

REVIGEN  
Timeless Beauty

# ANew REVIGEN: THE NEW GENERATION OF BEAUTY



FACTORS THAT CONTRIBUTE TO

# SKIN AGING



# Different age.. ..different needs

## THE SKIN AFTER 25 YEARS

By the age of 25, hyaluronic acid that is naturally present in the skin, begins to bind less water. Also the collagen mass and the flexibility begin to **decrease by about 1%** per year.

Therefore the first signs of skin aging start to appear, usually in the form of **micro-wrinkles**, which mostly affect the epidermis.

## THE SKIN At 30 YEARS

By the age of 30, the metabolic process of cells begins to slow down. The skin **starts losing elasticity and moisture. Finelines and wrinkles begin to be more visible.** At the hypodermis level: the lower layer of adipose tissue is gradually reduced, causing a loss of density.

# Collagen the matrix of your body

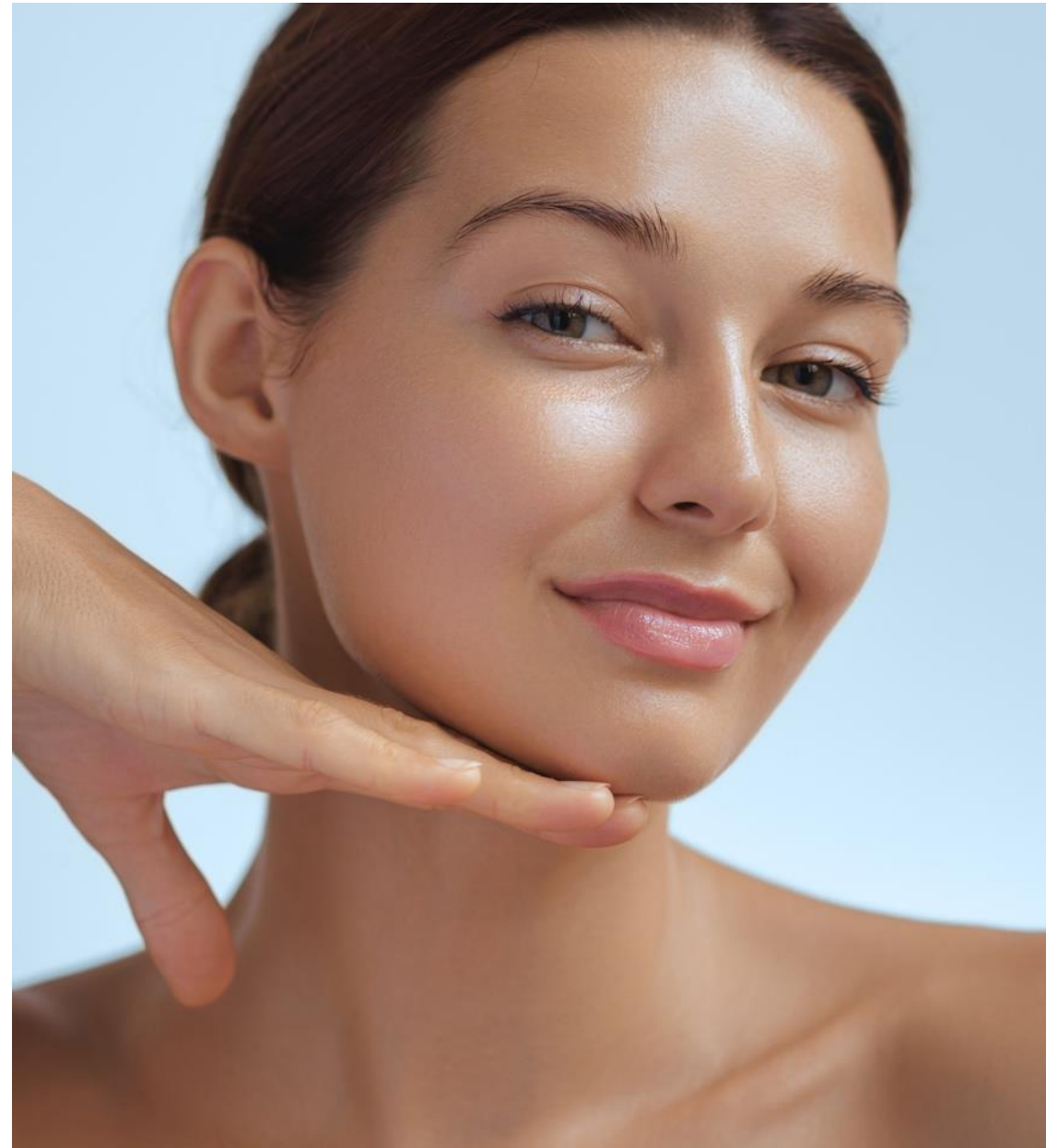
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Collagen, a diverse family of 28 proteins, constitutes approximately 30% of the body's total protein mass, playing a vital role in providing rigidity, flexibility, traction, and integrity to various tissues such as the skin and bones.



In the dermis, collagen is the predominant protein in the extracellular matrix, comprising 90% of the skin's dry mass, and is crucial for the skin's strength and structural integrity.



FACTORS THAT CONTRIBUTE TO

# Skin Aging

## **Natural Collagen breakdown:**

with aging the natural degradation of collagen leads to a reduction in skin elasticity, the formation of wrinkles, and the loss of facial volume. this process is influenced by factors such as UV exposure, lifestyle, and genetics.

