

# NEXT GENERATION SUTURE SUSPENSION LIFTS ARE PICKING UP STEAM IN THE U.S.

**Fueled by strong patient demand, Silhouette InstaLift™ is filling an unmet need in aesthetic practitioners' treatment toolbox**

**A**S FACIAL REJUVENATION METHODS have evolved, suture lifts have gained popularity among patients who are seeking a non-surgical minimally invasive alternative to a traditional facelift procedure. But not all sutures are the same, and Sinclair Pharma is trying to turn around some misconceptions about this emerging category of minimally invasive options.

In 2016, under the direction of CEO Chris Spooner, London-based Sinclair Pharma Plc was transformed into a streamlined, pure-play aesthetics company with a concentrated, competitive portfolio of differentiated injectable products. "We recognized that effective, longer-lasting, natural looking, minimally invasive treatments are skyrocketing in popularity, largely driven by the global trend

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of consumers moving away from intensive plastic surgery and the US market represented a major growth opportunity for demand for Silhouette InstaLift™, says Mr. Spooner.

After divesting their pharma portfolio, Sinclair has emerged as a powerhouse in the aesthetics market with a focused portfolio of products that deliver natural-looking



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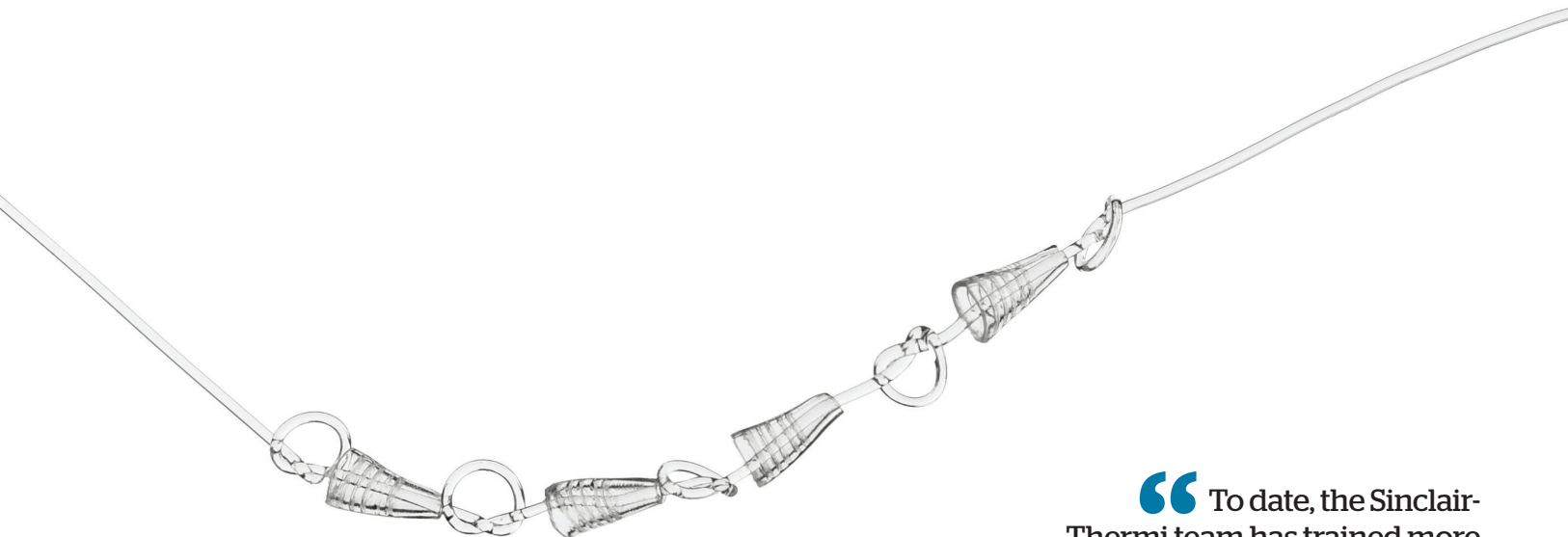
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and minimally-invasive treatments. Sinclair is a global company that provides best-in-class products for safe and effective rejuvenation solutions, which is considered the sweet spot by aesthetic practitioners. Their current brands include the Silhouette Soft® range of sutures, and dermal fillers Ellanse® and Perfectha®, and they also maintain the rights to distribute Sculptra® Aesthetic in 19 countries including the UK\*.

