

MERZ AESTHETICS

Own Your Beauty

with the Belotero[®] range

Enjoy natural results with
a filler tailored to your patient needs.

BELOTERO[®]

Let your patients show their emotions with confidence



Understanding your patients' needs and concerns

Hyaluronic acid fillers are increasingly popular with patients who want to look younger and better than their age.

But what do your patients really want when they consider an injectable treatment? They seek:

**NATURAL
RESULTS**

VERY LOW PAIN LEVEL

RESPECTS

FACIAL EXPRESSIONS

HIGH PATIENT SATISFACTION

Can you believe she is 46?

Susanne, a genuine patient treated with Belotero®, is a perfect example of the natural, harmonious and beautiful results you can achieve with our range of premium hyaluronic acid fillers.

Did you know?

From the initial consideration to an actual treatment, patients take around 12 months to reach a decision. Why? Because there are certain fears and barriers that need to be overcome first. The biggest fears are related to possible side effects, painful injections and bad results. Studies¹ show that

43%

fear looking "frozen" and having a mask-like face.

41%

fear that results will not look natural.

47%

fear getting related side effect of nerve damage.

33%

fear the pain related to the injection procedure.

Dos and Don'ts during your patient conversations

Do:

- take time to give a detailed step-by-step explanation.
- ask your patients about their fears and concerns.
- explain how safe and well-tolerated treatments are.
- emphasise that a natural look is your goal as well.
- show your patients before-and-after pictures or videos for realistic expectations.

Don't:

- forget to address possible injection-related side effects.
- forget to mention that there are fillers with anesthetics such as lidocaine.

Your patients want to **show their emotions with confidence** and **own their beauty**.

Thanks to our wide range of premium hyaluronic acid fillers, Belotero® is the preferred partner for anyone seeking smooth, natural-looking results.²

How does Belotero® fulfill your patients' needs?

- With its broad range of different hyaluronic acid fillers, Belotero® provides natural-looking results and can give your patients back what they miss about feeling radiant and beautiful.³
- Thanks to the smooth results of Belotero®, your patients don't have to fear unnatural effects and mask-like faces.³ They will still be themselves and able to show their emotions with confidence.
- The extended portfolio of advanced dermal fillers in the Belotero® range ensures the fillers complement each other perfectly. Thus you can tailor an individual beauty package suited to every patient's unique needs.

I was the "real me" again

"I was afraid of looking unnatural, but my doctor injected me with a filler that integrates so well into the skin that it adapts to my facial expressions. After two appointments I was the "real me" again, but in an updated better version!"

– Annabel, Belotero® patient –

What's so special about the Belotero® range?

The Belotero® range integrates smoothly into an anti-aging regimen that enhances your patients' confidence and helps them feel good about themselves. Because it is their choice to own their age and own their beauty.

Belotero®

- is the filler range with **excellent skin integration**.⁴
- provides subtle, **smooth results**.²
- respects the **natural** contours of the face.³
- offers a broad range of different hyaluronic acid fillers **tailored to your patients' needs**.
- is an advanced aesthetic solution with **intelligent design**.
- ensures predictable and harmonious results for **high patient satisfaction** and **trust**.^{5,6}
- can be applied for smoothing and **filling wrinkles, restoring facial volume or rehydrating skin**.⁹
- is available with **lidocaine** to **reduce** the **sensation of pain**.¹¹

Intelligent design in aesthetics

The Belotero® fillers are manufactured using a patented Dynamic Cross-Linking Technology (DCLT)⁷ that results among others in a monophasic Cohesive Polydensified Matrix (CPM).

Advantages of Belotero®'s technology

The advanced DCLT technology of Belotero® provides the ideal balance of **cohesivity, elasticity and plasticity** to match the needs of the targeted layer of the skin.

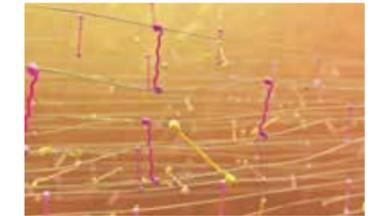
Standard cross-linking



Phase 1
Hyaluronic acid in its original form (single chains, random coil structure).