## **Impact on Skin structure:**

collagen degradation affects, the structural integrity of the skin, contributing to visible signs of aging such as sagging skin and fine lines.



## FACTORS THAT CONTRIBUTE TO

# Skin Aging

### INTRINSIC FACTOR:

- Reduction in production of hyaluronic acid essential to give hydration and tone of the skin
- Reduction in production of collagen and elastin elements that give elasticity and softness to the skin

### EXTRINSIC AGING FACTOR:

- Lack of hydration
- Improper nutrition with refined sugars and fats
- Lack of sport activity
- Excessive stress
- Quality and quantity of sleep
- Yoyo effect
- Smoke



# COLLAGEN

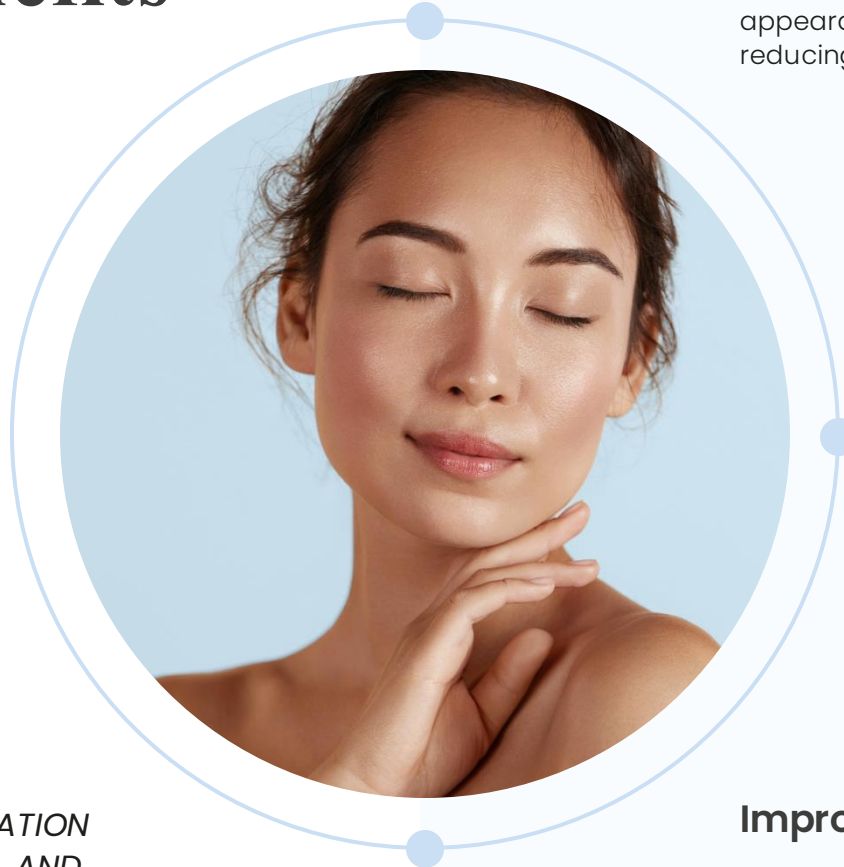
AND ITS DEGRADATION

# Molecular structure and skin collagen degradation process

Collagen is characterized by a triple helix molecular structure primarily composed of parallel polypeptides, with every third amino acid being glycine. The most common triple chain found in collagen is PRO-HYP-GLY, with proline and 4-hydroxyproline often forming the X-Y-GLY sequence. This unique structure confers resistance to proteolytic actions, although specific proteolytic enzymes, particularly metalloproteinases (MMPs), are known for their high collagen specificity.

The turnover rate of collagen in adult humans is notably low, with intracellular degradation primarily associated with physiological processes, while extracellular degradation is linked to pathological processes. Notably, MMPs, including MMP-1, MMP-2, MMP-8, MMP-12, MT1-MMP, and MT3M, are responsible for the degradation of fibrillar collagen, while MMP-3, MMP-10, and membrane-associated MMPs target type 3 collagen.

# Effects and benefits



## Skin tone uniformity

biostimulation can help improve the appearance of skin discolorations by reducing dark spots or skin tone irregularities.

## Enlarged pore reduction

by stimulating cell renewal and collagen production, biostimulation can help reduce the appearance of enlarged pores, thus improving the overall skin texture.

## Improved skin radiance

thanks to the stimulation of cell regeneration, the skin may appear brighter and radiant after the biostimulation treatment.

*IT IS IMPORTANT TO NOTE THAT THE EFFECTS AND BENEFITS OF BIOSTIMULATION CAN VARY FROM PERSON TO PERSON, AND MAY REQUIRE MULTIPLE SESSIONS TO ACHIEVE OPTIMAL RESULTS.*

HOW?

# Anew Revigen Biostimulation

A BIOSTIMULATION SESSION MAY VARY SLIGHTLY DEPENDING ON THE TYPE OF TREATMENT AND THE TECHNOLOGIES USED, BUT USUALLY FOLLOWS A GENERAL PROCESS:

1

## INITIAL CONSULTATION

during the first consultation, we will discuss with the patient his aesthetic goals, assess the state of the skin and explain the biostimulation treatment, including the potential risks and benefits.

2

## SKIN PREPARATION

before treatment, the skin will be thoroughly cleaned to remove any trace of makeup, dirt or oil and disinfection will be carried out.

3

## APPLICATION OF TREATMENT

depending on the type of biostimulation chosen, treatment may involve the injection of substances such as hyaluronic acid or vitamins, the use of medical technologies, or the topical application of solutions.

