



Our pursuit. Life's potential.™

A clinician's guide to

*the S-point  
lift*

VYCROSS™ Collection



VOLBELLA® VOLIFT® VOLUMA®

WITH LIDOCAINE

# the 8-point lift

**Facial enhancement and rejuvenation** have moved beyond wrinkle effacement and surgical facelifts - to an approach that **volumizes and structures**.

This comprehensive, multimodal approach permits clinicians to develop aesthetic treatment plans tailored to individual patient needs and designed to produce a natural look.<sup>1</sup>

The 8-point lift is a new approach, utilizing the new VYCROSS™ collection of hyaluronic acid (HA) dermal fillers for facial rejuvenation and shaping. The procedure, developed by Dr Mauricio de Maio, is delivered in 8 distinct treatment areas to achieve the most natural result and maintain each patient's unique facial expressions.<sup>2,3</sup>

**Treatment is individualized** to each patient using the Juvéderm® family of HA fillers – including Juvéderm® VOLBELLA® with Lidocaine, Juvéderm® VOLIFT® with Lidocaine and Juvéderm® VOLUMA® with Lidocaine.

The procedure recommends a sequence of injection and specific sites that should be adapted based on each patient's profile to achieve the optimal outcome. This booklet aims to provide clinicians with the information needed to carry out the 8-point lift with confidence.

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# Volume loss and the ageing process

## Volume loss and the ageing process

Facial volume loss contributes significantly to facial ageing. Volume deficits are a result of the loss and repositioning of facial fat, as well as from skeletal remodeling.<sup>1</sup>

By looking for facial shadows and depressions when assessing a patient, it is possible to help identify where this volume has been lost. Typically, this occurs in the following areas of the face.<sup>2,3</sup>

### Key areas of volume loss:



#### **Malar region**

Volume loss in the malar region contributes to looking old and unwell.



#### **Tear trough and infraorbital area**

Concavity under the eye area is due to changes in soft tissue and skeletal structure. This creates hollow depressions and flattening of the cheeks, that can contribute towards a 'tired look'.



#### **Nasolabial fold and the effect of gravity**

Loss of elasticity combined with the effect of gravity can lead to a more prominent nasolabial fold.

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#### **Cheek bone definition and structure**

Youthful cheeks naturally have more volume which makes them smooth and well-defined. With ageing, this youthful definition is gradually lost as volume levels are depleted.



#### **Mouth frown**

Over time, there is a loss of the upward turning of the mouth corners.



#### **Pre-jowl area**

The pre-jowl depression is the result of sagginess (skin laxity and subcutaneous fat loss and redistribution) that gradually appear with ageing and create a heavy appearance to the lower face.



#### **Jawline**

There is a loss of definition in the jawline due to ageing.

**Recognition of volume loss in facial ageing is the basis for facial rejuvenation, influencing the types and extent of surgical procedures, as well as the way in which minimally invasive approaches are employed.<sup>1</sup>**

Restoring volume  
with the VYCROSS™  
collection of fillers



# Replacing volume and structure with the VYCROSS™ collection of HA fillers

## HA fillers for use in the 8-point lift: the Juvéderm® family

Dermal fillers have become a popular means of addressing contour defects and soft tissue augmentation.<sup>4</sup> Within the last decade, they have exponentially risen in popularity – a trend likely to have been compelled by consumers seeking minimally invasive rejuvenation procedures that are generally well tolerated.<sup>5</sup>

The latest generation of Juvéderm® HA fillers, due to their advanced technology, provide versatility and flexibility for harmonious rejuvenation and enhancement of the face.



