

LABO  
LABO COSPROPHAR

# Fillerina®

First dermo-cosmetic filler for at-home use

**Innovation 2012**

**Filling wrinkles and providing greater volume** for areas of the face such as the cheekbones and lips is a topic that currently attracts a **great deal of attention.**

These are needs expressed by a growing number of men and women seeking answers not only from aesthetic medicine, but also from cosmetic research, provided those answers are innovative and effective.



In the field of **aesthetic/cosmetic medicine** the most requested treatments are “filler” injections with hyaluronic acid (also called hyaluronan or hyaluronate or HA).

These micro-injections temporarily smooth wrinkles by adding volume under the skin, with effects typically lasting 4-6 months.

It is used also for lip and cheekbones augmentation and removal of scars.



Why is hyaluronic acid used as a “filler”?

Because **it can bind a large quantity of water molecules** (H<sub>2</sub>O), thus improving the volume of epithelial tissues.

In the cosmetic / skincare market exist a countless number of products containing hyaluronic acid, but the quality range and effectiveness are quite different.

Labo has been working since 2007 (the year the trademark Fillerina was registered) to find a new method and a new formula effectively capable of “transferring” in the cosmetic/skincare field the efficacy of hyaluronan subcutaneous injections in order to provide an alternative to the micro-injections of hyaluronic acid.

2012:  
Labo launches a new generation of  
FILLING and PLUMPING  
treatments

# Fillerina®

Labo's technicians have been working for 5 years to this project.

The name of the product is very important. The trademark has a very clear meaning, related to the filling mechanism on skin wrinkles, lips and cheekbones due to the action of the main ingredients.



# Fillerina<sup>®</sup>

First dermo-cosmetic filler for at-home use

Human skin constitutes the most important reserve of hyaluronic acid. It contains more than half the total quantity of body HA.

It is naturally present either in the epidermis and in the dermis. In the dermal tissues HA is the main component of extra cellular matrix (ECM) which surrounds and encloses the cells.

As skin ages, the amount of hyaluronic acid gradually declines, causing imperfections such as wrinkles and a loss of volume (deflation and skin depressions), especially as regards the cheekbones, cheeks and lips.

# Fillerina®

First dermo-cosmetic filler for at-home use

Fillerina features – for the first time worldwide – a mix of **six different hyaluronic acid** molecules of varying molecular weights and sizes that are especially effective at penetrating the layers of the skin and thus allowing tissues to be filled in and plumped up.

INCI NAME	MOLECULAR WEIGHT	FUNCTION
Hyaluronic Acid	1000 Da	Immediate penetration of the deep layers of the skin (ex-vivo tests). Helps swelling of the tissues and smoothing of wrinkles
Hydrolyzed Sodium Hyaluronate	5000 Da	Immediate penetration of the deep layers of the skin (ex-vivo tests). Helps swelling of the tissues and smoothing of wrinkles
Hydrolyzed Hyaluronic Acid	50.000 Da	Penetrates the middle and deep layers of the skin (ex-vivo tests), filling wrinkles and plumping up depressions from the inside.
Sodium Hyaluronate	200.000 Da	Penetrates the surface and middle layers of the skin (ex-vivo tests), where it binds large quantities of water. Helps levelling out the cutaneous micro-relief.
Sodium Hyaluronate	2.000.000 Da	Penetrates the surface layers of the skin (ex-vivo tests). Helps keeping tissues plumped up.
Sodium Hyaluronate Crosspolymer	Reticulated Hyaluronic Acid	Guarantees a slow, continual hyaluronic acid release into the skin (ex-vivo tests). Helps keeping tissues plumped up

# Fillerina<sup>®</sup>

First dermo-cosmetic filler for at-home use

**Matrifull**, a peptide conveyed by Cyclodextrin, stimulates the synthesis of the major components of the extracellular matrix, such as Collagen I, Collagen III and Fibronectin, for the reconstruction and gradual, progressive plumping up of the cutaneous tissues.

To allow the hyaluronic acids to bind amounts of water proportionate to the specific needs, a **Hexapeptide** is inserted that helps regulate the movement of water through the skin, by stimulating the production of Aquaporin, i.e. the membrane proteins involved in the flow of water through the various layers of the skin.

