



Welcome
to those who
lift patients up

SHAPE
UP™ **HIT**
Holistic Individualized Treatment
by GALDERMA

Lift your patients up!
Use an individualized selection of Galderma
products for a non-surgical lifting effect.
For results as unique as you.

Restylane  SCULPTRA™
GALDERMA
EST. 1981



Welcome
to the new generation
of individualized aesthetics

Start from your patients insights to turn your AART™ into a HIT™

A same patient concern may have different causes. Therefore, it requires different solutions. It requires a Holistic Individualized Treatment. A HIT™.

A PATIENT-CENTRIC APPROACH

A new patient-centric approach building on the AART™ of GAIN to assess and treat patients individually:

A - Assessment

Start from your patients' concerns and assess their needs accurately with the Galderma Facial Assessment Scale

A - Anatomy

Understand how patients' anatomy contributes to the symptoms

R - Range

Prioritize the right selection of Galderma products

T - Treatment

Deliver individualized results patients desire

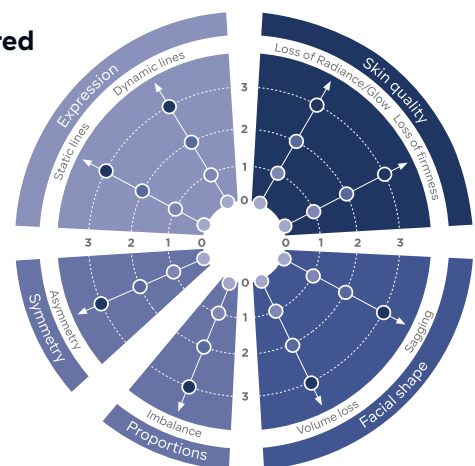
A SCIENCE-BASED SOLUTION

The Galderma Facial Assessment Scale (FAS), a more structured facial assessment to help guide aesthetic consultations.

Galderma FAS is made of five facets to ensure that all aspects of the patient's face are evaluated during the consultation.

- SKIN QUALITY
- FACIAL SHAPE
- FACIAL PROPORTION & CONTOUR
- FACIAL SYMMETRY
- ANIMATION & EMOTIONAL EXPRESSION

Those five facets can be graded according to their level of severity **to identify treatment priorities that can also be visualized by the patient.**



Unlock the potential of Galderma products offering to increase patient satisfaction.¹⁻³

72%

of patients who received an explanation, covering both physiological and anatomical perspectives, went on to schedule a treatment and increased their satisfaction.⁴

Non-surgical facelift, a growing demand

Facial aging influences shape, proportions, and topography changes in the skin, soft tissues, and skeletal support structures of the human face^{5,6}



**ALSO, THE PRODUCTION OF COLLAGEN DECREASES WITH AGE.
AROUND 25% COLLAGEN LOSS BY AGE 45.⁷**

For women aged 40+ with fair skin:

#3 aesthetic concern is **the cheek / jaw area**⁸

#4 aesthetic concern is **the smile lines around the mouth** (Nasolabial Folds)⁸

#6 aesthetic concern is **the lines on the cheeks**⁸

50% of women aged above 50 have experienced **volume loss of cheeks**⁸





A HIT™ for a lifting effect

with Restylane® fillers and/or Sculptra® biostimulator

Collagen stimulators offer a unique and effective way to address aging process in the face with natural-appearing results with long duration.⁹

Many, if not most, patients that have lost enough volume to benefit from PLLA will also need treatment of lines that have developed.¹⁰

Soft-tissue fillers can induce lifting effects of the face.¹¹

The concept of combination of multiple aesthetic therapies of the facial aging process improves the time to result, overall efficacy, and provides a higher level of patient satisfaction.¹²

