ALLERGAN GETS FDA NOD FOR NATRELLE INSPIRA COHESIVE BREAST IMPLANTS

BY DENISE MANN

The FDA has given Allergan the green light to market Natrelle Inspira Cohesive breast implants.

The new Natrelle Inspira Cohesive line of breast implants is the newest entry into the category of implants commonly referred to as “gummy” implants, designed for women who are interested in increased breast fullness.

Natrelle Inspira Cohesive breast implants are available with both smooth and Biocell textured surfaces. The smooth version of the Natrelle Inspira round gel-filled breast implants with responsive gel was approved by FDA in February 2015, and the textured version of the Natrelle Inspira round gel-filled breast implants with responsive gel were approved by the FDA in June 2015.

Venus Freeze Plus Now Available for Non-Invasive Anti-Aging Treatments

Venus Concept’s non-invasive anti-aging device, Venus Freeze Plus, is now available in the US. It is indicated for the treatment of moderate-to-severe facial wrinkles and rhytides, leading to the tightening of the skin, with no pain or downtime.

Venus Freeze Plus works by using Venus Concept’s patented (MP)2 technology—a combination of Multi-Polar Radio Frequency and Pulsed Electro Magnetic Fields—to safely heat deeper layers of the skin, which boosts collagen production, thereby reversing visible signs of aging, according to the company.

The company says the Venus Freeze Plus is easy to use and is highly delegable thanks to two new advanced safety features. The first, Real-Time Thermal Feedback, allows for immediate and continuous monitoring of skin temperature throughout the treatment. The second, Automatic Temperature Control (ATC), allows the operator to select and maintain a target therapeutic temperature suitable for the specific patient and treatment area. These features enhance patient safety, improve ease of use for the operator, and can lead to more consistent, predictable outcomes.

GLOWBIOTICS MD is New Name of mybody Probiotic Skincare

Using “Probiotics for the ultimate glow to the skin,” the mybody skin care line is now called GLOWBIOTICS MD. According to Daniel M. Clary, LE, COE, Director of Global Education at GLOWBIOTICS MD, the line has been based on supporting the skin’s defense system by delivering probiotic bioactives and to pinpoint and help mitigate a multitude of problematic skin conditions, including premature aging, skin sensitivity, acne and hyperpigmentation.
Based on the popular reception of the line—currently carried in more than 1,000 physician offices—the company decided to focus on physician dispensing in response to a recognized need. The launch of the GLOWBIOTICS franchise featuring Probiotic Instant Resurfacing Pads and Probiotic HydraGlow Cream Oil was the company’s largest launch. Additionally, Mr. Clary says, the science-based brand “didn’t want to get lost in the retail space.” The name now reflects both the nature of the products and their role in patient care. “We want to support what the clinic is doing.”

The formulations remain unchanged, although the name and packaging are getting the upgrade.

Motiva Breast Implant Maker and Puregraft to Partner

In a deal that marries breast implant technology and autologous fat transfers, Establishment Labs is now the exclusive distributor of Puregraft’s line of autologous fat transfer products.

Establishment Labs’ Motiva Implants line of silicone breast implants combine several proprietary technologies to improve safety and patient satisfaction, including SilkSurface hierarchical micro-nano structures, Ergonomix the world’s first breast implant with ergonomic characteristics, and the QInside RFID microtransponder technology. This smart chip allows women to verify implant quality throughout time. There are 500 choices of Motiva Implants.

Puregraft’s FDA cleared and CE-Marked technology provides plastic surgeons with purified fat for reinjection.

Beauty Business to Go Green with New Master Class, Institute

The newly formed National Beauty Science Institute (NBSI) aims to promote sustainability, authenticity and green energy in the beauty business. The group will hold its first Master Class in April 2017 to educate students and consumers on the science and sustainability of beauty—a topic that is especially important to millennials. NBSI President Judith Price made this announcement at a press conference in September.

She also introduced the group’s new advisory board including Holly Andersen, MD, Attending Cardiologist.

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REALSELF ROLLS OUT REALSELF BUSINESS PAGES

RealSelf is launching of RealSelf Business Pages so doctors can showcase the full range of providers at a practice as well as the treatments offered before the patient even walks through the door.

