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Interview with Dr Barry Lycka & Dr Mat Avram

Dr Barry Lycka cosmetic dermatologist from Edmonton, Alberta is talking today with

Dr Mat Avram, Director Massachusetts General Hospital Dermatology Laser & Cosmetic Center.

Talking today about Neotensil – a revolutionary method of treating under eye bags and wrinkling, without surgery or downtime.

On these shows we love to bring you new and exciting things, particularly ones that you have not heard about on any other shows. We recently stumbled upon a brand new treatment for under eye bags and under eye wrinkling which will make a huge difference in cosmetic surgery and cosmetic dermatology.

Today we have a world renowned expert in laser & cosmetic dermatology who has been working with this new product for a while now and who has lots to tell us about it.

Welcome Dr Mat Avram.

What is Neotensil?

It is a game changer for under eye bags & wrinkling! It creates a skin conforming film, like invisible shape wear, for loose puffy skin on your face and under the eyes. It reshapes the appearance of puffy, loose, lax skin; it smooths, flattens and reshapes in a very short time and creates a dramatic change in appearance.

Neotensil was originally known as Strateris, but has recently been renamed and it is an acronym which also describes what it actually does.

N stands for Neo
T transforming
E elastic
N non-invasive
S supportive
I invisible & immediate
L layer.

Dr Avram, - we have had very limited treatments for lower eyelid bags up to now. Either surgery, big procedures or lasers to ablate (injure) the skin to help it shrink down and re-heal, but both of these have healing and downtime which could be several weeks, although they do work well.

Is Neotensil a replacement for these surgical procedures?

Well as a physician specializing in aesthetic dermatology I see a lot of patients coming with these under eye bags and wrinkling – it bothers them a lot. But I feel like I didn't have the great answers for them, even with all the latest techniques at our fingertips.

As you mentioned Dr Lycka, blepharoplasty surgery (eyelid surgery) is where we remove the fat bags and reconfigure the appearance of the eyelid. It is invasive, there is downtime and always with surgery the possibility of side effects etc. – and patients these days don't want pain and surgery! Or the time and expense. And with lasers – they are

fantastic with lines, but puffiness is difficult to improve with them. We can also use soft tissue injectable fillers to improve things BUT nothing is still quite the full answer we are looking for.

What Dr Avram likes about Neotensil is that it does improve the appearance of an area that previously, as we have already explained, we didn't have a great non-invasive solution to offer. This takes us from a surgical procedure to something that can be done at home. It improves upon a clinical problem that even the most sophisticated equipment and techniques could not fully solve. This topical application shows dramatic results.

So how does Neotensil work? It is a bio film, but what exactly is it doing?

It compresses wrinkles and lax skin around the eyes. It makes the skin suppler, smoother and pushes away the bags, in the same way that control underwear does for the body. It also hydrates the skin for the duration of the application. It is actually a skin forming polymer which forms an invisible film on the skin so that it reconfigures itself in a 3D way.

You can see the results within 1 hour of application.

And what is the story behind the development of Neotensil?

Dr Avram points out that he is a physician and not directly involved with the companies involved in the development and marketing of this product. He does however highlight that lots of very smart people have been involved – a meeting of great minds has created this product including:

Robert Lander: one of the top scientists in the USA and a professor at M.I.T, a world leader with many patents in the medical and aesthetic sphere.

Rox Anderson, MD: From Massachusetts General Hospital and a professor at Harvard Medical School – inventor of laser hair removal, tattoo removal, non-invasive fat removal.

Barbara Gilchrest, MD – long standing Chair at Boston University Department of Dermatology.

Betty Yu – VP Skin & New Materials Discovery at LivingProof Inc. – the company which has developed Neotensil.

The simple story is some of the best minds working at a high level to develop this product.

How long has Dr Avram used this product?

Dr Avram has actually used it on himself to get an idea of what it actually looks and feels like – he does this a lot with new treatments. Dr Lycka also tries things out on himself, for the same reason.

Neotensil is applied in the morning – it takes about a minute to do, following simple instructions. Then you wait about an hour to see the changes happening. No-one can see that it is on. But you can see that you look better and you can't feel it on either. You actually forget it's there.

How does it feel on the skin? Does it feel like a mask? Will people like it?

In Dr Avram's experience you put it on and then pretty much forget it is there. Dr Avram wears sunscreen and doesn't like it, but this, he just forgot about it. It's not heavy, not itchy, it does not feel 'caked on', no greasy feel or any other texture. This is something men will also use.

And is it easy enough to put on? Guys in particular don't work on their face much... is it easy to use even for guys?

