

Journal of Regenerative Aesthetic Medicine

ISSUE 1
Dec 2024

Why
Polynucleotides HPT®
**is THE Technology
to Invest in**

Exosomes
in action

Shaping
Regenerative Medicine
for Your Patients



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Mastelli
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Welcome to the Journal of Regenerative Aesthetic Medicine



As the demand for regenerative treatments steadily increases, so too does the need for high quality, evidence-based education. This has been the focus of the Regenerative Aesthetic Medicine Conference and Exhibition (RAMCE), yet, until now, there has never been a publication dedicated solely to regenerative aesthetics in the UK.

This pioneering journal features an enlightening selection of articles that will advance your skills and knowledge in this fast-moving specialty.

In our first issue, you'll meet Professor Cavallini -

the expert behind many of the studies you will read on Polynucleotides High Purification Technology HPT®, as well as learning from experienced practitioners on how they have successfully integrated regenerative treatments into their clinics.

Launched at RAMCE to complement the stellar line-up of education, we hope you take home valuable information that will enhance your practice. Many thanks to DermaFocus, our host sponsor, for investing in the science and education that will enhance your regenerative aesthetic practice.



Share your feedback by tagging
@ramceconference and **@dermafocusuk** on Instagram!

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REGENERATIVE AESTHETICS

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**TO FIND OUT MORE ABOUT COLD
ABLATION, SCAN BELOW**



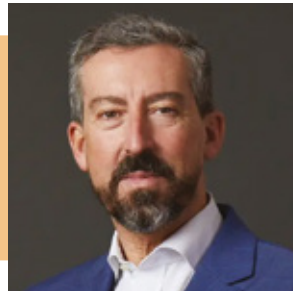
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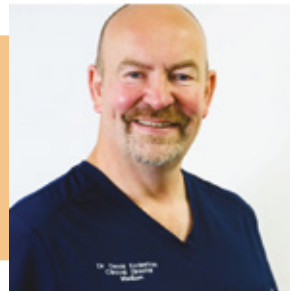
Your RAMCE 2024 Agenda

Check out the educational lineup
and meet the leading practitioners
here to teach you how to optimise
results with innovative treatments
and expert techniques

Session Chairs



Professor Maurizio Cavallini



Dr David Eccleston



Dr Yusra Al-Mukhtar

Speakers



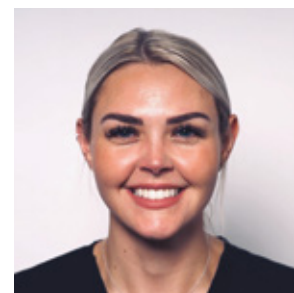
Professor Ali Ghanem



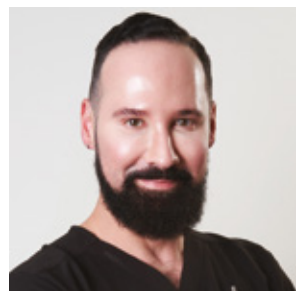
Nichola Conlon



Dr Olha Vorodyukhina



Dr Olivia McCabe-Robinson



Dr Xavier Goodarzian



Mr George Christopoulos



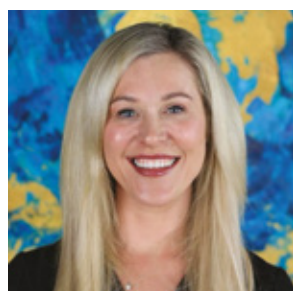
Dr Sach Mohan



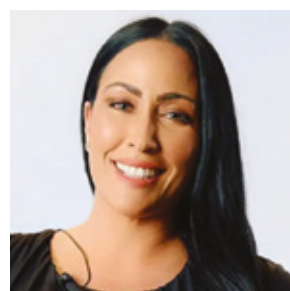
Rosey Drewitt-Staples



Dr Ansar Mahmood



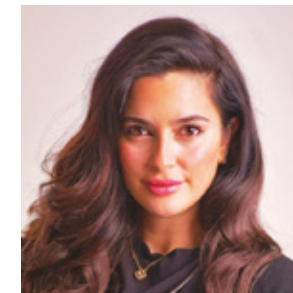
Amanda Demosthenous



Kate Monteith-Ross



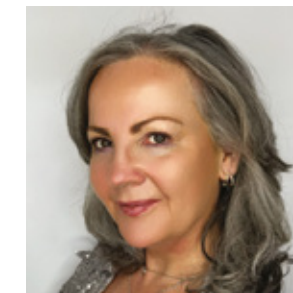
Dr Sarah Jenkins



Dr Bibi Ghalaie



Dr Kam Lally



Frances Turner Traill



Julie Scott

The agenda

Morning sessions

- 09:20 - Welcome and Introduction - *Professor Ali Ghanem*
- 09:30 - The Value of Regenerative Medicine - *Professor Maurizio Cavallini*
- 09:45 - Ageing Explained and The Role of Supplementation - *Dr Olha Vorodyukhina*
- 09:55 - NAD+ for Skin Health - *Dr Nichola Conlon*
- 10:05 - Understanding Injectables as Bioregenerative Molecules - *Professor Maurizio Cavallini*
- 10:25 - Polynucleotides HPT®: The Latest Developments You Need to Know About - *Dr David Eccleston*
- 10:45 - Panel Discussion and Q&A - *All of the above*
- 10:55 - **Break**
- 11:15 - Peeling: Regenerative Action on The Epidermis - *Professor Maurizio Cavallini*
- 11:35 - Mastering the Use and Benefits of Exosomes - *Dr Olivia McCabe-Robinson*
- 11:55 - Liquid Laser - Combination Treatment for Skin Concerns - *Dr Xavier Goodarzian*
- 12:15 - Polynucleotides vs. Exosomes - Understanding the Difference - *Mr George Christopoulos*
- 12:35 - Panel Discussion and Q&A - *All of the above*
- 12:45 - **Lunch Break**

Afternoon sessions

- 14:00 - Panel Discussion: PRP & PRF: Do They Still Have a Place in Medical Aesthetics? - *Mr George Christopoulos, Rosey Drewitt-Staples, Dr Ansar Mahmood*

- 14:20 - Cold Ablation with Regenerative Techniques - *Dr Sach Mohan*
- 14:40 - Unlocking the Synergy: Exploring Combination Treatments - *Amanda Demosthenous*
- 14:50 - Exosomes as Key Regulators of Pigmentation: Unveiling Their Impact on Melanocyte Function and Skin Colouration - *Kate Monteith-Ross*
- 15:00 - Regenerative Approaches to Supporting Intimate Health - *Dr Sarah Jenkins*
- 15:15 - Panel Discussion: Combination Treatments For Best Patient Outcome With Injectables and Energy Based Devices - *Dr Sach Mohan, Dr Yusra Al-Mukhtar, Dr David Eccleston, Dr Sarah Jenkins*
- 15:35 - **Break**
- 15:55 - Panel Discussion: Fillers, Toxins & Threads: What Role do They Play? - *Dr Bibi Ghalaie, Dr Yusra Al-Mukhtar, Dr Kam Lally*
- 16:35 - Case Study: Managing a non-HPT Polynucleotide Complication - *Frances Turner Traill*
- 16:45 - Beyond the Basics: Advanced Tools and Techniques in Regenerative Aesthetics - *Professor Ali Ghanem*
- 17:05 - Timelines and Trust: Shaping Regenerative Medicine for Your Patients - *Julie Scott*
- 17:25 - Innovative Ways of Using Regenerative Tools to Maximise Patient Outcomes - *Professor Maurizio Cavallini*
- 17:45 - Drinks Reception
- 18:15 - An evening with *Professor Maurizio Cavallini*, hosted by *Shannon Kilgariff*
- 18:45 - Networking Party

Meet the Exhibitors

As well as first-class education, RAMCE gives you the chance to meet highly respected suppliers who can help enhance both your clinical and business practice.

We have carefully tailored the exhibition to feature evidence-based, reliable products from companies that go the extra mile to look after their customers.

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I believe all aesthetic patients can benefit from skin regeneration.



Meet a Polynucleotides Pioneer

Professor Maurizio Cavallini shares his passion for regenerative medicine

You'll have no doubt heard the name Cavallini many times since starting your journey with regenerative aesthetics. Known for his extensive research into Polynucleotides HPT®, the esteemed plastic surgeon is the chief medical advisor at Monteverdi Tuscany, president of the Italian Scientific Society of Aesthetic Medicine, vice president of the European Association of Aesthetic Surgery, research and development board member for Mastelli and Allergan, and international speaker and trainer. Professor Cavallini also serves as a faculty board member for DermaFocus and has played a significant role in introducing Polynucleotides HPT® to practitioners in the UK.

We sat down with him to learn more about his fascinating career...

Q. When did you become interested in regenerative medicine and why?

Early in my training career I was working in the burns' unit in Milan. We had lots of problems with skin grafts; mainly that we

required a lot to cover wounds. So, while writing my thesis as part of my medical degree, I researched the possibility of regenerating autologous cultivated skin. It fascinated me to learn that from just 1cm of skin, we can obtain up to 9cm.

From here I started to think more about the value of regenerative medicine and how it can help us in so many ways.

Q. So how did you learn about polynucleotides?

For my post-graduate degree in 1996 I began studying polynucleotides and how they can be used in wound healing. From there, I used them in surgery to regenerate skin damaged by burns, pressure sores and other injuries.

I thought to myself, if we're able to use polynucleotides to help fibroblasts repair wounds, then surely they can be used on normal, healthy skin too! From here, in 2002, I started to apply them in my private aesthetic practice. I began to see amazing results that really got me excited for the future of regenerative aesthetic medicine.

Q. How valuable are regenerative treatments to aesthetic patients?

I believe all aesthetic patients can benefit from skin regeneration. I explain to them that their skin should be treated as the base - like a field that we must look after. Just as we ensure a field is in the right condition for us to grow grass, plant trees and build houses, we must take care of our skin so it can optimise aesthetic treatments.

For me, the first step is always to regenerate not replace - that comes second!

Q. What advice would you give practitioners new to regenerative aesthetics?

Study! It's important to understand how these treatments work and the

evidence-based protocols to follow. For polynucleotides, remember they have long and reliable history in surgery, before aesthetic medicine, so you can be assured that they are safe and effective.

