

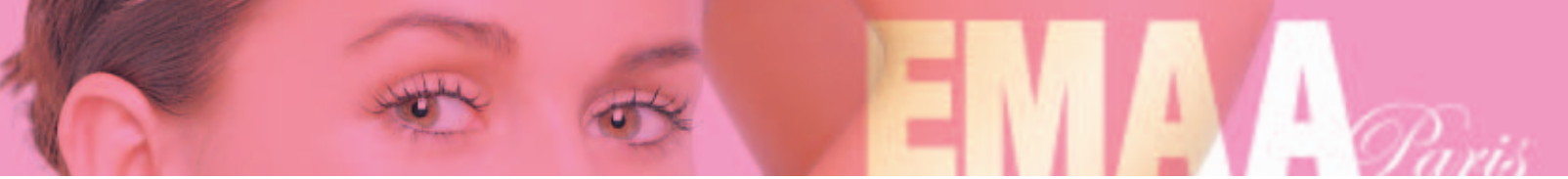
A woman with dark hair pulled back, wearing red lipstick, looking thoughtfully to the side with her hand on her head. The background is a soft, pinkish-red gradient.

European Masters in Aesthetic and Anti-Aging Medicine Show in Paris Attracts Strong Attendance

By Michael Moretti and Birgit Hansen

The Euromedicom organization demonstrated its ability to attract the attention of a prominent international speakers' panel, physicians and anti-aging specialists from all over the world as well as numerous industrial exhibitors for yet another European Master Course event. More than 800 participants took the opportunity of introducing the latest technologies in aesthetic and anti-aging medicine and attended EMAA teaching courses in their respective specialized fields at the Palais des Congrès in Paris in late September.

EMAA *Paris*



Topics ranging from possible anti-aging boosters with respect to sexuality, controversial opinions on aesthetic dermatology, botulinum toxin applications in difficult areas of the body, buttocks reshaping, cellulite treatment, immunology, breast enlargement and growth hormone therapy, as well as application of active cosmetics, innovations in light technology treatment and new diagnostic and metrological device utilization, were vividly discussed during the meetings from September 29th to October 2nd.

While some companies chose the small, but highly qualified and well organized event for the introduction of new products at the accompanying exhibition and well attended free communication sessions, other industrial protagonists came up with their latest study results and technological upgrades of their already well established brands or procedures.

Mentor Corporation (Santa Barbara, Calif.), mainly known as a manufacturer of breast implants, displayed a new double cross-linked hyaluronic acid variant for volume replenishment. To enhance bio-stability and the accompanying residence time of hyaluronic acid (HA), cross-links between both hydroxyl group pairs and carboxyl group pairs of HA have been developed, resulting in the new product Puragen. Puragen is said to last a minimum of six to eight months, have low post-injection inflammatory effects as a result of reduced HA fragments and, being non-animal based, reduces patient allergy side effects.

A new skincare product was presented by Laboratoire Mediecos (France), the triple action Isobot-Oxylift cream promises immediate lifting and volume enhancing effects thanks to its dielectric properties, which diminish the stimuli causing muscles to tense. Its smoothing effect is reinforced by macadamia oil and moisturizing is provided by apricot stone oil. In addition to the above, a perfluorohexane



Isobot-Oxylift by Laboratoire Mediecos



Contour Threads by Surgical Specialties

ingredient is said to re-oxygenate the cells and remove toxic elements such as carbon dioxide via molecular differentiation and substitution. "A clinical test on 30 women aged between 35 and 40 has shown an increase in moisturizing and volume of more than 50% from the eighth day of application. After a month's continuous use, the effects of Isobot-Oxylift cream persist for 11 days with no need for further application," as was claimed by the president of Mediecos, Michel di Placido.

