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EndyMed v. Serendia
IPR2024-00383

PRiME Media Guide 2025

PRiME Media Guide 2025

An Introduction

PRIME aims to be the preferred journal for the aesthetic and anti-aging medical market offering peer-reviewed articles, essential news, analysis, and expert opinions on the latest techniques, trends and technologies in a high-quality design format.

At the same time, we offer vendors to this market the opportunity to deliver their essential messages to PRIME's audience of aesthetically focused medical practitioners in a unique format with which the physicians engage.

ABOUT THE AESTHETIC MULTISPECIALTY SOCIETY

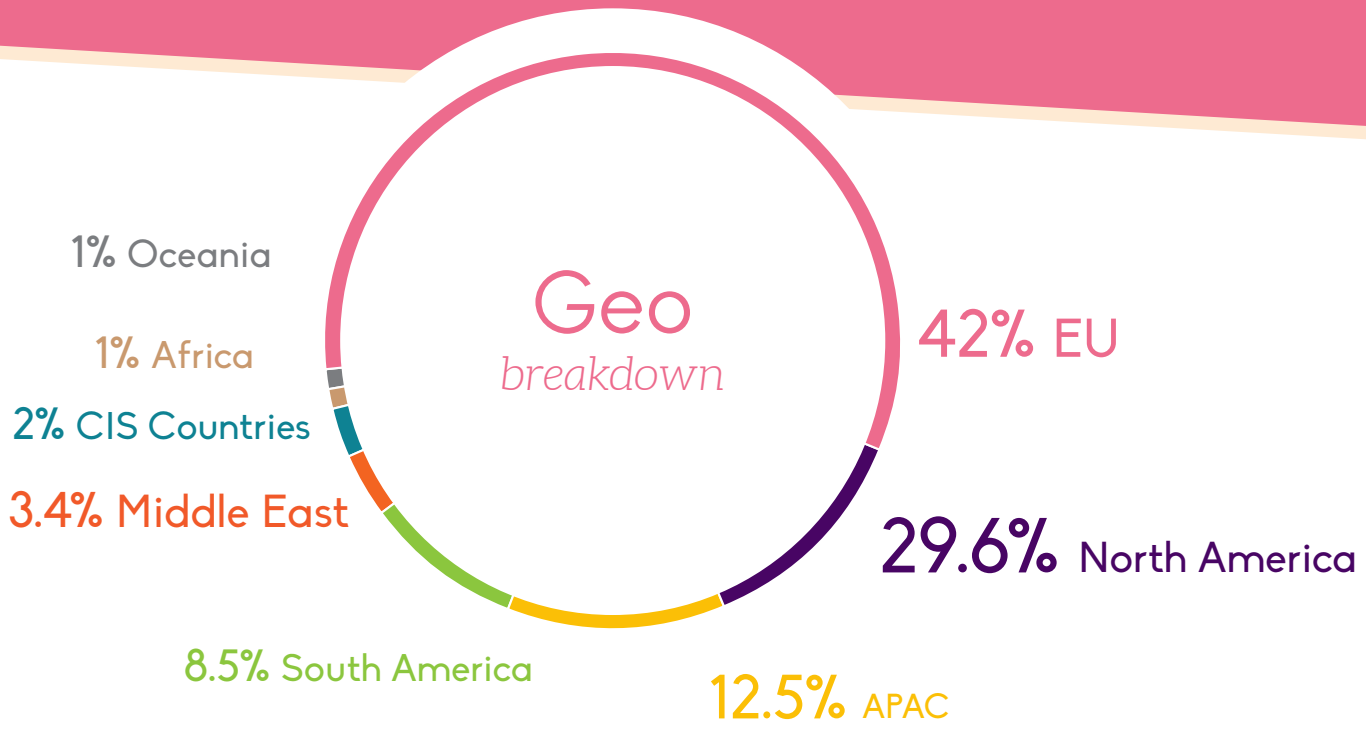
The Aesthetic Multispecialty Society (AMS) has been created to gather the Aesthetic Medical community together, promoting education and knowledge sharing with the primary goal of improving techniques and good practice in the field of Aesthetic Dermatology and Surgery.