SHAPE UP™: 2 CORE PROFILES ENCAPSULATING PATIENTS NEEDS

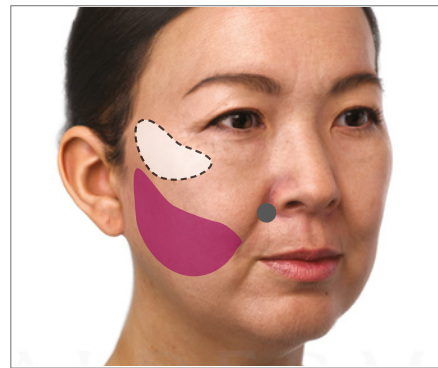
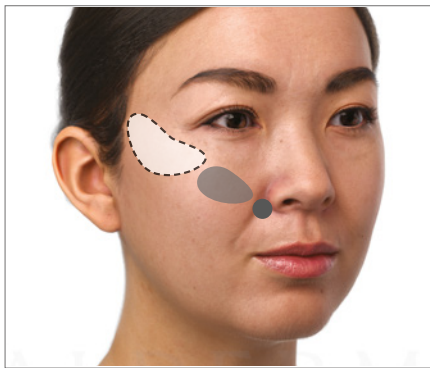
SHAPE & LYFT

FIRM & LYFT

EXPRESSION OF PATIENT'S CONCERN

"I've got deep/heavy nose to mouth fold and I look tired/hollow."

"Everything is falling down... My skin doesn't feel as firm & bouncy. My face doesn't seem to be in the right place. Can I delay a facelift?"



OBSERVATION

Midface volume loss
Face support loss

Skin laxity
Sagging skin / Jawline loss
Face support loss

AART™ METHODOLOGY : ASSESSMENT, ANATOMY, RANGE, TREATMENT

● Medial midface

Restylane
VOLYME

● Frame of face and lower third

SCULPTRA

□ Malar area

Restylane **LYFT** OR *Restylane* **DEFYNE**

Indicated to thicker skin

Indicated to thinner skin

□ Malar area

Restylane **LYFT** OR *Restylane* **DEFYNE**

Indicated to thicker skin

Indicated to thinner skin

● Pyriform fossa

Restylane
LYFT

● Pyriform fossa

Restylane
LYFT

EXPRESSION OF PATIENT'S CONCERN

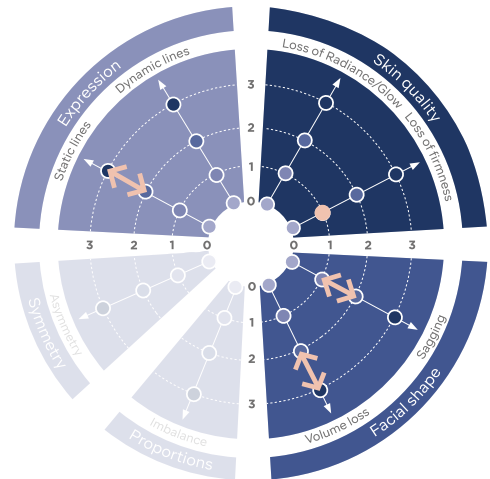
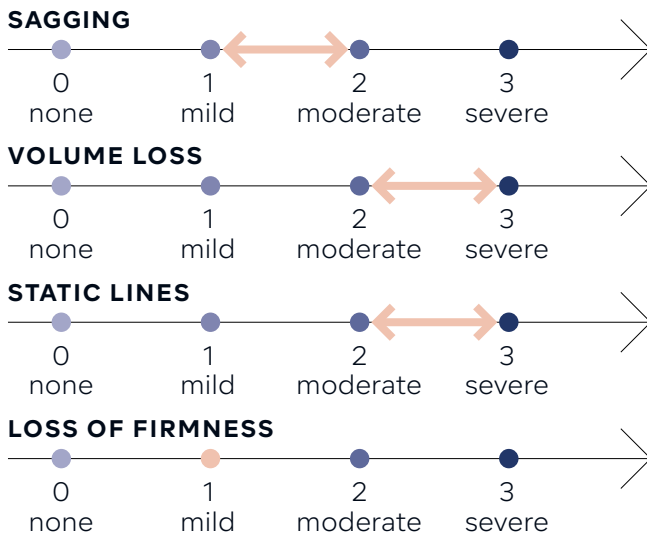
"I've got deep/heavy nose to mouth fold and I look tired/hollow."

