

# A new hyaluronic dermal filler has hit our shores

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We talk to leading Australian cosmetic physician, Dr Van Park for her opinion on Emervel, the latest breed of hyaluronic acid dermal filler to hit Australian shores. We also get her thoughts on when we should encourage our clients to look to aesthetic treatments, and how we should get women thinking about the process of ageing.



Dr Van Park, leading cosmetic physician.

Emervel is the latest breed of hyaluronic acid dermal filler to hit Australian shores. Why is this French injectable so exciting? It requires no downtime and lasts up to 18 months, plus it also promises natural results. Win, win, win. We talk to Dr Van Park, a leading cosmetic physician in Sydney's Double Bay, for her professional thoughts on injectables and ageing.

### **What is exciting about Emervel?**

“Emervel is an exciting and unique range of hyaluronic acid dermal fillers that provide natural-looking results for up to 18 months,” says Dr Van Park, leading Australian cosmetic physician. “The Emervel range can help to improve the shape of your face by gently adding subtle volume, definition and give a more youthful and rejuvenated appearance to the cheeks, lips, smile lines and corners of the mouth. The unique thing about Emervel is the “Optimal Balance Technology” which means it does not swell at all. In the past, we all had to hide for a few days after treatment due to swelling but now women can walk in and out looking refreshed and go straight back to what they were doing.”

### **How long has it been on the international market?**

“Emervel was first registered in France in 2011,” says Dr Van Park.

### **What are the benefits of Emervel over other fillers?**

“Mainly two benefits – the OBT, and the fact that Emervel has a large range that caters specifically for individual needs of patients,” says Dr Van Park. “The benefits of Emervel over other fillers really depends on the patient and physician. The Emervel range is specifically designed to best match the different facial areas such as Emervel Classic for nasolabial folds, Emervel Deep for nasolabial folds and marionette lines, Emervel Volume for cheeks, Emervel Touch around the mouth and eyes and Emervel Lips. The other benefit of the range is that all the formulations except for Touch are available with lidocaine which helps with patient comfort.”



### **As a cosmetic physician, what are your thoughts on this new filler?**

“The fillers have a smooth and nice finish. Patients also seem to like the treatment due to the dose of lidocaine mixed in with the HA in the syringe – this helps with minimising the pain,” says Dr Van Park.

### **Fillers, along with Botulinum toxin, are the most popular treatments on the market, what do consumers love about these treatments so much?**

“The growing acceptance of aesthetic treatments and the availability of new products has greatly impacted its popularity,” says Dr Van Park. “Consumers love these treatments because they are able to best match the different areas of their face, improve comfort, reduce swelling and achieve natural looking results that are long lasting.”

### **Galderma, the creators of Emervel, has conducted research which shows that women tend to seek aesthetic treatment in their 40s. Why do you think this is the moment so many women are turning to these kinds of treatments?**

“We start to see early signs of ageing in particular volume change in our mid 30s. Most women feel they look “tired” due to the subtle shadows that form as a result of volume change and usually seek help around this age,” says Dr Van Park. “If women haven’t undergone aesthetic treatments prior to their 40s for more of a preventative measure, generally they will have deep lines and wrinkles. The benefits of aesthetic treatments is that it can go deep into the skin layer to smooth away those lines and wrinkles and gently add subtle volume.”



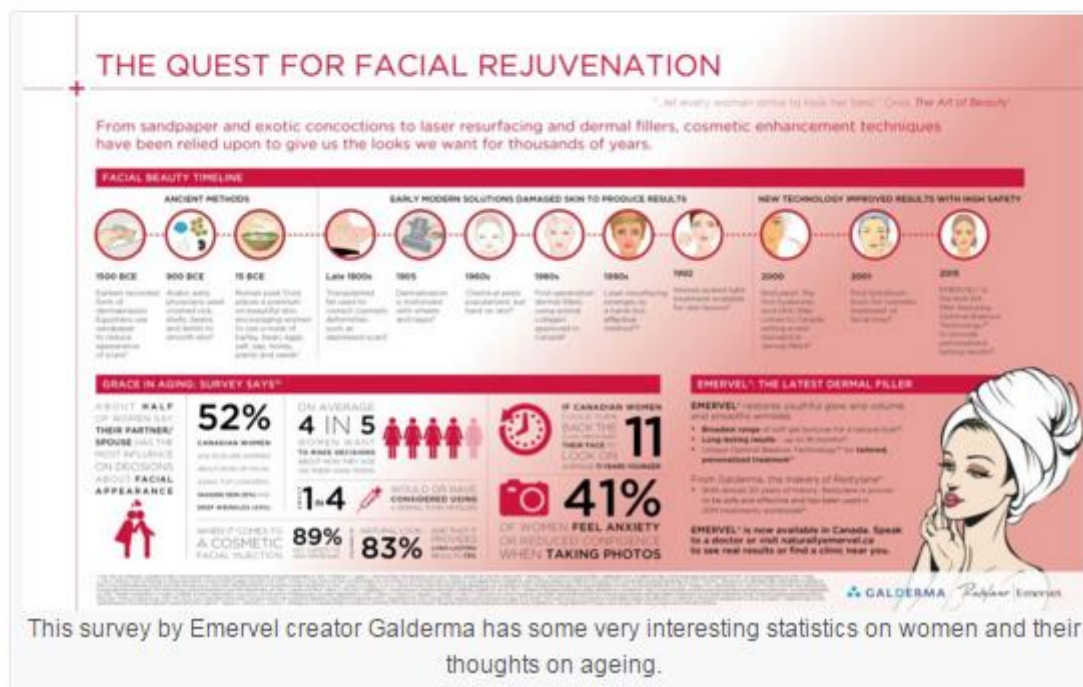


## Is our 40s the right time to seek treatment? Or should we be thinking about it earlier?

"I think the best time to start the anti-aging regime is between 25-30," says Dr Van Park. "You can almost never be too young to start! Better to prevent than try to cure is what I always tell my patients."

## This desire for aesthetic treatment seems to taper off as women age past 50, do you think this trend will change as women in their 30s and 40s get older?

"It's been over 10 years since Botulinum toxin and hyaluronic acid dermal fillers have been available for aesthetic treatments," says Dr Van Park. "Undergoing treatments 10 years ago was hardly spoken. Now, with the growing acceptance and the latest technology in aesthetic treatments, more women are talking openly about treatments. As a result, I do think that women in their 20s, 30s and 40s will be more open to treatments and it becomes part of their maintenance routine."



This survey by Emervel creator Galderma has some very interesting statistics on women and their thoughts on ageing.

## Women are worried about showing the signs of ageing, do you think this more prevalent than in past generations?

"Women are becoming increasingly more worried about showing the signs of ageing than past generations," says Dr Van Park. "The media have a strong impact on women and ageing. It's quite sad really because you see women struggling to come to terms with ageing. However, I've seen and been inspired by women in their 50s and 60s who take care of themselves very well and as a result is very graceful and attractive for their age."

### **Do men have the same concerns?**

“Most definitely,” says Dr Van Park. “Particularly men who work in the corporate world and need to uphold an image.”

### **“What goals do women expect out of a filler treatment?”**

“Women want instant, natural and long-lasting results. But most of all, they want to feel confident in their skin and to look the best they can for as long as they can,” says Dr Van Park. “Most of my patients tell me they don’t want to look any different or even younger, they just want to look like the best versions of themselves.”

[emervel.com](http://emervel.com)

[www.drvanpark.com.au](http://www.drvanpark.com.au)