The Aesthetic Multispecialty Society provides an advanced comprehensive platform created for all practitioners of Aesthetic Surgery and Aesthetic and Anti-aging medicine.

More info at: *multispecialtysociety.com*

AMS

PRIME is the Official Media Partner of The Aesthetic Multispecialty Society (AMS).



Subscribers share their digital copy of PRIME Journal with

3 ASSOCIATES

on average for a readership of

36,400

38% Aesthetic Plastic Surgeon

33% Cosmetic Dermatology

32% Aesthetic Practitioner

3% Sales Manager/Operations

3% CEO, Senior Partner, Director, Consultant

3% Anti-Ageing Practitioner

Reach Decision Makers

According to a readership study of PRIME's subscribers:

85%

spend
30 minutes or more
reading PRIME Journal.

69%

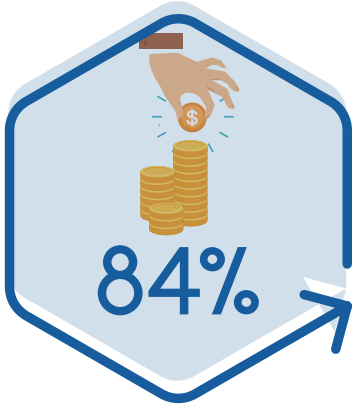
of readers share their issue of PRIME Journal with colleagues.

80%

of readers are
interested to **very interested**
in reading PRIME Journal's sponsored content

99%

find PRIME
useful or **very useful**
as a source of information about new products, equipment or services.



84%

of readers are involved in purchasing equipment and supplies.

92%

of subscribers read or receive their print copy of PRIME Journal at their workplace.

58%

of readers have contacted advertisers or purchased products they have seen in PRIME Journal.

A Typical Issue

May/June

PRIME | CONTENTS

p34 p40 p16 p24

NEWS

09 Americans spent over $2 Billion on breast implants and injectables in 2018

10 ISAPS applauds ruling on breast implants

INDUSTRY INSIDER

12 **The effects of an anti-inflammatory diet on skin health and ageing**
Sana Khan reviews the ingredients in your diet with anti-ageing properties

COMMENTARY

16 **The theories of ageing**
Duncan Carmichael explores how our understanding of ageing has shifted over the years and impacted the ways we combat the process

CLINICAL FEATURES

24 **A review of non-surgical rhinoplasty**
Amy Miller looks at the use of dermal fillers as an alternative to surgical methods to rhinoplasty, including techniques, products and complications

34 **Myomodulation: the mechanoreceptor -filler hypothesis**
Steven Harris explains how the discovery of Ruffini-like structures in the zygomaticus muscles could lead to a greater understanding of muscle activity after filler injection and potential for a new approach to facial aesthetics

40 **Large volume fat grafting for facial and periorbital rejuvenation**
Kai Kaye and **Gabriela Casabona** discuss how three-dimensional ageing must be considered when injecting the face in order to achieve satisfactory results in facial rejuvenation

CASE REPORT

46 **The 'Chedly C' Scarless Blepharoplasty**
Chedly Bouzouaya and **Ronald Feiner** describe a novel new technique to perform upper-lid blepharoplasty without any noticeable scars

50 **Treating melasma with cysteamine cream**
Leonardo Marini discusses recent cases of treating melasma in female patients with a new 5% cysteamine topical formulation

PRACTICE MANAGEMENT

54 **Be a Pinner**
Pinterest is having a moment. **Wendy Lewis** demystifies this Silicon Valley social network and how its recent IPO can benefit aesthetic clinics

60 **Managing capacity in the clinic**
Reece Tomlinson explains the importance of understanding capacity related challenges and how it can help you manage both busy and quiet periods more effectively

PRIME PROMOTIONS

64 **V-laser: a wise choice for treatment of vascular lesions and other various indications**
Dr. Hugues Cartier reviews his experience using V-laser from Wontech

EVENTS

66 A round-up of the major industry events happening around the world over the next 12 months

Aesthetic and Anti-ageing Articles

These articles offer new and original research, best practices and/or a review of literature on a specific area of aesthetic and anti-ageing medicine.

