



Welcome
to those who put a smile
on their patients lips

KISS &
SMILE™

HIT™

Holistic Individualized Treatment
by GALDERMA

Each patient has a unique lip story.
Make them kiss & smile with confidence,
using an individualized selection
of Galderma products.
For results as unique as you.

Restylane

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

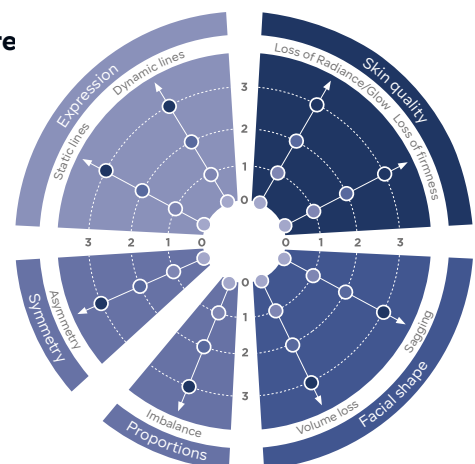
A SCIENCE-BASED SOLUTION

The Galderma Facial Assessment Scale (FAS), a more structure 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

Each patient has a unique lip story that calls for an individualized treatment

A perfect lip & smile is like a love story. Everyone is looking for one, regardless of age or gender. Everyone has their own definition of it.

Some have a clear idea of what they should look like.

79% would be interested in lip injections to **have natural-looking better lips**⁵

Others would like to feel like their younger self.

#1 reason for potential lip injections is to **make the lips look more youthful**⁵

For others, it is all about confidence and joy.

1 out of 3 would feel more confident and like "smiling more" if their lips were enhanced⁵

To truly match each patient's unique lips desire an individual treatment approach is important.



KISS & SMILE™

HIT™
Holistic Individualized Treatment
by GALDERMA

A HIT™ for the lips and perioral area to put a smile on your patients' lips

with Restylane® fillers and/or Azzalure®
neuromodulators

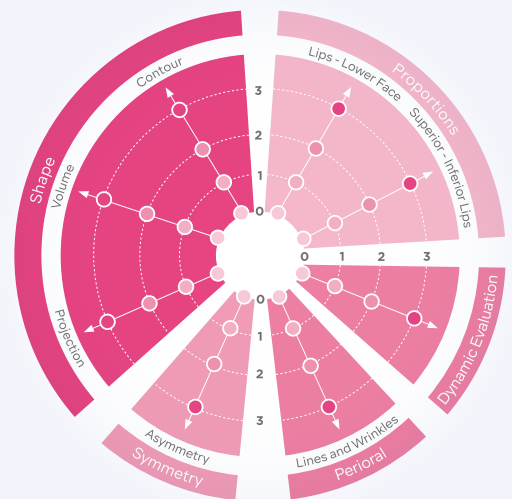
Lips are a powerful tool of individual expression. Smiling, frowning and other lip movements are strong emotional signals. The way you treat your patients' lips, in respect to their facial anatomy, can make a difference not just in how their lips look, but also how they are perceived.⁶

A selection of complementary Galderma products can help fulfill your patients' lips desires and enable them to kiss & smile with confidence.

"The lips and perioral area requires the most individualized approach to satisfy each patient's needs."

Dr. Luiz Avelar, Plastic surgeon
Belo Horizonte, Brazil

Galderma developed a Lip Assessment Scale to help you with the consultation on lips and perioral treatments.



Azzalure® is indicated for the temporary improvement in the appearance of moderate to severe glabellar lines (vertical lines between the eyebrows) seen at maximum frown and/or lateral canthal lines (crow's feet lines) seen at maximum smile in adult patients under 65 years, when the severity of these lines has an important psychological impact on the patient.²¹

KISS & SMILE™: 3 CORE PROFILES ENCAPSULATING PATIENTS NEEDS

THE IDEAL LIPS

FRAMING YOUR LIPS

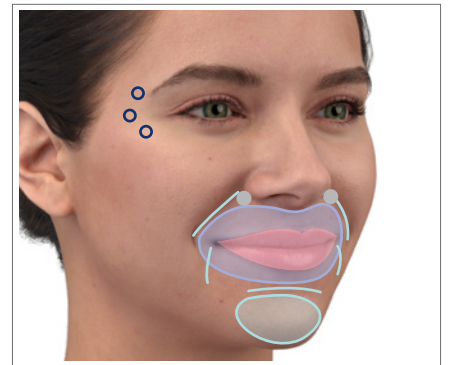
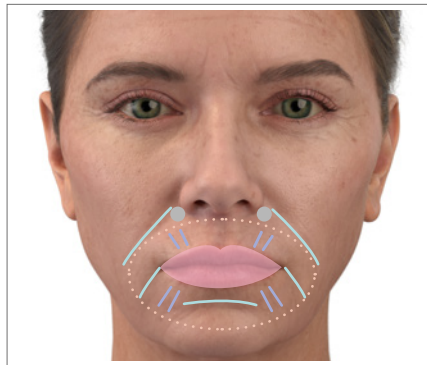
CONFIDENT SMILE

EXPRESSION OF PATIENT'S CONCERN

"I have a very clear idea of how I want my lips to look."