# Efficacy test

TISSUE: EPIDERMIS + DERMIS

TEMPO SPERIMENTALE EXPERIMENTAL TIME	SODIUM HYALURONATE CROSSPOLYMER	SODIUM HYALURONATE 2.000K Da	SODIUM HYALURONATE 200K Da	HYDROLIZED HYALURONIC ACID 50K Da	HYDROLIZED SODIUM HYALURONATE 5K Da	HYALURONIC ACID 1K Da
15min	5,51%	2,53%	5,47%	10,35%	16,91%	12,32%
30min	8,08%	10,59%	20,61%	27,89%	28,60%	26,39%
2h	10,58%	18,87%	36,97%	67,26%	77,77%	49,07%
4h	15,61%	25,54%	46,23%	88,67%	97,20%	73,81%
8h	20,70%	32,65%	54,36%	102,75%	101,22%	91,20%
24h	27,36%	39,93%	55,65%	104,03%	105,35%	96,98%

# Fillerina<sup>®</sup>

First dermo-cosmetic filler for at-home use

The Fillerina box contains a two-weeks treatment to be used daily:

**14 doses (2 ml) of gel filler**

**14 doses (2 ml) of nourishing film**

**+ 2 precision applicators**



# Fillerina®

## Dosages of active ingredients

Fillerina® dermo-cosmetic filler treatments for at-home use come in **three different concentrations**, in order to provide the most effective, suitable treatment for the conditions of the skin and the cutaneous tissues of the face and neck and enhance the volume of cheekbones and lips.

**Grade 1:** moderate age wrinkles and expression lines, evident microrelief and facial features with signs of sagging, especially cheekbones and lips.

**Grade 2:** visible age wrinkles and expression lines, marked, uneven microrelief, areas with visible sagging, especially cheekbones and lips.

**Grade 3:** deep age wrinkles and expression lines, very marked, uneven microrelief and severe sagging of facial features, especially cheekbones and lips.

# Fillerina<sup>®</sup>

First dermo-cosmetic filler for at-home use

## VIDEO



LABO  
LABO COSPROPHAR



# Fillerina®

The Fillerina® filler treatment must be used every day for 14 days, in the morning or evening, depending on individual needs and habits, applying 2 ml of gel filler (Fillerina® 1) to the wrinkles, the most marked microrelief and the areas that require particular plumping up (cheekbones, lips).

The treatment must be carried out using the special Applicator, which makes it possible to draw up two separate 1 ml amounts of product (adding up to a total of 2 ml per application) and release it accurately into the desired areas. The gel filler should be left to work for 10 minutes in order to allow the active ingredients to “fill in” the application areas. Using the palm of the hand, pat gently the remaining product so it penetrates effectively.



# Fillerina®

Then apply the Nourishing Film (Fillerina® 2), which guarantees a sufficient amount of moisturising and nourishing substances, and allows the filler application to be completed with maximum comfort for the skin of the face and neck. Draw up 1 – 2 ml of Film, as required, and apply it all over the face and neck.

Patented graduated cosmetic precision applicator with truncated tip.

CH 6 412 A



# Fillerina<sup>®</sup>

## Important

To facilitate the action of the product, it is advisable to drink two glasses of water before the application of Fillerina Gel.



# Fillerina®

## FILLERINA® DAILY TREATMENTS

Fillerina® Daily Treatments are also available in **three dosages**, corresponding to different types of problem. This applies to the Day Cream and Night Cream, as well as the Eye and Lip Cream.

**Fillerina® Day Cream** 50 ml tube: for use alone or together with other Fillerina® products.

**Fillerina® Night Cream** 50 ml tube: for use alone or together with other Fillerina® products.

**Fillerina® Eye and Lip Cream** 15 ml tube: for use alone or together with other Fillerina® products.

# Fillerina<sup>®</sup>

## FILLERINA<sup>®</sup> DAILY TREATMENTS



LABO  
LABO COSPROPHAR



# **DISTRIBUTION CHANNEL: THE PHARMACY**



**THANK YOU**