I would also say, consider regenerative treatments for every patient. If you have healthy, prepared skin, then it is so much more receptive to other procedures. By taking a holistic approach and combining techniques, you can truly optimise results.

Q. Why do you enjoy working with Mastelli and DermaFocus?

Mastelli is a manufacturer with more than 70 years' research and development experience. Everything they produce is based on clinically-proven scientific concepts; they identify and advise of potential side effects, and each stage of the manufacturing process is controlled to ensure thorough efficacy and safety. This is very reassuring for me and my patients.

As the UK's official distributor and trainer for Mastelli's products, DermaFocus is a company passionate about research and new technologies. I find the team are always open to and excited about new ideas, so it is always a pleasure to work with them.

Q. Can you tell us about any exciting new research?

I love developing new ideas and discovering new applications. Since working with Mastelli, our research has enabled us to create protocols for multiple indications using Polynucleotides HPT® through Plinest®, Plinest® Eyes, Plinest® Hair, Newest® and NewGyn®.

We're able to address wrinkles, scars, skin laxity, pigmentation, dryness, acne, acne scars and intimate concerns such as dryness atrophy, pain and irritation,

while we've also produced studies demonstrating how Polynucleotide HPT® is an excellent skin primer, boosting the results of laser, radiofrequency, fillers, chemical peels, microneedling and surgery.

Our research has found lots of positive side effects; one being how polynucleotides impact micro-circulation. This led to us introducing Plinest® Hair, which is now clinically proven to boost hair count and quality.

While I can't go into detail, I can say we're currently doing some in-depth research into Polynucleotides HPT®'s impact on discolouration. Watch this space for more in the new year...

Q. Where do you see the future of regenerative aesthetics?

Over the last few years, I've become very interested in exosomes. There's lots we didn't know about them, but research indicates they have an interesting regenerative action that is proving effective for both skin and hair concerns. It's great to learn how they can be combined with polynucleotides, alongside other treatments, so I'm excited to see how they develop over the next few years.

I've believed for a long time that there's so much more we can achieve with regenerative medicine, so it's fantastic to see more investment in research and development. This is just the start!

You can join Professor Cavallini for an exclusive and informal discussion from 6:15pm after RAMCE!

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Shaping Regenerative Medicine for your patients



Nurse prescriber Julie Scott shares
guidance on creating treatment
timelines and building patient trust

The term 'regenerative medicine' was first coined by Dr William Haseltine in 1999. From designing treatment strategies for cancer and AIDS/HIV, to pioneering the development of new drugs based on information from the human genome, Dr Haseltine is a highly respected professor and founder of multiple biotech companies.¹ Conducting extensive research into regenerative techniques, in a 2001 interview he claimed that 'it is conceptually possible to chart a path to human immortality.'²

Reading his work is fascinating and inspiring, fuelling my interest in

regenerative medicine and its application to aesthetics.

My journey with regenerative medicine

I began working alongside consultant plastic surgeon Mr Peter Butler in 2002. In that year, he set up a clinical research programme in facial transplantation. His work investigated how reprogramming stem cells into specialised cells can replace, repair or regenerate diseased cells.

My career in aesthetics began in 2004. As patients typically present with 'degenerative' consequences of ageing,

our approach has historically been focused on reducing the symptoms of ageing, rather than encouraging the body to repair itself and work more effectively in future.

In recent years, the landscape has started changing. With advancements in research and the introduction of regenerative aesthetic treatments, we are able to offer our patients treatments that can help us 'rewind or stop the clock'. While I wholly embrace this transition, it has been important to introduce the concept to patients carefully, so they trust my approach and understand their expected results' timeline.



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Understanding our patients = understanding our treatments

To ensure the creation of bespoke treatment plans that meet our patients' expectations, we must take time to thoroughly understand our patients' needs.

To do this successfully, we should identify the intrinsic and extrinsic influences on their ageing concerns, providing advice on adaptations they can make, such as increasing sunscreen use and improving their skincare routines.

We can also use classification tools such as the Glogau scale, which measures the severity of photoageing and wrinkles, and imaging devices to identify the extent of skin conditions such as hyperpigmentation and inflammation.

Gathering this objective data will help inform our treatment plans - whether this involves using treatments in isolation or in combination, to prime skin and/or to boost results.

In my experience, treatment blending is a significant element of my regenerative practice and something I highly advocate for. As an artist will assess and choose the most effective materials to create their masterpiece, we should select technologies that work in harmonisation to deliver optimal outcomes.

Building patient trust

As regenerative treatments will be a new concept for many, it is vital that we translate all the science and technology in a way that is accessible to our patients, while being transparent as to what to expect on their journeys.

I dedicate a full hour to each patient's consultation, showing them before and after photographs, and taking time to explain each concept in layman's terms, talking them through the protocols, potential discomfort and expected side effects.

Equally important is clearly communicating the expected timeline to see results. Many of our patients will be used to seeing the immediate or fairly quick outcome of aesthetic procedures such as hyaluronic acid dermal fillers and botulinum toxin. We now need to highlight the benefits of regenerative results that develop over time - explaining that we're treating from the inside out, and no longer masking the symptoms of ageing.

Looking to the future

The future of regenerative aesthetics is exciting; more research and development into genetics and lifestyle factors of ageing could mean that skincare products and treatments become even more bespoke, further enabling us to 'turn back the clock' on ageing.

As awareness of regenerative tools grows, our patient portfolio may become younger, allowing our 'prevention' clinic menus to become more extensive. This could also mean that our use of toxin and fillers starts to change - perhaps we'll only need to give our first toxin injections for patients aged 40 instead of 30!

It is vital that as our patient demographic shifts, our aesthetic practices adapt to match their needs. I have patients who I have treated for 20 years and the reason they continue to trust me is because I continually modify their plan to match their individually

evolving needs, only ever treating what is clinically indicated in each moment along their patient journey. If we as practitioners take the time to develop this trust and invest the time needed to ensure they are informed on their own care, our patients will go on to share this knowledge with their friends, families, and colleagues. This in turn will increase awareness of the power of regenerative aesthetic treatments, creating a reciprocal relationship in which the future of our patients and of regenerative medicine sustain each other.

In the world of regenerative medicine, we have already come a long way and with even more to look forward to. It is fantastic to see aesthetic events creating space for essential education on regenerative treatments, and I'm particularly proud to be a part of RAMCE - the UK's only event dedicated to this exclusively.

Let's continue to share our knowledge and experiences to shape the future of ageing and regeneration for our patients.

Julie Scott is an NMC-registered independent nurse prescriber, Level 7 qualified aesthetic injector and trainer, with more than 30 years' experience in plastics and skin rejuvenation. She established her practice, Facial Aesthetics in 2003, and won Best Clinic South England at the Aesthetics Awards 2023. Julie also won Aesthetic Nurse Practitioner of the Year at the Aesthetics Awards in 2024 and 2022, as well as at the Aesthetic Medicine Awards in 2024. Julie is on the Clinical Advisory Board for the Aesthetics Journal and is a Key Opinion Leader for several leading aesthetic brands.

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Why Polynucleotides HPT® is THE technology to invest in



An insight into the efficacy and safety of the technology used in the award-winning Plinest® polynucleotides

Polynucleotides are one of the most in-demand treatments in the UK right now. Grazia magazine recently reported that there's been a dramatic 2446% increase in Google searches for 'polynucleotides' in the past few months alone, as patients are desperate to emulate the glowing skin of A-listers like Jennifer Anniston and Kim Kardashian, who have both openly talked about using polynucleotides.¹ Alongside this there has been a surge in

companies launching different brands of polynucleotides, with hundreds more practitioners now advertising them to patients. Unfortunately, like in many areas of aesthetics, there will be products that don't have much clinical research behind them, leaving patients with disappointing results. As the Home of Polynucleotides in the UK and one of the first regenerative

aesthetic distribution and training companies in the UK, we outline why Polynucleotides HPT® (the manufacturing process and technology used in Plinest®, Newest® and NewGyn®) is the brand you can trust.

Well-sourced ingredients

The DNA fractions used in polynucleotides are extracted from fish gonads, with many brands using wild

salmon which may have been exposed to pollution in the ocean.

Instead, the DNA fractions used in Polynucleotides HPT® come from trout that have been bred in fresh waters, where every stage of production is controlled. After the DNA has been extracted, fish are used for food supply so there is no waste.

Stringent production process

Polynucleotides HPT® is created in the Mastelli pharmaceutical lab, which has all relevant regulatory certificates, and

adheres to the highest clinical standards necessary. Mastelli has more than 70 years' polynucleotides research and development experience, so you can trust they know what they're doing when it comes to manufacturing this technology.

The DNA fractions go through a stringent purification and sterilisation process, which ensures no proteins or lipids (which could cause an allergic reaction) get through to the final product. Only the most powerful and safe ingredients are used!

Extensive clinical research

Polynucleotides HPT® has been tested and analysed on multiple patients for numerous concerns.

When injected intradermally, Polynucleotides HPT® promotes a trophic and stimulating action on existing fibroblasts and has been found to increase collagen synthesis and the viability/number of fibroblasts. It also promotes hydration and scavenging.²

A peer-reviewed consensus report highlights that the Polynucleotides HPT® used in Plinest® and Newest® can successfully treat wrinkles, scars, skin laxity, pigmentation, dryness and acne. It has been found to be an

excellent skin primer, boosting the results of laser, radiofrequency, fillers, chemical peels, microneedling and surgery.

Polynucleotides HPT® is also used in Plinest® Hair and is clinically proven to boost hair count and quality, while NewGyn® has been found to enhance turgor and trophism in the intimate area.²

The products that use Polynucleotides HPT® are classified as Class III CE-marked 0373 medical devices.

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References

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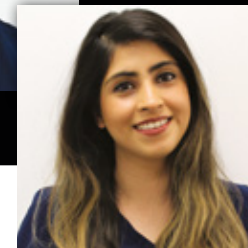
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Treating Dermatitis with Polynucleotides



Dr Sonakshi Khorana and Dr David Eccleston on how they successfully treated dry, itchy skin around the eyes

Periorbital

dermatitis or dry skin around the eyes is a common skin concern, with the most common cause being allergic contact dermatitis. This is often triggered by leave-on cosmetic products (such as face cream and eye shadow) and eye drops, with the usual allergens being fragrances, preservatives and drugs of varying kinds.¹ Other causes are attributed to atopic dermatitis (eczema), periorbital rosacea, allergic conjunctivitis or psoriasis vulgaris.

