THE QUEST FOR FACIAL REJUVENATION

From sandpaper and exotic concoctions to laser resurfacing and dermal fillers, cosmetic enhancement techniques have been relied upon to give us the looks we want for thousands of years.

### FACIAL BEAUTY TIMELINE

**ANCIENT METHODS**
- **1500 BCE**
  - Earliest recorded form of dermabrasion. Egyptians use sandpaper to reduce appearance of scars.
- **900 BCE**
  - Arabic early physicians used crushed rice, shells, beans, and kernels to smooth skin.
- **15 BCE**
  - Roman poet Ovid places a premium on beautiful skin, encouraging women to use a mask of barley, bean, eggs, salt, sap, honey, plants and seeds.

**EARLY MODERN SOLUTIONS DAMAGED SKIN TO PRODUCE RESULTS**
- **Late 1800s**
  - Transplanted fat used to correct cosmetic deformities such as depressed scars.
- **1905**
  - Dermabrasion is motorized with wheels and rasps.
- **1960s**
  - Chemical peels popularized, but hard on skin.
- **1980s**
  - First-generation dermal fillers using animal collagen approved in Canada.
- **1990s**
  - Laser resurfacing emerges as a faster but effective method.
- **1992**
  - Intense pulsed light treatment available for skin lesions.

**NEW TECHNOLOGY IMPROVED RESULTS WITH HIGH SAFETY**
- **2000**
  - Restylane®, the first hyaluronic acid (HA) filler comes to Canada setting a new standard in dermal fillers.
- **2001**
  - First botulinum toxin for cosmetic treatment of facial lines.
- **2015**
  - EMERVEL® is the first HA filler featuring Optimal Balance Technology™ to provide personalized, lasting results.

### GRACE IN AGING: SURVEY SAYS

- **52%**
  - Canadian women aged 25-65 are worried about signs of facial aging, top concerns: sagging skin (31%) and deep wrinkles (41%).
- **ON AVERAGE**
  - 4 in 5 women want to make decisions about how they age on their own terms.
- **1 in 4**
  - Women would or have considered using a dermal filler or peel.
- **89%**
  - Say safety is very important.
- **83%**
  - Natural-looking results.
- **75%**
  - Long-lasting results.
- **41%**
  - Of women feel anxiety or reduced confidence when taking photos.
- **11 years younger**
  - Canadian women could turn back the clock, look 11 years younger on average.

### EMERVEL®: THE LATEST DERMAL FILLER

- **EMERVEL®** restores youthful glow and volume, and smooths wrinkles.
  - Broadest range of soft gel textures for a natural look.
  - Long-lasting results – up to 18 months.
  - Unique Optimal Balance Technology™ for tailored, personalized treatment.

From Galderma, the makers of Restylane®.
- With almost 20 years of history, Restylane is proven to be safe and effective and has been used in 20M treatments worldwide.

**EMERVEL®** is now available in Canada. Speak to a doctor or visit naturallyemervel.ca to see real results or find a clinic near you.