

*Did she... or didn't she?*



Keep  
them  
guessing

**silagen<sup>®</sup>**  
SCAR REFINEMENT SYSTEM

Top 5 patient concerns  
when considering  
cosmetic surgery<sup>3</sup>:

1 RESULTS

2 COST

3 RECOVERY

4 PAIN

5 SCARS

# Every Surgical Incision Results in a Scar

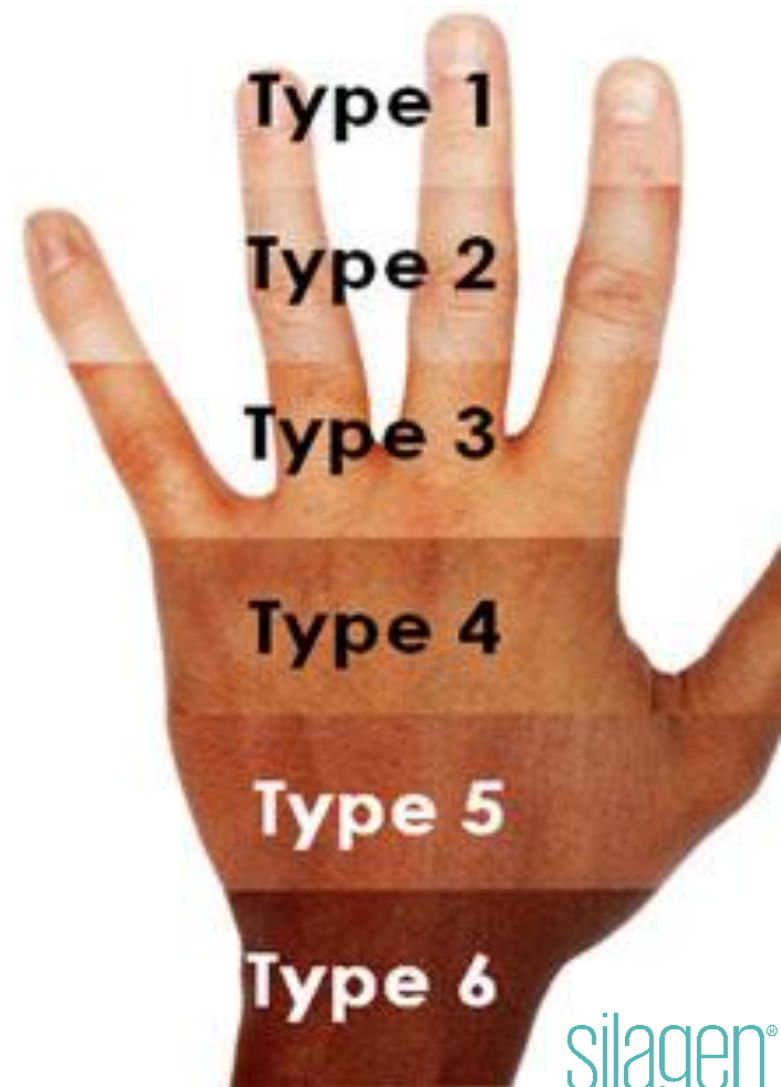
Factors We Can CONTROL	Factors that are UNCONTROLLABLE
Strategic incision placement Closing with minimal tension Good incision care to prevent infection Inflammation Smoking cessation Scar prevention strategy	Age Genetics Ethnicity Location of trauma wounds

# SCAR RISK BY FITZPATRICK TYPE

Prone to  
Hypertrophic scar  
formation



Prone to Keloid  
scar formation



# Types of Scars



HYPERTROPHIC SCAR



KELOID SCAR

# Patients WANT a Scar Prevention Strategy



87%

**Strongly desired scar prevention strategies.**<sup>10</sup>

97 patients who had surgery in the past 24 months were surveyed about scars.

# Patients WANT a Scar Prevention Strategy

**75%**

**Would go to any length to minimize scarring,** even if they resulted in only small improvements in the appearance of their scars.<sup>10</sup>

**91%**

said **even a small improvement** in scarring on a visible body site would be worthwhile

RELIEVE “**SCAR ANXIETY**” BY TELLING  
POTENTIAL SURGICAL PATIENTS ABOUT SILAGEN

# SILICONE is the only recommended topical for scar PREVENTION

## 2002 INTERNATIONAL CLINICAL RECOMMENDATIONS FOR SCAR MANAGEMENT

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“It is much more efficient to prevent hypertrophic scars than to treat them.”

“Use of silicone gel sheeting should begin soon after surgical closure, when the incision has fully epithelialized, and be continued for at least 1 month.”