Women are more commonly affected than men, making up 73-80% of cases.² This disparity has been attributed to the use of cosmetic products, which is more common among women.² Calcineurin inhibitors are the first line therapy for periorbital dermatitis, which blocks the protein that activates the cells involved in eczema.² The patient involved in this case study was not having success with this, so was keen to explore other options. After learning about the potential benefits of polynucleotides for dermatitis and eczema, we suggested this as a new treatment approach.

Consulting the patient

Our 63-year-old female patient initially presented with dryness and flakiness around her eyes caused by eczema. There was also some lichenification, a secondary feature of many dermatoses, characterised by diffuse thickening of the epidermis and accentuation of skin lines.³

On consultation, she revealed that she had been using products to help with the dryness, including hydrating skincare and pimecrolimus cream, an ointment used for eczema around the eyes.⁴ She said that neither product had improved her condition.

We first discussed managing her skin medically - she had already used pimecrolimus (Elidel 1% cream) prescribed by her GP, so we suggested we could swap that over to Tacrolimus 0.1% ointment and increase the emollient use.⁵ However, that meant using a lot of greasy moisturisers in the area, which was not ideal and was something she wished to avoid.

We then suggested polynucleotides, as they have some anti-inflammatory properties which could help with skin hydration.⁶ We suggested trialling them as a treatment option, while managing

the patient's expectations by explaining that we could not guarantee they were going to work. This is a crucial step in the consultation process, as it ensures that the relationship of trust between the patient and practitioner is maintained, and any potential disappointment is avoided.

The patient was happy to go ahead and try this new approach as nothing else had worked to date.

Treatment approach

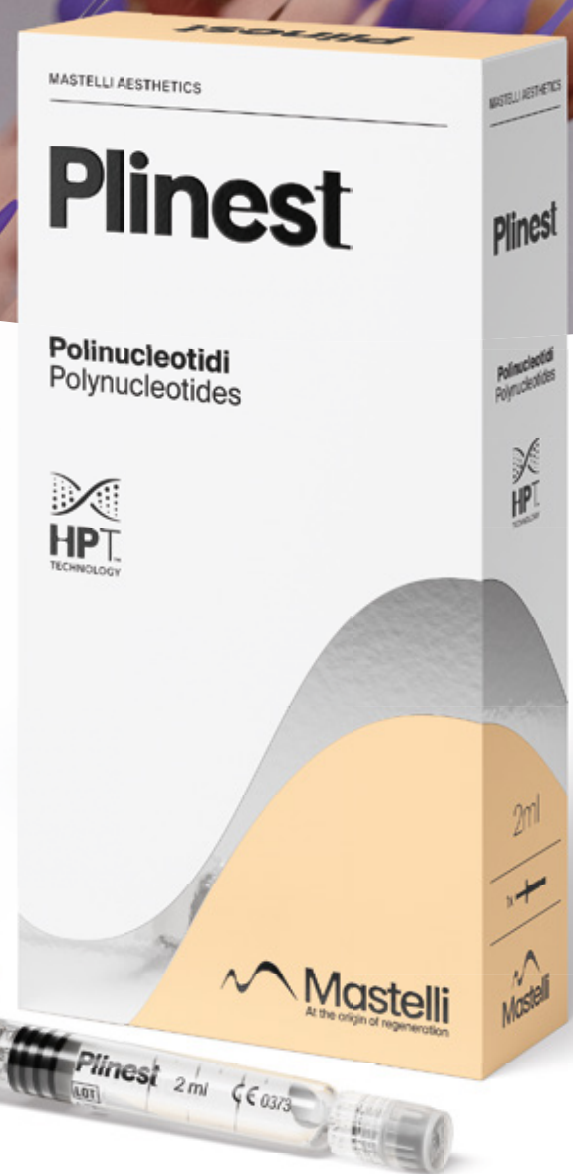
Our products of choice were Plinest® and Plinest® Eyes from Mastelli by DermaFocus. They use patented Polynucleotides High Purification Technology (PN-HPT®), which promote a trophic and stimulating action on existing fibroblasts (skin cells) that increases collagen synthesis, as well as the viability and number of fibroblasts.⁷ They also promote hydration and scavenging, which helps prevent unfavourable reactions.⁸ Because of this, it logically follows that polynucleotides should help renew skin that is affected by dermatitis, potentially leading to a reduction in the appearance of eczema, with clearer, smoother and more even skin.^{8,9}

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Plinest® at 20mg per ml.⁸ The second treatment was three weeks later when she had Plinest Eye® - 7.5mg per ml - on that occasion. The third treatment was four weeks later, and the final treatment was six weeks after that. We used Plinest® again on those occasions. Usually, a treatment gap of three weeks is advised, but it was not possible on this occasion due to a full diary.

While we could have continued to

use Plinest Eye®, the patient tolerated the higher dose in Plinest® well after her first treatment, with really good improvement that she was pleased with, so we decided to revert back to this. It is important to be aware that some patients may experience more swelling with Plinest® because of the higher concentration, which is why Plinest Eye® is an excellent alternative.⁸

A 30-gauge needle with 2ml syringe

was used in each session, as per the Plinest® protocol, and small intradermal blebs or micro-bolus were injected just around the upper lid, lower lid and crow's feet area.⁸ The treatment typically takes about 30 minutes. Patients are numbed for 30 minutes before using EMLA cream; it's a delicate area, so we wanted her to be as comfortable as possible during the procedure. For that reason, numbing is really important around the eyes.

The results

The patient had a significant reduction in inflammation, redness and flakiness. Normal hydration levels were restored, and there was improved elasticity. She said her skin felt much softer and less tight, and also reported the skin around her eye was less sore and itchy. Skincare no longer stung when she put it on, which was another concern she had noticed. She was really happy with the results. The patient will come back in for maintenance in six months when we will assess how well the treatment has lasted and top up as required.

While we are yet to treat more dermatitis patients with polynucleotides, it appears to be a feasible option moving forward. It would be interesting to read specific research on this treatment approach when more data becomes available.

Before and after four treatments with Polynucleotides HPT®



BEFORE



AFTER

Article adapted from original published in *Aesthetics*, commissioned by the Journal of Regenerative Aesthetic Medicine team. Scan the QR Code to become a member of *Aesthetics* and receive the monthly journal.



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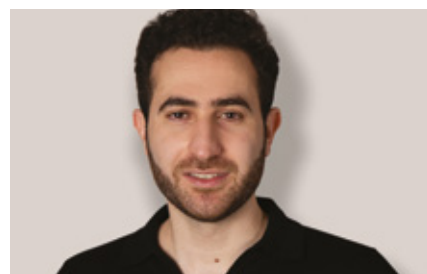
In Focus: Purasomes

■ Your guide to the innovative technology using exosomes and growth factors to reset cellular activity

Earlier this year, DermaFocus added an exciting new range to its product portfolio. Purasomes, manufactured by Dermoaroma in Italy, uses a unique patented technology known as AMPLEX Plus.

Driven by the ambition to discover safe, sustainable and natural skin and hair care solutions, the Dermoaroma research team spent nine years working with top European scientists to create this ground-breaking formula.

Each of the three products within the Purasomes range contains AMPLEX Plus – a patented technology that has been created using secretomes, which combines the action of 20 billion exosomes, 20 growth factors and other beneficial properties from ethically sourced bovine colostrum.



We caught up with DermaFocus executive director Milad Bemana to learn more...

Q. Why did you choose a product that uses growth factors and exosomes harvested from bovine colostrum?

Bovine colostrum has significant and well researched health benefits. It has the richest source of growth factors and a high content of antibodies,

antioxidants, cytokines, lactoferrin and lactoperoxidase, which all contribute to effective skin and hair regeneration.

Research suggests that bovine colostrum is the optimal substitute for human colostrum, while also containing less lactose and more proteins.

Q. How does Dermoaroma ensure the bovine colostrum used in AMPLEX Plus is ethically sourced?

The bovine colostrum used in AMPLEX Plus comes from cattle bred in an Organic Certified family-run farm in Italy. The cattle are grass fed and the colostrum is harvested one to five hours after parturition to ensure it is of the best quality.

Before harvesting, significant steps are taken to ensure that no calves are deprived of colostrum that is needed to support their growth and development.

Q. How is AMPLEX Plus created?

Once the bovine colostrum is harvested, it is delivered and processed in specially equipped transport to the Dermoaroma production site within 24 to 48 hours.

When it arrives, the bovine colostrum is purified so only the most potent biologically active elements are utilised. Using a centrifuge, exosomes and growth factors are isolated, allowing impurities such as fat, dead cells and debris to be discarded.

The exosomes and growth factors then go through a reliable dehydrating process, which allows them to be stored at room temperature without comprising their integrity. The end product is a 5ml vial containing 200mg of 20 billion exosomes and 20 of the most potent growth factors ready for use.

Q. How are Purasomes administered?

Purasomes are delivered to the dermis via microneedling. A series of three to five treatments every four weeks is recommended for Purasomes NC150+

Skin Nutri Complex and Purasomes SGC100+ Skin Glow Complex, while the number of sessions for Purasomes HSC50+ Hair & Scalp Complex depends on individual patient requirements.

Q. Can Purasomes be used alongside other products?

As well as being a reliable standalone treatment, Purasomes work as excellent skin primers for energy-based treatments, while also aiding skin recovery if used afterwards. They can also be used alongside Polynucleotides HPT® to fully optimise results.

Q. How safe are Purasomes?

Thanks to the swift harvesting process and meticulous purification system, the AMPLEX Plus technology used in Purasomes has been found to be completely safe and non-toxic.

It contains no artificial components, does not have a risk of transmitting infections and no ethical concerns with its use have been identified.

As lyophilised products, Purasomes can be easily transported and stored.

Q. Are Purasomes suitable for everyone?

Each of the products within the Purasomes range can be used on all skin types. We do not recommend using Purasomes on patients who are pregnant or breastfeeding. We would also recommend being cautious with patients suffering from autoimmune conditions.

As the colostrum used in the AMPLEX Plus is obtained from cattle, Purasomes may be unsuitable for some Vegan patients. AMPLEX Plus is Halal and Kosher certified.

