

Nordic Aesthetics Offers Host of Complementary Products

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Shunning the more traditional approach of establishing a market position with a single initial product or technology, relative newcomer Nordic Aesthetics (Stockholm, Sweden) has positioned itself from the outset as a broad-based company that seeks to offer a complete, minimally invasive aesthetic medicine solution: a holistic offering of complementary products, devices, training and professional services.

Less than a year old, Nordic Aesthetics already has a strong pedigree, with its founders and senior management drawn from the top echelons of ColBar (Zug, Switzerland), Johnson & Johnson (New Brunswick, New Jersey, U.S.), Q-Med (Uppsala, Sweden) and Pfizer (New York, New York, U.S.).

Anna Tenstam Lundvall, CEO and co-founder of Nordic Aesthetics, was instrumental in developing ColBar's collagen facial filler and prior to that, headed Q-Med's aesthetic business. "In the past couple of years, there has been a real boom in the variety of technologies and products emerging," she reported. "This is creating a lot of confusion in the market. It is not easy for practitioners to know which products and treatments work best together or for consumers to know where to turn."

Ms. Tenstam Lundvall noted that when consumers visit an aesthetic care provider, their desire is to look younger or more attractive. "They might ask for a particular type of filler for a particular part of the face, but that usually reflects their exposure to advertising and marketing rather than their true anti-aging or rejuvenation goals," she explained. "Currently, practitioners are well equipped to answer a specific request, however, they don't have everything they need to establish a lasting relationship to meet the patient's goals over the long-term."

Enter Nordic Aesthetics, "Our company aims to quickly create a full portfolio of best-in-class products that are proven to

work in combination," Ms. Tenstam Lundvall stated. "A full portfolio from a single, trusted source – together with the training and professional services that we are currently developing – will enable physicians to provide holistic solutions for their patients and thus build solid, lasting relationships with them."

From the beginning, Nordic Aesthetics has offered a multi-product skincare line and a facial filler. Amalian, a new approach to hyaluronic acid (HA) fillers, is the first filler to combine monophasic and bi-phasic hyaluronic acid gels in a single product; it is based on CIS (Core-in-Shell) technology, which combines core particles of cross-linked HA with a shell of long, non cross-linked HA chains coiling around them.

According to Said Hilton, M.D., an aesthetic dermatology specialist, who has administered Amalian in over 200 patients during the past two years, Amalian is ideal for both patients and practitioners who are interested in a reliable treatment with satisfactory results. Dr. Hilton is also the director of the Academy for Cosmetic Medicine in Düsseldorf, Germany, which offers injection training and courses for various aesthetic procedures. "I'm very pleased with the excellent lifting capacity of Amalian and the ease of injectability, which is rare in dermal fillers."

Nordic Aesthetics' Alyria skincare line uses high concentrations of clinically proven ingredients, combined with unique formulations and delivery systems. In clinical trials, Intense Wrinkle Correction (the flagship product) was shown to be more efficacious than one of the leading products in this field.

Nordic Aesthetics has slated two additional product lines for 2008 and beyond to complete its portfolio.