

Newly FDA Approved "Hylaform®" is the Latest Injectable Filler to Combat the Signs of Aging

NEW YORK - May 5, 2004 - On April 23, 2004, Inamed Corp. announced that U.S. regulators have approved a new injectable gel to smooth out mid-to-deep creases in the face. The U.S. Food and Drug Administration cleared the company's hyaluronic acid injection, which will be marketed under the name Hylaform®. Although the FDA recently approved the substance for administration in the United States, it has been used successfully around the world for nearly a decade. In fact, More than 9 million injections of Hylaform and Hylaform-like products have already been used worldwide for the treatment of both wrinkles and arthritis. "Hylaform® is THE "optimal solution for lines, wrinkles, lip enhancement and facial contouring," said Dr. David J. Goldberg, the world renowned cosmetic dermatologist, Dr. Goldberg is available for expert comment on the advent of Hylaform® and how it compares to the existing injectable fillers.

The treatment was developed by Genzyme Corp., which will manufacture it for Inamed. Based on a natural substance already found in the skin, the Hylaform® range can correct facial lines as well as lift and increase your lip border instantly. Hylaform® itself is made from hyaluronic acid, a natural substance already found in the skin and can last for up to eight months. Hylaform® treatments take less than half an hour, and may require only the affected area to be slightly anesthetized. When Hylaform is injected into an area on the face it naturally replaces the hyaluronic acid we all have in our skin that is lost with time. Results are immediate and redness, bruising and swelling that are often seen with all existing fillers options appear to occur less with Hylaform. Also, Hylaform does not require the skin testing associated with collagen injections.

Hylaform gel works to "fill" and smooth out deep facial furrows, acne scars, and unwanted wrinkles. It can also be used to enhance the border of the lips for those who desire a fuller look. However, for particularly deep smile lines or wrinkles, a second treatment may be required two to four weeks following. Hylaform is ideal when used in conjunction with other lunchtime procedures such as Botox®, Thermage skin tightening and Photofacials. When these various non-invasive procedures are combined, patients can realize a rather marked improvement and is comparable with invasive procedures yet entails no cutting and no downtime.

The introduction of Hylaform® as the most recent method in the continuing battle to reverse the signs of aging, comes after a string of popularly used anti-wrinkle injectables such as Artecoll®, Botox®, Restylane®, and Radiance™ to name a few.

Artecoll® is an injectable treatment for erasing facial wrinkles using tiny plastic spheres covered with collagen, a natural protein. Patients being given injections of Artecoll® can expect to see immediate results, similar to a collagen injection but may also notice such side effects as small bumps, which can be seen and felt.

Botox® injections, which contain Botulinum toxin type A, are widely administered to patients and results are seen usually within a week.

Restylane® is a soft tissue filler comprised of synthetic hyaluronic acid. Patients receiving this treatment can expect results to be seen rather immediately and can last for up to one year.

Radiance™ consists of microscopic spheres of calcium hydroxyapatite, a normal constituent of bone, and since it is biologically compatible with the body, it will produce no local or systemic toxicity. Most studies show that Radiance™ will last beyond two years, compared to the 2-3 month duration of collagen implants.

About Dr. David Goldberg:

David J. Goldberg, M.D. has been a leading authority on anti-aging skin care for the last decade. A board-certified dermatologist, he is particularly known, both nationally and internationally, for his work with skin lasers. He has performed numerous pioneering research studies on laser procedure and has taught doctors throughout the world in the use of this groundbreaking technology. Recently featured on *The Today Show*, Dr. Goldberg is Chief of Dermatology Surgery at New Jersey Medical School, Director of Laser Research at Mt. Sinai School of Medicine. He has held offices and committee assignments in the top organizations in his field including the American Society for Laser Medicine & Surgery, American Academy of Dermatology, and the American College of Micrographic Surgery.

For more information on Dr. Goldberg please visit <http://www.skinandlasers.com>.