



MERZ AESTHETICS

# Own Your Beauty

with the Belotero® range

Enjoy natural results with  
a filler tailored to your needs.

**BELOTERO®**

## 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

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. Studies<sup>1</sup> show that

43%

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

41%

fear that results will not look natural.

Your patients want to **show their emotions with confidence** and **own their beauty** without having to worry about negative side-effects, pain or unnatural results.

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



## 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.
- emphasize 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.

## How does Belotero® fulfill these 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.<sup>3</sup>
- Thanks to the smooth results of Belotero®, your patients don't have to fear unnatural effects and mask-like faces.<sup>3</sup> 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.

## 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**.<sup>4</sup>
- provides subtle, **smooth results**.<sup>2</sup>  
respects the **natural** contours of the face.<sup>3</sup>
- 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**.<sup>5,6</sup>
- can be applied for smoothing and **filling wrinkles, restoring facial volume or rehydrating skin**.<sup>9</sup>
- is available with **lidocaine** to **reduce** the **sensation of pain**.<sup>11</sup>

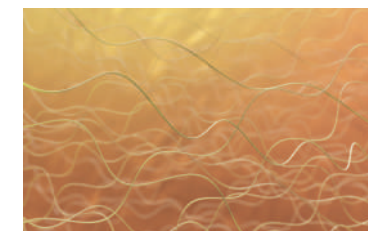
# Intelligent design in aesthetics

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

## What are the advantages of Belotero®'s technique?

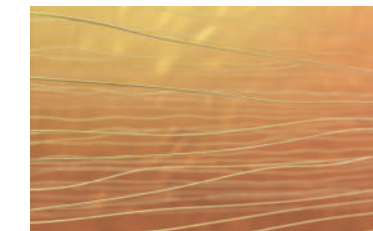
The advanced DCLT technology of Belotero® provides the ideal balance of **cohesivity**, **elasticity** and **plasticity** to match the needs of the targeted layer of the skin.

### Standard cross-linking



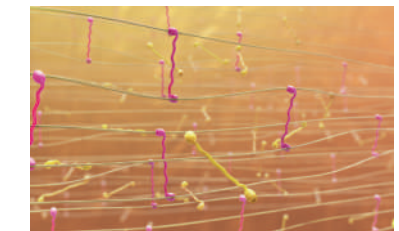
#### Phase 1

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



#### Phase 2

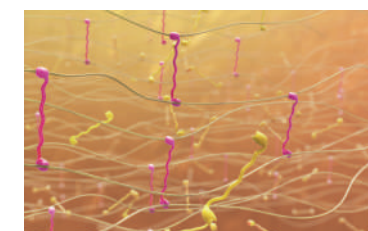
Linearization of the individual hyaluronic acid chains. The random coil structure untangles.



#### Phase 3

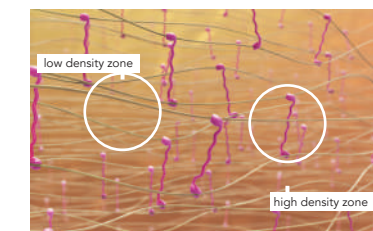
First hyaluronic cross-linking process with BDDE (butanediol diglycidyl ether). A cellular, monophasic gel emerges.

### Patented Dynamic Cross-Linking Technology (DCLT)<sup>7</sup>



#### Phase 4

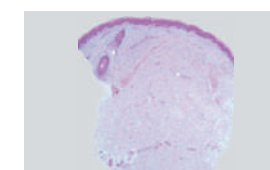
Expansion of the gel that was created in the cross-linking process.



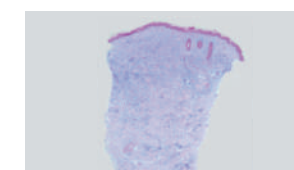
#### Phase 5

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

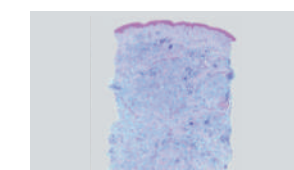
### The Cohesive Polydensified Matrix (CPM) of Belotero® enables seamless dermal integration.<sup>8</sup>