One of the company's core principles is their commitment to support medical professionals with high-quality training programs. Thus, in 2016, Sinclair partnered with ThermiGen® in Dallas to market Silhouette InstaLift in the US. Thermi®, an Almirall Company, is a leading global manufacturer of temperature controlled radiofrequency technology. The company's flagship product is ThermiRF®, a platform technology that uses temperature as an endpoint, and an array of minimally and non-invasive applications, including ThermiTight®, ThermiRase®, ThermiSmooth® Face, ThermiVa®, and the Thermi250™ device for the body.

The Sinclair strategy was to train and educate leading dermatologists and plastic surgeons across the US to create demand for this non-invasive treatment that filled an unmet need. To date, the Sinclair-Thermi team has trained more than 1,000 practitioners through CME programs at local and national meetings across the country, and the interest among physicians continues to expand.

In-market demand for Silhouette InstaLift in the US is strong and has been steadily growing since our launch. Silhouette InstaLift is the only facial rejuvenation



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treatment with a unique dual action that lifts the mid-face and adds volume for naturally redefined mid-facial contours. It has been shown to be a safe and effective solution to address facial sagging without surgery, and is popular among both women and men,' says Doug Abel, President of Sinclair Pharma US.

In fact, according to a consumer survey conducted by the American Society for Dermatologic Surgery (ASDS) in 2017, over 60 percent of consumers surveyed said they are bothered by wrinkles near the cheeks and mouth, sagging facial skin, as well as lines and wrinkles between the eyebrows, forehead, and neck/cheek!

This finding is confirmed by many aesthetic practitioners. 'With more and more patients asking for non-surgical options, Silhouette InstaLift is an excellent addition to any cosmetic practice. This device further improves my ability to provide an immediate "wow" for our patients without the downtime of surgery,' says Suneel Chilukuri, MD of Refresh Aesthetic, Houston, TX.



### The InstaLift procedure

Silhouette InstaLift technology is made from poly glycolide/L-lactide (PLGA), a biomedical copolymer that is well tolerated by the body. The sutures and bidirectional cones are both biocompatible and biodegradable. The sutures are available in three sizes with different numbers of cones attached, 8 cones (4 per side), 12 (6 per side) and 16 (8 per side). Each cone has a smooth 360-degree surface designed to provide an anchoring point in the subcutaneous tissue for maximum effect when repositioning the underlying facial tissues.

InstaLift helps increase volume while restoring the contours of the mid-face and cheek areas gradually and naturally. During this in-office procedure, the physician lifts the deeper layers of the skin with the innovative cone technology. The target area can be redefined by manipulating the tissue and lifting the skin with the cones. The unique dual action of Silhouette InstaLift sutures has two effects; a lifting action for immediate results, and collagen regeneration for gradual volumization and skin health renewal.

The treatment is easily tolerated and takes approximately 45 minutes under local anesthesia, depending on how many sutures are deployed. There is minimal downtime, and patients can typically resume daily activities quickly. Results are visible immediately as there is an instant lift to the mid-face area, and will improve over a three-month time span. The treatment gradually adds volume by stimulating the regeneration of Type I and Type III collagen. By resorbing, the polylactic acid ▷



**Figure 1** Forty-seven year old female patient sought Silhouette InstaLift with Julius Few, MD, to lift the mid-face while adding volume for a natural outcome. This patient had Silhouette with pre (A,C) and post (B,D) photos at 18 months. Courtesy of Julius Few, MD, FACS

▷ stimulates fibroblast activation and collagen production, restoring shapeliness to the face.

'Silhouette InstaLift has added a new dimension to my non-surgical practice that was previously lacking. Previously, we could "relax" muscles with neuromodulators, "revolumize or reshape" tissue with fillers, and "resurface" skin with lasers and energy-based devices, but now we are able to "re-suspend" sagging facial tissue with these sutures. I have found this to be a nice adjunctive non-surgical procedure to lift a sagging mid-face in some of my patients who are looking for a quick, in-office procedure,' says facial plastic surgeon Jason D. Bloom, MD, Main Line Center for Laser Surgery, Ardmore, PA.

### Strong patient demand

'Today's fast-paced professionals just don't have the downtime for surgical face lifting. The Silhouette InstaLift seems like it was custom designed for these patients. It is also ideal for patients for whom surgical lifting is not a viable option because of medical considerations,' says dermatologist Philip Werschler of Werschler Aesthetics, Spokane, WA. 'The Silhouette InstaLift has quickly

become my favorite mid-face procedure.'

A recent survey conducted by Sinclair Pharma US revealed high ratings for patient response. The majority of patients surveyed agreed that Silhouette InstaLift was just what they wanted, and were more satisfied with the attractiveness, contour, and youthfulness of their cheeks compared to pre-treatment. At two weeks, the majority of patients rated themselves looking 4-5 years younger<sup>2</sup>.