The products



Purasomes NC150+ Skin Nutri Complex

TARGET: tired and aged skin

Treatment with this product will:

- Stimulate fibroblasts to repair skin damage
- Increase skin density
- Protect skin from harmful free radicals
- Improve collagen and elastin production
- Moisturise skin and reduce water loss
- Promote formation of new blood vessels to accelerate skin recovery



Purasomes SGC100+ Skin Glow Complex

TARGET: dull, damaged and hyperpigmented skin

This impressive formula can:

- Reduce the appearance of scars and skin lesions
- Minimise pores
- Decrease age spots and post-inflammatory hyperpigmentation
- Improve overall skin tone
- Rebuild a flawless skin complexion
- Revitalise skin for radiance and vitality
- Enhance skin's brightness and luminosity



Purasomes HSC50+ Hair & Scalp Complex

TARGET: thin and damaged hair

Using Purasomes HSC50+ Hair & Scalp Complex will:

- Nourish and moisturise the scalp
- Remodel hair follicles' environment
- Reactivate and regulate hair growth cycle
- Restrict hair loss
- Thicken, strengthen and brighten lack lustre hair

To learn more about Purasomes scan the QR code!





Managing a Non-HPT Polynucleotide Complication

Aesthetic nurse prescriber Frances Turner Trail describes the case of a patient experiencing a severe adverse event and how Polynucleotides HPT® is now aiding her



As we know, the complete lack of regulation in the UK means just about anyone can pick up a syringe and start injecting. It's therefore unsurprising that we see so many complications.

Recent statistics released by the British College of Aesthetic Medicine (BCAM) reveal that its members corrected 3,547 complications resulting from procedures

carried out by other practitioners in the past year, with 60% of these being from beauticians.¹ In reality, with no official complication reporting requirements in place, the figures are probably much higher than this.

In my 16 years of practising, I have treated numerous complications caused by non-medics in non-clinical settings

with unknown and unsafe products. One of the most recent, which I highlight here today, is one of the most shocking.

Renata's story

My 34-year-old female patient Renata presented to me in May 2023. She had small, hard nodules under her eyes that looked and felt slightly bigger than

grains of rice. There was significant swelling in the area and Renata unfortunately looked very disfigured (*Image 1*).

She explained that she had originally sought treatment to help her look less tired. Having seen many successful treatments showcased on a local beauty therapist's Instagram page, Renata decided to find out more.

During the consultation, she was 'sold the dream', with the therapist explaining that she could rejuvenate Renata's periorbital area with a non-invasive polynucleotides' treatment. Renata went ahead with the procedure, which did not cause any immediate issues.

A few months later, however, Renata noticed the small nodules appearing. She returned to the beauty therapist who treated them across two sessions, spaced two weeks apart, with an unknown product.

This had no effect, with the nodules becoming worse, so Renata decided to seek help elsewhere. She did some research and recognised the importance of undergoing treatment with a qualified healthcare professional at a Healthcare Improvement Scotland (HIS) registered facility. Thankfully, she found me willing to help.

In my 16 years of practising, I have treated numerous complications caused by non-medics in non-clinical settings with unknown and unsafe products

My approach

Upon assessment I noted that the nodules were suspected foreign body granulomas – a non-allergic chronic inflammatory reaction mainly composed of multinucleated giant cells, which can occur after injection of various substances and, in aesthetic practice, is often seen as a delayed reaction to Hyaluronic Acid (HA) filler treatment.^{2,3}

Although the patient didn't know if she'd been injected with filler, the nodules, along with swelling that presented like oedema associated with HA injections, informed my first step – to treat with Hyalase and dissolve any potential filler in the area. There was an initial significant improvement but, on reflection, it was most likely due to the reduction of oedema to the peri-ocular area, and the nodules remained (*Image 2*).

I then discussed the case with Mr George Christopoulos – a plastic surgeon and aesthetic practitioner based in

London. Mr Christopoulos is also a lead trainer for DermaFocus, with extensive experience using polynucleotides and dermal fillers, so he was well placed to advise.

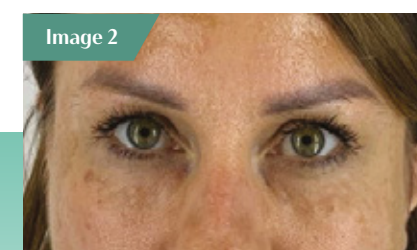
Together, we created a plan that involved injecting Adcortyl directly into the encapsulated nodules, which were adhered to tissue. Injections were once each month for three months, while we also prescribed oral Prednisolone for a week at each time of injection. Prednisone is a corticosteroid anti-inflammatory that works on the immune system to help relieve swelling, redness, itching, and allergic reactions (*Image 3*).⁴

Renata had a great response, with approximately 80% improvement which made her much more confident in her appearance.

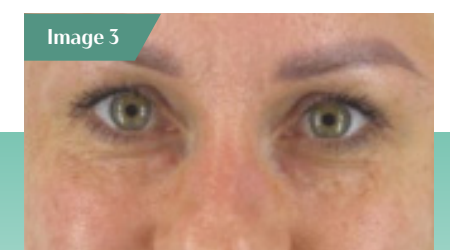
Unfortunately, six months after the treatment ended, the granulomas got worse (*Image 4*).



Presentation to me, May 2023



Post-Hyalase, June 2023



Pre-Adcortyl & Prednisone treatment, July 2023



Pre-op, February 2024



Post-op, May 2024



Six months post surgery

Surgical intervention and product identification

After consulting with Mr Christopoulos, along with consultant plastic surgeons Mr Taimur Shoaib and Mr Dalvi Humzah, we agreed that surgery was now the most appropriate course of action. Mr Shoaib, who is also based in Glasgow, performed a lower blepharoplasty to remove the product (*Images 7 and 8*).

We were shocked to discover that it was much bigger than we anticipated and what was visible on the ultrasound. The product was sent to the lab for histological analysis. (*Image 9*) where it was diagnosed as a granuloma.

In the meantime, Renata found out the name of the product that had been injected. With the help of pharmacist, independent prescriber and aesthetic practitioner Gillian Murray, who is a co-founder of the Complications in Medical Aesthetics Collaborative (CMAC), we found a Summary of Product Characteristics (SPC) and identified that this product is not suitable for injection into humans. It contains excipients that we suspect caused the adverse event.



Images pre surgery, during surgery, and product upon removal.

Recovery with Polynucleotides HPT®

Since surgery, I have treated Renata with botulinum toxin and one session of DermaPen microneedling to improve the appearance of scarring. I have also recently begun treating Renata with Plinest® to aid healing and improve her skin quality after this traumatic complication. Plinest® is formulated with Polynucleotides HPT® – a patented technology that is ethically obtained

and manufactured through a stringent purification process, ensuring there are no excipients included that could cause calm.

She is undergoing a course of three Plinest® treatments, each spaced three weeks apart, s per the recommended protocol. So far, both Renata and I are delighted with the improvement. I am looking forward to sharing the final results with you when treatment is completed.

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The silver linings

In my opinion, there are two positives to take away from this case. First, it is fantastic to see the effectiveness of a clinically safe treatment, reminding us of the importance of careful product selection and appropriate administration.

Second, despite Renata's difficult experiences, she has gone on to share her story in the press and in Scottish Parliament. Earlier this year, I accompanied her to a roundtable meeting with the Scottish health minister and six MSPs who listened to our concerns with the lack of regulation and agreed to make changes.

At the beginning of October, I was delighted to learn that Scottish Parliament has pledged to complete a consultation on new regulations by Christmas, with implementation planned by April 2026.⁵

It is only through speaking up and ensuring our voices are heard that changes happen. Thank you so much to Renata for her bravery.

Frances Turner Traill RGN, RMN, MA Hons, NIP, BSc, PG Cert has more than 30 years' experience as a nurse and is the founder of FTT Skin Clinics in Hamilton and Inverness. She founded the British Association of Cosmetic Nurses in Scotland and actively represents aesthetic nurses at Scottish Government level. Frances continuously sustains advanced aesthetics training from leading international experts who are at the forefront of modern medical aesthetics.

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Friday and Saturday will have talks across a range of topics from anatomy, skin of colour, and ZO Skin Health, to the menopausal aesthetic patient, holistic aesthetics and microneedling. While Sunday's Masterclass will be a wholesale review of regenerative medicine.

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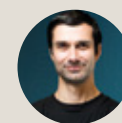


Speaker highlights include...



Dr Zein Obagi

For more than 35 years, Dr Zein Obagi has pioneered advanced skincare solutions based on his philosophy of creating healthy skin as opposed to merely treating disease and damage. His visionary approach has earned him an international reputation as a leading authority on skin health and rejuvenation.



Prof Sebastian Cotofana

Professor Sebastian Cotofana is recognised globally as the world's leading anatomist in the field of facial aesthetics. With extensive research and expertise, he is a sought-after speaker and influencer in aesthetic research worldwide.



