# NUMBERS DON'T

#### RHEOLOGYREPORT

December 2020

# RHEOLOGY

Defined as the study of the flow and deformation of matter which describes the interrelation between force, deformation, and time. The term rheology originates from the Greek words "rheo" translating as "flow" and "logia" meaning "the study of".

# QUALITY

The standard of something as measured against other things of a similar kind; the degree of excellence of something.

#### WHY?

#### Why is rheology important when choosing a dermal filler?

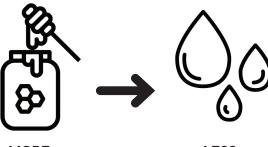
The rheology of Hyaluronic Acid is crucial to its performance in its many applications. Properties such as viscosity, visco-elasticity, and phase angle all contribute to the handling, injection, and volumizing of the dermal filler. When you are looking at a rheology report of a dermal filler there isn't a good or bad number in any of the properties, it simply means the dermal filler will be best suited for a specific application.

#### VISCOSITY

The resistance of a fluid to flow. The higher the number the "thicker" or more viscous the product is for injecting.

A dermal filler with a higher level of viscosity will be better suited to injecting at a deeper level like the subcutaneous layer of the skin.

A dermal filler with a lower level of viscosity will be more likely to spread and is therefore be suited for more superficial applications.

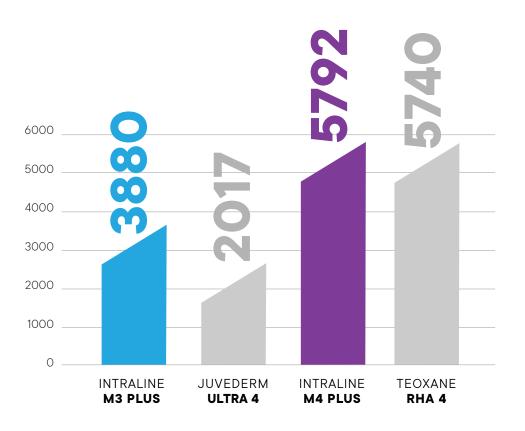


MORE VISCOUS

LESS VISCOUS

#### VISCOSITY





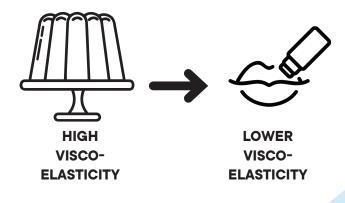
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# VISCO-ELASTICITY

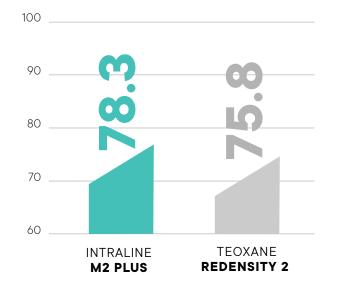
This is a measure of the gel's rigidity or ability to maintain its shape after injection. A higher number would require higher forces applied to change the shape and would be better for facial contouring.

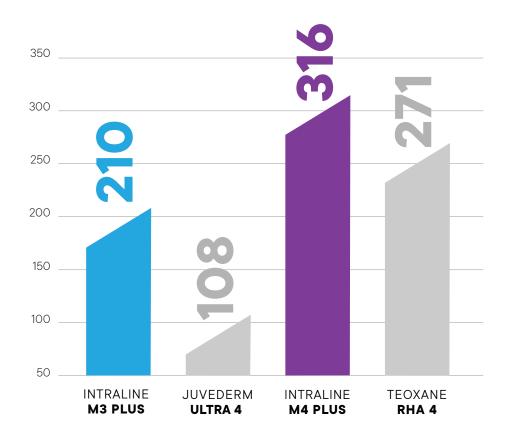
A dermal filler with a higher level of viscoelasticity will be better suited to injecting at a deeper level like the subcutaneous layer of the skin.

A dermal filler with a lower level of viscoelasticity will be more likely to spread and is therefore be suited for more superficial applications.



#### **VISCO-ELASTICITY**





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# PHASE ANGLE

This is a measure of the relative dominance of the elastic or viscous response of the gel. The lower the number the more dominanat the elastic versus viscous properties of the gel, thus expect better projection.

A dermal filler with a lower phase angle will be better suited to injecting at a deeper level like the subcutaneous layer of the skin.

A dermal filler with a higher phase angle will be more likely to spread and is therefore be suited for more superficial 7 applications.

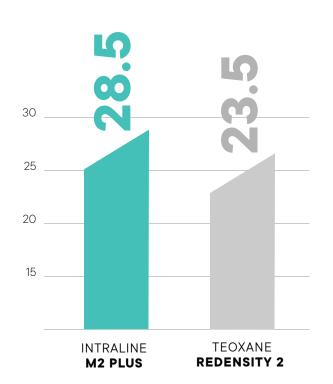


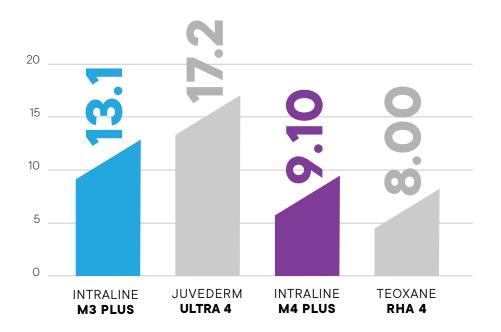
LOWER PHASE ANGLE



HIGHER **PHASE ANGLE** 

#### **PHASE ANGLE**





#### SUMMARY

The findings of this rheological report clearly show the following:



#### M2PLUS

Minimalism is about modern simplicity and living with intention. Minimally enhance your features so you can create more time and freedom to do the things you love. This style sets out to expose the true essence, essentials,

M2PLUS with lidocaine is best suited for treatment of fine to medium wrinkles in the cupid's bow, labial commissure, neck folds and lip definition.



#### M3PLUS

The happy in between, the best of both worlds. The maximal minimalist style embraces a minimal aesthetic, with maximum impact of all the important things. It's all about minimally enhancing your features for maximum impact.

M3PLUS with lidocaine is best suited for medium to deep wrinkles in the lips, nasolabial folds, marionette lines and the chin.



#### M4PLUS

All about maximizing what you love and living life to the fullest. Maximizing your features to maximize your power. Turning the limited into the unlimited. It's all about expressing individuality and personality.

M4PLUS is best suited for deep-set wrinkles and facial contouring in the cheeks, chin and jawline. It's also ideal for nonsurgical rhinoplasty and high definition in the lips.

# NUMBERS



#### RHEOLOGY

The information provided comes from Rheological Testing that was commissioned by Intraline and performed by The Centre For Industrial Rheology, an independent, third-party lab with no affiliation to Intraline.

# INTRALINE

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