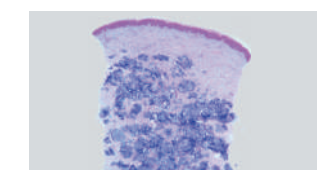
Control



Cohesive gel  
Monophasic polydensified



Fragemented gel  
Monophasic monodensified



Non-cohesive gel  
Biphasic

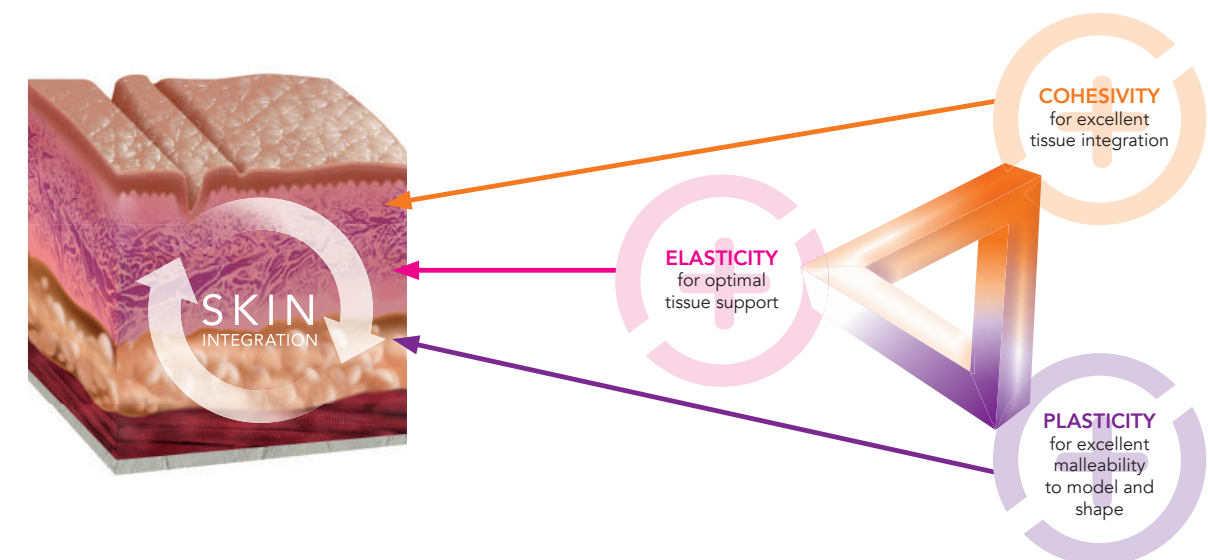
# The Belotero® range offers holistic solutions for individual needs

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.<sup>9</sup>

## 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

#### COHESIVITY

The ability of a gel to stick together and maintain integrity.

#### ELASTICITY

The ability of a gel to return to its initial shape after being subjected to strain.

#### PLASTICITY

The ability of a gel to be shaped and modeled.

### Benefits

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).<sup>10</sup>

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

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

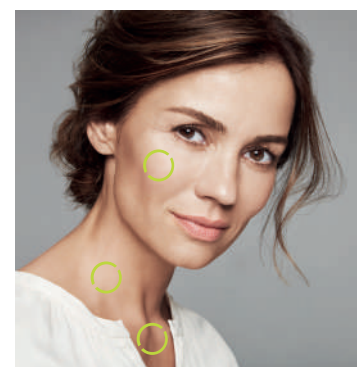
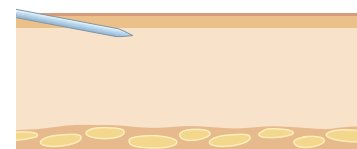
Skin hydration for:

- face
- neck
- décolletage
- back of hands

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

## Injection site and angle

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



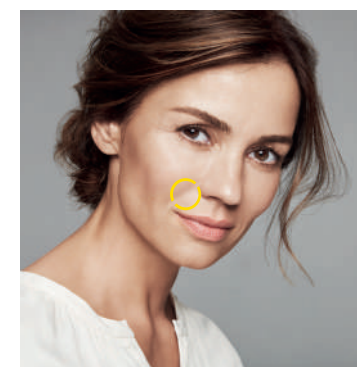
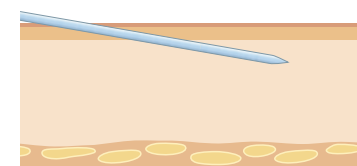
## BELOTERO® SOFT

Correction of fine lines, such as:

