

BIOREVOLUMETRY

the 4th dimension in Aesthetic Medicine

The II International Training Course on Non-surgical Rejuvenation Methods for Cosmetologists.

“All roads lead to Rome” states a famous saying. In this perspective, it is a long time that Moscow can claim to be the “Third Rome” as professional events in the field of Aesthetic Medicine have tightly “covered” the city’s calendar.

However, it is for the second consecutive year, that in the very beginning of June Moscow hands over the leadership in organising most important events for aesthetic medicine specialists to Russia’s Northern Capital.

The II International Training Course on Non-surgical Rejuvenation Methods for Cosmetologists, which took place in Saint Petersburg on 1st-3rd June, attracted participants from all over Russia and abroad.

The course perfectly combined several theory lectures and scientific reports, as well as a practical part demonstrated live and on video.

Within the scientific program of the Training Course, “**PHITOGEN**” announced a new method and the release of products, that have all necessary prerequisites for becoming a true revolution in Aesthetic medicine: a new class of injection products based on Hyaluronic Acid, and combining volumetric properties with therapeutic ones.

The new technique was called **BIO-REVOLUMETRY** – a complex approach to rejuvenation of face and body through the restoration of natural volumes and re-structuring of tissues.

The scientific reports by **A. Alessandrini** (Italy) and **E. Costa** (Italy) dealt with the interpretation of the very term **BIO-REVOLUMETRY**, offered an overview of bio-revolumetrics’ properties. The speakers presented the audience with new products meant for Bio-Revolumetry: the **Bio-Expander** (by REGENYAL Laboratories) and **IAL-System DUO** (by Fidia Farmaceutici). Among the ingredients of these products there are stabilized Hyaluronic Acid (with different stabilization levels for each product) and bio-interactive (non stabilized) HA in the one case, and HA esther in the other. The particularity of these products consists in the fact that, thanks to a patented manufacturing process,



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the bio-interactive Hyaluronic Acid is trapped inside the network structure of the stabilized Hyaluronic Acid, whereby the latter allows for volume restoration while protecting and slowing down the re-absorption of the bio-interactive HA, which on its turn is responsible for re-structuring of tissues.

The scientific reports showed in detail the indications and areas of use for these products, as well as their mechanisms of action.

The video demonstration on practical implementation of these products allowed for a larger and clearer view on the techniques used for working with these.

Cosmetology doctors in Western and Eastern Europe have been working with **Bio-Expander** for over 2 years. This has enabled them to offer to their Russian colleagues a large and rich base of clinical material. Diverse models of various age groups and ageing types, as well as areas of use for the Bio-Expander, were shown.

A contemporary view on the correction of involuntional changes in the face is characterized by a complex and holistic approach. Together with the restoration of lost volumes, the restoration of skin qualitative properties is also of great importance. **Fidia Farmaceutici** and **REGENYAL Laboratories** succeeded in combining solutions to these problems in one product and one procedure.

The products and new method presented aroused an incredibly great interest among physicians, visiting and participating at the congress.



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REGENYAL



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GREEN PARTY



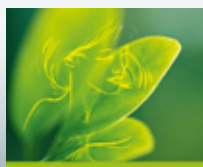
On 2 June in the downtown of Saint Petersburg, in a cosy restaurant Luce, which is the Italian for “light” the Companies “PHITOGEN” and “MASPI LINE” with the support of their Italian partner – Phitogen Holding SpA – arranged a meeting of their distributors, dedicated to the soon to be released new products and the presentation of the new international project by the Companies Fidia Farmaceutici, Regenyal Laboratories and Phitogen – GREEN INJECTIONS.

Green Injections is a new international safety standard applicable to injection products, which also concerns the manufacturing process that is supposed to be environment friendly and the techniques for the obtainment of natural correction results and the maintaining of natural beauty in the course of many years.

The meeting was officially opened by Managing Director of Phitogen Holding SpA, **Claudio Bartolomei**, and the Directors of “PHITOGEN”, Emilia Don and Lubov Ponomareva. They dearly expressed their thanks to all participants and turned the floor over to Natalya Popova, Head of the International Relations Department at Phitogen Holding SpA.