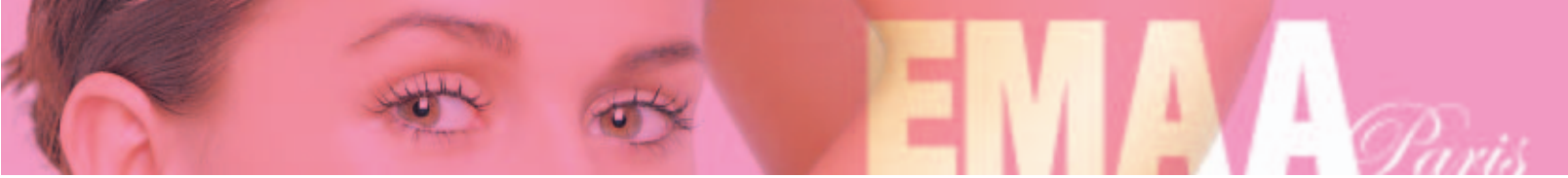


Pier Antonio Bacci, M.D.

An interesting combined treatment approach to wrinkle filling, facial contour correction and cutaneous revitalization was demonstrated by Pier Antonio Bacci, M.D. (Arrezzo, Italy), in a well attended session on soft face lifting using threads and fillers. "New American threads (Contour Threads, Surgical Specialties, Reading, Pa.) can be used with good results for the treatment of initial facial prolapse. "I personally obtain the best results by combining the use of threads for harmonizing the face, followed by a two step filler application to restore the volume of the face and lips with Teosyal 27G (Teoxane, Geneva, Switzerland) injected in the deep dermis, and secondly, to fill out smaller



Teosyal 27G by Teoxane



wrinkles by injections into the mid-dermis using a 30G needle. Finally, skin tone, elasticity and hydration can be enhanced by meso-injections into the superficial dermis,” explained Dr. Bacci during the life treatment session.

Much attention was given to yet another approach to skin tightening, stretch mark and acne scar treatment by infrared broadband light application. Infrared light treatment devices such as Titan (Cutera, Brisbane, Calif.) or VSP-Shaped Er:YAG (Fotona, Ljubjana, Spain) have already shown their effectiveness for mild to moderate skin tightening and thermal rejuvenation. Pain management, especially in terms of effective skin cooling is vital however. A new intense pulsed light device, operating in the infrared spectrum from 800 to 1800 nm, appears to increase patient com-



Titan by Cutera

fort and make treatment easier due to a most effective hand unit integrated skin contact cooling system. “While the epidermis is protected via continuous skin contact, cooling the infrared light energy provides sustained deep dermal heating via water absorption, stimulating fibroblast activity and collagen contraction,” said Jean Luc Lévy, M.D. (Marseille, France), during a presentation of initial results from his ongoing clinical study using Novaplus (Ultramed, Geneva, Switzerland) for skin tightening, stretch mark, and acne treatment. “Most remarkably, the newly integrated cooling device facilitates the rapid skin cooling required, with- in only three and a half minutes, whereas other cooling systems I’ve tried need up to nine minutes to reach the



Jean Luc Lévy, M.D.

same degree of cooling. This way, treatment can be performed faster and at the same time is gentler to the patient. In the ongoing study we are now concentrating on the long-term effects of the various Novaplus infrared skin treatment regimes,” concluded Dr. Lévy.