Please submit your suggestions to Balraj Juttla, **Balraj.juttla@informa.com.**

Guest Editorial

An editorial from an industry expert on a topical, relevant subject related to aesthetic and anti-aging medicine.

Analysis and Industry Insider

Industry insider provides an analysis on current trends and hot topics related to aesthetic and anti-aging medicine.

PRIME People

shares the views and work of prominent individuals and major organisations from the aesthetic and anti-aging medical market.

PRIME Promotion

is the ideal forum to outline your company's unique value proposition from a physician advocate's perspective or an opportunity to publish clinical studies including before and after photos.
If you are interested in this opportunity, please contact your sales representative.

Practice Management

Our Practice Management features provide a forum for the successful management of a practice and/or clinic. Topics can range from business and patient management software, managing finances and increasing revenue, legal protection, and successful marketing strategies.

Conferences & Events

A listing of industry meetings, symposiums and conferences.

Product News

The latest new products and devices. If you have new products, please send us a description (no more than 150 words) and a high resolution photo of the product and contact information to *balraj.juttla@informa.com*

Practice Pearls and Case Studies

Expert physicians describe their innovative practice strategies.

Editorial Board

Our editorial board includes prominent physicians who specialise in cosmetic and/or anti-medicine. We rely on them to keep us informed and advise us on the future trends and top cover.

Dr Firas Al-Niaimi
Dermatology & laser surgery
UK

Dr Ashraf Badawi
Dermatology
Egypt

Dr Anthony Benedetto
Cosmetic Dermatology
Italy

Dr Dario Bertossi
Maxillo Facial Surgery
Italy

Dr Pierre Bouhanna
Dermatology - Hair Surgery
France

Dr Claude Chauchard
Anti-Aging Practitioner
France

Dr Claude Dalle
Anti-Aging Practitioner
France

Prof Ilaria Ghersetich
Dermatology
Italy

Dr Michael H. Gold
Dermatology
USA

Prof Eckart Haneke
Dermatology
Germany

Dr Steven Hopping
Plastic Surgery
USA

Prof Andreas Katsambas
Dermatology
Greece

Dr Mario Krause
Anti-Aging Practitioner
Germany

Dr Marina Landau
Dermatology
Israel

Wendy Lewis
Industry expert
USA

Prof Leonardo Marini
Dermatology
Italy

Dr Sly Nedic
Aesthetic and Anti-Aging
South Africa

Dr Hervé Raspaldo
Facial Plastic Surgery
France

Dr Neil Sadick
Dermatology
USA

Dr Hema Sundaram
Dermatology
USA

Dr Patrick Treacy
Aesthetic Surgery
Ireland

Dr Mario Trelles
Plastic Surgery
Spain

Dr Ines Verner
Dermatology
Israel

Dr Sabine Zenker
Cosmetic Dermatology
Germany

aging
ics to

Editorial Calendar

ALL DATES & DISTRIBUTION VENUES TO BE CONFIRMED

JANUARY
FEBRUARY
2025

VOLUME 15 **ISSUE** 1

BONUS DISTRIBUTION: **AMWC NORTH AMERICA 2025**
SPACE RESERVATION DEADLINE: **DECEMBER 28TH**
MATERIALS DUE: **JANUARY 5TH**
PUBLISHED: **FEBRUARY 10TH**

MARCH
APRIL
2025

VOLUME 15 **ISSUE** 2

BONUS DISTRIBUTION: **AMWC MONACO 2025**
SPACE RESERVATION DEADLINE: **FEBRUARY 20TH**
MATERIALS DUE: **FEBRUARY 23RD**
PUBLISHED: **MARCH 18TH**

MAY
JUNE
2025

VOLUME 15 **ISSUE** 3

BONUS DISTRIBUTION: **FACE LONDON / 5-CC / AMWC ASIA**
SPACE RESERVATION DEADLINE: **APRIL 7TH**
MATERIALS DUE: **APRIL 9TH**
PUBLISHED: **MAY 1ST**

