



SPAMEDICA® MEDIA UPDATE

**JUVEDERM™ VOLUMA™ CHANGES THE GAME.
THE NEW DERMAL FILLER, THE FIRST DEVELOPED SPECIFICALLY
TO CREATE VOLUME, LASTS UP TO 18 MONTHS.**

Now Cosmetic Enhancement Patients Wanting To Replace Lost Volume
Won't Have To Re-inject Every Six Months

Toronto: The art of volumizing – the use of dermal fillers by cosmetic surgeons and dermatologists to recreate the volume lost through facial aging – is poised to take a dramatic leap forward. Toronto cosmetic plastic surgeon Dr. Stephen Mulholland, creator of the “Volumalift”, is pleased to have been chosen to announce the introduction of Juvederm™ VOLUMA™, a new dermal filler created by Allergan, the makers of Juvederm and other cosmetic enhancement products.

“Juvederm VOLUMA is the product we’ve been waiting for,” says Dr. Mulholland, who has taught the Volumalift to more than 3,000 cosmetic surgeons and dermatologists worldwide. “Not only is it the first dermal filler truly created for adding volume, it lasts far longer than any other filler. Extensive testing has shown that Juvederm VOLUMA will last up to 18 months. This is terrific news. Until now our patients choosing to address facial aging by adding volume have had to re-inject every six months.”

Before Juvederm VOLUMA, the products used to recreate lost facial volume were not made specifically for that purpose. Rather, they were designed to fill the deeper wrinkles and furrows that could not be successfully addressed by Botox. Recognizing that loss of volume (sub-cutaneous fat) was a major factor in facial aging, cosmetic surgeons like Dr. Mulholland began using these products subdermally to replace the fat lost over time.

“We’ve achieved good results with what we’ve had but those results are about to get much better,” Dr. Mulholland enthuses. “Juvederm VOLUMA has been specifically designed for volumizing. It’s smoother and easier to inject than other hyaluronic fillers and it’s cohesive and robust with good viscosity.

It creates a very natural look and feel and is not prone to lumping. It also “lifts” better and that’s important – that’s what we’re doing in this procedure. We’re injecting very deeply (sub-dermally) to elevate and re-create the fullness in the mid-face, on the cheekbone, the jaw line, the mid-cheek, even the brow.”

Extensive testing has shown that Juvederm VOLUMA is exceptionally well tolerated with a very low incidence of adverse events and allergic reactions compared to other facial volumizers.