"I don't want to change the shape or volume of my lips, but they don't look good."

"I don't like how I look when I smile."



OBSERVATION

Lips that require enhancement and/or rejuvenation

Mild to severe lines and wrinkles that impact the lips and lower face impression, sometimes in combination with dull and dry skin

Dyskinesia
Asymmetries
Frown lines
Gummy smile

AART™ METHODOLOGY : ASSESSMENT, ANATOMY, RANGE, TREATMENT

Lips indication



Lips indication



+

Perioral indication



Lips indication



+

Perioral indication



+

○ Botulinum Toxin

COMPLEMENT WITH

Restylane® LYFT™
Restylane® SKINBOOSTERS™

COMPLEMENT WITH

Restylane® LYFT™

The ideal lips

EXPRESSION OF PATIENT'S CONCERN

"I have a very clear idea of how I want my lips to look."

"I want more kissable lips."

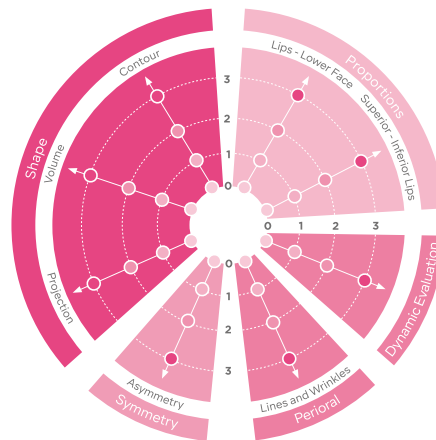
"I want elegant/natural lips, mine are a bit too thin."

OBSERVATION

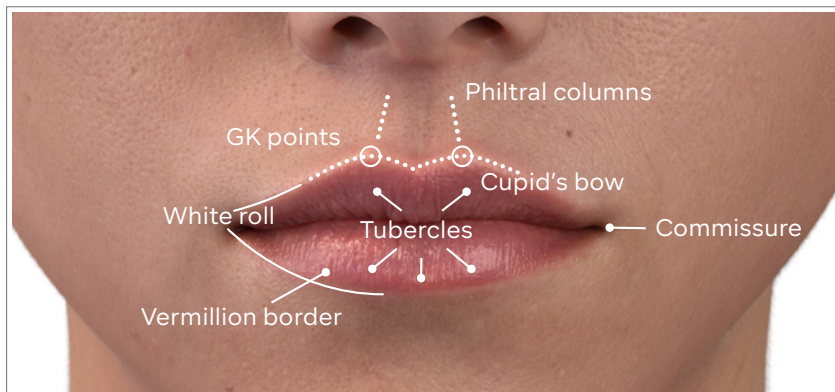
Lips that require enhancement and/or rejuvenation by beautification, volumization, eversion and/or contouring

A ASSESSMENT

The Galderma Lip Assessment Scale can help you identify the ideal treatment plan for their lips and facial structure: beautification, volumization, eversion, contouring, or a combination of those.



A ANATOMY



Possible observation:

Lack of definition, volume or projection of the structures of the lip and its contour

R RANGE

Restylane® KY SSE™ for soft, plump, and natural-looking lips is based on the OBT™ technology. The high x-strain of Restylane® KY SSE™ facilitates movement, making it ideally suited to dynamic treatment areas such as the lips that require support while maintaining animation.⁸



The softer more flexible gel texture distributes more evenly⁹, to provide natural-looking enhancement of lip volume.¹⁰

100% of patients were **satisfied or very satisfied with the lip style** after treatment¹¹

98% **were satisfied with the kissability of their lips** after treatment¹¹

9/10 of treated subjects' partners **liked the way their partners lips looked and felt**¹¹

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, using either a cannula or needle.¹²

INJECTION SITES

● *Restylane*
KYSSE



EXPRESSION OF PATIENT'S CONCERN

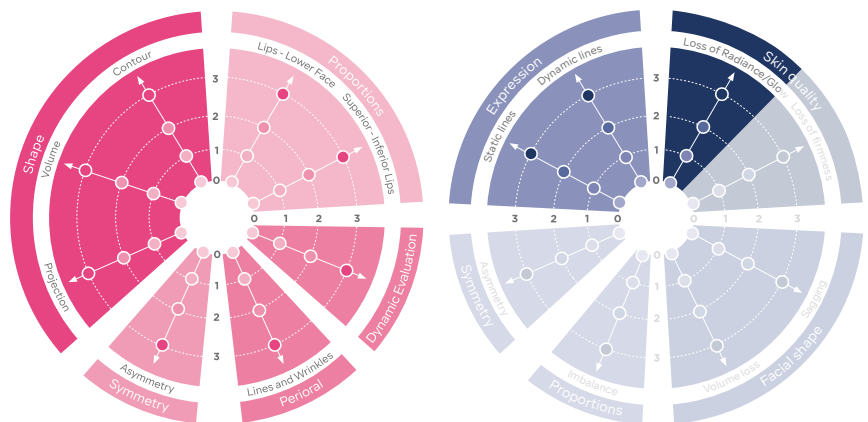
"I don't want to change the shape or volume of my lips, but they don't look good."