OBSERVATION

Midface volume loss. Face support loss.

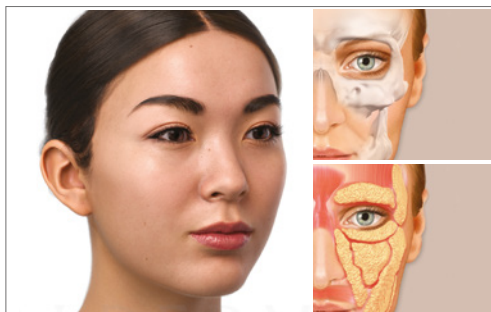
A ASSESSMENT

SEVERITY EVALUATION SCALES

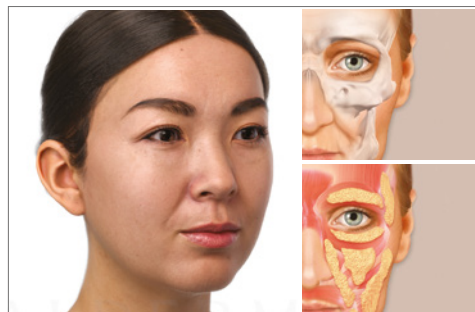


A ANATOMY

Normal condition



Midface volume loss and face support loss



Degradation of facial bone structure

Descent of cheek fat and depletion of cheek fullness

R RANGE

Restylane® VOLYME™ is an OBT™ technology injectable dermal filler, ideally suited for adding natural-looking volume and creating fullness in the cheeks.

98% of patients were satisfied or very satisfied with the durability of their results at 18 months.¹³⁻¹⁵



Restylane® LYFT™ is a NASHA technology injectable dermal filler, designed to provide lifting and projection in the midface to patients with thicker skin coverage.²⁵⁻²⁷

The highest G' product on the market to achieve **high lifting capacity.**¹⁶



Restylane® DEFYNE™ is an Optimal Balance Technology™ (OBT) injectable dermal filler that will enhance contour and bring subtle definition to patients with thinner skin coverage.^{13,18}

Naturalness of dynamic expression was enhanced or maintained in all patients.^{17,18}



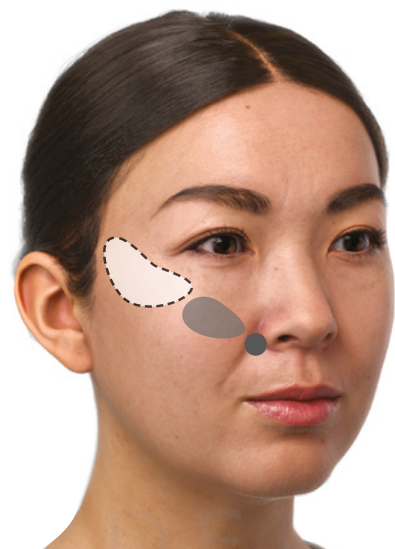
T TREATMENT

Individualize the treatment plan to your patients needs to deliver the best possible outcome and increase patient satisfaction.

Adapt the treatment to your style with Restylane®, using either a cannula or needle.²⁰

INJECTION SITES

- Medial midface *Restylane*
VOLYME™
- ☐ Malar area *Restylane*
LYFT™ OR *Restylane*
DEFYNE™
Indicated to thicker skin Indicated to thinner skin
- Pyriform fossa *Restylane*
LYFT™