- perioral lines

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

Superficial to mid dermis  
Approx 10°



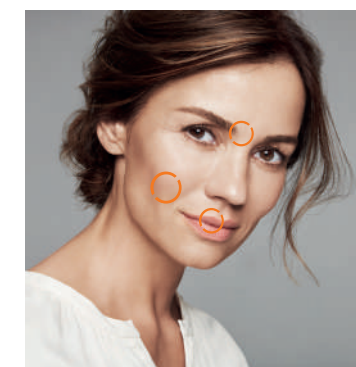
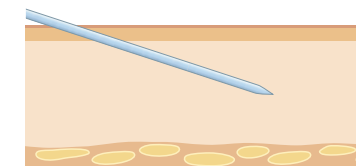
## BELOTERO® BALANCE

Correction of moderate lines, such as:

- moderate nasolabial fold
- glabellar lines\*
- moderate perioral wrinkles
- lip contouring

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

Superficial to mid dermis  
Approx 15°



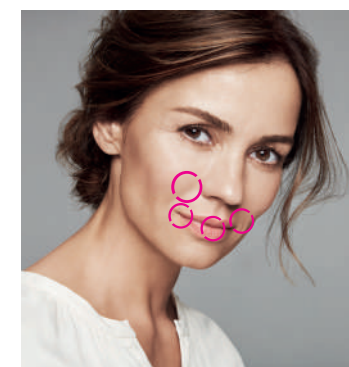
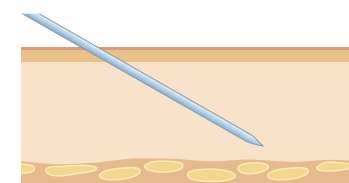
## BELOTERO® INTENSE

Correction of deeper lines, such as:

- deep nasolabial fold
- lip volume
- marionette folds

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

Mid and deep dermis  
Approx 30°



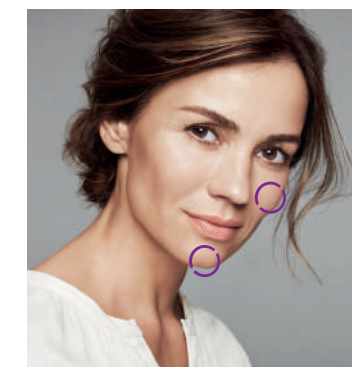
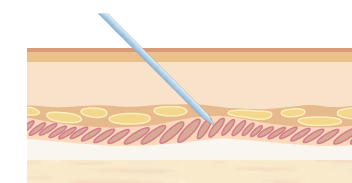
## BELOTERO® VOLUME