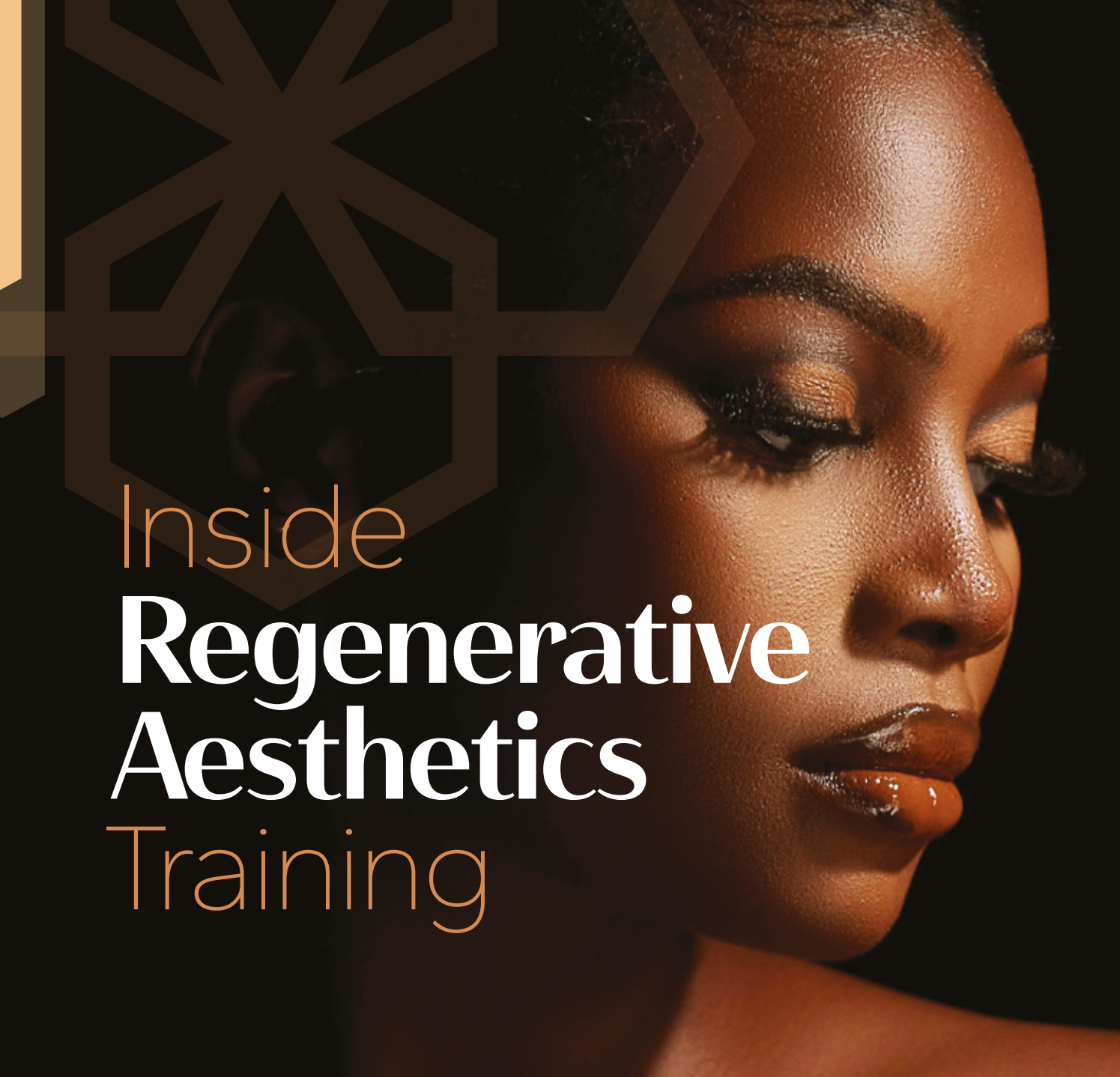
Prof Mukta Sachdev

Professor Mukta Sachdev is a Consultant Dermatologist and Head of the Department of Dermatology in Manipal Hospital, Bangalore, India. She also runs a private boutique dermatology office practice in Bangalore. Dr Mukta Sachdev is regarded as one of the global experts in skin of colour.



Dr Lauren Jamieson

Dr Jamieson is one of Scotland's most established Cosmetic Doctors. She achieved her medical degree from The University of Glasgow in 2005 and worked in a number of specialities including cardio-thoracic surgery and anaesthetics before moving into aesthetics.



Inside Regenerative Aesthetics Training

Meet the team and discover what you can expect on one of our expert-led courses

Here at DermaFocus, our ethos is based on four pillars: Innovation, Safety, People and Education. These cornerstones frame everything we do, ensuring we always deliver exceptional results for you and your patients.

We are passionate about exploring new technologies, techniques and products, dedicated to ensuring safe results, conduct ourselves with the

utmost integrity, honesty and ethical practices, and are committed to providing comprehensive evidence-based and CPD-certified education to empower practitioners.

To enable this, we run more than one hundred courses each year designed to suit every level of experience. Here we share some snippets of what you can expect when you join one!

The Trainers

Leading our training are a selected panel of expert doctors, dentists and nurses based across the UK. Each has deep experience with regenerative aesthetics, alongside excellent technical knowledge and teaching accreditations. We run courses in across the UK and Ireland to minimise travel, while doing our part to help reduce the carbon emissions associated with excessive travel.



Dr Raquel Amado
(London, Kent)



Dr Yusra Al-Mukhtar



Sharon Bennett RGN INP



Mr George Christopoulos
(lead trainer, London)



Amanda Demosthenous
RGN INP (Edinburgh)



Dr Bibi Maryam Ghalaei
(London)



Dr Xavier Goodarzian
(Multiple across UK)



Dr Ryan Hamdy
(Hale, Chester)



Caroline Hall RGN INP
(Leeds)



Kerry Hanaphy RGN
(Dublin)



Dr Steven Land
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Dr Stephanie Martens
Damalis (London)



Dr Olivia McCabe-
Robinson (Hale)



Dr Antonis Petrou-
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Webinars, training and support...

Webinars

Monthly CPD-certified webinars are available if you want to learn more about a specific product or technique. There are sessions for those who are new to regenerative aesthetics, as well as more advanced webinars, which are great if you're looking to add another product or approach to your treatment portfolio.

Standard training

Designed to introduce you to regenerative medicine and aesthetics, standard training courses cover:

- Key properties and characteristics of products
- Science behind how they work
- Treatment methods and protocols
- Precision and consistency in application
- Enhancing patient outcomes
- Connecting theoretical understanding with practical implementation
- Demonstrating proficiency with hands-on teaching and experience
- Marketing support and guidance on how to successfully launch polynucleotides in clinic

Advanced training

Created for those who already have experience with our

regenerative products, but are looking to advance their skills. You will learn:

- Reminder on the science of polynucleotides therapies
- Combination treatments
- Broader indications including treating acne scars, hair loss, hands and body
- Tailoring treatments to specific indications
- Protocol refinement
- Advanced injection technique with needle and cannula

Masterclasses

Providing in-depth insights and advanced techniques for scalp, periorbital and intimate treatments. These exclusive sessions are led by an expert in their field, who will guide you to enhance your skills and understanding.

Exosome and Microneedling Training

This program is designed to provide you with a thorough understanding of exosome and secretome science, and microneedling techniques and their applications. The course combines theoretical education with hands-

on experience, equipping you with the skills to use exosome and microneedling treatments effectively.

Ongoing support

The learning doesn't stop after completing a DermaFocus training course. We highly value continued education, which is why we assign you to one of our fabulous Clinic Success Partners who will support you on journey with our regenerative treatments.

They can assist you with everything, including launching products, introducing new protocols, treating planning, educational events and supporting you with any challenges that you may face.

You will also have access to Google Drives with plenty of valuable assets and information, such as clinical studies, protocol booklets, webinar recordings, injection technique advice, consent forms, social media graphics, clinic posters and website content.

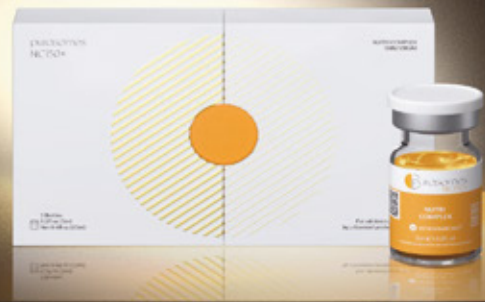
There'll be opportunities to attend training refreshers, advanced workshops, masterclasses and our annual events: RAMCE and The Northern Regenerative Aesthetics Summit.

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Hair & Scalp Complex purasomes HSC50+

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resets hair bulb's epigenetics, recharges follicles
and restores hair growth synchrony.

20 BILLION EXOSOMES. 20 GROWTH FACTORS
Ethically sourced from organic bovine colostrum



Manufactured by Dermoaroma Italy.
Purasomes products are not medical device and are not intended to be injected. Please refer to the I.F.U for face, scalp and body.



Regenerating Hair with Polynucleotides and Exosomes



Dr Xavier Goodarzian details key considerations for adding hair loss treatments to your product portfolio

Hair loss is a common and widespread concern. Statistics suggest that more than 15.4 million in the UK are experiencing hair loss, with approximately 8 million being men and 6.5 million being women.¹

For many, losing their hair can be extremely distressing. Both men and women have reported feeling self-conscious or stressed about their appearance, which can lead to anxiety, depression and social withdrawal.¹

While hair transplant surgery can provide a solution, many people are not interested, regarding it as too invasive and/or expensive. Being able to offer an evidence-based non-surgical alternative, which is affordable while effective, can benefit both your patients and your business.

I have really valued the addition of regenerative approaches in my clinic, so am keen to spread the word.

The occurrence of hair loss

The most typical hair concern that people present with is androgenic alopecia, also known as male or female pattern baldness. Research suggests that this impacts approximately 30-50% of men by the time they're 50, while 40% of women are also affected by age 50.¹

Alopecia areata is another cause, affecting one in 500 people in the UK. It presents as patchy hair loss and is

regarded as an autoimmune condition. Temporary hair loss, known as telogen effluvium, can also occur, triggered by various factors that include stress, hormonal changes, cancer treatment, nutritional deficiencies, sudden weight loss, illness or major surgery.¹

In my experience, I tend to treat more men, but I have noticed a steady rise in women seeking treatment as they're becoming more aware of regenerative procedures that can help.

The role of regenerative treatments

The best way to stop hair loss is to strengthen the hair follicles and, if possible, create new ones. To do this, we need to improve the scalp quality through hair follicle regeneration.

Both Plinest® Hair and Purasomes HSC50+ Hair & Scalp Complex are clinically proven to do this successfully.

Plinest® Hair

Plinest® Hair uses patented Polynucleotides HPT® technology, developed by renowned Italian manufacturer Mastelli. Polynucleotides HPT® promotes a trophic and stimulating action on existing fibroblasts, increases collagen synthesis and the viability/number of fibroblasts, and promotes hydration² and scavenging.³ In one study

of 20 women aged 25-65 with hormonal hair loss, PLINEST® Hair was found to:⁴

- Improve hair appearance in 72% of patients
- Reduce amount of hair lost via pull test and wash test
- Increase hair count in anagen phase and reduce in telogen

Additionally, videodermoscopy determined that there were 105 hairs/cm² pre-treatment and 118 hairs/cm² after.⁴ It's useful to note that Plinest® Hair can also be used on the scalp and eyebrows.

