



ELASTIderm® Collection

2013 OMSS Learning Module

ELASTIderm Collection



Eye Cream and Gel



Eye Serum



Décolletage

ELASTIderm Collection

A leader in the physician dispensed eye treatment market



Rebuild the appearance of youthful eyes

ELASTIderm eye products work to help revitalize the skin around the eyes¹

ELASTIderm improves the feeling of elasticity and firmness¹

ELASTIderm helps achieve more resilient-looking skin ¹

ELASTIderm helps reduce the appearance of fine lines and wrinkles¹



¹ Miller TF, Batra RS, Ramirez J. Evaluation of the effect of a novel bi-mineral complex on photoexposed periorbital skin [poster]. OMP, Inc. Data on file.. Elastiderm Cream was the treatment product.

ELASTIderm Eye

Elastin: an essential protein synthesized by fibroblasts that form spiral filaments comparable to springs¹

- Helps skin maintain its normal physiological properties
- Makes up 2-4% of skin's dry weight¹
- Collagen makes up 70-80% of skin's dry weight¹
- Capable of lasting the entire human lifespan in photoprotected skin ¹

Clinically Proven Ingredients

Proprietary bi-mineral complex and malonic acid for tighter, smoother-looking skin ²

- Penetrating Therapeutics™ for optimal results ²

¹ Mahoney et al, *Experimental Dermatology*, 2008

² Miller et al, *Evaluation of the Effect of Novel Bi-Mineral Complex on Photoexposed Periorbital Skin*, Data on File, OMP, 2006

ELASTiderm Cream

ELASTiderm Eye Cream is a light, smooth cream clinically proven to help reduce the appearance of fine lines and wrinkles for firmer more resilient-looking skin around the eye area¹



Patients who choose the cream may:

- Have normal to dry skin
- Live in or frequent a cooler more arid climate
- Prefer the consistency of a cream

¹ Miller TF, Batra RS, Ramirez J. Evaluation of the effect of a novel bi-mineral complex on photoexposed periorbital skin [poster]. OMP, Inc. Data on file.

ELASTiderm Gel



ELASTiderm Eye Gel is a cool, refreshing gel to help reduce the appearance of fine lines and wrinkles and give the skin around the eyes a firmer, more resilient feel

Patients who choose the gel may:

- Have normal to oily skin
- Live in or frequent a tropical more humid climate
- Prefer the consistency of a gel

ELASTIderm Application

Should be applied after washing the face or after Toner application both AM & PM

Place a few dots all around the entire eye area and smooth in until thoroughly absorbed

Apply twice a day - morning and evening

Do not layer with Professional C Serums™

Obagi ELASTIderm Eye Cream/Gel is specially formulated for the delicate skin around the eyes

Safety Tests

Potential Side Effects

Tested:

- Non-comedogenic
- As a non-irritant and safe around the eyes
- Scored safe for use with patients who wear contacts

No side effects were seen in the clinical study¹

As with all products: simple redness, dryness, itching, tearing may occur

Pregnancy/Breast-feeding:

