

FILORGA'S NEW LIP-STRUCTURE TREATMENT

Kiss Ageing Lips Goodbye



French anti-ageing authority, Filorga has once again drawn upon its world-renown medical and injectable expertise to create the first complete anti-ageing treatment for both the lips and the perioral (mouth) area. The new Lip Structure serum redefines and plumps the lips whilst at the same time helping to smooth out the wrinkles and fine lines around the mouth.

As the human mouth ages the lips lose contour definition and volume and they begin to thin. Wrinkles and fine lines also start to develop around the mouth area. To help fight against these signs of ageing, Filorga's new Lip Structure contains two comprehensive formulas which are based upon extensive research into their injectable filling and plumping techniques. In the Perioral/mouth area fine lines and ridges are filled in due to a combination of soft focus agents and an innovative anti-ageing complex. This enables in-depth restructuring of the tissues for a long-lasting filling effect. In the lip area, a duo of plumping active ingredients redensifies and smoothes the cutaneous layers of the lips whilst ensuring all-day hydration and comfort.

Lip Structure's dual serum contains the following active ingredients aimed at targeting the various ageing aspects of the lip and mouth area.

Lips:

- Filorga's patented **Maxi-Lip®** formula is a blend of emollients combined with palm and rapeseed oils and sorbitol. This unique blend stimulates the synthesis of collagen in the cells of the lips and enables tissue healing, providing a densifying and restorative action. Clinical trials on the effects of this formula showed a 40% increase in lip volume after 30 days of use with three applications per day.
- A **nourishing and volumising oil which contains Hydrasalinol** stimulates the fat cells of the lips and prevents fat cell breakdown thereby helping to increase lip volume.

Perioral area:

- A powerful peptide, **Matrixyl Synthé 6**, boosts the synthesis of six structural components of the skin helping to restructure the skin on a deep tissue level and smooth out wrinkles
- **Novhyal**, a firming and smoothing agent, boosts the production of hyaluronic acid and strengthens the area where the dermis and epidermis of the skin meet, to provide in-depth restructuring of the skin.

In addition to these unique new ingredients, chronospheres of **Hyaluronic acid & Filorga's exclusive NCTF formula** also have a deep plumping and moisturising effect, whilst soft focus agents provide the optical effect of blurring and softening wrinkles making them appear less pronounced.

Commenting on the effects of the new lip treatment, Filorga's Medical Advisor Dr. Riekie Smit says, "Filorga's Lip Structure is unique in that it targets the entire mouth area – the lips and the contours of the mouth – where similar products may focus solely on the lips. And the active ingredients within Lip Structure are based upon Filorga's background of aesthetic medicine, so the overall effect is filler-like. The result being that the mouth is durably redefined and redensified rather than temporarily creating an illusion of volume. The results are also immediate and because the product acts upon the structure of the skin, the effects last over time."

Lip Structure comes in a 2 x 5ml double-ended applicator which has a silicone applicator on one end for targeted application to the wrinkles of the perioral area. The other end contains a bevelled flocked applicator which is used for easy application to the lips. The perioral treatment should be applied after the day cream to smooth fine lines. The lip densifying treatment is then applied directly to the lips. This can be followed by lip-gloss or lipstick. The lip treatment can also be reapplied throughout the day. For best results it should be used daily, morning and evening but can also be used on the go.

Filorga's Lip Structure 10ml double pack retails for **R550.00** is currently available from selected Edgars and Red Square Stores