4

## MONITORING AND FOLLOW-UP

during treatment, the practitioner will carefully monitor the skin's response and make any necessary adjustments. After the session, instructions for skin care at home may be provided and a follow-up may be planned to evaluate the results and schedule any additional sessions.

PRODUCT

# ANEW REVIGEN



ANEW REVIGEN: THE NEW GENERATION OF BEAUTY

### ANEW REVIGEN BENEFITS

TO MEET THE GROWING DEMAND FOR A VERSATILE PRODUCT THAT CAN TREAT LARGE AREAS ON THE FACE, ANEW INTRODUCED ANEW REVIGEN SKIN BOOSTER EVOLUTION L (3ML).



# ANEW REVIGEN

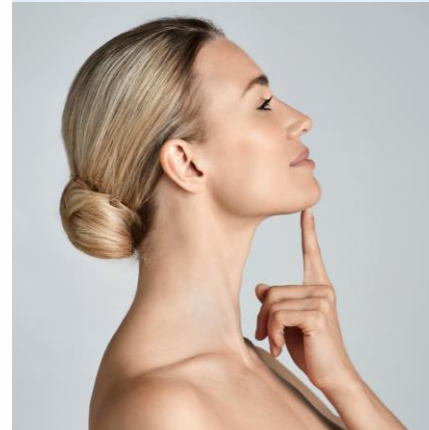


## ADVANTAGES

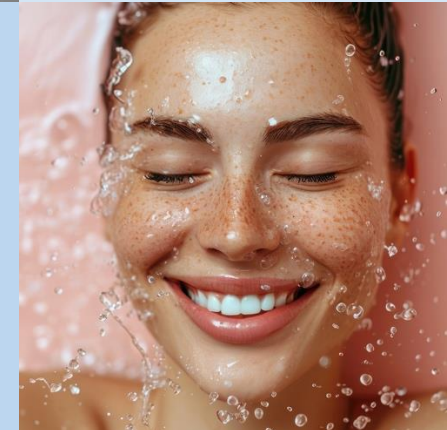
Helps to improve  
the elasticity of  
the skin



Helps to improve  
skin hydration



Helps to reduce  
wrinkles





## ANEW REVIGEN APPLICATION

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### APPLICATION

Forehead, periocular area, perioral area,  
nasolabial area, cheeks, hands, neck, decollete

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### APPLICATION TECHNIQUE

Eva Technique

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### MOLECULAR WEIGHTS OF HA

HA 1000 kda to 2000 kda

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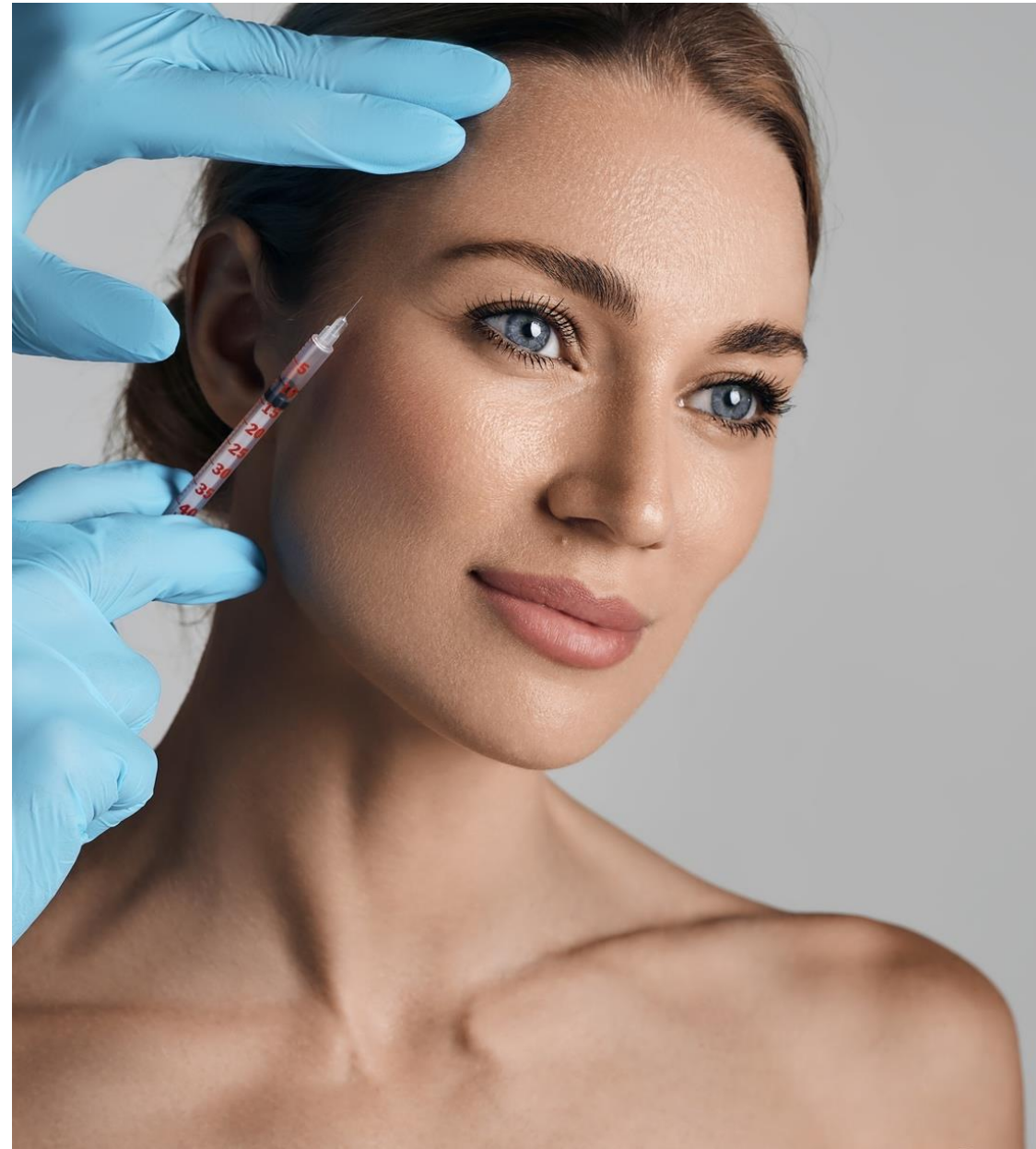
### CONCENTRATION OF HA CROSSLINKATE