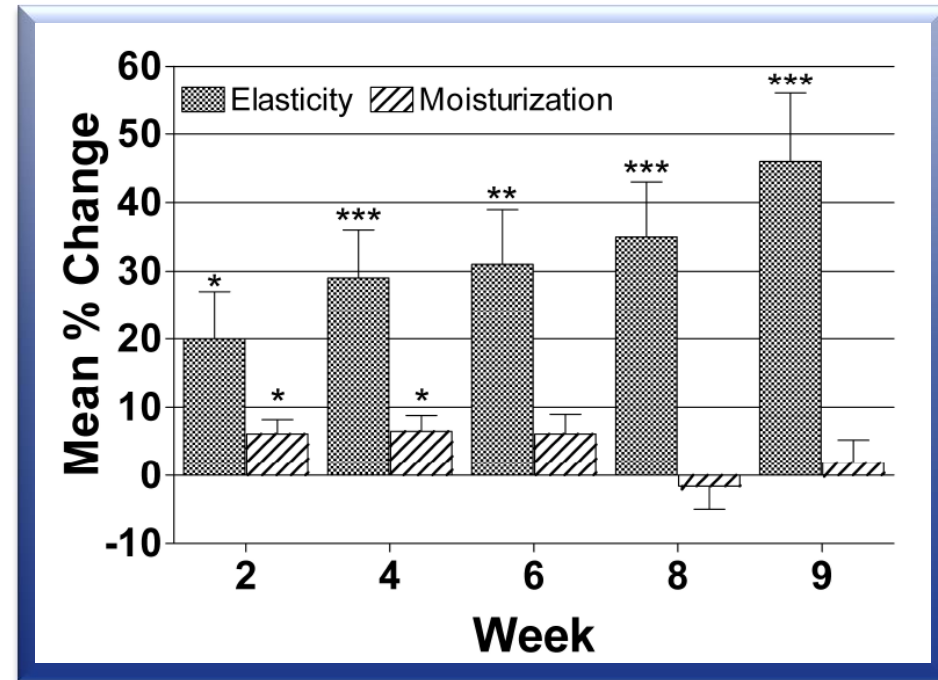
- It is a safe product to use; however, if your patients have any concerns, please have them consult with their OB/GYN

(1) Miller et al, *Evaluation of the Effect of Novel Bi-Mineral Complex on Photoexposed Periorbital Skin*, Data on File, OMP, 2006

ELASTIderm Enhances Skin Elasticity

Elasticity was measured using a Cutometer®* device

- The elasticity of the skin was evaluated in 33 subjects with moderate to deep periorcular lines. Patients were instructed to apply the complex twice daily.
- **46% increase** in functional elasticity after 9 weeks ¹
- **7% increase** in moisturization from baseline values at 4 weeks ¹



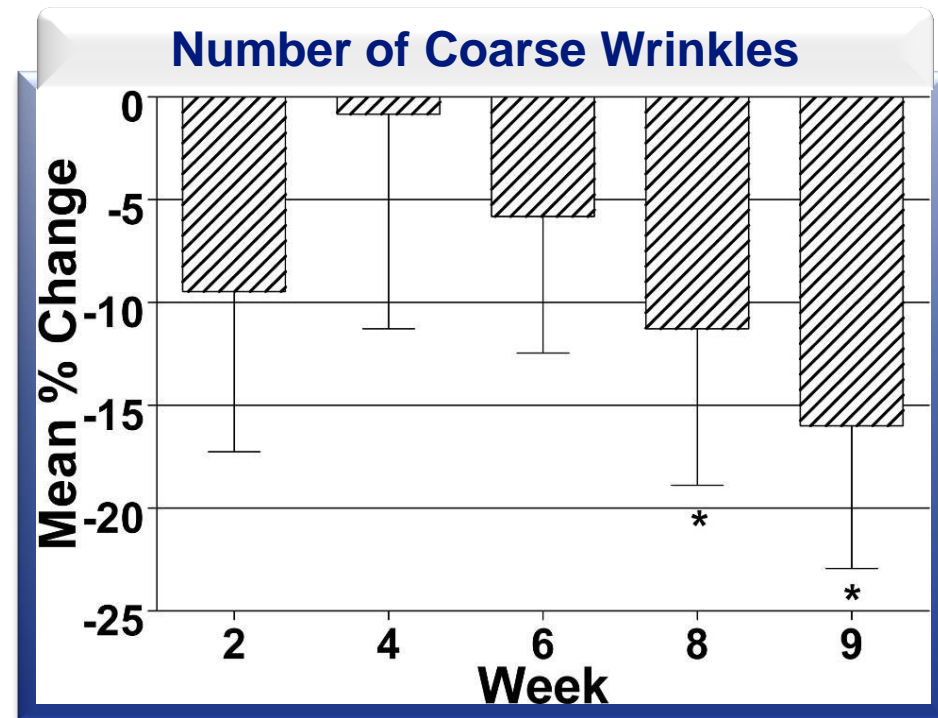
*Cutometer is a registered trademark of Courage +Khazaka Electronic, GmbH