Purasomes HSC50+ Hair & Scalp Complex

Purasomes HSC50+ Hair & Scalp Complex uses AMPLEX Plus technology, created by another renowned Italian manufacturer, Dermoaroma. This patented formula contains 20 billion exosomes and 20 growth factors, ethically harvested from bovine colostrum. To create the Hair & Scalp Complex, 25mg of high molecular weight hyaluronic acid (1100-1400kDA), 25mg of low molecular weight hyaluronic acid (80-100kDA), eight vitamins and seven peptides are also used.⁵

Clinical research into Purasomes HSC50+ Hair & Scalp Complex has also found excellent results. Studies have shown:⁵

- 177% increase in proliferation index in 48 hours
- 115% increase in IGF1 production in 24 hours
- 500% increase in miRNA-31 expression

The first ever Polynucleotides-based registered injectable



Over **15 years** of data
on **Plinest's efficacy**
and **safety**



 **Mastelli**
At the origin of regeneration

Official distributor in UK & Ireland
 **DermaFocus**
REGENERATIVE AESTHETICS

- 36% reduction in scalp redness after 4 weeks
 - 25% reduction in TEWL after 4 weeks
- The regeneration achieved with both products will regulate the hair growth cycle, allowing stronger and thicker hair to grow through on a healthy and hydrated scalp. No adverse events have been reported with either product.

Treatment protocols

To achieve the best results, Plinest® Hair should be administered via intradermal injections with a microdroplet technique (0.02ml for each) every 7 or 14 days for a total of 4 sessions. This should be followed by 1 session every 21 days for 4 sessions.

Purasomes HSC50+ Hair & Scalp Complex is delivered to the scalp via microneedling. The frequency of treatments should depend on individual patient requirements.

To really maximise outcome and further stimulate hair growth, combining both products is worthwhile. A 120-day protocol is recommended:

- **Day 1:** apply Purasomes HSC50+ Hair & Scalp Complex
- **Day 20:** conduct a Plinest® treatment on the scalp to further stimulate production of new hair follicles
- **Day 40:** apply Purasomes HSC50+ Hair & Scalp Complex
- **Day 60:** conduct a second Plinest® treatment
- **Day 80:** apply Purasomes HSC50+ Hair & Scalp Complex
- **Day 100:** conduct a third Plinest® treatment
- **Day 120:** apply Purasomes HSC50+ Hair & Scalp Complex

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Impressive results



Before and after three sessions of Purasomes HSC50+ Hair & Scalp Complex.
Images courtesy of Dr Raquel Amado.

While administration of Plinest® Hair can sting, patients generally tolerate it well without topical anaesthesia, as it doesn't take very long.

It's important to manage patient expectations regarding the results' timeline, as it will take at least a couple of months to notice a difference. When hair follicles start to regenerate, hair will grow through thicker, stronger and brighter, making a huge difference to patients' self-esteem and confidence. Both treatments can be used alongside hair transplants to enhance results.

For those considering adding Plinest® Hair or Purasomes HSC50+ Hair & Scalp Complex to their clinic, I'd urge you to come to training beforehand. While both products are relatively straightforward to use, alongside administration technique, we cover understanding hair loss, anatomy, physiology, conducting an effective and appropriate consultation, investigations to identify types of hair loss, scalp and hair assessment, and how to combine treatments with other technologies.

I believe we're just at the beginning of what regenerative medicine can do for both hair and skin. In the next 5 to 10 years, I expect we're going to have even more exciting products that will change the course of how we practise aesthetics. I look forward to learning more!

Dr Xavier Goodarzia graduated with an Honours Degree in medicine at the internationally renowned University of Louvain, Belgium in 2000. His training, which included a number of hospital dermatology posts, was completed in the UK and he qualified as a GP, with special interest in dermatology. He graduated from Queen Mary College, University of London with a Post-Graduate Diploma in Clinical Dermatology and has a post-graduate degree in Cosmetic Medicine from Leicester University. Dr Goodarzia is a Member of the British College of Aesthetic Medicine (BCAM) and the Royal College of General Practitioners (MRCGP).

The Benefits of Combination Approaches



has meant we've been able to quantify these results too.

Nurse prescriber Amanda Demosthenous details how she blends polynucleotides with energy-based treatments for ultimate patient satisfaction

We all want the same for our patients – safe treatments and outstanding results. Investing in reputable brands, careful patient selection and skilled techniques can help us achieve this but, in my opinion, we must not limit ourselves to one treatment approach per patient. Instead, we should make the most of the many tools now at our disposal and determine how they can be used in harmony with one another.

Clinical research has found that Polynucleotides HPT® makes skin more

receptive to laser, radiofrequency, fillers, chemical peels, microneedling and surgery,¹ so, in my clinic, it made sense for us to try this for ourselves. I'm pleased to say that since introducing Polynucleotides HPT® (Plinest®) to our energy-based treatments, we have seen a notable reduction in inflammation and significant improvements in skin quality. As well as our visual observations, using a 3D imaging and skin analysis system for our before and after photographs

Creating protocols

We have designed combination treatment protocols that work on the basis of exfoliation, treatment and enhancement. So, for example, for someone with rosacea, we may first use a mild chemical peel to exfoliate the skin, then treat the condition with laser, before dampening down the inflammatory response and boosting the result with Polynucleotides HPT®.

Some patients may be apprehensive about increased discomfort if they undergo multiple treatments in one session. To ease this, I will of course use anaesthetic when appropriate and choose a cannula to administer Polynucleotides HPT®.

So far, we have created protocols for the most common inflammatory conditions that patients present with. These include rosacea, acne, acne scarring, hyperpigmentation and general ageing. Thanks to Polynucleotides HPT®'s ability to calm senescent cells that influence inflammation, they have been a perfect addition to energy-based treatments. Of course, we may make slight adjustments to these based on individual patient requirements, but having an established method has had multiple benefits.

Packaging treatments

The most significant benefit has been the fact that our combination protocols have enabled us to introduce 'Regenerative Medicine' packages. As well as creating a new revenue stream, it helps give focus to our unique approach, allowing us to demonstrate success stories to new patients and portray our expertise in regenerative aesthetics.

An example package combines Polynucleotides HPT® with radiofrequency (RF) microneedling. Priced at £2,000 for three Polynucleotides HPT®

and three RF microneedling treatments, it is only £500 more than RF microneedling would be on its own (our high markup on the RF allows for the cheaper Polynucleotides HPT® rate), but provides much better results. By performing the two treatments in one session, it means patients only have to visit us three times rather six (if they were to eventually decide to do the treatments separately), so is saving them their valuable time, as well as money.

New concepts, new patients

Since introducing our regenerative treatment packages, we've seen increased demand as patients share their experiences with friends and family. Testimonials attest to patients' improvement in skin quality, while the general awareness and attraction of regenerative aesthetics has led to growing interest in what we can offer.

We will continue to build on these opportunities through training in new regenerative treatments and approaches. By the end of the year, we will have completed training for Plinest® Hair and Purasomes® (the new exosomes and

growth factors range from DermaFocus), so look forward to implementing new protocols with these in future.

I'd urge everyone to consider taking this holistic approach to their treatment offerings. By only offering one service, you may be limiting the outcomes that can be achieved, as well as impacting the potential success of your business. Don't be afraid to try new combinations and be confident in sharing your experience with others – the more we learn, the happier and more satisfied our patients will be.

Amanda Demosthenous is an NMC-registered independent nurse prescriber, aesthetic injector and trainer with over 10 years' experience in the field of aesthetics and skin rejuvenation. She began her career as cardio thoracic intensive care nurse and worked as the clinical nurse specialist at the Harley Street Clinic in London. She is a regional leader for the British Association of Medical Aesthetic Nurses and faculty member for DermaFocus. Amanda is a co-owner of The Mayfield Clinic in Edinburgh and is currently completing an MBA at the University of Edinburgh.

Since introducing our regenerative treatment packages, we've seen increased demand as patients share their experiences with friends and family



Before and seven months after treatment with Plinest®, radiofrequency, lasers, injectable skin booster and botulinum toxin



Before and four months after treatment with Plinest® and radiofrequency

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Exosomes in Action



Dr Muqaddas Sha shares a case study of combining Purasomes and NeoGen plasma to tackle multiple skin concerns

Although I was familiar with exosomes, I hadn't really explored their use in detail until hearing Dr Anoob Pakkar-Hull speak about them at the Northern Regenerative Medicine Summit in July. His talk inspired me to try introducing them to a patient who had ongoing concerns with her skin quality, which other treatments simply weren't helping.

A patient in need

My patient was a 35-year-old female who was suffering with acne, acne scarring, post-inflammatory hyperpigmentation (PIH) and post-inflammatory erythema (PIE). Her skin's appearance was significantly affecting her confidence and self-esteem, which was consequently impacting her social life.

While a chemical peel performed in June 2024 did manage to reduce most of her acne, her skin texture was still poor

and her PIH had worsened.

Creating a treatment plan

Having previously tried laser and microneedling to no effect, my patient was keen to try something new. Having used NeoGen plasma therapy in my clinic for some time and seeing positive results, we agreed to give it a try.

By generating plasma from nitrogen gas, NeoGen creates a controlled thermal energy that is precisely delivered to the target area. This energy creates controlled damage, which stimulates the production of collagen to rejuvenate aged and damaged skin.¹

My patient had already completed two sessions by the time I heard Dr Pakkar-Hull's presentation on Purasomes. While hyperpigmentation did worsen for about a month, this was expected, and I had communicated to my patient that things

may get worse before they get better. Her skin did start to see improvement with the NeoGen alone, but there was still a way to go. I therefore decided to try adding the Purasomes SGC100+ Skin Glow Complex, as it's specifically designed to target dull, damaged and hyperpigmented skin.²

Clinically proven to significantly reduce melanophilin production, Purasomes SGC100+ Skin Glow Complex uses patented AMPLEX Plus technology to decrease the formation of pigmentation, revitalise skin for radiance and vitality, reduce free radicals and create a long-lasting protective barrier against sun radiation. It has also been found to minimise pores and reduce the appearance of scarring.²

AMPLEX Plus technology contains 20 billion exosomes and 20 growth factors, ethically harvested from bovine colostrum. Additional active ingredients are added



| *The Purasomes range has been a fantastic addition to my practice, significantly improving results of other treatments when used in combination.*

to each product to address the specific indications they're designed for. In the case of Purasomes SGC100+ Skin Glow Complex, this includes 50mg of high molecular weight hyaluronic acid (1100-1400kDA), 55mg of low molecular weight hyaluronic acid (80-100kDA), plant-derived seed stem cells, antioxidants and peptides.²

The combination effect

After taking a full medical history and determining patient suitability, treatment commenced on July 23rd. To ease discomfort, my patient was numbed for 30 minutes prior to the procedure before her skin was disinfected and we were ready to go!