JULY
AUGUST
2025

VOLUME 15 **ISSUE** 4

BONUS DISTRIBUTION: **EADV**
SPACE RESERVATION DEADLINE: **JUNE 17TH**
MATERIALS DUE: **JUNE 20TH**
PUBLISHED: **JULY 14TH**

SEPTEMBER
OCTOBER
2025

VOLUME 15 **ISSUE** 5

BONUS DISTRIBUTION: **AMWC DUBAI / DASIL 2025**
SPACE RESERVATION DEADLINE: **AUGUST 15TH**
MATERIALS DUE: **AUGUST 20TH**
PUBLISHED: **SEPTEMBER 10TH**

NOVEMBER
DECEMBER
2025

VOLUME 15 **ISSUE** 6

BONUS DISTRIBUTION: **AMWC SOUTH EAST ASIA / AMWC JAPAN**
SPACE RESERVATION DEADLINE: **OCTOBER 10TH**
MATERIALS DUE: **OCTOBER 17TH**
PUBLISHED: **NOVEMBER 4TH**

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Display Advertising Opportunities

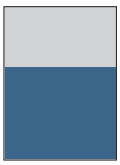
PRIME International

DISPLAY	1X	3X	6X
Full page	£4,500	£3,600	£2,700
1/2 page (horiz/vert)	£3,100	£2,790	£2,480
1/4 page	£2,300	£1,900	£1,600

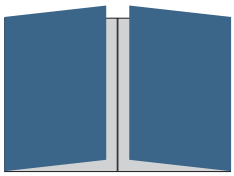
PREMIUM POSITIONS	
Cover Positions, 1st, 2nd and 3rd Page	+20%
Right Hand Page	+10%

• Prices for the below options are available on request.

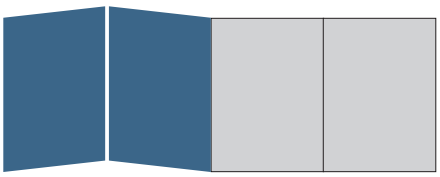
Cover tip



Barn doors



Gatefold



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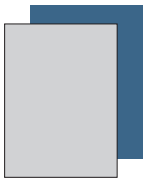

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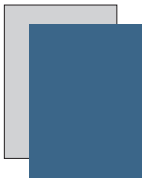
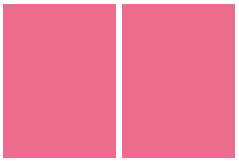


We welcome your ideas regarding any non-traditional ways to reach PRIME's influential subscribers.
You need special packages? Please contact Balraj Juttla *(balraj.juttla@informa.com)* to discuss.

Display Advertisement Sizes **(width x height)**

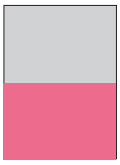
Full page

Trim: 215 mm x 280 mm
Type: 205 mm x 270 mm
Bleed: 223 mm x 288 mm



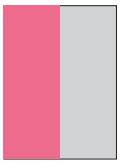
Double page spread

Trim: 430 mm x 280 mm
Type: 420 mm x 270 mm
Bleed: 438 mm x 288 mm
Please note text may not be visible near spine/center due to binding.



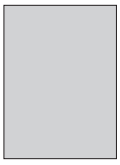
Half page horizontal

130 mm x 198 mm
No bleeds



Half page vertical

96 mm x 266 mm
No bleeds



Quarter page

96 mm x 130 mm
No bleeds

ACCEPTED PRINT ADVERTISING FORMAT

- File format: Adobe Acrobat PDF (X1a compliant) with all fonts embedded and transparencies flattened.
- All artwork should be at a minimum of 300dpi. All lines and rules at a minimum of 0.5pt
- All colors should be converted to CMYK. No special Pantone or spot colors.
- Black text should use process black only and not a 4-color black.
- Remember to include bleed and registration marks where applicable.
- One full size digital matchprint proof to be supplied with artwork.
- Media: Files should be supplied as an Email attachment. Please compress large files using Zip or Stuffit software if sending via Email.