# The versatility of the VYCROSS™ collection

|                         | Juvéderm® VOLBELLA®<br>with Lidocaine  | Juvéderm® VOLIFT®<br>with Lidocaine           | Juvéderm® VOLUMA®<br>with Lidocaine                          |
|-------------------------|--|---|--|
| Recommended Indications | For the enhancement of lips, perioral, periorbital areas and the reduction of fine lines | Indicated for filling medium-deep depressions | Restores facial volume including cheeks, cheekbone, and chin |
| Product code            | 94200JR<br>94728JR<br>94615JR (only Denmark)<br>94729JR (only Denmark)                   | 94201JR                                       | 94506JR<br>94507JR (only Denmark)                            |
| Packaging               | 1 x 1 mL<br>2x1 mL   | 2 x 1 mL                                      | 2 x 1 mL   |
| HA Concentration        | 15 mg/mL   | 17.5 mg/mL                                    | 20 mg/mL   |
| Lidocaine               | Yes 0.3% w/w Lidocaine (HCl)   | Yes 0.3% w/w Lidocaine (HCl)                  | Yes 0.3% w/w Lidocaine (HCl)                                 |
| Easyflow System         | 2 x 30G 1/2"   | 4 x 30G 1/2"                                  | 4 x 27G 1/2"   |

Full indications, contraindications and warnings are available in the DFU provided with each product

# The Juvéderm® range of fillers uses proprietary technology



| NASHA technology                    | 3D matrix technology                          | VYCROSS™ technology <sup>6</sup> |
|-------------------------------------|---|----------------------------------|
|                                     |   |                                  |
| Visibly particulate<br>Not cohesive | Smooth cohesive                               | Smooth cohesive                  |
|                                     |   |                                  |
| Other technologies                  | 3D matrix technology<br>Juvéderm® ULTRA range | Vycross™ technology              |

Key: | Pendant cross linker | Fully reacted cross linker

The Vycross™ technology provides a unique patented combination of majority low and minority high molecular weight HA for more efficient cross linking resulting in:

- Minimal swelling, longer duration<sup>7,8</sup> and enhanced smoothness<sup>16</sup>

The use of the proprietary Vycross™ technology produces malleable yet cohesive fillers.<sup>8</sup>

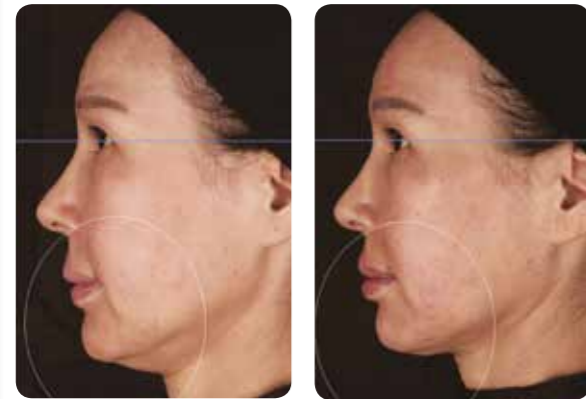
## Identifying patients



# Identifying patients

## Facial assessment and treatment planning

When approaching patients, it is important to consider how volume can accentuate the natural features.



### Facial assessment

Facial assessment involves objectively grading the **upper, mid and lower face in terms of structure, proportion and symmetry**. This allows the development of a facial treatment plan that can upgrade the face as a whole.<sup>9</sup>



Physical examination and a photographic assessment - whereby photographs are taken from five different angles (front view, oblique right and left, full profile right and left) and during six different expressions (at rest, kissing, full smile, frowning, raising brows and leaning forward) are very useful, as it allows overall evaluation of **volume loss as well as facial appearance**.