Instead of treating the whole face, with agreement from my patient, we embarked on a little experiment. I did two passes of NeoGen at 1J over the entire face, followed by 1ml of Purasomes SGC100+ Skin Glow Complex (administered via microneedling at a depth of 0.5-1mm) to her right side and applying only Aquaphor (an over-the-counter soothing balm) to her left.

I did not tell the patient which side had been treated with Purasomes, and asked her to provide ratings for the following parameters for each side over five days:

- Pain
- Redness
- Tightness
- Peeling
- Comfort

On August 13th, my patient came back into clinic for follow-up. She confirmed that she had notably better results to the right side of her face (the Purasomes SGC100+ Skin Glow Complex treated side), highlighting that it was less red, peeled quickly and healed quickly. Findings from the skin analysis with my Observ 520x device validated these outcomes.

Purasomes in isolation

The patient came back to clinic on August 23rd for her second treatment. This time



| Before and after right side treated with NeoGen and Purasomes SGC100+ Skin Glow Complex



| Before and after left side treated with NeoGen and Aquaphor

I did not use NeoGen as she had now completed her planned course of three. It would've been expensive for her to add more, and I wanted to observe the difference Purasomes would make alone.

After numbing and disinfecting, 3ml of Purasomes SGC100+ Skin Glow Complex (1.5ml either side) was microneedled into the skin at a depth of 0.5-1mm. There was significant improvement in hyperpigmentation, redness, acne scarring and skin texture, which both my patient and I were delighted with.

She said, "I had been to another clinic with the same concerns, but didn't get results and felt like I was treated as a number rather than a person. I appreciated how Dr Sha explained everything to me in detail and gave me continuous advice on how to take care of my skin after leaving clinic. While hyperpigmentation did worsen for a little while, Dr Sha had already told me to expect this, so I was prepared. There was nothing negative about the treatment - there was no pain, and I saw great results after a couple of months. I have already recommended it to my friends and family!"

Ongoing review

So far, the results have continued to improve my patient's skin quality, keeping

the PIH and PIE at bay, while the acne has not returned. She follows a home skincare routine which includes Neauvia Ceramide Shield cream to further aid improvement. My patient is booked in for a six-month review and possible maintenance session, where we will determine an appropriate treatment protocol to tackle any changes.

The Purasomes range has been a fantastic addition to my practice, significantly improving results of other treatments when used in combination. The procedure is easy and quick to carry out, while enabling me to markup my treatment plans and enhance patient satisfaction.

Dr Muqaddas Sha is a GP and medical director of Dr M. Sha Wellness and Aesthetics Clinic in Staffordshire. In addition to regenerative approaches with exosomes, Dr Sha offers a range of non-surgical treatments, including anti-wrinkle, facial harmonisation, hair loss solutions, collagen-boosting treatments, and skin resurfacing.

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I Intimate health as long been a taboo subject, with many women feeling like they can't talk openly about their concerns.

Regenerating the Intimate Area



Consultant gynaecologist Miss Smita Sinha shares guidance on introducing NewGyn® to your clinic

Intimate health as long been a taboo subject, with many women feeling like they can't talk openly about their concerns. Research conducted by the Department for Health and Social Care in 2021 reports that 4 in 5 women believed they were not listened to by healthcare professionals, while less than 1 in 10 said

they did not have enough information about gynaecological conditions.¹

Thankfully, increased media coverage of women's health concerns over the past few years has meant we've started to see a change. Women are more actively seeking information regarding their intimate wellness and are becoming

increasingly knowledgeable about the options available to them.

This has been complemented by the introduction of regenerative procedures in the UK, providing healthcare professionals with additional non-invasive treatment options.

One such treatment I've had success

with is NewGyn®. Created using the patented Polynucleotides HPT® technology, this product can address multiple intimate concerns.

Intimate indications and assessment

I treat women at all stages of life. Mainly, their concerns have been brought on as a result of pregnancy, childbirth, fertility, menopause, surgery or cancers. Symptoms are variable but generally include itching, soreness, burning, difficulty or pain with intercourse, skin splitting or tearing, and changes to vaginal discharge.

Before offering any treatment, I'll carry out a full medical history and assessment. It's important to be aware that many gynaecological symptoms and conditions overlap one another, so we must take care to examine the area appropriately and provide an accurate diagnosis.

I'll then advise on what patients could do at home to help. For example, this may be using emollients or oestrogen creams to help repair the skin barrier and aid hydration. Equally important is highlighting what not to do, as many women will be using soaps and other substances unnecessarily.

Introducing polynucleotides

As we know, Polynucleotides HPT® is a highly purified formula derived from DNA fragments and clinically proven to regenerate fibroblasts.²

In each 2ml syringe, NewGyn® uses 20mg of this technology, alongside 20mg of non-crosslinked hyaluronic acid, to regenerate damaged and degraded vulval and vaginal tissue. It's able to increase collagen and enhance the extracellular matrix, enabling skin to repair itself.²

A study examining the effectiveness

of NewGyn® in 47 menopausal women suffering from intimate concerns, found that they had rapid improvement in symptoms after just two sessions. After five sessions, statistics indicate vaginal dryness had decreased by 59%, irritation by 54%, dyspareunia by 59%, itching by 76%, and pain and tingling by 70%.²

Treatment is quick - usually between five and 10 minutes - and well tolerated

by patients. Like all injectable procedures, redness and swelling can occur but these can be managed with an ice pack if necessary. As we're administering multiple small injections into the vulva, I will numb the area to make it as comfortable as possible for patients.

For optimal results, five treatments are recommended, spaced two to three weeks apart.

I Having options to support women's health will always be an excellent addition to any practice

Enhancing women's wellbeing

It's fantastic that women no longer have to put up with uncomfortable and sometimes debilitating intimate concerns. I've found NewGyn® to be a simple solution that offers long term support to my patients. It's also a great alternative for women who don't want to have to rely on daily application of creams, which can interfere with their day-to-day life.

Having options to support women's health will always be an excellent addition to any practice. If you're considering introducing treatments, I'd urge you to attend training and brush up your knowledge of the anatomy and physiology of the intimate area to ensure you offer safe treatments to patients. It's also important to make patients aware of options available to them, as many won't have the confidence to ask. Weave conversations about intimate wellbeing into your consultations, advertise your treatments, and aim to normalise them as much as possible.

In the future, as awareness builds, I expect that regenerative procedures like this will become part of our preventative treatment packages, helping to minimise suffering and enhance many women's intimate health.

Miss Smita Sinha is a consultant gynaecologist providing holistic care for women experiencing peri and menopausal concerns or those with benign vulval conditions. In 2018, Miss Sinha was appointed as a Consultant Obstetrician & Gynaecologist at Musgrove Park Hospital in Somerset. After stepping away from the NHS in 2023 she founded Serenity Women's Clinic, where she offers a selection of facial aesthetic and intimate wellbeing services, as well as offering an intimate wellness services from Self London. Miss Sinha is trainer for NewGyn on behalf of DermaFocus.

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Recent advancements in regenerative aesthetic medicine have highlighted the potential of exosomes

Exosomes as a Key Regulator of Hyperpigmentation



Independent nurse prescriber Kate Monteith-Ross explores the impact of Purasomes on melanocyte function and skin colouration in three case studies

Pigmentation disorders, such as age spots, melasma and post-inflammatory hyperpigmentation, present significant therapeutic challenges due to their chronic nature and tendency for recurrence. Recent advancements in regenerative aesthetic medicine have highlighted the potential of exosomes, nanosized vesicles secreted by cells,

as a novel treatment modality for pigmentation disorders. Exosomes are rich in bioactive molecules, including growth factors, which can modulate melanogenesis by regulating melanin synthesis pathways, reducing inflammation, and promoting skin regeneration.¹

Clinical studies and preclinical research suggest that exosome treatments are

effective in reducing hyperpigmentation, with fewer side effects compared to conventional treatments like chemical peels or laser therapy.²⁻⁹ The targeted delivery and regenerative potential of exosomes offer a promising alternative for patients seeking minimally invasive solutions for pigmentation disorders. I have explored this in small-scale research involving three patients at my clinic.

Product selection

All three patients underwent three treatments three weeks apart using Purasomes SGC100+ Skin Glow Complex. This product is one of three within the Purasomes range, which each utilise AMPLEX Plus – a patented technology created using secretomes, which combines the action of 20 billion exosomes, 20 growth factors and other beneficial properties from the 250+ bioactive elements found in ethically sourced bovine colostrum.

The other products are Purasomes NCI50+ Skin Nutri Complex for mature, dry, distressed and damaged skin, and Purasomes HSC50+ Hair & Scalp Complex, for thin and damaged hair.

Out of the two skin products, the Purasomes SGC100+ Skin Glow Complex was selected as it contains additional ingredients such as hyaluronic acid, plant-derived seed stem cells, antioxidants and peptides, which are specifically formulated to treat dull, damaged and hyperpigmented skin.

Clinical research has identified that Purasomes SGC100+ promotes cell turnover, accelerates blood vessel formation, facilitates skin healing and decreases inflammation. It has also been found to decrease hyperpigmentation, enhance skin's brightness and luminosity, improve overall tone, minimise pores and reduce the appearance of scars.³

Patient A

Presentation

This 50-year-old female patient presented with hyperpigmentation caused by sun damage across her face, but was mainly concerned with its appearance in the upper third as it could not be effectively covered with makeup. Patient A has previously tried laser, chemical peels and followed home skincare protocols but none have successfully managed the condition.

Treatment and results

Purasomes SGC100+ was administered to the full face through a microneedling procedure at a depth of 0.25mm. Improvements in pigmentation, fine lines and skin tightness were observed. The patient was advised to use CellDerma SPF daily and underwent Dermalux light therapy was used to maintain results.