MAGAZINE SPECIFICATIONS

- *Finished size:*
  215 mm x 280 mm
- *Printing method:*
  4-color, sheet fed offset lithography
- *Binding:*
  Perfect bound

** Files supplied in CorelDraw, Word or Powerpoint cannot be accepted for publication.

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PROMOTION ARTICLES

PRIME PROMOTION

SKIN RESURFACING MADE EASY

RF-FIRST FRACTIONAL TECHNOLOGIES THAT MINIMISE DISCOMFORT AND MAXIMISE RESULTS

Introducing the new Divine Pro platform from Lumenis, for effective facial rejuvenation in a compact, desktop design

A WIDE VARIETY of non-surgical, non-invasive technologies is used today for skin rejuvenation, aiming at improving the appearance of facial wrinkles, acne scars, and skin imperfections. These technologies are based on a thermal process leading to dermal collagen remodeling. Among these technologies, one may find non-ablative lasers, intense pulsed light (IPL), and radiofrequency (RF), such as bi-polar and TriPollar. Other technologies used in skin resurfacing procedures include ablative resurfacing CO_2 lasers and Erbium:YAG.

Skin resurfacing procedures are often associated with significant downtime and a relatively high risk of side-effects, especially on dark and Asian skin types. This creates a growing demand for procedures that deliver visible clinical improvement with reduced downtime and lower risks. This demand led to the development of a new generation of devices, including fractional RF systems that use controlled fractional skin resurfacing by employing a matrix of miniature RF electrodes placed in contact with the skin surface.

Devices employing minimally invasive Bi-polar RF electrodes (micro-needles or pins) were also introduced into the market and gained success in the minimally invasive treatment of wrinkles and skin laxity. However, it is only the third generation of fractional RF systems that can truly provide a high safety profile and visible clinical results with minimal downtime, no need for anesthesia, and minimal risk of side-effects and complications.

Pollogen RFF fractional technologies

The desired effect is achieved by using a unique tip, designed with 'RF-First' fractional technology, featuring RF emitting electrodes that create micro-channels in the skin. These channels are created before the microneedles or the pins penetrate the skin, allowing for a gentle penetration to the tissue without the use of mechanical force. This unique penetration mode is offered by the technologies used in Pollogen's Divine Pro platform. Its fractional technologies – RFF Microneedling and RFF Resurfacing – offer controlled ablation and coagulation of the skin layers. By applying RF and pinpoint ablation with controlled volumetric heating, skin resurfacing and neocollagenesis are achieved via the wound healing process, resulting in skin tightening, wrinkle reduction and skin texture improvement. The RF-First fractional procedures activate the body's natural healing processes, encouraging the generation of new and healthy skin, as well as the production of collagen and elastin which leads to the improvement of skin laxity and texture.

Figure 1 H7X7 with medium intensity parameters. Epidermal ablation and superficial dermal volumetric heating

Figure 2 The Divine Pro platform

RFF resurfacing technology

Pollogen's unique RFF smart tip design enables an even distribution of RF energy that flows between the needles and the tip surface, thus reducing pain and ensuring a homogeneous treatment. In a histopathological examination performed by Dr. Andrea Gat, Head of Dermatopathology Unit at Sourasky Medical Center in Tel Aviv, Israel, it has been shown that treatment with Pollogen's smart RFF Resurfacing tip caused superficial damage to the skin tissue, which was noted in the histology slides as focal necrosis of the epidermis with an additional effect of volumetric heating in the upper dermis. This volumetric heating enhances the wound healing process and improves the skin regeneration with an effect of up to 0.25 mm in the dermal layer.

These tests and additional clinical experience with Divine Pro, together with field experience of practitioners and patients, prove its superiority among existing resurfacing treatments. Patients attest to the fact that treatment with Divine Pro is virtually painless. Thanks to its low pain profile Divine Pro's RFF Resurfacing tip offers excellent coverage and allows for the simultaneous activation of its 49 pins. In addition, the device provides effective and uniform ablation in a focused and controlled manner, without applying mechanical force or aggressively damaging the tissue. Unlike treatment with laser and IPL devices, Divine Pro is 'colour blind', offering a solution to a large variety of patients and their personal needs, without the risk of side-effects like Post Inflammatory Hyperpigmentation (PIH).