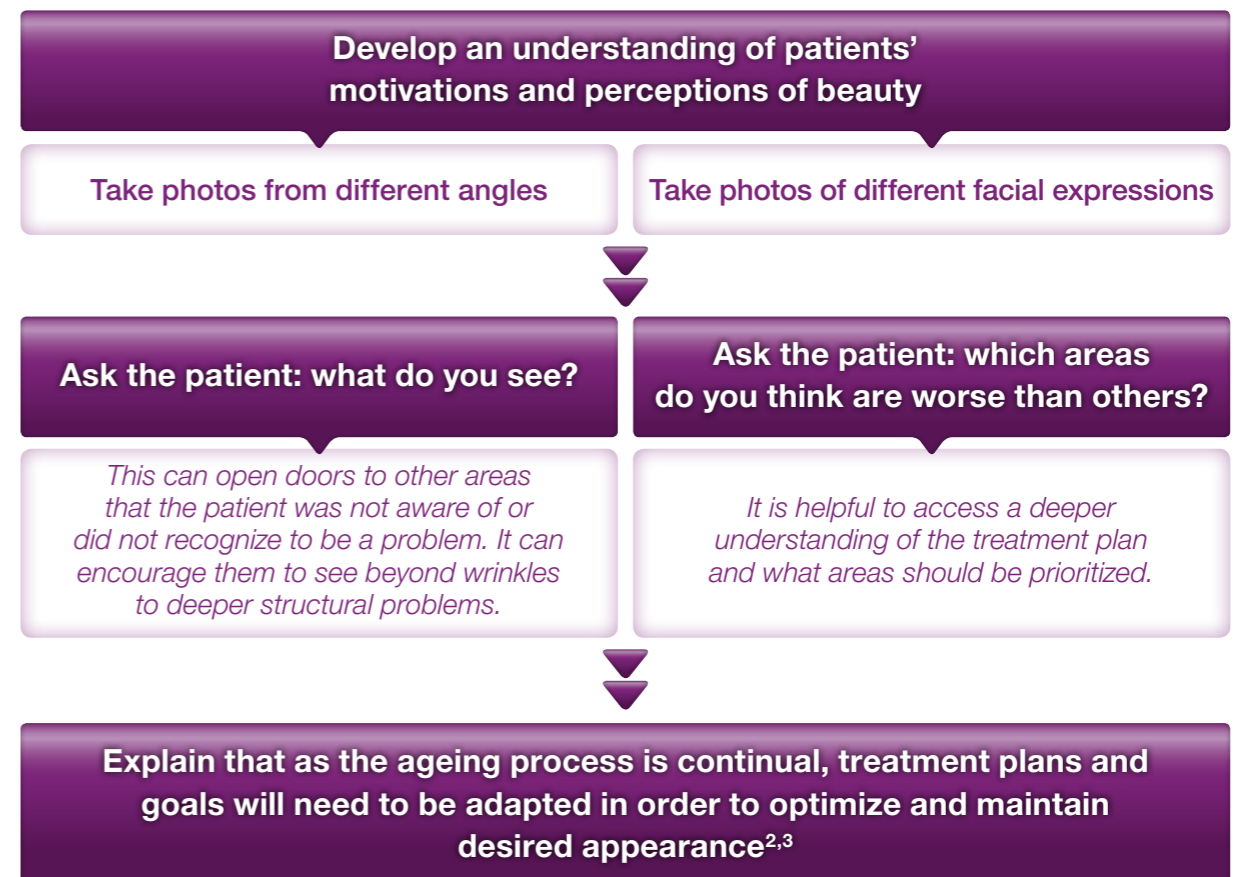
Images courtesy of Dr De Maio and Allergan.

Photographs can act as an effective tool for educating patients on their facial appearance and to explain the rationale for the treatment plan by demonstrating the effects of ageing on the features of the face.<sup>9</sup>

## Treatment planning

**Facial shape and volume** have been recognized as key features in **the perception** of youthfulness.<sup>1</sup> Injectable fillers have shown a **reduction in the perception of a patient's apparent age** from 6.1-9 years.<sup>10</sup>

Understanding a patient's perception and their motivations are therefore crucial for an effective treatment plan:<sup>2,3</sup>



Results that the patient should expect from their treatment plan should be discussed. The importance of adhering to treatment and follow up intervals should be highlighted.<sup>2,3</sup>

