

INDUSTRY NEWS SPECIAL | AMWC

# A meeting of minds

Vicky Eldridge reports on the annual Anti-Ageing Medicine World Congress (AMWC) in Monte Carlo, Monaco



I first went to the Anti-Ageing Medicine World Congress (AMWC) in Monte Carlo back in 2005 and over the years have noticed how the meeting has evolved to reflect the fact that aesthetics is becoming a more integral and internationally recognised part of anti-ageing medicine. Back then aesthetics was only a very small part of the event with only a few sessions dedicated to it on the programme and with the only exhibitors representing the field being European distributors of products like mesotherapy guns. The 2013 event however told a very different story with a comprehensive scientific programme featuring big names from the cosmetic medicine industry from across the globe and with leading manufacturers and suppliers from the field dominating the exhibition halls, which have now spread to over three floors.

The three-day event, now in its 11th year, is attended by thousands of aesthetic practitioners keen to find out about the latest European advances and to enjoy a few days on the French Riviera.

Held at the Grimaldi Forum, the AMWC, focuses on aesthetic dermatology and surgery, anti-ageing, preventative medicine and medi-spa.

This year, the *Cosmetic News* team did a fly in, fly out, visit for one day of the show. As well as catching up with some familiar faces from the UK world of aesthetics including Dr Bob Khanna, Dr Tapan Patel, Dr Patrick Treacy, Dr Sam Robson, Dr Linda Eve, Dr Martin Kinsella, Mr Chris Ingfield and the BACN ladies including Emma Davies, Lou Sommereux and Sharon Bennett, it was a fantastic chance to meet up with some of the UK teams from the key manufacturers and suppliers who were all out there supporting their brands. Fresh from the launch of its re-branding, Galderma had a big presence at the event, with its market leading brands Restylane and Emervel. The newest



addition to the Galderma anaesthetic portfolio is the FDA approved topical local anesthetic cream, Pliaglis. The self-occluding cream is indicated for use on intact skin in adults to provide local analgesia for superficial aesthetic procedures, such as dermal filler injection, pulsed dye laser therapy, facial laser resurfacing and laser-assisted tattoo removal.

For Allergan the AMWC marked two new launches: JUVÉDERM® VOLIFT® with Lidocaine and a collaboration with Medispa Laboratories to create a post-treatment care pack for use following JUVÉDERM® VOLBELLA® with Lidocaine. The lip-specific care package includes a lip balm from Medispa's Mediceutic range of cosmeceutical products, which can be applied following treatment with JUVÉDERM® VOLBELLA® with Lidocaine as well as a mirror and make-up bag.

JUVÉDERM® VOLIFT® with Lidocaine is designed for facial contouring and the treatment of deep skin depressions such as nasolabial folds. It provides a new tailored treatment option estimated to deliver smooth, long-lasting results for up to 15 months.

"For me, JUVÉDERM® VOLIFT® with Lidocaine provides a versatile treatment option for patients who are looking for a discreet, natural look with minimal swelling and long-lasting results," says Dr Mauricio De Maio, Consultant Plastic Surgeon. "The smooth and easy injection allows for excellent control when contouring the face, providing even distribution under the skin for a natural look and feel. It also provides

outstanding impact for facial animation and natural expression - I have had very positive feedback from my patients already!"

Syneron Candela also had a strong presence at the show holding a series of symposiums throughout the event. The company has just launched its GentleLaser No shades Barred Campaign. The new consumer awareness campaign is designed to educate consumers that GentleLaser hair removal is clinically proven for all skin types and hair colour. The website [www.gentlelaserhairremoval.co.uk](http://www.gentlelaserhairremoval.co.uk) will have a clinic locator as well as FAQs and information for patients and physicians.

The subject of this year's press conference was 'Fat: Friend or Enemy'. The media briefing involved presentations by some of the conference keynote speakers including one of the pioneers of fat grafting Dr Sydney Coleman. Dr Coleman presented case studies showing how fat can be used as an effective dermal filler. He also spoke about the effect that grafted fat has on rejuvenating skin as well as filling because of the abundance of stem cells contained within it, citing the latest clinical research in this area. Stem cells was one of the hot topics of the conference and we had an interesting chat with Mr Chris Ingfield who was just back from a conference on the subject in the States and was enthused by the developments in this field and their potential impact on the future of aesthetics.

Other things to watch were the new RollerJet multi-needle disposable syringe which enables you to carry out dermal rolling at the same time as placing dermal fillers into the skin. Dr Tapan Patel will be trialling out the kit and has promised to report back to us on the results!

