

Why I Pick the Fillers I Do

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**HOT
TOPICS**

PSTM23 LIVE

OCTOBER 26

Some Variables Influencing Product Choice

- Manufacturer incentives & promotions
- Loyalty programs
- Patient requests
- Rheology
- Anatomic area
- Personal preference
- Specific FDA approval
- Product performance
 - Duration
 - Results
 - Reversibility

Few meaningful & independent head-to-head prospective studies

My Approach

Educate patients on options

- Similarities & differences
- Cost & duration
- What we want to achieve
- Nearly all patients follow my recommendation

Exceptions

- Loyalty programs
- Reversible vs nonreversible product

My Selection

Rheology

- G' ... whatever that is (lab value)

Desired effect

- Lift vs Fill vs Volumize vs Fine Lines

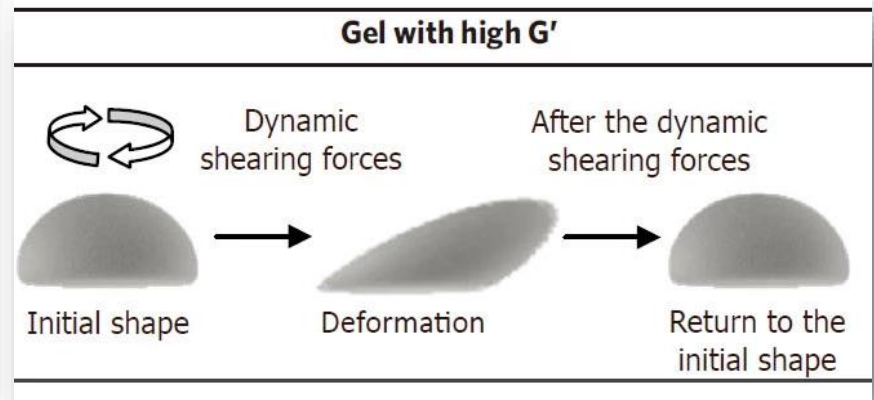
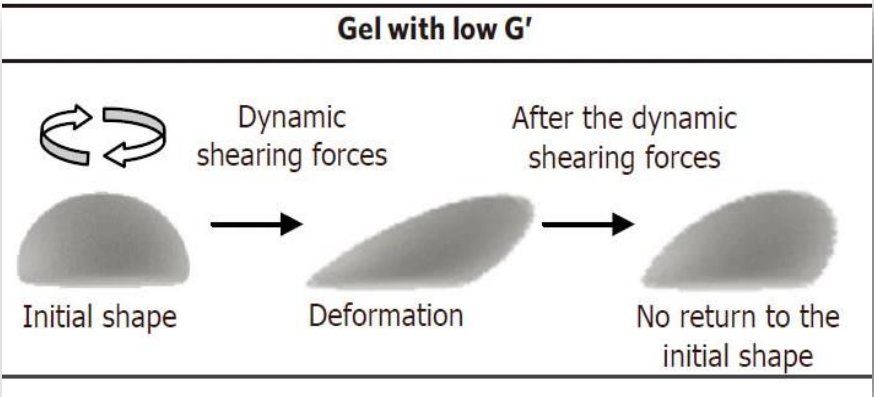
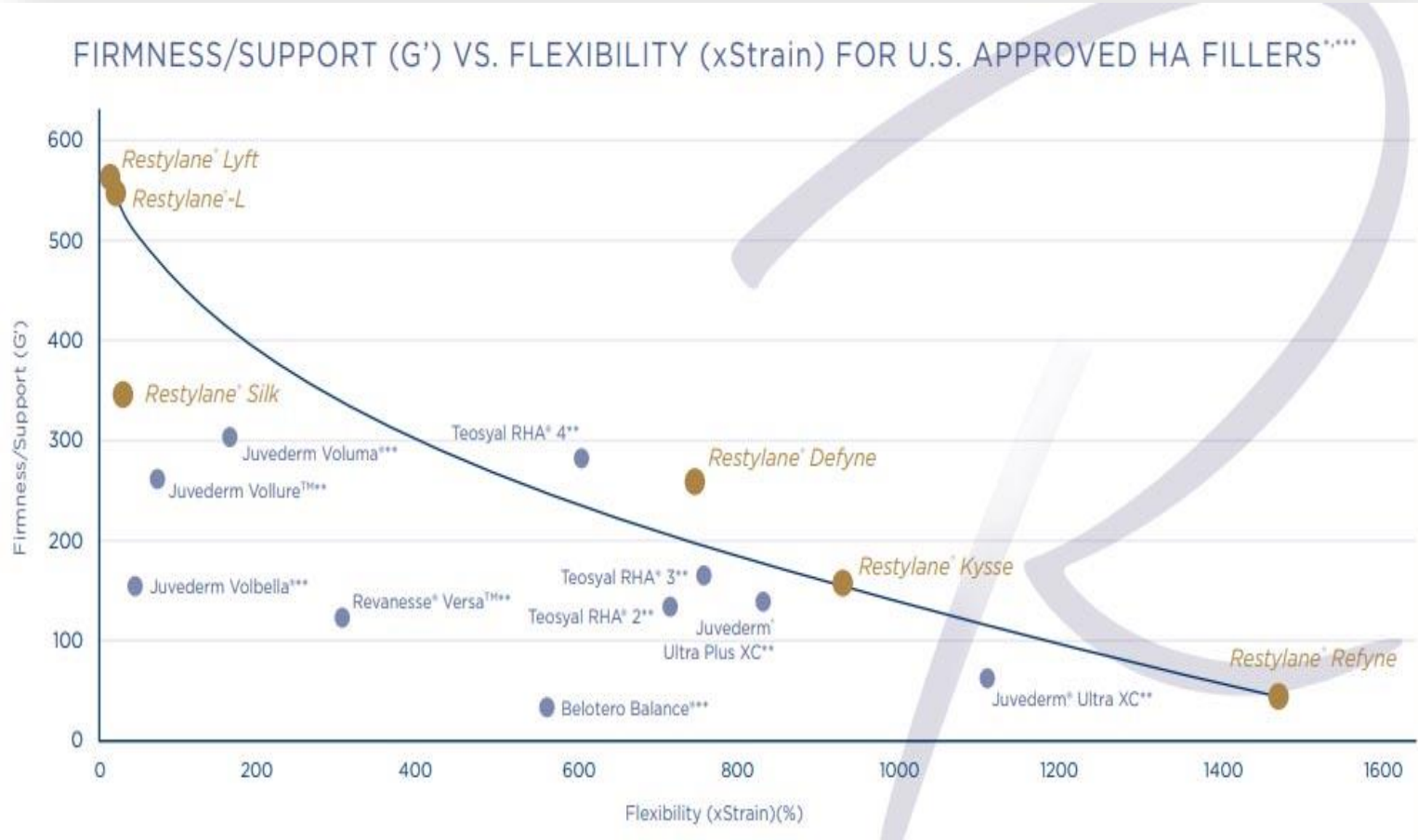
Duration

