



C O R P O R A T E P R O F I L E

Teoxane Continues to Ride Wave of Innovation

By Jeffrey Frentzen, Executive Editor

Over the past 12 years, Teoxane Laboratories (Geneva, Switzerland) has gained a reputation for its innovative, scientifically proven range of aesthetic products. The firm's newest dermal filler line, Teosyal RHA (Resilient HA), which will debut at the 13th annual *Aesthetic & Anti-Aging Medicine World Congress (AMWC) 2015* in Monte Carlo, Monaco, employs a novel cross-linking technology that adapts to the movements and dynamism of the face.

Another Teoxane product to be displayed at AMWC, is the Teosyal Pen, which gives practitioners complete control over hyaluronic acid (HA) injections, including pressure, speed



Teosyal Pen
Photo courtesy of Teoxane Laboratories

and product quantity. It allows physicians to perform fully accurate, painless injections and is useful in delicate oral, perioral and periorbital areas. The cordless, motorized device requires no application of force, ensuring precise positioning of the needle or cannula.

Under the leadership of founder and CEO Valerie Taupin, Teoxane has become synonymous with these kinds of

advanced products. Teoxane's ascent as a trailblazer in the aesthetic segment may be best summed up by Mrs. Taupin; "We make products that change the market."

Mrs. Taupin entered the aesthetic industry in 1988, first working for a French firm that manufactured compression garments. Later, when HA-based products arrived on the market, she became intent on taking a new direction. "HA was a lot more interesting than collagen," she said, "because collagen did not last very long. I thought this new molecule was very promising, and it didn't require any allergy tests." The direct result of her interest led to the creation of Lea DERM in 2000 where she was co-founder and CEO. Lea DERM created the popular Juvéderm filler, which was later acquired by Allergan, Inc.

While at Lea DERM, Mrs. Taupin observed how the company subcontracted research and development (R&D), as well as manufacturing to a third party. "I soon realized that to become powerful in this field I needed to master both R&D and manufacturing," she stated. "Because with it comes innovation. With such development you build the future. When you manufacture yourself, you ensure that your standards of quality, safety and efficiency for the patient are very high."

When she founded Teoxane in 2003, Mrs. Taupin discovered the importance of being the founder of a company. "It means having the freedom to make decisions for the company quickly, so you don't lose momentum when developing products," she said. "In addition, you have your legitimacy and don't have to prove it to your shareholders every day."

Early product development included Ultra Deep, a volumizing product that could be injected using a needle. "At the time, only a cannula could be used with a volumizer," Mrs. Taupin expressed. "Our new approach changed the way many practices operated. Prior to this, plastic surgeons were the only ones doing these kinds of injections using cannulas, but suddenly other physicians were doing them because they could use a needle."

Mrs. Taupin credits Teoxane with creating a whole new genre of treatment via Redensity I, a skin rejuvenation product featuring high concentrations of HA in a cocktail of antioxidants and lidocaine. "Immediately, it was a great success," she noted. "It is not mesotherapy. It represents a brand new market that sits between fillers and mesotherapy."

Throughout its 12 years, Teoxane has established a series of groundbreaking treatments using original technology. For instance, when undertaking the treatment of traditionally difficult tear troughs the company developed Redensity II, which is composed of both cross-linked and non-cross-linked HA, in addition to amino acids and minerals. As Mrs. Taupin described, "Its very thin consistency fills the area like a lake when standard gels fill it like a mountain."

Since patients need to take care of their skin between injections, Teoxane also developed a comprehensive skincare / cosmeceutical line called Teoxane Cosmeceuticals. The products work by using a combination of ingredients starting with RHA, a cross-linked HA that is designed for use with the company's dermal fillers. The ingredient creates a hydrating layer (or matrix) on the skin in order to gradually spread active ingredients. By moisturizing and firming, RHA helps skin look smoother, plumped and firm.

One reason for Mrs. Taupin's lasting impact in the field has to do with the fact that she is one of the few female CEOs in an industry teeming with male corporate leaders. "It's really an advantage because 90% of aesthetic patients are female, so I feel I understand them much better than men do. I can identify much more naturally with such a big market of patients," she said. "When I take on a new product sometimes I make my decision based on being a woman rather than a CEO. I have to want and need to use the products myself."



Teosyal RHA product line
Photo courtesy of Teoxane Laboratories



Valerie Taupin
Founder and CEO
Teoxane Laboratories
Geneva, Switzerland

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Even though Teoxane's main competitors are much larger, according to Mrs. Taupin, "only some have provided a few innovations over the years. Teoxane has them all beat. Just look at this year alone. Teosyal RHA and Teosyal Pen are advances that have the potential to change the entire aesthetic market." Teoxane regularly challenges large firms for market share and is well positioned to achieve further success in an aggressively competitive landscape. In fact, the firm is already selling its products in 90 countries.

"We are the right size to maintain an edge on several levels, from technology origination, to R&D innovations, to market strategies," Mrs. Taupin conveyed. "Our innovations allow us to open new markets. We will continue demonstrating our ability to create new solutions and the company's next milestone will be the U.S. launch of our products in 2017 and the distribution in Europe of the botulinum toxin Evosyal, with our partner ALPHAEON."