

Optimize Aesthetic Procedure Results and Accelerate Corrective Treatments

a report by

La Roche-Posay

Biomedic 21-day Intensive Treatments:

The First Procedure Enhancement Systems for Home Use

Biomedic is the professional corrective line from La Roche-Posay, the number one dermatologist-recommended skincare brand in Europe. Biomedic offers a unique synergy of skincare services, including in-office procedures and daily use products, and now introduces the Biomedic 21-day intensive treatments for procedure enhancement.

Recent statistics indicate there has been a 400% increase in cosmetic (surgical and non-invasive) procedures over the past six years, representing a 51% increase in non-invasive aesthetic procedures in 2004 alone (American Society for Aesthetic Plastic Surgery (ASAPS) 2004 Statistics). For patients wanting to boost their aesthetic results, the Biomedic 21-day intensive treatment programs are procedure-enhancement protocols to complement in-office corrective and aesthetic medical procedures, including, but not limited to:

- chemical peels;
- microdermabrasion procedures;
- laser treatments;
- cosmetic injections; and
- facial surgeries.

Innovation

During the program, the skin is infused with precise concentrations of key corrective ingredients due to an innovative 'pro-penetration protocol'. The program consists of three steps designed to optimize the diffusion and bio availability of these ingredients, and to enhance ongoing correction in the upper layers of the skin. The Biomedic 21-day intensive treatment systems optimize treatment results and long-term patient satisfaction with high efficacy, tolerance and compliance.

Skin's Mechanism of Action

In normal skin, the renewal process is approximately 21 days. Dead skin on the outer layer or epidermis is exfoliated and newer cells in the deeper layers or dermis divide and rise to the surface.

This renewal process can decelerate for various reasons causing dead skin cells to accumulate on the surface. The skin looks dull and surface imperfections such as wrinkles or acne may occur. In order to speed up the cell renewal process and correct surface imperfections with dermatological in-office procedures, La Roche-Posay has developed 21-day intensive maintenance treatments.

Significantly Reduces Wrinkles in 21 Days

The Biomedic 21-day intensive wrinkle treatment enhances anti-aging procedures, currently the number one reason for cosmetic consultations.

Intensive Protocol (night one and every other night)

- Step 1: Micro-exfoliate to remove dead skin cells and increase cell turnover. The key ingredient is 20% aluminum oxide crystals.
- Step 2: Micro-infuse precise concentrations of key corrective ingredients. Key ingredients are 10% glycolic acid to accelerate cell renewal and 100% vitamin C to stimulate collagen synthesis.

- Step 3: Soothe and protect to form a barrier on the skin overnight. Key ingredient is 32% silicone.

Alternate Care (night two and every other night)

The key ingredient is 5% of L-ascorbic acid (AsA), which optimizes efficacy and reduces deep wrinkles. A clinical study* showed 42% of patients with deep wrinkles and obvious lines experienced a significant reduction.

*Data on file



Significantly Reduces Acne in 21 Days

The Biomedic 21-day intensive acne treatment enhances acne treatments, the number one dermatological diagnosis today.

Intensive Protocol (night one and every other night)

- Step 1: Micro-exfoliate to remove dead skin cells and increase cell turnover. Key ingredients are 0.5% LHA™ and 1.5% salicylic acid to correct skin imperfections and treat acne.
- Step 2: Micro-infuse precise concentrations of key corrective ingredients. Key ingredients are 3.5% glycolic acid and 2% salicylic acid to accelerate cell renewal and treat acne.

- Step 3: Soothe and protect to form a barrier on the skin overnight. Key ingredient is 32% silicone to relieve skin overnight.

Alternate Care (night two and every other night)

The key ingredient is 0.3% LHA and 1.5% salicylic acid to optimize efficacy and treat acne and clinical studies* show blackheads and whiteheads are reduced by 57%.

Where To Buy

Biomedic procedure enhancement systems are sold exclusively by physicians. Please visit the La Roche-Posay website www.laroche-posay.us to locate a La Roche-Posay dispensing doctor in your local area. ■