Firm & Lyft

EXPRESSION OF PATIENT'S CONCERN

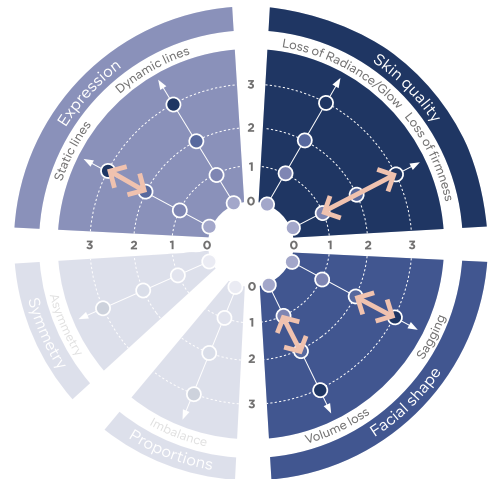
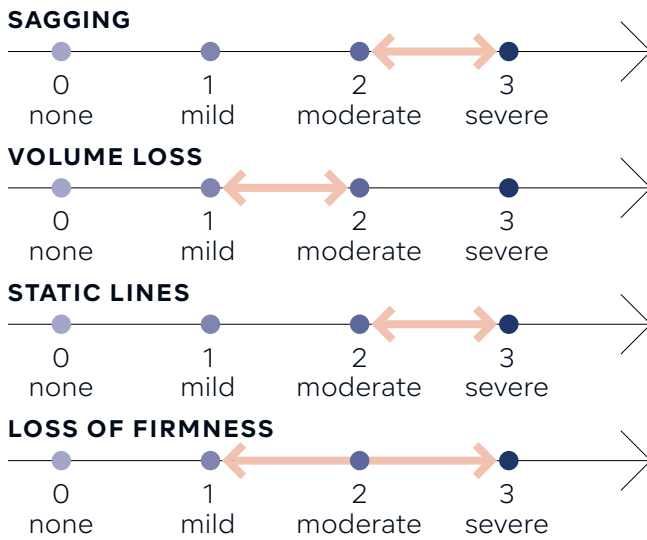
"Everything is falling down... My skin doesn't feel as firm & bouncy. My face doesn't seem to be in the right place. Can I delay a facelift?"

OBSERVATION

Skin laxity. Sagging skin / Jawline loss. Face support loss.

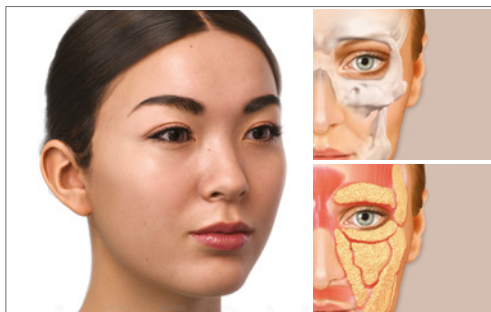
A ASSESSMENT

SEVERITY EVALUATION SCALES



A ANATOMY

Normal condition



Sagging skin, jawline loss and face support loss



Degradation of facial bone structure

Descent and loss of fat pads

Collagen loss reflected in facial skin

R RANGE

Sculptra® is the original collagen biostimulator that gradually restores skin firmness for more than 2 years.

88% of patients said that their **skin was tighter after the treatment** with Sculptra®.²¹

85% said that their **contour jawline was improved**.²¹

Restylane® LYFT™ is designed to create projection and lift tissue. It is ideally suited for patients with thicker skin coverage.

96% felt their treatment **met or exceeded expectations**.¹⁹

Restylane® DEFYNE™ is designed to bring flexible support and subtle definition to patients with thinner skin coverage.

95% of subjects saw an **aesthetic improvement both at rest and when smiling**, and would have treatment again.^{22,23}



The combination of Sculptra® and Restylane® could provide a benefit to the patient since it combines immediate projection and volume replenishing effect of HA injection with long-lasting skin firmness as a result of PLLA injection.¹²

T TREATMENT

Individualize the treatment plan to your patients needs to deliver the best possible outcome and increase patient satisfaction.

Adapt the treatment to your style with Restylane®, using either a cannula or needle.²⁰ Combine immediate projection and volume replenishing effect of HA injection with long-lasting skin firmness in the facial "frame" as a result of PLLA stimulating collagen injection, decreasing the volume need of both products.¹²



INJECTION SITES

● Frame of face and lower third



□ Malar area



Indicated to thicker skin

Indicated to thinner skin

● Pyriform fossa



GALDERMA,
ADVANCING DERMATOLOGY
FOR EVERY SKIN STORY

With a unique legacy in dermatology and decades of cutting-edge innovation, we deliver a science-based portfolio of premium flagship brands and services that spans the full spectrum of dermatology.