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

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**

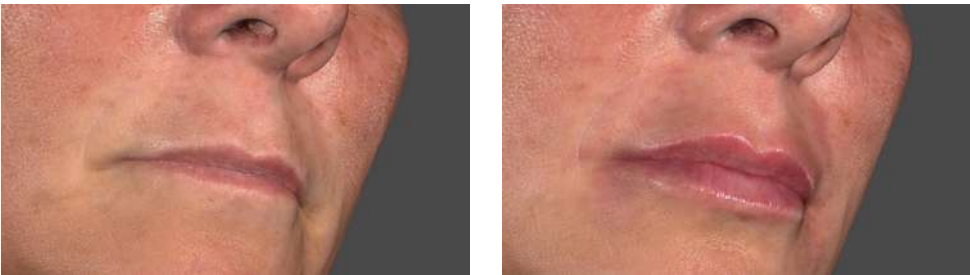


**Before**

**After**

\*Courtesy of Drs Imhof/Kühne

## Lip augmentation with **BELOTERO® INTENSE**

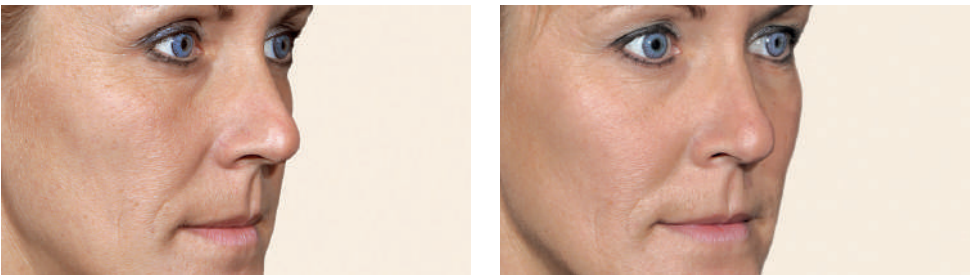


**Before**

**After**

\*Courtesy of Dr Micheels

## Cheekbone restoration with **BELOTERO® VOLUME**



**Before**

**After**

\*Courtesy of Dr Vandeputte

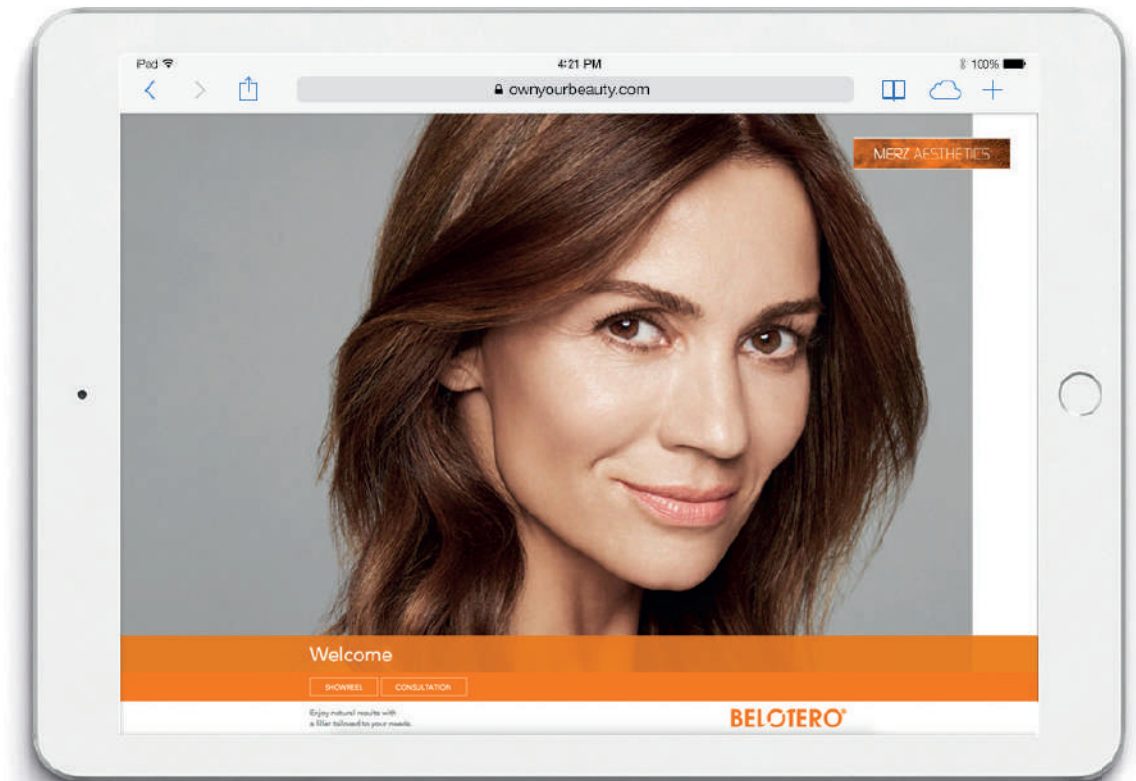


Let your patients  
show their emotions  
with confidence



Can you believe she is 46? Susanne, a genuine patient treated with Belotero®, is a perfect example for the natural, harmonious and beautiful results you can achieve with our range of premium hyaluronic acid fillers.

Helping your patients  
understand the benefits



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](http://ownyourbeauty.eu)



## Reference List

- <sup>1</sup> Merz Aesthetic Patient Survey, a globally conducted survey with 5.000 patients, July 2015.
- <sup>2</sup> 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.
- <sup>3</sup> Data on file: Final report V1.0 19 December 2014. II 13-02 A02 B 1 Biometrical Report
- <sup>4</sup> Micheels P et al. Superficial Dermal Injection of Hyaluronic Acid Soft Tissue Fillers: Comparative Ultrasound Study. *Dermatol Surg* 2012;38:1162–1169.
- <sup>5</sup> 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).
- <sup>6</sup> 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.
- <sup>7</sup> Patent.
- <sup>8</sup> 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.
- <sup>9</sup> See Instructions for use for detailed information.
- <sup>10</sup> 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.
- <sup>11</sup> 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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