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laser is a mainstay of many aesthetic practices. Held in the highest esteem, aggressive treatments earned a reputation for pigmentation issues and risks. The emergence of fractional techniques rushed CO₂ back into vogue, with physicians still swearing by its power. While some favor low risk, low downtime and low discomfort, a newer technology stands out due to its ability to offer both

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Precision and Innovation Establish Anteis as Leader in Dermal Filler Technology

By Ilya Petrou, M.D., Contributing Editor

On a global scale, Swiss-made products have become synonymous with precision, innovation and a meticulous eye for detail. Driven by a strong work ethic and an unyielding commitment, Anteis S.A. (Geneva, Switzerland) has developed into a leading global player in today's highly competitive aesthetic industry.

Anteis currently markets their innovative products in 93 countries worldwide, excluding the U.S. and China. The ambitious company enjoys an average and consistent global market share of 9% in the dermal filler sector; however, Anteis' market share is 20% in Australia and Canada, and as high as 25% in Greece. The once small, but visionary company has quickly made its mark and has established itself on the global stage as a highly driven contender, matching the competition and surpassing its own set goals.

Since its emergence in 2003, Anteis has strengthened the aesthetic market with its intelligently engineered and inventive injectable medical products based on biopolymer transformation. Anteis' novel platform spans several specialties including aesthetic dermatology, ophthalmology and orthopedics. In the aesthetic dermatology arena, Anteis offers four dermal filler lines including Esthélis, Mesolis, Fortélis and their recently marketed Modélis line.

"We have a range of four different kinds of products that one could characterize by viscosity; however, technologically-speaking all are different in terms of manufacturing methods

and therefore can address a wide-range of aesthetic indications," said Gilles Bos, CEO of Anteis S.A.

"We firmly believe that mono-phasic products are the future, offering superior technology proven in biopsies and clinical development. They simply have a higher safety profile and fewer adverse events."



Gilles Bos
CEO
Anteis
Geneva, Switzerland

According to Mr. Bos, the differences between these dermal filler products can be seen in their elasticity, viscosity and cohesivity, all of which are parameters that are fine-tuned and carefully chosen in order to cater to a specific aesthetic indication. Our products range from more superficial injections down to subcutaneous injections and

address all cosmetic indications. Based on hyaluronic acid from biofermentation, Anteis' novel dermal filler lines are composed of a monophasic, poly-densified gel that results in smoother more homogenous filling of tissues, achieving a more natural and consistent aesthetic result.

"Each technology has advantages and disadvantages, and each product can address a different spectrum of indications," Mr. Bos began. "For example, some older generation dermal fillers take a bi-phasic approach. However, we firmly believe that monophasic products are the future, offering superior technology proven in biopsies and clinical development. They simply have a higher safety profile and fewer adverse events," he said.

The Esthélis range (Esthélis Basic and Esthélis Soft) can effectively treat fine lines and superficial wrinkles and can be very useful in the enhancement of lip volume. The Mesolis range (Mesolis and Mesolis+) is optimal for skin rejuvenation and wrinkle prevention through skin rehydration. "The Mesolis product range is our cornerstone mesotherapy rehydration product," said Mr. Bos. "The Mesolis+ line has a very special combination of hyaluronic acid and glycerol, and is probably the first product in its class that actually demonstrates evidence of aesthetic effect."

For treatment of deeper lines and fold correction, the Fortélis range (Fortélis Extra) offers a great deal of elasticity. It is ideal for the treatment of nasolabial folds and improvements in the contours of the face. However, for deeper and

large volume enhancing indications, Anteïs has introduced the new Modélis range. This novel dermal filler received a CE mark in January 2010 and entered the market in October 2010. "We are very happy to confirm that at the end of 2010 we received positive feedback with our Modélis range, supported by high satisfaction and quality results," Mr. Bos said.

Since establishing the company in 2003, strategists at Anteïs opted for a marketing approach that resulted in launching a new dermal filler product approximately every two years. Contrary to some other aesthetic device companies, Anteïs was not in a hurry to develop one product that fits all cosmetic needs, as a single dermal filler product wielded as an aesthetic panacea may be unrealistic.

"We at Anteïs concentrate on developing specific technologies that are adapted to each indication. At the end of the day, this strategy has paid off, as the products that we've developed have very unique features for specific aesthetic indications compared to products in the same class from other manufacturers," Mr. Bos advised.

Launched in 2009, the Anteïs Injection System remains a novelty in the aesthetic market. The idea behind the innovative and evolving injection system was to address some of the limits when treating patients, such as the speed or method of injection, the acceleration of injected product, as well as to control the quantity per drop injected, in a point-per-point mode.

"We realized very quickly that this semi-automated injection system provided many advantages to the clinician when performing treatments. By the end of 2009, we were very pleased to have launched a system that proved its effectiveness in reducing pain during injection and also decreasing the amount of bruising, swelling and side effects commonly seen with other injection techniques," Mr. Bos said.

The Anteïs Injection System allows for a very smooth and constant injection of product, which does not overstretch the tissues and results in more consistent aesthetic outcomes. As Mr. Bos explained, "this unique system is a breakthrough technology that can help physicians perform treatments better and more effectively, and help patients experience more comfort during treatments." In addition, the system is not specific to Anteïs' range of products and can be used with any glass syringe dermal filler product.

Anteïs is currently in the end stages of developing a dermal filler indicated for deeper line corrections such as the nasolabial folds. The unique approach of this product is that it is designed not only to last longer, but to last better in terms of quality. "We try to mitigate the risk from patient to patient or session to session where you might realize that products are not always lasting the same in terms of quality results. We have designed a product that, if the clinical expectations are realized, will result in treatments that can be characterized as better lasting," Mr. Bos said.

Mr. Bos pointed out the three factors that impact the longevity of a dermal filler, including the type of product, the patient's varying reaction to a product and the injection technique. These three variables together could induce significant discrepancies in terms of the quality and longevity of aesthetic outcomes.

"With our new technology expected to enter the market in 2012, we hope to help the product better resist natural degradation by combining certain molecules that may positively impact the quality and longevity of the outcomes. Three years of *in vitro* testing has been promising, showing a resistance to degradation of product, compared to any currently available range of products," Mr. Bos noted.



Modélis Shape

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Anteïs Injection System