

Azzalure Provides Personalized Aesthetic Tx for Facial Rejuvenation

By Ilya Petrou, M.D., Contributing Editor

Galderma (Lausanne, Switzerland), a leading pharmaceutical company in dermatology, has recently introduced Azzalure® to the aesthetic community. Manufactured by Ipsen (Paris, France), an international specialty pharmaceutical group, Azzalure is a newly approved botulinum toxin type A mainly indicated for the treatment of moderate-to-severe glabellar lines. It can also be used off-label to effectively address the horizontal lines across the forehead, as well as crow's feet at the lateral aspects of the eyes. According to one expert, Azzalure aims to take a commanding hold on this aesthetic sector with its new and innovative treatment approach.

Adapted from the specific botulinum toxin type A of Dysport® (also from Ipsen), Azzalure has gone through over nine intensive clinical trials with more than 3,500 participants, which facilitated creation of specific treatment guidelines from a panel of international experts. Azzalure's specific guidelines differ from the traditional wisdom and protocols of other botulinum toxin aesthetic treatments to ensure that the cosmetic benefits of this product are maximized, while simultaneously sustaining the highest safety for the patient.

"The major advantage of Azzalure over other similar botulinum toxin type A preparations is that the treatment is individually designed for each patient. Each patient is treated with a single vial of Azzalure consisting of 125 Speywood units, which is typically sufficient to address all of the target areas that need to be corrected," said Maurizio Viel, M.D., a plastic surgeon in private practice in London, U.K. and Dubai, United Arab Emirates.

This single vial approach, combined with Azzalure's special treatment

protocol, helps to ensure that patients do not accidentally receive an overdose of the product, thus maximizing the safety profile of treatment. Azzalure is measured in Speywood units, which is different from other botulinum toxin preparations that are traditionally measured in international units (IU). According to Dr. Viel, treatment indications are clearly outlined in specific international expert guidelines which explicitly define how, where and the amount of product to inject, simplifying the procedure and reducing the chance of error.

"When performing an Azzalure treatment, one must carefully assess the thickness and strength of the muscle they are injecting, as well as the degree of skin laxity at the target area," Dr. Viel advised. "After taking these aspects into consideration, treatment can be precisely adjusted and customized for each patient. Typically, I treat approximately 90% of my patients in a single session using one vial with maintenance treatments typically repeated every four to five months."

Dr. Viel acknowledged the trend in aesthetic medicine is to have a natural look, not a frozen face. Oftentimes patients specifically request that they would like to maintain their natural look and facies expressed at the forehead. Approximately the same amount of botulinum toxin is used in glabellar lines; however, when addressing the horizontal lines in the forehead area, "less is more", since much less botulinum toxin is used in this area compared to 10 to 15 years ago.

"Azzalure's novel approach brings aesthetic indications of botulinum toxin injection therapy to a new level, offering a more precise and customized wrinkle therapy," Dr. Viel concluded.



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Azzalure by Galderma