20 mg/ml

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## Cross linked with BDDE

- ✓ Anew Revigen Skinbooster is a newly conceived hyaluronic acid-based skinbooster. The main feature is the low cross-linking which allows constant activation of the fibroblast for 30 days. On average all the other Skinbooster, being not cross-linked, have an activation of only 7/10 days and with a fast enzymatic degradation process. Our main competitors have a double molecular weight but do not have a cross-link agent and this does not guarantee a long-term barrier .
- ✓ Anew Revigen Skinbooster uses a 30G needle, the other 29G, so that our product is less traumatic in addition to the greater ergonomics of the syringe.

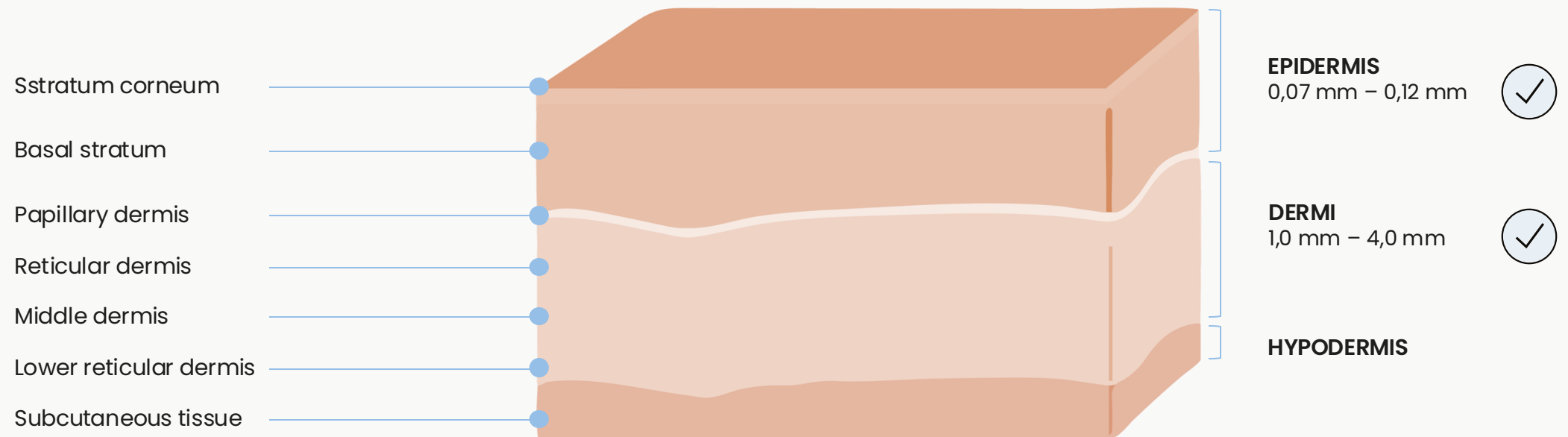


FACIAL  
**ANATOMY**

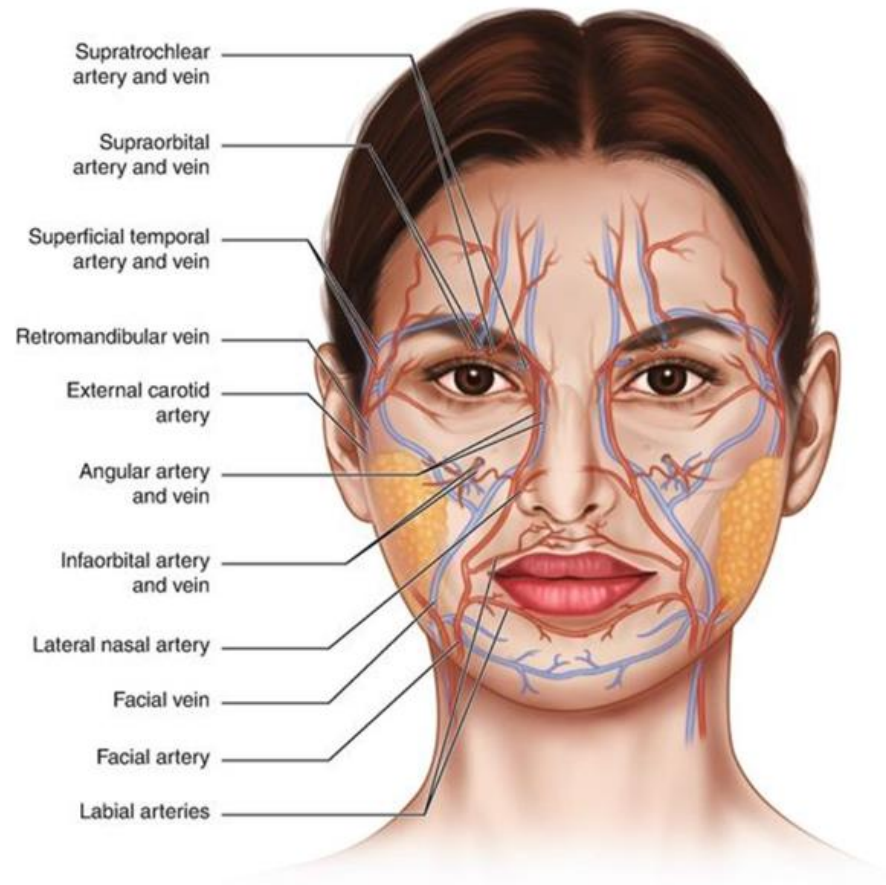


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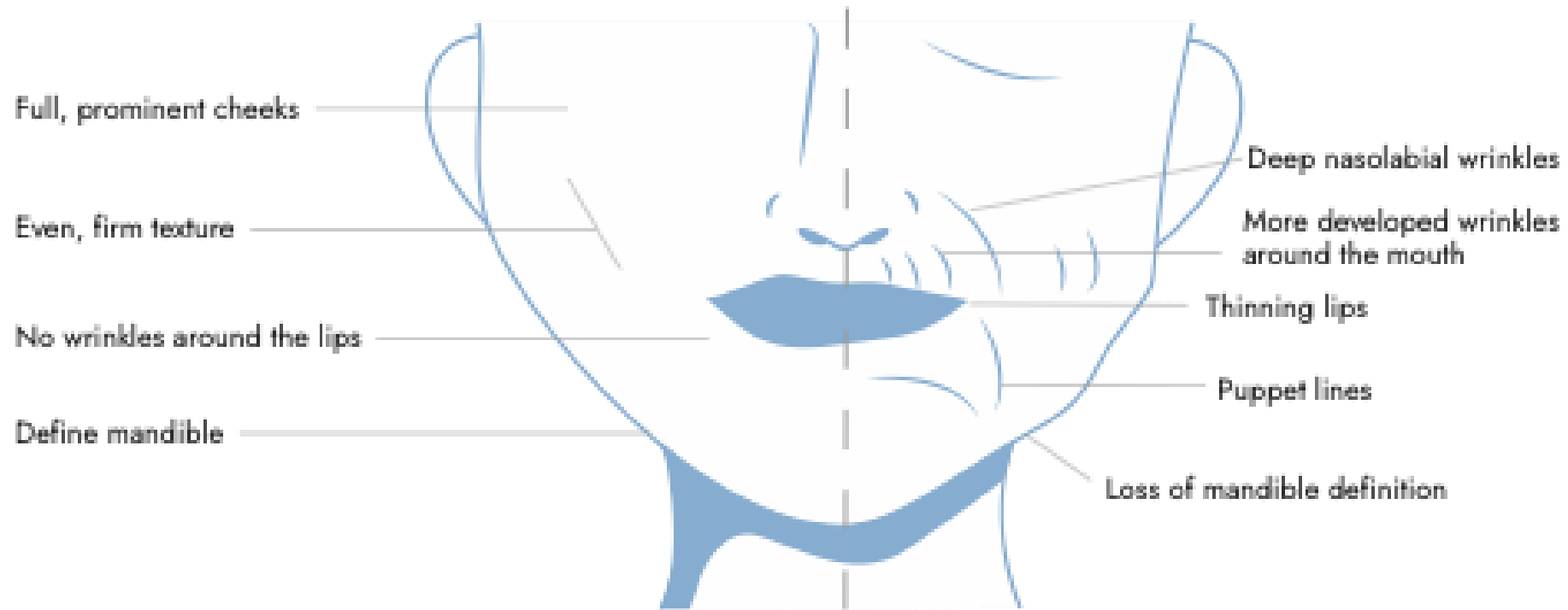
# Where to intervene



# Face anatomy



# The underlying structure of the face gives it a youthful look



A close-up photograph of a woman's face and neck, showing her lips and hand touching her skin. The image is used as a background for the text.

**BOOSTING,  
VOLUMIZING,  
STIMULATING**

# Endogenous lifting

The Anew Revigen technique is the revolutionary process for treating specific areas of the face where the main critical aspects caused by ageing and changes to skin tissue are concentrated.

It involves standardizing four easily reproducible points, independently of inter- and intra-individual anatomical variations in patients, or localised in areas without large vessels or nerve ramifications.



# Anew Revigen Advantages

The **Anew Revigen** Protocol represents an innovation in the treatment of the face, **focusing on the areas most susceptible to aging**, such as the middle and lower third of the face, and also including the temporal zone. Increasingly, patients require treatment of this area, since over the years it becomes increasingly sunken and hypotrophic.



