

TOPICAL TECHNOLOGY FOR VOLUME BUILDING

Each edition, *Modern Aesthetics* asks top aesthetic physicians what cosmeceuticals are popular in their practices now. This month, **HEIDI WALDORF, MD** talks about her experience with **NEOSTRATA'S SKIN ACTIVE LINE LIFT**.



WHAT DOES LINE LIFT DO?

NeoStrata® Skin Active Line Lift contains Aminofil™, a novel derivative of the amino acid tyrosine (N-Acetyl Tyrosinamide) that provides a rapid volume building effect in the skin's matrix. We know that skin loses volume as it ages. Patented Aminofil has been shown to encourage new collagen and hyaluronic acid, which are essential to reducing wrinkles that result from diminished production and increased breakdown of these key matrix components.

The Aminofil technology in Line Lift is the latest in a long series of anti-aging discoveries developed by NeoStrata's founders, Drs. Eugene Van Scott and Ruey Yu, who pioneered the use of alpha hydroxy acids and received numerous patents for treating various skin conditions including skin aging. What has always impressed me about Drs. Van Scott and Yu is their passion to improve the overall health and quality of skin as well as the scientific rigor with which they pursue new compounds. The progressive series of in vitro and in vivo studies that support the efficacy and tolerability of Aminofil are characteristic of this thorough ingredient validation process. What is particularly impressive is that the company showed efficacy using vehicle-controlled clinical studies, not common in the cosmeceutical realm, but important because moisturization from a base alone can improve skin appearance.

WHY IS IT ATTRACTIVE?

Most cosmeceuticals are used to improve the overall quality and appearance of facial skin. What is unique about Skin Active Line Lift with Aminofil is that it is designed to target specific lines and wrinkles.

Line Lift is appropriate for use on periocular wrinkles, nasolabial folds, glabellar lines, and perioral lines—dynamic rhytides that are typically difficult to treat with a topical agent. This two-step treatment was tested in a 16-week double-blind, vehicle-controlled clinical study that demonstrated statistically significant improvements in four clinically graded areas (under eye lines and wrinkles, crow's feet wrinkles, glabellar lines, and nasolabial folds) versus the vehicle control.

HOW ARE YOU USING LINE LIFT IN YOUR PRACTICE?

I recommend Skin Active Line Lift with Aminofil for a variety of patients and always suggest it for use in conjunction with a daily anti-aging regimen that includes exfoliating agents, antioxidants, and sunscreen. It should be used after cleansing and before application of moisturizer/sunscreen to any area of particular concern to the patient.

This product is ideal for patients who present with under eye wrinkling and crepiness. Up until now, we really have not had effective options to address this textural issue, which is very difficult to camouflage with make-up (or even injectables). In addition to improving skin texture in the long run, the second part of the pair of Line Lift does double duty as a primer. Even in sensitive skin areas, Line Lift can be used daily right from the start without a need to "ease" into it.

I also recommend Skin Active Line Lift with Aminofil for patients in their early 30s who are thinking of cosmetic rejuvenation procedures for the first time. These youngest "rejuvenation" patients often don't need a lot of procedural enhancement but want to address emerging signs of aging. Most useful for the cosmetic practice, Line Lift complements and can boost the visual effects of neurotoxins and soft tissue augmentation. It is non-irritating and therefore also an excellent adjunct to microdermabrasion, peels, light, laser, and various tightening therapies and deeper resurfacing procedures.

And, I've been using it myself for several months!

HOW ARE PATIENTS RESPONDING?

The response of my staff and my patients has been very positive. The results they are experiencing are consistent with those seen in the 16-week clinical study. Skin Active Line Lift with Aminofil is quickly becoming a favorite product in my practice. ■

For more information: www.neostrata.com.