

Natural, Regenerative and Bio-Stimulating Gel Set to Revolutionize Facial Rejuvenation

By Cindy J. Papp, Contributing Editor

All-natural facial rejuvenation procedures are increasing in demand, yet patients have had very few options available, until now. CosmoFrance (Miami, Fla.) has introduced its revolutionary ezGEL®, an autologous regenerative gel that uses the body's own powerful proteins for skin rejuvenation. Aesthetic physicians can now expand their potential market to treat patients who desire natural, highly concentrated treatments for skin regeneration with little to no downtime.

According to Kian Karimi, MD, a plastic surgeon in Los Angeles, Calif., and medical director for CosmoFrance, ezGEL is a 100% natural solution that comes from the patient's own blood and offers an extended release of growth factors and biostimulation from Platelet-Rich Fibrin (PRF). This unmodified gel solution is obtained by isolating beneficial cells and growth factors in harvested plasma, heating then cooling this enriched concentrate to create a natural and smooth biostimulating gel.

"It can be used for patients who desire a boost to their skin and can address concerns including undereye circles and hollows, or an aged and tired appearance," Dr. Karimi reported. "ezGEL can be used alone or in combination with synthetic fillers and neurotoxins, which will appeal to a large proportion of the population."

Anil Rajani, MD, founder of Rajani MD (Portland, Ore.), is a leader in minimally invasive aesthetic treatments and believes that ezGEL will significantly impact aesthetic practices and patient outcomes. "To me, ezGEL is revolutionary on many fronts. It is all-natural, so the potential market is much larger than traditional aesthetic procedures as we know them now," he emphasized. "New patients are ideal, as the barrier to entry for them is often the fear of currently available injectables. Conversely, long-time patients are now feeling distorted by traditional products and are looking to restore their natural, yet rejuvenated selves."

The process begins with the practitioner evaluating the quantity of gel they want to yield from the patient to effectively treat

their areas of concern. "We spin some of the blood at a higher speed to obtain the albumin component and then heat this portion," Dr. Rajani explained. "While the heating is taking place, the other portion of the blood is spun at a lower speed to obtain growth factors and stem cells. The gel is then injected into the desired areas using a microcannula. It is ideal for treating areas where fillers and biostimulators cannot be used easily such as the direct undereye area, perioral area and the brow region for hair stimulation."



Before and after treatment with Plasma Fill ezGEL
Photos courtesy of Anil Rajani, MD

Dr. Karimi explained, ezGEL can be used to customize treatments for collagen stimulation, regeneration and skin rejuvenation. "I have used it to restore volume loss from trauma or prior skin steroid injections that caused dents and divets in the face and to treat areas that have suffered from vascular occlusion and/or necrosis from synthetic injectable fillers," he shared. "It is also ideal for patients seeking a natural and subtle boost to their skin." Dr. Karimi pointed out that tutorials and videos with step-by-step instructions for how to make ezGEL are available through CosmoFrance's website.

CosmoFrance has filled the demand for natural skin rejuvenation using the power of the patient's own blood and growth factors to offer infinite new possibilities in the use of autologous blood concentrates. With an improvement in patient outcomes and the ability to increase market potential, ezGEL will certainly revolutionize aesthetic practices in the U.S. and beyond.



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