- LESS BLEEDING
- LESS STRESS
- LESS RISK OF BRUISING



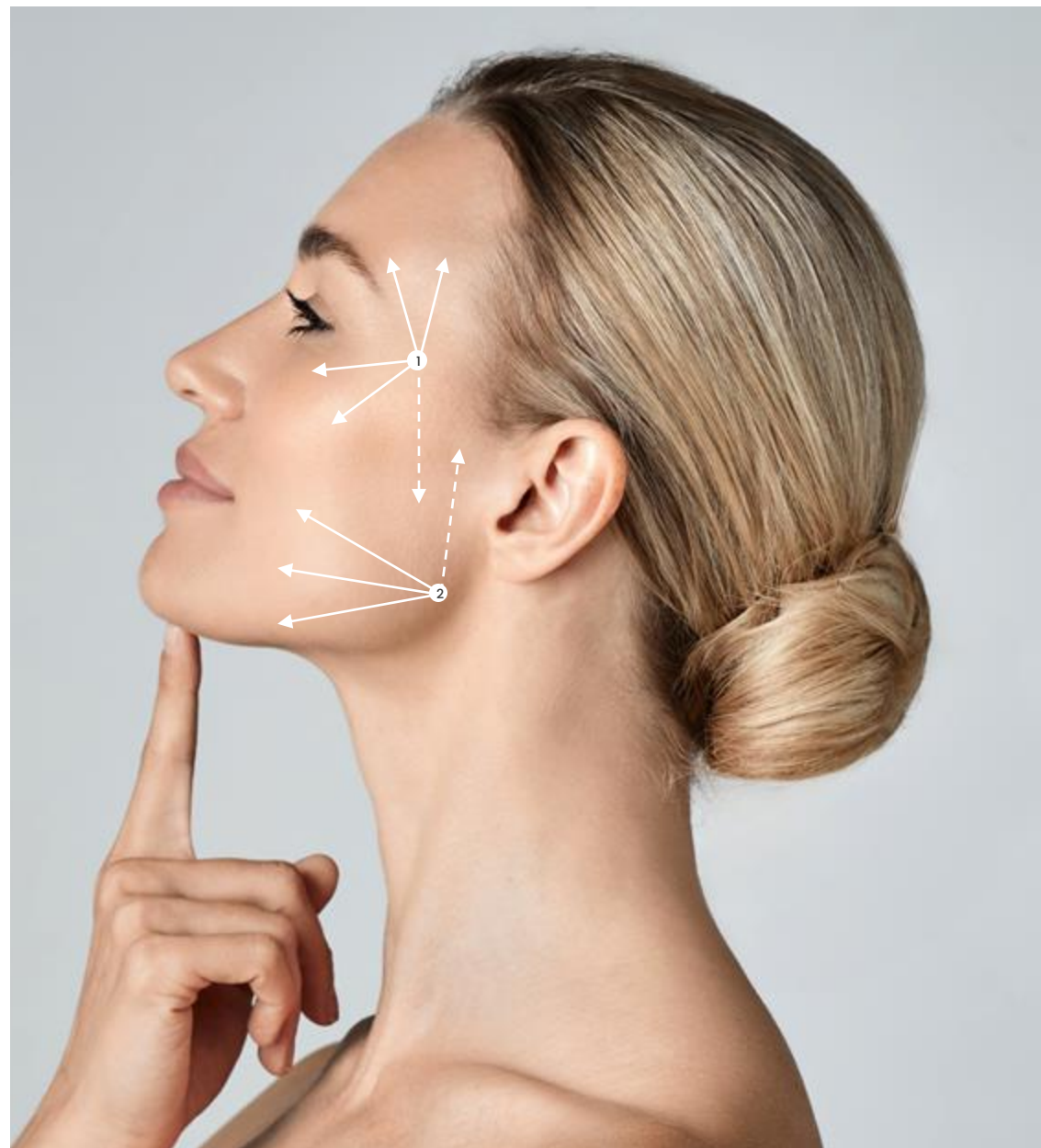
- WIDER DIFFUSION OF THE PRODUCT
- FLEXIBLE DOSE DISTRIBUTION



# Anew Revigen Protocol

The injection lines have been designed to create traction using the minimal percentage of crosslinking characteristic of the new ANEW REVIGEN. This approach immediately gives the face a plumped and relaxed appearance, giving a feeling of health and rest very welcome to patients.

In the days following treatment, the results become even more evident, with an increasingly pronounced plastic effect. Thanks to the traction lines that distinguish it, the treatment is extremely stimulating and firming.



