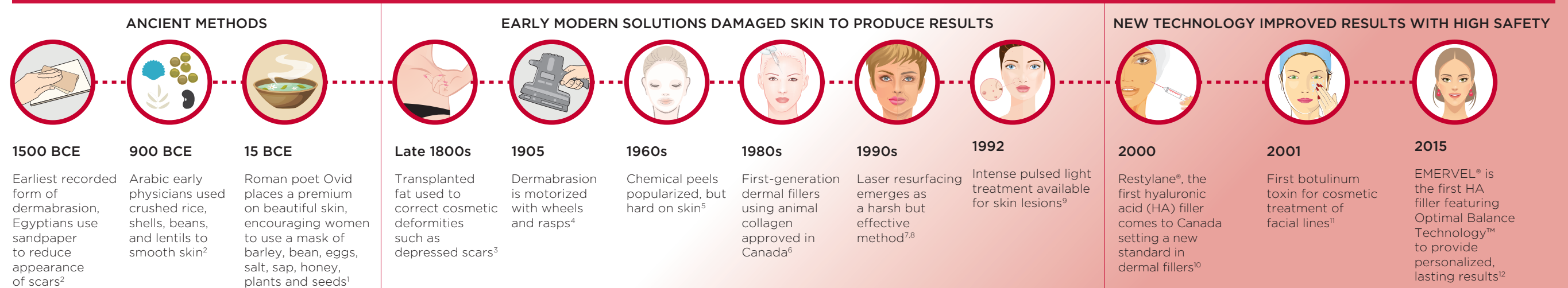


THE QUEST FOR FACIAL REJUVENATION

"...let every woman strive to look her best." Ovid, *The Art of Beauty*¹

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



GRACE IN AGING: SURVEY SAYS¹³

ABOUT HALF OF WOMEN SAY THEIR PARTNER/SPOUSE HAS THE MOST INFLUENCE ON DECISIONS ABOUT FACIAL APPEARANCE



52%

CANADIAN WOMEN AGE 35-65 ARE WORRIED ABOUT SIGNS OF FACIAL AGING. TOP CONCERNS: SAGGING SKIN (51%) AND DEEP WRINKLES (43%)

WHEN IT COMES TO A COSMETIC FACIAL INJECTION,

ON AVERAGE **4 IN 5**

WOMEN WANT TO MAKE DECISIONS ABOUT HOW THEY AGE ON THEIR OWN TERMS



ABOUT **1 IN 4**

WOULD OR HAVE CONSIDERED USING A DERMAL TOXIN OR FILLER

89% SAY SAFETY IS VERY IMPORTANT

FOLLOWED BY **83%** NATURAL LOOK AND THAT IT PROVIDES LONG-LASTING RESULTS **73%**



IF CANADIAN WOMEN COULD TURN BACK THE CLOCK, THEY'D WANT THEIR FACE TO LOOK ON AVERAGE **11 YEARS YOUNGER**



41% OF WOMEN FEEL ANXIETY OR REDUCED CONFIDENCE WHEN TAKING PHOTOS

EMERVEL®: THE LATEST DERMAL FILLER

EMERVEL® restores youthful glow and volume, and smooths wrinkles

- **Broadest range** of soft gel textures for a natural look¹⁴
- **Long lasting results** – up to 18 months¹²
- Unique Optimal Balance Technology™ for **tailored, personalized treatment**¹⁵

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 worldwide¹⁰

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



¹ Ovid, The Art of Beauty. Available at: <http://www.sacred-texts.com/cla/ovid/iboo/iboo62.htm> Accessed September 15, 2015. ² Friedman, S., Lippitz, J. Chemical Peels, Dermabrasion and Laser Therapy. *Dis Mon* 55, 223-235; April 2009. ³ Weinkle, S. The Science of Dermal Fillers. *Medscape.com*. Available at: <http://www.medscape.org/viewarticle/727287>. Accessed September 24, 2015. ⁴ Golan, J., Hai, N. JetPeel: a new technology for facial rejuvenation. *Annals of Plastic Surgery* 54:4,369-374; 2005. ⁵ Young, G. They Work but They Can Be Dangerous: Facial Peels to End Wrinkles Gain Acceptance. *Los Angeles Times*. Available at: http://articles.latimes.com/1985-11-17/local/me-7016_1_facial-peel Accessed September 15, 2015. ⁶ Cornell, C. Should you try injectable fillers. *Best Health*. Available at: <http://www.besthealthmag.ca/best-looks/skin/should-you-try-injectable-fillers#5Zybr2msT1Yfzooq.99> Accessed September 15, 2015. ⁷ Jacono, A., Caputy, G. et al. Carbon Dioxide Laser Skin Resurfacing. *Medscape.com*. Available at: <http://emedicine.medscape.com/article/1296806-overview>. Accessed September 15, 2015. ⁸ Glasser, D.A., Semchyshtyn, N., Carniol, P. Carbon Dioxide Laser Resurfacing. *Fractionated Resurfacing and YSGG Resurfacing. Clinical Procedures in Laser Skin Rejuvenation*, ed. Paul, J., Carniol and Neil S. Sadick, 17-30; 2007. ⁹ Goldberg, D. Current trends in intense pulsed light. *Aesthetic Update* 5:6, 46-53; 2012. ¹⁰ Galderma. Restylane Heritage & Safety. *Restylane.ca*. Available at: <http://www.restylane.ca/what-is-restylane/restylane-heritage-and-safety.aspx>. Accessed September 24, 2015. ¹¹ Health Canada Botox Cosmetic. Available at: <http://webprod5.hc-sc.gc.ca/noc-sc/info.do?no=1735&lang=eng>. Accessed September 15, 2015. ¹² Talarico, S., Meski, A. P., Burattini, L., Azulay, M., Sidou, F., Kerrouche, N. A New Hyaluronic Acid Filler Yields Enduring Full-Face Volume Improvement and High Patient Satisfaction: an 18-Month Multicentre Study. Scientific poster presented at IMCAS Paris 2015. ¹³ Grace in Aging Survey, 2015. This survey was conducted online within Canada by Harris Poll on behalf of Galderma Canada from September 11th to September 17th, 2015, among 1,005 Canadian women between the ages of 35 and 65. This online survey is not based on a probability sample, and therefore, no estimate of theoretical sampling error can be calculated. ¹⁴ Galderma Data on File. Optimal Balance Technology Adboard Canada 2015-02-21, slide 16. ¹⁵ Segura, S., Anthonioz, L., Fuche, F., Herbage, B. A Complete Range of Hyaluronic Acid Filler With Distinctive Physical Properties Specifically Designed for Optimal Tissue Adaptations. *J Drugs Dermatol* 11:1 (suppl.), s5-8; January 2012. Survey images care of the Noun Project.