¹ Miller et al, *Evaluation of the Effect of Novel Bi-Mineral Complex on Photoexposed Periorbital Skin*, Data on File, OMP, 2006

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ELASTIderm Reduces Number of Periorbital Rhytids (Wrinkles)

- Number of coarse wrinkles were measured via optical profilometry of silicone impressions of the outer lateral canthus
- 16% reduction in number of periocular wrinkles after 9 weeks



Number of coarse wrinkles significantly decreased at 9 weeks

¹ Miller et al, *Evaluation of the Effect of Novel Bi-Mineral Complex on Photoexposed Periorbital Skin*, Data on File, OMP, 2006

Patients Surveyed

Visible Improvements beginning at week 2 and continuing through week 8 ¹

At Week 9:

97% of patients considered the roughness/crepey texture of their per orbital skin to be barely or not noticeable ¹

88% of patients considered the laxity/looseness of their per orbital skin to be barely or not noticeable ¹

78% of patients considered the overall appearance of their per orbital skin to be excellent, very good, or good ¹



¹ Miller TF, Batra RS, Ramirez J Evaluation of the effect of a novel bi-mineral complex on photexposed periorbital skin[poster]. OMP, Inc. Data on file.

Photos have not been retouched. Results may vary. Elastiderm Cream was used.

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ELASTIderm Eye Before and After



Baseline



Baseline

56 Year-old Female

Photos have not been retouched. Results may vary. ELASTiderm Cream was the treatment product.

1 Miller TF, Batra RS, Ramirez J Evaluation of the effect of a novel bi-mineral complex on photexposed periorbital skin[poster]. OMP, Inc. Data on file

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ELASTIderm Eye Before and After



Baseline



After

60 Year-old Female

Photos have not been retouched. Results may vary. ELASTIderm Cream was the treatment product.

1 Miller TF, Batra RS, Ramirez J Evaluation of the effect of a novel bi-mineral complex on photexposed periorbital skin[poster]. OMP, Inc. Data on file

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ELASTIderm Eye Before and After



Baseline



Baseline

56 Year-old Female

Photos have not been retouched. Results may vary. ELASTiderm Cream was the treatment product.

1 Miller TF, Batra RS, Ramirez J Evaluation of the effect of a novel bi-mineral complex on photexposed periorbital skin[poster]. OMP, Inc. Data on file

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ELASTIderm Eye Before and After



Baseline



4 weeks

51 Year-old Female

Photos have not been retouched. Results may vary. ELASTiderm Cream was the treatment product.

1 Miller TF, Batra RS, Ramirez J Evaluation of the effect of a novel bi-mineral complex on photexposed periorbital skin[poster]. OMP, Inc. Data on file

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ELASTiderm Eye Serum



Refresh the appearance of the delicate skin around the eyes



ELASTIderm Eye Serum utilizes soothing, innovative rollerball technology

ELASTIderm Eye Serum helps reduce the appearance of under-eye puffiness

ELASTIderm Eye Serum helps tighten the look of the delicate skin around the eyes

ELASTIderm Eye Serum



Clinically proven ingredients:

- Proprietary bi-mineral complex and malonic acid for tighter, smoother-looking skin¹
- Caffeine to reduce the appearance of under-eye puffiness

¹ Miller TF, Batra RS, Ramirez J Evaluation of the effect of a novel bi-mineral complex on photexposed periorbital skin[poster]. OMP, Inc. Data on file

Consumer Data

Elastiderm Eye Serum provides real results



A majority of users¹:

- ***Preferred***- considered the Serum better or much better than the product they usually used
- ***Satisfied***-felt the Serum met or exceeded expectations
- ***Convinced***- will purchase the Serum in the future

1.Consumer panel results. OMP, Inc. Data on file.

ELASTiderm Eye Collection: 3-Cs



Condition:

- Lack of visible firmness and resilience in the skin around the eyes
- Appearance of fine lines and wrinkles



Concern:

- Eye-area fine lines and wrinkles
- Eye-area firmness and resilience
- Under-eye puffiness
- Overall younger looking eyes



Commitment:

- Twice-daily application around entire eye area

ELASTIderm Décolletage System



Who is the Elastiderm Décolletage Patient?