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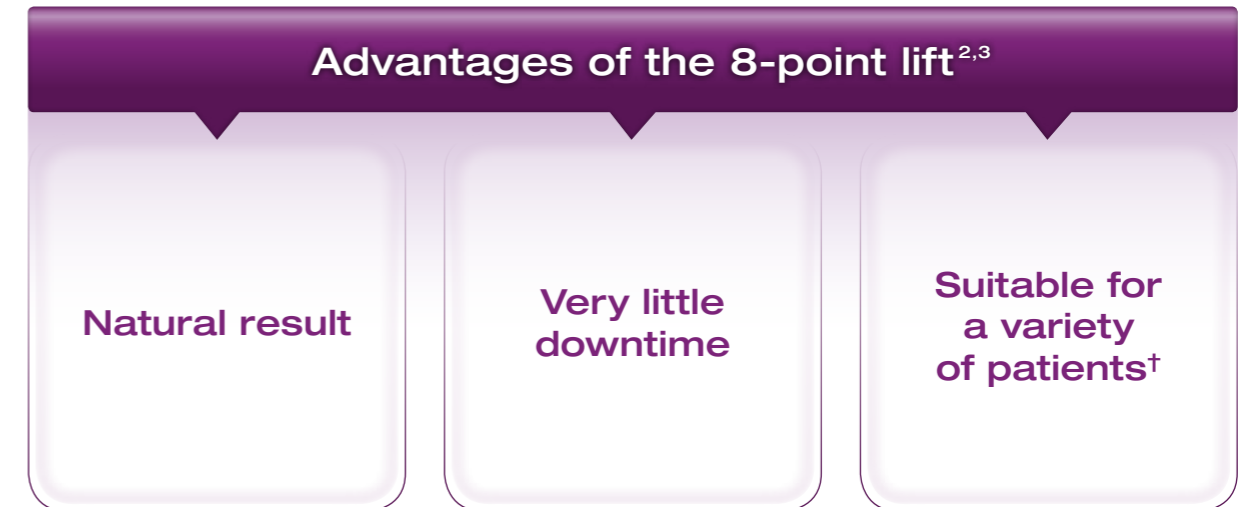
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# Practical guide to the 8-point lift

## Practical guide to the 8-point lift

The 8-point lift has been designed to promote a lifting effect in patients who have lost volume or desire structural enhancement to accentuate certain facial features.



<sup>†</sup> Patients with severe sagging skin should be approached with caution.

Important aspects to consider before treatment:

- ▶ 1. Where to inject
- ▶ 2. What sequence to inject
- ▶ 3. What product to inject
- ▶ 4. How much to inject

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# Practical guide to the 8-point lift