Before and four weeks after the third treatment with Purasomes SGC100+ Skin Glow Complex

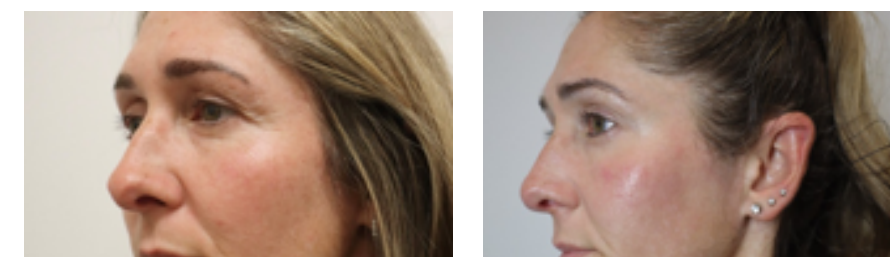
Patient B

Presentation

After many years of using sunbeds, 42-year-old Patient B had suffered with UV-induced hyperpigmentation for a long time. Although she had previously been treated with NeoGen plasma and chemical peels, neither had successfully addressed her concerns.

Treatment and results

Just like Patient A, Patient B's full face was treated with Purasomes SGC100+ administered at a depth of 0.25mm with microneedling. After six weeks, there was a significant reduction in dark spots, with her whole face looking more evenly toned. In particular, improvement was noted round the eyes, which appeared brighter, less tired and had less lateral canthal lines visible. Her skin was also noticeably tighter and the laxity had significantly improved.



Before and four weeks after the third treatment with Purasomes SGC100+ Skin Glow Complex

Patient C

Presentation

Like Patient B, 34-year-old Patient C has excessively used sunbeds which has led to sun-induced hyperpigmentation. In particular, she was concerned about its appearance above her lip and on her forehead. Patient C had not had any previous aesthetic treatments, nor did she follow any at-home skincare routine.

Treatment and results

Purasomes SGC100+ was administered at 0.25mm via microneedling to the full face. Results demonstrate improvement in Patient C's hyperpigmentation, with significant improvement to her forehead and upper lip. Her skin looked brighter and more rejuvenated.



Before and four weeks after the third treatment with Purasomes SGC100+ Skin Glow Complex



Before and four weeks after the third treatment with Purasomes SGC100+ Skin Glow Complex

Summary

In this case series, three patients underwent a total of three treatment sessions using Purasomes SGC100+ in combination with microneedling. Microneedling was intentionally performed at a shallow depth of 0.25 mm, primarily to enhance the absorption of the exosomes without causing significant dermal injury.

All patients demonstrated substantial improvements in hyperpigmentation after the three sessions. Notably, the treatment was well-tolerated with no reported side effects, downtime, or discomfort, underscoring the safety profile of the procedure.

In addition to the reduction in hyperpigmentation, all patients observed secondary improvements in overall skin quality, including reduced skin laxity and pore size. These results contributed to high levels of patient satisfaction with the treatment outcome.

For each patient, the next steps are to use the CellDerma Pigment Correct and undergo a series of Dermalux light therapy.

The research highlights the potential of exosome-based therapies as a safe and effective approach for both

hyperpigmentation correction and skin rejuvenation, even when combined with minimal-depth microneedling. Further studies with larger patient populations are warranted to confirm these findings and establish standardised treatment protocols.

Kate Monteith-Ross is an independent nurse prescriber and founder of The Clinic by La Ross. She studied her Bachelors at Salford University, progressed to complete a Post Graduate Degree in Education and now holds a Qualified Teacher Status with the Department of Education, and a Master's in Nursing. Kate is also a director of The Nurses Network, an organisation dedicated to supporting medical practitioners in their aesthetic practice.

She is also the Director of Urban Aesthetics Academy UK, and a regional associate trainer for Teoxane.

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Introducing Regenerative Treatments to Your Clinic



Rebecca Henry, Head of the DermaFocus Clinic Success Partner team, shares her expertise in making products sell

Throughout my years supporting clinics with product launches, sales and marketing, there are three key things I've learnt to be successful. These are:

1. It works: sounds obvious, but there are a lot of products claiming to be great but lacking sufficient clinical data. The product will ultimately flop when patient demand trails off as they're not getting the results they have been promised.

2. Patients want/need it: while the product may sound good to you, will it appeal to your demographic? I'll talk more later about assessing demand.

3. Patients know about it: just because you know it's great, you can't assume patients will too. You must commit to a multi-pronged marketing strategy if you want to see high level sales and a quick return on your investment.

Along with these, it's imperative that products have an excellent safety profile and you and your team undergo thorough training before use.

1. Do your research

When deciding which brand of product to offer to your patients, it is important to



review the evidence behind its claims. Ask the supplier for the clinical studies, and consider:

- **Scope:** how many studies they have and the range of indications they have treated
- **Sample size:** how many patients were treated, taking into account their age and sex and whether this is relevant to your patients
- **Blinded studies:** whether they have

conducted single or double-blinded research to reduce bias among patients and researchers

- **Randomisation:** if the product has been randomly assigned amongst patients in both control and treatment groups to allow for broad comparability
 - **Statistically significant results:** whereby the findings are regarded as 'not by chance', which is generally identified when there is a p-value of 5% or less
 - **Peer review:** whether there has been an independent assessment of the study
 - **Ethics:** the study adheres to ethical guidelines such as consent and safety
- As well as looking at the studies, it's also worthwhile reviewing anecdotal evidence. Most products will have key opinion

leaders (KOLs) supporting their use. These are usually experienced medical practitioners who have been hired by the company to trial and review the product. They may also train on behalf of the company at dedicated masterclasses, or lead sponsored educational talks at events. It's additionally important to seek the experiences of independent practitioners - those who are not paid or associated with the company behind the product, but still have fantastic things to say about it!

Attending both sponsored and non-sponsored educational sessions at events will give you a good insight into both clinical and anecdotal evidence, as practitioners will generally talk you through the science before sharing their own experiences with the products. Some will also perform a live demonstration;

For your new product or service to do well, it's important to get everyone excited!

another valuable learning tool as you can observe the product in action, understand the technique and see results first hand. Consider asking for additional before and after photographs, how many patients they have treated and what percentage have had successful results.

2. Assess demand

Even if a product is excellent in principle, it may not be right for your patients.

An obvious one is that if your main demographic is Black or Asian patients, then a product that is only suitable for Caucasian skin is not going to do well.

There may be other factors that determine whether a product is suitable for your clinic or not. To consider these, it is worth:

- Reviewing your current patients' purchasing behaviour to see what types of treatments and services are most popular
- Running surveys or polls through your email marketing and social media to determine their main interests, needs and desires
- Listening to patients' views through in-clinic conversations and feedback forms to assess unmet needs
- Researching whether the product or service is currently offered in your area - if it is available widely, are you able to compete? If it's not, is there a reason that may also apply to your clinic, or can you be the first to offer it?

Embracing a data-driven and customer-centric approach to market research is imperative to effectively assessing demand for a new product or treatment. Do this thoroughly and you'll learn whether it's worth your investment.

3. Market effectively Get everyone involved

For your new product or service to do well, it's important to get everyone excited! For you, doing this can grow your practice, staff get to learn a new skill and

patients get another results-driven option to choose from.

If you lead a team, you need to get them on board from the start of your journey. Ask their opinions on what they think the clinic needs, what the patients want and, importantly, what they want to learn about. If they're enthused about a new product or treatment, they will organically sell it to patients, friends and family through natural conversation. Involvement and engagement like this will also help towards staff retention!

When you're ready to start talking about your new product or service publicly, share the message everywhere!

Ask for support

A good supplier/distributor will have a team of staff that will support you with new product integration - sharing clinical studies, inviting you to educational events, offering excellent, ongoing training that you can access as and when you need it, sharing valuable marketing materials and continuing to provide advice and share ideas for success.

Heighten interest

Next, you want to tease potential patients as to what's to come. This can be done through word-of-mouth, as well as email and social campaigns. You could tell them what the new addition is going to treat without giving away what it is, show them a sneak peak of some product packaging, share some pictures or videos from your team training day and run a countdown to keep them engaged.

Use multiple platforms

When you're ready to start talking about your new product or service publicly, share the message everywhere! Put up in-clinic advertising, use all your social channels, send email campaigns to existing and past patients and share a press release with your local media outlets.

Talk facts

Consumers are savvier than ever and most can see through fluffy language, while being able to spot an edited picture a mile away. Be honest about what your new product or service involves, explain what results are expected and share clear and consistent before and after photographs. Tell people why you have invested in this product or service - you've read the studies and seen the results, so you know it's worthwhile!

Run special offers

Give discounts where necessary and within legal restrictions. This could help when creating a portfolio of patients happy to share their before and after pictures. It's great to do an introductory offer, but remember that by offering discounts that are too significant or frequent, you can undervalue yourself and the treatments. If possible, segment your data groups so you can run special offers at suitable times. For example, you may consider sending an offer to patients who haven't visited in over a year to attract them back to clinic. Remember to follow the guidance on what you can and can't do and say about injectables in the public domain.

Host an educational event

Giving people the opportunity to learn about a new product or service in a more relaxed environment compared to a consultation can really help with bookings. You could invite a company spokesperson in as your 'expert speaker', and ask a friend or member of staff to try the treatment and talk about their experience. To encourage people to show up, if suitable, you can consider offering free trials, special offers or gift bags.

A glass of bubbly and a slice of cake on arrival always goes down well too!

Continue the conversation

It is important to remember that marketing shouldn't be a one-off task - make a long-term content plan covering both email and social channels in which you continue to talk about your new product or service, so it keeps interest and demand high.

Be bold and embrace change

The aesthetics specialty is fast evolving, and patients' awareness of new products and services is significant. They know what they want and won't be afraid to switch clinics to get it. You must also ensure that you're adaptable to change and prepared to try offering new products and services if your current offering isn't bringing in the best results or income. As well as appealing to patients' wants and needs, it's vital that you invest your money in things that will actually work, and give sufficient time to develop a multi-pronged and long-term marketing strategies for ongoing success.

Rebecca Henry is a Head of the DermaFocus Clinic Success Partner team. She specialises in helping medical professionals integrate regenerative treatments into their clinic, providing ongoing sales and marketing support. Henry has a degree in business management and years of experience working within aesthetics, previously working with Teoxane and Med-Fx.

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