OBSERVATION

Mild to severe lines and wrinkles that impact the lips and lower face impression such as: smokers' lines, barcodes, marionette lines, smile lines, mental crease, sometimes in combination with dull and dry skin

A ASSESSMENT

To identify correction needs in the perioral area, we recommend to use the Lip Assessment Scale together with the Facial Assessment Scale.



A ANATOMY



Possible observation:

Presence of lines, wrinkles or folds due to thinning of the dermis and changes of adipose tissue and bone support.

Aging has been reported to affect the superficial fat pads, including:

- Hypertrophy and increased prominence of the superficial nasolabial fat compartment during aging¹³
- Shifting of fat inferiorly¹³

R RANGE

LIPS TREATMENT

Restylane® KYSSE™ for soft, plump, and natural-looking lips.

100% agreed **their treated lips suited their face**¹¹
 96% agreed **their lips looked natural**¹¹



PERIORAL LINES TREATMENT

Restylane® DEFYNE™ for mild to severe lines and wrinkles providing flexible support.¹⁴⁻¹⁶

Restylane® REFYNE™ to fill fine lines in dynamic treatment areas for a smooth finish.^{14,16,22}



Complementary usage of Restylane® KYSSE™ for lips treatment with Restylane® DEFYNE™ and/or REFYNE™ for perioral area correction leads **to higher patient satisfaction related to “aesthetic improvement” and “age perception”**.¹⁷

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, using either a cannula or needle.¹²

INJECTION SITES

Lips indication



Perioral indication



COMPLEMENT WITH

Restylane® LYFT™ for optimal treatment of deeper set lines or pyriform aperture²³
 Restylane® SKINBOOSTERS™ for perioral hydration and better skin quality²⁴

EXPRESSION OF PATIENT'S CONCERN

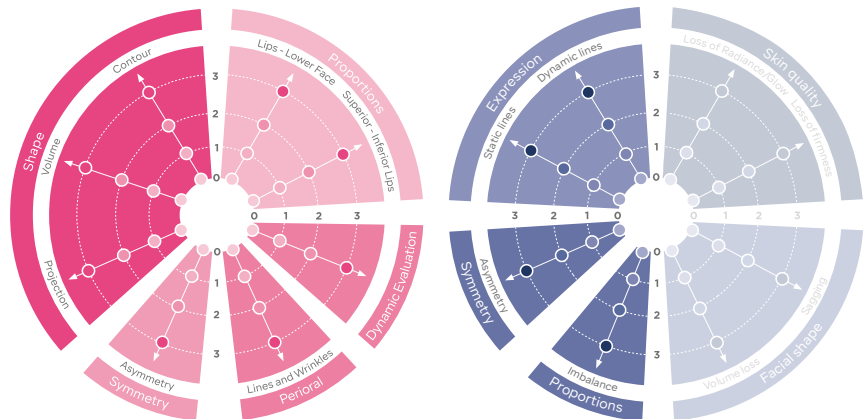
"I don't like how I look when I smile."

OBSERVATION

Dyskinesia - Asymmetries - Frown lines - Gummy smile

A ASSESSMENT

To take into account animation and emotional expressions we recommend to use the Lip Assessment Scale together with the Facial Assessment Scale with a focus on the Expression, Symmetry and Proportions segments.



A ANATOMY



Possible observation:

Dyskinesia or overactivity of the muscles surrounding the mouth causing changes in the smile

R RANGE

LIPS TREATMENT

Restylane® **KYSSE™** for soft, plump, and natural-looking lips.

86% of patients **felt more attractive** after the treatment¹¹

91% **received positive comments from their partner** after treatment¹¹



PERIORAL LINES TREATMENT

Restylane® **DEFYNE™** for mild to severe lines and wrinkles providing flexible support.¹⁴⁻¹⁶

87% of subjects felt that their treatment **has enhanced their attractiveness**¹⁶

Restylane® **REFYNE™** to fill fine lines in dynamic treatment areas, providing mobility for true expression.^{14,18}



CROW'S FEET TREATMENT

Botulinum Toxin

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.¹²

INJECTION SITES

Lips indication



Perioral indication



○ Botulinum Toxin

COMPLEMENT WITH

Restylane® **LYFT™** for optimal treatment of deeper set lines or pyriform aperture²³



Images of the packaging may vary – for illustration purposes only.

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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.²⁰

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