Natalya dedicated her speech to the striving of contemporary society towards naturalness, environment friendliness and safety. That is to say, she concentrated on those standards in Aesthetic Medicine that European doctors have been implementing in their everyday practice over a long time already, and that are becoming popular amongst Russian doctors, too. Natalya spoke also about the term, philosophy and standards of **GREEN INJECTIONS**.

Both “PHITOGEN” and “MASPI LINE” are proud of being the ones who brought to Russia the term **GREEN INJECTIONS**, and that safety and naturalness of corrections of involuntal changes are the properties associated to their products.



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We are not trying to make our patients look like all famous actresses and top-models at the same time, instead we reach maximally natural results, giving harmony to our patients' appearances, and restoring to their skin conditions, young faces are characterized by.

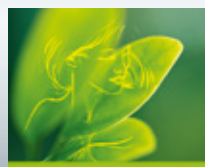
After the speech of Natalya Popova, the floor was taken by first Oxana Grisho, training process coordinator at "PHITOGEN", and then by Natalya Schmidt, Executive Director of "MASPI LINE".

The ladies presented the distributors attending the evening, talked about events that had taken place in regions and shared their plans for the future.



Along with the managers and representatives of Phitogen Holding, "PHITOGEN" and "MASPI LINE" at the meeting there were also doctors and trainers of the Companies, from Moscow, Saint Petersburg, Italy and Turkey.

The meeting took place in a warm and almost en famille environment, ending in a small prize-game and tea-party.



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The closed-door science and practice conference
«**BIO-REVOLUMETRY- the 4th Dimension in Aesthetic Medicine.**

A new class of injection material: bio-revolumetrics IAL-System DUO and Regenyal Idea BIO-Expander”.



The closed-door science and practice conference «**BIO-REVOLUMETRY- the 4th Dimension in Aesthetic Medicine.** A new class of injection material: bio-revolumetrics **IAL-System DUO** and **Regenyal Idea BIO-Expander”**, that took place on 4th June at the Grand Hotel Europe, turned out to be a worthy continuation to a series of events organized by **Phitogen Holding S.p.A.** (Italy), “**PHITOGEN**” (Moscow) and “**MASPI LINE**” (Saint Petersburg), within the II International Training Course on Non-Surgical Rejuvenation Methods for Cosmetologists, held in Saint Petersburg in the beginning of summer.

The conference program comprised scientific reports on the following new products: **IAL-System DUO** manufactured by **Fidia Farmaceutici** and **Regenyal Idea BIO-Expander** manufactured by **Regenyal Laboratories.**

The Russian doctors Yulia Lyashenko and Marina Rusova reminded the participants about skin-aging properties and correction methods, they also spoke about the role played by procedures where therapeutic protocols implement Hyaluronic Acid.



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Professor Andrea Alessandrini (Italy) presented his original classification of facial volume deficit and spoke about the related correction methods with the implementation of a new approach to contour correction: bio-revolumetry.

Davide Renier, Head of the Chemistry Department, R&D at Fidia Farmaceutici S.p.A., the developer of **IAL-System ACP** and **IAL-System DUO** clearly explained the particularities of **IAL-System DUO** chemical structure and some feature of the manufacturing process, that make this product more advantageous than other ones meant for contour correction.

Afterwards, the doctors Ezio Costa, Andrea Alessandrini (Italy) and Gülriz Kargül (Turkey) shared their clinical experience acquired in the use of **IAL-System DUO** and **Regenyal Idea Bio-Expander**.

The Russian experience in the implementation of **Regenyal Idea Bio-Expander** was presented by doctor Yulia Lyashenko. Although the number of patients who had correction treatments carried out with **Regenyal Idea BIO-Expander** is not yet that high, the results obtained through these treatments are quite impressive.

In the conclusion Professor Andrea Alessandrini held a workshop on the use of **IAL-System DUO** and **Regenyal BIO-Expander**.

The information, doctors gathered during the conference is of great interest both, from the theoretic, as well as practical point of view. The techniques shown by Professor Andrea Alessandrini and Doctor Gülriz Kargül in the course of the workshop allow for a new approach to the contour correction matter. Whereby the new possibilities offered by **IAL-System DUO** and **Regenyal Idea BIO-Expander**, products that combine contour correction with a bio-revitalizing effect on the skin while providing for brilliant clinical results, allow to speak of a completely new step in contour correction – the **BIO-REVOLUMETRY**, which stands for a healthy, physiological and environment friendly technique.