Yes it is easy to use, but it is best at first to have someone demonstrate how to do it. Two different topicals are applied, but it is important to follow the correct sequence and do it the way you are shown. If you don't, it won't go on properly.

Does it work on any other parts of the face that are starting to sag?

An interesting question – time will tell! The studies and focus have been on the area beneath the eyes, however the principle in terms of lifting skin may apply to other areas and will need further studies. As time goes by we are finding out more – we know that it moisturizes for a longer period – much longer than the commercially available moisturizers, but lifting? The guess is that it will be the case, but there is not enough research to say right now.

So we put it on the lower eye area – how long does it last?

It is applied in the morning and you wash it off before you go to sleep. It will probably last longer but at the moment we are saying from morning to night.

How long before it works after applying it?

Around 45 minutes to 1 hour. You put it on and it gives a wet moisture feel then you forget about it. The most telling way to see the results is to put it on only one eye and not the other, which is what Dr Avram does with patients, especially in a study setting. They can see the difference it makes, and in fact the difference is so great that you would think that the 'after' photos had been touched up / 'photo-shopped' .

Dr Lycka agrees – he has seen marketing photographs and at first he really thought that the images had been enhanced.

However, Dr Avram stresses that Neotensil really does show results like that – it's not a subtle thing.

How many patients have used it and what studies have been done?

There has been a 5 center study across the country within large cosmetic practices. A scale for measuring improvement was developed. 94 women 30 and above (and they really were a good range above 30 – not just 31 or 32!) with moderate to severe bagging under the eyes, with a physician assessment given before, were included. They did a 2 week at home trial which is still in progress. 94% patients gave a minimum 1 grade improvement. 68% improved 2 grades or more. The results are pretty consistent.

And the million dollar question, Dr Avram... we have all seen creams and treatments come along and there is always a downside to them for certain patients, some will react, even if it is a very rare occurrence.

Is there a downside to Neotensil at all?

To the extent that it has been studied it smooths out the bags & wrinkles and provides hydration. Dr Avram is not aware of any adverse reactions. It may be the case as the numbers of patients increase that it is used upon and tested, then there is always the potential there will be something down the line but at this point however, he hasn't seen any reactions. Part of that is the way the product has been developed. The polymer is not something that is reactive to the skin. In fact it also has a SPF (sun screen) in it which is interesting. We would be worried about some kind of contact dermatitis or allergy issues BUT to this point these have not been a major issue. And if anyone has a problem – they just wash it off!

And the company marketing it? How are they going to take it to market? How can people get hold of it?

Well, again, Dr Avram doesn't work for the companies involved, but he understands that it is going to come out around April 1st 2014 – so this show really is ahead of the curve on this. A Canadian company called Valeant Pharmaceuticals International, Inc. are marketing it. They are very active in the dermatology sphere, so we will all be hearing much more about it around the beginning of spring. There is the American Academy of Dermatology national meeting in late spring in Denver Colorado so it will dovetail with the product launch.

Neotensil will only be available in doctors' offices – not over the counter (OTC). It is important that patients are shown how to apply it properly – Dr Avram gets his head nurse to demonstrate and guide patients.

Dr Avram – would you use it on your mother, sister, wife?

Absolutely yes! He has used it on himself and liked it. He thinks it works, it's safe and it's nice to be able to try it and see if you are happy with it. They are expecting good levels of satisfaction with it. Both doctors agree that that type of attitude should be the gold standard for any patient treatment and a doctor should be able to honestly answer questions like that without a moment's hesitation.

What is the expected price?

A very good question! It hasn't been determined as yet, although his guess will be around the price of a Botox application in one area, so we are not talking in the thousands of dollars – it will be in the hundreds of dollars but the exact price point is unknown. The quantity will give a couple of months use.

Ultimately it will be the consumer who will decide if the product is useful and if it is worth the cost. This is an elective product therefore it will come down to what the public think it is worth to them. Both Dr Lycka and Dr Avram think that people will like it and people will show an interest in Neotensil. Dr Lycka likes innovation – he is an innovative dermatologist himself and likes trying the latest and best products that will bring big benefits to patients – and Neotensil is certainly one of those!

Contact details for more information on Neotensil:

At this early stage, the best places to seek further information on Neotensil will be:

Living Proof Inc.

In Cambridge, Massachusetts. They are the developers of the product and are also the providers of other topical skincare products and hair care products.

<http://www.livingproof.com/>

Valeant Pharmaceuticals International, Inc.

They are the company who will be marketing it.

<http://www.valeant.com/>

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