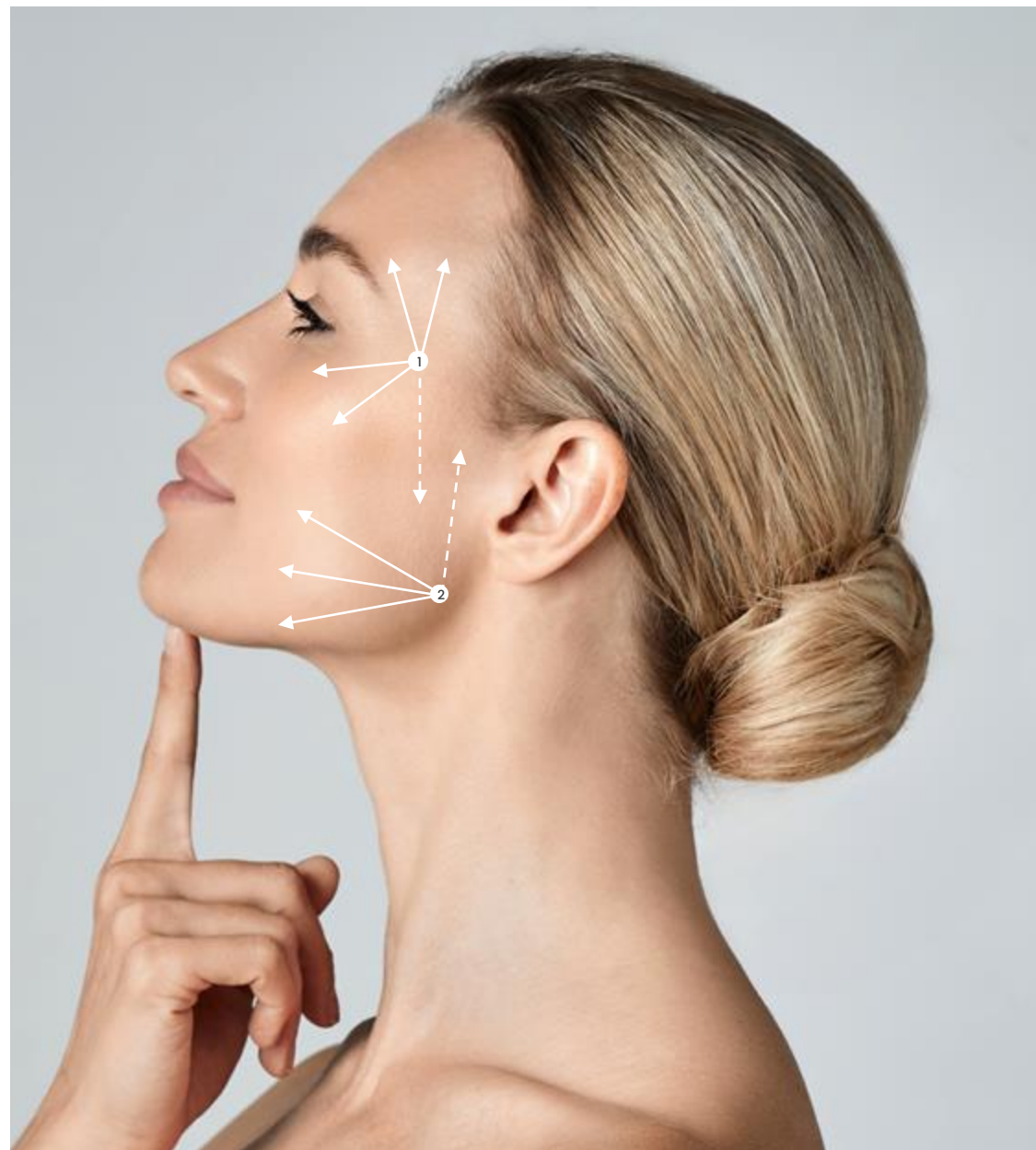
# Anew Revigen Protocol

## 2 INJECTION POINTS

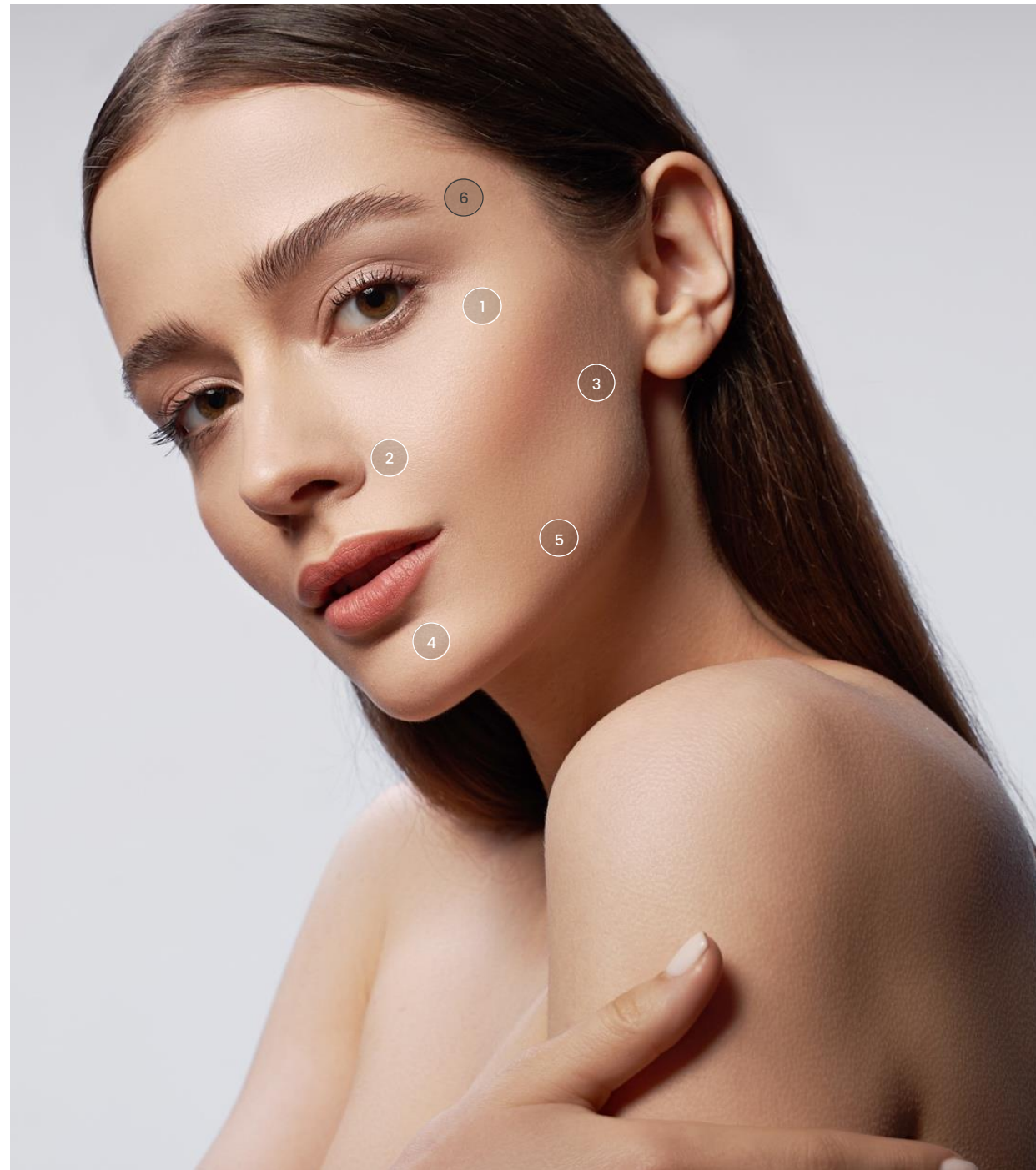
**Cheekbone point**, identified at approx. 2-3 cm from the outer eye onto the cheekbone: two lines towards the temple, 2-3 on the cheek and 1 towards the verticle mandible ramus, if possible. In total, about 1 ml of product is used.

