

## Facial Filler Has Proven Track Record With Plastic Surgeons

# Radiance Gets Results

BY JANE SCHWANKE STAFF CORRESPONDENT

Dateline — Dermatologists looking for a collagen alternative for facial soft tissue augmentation might want to look to Radiance or Radiance FN (fine needle) — products that already have good track records with cosmetic surgeons.

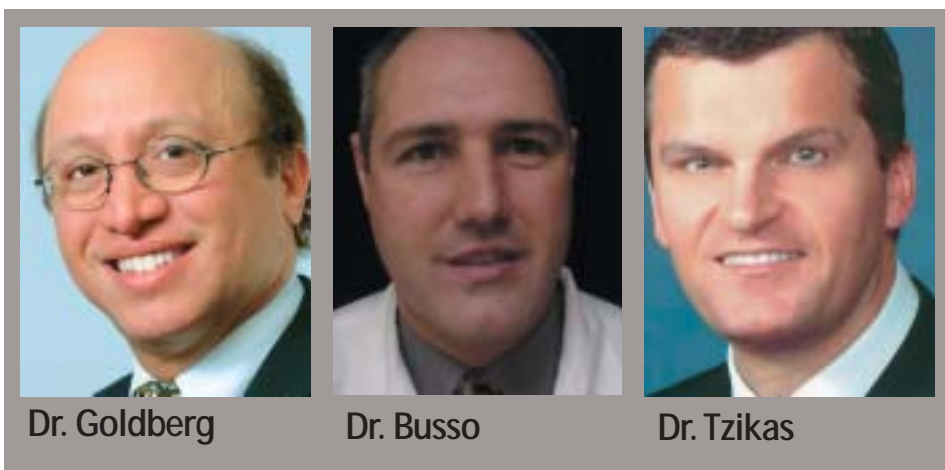
“This product was initially introduced into the plastic-surgery market with great success,” said David J. Goldberg, M.D., director of Skin Laser & Surgery Specialists of New York/New Jersey. “It is just now being introduced into the dermatology market. “Radiance is a great addition to our other currently used fillers.”

The new filler, an injectable gel made up of calcium hydroxylapatite (CaHA) microspheres, an ingredient of bone, provides an answer to that person who wants a longer-lasting filler agent for lips, lines, and wrinkles, but not necessarily one that last forever.

### Superior Results Shown

A small number of dermatologists have used the off-label products for the past year and have found them superior to some other products. “As opposed to pure tissue expanders such as Zyplast or Restylane, CaHA spheres promote a fibroblastic response that deposits collagen around the microspheres,” said Mariano Busso, M.D., voluntary assistant clinical professor of dermatology at the University of Miami who also maintains a busy private practice. “This provides tissue anchoring as well as further tissue expansion.” Dr. Busso has treated more than 200 patients over the past nine months with the Radiance products and overall, almost 10,000 patients have received Radiance or Radiance FN.

The most distinctive feature of the



Dr. Goldberg

Dr. Busso

Dr. Tzikas

Radiance products is their cohesive vehicle, according to Dr. Busso, who was among the first dermatologists to use the product. “A cohesive vehicle allows minimal leakage of the filler to the surrounding tissue upon implantation and provides certain advantages such as long-term correction on areas where other fillers, including fat, fail.”

### High Satisfaction Rates

Radiance and Radiance FN (BioForm Inc., Franksville, Wis.) are designed for deeper lines and are injected into the subdermal space (junction between dermis and subcutaneous fat) rather than dermis, as is seen with most fillers. Over the past six months, Dr. Goldberg has treated more than 25 patients and all have been very happy with their results, he said.

In fact, study results by physicians as well as documented feedback from patients all show high satisfaction rates for Radiance and Radiance FN. In surgical applications, clinicians have reported no antibody reactions or chronic

inflammation. In addition, the product does not migrate and, unlike collagen, requires no skin test before injection. It is stored at room temperature.

Thomas L. Tzikas, M.D., a facial plastic surgeon with a private practice in Delray Beach, Fla., surveyed 88 patients to determine patient satisfaction about the procedure in several categories. Most patients reported minimal to moderate pain upon injection and only seven percent reported severe pain. While some bruising was common in most patients, all bruising resolved within 14 days. In Dr. Tzikas' survey, 40 percent of patients reported an excellent appearance, 36 percent reported appearance was good, and 21 reported a fair appearance. After nine month follow-up, all patients were happy with the results overall and none had lost the material.

### Legal Battle Continues

While Radiance FN has enjoyed the limelight, a legal dispute has been brewing behind the scenes. Artes Medical,

producer of Artefill, a filler designed for correcting facial wrinkles and skin depressions, recently filed a patent infringement lawsuit against BioForm Inc., alleging that BioForm is marketing its Radiance products for cosmetic uses beyond its permission by the FDA.

Nonetheless, Dr. Goldberg said the Radiance and Radiance FN products are a “great choice of a filler agent for that individual that seeks long-term improvement, but not permanent results.” Costs of the procedure vary between \$1,000 and \$3,000, depending on the amount of injected material.

A word of caution: “Since this is a new filler, there is not enough informa-

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tion on the duration of the correction,” said Dr. Busso. “Although we know through radiographic analysis that the material will be detected for several years at the injection site, [dermatologists should] never promise that the clinical effects of one treatment will last years.” Because the material used in Radiance FN is a calcium product, patients must notify their dentists



Above, lips before injection with Radiance, and (below) after. Radiance and Radiance FN captured the plastic surgery market and now are making in-roads in dermatology. (Photos courtesy of Mariano Busso, M.D.)

because particles along the smile lines will be visible when dental x-rays are taken.

Dr. Busso advises dermatologists to get adequate training before starting

this procedure and to inject only small amounts per site. **DT**

*Drs. Busso and Goldberg have no vested interest in the success of Radiance or Radiance FN.*

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