



# INNOVATION

By: Todd E. Schlesinger, MD, FAAD

an incubator for companies developing emerging medical technologies that they want to take to the marketplace.

Working with this center has been a rewarding experience for me and allows me to appreciate the incredible work being done to advance the science and art of medicine.

Back here in Charleston, we like to think we are pretty good too. Embracing new technology, we keep up with national trends, evaluate new procedures, products and technologies and bring the best and the safest to you, our patients. There have been some new advances in fillers that have come to the marketplace, namely Evolence, and some re-marketing of existing fillers, namely Prevelle Silk.

I will give a brief overview of each, why I would choose one over the other and how I have incorporated these into my practice.

Evolence is made of natural collagen and was approved for use in the United States by the FDA in July, 2008. While Evolence is new to the U.S., it has been available in other markets such as Canada, Europe, Israel, South Korea and Russia since 2004. Evolence is made of highly purified porcine collagen that is crosslinked using natural sugar for longer lasting results. Collagen makes up 80 percent of the skin's structure. The body loses collagen with time, aging and because of environmental factors, to name a few. No skin testing is required before using this filler, but if you have had an allergy to collagen products in the past or get hives after eating pork, you should inform your physician before treatment.

Evolence has the advantages of producing an immediate, natural-looking result with less swelling than some of the hyaluronic acid (HA) based fillers such as Restylane, Perlane and Juvederm. While HA fillers absorb water to create their effect, Evolence is a structural filler in that what you see is what you get. I use Evolence to fill the lines from the nose to the mouth, the marionette lines from the mouth to the chin, and for general facial volume replacement.

While Evolence is a useful filler that can produce results lasting 12 months or more, there still is a

■ During my training at the Cleveland Clinic Foundation, I found that there was a culture of excellence that permeated the air. As one of the nation's top hospitals (according to U.S. News and World Report, the Cleveland Clinic ranks #4), the Cleveland Clinic serves as a referral medical center for the nation and perhaps the world. One of the rapidly expanding departments there is the Cleveland Clinic Innovations Center that serves as

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strong place for Restylane and Perlane, which I use frequently in my practice as well. HA fillers are better tolerated in the lips than Evolence and they may provide more “firmness” for extra-deep folds. With its 12-month results data, it fits nicely between the HA fillers and the calcium hydroxylapatite filler known as Radiesse that lasts approximately 18 months. The move toward natural collagen for use in fillers stems from the desire to produce a very smooth result with minimal downtime. Evolence fits the bill on these points.

Evolence is being introduced this year in conjunction with a physician training program that will ensure optimal patient satisfaction and outcomes. This program is a requirement for physicians who wish to use Evolence. As a national trainer for Evolence, I will work with the Aesthetics Group of OrthoNeutrogena, a division of Johnson & Johnson, to help make other physicians who will begin to use this filler aware of its properties, safety profile and techniques of injection.

Prevelle Silk was also introduced this year as the first HA filler to contain lidocaine, a local anesthetic. Prevelle Silk has the characteristics of being smooth, with a lower incidence of swelling, bruising and injection pain. While many physicians may use a nerve block before injecting fillers, Prevelle Silk may often be injected with just a topical anesthetic or ice pack applied to the

area being treated. This filler lasts about three to four months and is most useful in my practice to complement injections with Botox.

Since Prevelle is softer and smoother than other HA fillers, it can be used to fill the finer lines and thinner skin areas of the face that also may be being treated with Botox at the same visit. I particularly like it for forehead lines, the “11” lines between the eyebrows, and the smile lines around the eyes that other fillers may be too thick for. Prevelle is more affordable and many patients choose to incorporate it with their Botox treatment timelines.

There are other fillers coming to market and other new products and procedures constantly in innovation. As in the past, a combination approach with an eye toward the rejuvenation of the whole face or body produces the best result. It is important that your physician see the big picture during your cosmetic consultation so that you, along with him or her, can choose the right options for your best look! ■



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