

THE PEN IS MIGHTIER THAN THE SYRINGE

TEOXANE Laboratories has always been at the forefront of innovations in the global aesthetics industry. Their uber popular **TEOSYAL® PEN** is the first motorized, cordless hyaluronic acid injection system and it's taking filler injections to a new level



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FACIAL INJECTABLES rank as a major profit center in most aesthetic clinics globally. Since the 1980s, this expanding category of non-invasive treatments has transformed the industry worldwide, and they have emerged as a gateway for patients to request other procedures. HA fillers in particular are considered safe, effective, well tolerated, can be done at a lower cost, and deliver higher patient satisfaction than many other treatments.

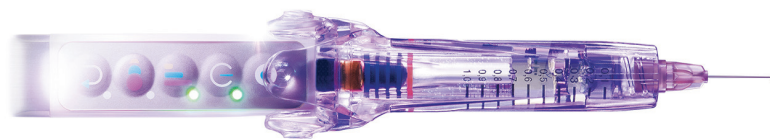
In today's increasing crowded aesthetic market, practitioners need to strive to find ways to stand out from the competition. The best path to distinguish your clinic is by delivering 5-star customer service and through differentiation. With that in mind, many practitioners are on the hunt for new technology to enhance the clinic experience and offer something unique to patients.

Achieving a natural result, managing side-effects and minimizing discomfort are the most important criteria for patients considering filler injections. These issues can present barriers for patients to take the plunge or return to aesthetic clinics after their first experience with injections. Striving to continually reach out to new patients and learning how to ensure patient loyalty are important objectives for aesthetic clinics today.

Enter the **TEOSYAL® PEN** launched in 2015, which allows practitioners to bring HA filler injections to a new level of expertise. This easy-to-use device provides both advanced and new injectors a more precise way to perform facial injections.

It offers patients a more comfortable and smoother experience, especially in the most difficult and sensitive areas, such as fine wrinkles, tear troughs,

"In my opinion, the **TEOSYAL Pen** is a must-have for anyone who's serious about injectables." – *Dr. Hema Sundaram*




perioral area, and the lips. With the **TEOSYAL® PEN**, the injector can fully concentrate on placing the filler, while the device delivers the gel at the desired speed and more continuous flow compared to manual techniques. The device is lightweight, has a sleek and attractive design, and both needles and cannulas can be attached to it.

The **TEOSYAL® PEN** fills an important niche as a useful tool for both new injectors, as well as advanced practitioners who inject a lot of filler. It does not take away the artistry of HA fillers; the result is still very much dependent on the aesthetic eye of the injecting physician. Lastly, the marketing value of this system is a big plus for any aesthetic clinic.

Why suffer in the name of beauty?

According to Dr. Kieren Bong, cosmetic doctor in Glasgow. 'The

TEOSYAL® PEN can be used anywhere in the face, although it is especially valuable for the delicate areas around the mouth and eyes where precise and homogeneous flow of dermal filler are crucial for a natural and effective correction. My patients love it.'

To support clinics, **TEOXANE Laboratories** launched a consumer marketing campaign to demonstrate the advantages of the **TEOSYAL® PEN** (teosyalpen.com). The site includes a Clinic Finder (upon availability) so patients can locate a practitioner nearby who uses the system. 

► **For more information, visit:**
teosyalpen.com

Reference

1. Kantar Health. Report N°40HB64, 2014. Data on file.

NO PEN, NO GAIN™

Hema Sundaram, M.D., a dermatologist in Maryland, conducted a pilot study comparing the use of **TEOSYAL® PEN** with manual injections. 'The Pen is a complete game-changer for injectors,' she said. 'It eliminates the need to focus on the mechanistic aspect of the injection process. Instead of darting one's eyes back and forth between patient and syringe, one can focus fully on the patient. We found that there was a significant reduction in pain and decreased bruising. The Pen provides a steady, constant flow of filler product without pressure variations that are inevitable even with the most skilled manual injection. It is especially transformative when treating perioral fine lines and other regions where it's essential to have precise placement in a specific tissue plane. In my opinion, the **TEOSYAL® PEN** is a must-have for anyone who's serious about injectables.'

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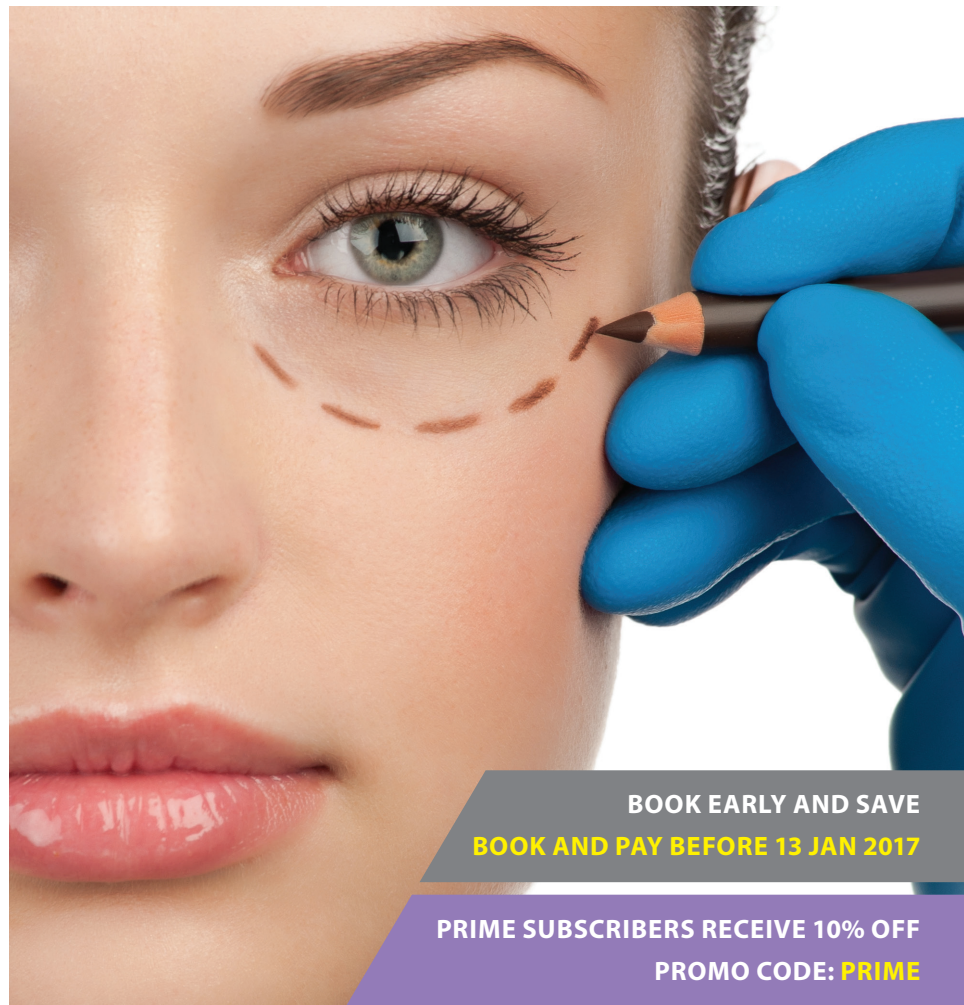
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