“The launch of Business Pages introduces an important dimension to RealSelf. Now a wider range of aesthetic providers including clinics, MedSpas and medical practices can feature everyone from their nurse practitioners to their physician assistants,” says RealSelf CEO Tom Seery in a news release.

ASPS WEBSITE GETS A FACELIFT

The new American Society of Plastic Surgeons (ASPS) website (plasticsurgery.com) went live on Sept. 18, 2016. Designed by Ceatus Media Group, “the new PlasticSurgery.org has a fresh, bright and inviting look. The redesign makes it easier to locate and get information from a board-certified plastic surgeon, and there are several avenues of patient education—photos, videos, animations and the Do Your Homework campaign,” says ASPS President David H. Song, MD, MBA, FACS.

BEAUTY IN THE BAG TURNS EIGHT

Founded by Wendy Lewis and her daughter Eden in 2008, Beauty In the Bag (BITB) (beautyinthebag.com) has grown up to be a global cosmetic beauty portal for women age 30+. BITB provides timely and engaging content across multiple digital platforms, including the web and social media networks such as Facebook, Twitter, Pinterest, Instagram, Snapchat, Google+ and more.
Gregory Buford, MD Publishes Health Guide—Girlfriend’s Guide to the Vagina


“The vagina and female genitals are an incredibly important part of the body, but both women and men still struggle with having frank, open discussions about it—even with their physicians,” Dr. Buford states. “When you begin talking about the functions of the vagina, things tend to get even more uncomfortable for people. We want to help change that by giving both women and men a candid look at this often taboo subject.”

The Girlfriend’s Guide to the Vagina includes graphics, insight from experienced physicians, and advice from experts in sexual health. It’s conversational, lighthearted, and empowering—but, most of all, it includes medically accurate and modern understandings of the female body and how it works.

“I want to offer people an honest, conversational, and medically sound resource for learning about women’s health, anatomy, and sexuality,” emphasizes Dr. Buford. “We consulted with experts in women’s health, such as sexologist Dr. Jess O’Reilly and OB/GYN Dr. Susan Murrmann, to put together the ultimate guide.”

The Guide is an educational read for teens all the way to centenarians, and it covers topics in a friendly, sometimes humorous, and always frank way. It explores:

• Anatomy of the vulva, vagina, and reproductive organs.
• Historical misunderstandings about the vagina, birth control, and menstruation.
• How the vagina changes over a lifetime.
• Why and how menstruation occurs—and what is and isn’t normal to experience.
• What to expect during pregnancy and childbirth, including how it impacts the vagina and vulva.
• Medical and cosmetic treatment options that are available to help with laxity, dryness, urinary stress incontinence, etc.
• The benefits of a healthy sex life, explanation of why it feels good, tips for orgasming, and how masturbation can improve your health.

Dr. Buford is also a member of the Founding Editorial Board of Modern Aesthetics’ magazine.

New Study Makes the Case for SMAS Lip Augmentation

Superficial muscular aponeurotic system (SMAS) lip augmentation is effective, safe and can yield natural, long-lasting results with minimal risk, according to new research in JAMA Facial Plastic Surgery.

On average, the degree of augmentation tends to fade slightly over time, but remains significant for at least five years, report researchers who were led by facial plastic surgeon Matthew Allen Richardson, MD of the Roussou Facial Plastic Surgery Clinic in Mountain Brook, AL.

In the retrospective single-blind study, researchers evaluated 26 patients who underwent surgical lip augmentation using SMAS following rhytidectomy between January 1, 2000 and November 16, 2015 at a private facial plastic surgery practice in Birmingham, AL. Preoperative photographs of each patient served as controls and were compared with postoperative photographs at 3 months, 1 year, and 5 years after lip augmentation. In total, there were 104 images that were reviewed by 12 blinded observers using a validated lip augmentation grading scale.

Both the superior lip and the inferior lip showed statistically significant increases in volume at 3 months, 1 year, and 5 years after SMAS lip augmentation, the study showed. Two of 60 patients with five years or more of postoperative follow-up developed complications requiring intervention.

Other benefits of SMAS lip augmentation include the lack of allergic reactivity, the minimal increase in cost (operating room time), and the fact that the SMAS is usually readily available during rhytidectomy, the researchers note.