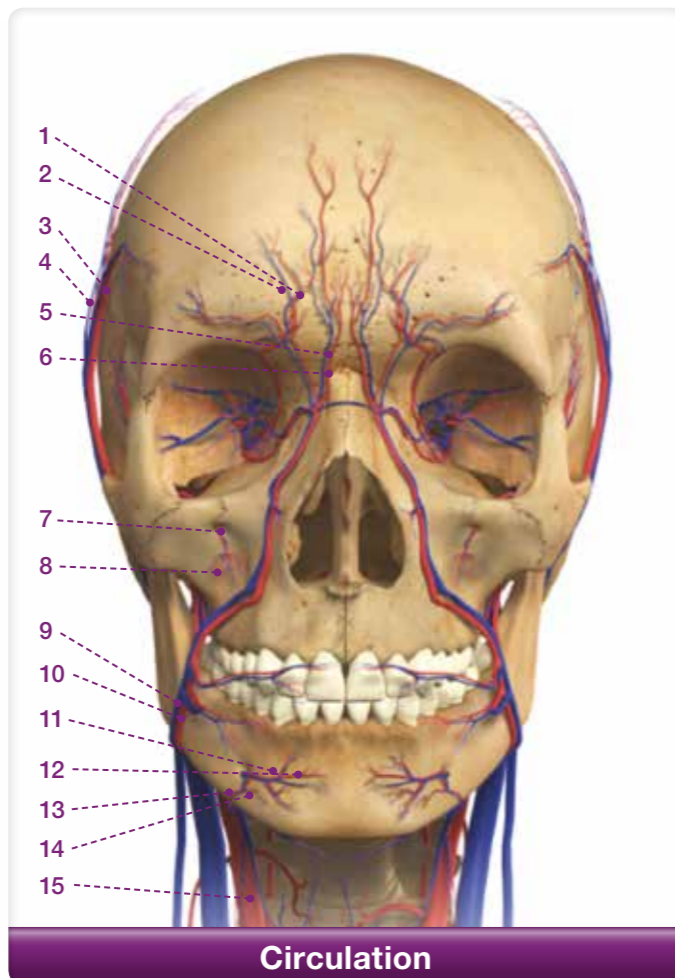


## Understanding facial anatomy

Before starting injections of VYCROSS™ products in the 8-point lift strategy, it is extremely important that the injector is appropriately trained. The injector must have an excellent knowledge of facial anatomy, including the locations of blood vessels and nerves. In order to avoid unwanted or adverse effects, injections must avoid injury to nerves and should not be made into blood vessels. Therefore, aspirate before injecting HA to detect any presence of blood as it will indicate intravascular injection. If you detect blood, immediately stop injecting, withdraw the needle, compress and choose a different injection site. As each person's anatomy can be slightly different, careful inspection of each patient's face is necessary for these vascular structures.

### Anatomy of the face<sup>11,12</sup>

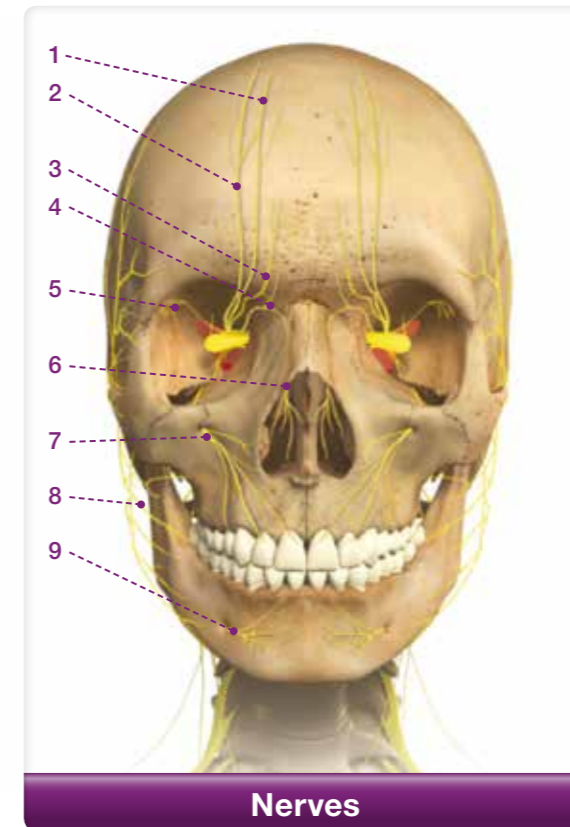
- 1 Supraorbital a.
- 2 Supraorbital v.
- 3 Superficial temporal a. (frontal branch)
- 4 Superficial temporal v. (front branch)
- 5 Supratrochlear a.
- 6 Supratrochlear v.
- 7 Infraorbital a.
- 8 Infraorbital v.
- 9 Facial v.
- 10 Facial a.
- 11 Mental v.
- 12 Mental a.
- 13 Submental a.
- 14 Submental v.
- 15 External carotid a.



**Circulation**

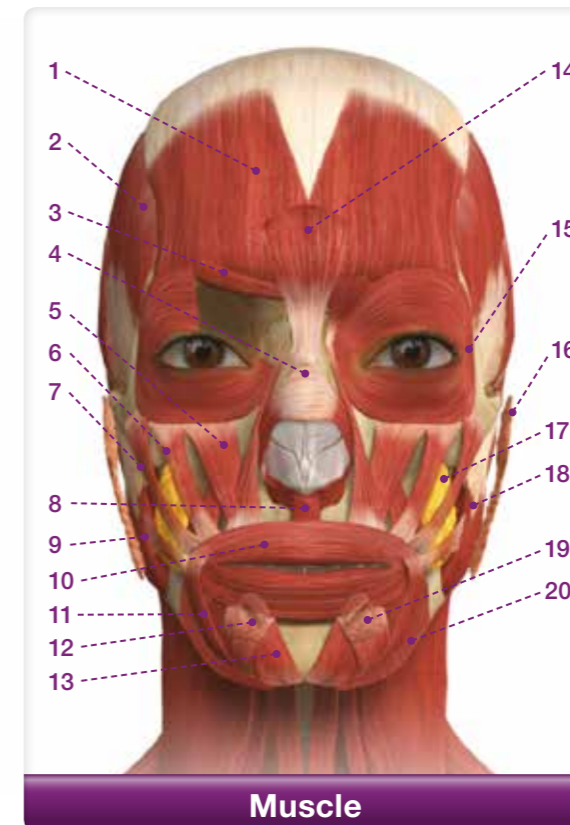
For illustrative purposes only.  
Variations in anatomy exist and can differ from patient to patient.

