejuvenation and enhancement

How do lips change with age?

Natural substances such as collagen, elastin and hyaluronic acid that provide the skin with structure and volume, decrease with age. This, together with environmental factors such as exposure to sunlight, smoking and stress, all contribute to how our skin ages. The lips are particularly vulnerable as they have an extremely thin outer layer, which becomes progressively thinner as the body ages. Over time the corners of the mouth can begin to droop (mouth frown), the v-shaped area of the upper lip known as the Cupid's Bow begins to flatten out and lips lose their youthful fullness. Vertical lip lines that can cause lipstick bleed may also begin to appear.



How is JUVÉDERM® used in my lips?

JUVÉDERM® can be used for either lip rejuvenation or enhancement. It can be used to add volume to your lips, to improve border definition of the upper and/or lower lip, and to create a stronger Cupid's Bow. JUVÉDERM® can also be used for lip enhancement to add volume and improve lip definition in younger lips.

For rejuvenation, the vertical lines around your lips may also be treated. This gives a more youthful appearance and will also help prevent lipstick bleeding.

Examples of Lips



Pout



Large volume



Strong border



Strong Cupid's Bow

Answers to common questions

What is JUVÉDERM® made from?

JUVÉDERM® is a smooth injectable gel that is made from a natural complex sugar called **hyaluronic acid** (HA). Found within the tissues of living cells including human skin, HA assists in skin hydration by attracting and holding water. It also combines with collagen and elastin to help provide skin structure and elasticity.

The HA in JUVÉDERM® is not derived from animals. Manufactured and purified by Allergan, it is especially for replacing skin volume, smoothing of wrinkles and for lip rejuvenation and enhancement.

JUVÉDERM® is the only HA-based treatment to also contain an anaesthetic called lidocaine to help make your treatment more comfortable.

When will I see results and how long will they last?

JUVÉDERM® gives instant results, and the majority of people resume their normal activities immediately after the procedure.

In its natural form, HA is a single chain sugar that is naturally broken down by the body within days. JUVÉDERM® is manufactured using proprietary HYLACROSS™ technology, which involves a high degree of cross-linking. This slows HA metabolism so you get natural looking results that last for up to a year.

What should I expect from my JUVÉDERM® procedure?

Treatment with JUVÉDERM® is a non-surgical procedure. It is administered through injections by a trained medical professional.

If you have tried dermal fillers before, you may have experienced discomfort.



The level of discomfort varies from one person to another. It also depends on what product is being used and what area is being treated. For example, the lips can be particularly sensitive.

JUVÉDERM® is the only dermal filler to contain an anaesthetic called lidocaine, which has been shown to increase patient comfort. Also, the addition of the lidocaine simplifies treatment, as it means a separate anaesthetic is not required.

How long does the procedure take?

The procedure may take between 15 minutes and half an hour. You should be able to resume normal activities on leaving the clinic.

Are there any possible side effects?

HA dermal fillers have been clinically studied for many years and clinical trials have shown that JUVÉDERM® is well tolerated.

While you may experience no side effects at all, there is a chance you could experience site redness, pain, firmness, swelling, lumps/bumps, bruising, itching or discolouration. These effects are generally temporary and should resolve within a few days.

Because the HA in JUVÉDERM® is naturally present in the skin and not derived from animals, there is no need for an allergy test before treatment.

How long has JUVÉDERM® been used?

JUVÉDERM® injectable gel has been available in Europe since 2000 and was approved for use in the US in June 2006. JUVÉDERM® was also listed on the Australian Register of Therapeutic Goods (ARTG) in 2006.

For more information,
ask your medical professional.



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