

Juvéderm™ VOLUMA™ Backgrounder

A Little Volume Can Go a Long Way

With more people adding dermal fillers and injectable treatments to their regular beauty maintenance routine, they've been able to smooth wrinkles, treat fine lines and subtly fill thinning areas like lips. But treatments to restore lost volume to cheeks and cheekbones have generally fallen flat.

Filling this gap is Juvéderm™ VOLUMA™, the first of its kind hyaluronic acid (HA) dermal filler specifically made to restore age-related volume loss in the mid-face, particularly the cheeks, cheekbones and around the chin. Using the latest in volumizing technology, Juvéderm™ VOLUMA™ proves that a little volume can go a long way in restoring a more youthful, natural appearance. Juvéderm™ VOLUMA™ is the newest dermal filler available in the Juvéderm™ family of HA dermal fillers.

If Skin Could Talk, What Would It Say?

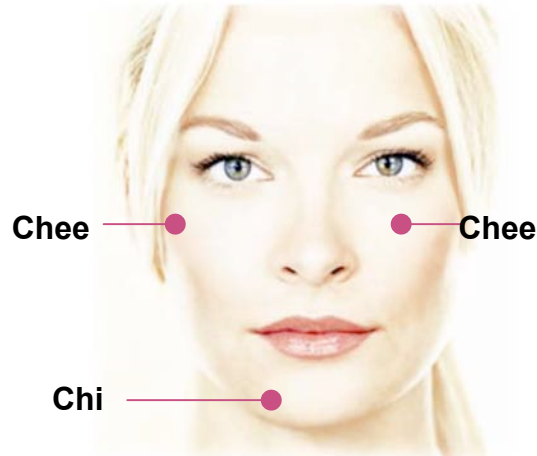
Thin, tired skin can speak volumes about a person's age. Tell-tale signs of aging like sunken cheeks can often add years to your looks. While taking years off your skin is nearly impossible without undergoing surgery, addressing deep volume loss is possible now with non-invasive injectable treatment. Introducing Juvéderm™ VOLUMA™ – a new smooth, long-lasting dermal filler specifically formulated to create and restore deep volume where we need it most: the cheeks, cheekbones and chin.

All women age differently: their skin either deflates (thinning skin), descends (sagging skin) or both (volume loss). However, few people realize the mid-face is one of the first areas to show the signs of aging – as we lose facial volume, cheeks deflate and descend. Deep volume loss and deflation may also cause a woman's face to lose definition, balance and change shape.

Volume Control: About Juvéderm™ VOLUMA™

- ❖ Juvéderm™ VOLUMA™ is an injectable gel filler that uses hyaluronic acid (HA), a naturally occurring sugar found in the body, to:

- Restore deep volume loss and smooth the mid-face
- Rejuvenate sunken areas around the cheeks and cheekbones
- Create volume and youthful contour in the chin



- ❖ As the newest member of the Juvéderm™ family of HA dermal fillers, Juvéderm™ VOLUMA™ is a smooth consistency gel that distributes evenly into the skin, ensuring a natural look and feel. It uses a unique, highly cohesive and viscous formulation so it maintains its structure as it sets in your skin.
- ❖ Results with Juvéderm™ VOLUMA™ can last for up to 18 months. Investigators in a recent study found that 81 per cent of patients were “very much improved” or “much improved” at 6 – 18 months after treatment with Juvéderm™ VOLUMA™¹.
- ❖ While it is specifically formulated to target deep volume loss, Juvéderm™ VOLUMA™ contains HA, the same active ingredient as all Juvéderm™ dermal fillers – results are still natural-looking and long-lasting.
- ❖ All Juvéderm™ dermal fillers, including Juvéderm™ VOLUMA™, work by replacing the HA and natural volume skin loses with aging, through volume rejuvenation and youthful contouring for a long-lasting, natural and refreshed look.

- ❖ In comparison to invasive surgeries or permanent and semi-permanent products, HA dermal fillers are **temporary** and **reversible**, and are re-absorbed back into the body over time. HA products have been shown to be safe and well tolerated.

Turn up the Volume: What people are saying about Juvéderm™

VOLUMA™

- ❖ In a recent study, almost all (98 per cent) of patients treated with Juvéderm™ VOLUMA™ reported the treatment was beneficial and 96 per cent would recommend it to others.
- ❖ Eighty-eight per cent of patients reported feeling more attractive after treatment, and 80 per cent said they felt more confident following treatment with Juvéderm™ VOLUMA™.

Juvéderm™ VOLUMA™ and Soft Lift™

Increasingly more people are opting for injectable dermal fillers to achieve an overall subtle, natural and more refreshed look. In addition to the traditional use of dermal fillers to treat fine lines and wrinkles, more people are looking to restore age-related volume loss to the cheeks and mid-face (a key sign of aging).

Most women have been able to treat fine lines and wrinkles in their upper and lower face, but haven't had a solution to restore the volume loss in their mid-face. Juvéderm™ VOLUMA™ is specifically made to restore volume loss in the cheeks, cheekbones and chin for a more youthful appearance. With Juvéderm™ VOLUMA™, physicians will now be able to give women the volume and contour in the mid-face they desire, while keeping the result natural, subtle and long-lasting.

An important trend is using volume restoration as part Soft Lift™, a new approach to skin care that addresses multiple signs of aging and the whole face for an overall refreshed look. With a perfect outfit, every individual piece works together to create an overall, complete look. That's the same thinking behind this new approach.

Treating the whole face together is just as important as treating individual areas to achieve an overall, refreshed look. By using a combination of Botox Cosmetic[®], Juvéderm[™] Ultra and Ultra Plus and Juvéderm[™] VOLUMA[™] dermal filler treatments, Soft Lift[™] creates a balanced, total effect that lets you make the most of your natural beauty.

Best results are achieved by using a combination of Juvéderm[™] VOLUMA[™] with other Juvéderm[™] products and injectables like BOTOX Cosmetic[®] to treat the three key facial areas:

Upper Face: Relax fine lines and wrinkles

- BOTOX Cosmetic[®] relaxes muscles and smoothes out horizontal forehead wrinkles, frown lines between the brows (glabellar lines) and crow's feet.

Mid-Face: Restore volume to sunken skin

- Juvéderm[™] VOLUMA[™] restores deep volume loss in the cheeks, enhances cheekbones, and softens facial contours around the mid-face.

Lower Face: Fill fine lines, wrinkles and thinning lips

- Juvéderm[™] Ultra and Ultra Plus fills nasiolabial folds (smile lines), perioral lines (smoker's lines), oral commissures (marionette lines), vermillion border (lip line border) and acne scarring. Targeted amounts of Juvéderm[™] are used to add volume to the lips and fill in lines around the mouth.

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