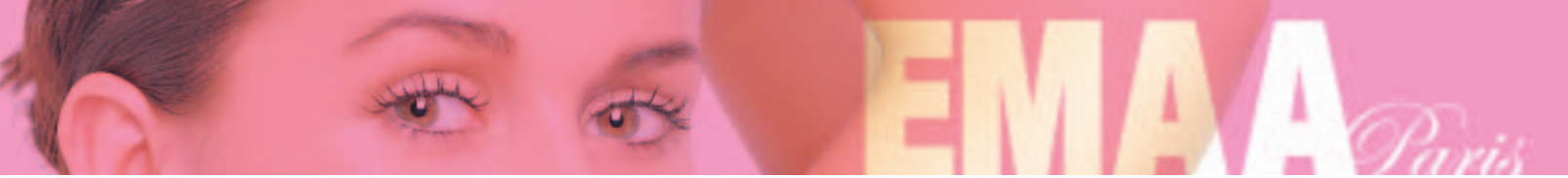
Novaplus by Ultramed

Innovative IPL hand unit development was also presented by new IPL manufacturer Aesthera (Livermore, Calif.) which has recently set up European distribution activities. The photopneumatic therapy (PPx) is based on positive pneumatic pressure that builds up within the tip of the hand unit and then switches to negative pressure. “The pneumatic energy shifts the treatment zone to the hand unit with the triplet effect so that the skin is thinned to reduce melanin concentration. Targets such as hair or lesions are raised closer to the skins surface, and blood vessels are compressed and blanched,” as was explained by Ralph Levi-Carasso, M.D. (Tel Aviv, Israel), on the new treatment mechanism. “This technology has higher effectiveness at lower energy levels with an increase in patient safety and reduced treatment times. In addition to which the individual hand unit per patient grants the highest standards of treatment hygiene,” Erez Rozenfeld, Aesthera’s vice president of European Operations reported, summing up the advantages from the company’s point of view.



Ralph Levi-Carasso, M.D.

Comparing new fractional photothermolysis (Fraxel SR, Reliant Technologies, Palo Alto, Calif.) for skin rejuvenation with ablative laser resurfacing, Christine Dierickx, M.D. (Boom, Belgium), presented



the results of her most recent experiences with this new treatment technique. “Fractional photothermolysis is a much less aggressive approach to skin rejuvenation than CO₂ treatment, for example. It meets the patient’s requirements for a gentle rejuvenation technique with little or no downtime. After five treatment sessions we noticed clear visible improvements of the skin texture and the condition of fine lines and wrinkles in the periorbital zone, whereas only three treatments were needed to considerably reduce acne scars or improve hypopigmented scars,” added Dr. Dierickx and concluded: “Besides the deep dermal effects of collagen reorganization and the development of new procollagen III, the impact on epidermal changes is remarkable, as seen in rapid regeneration of the necrotic debris areas, measurable within only 24 hours after treatment.”



Fraxel SR by Reliant

While the aesthetic training sessions were mainly dominated by new treatment techniques and technological or pharmaceutical innovations, lectures on anti-aging medicine were once again dominated by discussions of the pros and cons of hormone therapies. A session on growth hormone (GH) therapy in adults, presided over by Thierry Hertoghe, M.D. (Brussels, Belgium), Claude Dalle, M.D. (Paris, France) and Claude Chauchard, M.D. (Paris, France), underlined the highly beneficial effect of GH therapy in adults with severe GH deficiency. Of particular



Christine Dierickx, M.D.

interest to the European audience, Dr. Chauchard pointed out the very different perception of GH therapy in Asia, where hormone therapies are more commonly used and better appreciated by the public than in Europe and the U.S., where hormone therapies are viewed suspiciously in terms of unwanted side effects. The well known Belgian anti-aging specialist, Dr. Hertoghe, dedicated his entire lecture to critical review studies of GH therapy that have caused recent concern in the medical world. These studies indicate a positive association between a high serum level of IGF-1, a marker of growth hormone activity, with increased incidence of breast cancer in women, prostate cancer in men and a higher rate of premature death. Dr. Hertoghe revealed that an almost equal number of studies have shown the reverse effect. In a number of these studies on rodents with malignant tumors, the serum GH and



Claude Dalle, M.D.

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IGF-1 levels increased as a result of local production of GH and/or IGF-1 by the breast tumor itself. As Dr. Hertoghe concluded, “This implies that the higher serum levels of GH and/or IGF-1 are a consequence, a marker of existing cancer rather than its cause.” Subsequent to Dr. Hertoghe, Dr.’s Dalle and Chauchard concluded that the positive aspects of GH therapy essentially rule out potential side effects, provided the doses used, especially in fragile groups of critically ill patients, are strictly controlled and permanently supervised. ■