According to dermatologist Kimberly Butterwick, MD of Goldman, Butterwick, Fitzpatrick, & Groff Cosmetic Laser Dermatology in La Jolla, CA, 'So many patients are

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distressed by laxity of the lower face who are not ready for surgery or they may have had surgery a few years prior. Often they have had some degree of lift from fillers and tightening devices but still desire additional lift. Silhouette InstaLift fills this niche and is a great addition to combination treatments that we can offer. There is instant as well as continued tightening and minimal downtime. Patient satisfaction has been very high.'

Dr. Lisa M. Donofrio, President of the American Society for Dermatologic Surgery, describes her experience with this game-changing technology. 'Silhouette InstaLift has added a new dimension to my practice. It is perfect for those patients who have adequate or near adequate volume who need support of the deeper tissues. It falls perfectly between fillers and facelifts and gives patients another choice that avoids surgery or the dreaded "overfilled" look,' she says.

### Silhouette Instalift benefits

- Immediate lifting results
- Minimal downtime
- Outpatient procedure
- Takes approximately 45 minutes
- Volumization over time
  - Lasting results
  - Natural-looking outcomes
- Addresses an unmet need
- High patient satisfaction

### Novel addition to non-surgical armamentarium

Among the reasons cited by physicians who have successfully added Silhouette InstaLift to their practices, the procedure supports practice growth and adds profit by expanding the options offered in the uber-popular minimally-invasive, non-surgical category.

'Silhouette InstaLift has changed, for the better, the balance between filler volume to the cheek and lifting of the mid-face. We can now offer a more natural solution to mid-face sagging without overfilling the cheeks, creating a more natural enhancement. The fact that the Silhouette application is biodegradable offers a great deal of comfort to the cosmetic patient and is easily integrated with other applications,' says plastic surgeon Julius Few, MD, FACS of The Few Institute in Chicago and New York City.

Another benefit of Silhouette InstaLift are the opportunities to address mid-face uplifting along with other non-invasive therapies targeting additional areas of the face. For example, neuromodulators, dermal fillers, and

energy based technologies can be performed on different areas for a bespoke age-reversing treatment.

InstaLift has been a nice addition to my treatment options for non-surgical lifting and contouring. The sutures are easy to use which makes the outcome very technique sensitive. Careful patient selection is very important as well as clear instructions to the patient for aftercare. I find the ideal patient is one who does not want or can't have a facelift and who has mild to moderate jowling but does not need further filler or volume. I offer Ultherapy® or Thermage® as appropriate, to help stimulate collagen production and to lift and tighten, and Silhouette InstaLift in the midface to further lift and enhance results,' says dermatologist Doris Day, of Day Dermatology in New York City.

Skin tightening is a natural complement to the results that Silhouette InstaLift can achieve. According to Dr. Bloom, 'With the combination of procedures like Silhouette InstaLift in the jowls and mid-face with ThermiTight percutaneous radiofrequency in the neck, patients are able to achieve non-surgical face and neck rejuvenation results that have not been previously possible with other techniques.'

Patient selection is a key consideration for success. 'As is true of any non-surgical facial rejuvenation device or procedure, proper consultation with the patients including goals, expectations, and patient selection are extremely important aspects of achieving the best results and outcomes,' says Dr. Bloom.

### The future of suture lifting

In June 2017, Sinclair entered into an agreement to purchase the rights to Refine™, the suture-based product for lifting heavy tissue. The product is patent protected, and FDA cleared<sup>†</sup>.

'We are very excited about what the future holds, and are committed to growing our portfolio of state-of-the-art products that meet and exceed our physician partner's expectations,' says Mr. Abel.

► **Find out more at [silhouetteinstalift.com](http://silhouetteinstalift.com)**

► <sup>†</sup>*Refine is a registered trademark of Sinclair Pharmaceuticals Limited*



**Figure 2** Patient with 2 sutures per side placed in midface. (A,C) Pre and (B,D) post 4 months. Courtesy of Doris Day, MD

► *\*Ellanse is a registered trademark of AQTIS Medical BV, PERFECTHA is a registered trademark of Sinclair Pharmaceuticals Limited, SCULPTRA is a registered trademark of Valeant (Galderma).*

### References

- ASDS. ASDS survey: Seven out of ten consumers considering cosmetic procedures. June, 2017. Available at: [www.asds.net/2017-consumer-survey/](http://www.asds.net/2017-consumer-survey/) [last accessed 3 November 2017]
- Prospective, masked, controlled feasibility study. Data on file.

**Left:** InstaLift patient brochure