**Mandibular point**, identified approx. 1 cm above the mandibular angle: from here, make 3 lines towards the cheek and horizontal ramus of the mandible and 1 towards the vertical ramus (if it was not possible to do so from point 1). About 0.5 ml of product is used here.

\*Protocol in collaboration with Dr Mariagrazia Croccia



THE NEW PRODUCT ANEW  
REVIGEN 3 ML ALLOWS YOU TO  
EASILY TREAT THE FACE EVEN USING  
THE 5 INJECTION POINTS OF THE BAP  
TECHNIQUE. WE SUGGEST ADDING  
THE TEMPORAL ZONE TO THE POINTS  
ALREADY TRADITIONALLY INCLUDED  
IN THE PROTOCOL.





## Product

# ANEW REVIGEN 3 ml

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About **1.5 ml** for half face

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Cannula **25/27 G 40/50 mm**

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**1 session every 2 months**

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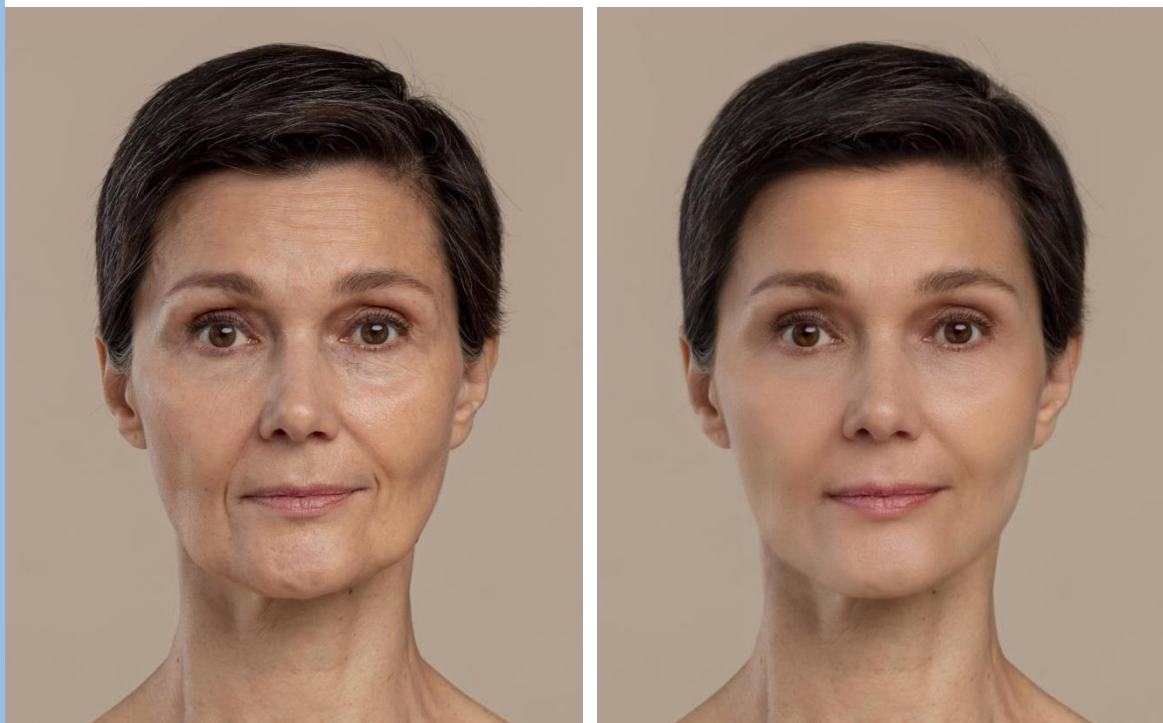
At least **2 sessions**

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Repeat **2 times a year**

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## Before & after



**Type of treatment:** biorevitalizing | **Treatment area:** Face |  
**Results:** after 1 session



**Type of treatment:** biorevitalizing | **Treatment area:** Neck |  
**Results:** after 1 session



# REVIGEN

Timeless Beauty

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