The 'RF-First Resurfacing' technology offers users a wide scope of treatment possibilities for rejuvenation of damaged skin, refinement of skin texture, improvement in acne scars, and other skin concerns.

'Divine Pro allows me to offer great solutions for patients who wish to refresh their skin and treat visible imperfections like acne scars, enlarged pores and fine lines.' Says Dr. Alex Levenberg. Dr. Levenberg has been using the variety of technologies in the Divine Pro platform to create specific solutions to his patients.

'The fact that the technology is comfortable and virtually painless for the patient allows me to offer solutions even on hard-to-treat areas.' Levenberg explains. 'I can create treatment plans with a series of sessions to achieve the beautiful results that my patients want, and they find it easy to commit to these plans because they involve no pain or downtime.'

Pollogen's Divine Pro platform

Divine Pro was designed as a facial treatment platform to allow practitioners all the treatment benefits of a 'big box' device in a compact, desktop system. It offers a comprehensive toolkit for effective facial rejuvenation that can be personalized to each patient needs. The platform is comprised of 4 clinically-proven technologies: TriPollar, DMA, RFF Microneedling and RFF Resurfacing. It provides numerous treatment combinations for encouraging and enhancing the body's own rejuvenation processes in order to achieve smoother, tighter skin, improved facial contouring and refreshed complexion. All this is achieved in a safe and comfortable manner, with immediate results and minimal pain and downtime.

Figure 3 Acne scars resurfacing & skin texture improvement (A). 3 weeks after 1st treatment with RFF Resurfacing tip (B) Courtesy of Yasemin Saray M.D., Turkey

*▶ *RFF Microneedling was formerly known as Voluderm; RFF Resurfacing was formerly known as TriFractional.*

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PRIME Promotion is the ideal forum to outline your company's unique value proposition.

It could be from a physician advocate's perspective discussing how your product has benefited their practice as well as their patients or an opportunity to publish your research along with before and after photos.

If you are interested in this opportunity, please contact your sales representative.

2 Page Promotional Article - £6,000

COMPANY PROFILE

A feature focussed on your company's history, milestones and new developments.

Written by industry expert and long-term PRiME contributor **Wendy Lewis**, the feature will also include interviews with the company CEO, other high level senior staff, and key opinion leaders in the industry.

Company Profile Package: £3,500 per page

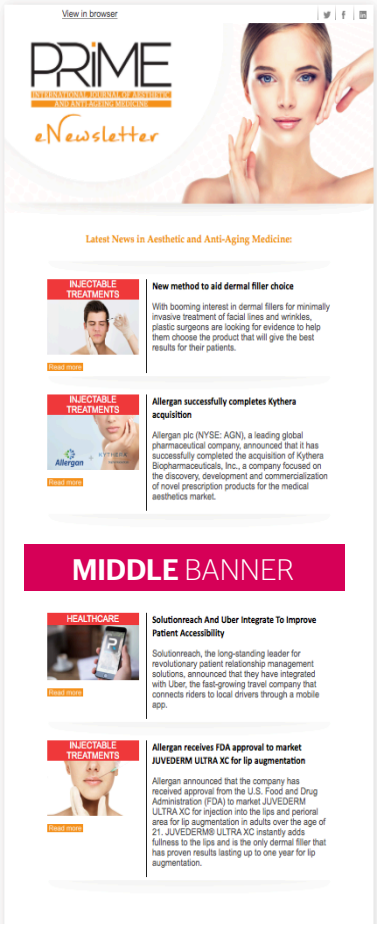
E-NEWSLETTER

Published to the opt-in digital database.
The e-Newsletter delivers the latest industry news, and links to the PRIME Journal archive of articles.

- Sponsorship is available via the **three advertisement positions** illustrated.