## 2014 UPDATED SCAR MANAGEMENT PRACTICAL GUIDELINES

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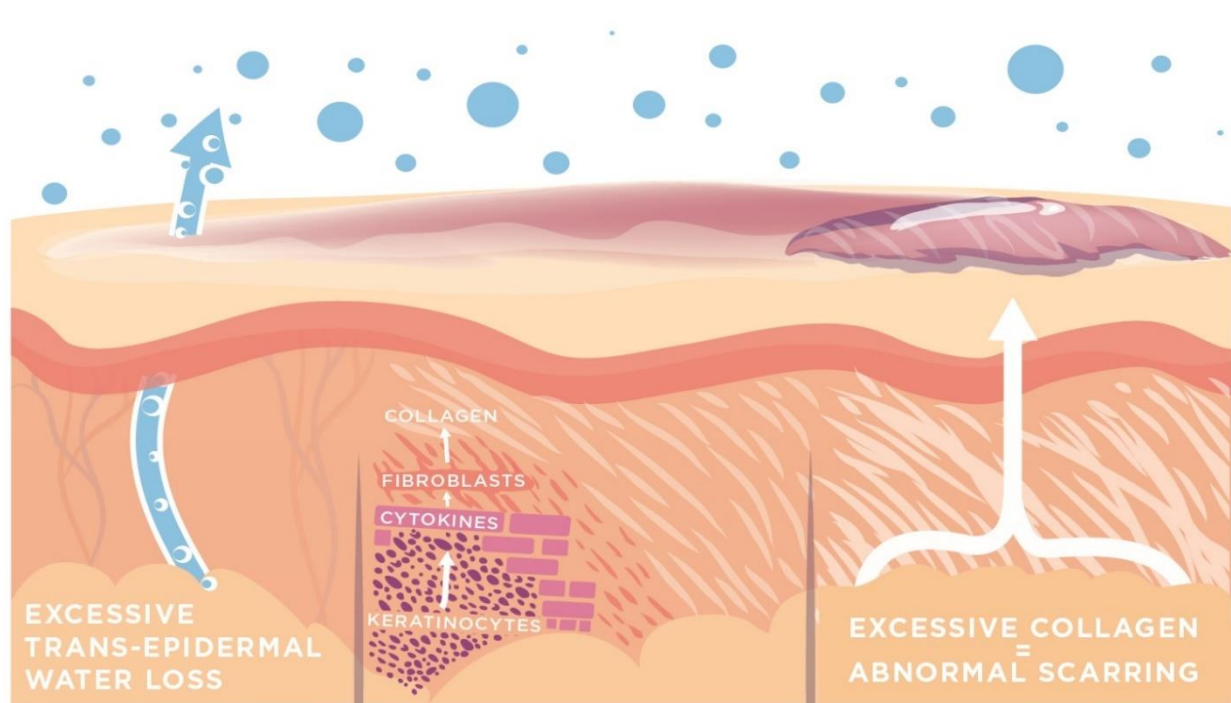
“Following surgery or trauma, the first priority should always be the *prevention* of abnormal scar formation.”

“...*silicone sheets and silicone gels* are universally considered as the gold standard in scar management, and **the only non-invasive preventative and therapeutic measure for which there is enough supporting data to make evidence-based recommendations.**”





The immature and weak new stratum corneum covering the healed incision **allows too much water to evaporate**, which **signals excessive collagen production** to “plug the leak,” **resulting in an abnormal scar.**

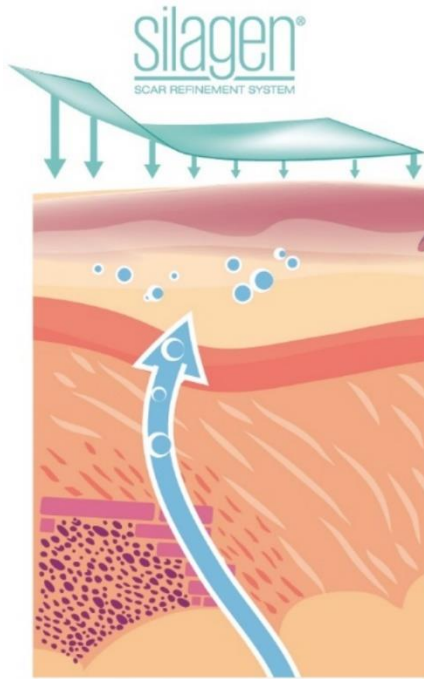


Scar tissue exhibits excessive TEWL for as long as one year post- wound healing.

This abnormally high level of water evaporation stimulates keratinocytes to produce cytokines, which in turn signal the activation of fibroblasts to synthesize collagen.