Everyone's skin is unique, and we all have our own skin story. We embrace these differences to meet the individual needs of the consumers, patients and customers we serve.

This would not have been possible without you, and we are committed to accompany you on your journey. We want to help you shape the future of aesthetics, in order to improve patient satisfaction and create more smiles.



LET'S SHAPE NEW AESTHETIC POSSIBILITIES TOGETHER

Join our community on GAIN Connect,
Galderma Aesthetic Healthcare Practitioner Portal, to:

- Find expert product information and assets
- Access industry-leading education and training
- Discover tools to help you run and grow your business

JOIN GAIN
GAIN ▶
GALDERMA AESTHETIC INJECTOR NETWORK



SEE THE AFTER BEFORE



Be a leader for the future of the beauty industry.

Experience FACE by Galderma™ the cutting-edge aesthetic visualization app that uses interactive augmented reality to help your patients see injectable treatment results in real-time.

3 out of 4

patients using FACE by Galderma™
sought more treatments than they
previously considered.²⁴

REFERENCES

1. Cartier, Hugues et al. "Repeated Full-Face Aesthetic Combination Treatment With AbobotulinumtoxinA, Hyaluronic Acid Filler, and Skin-Boosting Hyaluronic Acid After Monotherapy With AbobotulinumtoxinA or Hyaluronic Acid Filler." *Dermatologic surgery: official publication for American Society for Dermatologic Surgery* [et al.] vol. 46,4 (2020): 475-482.
2. Hedén, Per et al. "Effective and Safe Repeated Full-Face Treatments With AbobotulinumtoxinA, Hyaluronic Acid Filler, and Skin Boosting Hyaluronic Acid." *Journal of drugs in dermatology : JDD* vol. 18,7 (2019): 682-689.
3. Molina, Beatriz et al. "Patient Satisfaction and Efficacy of Full-Facial Rejuvenation Using a Combination of Botulinum Toxin Type A and Hyaluronic Acid Filler." *Dermatologic surgery : official publication for American Society for Dermatologic Surgery* [et al.] vol. 41 Suppl 1 (2015): S325-32.
4. Freedman, B M et al. "Employing a teaching module improves patient satisfaction in facial rejuvenation." *Journal of cosmetic dermatology* vol. 5,2 (2006): 127-9.
5. Alessio, Redaelli et al. "European expert recommendations on the use of injectable poly-L-lactic acid for facial rejuvenation." *Journal of drugs in dermatology : JDD* vol. 13,9 (2014): 1057-66.
6. Coleman, Sydney R, and Rajiv Grover. "The anatomy of the aging face: volume loss and changes in 3-dimensional topography." *Aesthetic surgery journal* vol. 26,1S (2006): S4-9.
7. Shuster, S et al. "The influence of age and sex on skin thickness, skin collagen and density." *The British journal of dermatology* vol. 93,6 (1975): 639-43.
8. IFOP for Galderma. "Sculptra in Cheek Wrinkles indication." September 2021.
9. Breithaupt, Andrew, and Rebecca Fitzgerald. "Collagen Stimulators: Poly-L-Lactic Acid and Calcium Hydroxyl Apatite." *Facial plastic surgery clinics of North America* vol. 23,4 (2015): 459-69.
10. Beer, Kenneth. "Dermal fillers and combinations of fillers for facial rejuvenation." *Dermatologic clinics* vol. 27,4 (2009): 427-32, v.
11. Haidar, Rami et al. "Quantitative Analysis of the Lifting Effect of Facial Soft-Tissue Filler Injections." *Plastic and reconstructive surgery* vol. 147,5 (2021): 765e-776e.
12. Sarubi, Juliana et al. "Facial rejuvenation on the use of injectable poly-L-lactic acid and hyaluronic acid: Combined technique." *Journal of cosmetic dermatology*, 10.1111/jocd.14902. 7 Mar. 2022.