Phase 2
Linearization of the individual hyaluronic acid chains. The random coil structure untangles.

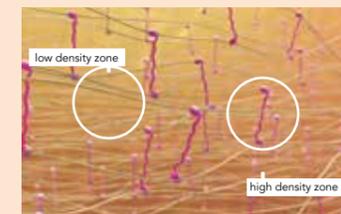


Phase 3
First hyaluronic cross-linking process with BDDE (butanediol diglycidyl ether). A cellular, monophasic gel emerges.

Patented Dynamic Cross-Linking Technology (DCLT)⁷



Phase 4
Expansion of the gel that was created in the cross-linking process.



Phase 5
A second application of hyaluronic acid links the residual BDDE to the fibers. The gel results in a Cohesive Polydensified Matrix or CPM.

The Cohesive Polydensified Matrix (CPM) of Belotero® enables seamless dermal integration.⁸



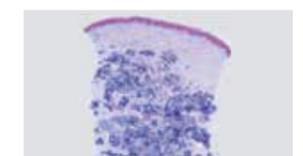
Control



Cohesive gel
Monophasic polydensified



Fragmented gel
Monophasic monodensified



Non-cohesive gel
Biphasic

Offers holistic solutions for individual needs

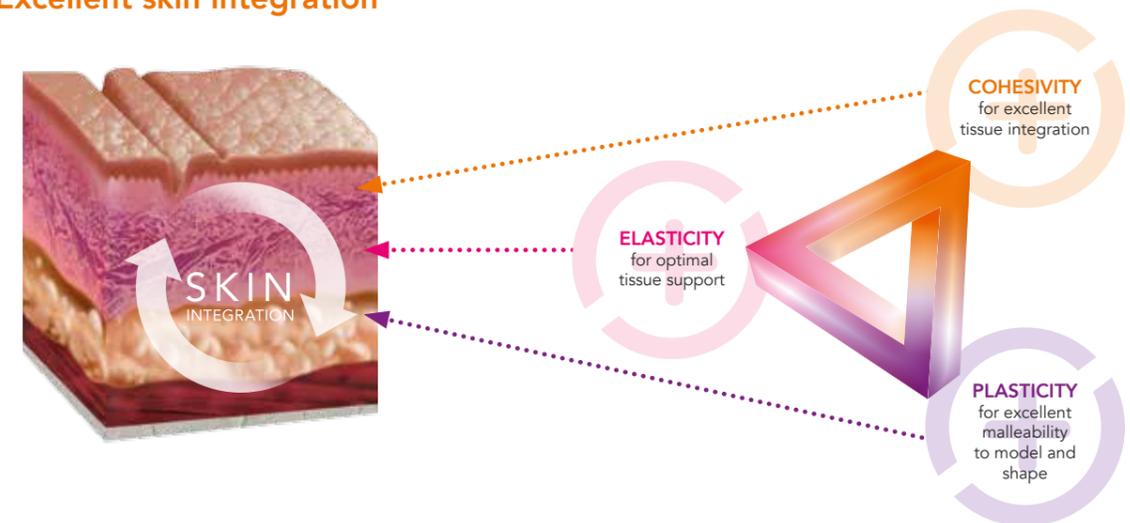
Belotero® products can be used individually or in combination enabling an aesthetic solution for each patient based on their skin's structural and functional needs.⁹



How does Belotero® provide optimal results?

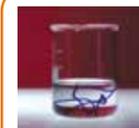
Due to the optimal balance of its rheological properties, the Belotero® range of fillers integrates seamlessly into the skin tissue and offers excellent skin integration with predictable and harmonious results.

Excellent skin integration



Properties

Benefits



COHESIVITY – the ability of a gel to stick together and thereby maintain of gel integrity

A filler with high cohesivity does not dislocate upon motion which makes it perfectly suited for superficial injection and/or highly mobile areas (Belotero® Balance and Belotero® Intense are ranked highest in the Gavard/Sundaram cohesivity scale).¹⁰



ELASTICITY – the ability of a gel to return to its initial shape after being subjected to strain

Resistance to multiple three dimensional deformation, for repeated gentle elegant projection e.g. of the lips.