Left unchecked, excessive collagen production can lead to abnormal scarring.

# SILICONE Helps to Prevent Abnormal Scar Formation



**SILICONES** applied over the scar provides occlusion and hydration of the stratum corneum, down-regulating keratinocyte stimulation and preventing further signaling to produce more collagen.

**AFTER** 2-3 months of silicone treatment, collagen is normalized and hypertrophic scarring is prevented.

Silagen silicone gels and sheets act as a mature stratum corneum, preventing excess water from evaporating.

No extra collagen is called for and the scar heals flat and soft.

“Silicone products may help to prevent excessive scar formation by restoring the water barrier through occlusion and hydration of the stratum corneum and need to be used as soon as the wound/suture is healed.”<sup>1</sup>

<sup>1</sup>Monstrey S, et al. Journ Plas Recon Aesth Surg (2014), <http://dx.doi.org/10.1016/j.bjps.2014.04.011>

# SILICONE ALSO WORKS ON Older Scars

Silicone has been studied as a treatment for existing scars since 1980.

Silicone **gel and sheets** have been **proven effective** in reducing the following **scar symptoms**:

- 1 REDNESS
- 2 HARDNESS
- 3 ELEVATION
- 4 ITCH
- 5 PAIN

SCARS UP TO 4 YEARS OLD HAVE SHOWN IMPROVEMENT IN CLINICAL STUDIES



There is a SILAGEN product to fit every patient and every scar.

More options than any other silicone scar treatment brand.



## SILICONE GEL

- Medical grade silicone ingredients
- Pure silicone- no other potentially irritating ingredients
- Dries faster than any other silicone gel
- Soft silky feel
- Available in 15g and 30g elegant airless pumps



- Medical grade silicones + zinc oxide
- Contains NO chemical sunscreens
- Helps to prevent UV-induced scar hyperpigmentation
- Lower cost per gram than other professional brands
- Non-comedogenic and non-irritating



of physicians surveyed  
preferred the feel &  
drying time of Silagen Gel  
over other competing  
silicone gels.<sup>1</sup>

# SILICONE SHEETS, STRIPS and SHAPES



- 12 shapes and sizes
- 2 backing options—clear and beige
- Optimal 1mm thickness—flexible and durable
- Advanced adhesion technology
- Washable and reusable up to 4 weeks
- Storage trays included