1. LEADERBOARD
2. MIDDLE BANNER
3. FOLLOW-ON BANNER

LEADERBOARD



MIDDLE BANNER

FOLLOW-ON BANNER

ISSUE ALERT

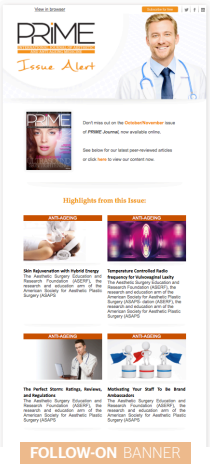
Published 6 times a year to the opt-in digital database.

This Email delivers the latest digital issue to the aesthetic medical market.

- Sponsorship is available via the **two ad positions** as illustrated.

1. LEADERBOARD
2. FOLLOW-ON BANNER

1 LEADERBOARD



2 FOLLOW-ON BANNER

E-BLAST

Write and share your message to the PRIME's third party list.
Promote your latest products or invite our decision makers to your webinar, workshop or conference exhibit.

Exclusive Email (eBlast) to PRIME's database **£2,450 per Email**

EMAIL MARKETING OPTIONS

ADVERTISING POSITIONS	e-Newsletter (w x h)	
Leaderboard	728 x 90 px	£1,600 per issue
Middle banner	468 x 60 px	£1,375 per issue
Follow-on banner	468 x 60 px	£1,250 per issue
	Issue Alert (w x h)	
Leaderboard	728 x 90 px	£1,500 per issue
Follow-on banner	468 x 60 px	£1,250 per issue

EMAIL/HTML OPTIONS

The HTML file (saved as an attachment - with in-line style coding preferably)

From line:
Company name as you want it listed

Subject line:
limit to under 50 characters/including spacing

Test list:
e-mail addresses of those to receive the test

Seed list:
any additional e-mail addresses not on the test list but need to receive ONLY the final (up to 10)

SOCIAL **MEDIA**

You have the possibility to promote your latest products, videos, articles etc. on PRIME's networking platforms and social media.

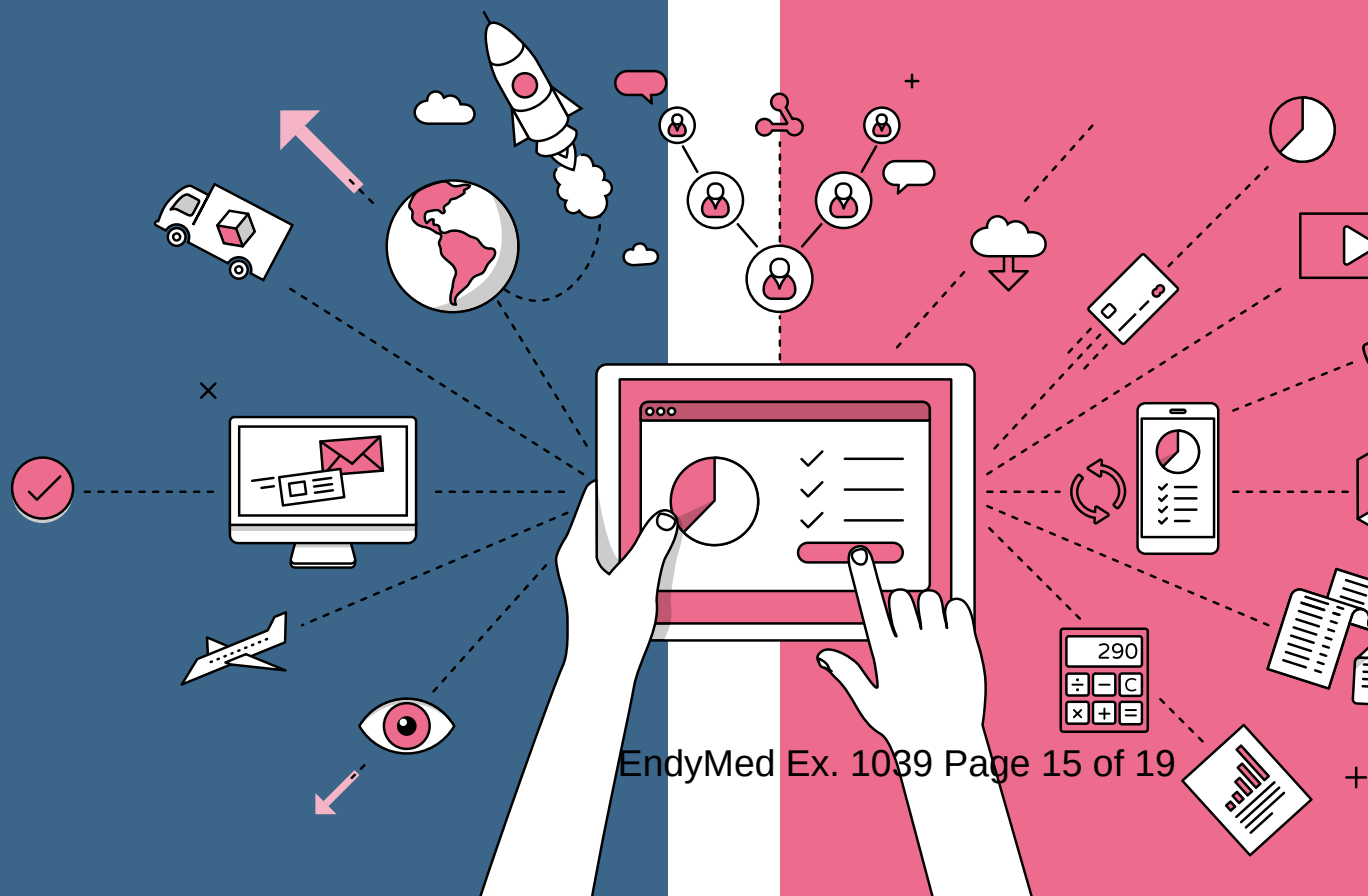
Facebook - 2,065 followers / 1,902 likes