- ≤ 1 year, > 1 year, 5+ years

Anatomic site

- Tear troughs vs lips vs jawline

Rheology: G' = Ability to resist dynamic shearing force (rigidity)
(not really a measure of “firmness/support”)



Goal: Lip Enhancement

Restylane

Revanesse Versa (or Lips)

RHA 2 or 3

Juvederm Ultra or Ultra+

Not too firm, not too soft

31G Needle submucosal



Goal: Softer Nasolabial Folds

Restylane

Revanesse Versa

RHA 2 or 3

Juvederm Ultra+

Not too firm, not too soft

31G Needle intradermal



Goal: Infraorbital Hollows Correction

Belotero Balance

- Minimal discoloration
 - Tyndall effect
- Forgiving under thin skin
- 27G cannula

Restylane

Versa



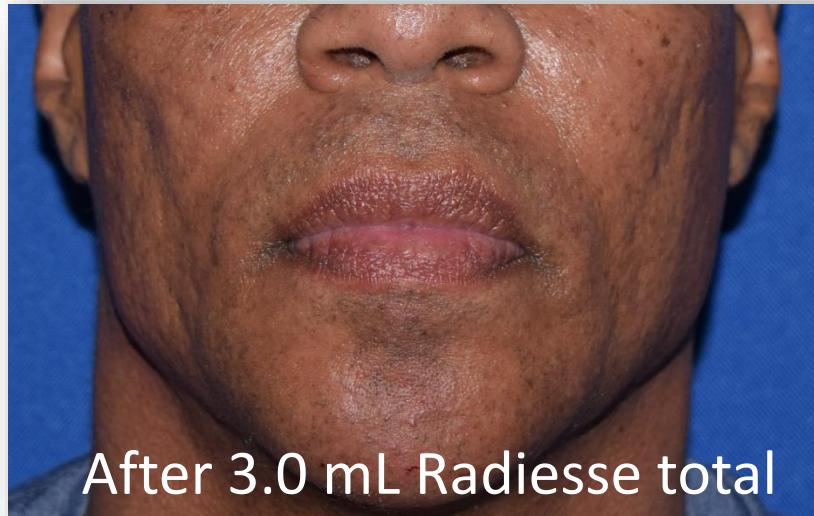
After 0.4 mL Belotero per side

Goal: Enhance Male Chin & Jawline

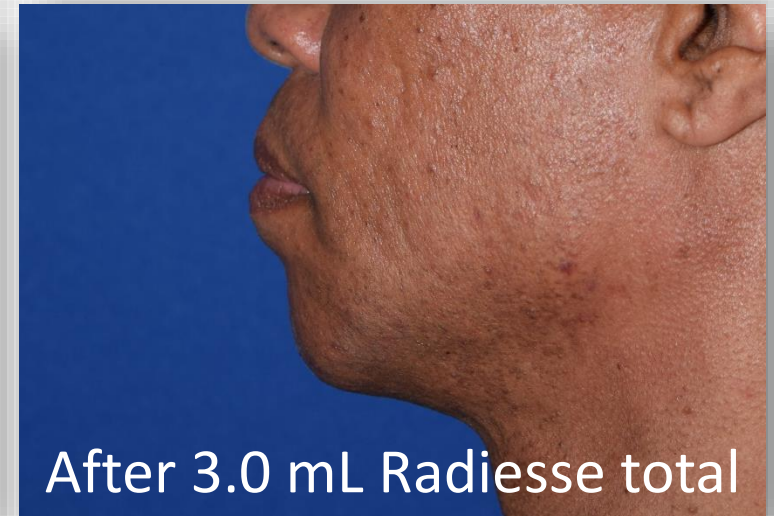
Need High G'

Radiesse

- Longer duration
- 1.5 mL per syringe
- More like bone
- 27G needle on bone



After 3.0 mL Radiesse total

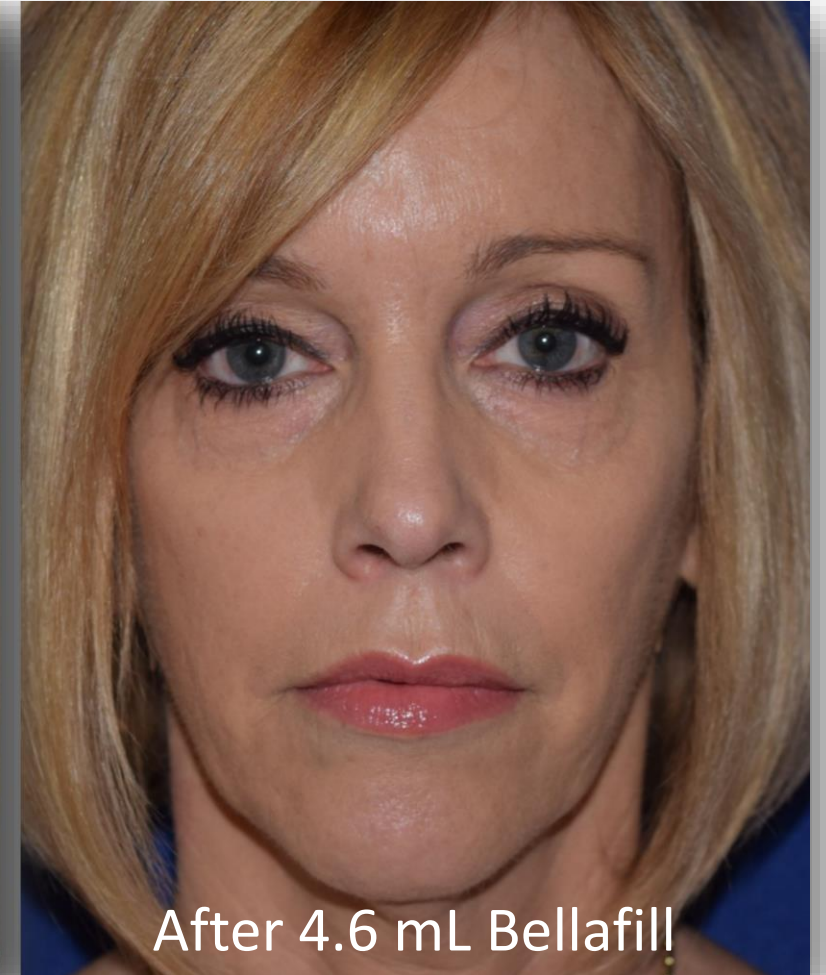


After 3.0 mL Radiesse total

Goal: Restore Volume Loss

Collagen stimulators

- Sculptra
 - Bellafill
 - (Radiesse)
-
- Longer duration
 - Better value
 - More natural



After 4.6 mL Bellafill

Products I Use

Bellafill
Sculptra
Radiesse

Unique & powerful
Not for novices

Belotero

Forgiving under eyes

Juvederm Ultra
Juvederm Ultra Plus
Voluma

If patients ask for it

Restylane
(1.0 & 0.5)

All purpose HA

Revanesse Versa

All purpose HA
Value (1.2 mL)

RHA Collection (4)

Easy selection
Value
(Did it for my PA)

I Tried & Don't Use

All other Restylane
products

Nothing special

Revanesse Lips

Same as Versa

All other Juvederm
products

Too many
Cost

Products I Use >95%...But May Do More RHA

Bellafill
Sculptra
Radiesse

Unique & powerful
Not for novices

Belotero

Forgiving under eyes

Juvederm Ultra
Juvederm Ultra Plus
Voluma
If patients ask for it

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Revanesse Lips

Same as Versa

**All other Juvederm
products**

Too many
Cost

Recommendations

Don't need to offer/use all HA products

Start with 1 product line

Add additional products as needed

Use non-HA products when more experienced

Don't let hype, marketing, and price alone drive your selection

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