## TWO OPTIONS:

### Fabric-backed BEIGE option

- Durable
- Slightly thicker

### CLEAR option

- More flexible
- Stays in place well on curved areas or flexures





# SILICONE STRIPS

## 1" x 3" Strips

4 per box

only available in clear



## 1" x 6" Strips

4 per box



## 8" x 2" Strips

1 per box



**Longer strips also available:**

Ideal for **TUMMY TUCK,**  
**BRACHIOPLASTY, THIGH LIFT,**  
**BELT LIPECTOMY**

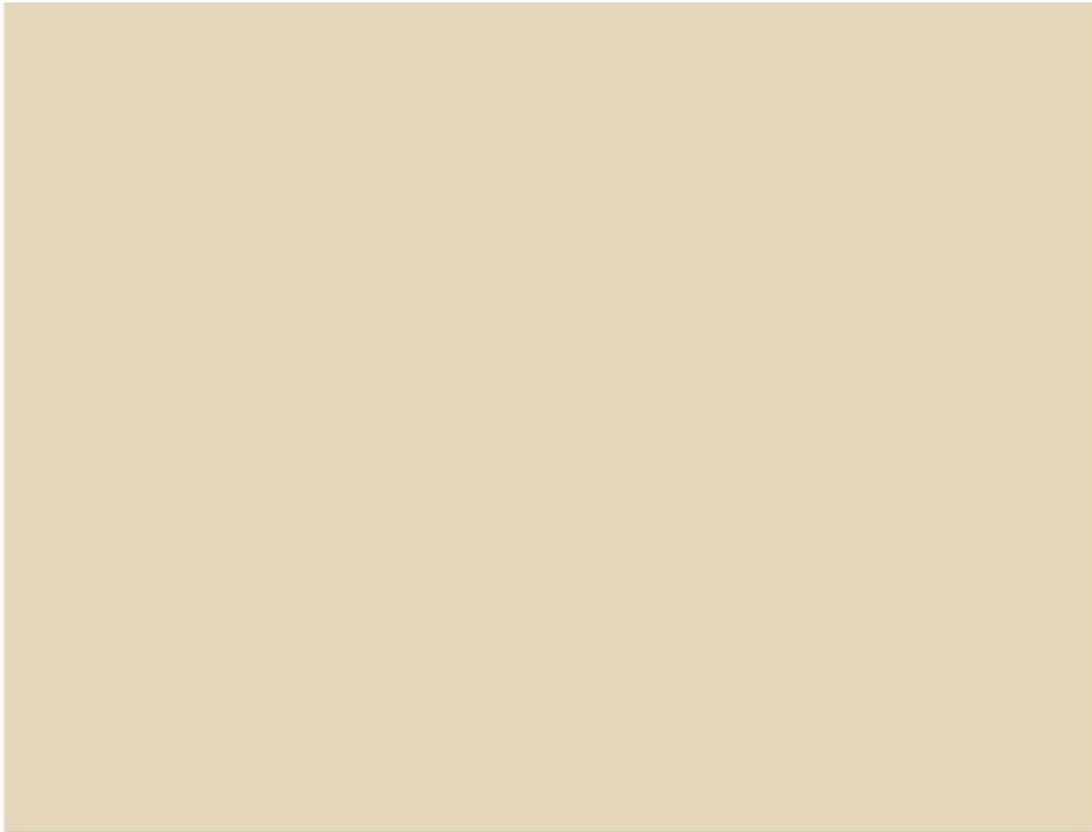
## 18" x 2" Strips

1 per box

## 24" x 2" Strips

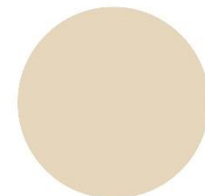
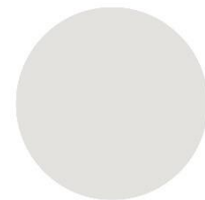
1 per box

# SILICONE SHEETS and DOTS



**5" x 6" Sheet**  
1 per box

**1" Dots**  
6 per box

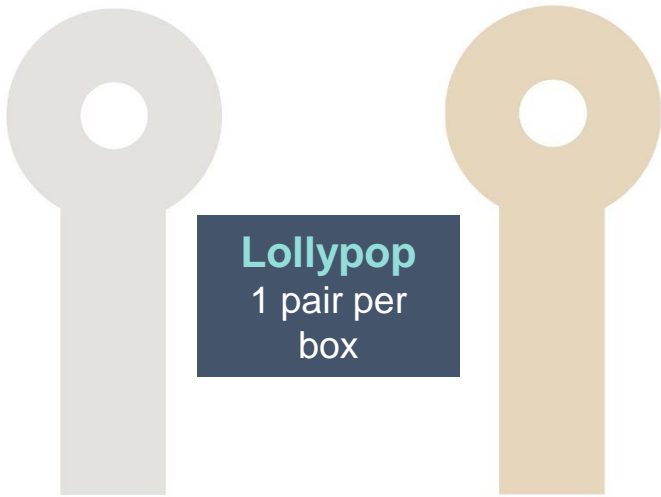


**Larger sheet also available:**

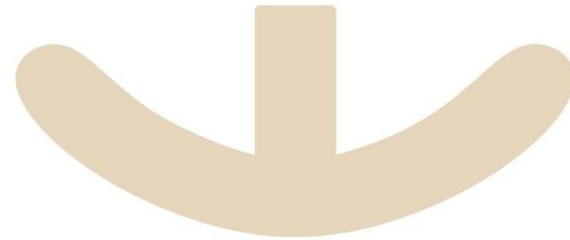
Ideal for burn scars  
May be cut to fit multiple or  
irregularly shaped scars.

**24" x 10"**  
**Large Blanket**

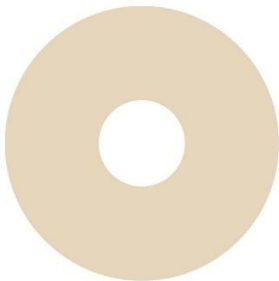
# SILICONE SHAPES



**Lollypop**  
1 pair per  
box



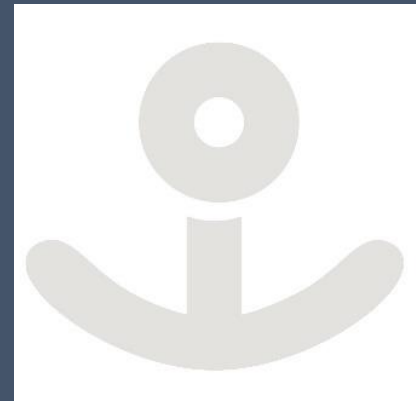
**Anchor**  
1 pair per box



**Areola Circles**  
1 pair per box

**Breast Kit**  
Includes 1 anchor  
and 1 areola circle

1 pair per box



For best results, use SILAGEN GEL during the hours when patient is not using SHEETING.