Twitter - 3,702 followers

Linkedin Group - 3,812 members

Instagram - 1,947 followers

Please enquire with **Balraj Juttla** (balraj.juttla@informa.com) for pricing options.



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WEB **BANNERS**

1 TOP LEADERBOARD

2 LEADERBOARD

BOTTOM BANNER
situated at the bottom of the page
3

WEBSITE **OPTIONS**

1 TOP LEADERBOARD	728w X 90h px	**£2,000 per month**
2 LEADERBOARD	728w X 90h px	**£2,000 per month**
3 BOTTOM BANNER	728w X 90h px	**£1,500 per month**

WEB **STATS**

Data period: 1 Sept. 20**23** - 31 Aug. 20**24** (Source: Google Analytics)

Yearly Pageviews
214,473

New Visitors
152,112

Monthly Pageviews
17,000+

Returning Visitors
6,530

NEWS **STORIES**

PRiME is one the most consulted platforms for news and updates in the aesthetic and anti-aging industry.

Send us your news article (product highlight, new video, press release, etc.) and we will publish your material on PRiME **website** and **social walls (Facebook, Twitter, Linkedin Group, Instagram)** and we could also use your news story in PRiME **E-newsletters.**

News Article on Website - £500

Please contact Balraj Juttla *(balraj.juttla@informa.com)* **for more information.**

ACCEPTED DIGITAL ADVERTISING FORMAT

WEB BANNERS

File format: **Animated .gif/.jpg/.swf.**
Maximum file size: **100kb**
Please supply the **URL** to which your banner should link to**.**

NEWS STORIES

File format: **word file - max 1,500 words**
Please supply the **images** to be used in the news.

TARGETS & **DATABASES**

eBlast

Your promotional message will be sent to PRiME's Third-party list

Third-party list

35,346 contacts*

e-Newsletter **Issue Alert**

Your banner will reach our contacts on PRiME's subscribers list

subscribers list

122,460 contacts*

*Figures are subject to change throughout the year

Get in Touch

How long would it take your sales team to reach 122,460 cosmetic dermatologists, aesthetic plastic surgeons and other aesthetic medical professionals?

Let PRIME help you increase your sales and market share by delivering your essential marketing message to PRIME's engaged and influential subscribers.

Balraj Juttla
Global Sales Manager

Direct tel: +61 (0)493 319 596
E: balraj.juttla@informa.com

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