Mild to moderate hyperpigmentation /sun spots on the neck and chest

Fine lines and wrinkles on the neck and chest area

Tactile roughness on the neck and chest area

Facial skin and décolletage are aesthetically unbalanced

Revitalize the appearance of delicate skin

ELASTIderm Decolletage System is clinically proven to help improve the signs of skin aging on the neck and chest¹

ELASTIderm Decolletage improves hyperpigmentation and sun spots¹

ELASTIderm helps appearance of fine lines and wrinkles¹

ELASTIderm helps tactile roughness¹



¹ Leyden J, Investigator. A randomized investigator-blinded study to evaluate the tolerability and efficacy of the ELASTIderm® Wrinkle Reducing Lotion, Skin Lightening Complex and tretinoin 0.025% or tretinoin 0.05% in the treatment of photodamaged skin of the décolletage. 24-week analysis, 2007. OMP, Inc. Data on file.



Skin Lightening Complex



- Formulated with 4% hydroquinone to revitalize the appearance of the skin by reducing dark spots and freckles
- Apply after washing AM/PM

CONTRAINDICATIONS:

People with prior history of sensitivity or allergic reaction to this product or any of its ingredients should not use it. The safety of topical hydroquinone use during pregnancy or in children (12 years and under) has not been established.

WARNINGS:

Avoid contact with eyes, nose, mouth, or lips. In case of accidental contact, patient should rinse eyes, nose, mouth, or lips with water and contact physician.

Sunscreen use is an essential aspect of hydroquinone therapy because even minimal sunlight exposure sustains melanocytic activity. Contains sodium metabisulfite, a sulfite that may cause allergic-type reactions including anaphylactic symptoms and life-threatening or less severe asthmatic

episodes in certain susceptible people. The overall prevalence of sulfite sensitivity in the general population is unknown and probably low.

Sulfite

sensitivity is seen more frequently in asthmatic than in nonasthmatic people.

PRECAUTIONS (ALSO SEE WARNINGS):

Treatment should be limited to relatively small areas of the body at one time since some patients experience a transient skin reddening and a mild burning

sensation, which does not preclude treatment.

Pregnancy Category C: Animal reproduction studies have not been conducted with topical hydroquinone. It is also not known whether hydroquinone can

cause fetal harm when used topically on a pregnant woman or affect reproductive capacity. It is not known to what degree, if any, topical hydroquinone is absorbed systemically. Topical hydroquinone should be used on pregnant women only when clearly indicated.

Nursing Mothers: It is not known whether topical hydroquinone is absorbed or excreted in human milk. Caution is advised when topical hydroquinone is used

by a nursing mother.

Pediatric Usage: Safety and effectiveness in children below the age of 12 years have not been established.