13. Nikolis, Andreas et al. "The Role of Clinical Examination in Midface Volume Correction Using Hyaluronic Acid Fillers: Should Patients Be Stratified by Skin Thickness?." *Aesthetic surgery journal. Open forum* vol. 2,1 oja005. 6 Feb. 2020.
14. Talarico, Sergio et al. "High Patient Satisfaction of a Hyaluronic Acid Filler Producing Enduring Full-Facial Volume Restoration: An 18-Month Open Multicenter Study." *Dermatologic surgery : official publication for American Society for Dermatologic Surgery* [et al.] vol. 41,12 (2015): 1361-9.
15. Kestemont, Philippe et al. "Sustained efficacy and high patient satisfaction after cheek enhancement with a new hyaluronic acid dermal filler." *Journal of drugs in dermatology : JDD* vol. 11,1 Suppl (2012): s9-16.
16. Data on file (MA-43049). "xStrain and G." 2020.
17. Nikolis, Andreas, and Kaitlyn M Enright. "Evaluating the role of small particle hyaluronic acid fillers using micro-droplet technique in the face, neck and hands: a retrospective chart review." *Clinical, cosmetic and investigational dermatology* vol. 11 467-475. 10 Oct. 2018.
18. Solish, Nowell et al. "Dynamics of hyaluronic acid fillers formulated to maintain natural facial expression." *Journal of cosmetic dermatology* vol. 18,3 (2019): 738-746.
19. Andriopoulos, Bill et al. "Facial augmentation with hyaluronic acid filler in an Asian population." AMWC (2019).
20. Nikolis, Andreas et al. "A Randomized, Crossover-Controlled Evaluator-Blinded Trial Evaluating Cannula vs Needle-Assisted Hyaluronic Acid Injections for Infraorbital Deformities." *Aesthetic surgery journal* vol. 42,3 (2022): 285-297.
21. Data on file (MA-50526). "A randomized, evaluator-blinded, no-treatment controlled, multicenter study to evaluate the effectiveness and safety of Sculptra Aesthetic for correction of cheek wrinkles." 2021.
22. Philipp-Dormston, Wolfgang G et al. "Perceived naturalness of facial expression after hyaluronic acid filler injection in nasolabial folds and lower face." *Journal of cosmetic dermatology* vol. 19,7 (2020): 1600-1606.
23. Philipp-Dormston, Wolfgang G et al. "Evaluating Perceived Naturalness of Facial Expression After Fillers to the Nasolabial Folds and Lower Face With Standardized Video and Photography." *Dermatologic surgery : official publication for American Society for Dermatologic Surgery* [et al.] vol. 44,6 (2018): 826-832.
24. Face App Pilot Results. Pilot conducted from November 2020 to 27 of September 2021. Results are coming from online survey done by 239 patients from 12 countries after being exposed to the Face App.
25. Lundgren, Björn et al. "Using a New Photo Scale to Compare Product Integration of Different Hyaluronan-Based Fillers After Injection in Human Ex Vivo Skin." *Journal of drugs in dermatology : JDD* vol. 17,9 (2018): 982-986.
26. Kablik, Jeffrey et al. "Comparative physical properties of hyaluronic acid dermal fillers." *Dermatologic surgery : official publication for American Society for Dermatologic Surgery* [et al.] vol. 35 Suppl 1 (2009): 302-12.
27. Verpaele, Alexis, and Anders Strand. "Restylane SubQ, a non-animal stabilized hyaluronic acid gel for soft tissue augmentation of the mid- and lower face." *Aesthetic surgery journal* vol. 26,1S (2006): S10-7.

GALDERMA
EST. 1981

www.galderma.com



משוק בלעדית ע"י אמי טכנולוגיות חפשו אותנו ב: [in](https://www.linkedin.com) [ig](https://www.instagram.com) [f](https://www.facebook.com) | amiweb@ami.co.il | ami.co.il | 09-7760300