PLASTICITY – the ability of a gel to be shaped and modelled

Allows the achievement of natural-looking results and smooth transitions.

The Belotero® range

If you are looking for a filler with excellent skin integration for natural-looking results and a reduction of the signs of aging, the Belotero® family is your perfect choice.



BELOTERO® HYDRO

Skin hydration for:

- face
- neck
- décolletage
- back of hands

HA concentration:
18 mg/1ml
Needle size: 30 G



BELOTERO® SOFT

Correction of fine lines, such as:

- peri-oral lines

HA concentration:
20 mg/1ml
Needle size: 30 G



BELOTERO® BALANCE

Correction of moderate lines, such as:

- moderate nasolabial fold
- glabellar lines*
- moderate peri-oral wrinkles
- lip contouring

HA concentration:
22.5 mg/1ml
Needle size: 30/27 G



BELOTERO® INTENSE

Correction of deeper lines, such as:

- deep nasolabial fold
- lip volume
- marionette folds

HA concentration:
25.5 mg/1ml
Needle size: 27 G



BELOTERO® VOLUME

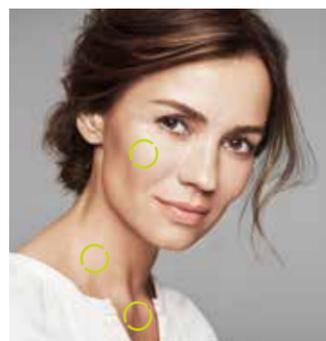
Restoration of facial volume in:

- cheeks and cheekbones
- chin
- facial volume loss

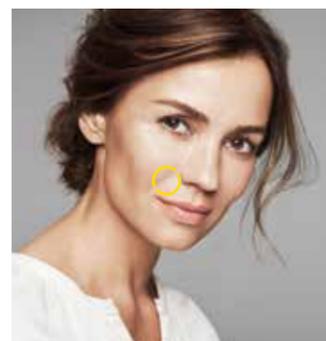
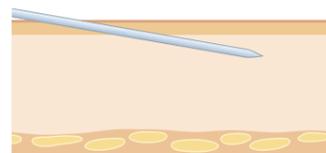
HA concentration:
26 mg/1ml
Needle size: 30/27 G
Cannula size: 27 G

Injection site and angle

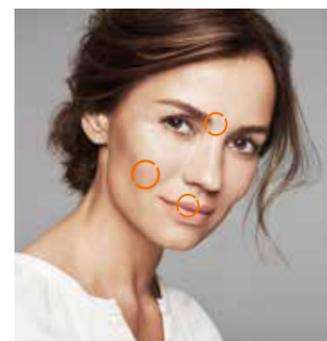
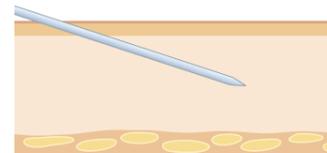
Dermal/epidermal junction (nappage technique) or superficial dermis (micro-papular technique)



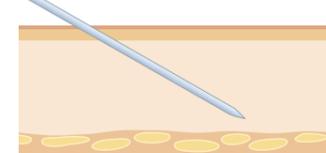
Superficial to mid dermis
Approx 10°



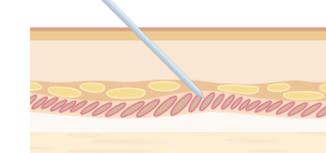
Superficial to mid dermis
Approx 15°



Mid and deep dermis
Approx 30°



Supraperiosteal
Subcutaneously



Belotero® Soft, Belotero® Balance, Belotero® Intense and Belotero® Volume are available with lidocaine.
* Belotero® Balance can be injected in the glabellar area only by trained experienced practitioners with a deep knowledge of the anatomy. Injection of dermal fillers into this area could potentially lead to local vascular occlusion, ischemia and necrosis.