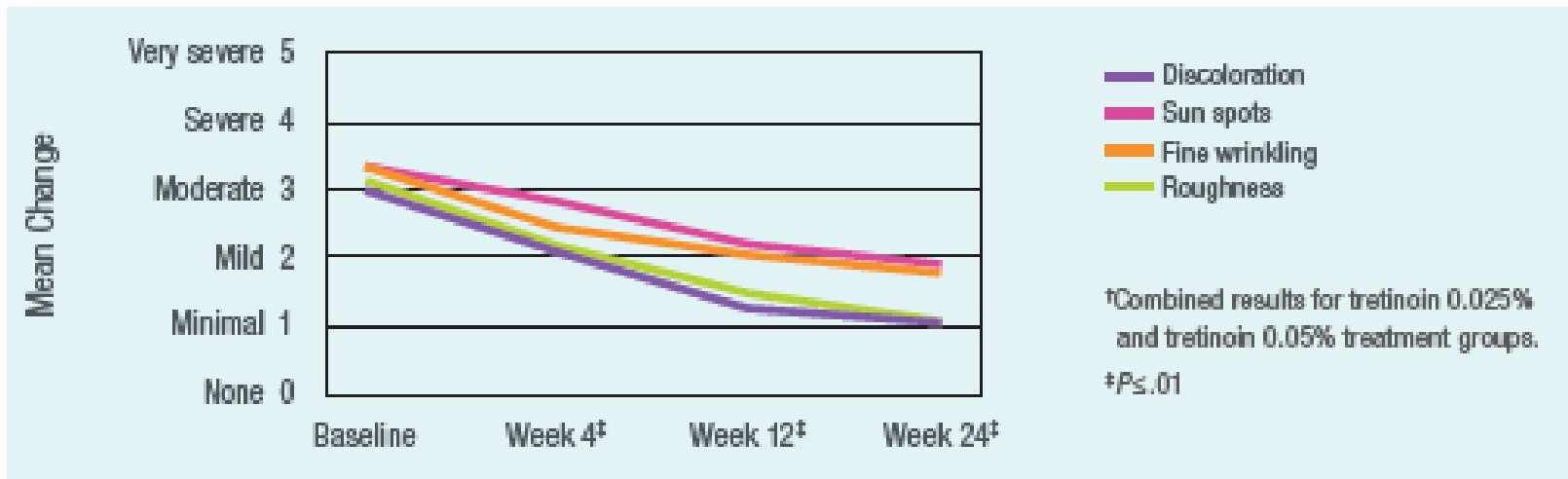
Wrinkle Reducing Lotion



- Featuring the proprietary bi-mineral complex to help improve elasticity and reduce the appearance of fine lines and wrinkles
- Apply following the Skin Lightening Complex AM/PM

Proven Sustained Results

Significant reductions in the appearance of key aesthetic characteristics continued through week 24 ¹



With tretinoin. Tretinoin is indicated for topical application in the treatment of acne vulgaris.

The key aesthetic characteristics were evaluated in 42 subjects over a 24 week period. 21 subjects in each Tretinoin group.

100% of patients had at least 1-grade improvement in fine wrinkling at week 24¹

97% of patients had at least a 1-grade improvement in hyperpigmentation and tactile roughness at week 24 ¹

1. Leyden J. Treating photodamage of the décolletage area with a novel copper zinc malonate complex plus hydroquinone and tretinoin [poster].

Patients Surveyed

At week 24:

- **94%** of patients were “satisfied” or “very satisfied” with overall décolletage improvement¹
- **90%** of patients reported “good,” “very good,” or “excellent” satisfaction with skin firmness²

Visible reductions demonstrated in hyperpigmentation and the appearance of fine lines and wrinkles²



1 Leyden J. Treating photodamage of the décolletage area with a novel copper zinc malonate complex plus hydroquinone and tretinoin [poster].

21. Leyden J, Investigator. A randomized investigator-blinded study to evaluate the tolerability and efficacy of the ELASTIderm

Wrinkle Reducing Lotion, Skin Lightening Complex and tretinoin 0.025% or tretinoin 0.05% in the treatment of photodamaged skin of the décolletage. 24-week analysis, 2007. OMP, Inc. Data on file. Photos have not been retouched. Results may vary.

Elastiderm Décolletage System

3-Cs



Condition:

- Signs of sun exposure and skin aging on the neck and chest



Concern:

- Appearance of fine lines and wrinkles on the neck and chest
- Rough, uneven skin tone and texture
- Hyperpigmentation



Commitment:

- Twice-daily application to neck and chest

Plastic Surgeons- Usage at the time of Breast Augmentation

#1 cosmetic surgical procedure¹

330, 631 procedures (ASAPS 2012)¹

“Be Ready for the Reveal”

- **Position ELASTIderm® Déco as the final step of the transformation**
- **To be used pre/post breast augmentation so that both chest size and skin pigmentation are perfected**

Plastic surgeons often give a gift post procedure

- **Partner Déco as post procedure gift**
- **Potentially add or absorb into the cost of surgery**



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¹ <http://www.plasticsurgery.org/Documents/news-resources/statistics/2012-Plastic-Surgery-Statistics/Cosmetic-Procedure-Trends-2012.pdf>

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