- 1 Supraorbital n. (medial branch)
- 2 Supraorbital n. (lateral branch)
- 3 Supratrochlear n.
- 4 Infratrochlear n.
- 5 Lacrimal n.
- 6 External nasal n.
- 7 Infraorbital n.
- 8 Buccal branch of facial n.
- 9 Mental n.



**Nerves**

- 1 Frontalis m.
- 2 Temporalis m.
- 3 Corrugator m.
- 4 Nasalis m.
- 5 Levator labii superioris m.
- 6 Zygomaticus minor m.
- 7 Zygomaticus major m.
- 8 Depressor septi m.
- 9 Risorius m.
- 10 Orbicularis oris m.
- 11 Depressor anguli oris m.
- 12 Depressor labii inferioris m.
- 13 Mentalis m.



**Muscle**

- 14 Procerus m.
- 15 Orbicularis oculi m.
- 16 Parotid gland
- 17 Buccal fat pad
- 18 Masseter m.
- 19 Submandibular salivary gland.
- 20 Platysma m.

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# Practical guide to the 8-point lift

## 1. Where to inject?

When evaluating the areas to inject, it is important to remember that creating structure and volume in one area of the face may lead to improvement in another, adjacent part.<sup>2,3</sup>



Treatment of the cheekbones with volume may improve the appearance of the nasolabial fold and shorten the lid-cheek junction.

This clearly shows improvement in an area that has not been directly injected (NLF or tear-trough) by injecting into its neighbouring area (cheekbone or mid-cheek).<sup>2,3</sup>

Through understanding of this rationale, the treatment of the jawline, pre-jowl sulcus and marionette lines should start in the upper mid face along the zygomatic arch and cheekbones.<sup>2,3</sup>

## 2. What is the best sequence of injections for your patient?<sup>2,3</sup>



The position and sequence of the injections is shown in the photograph. Small bolus injections in these sites will anchor and bring support to the face. By injecting in the sequence shown, the volume of product used can be minimised, yet still achieve maximum effect.

Image courtesy of Dr De Maio and Allergan.

Explanations for each point are as follows:

### Point 1: Zygomatic arch

Lifting point of lateral cheekbone. It is the first anchoring point, and reduces the volume requirement of points 2 and 3.

### Point 2: Cheekbone

Projection of cheekbones and shortening of palpebral-malar sulcus.

### Point 3: Mid-cheek region

Improvement of the medial lid-cheek junction and consequent softening of the tear trough.

### Point 4: Canine fossa and nasolabial fold

Less volume is needed after areas 1, 2 and 3 are treated.

### Point 5: Marionette lines

Start from top to bottom to strengthen and lift the mucosa of the oral commissure.

### Point 6: Pre-jowl sulcus

Small bolus or linear/retrograde techniques are suitable here. Do not inject the jowls.

### Point 7: Jawline

Linear and retrograde technique is preferable at this level. Post-jowl, mandible body and angle may be injected.

### Point 8: Sub-malar region

Addresses the sunken area at this site and also comprises the sub-malar volume loss. It is ancillary to the lifting effect. Bolus or fan injection technique will depend on the size of the area.

The sequence of injection and specific sites should be adapted based on each patient's profile to achieve the optimal outcome.

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# Practical guide to the 8-point lift

## Where **NOT** to inject<sup>2,3</sup>



The blue circles in the diagram are the areas to inject in the 8-point strategy: the **GO** areas.



Patients with severe saggy skin should be injected with caution. Any product injected into the **NO GO** areas (red circles) may lead to worsening of the fold or sagginess. These are the areas that worsen and fold when the patient leans forward.

Images courtesy of Dr De Maio and Allergan.