Before-and-after gallery

The premium hyaluronic acid filler range of Belotero® lets you achieve predictable and harmonious results.



Nasolabial wrinkle treatment with **BELOTERO® BALANCE**



Before

Courtesy of Drs. Imhof/Kühne



After

Lip augmentation with **BELOTERO® INTENSE**



Before

Courtesy of Dr. Micheels



After

Cheekbone restoration with **BELOTERO® VOLUME**



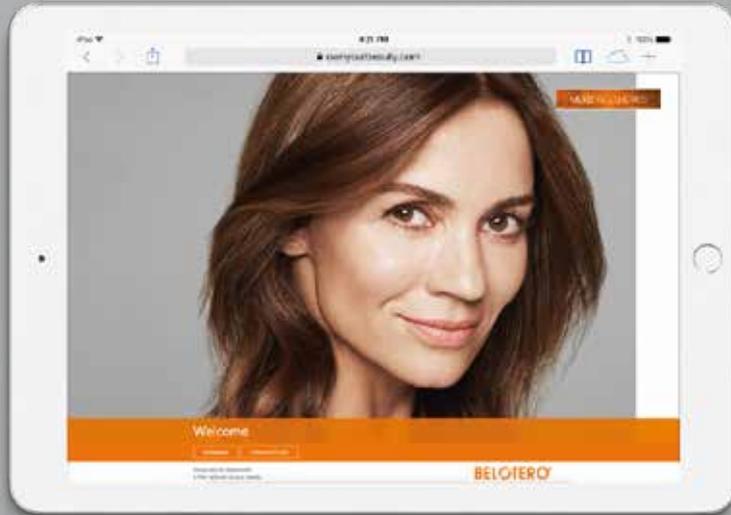
Before

Courtesy of Dr. Vandeputte



After

Explain to your patients in detail



Belotero® provides you with a convenient and useful HTML-tool to explain the benefits of the premium hyaluronic acid filler range of Belotero® in detail to your patients.

You can find it here: ownyourbeauty.eu

Reference List

- 1 Merz Aesthetic Patient Survey, a globally conducted survey with 5.000 patients, July 2015.
- 2 Fischer, T. C., G. Sattler and G. G. Gauglitz (2016). "Hyaluron Filler Containing Lidocaine on a CPM Basis for Lip Augmentation: Reports from Practical Experience." *Facial Plast Surg* 32(3): 283-288.
- 3 Data on file: Final report V1.0 19 December 2014. II 13-02 A02 B 1 Biometrical Report
- 4 Micheels P et al. Superficial Dermal Injection of Hyaluronic Acid Soft Tissue Fillers: Comparative Ultrasound Study. *Dermatol Surg* 2012;38:1162–1169.
- 5 Prager W., Kerscher M. Investigator and Subject Satisfaction: Results from a Randomized, Evaluator-blinded, Split-face Study. Podium presentation at 5CC Conference, Cannes, France (September 3, 2015- September 6, 2015).
- 6 Buntrock, H., et al. (2013). "Efficacy, safety, and patient satisfaction of a monophasic cohesive polydensified matrix versus a biphasic nonanimal stabilized hyaluronic acid filler after single injection in nasolabial folds." *Dermatol Surg* 39(7): 1097-1105.
- 7 Patent.
- 8 Tran, C., et al., In vivo bio-integration of three hyaluronic acid fillers in human skin: a histological study. *Dermatology*, 2013. 228(1): p. 47-54.
- 9 See Instructions for use for detailed information.
- 10 Sundaram, H., et al., Cohesivity of Hyaluronic Acid Fillers: Development and Clinical Implications of a Novel Assay, Pilot Validation with a Five-Point Grading Scale, and Evaluation of Six U.S. Food and Drug Administration-Approved Fillers. *Plast Reconstr Surg*, 2015. 136(4): p. 678-86.
- 11 Belotero® Soft, Belotero® Balance, Belotero® Intense and Belotero® Volume are available with lidocaine.

Belotero® is a registered trademark of Merz Pharma GmbH & Co. KGaA.
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