**First direct the patient to lean forward (eyes up, chin down) so as to demarcate the GO/NO GO areas prior to injecting.**

## 3. Which products to inject and where

| Point                             | Products                         |
|-----------------------------------|----------------------------------|
| 1. Zygomatic arch                 | Juvéderm® VOLUMA® with Lidocaine |
| 2. Cheekbone                      | Juvéderm® VOLUMA® with Lidocaine |
| 3. Mid-cheek region               | Juvéderm® VOLUMA® with Lidocaine |
| 4. Nasolabial folds               | Juvéderm® VOLIFT® with Lidocaine |
| 5. Marionette lines (mouth frown) | Juvéderm® VOLIFT® with Lidocaine |
| 6. Pre-jowl area                  | Juvéderm® VOLUMA® with Lidocaine |
| 7. Jawline                        | Juvéderm® VOLUMA® with Lidocaine |
| 8. Cheek region                   | Juvéderm® VOLUMA® with Lidocaine |

**In addition to Juvéderm® VOLUMA® with Lidocaine and Juvéderm® VOLIFT® with Lidocaine used in the 8-point lift, Juvéderm® VOLBELLA® with Lidocaine can also be used to treat the lip, peri-oral and peri-orbital areas if desired.**



Images courtesy of Dr De Maio and Allergan.

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# Practical guide to the 8-point lift

## 4. How much to inject?

The amount injected per point will vary from patient to patient, depending on the patient's need, degree of volume loss and bone structure.

Younger patients with mild to moderate sagging may need a total injection volume of approximately 1 mL of Juvéderm® VOLUMA® with Lidocaine. Older patients with more severe volume deficiency may need 2 mL or more. No more than 0.5 mL should be injected per point.

The following patient case studies provide an example of volumes that may be injected at each point



### Total injection volume:

|                        |                        |
|------------------------|------------------------|
| <b>Point 1:</b> 0.3 mL | <b>Point 5:</b> 0.2 mL |
| <b>Point 2:</b> 0.5 mL | <b>Point 6:</b> 0.5 mL |
| <b>Point 3:</b> 0.2 mL | <b>Point 7:</b> 0.4 mL |
| <b>Point 4:</b> 0.5 mL | <b>Point 8:</b> 0.2 mL |

Adapted from De Maio M. 2012<sup>2</sup> and De Maio & Rzany<sup>3</sup>



### Total injection volume:

|                         |                         |
|-------------------------|-------------------------|
| <b>Point 1:</b> 0.1 mL  | <b>Point 6:</b> 0.05 mL |
| <b>Point 2:</b> 0.1 mL  | <b>Point 7:</b> 0.05 mL |
| <b>Point 3:</b> 0.1 mL  | <b>Point 8:</b> 0.05 mL |
| <b>Point 4:</b> 0.05 mL |                         |

Adapted from De Maio Case Study\_Asia Pacific<sup>13</sup>

These are example patient case studies and not a precise recommendation.

## Scheduling treatments

Results are best evaluated at week 2 and week 4. It is therefore recommended that patients are invited to come back for an assessment during this time period, followed by further consultations at 6-12 months intervals. This will help to maintain an optimal look and establish any need for further enhancement or other aesthetic products.

## 5. Post-injection guidelines

### For you and your patient

The 2 weeks following treatment are important. To avoid bacterial contamination<sup>14</sup>, direct your patient to:

- Minimise touching the injection sites<sup>14</sup>
- Avoid make-up for 12 hours<sup>15</sup>
- Ideally, avoid further treatments in this area for 7 days<sup>14</sup>
- Contact you upon the appearance of unusual symptoms

Please refer to the DFU supplied with each product for additional information.

Explain that as the ageing process is continual, treatment plans and goals will need to change in order to optimize and maintain desired appearance

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# the 8-point lift

A **new** whole face approach for facial rejuvenation and enhancement using the VYCROSS™ collection

Juvéderm® VOLUMA® with Lidocaine  
Juvéderm® VOLIFT® with Lidocaine  
Juvéderm® VOLBELLA® with Lidocaine



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Date of preparation: May 2014  
ND/0470/2013