DAY

NIGHT



GEL + SPF30 ————— 100% PURE GEL

GEL + SPF30 or 100% PURE GEL ——— SILICONE GEL SHEETING

SILICONE GEL SHEETING ——— GEL + SPF30 or 100% PURE GEL

After 8 weeks the patient can switch to gel applied twice per day



# DIRECTIONS FOR USE

Patients may begin using either sheeting or gel once the wound has closed—no bleeding or oozing—and after any removable stitches have been removed.

## SILAGEN PURE and SILAGEN + SPF 30

1. Wash and dry affected area
2. Apply a very small amount of gel to scar and gently massage
3. Allow to dry
4. Use twice daily for 8-12 weeks for optimal results
5. Do not use either gel under Silagen sheets, strips or shapes, it will make them unable to stick to the skin

## SILAGEN SHEETING STRIPS and SHAPES

1. Ensure scar area is clean and dry, as well as free from creams, lotions, ointments and powders
2. Carefully peel off the clear backing and apply the sheet over the scar. Save the backing for storage
3. Wear daily for 6-24 hours. Use for a minimum of two months
4. If sheet becomes dirty or doesn't stick well, wash it gently with a mild soap and allow to air dry.
5. Put the backing sheet back on and store in clear storage trays when not in use.

# BEST PRACTICES

## Tips from other offices using Silagen

1. Assess past three months of procedures, including types and quantity, to help guide what products to select and how many to order.
2. Include a Silagen brochure in your patient consultation folders and review strategy before surgery to ease “scar anxiety.”
3. Include one set of sheeting in the supply costs of surgery, but don’t give them to the patient until the first follow up appointment. They’ll get lost in the shuffle with all of the discharge paperwork and supplies.
4. Thorough instruction on the use of the sheeting really helps patient success and scar outcome.
5. At the 6 week post-op visit switch the patient from sheeting or combo to just the gel. Have the patient purchase the gel.

GOOD SCAR RESULTS HELPS TO INCREASE PATIENT  
SATISFACTION AND INCREASES LIKELIHOOD OF REFERRALS

# SUPPORT MATERIALS

Gift bags and matching tissue for a “boutique” touch



Social media images, product logos, images & descriptions



Acrylic display stand with product testers and patient education brochures.

The brochures are available in both English and Spanish, and there is room on the back to customize with a stamp or label for your practice.

# PRICING

## COMMON PRACTICES:

### BUNDLE

Include the cost of the item(s) in the supply charges for the procedures. You can add just the actual cost of the item(s) or cost + a markup (retail price)

### MARKUP & SELL

Markup retail price similar to what you do for skincare items—usually doubling the cost of the product or more. Sell all products a la carte to patients.

### NON-PROFIT

If your practice is part of a non-profit hospital affiliation, you may only be able to mark them up enough to cover all costs such as shipping & handling. Some doctors choose to charge the patient just for the cost of the product, especially for reconstruction, cancer, trauma and burn patients.





### Premier Plastic Surgery and Aesthetics

May 12, 2015

Like Page

We now carry Silagen scar treatment in our office! We have both silicone sheeting and silicone gel options for the prevention and management of keloids and hypertrophic scars. Our patients have been using this line for a couple of years and we are happy to now have it here for your convenience. Call (405) 945-0001 or visit the office to pick yours up!



### Renew Facial Plastic Surgery

October 23, 2015

added 2 new photos.

Have a scar that you're unhappy with? We recommend Silagen® -- a scar refinement system, and available for purchase at Renew Facial Plastic Surgery.

Ideal for face and body, it is odor free, dries quickly, and is a critical treatment to normalize collagen levels, and prevent excessive (hypertrophic) scarring and the growth of extra scar tissue (keloids), following wound closure.

Interested in learning more? (952)22-RENEW

#RenewFacialPlasticSurgery #Silagen #Scars #0



### Weber Facial Plastic Surgery

July 11, 2015

We're loving Silagen. The only medical grade silicone gel that contains sunblock. Softens scar tissue, speeds healing and prevents the sun from darkening scars!

#LoneTreeFacialPlasticSurgeon



### Dr J J Wendel Plastic Surgery

July 1, 2015

This NEW product just arrived at Dr. Wendel's office and we could not be more excited to share it with you! Silagen +SPF30 is the ONLY medical silicone gel with mineral sunscreen included in its formula to reduce post-op scarring and hyperpigmentation. This is a revolutionary product in the skincare industry. Stop by and get yours today!  
<http://www.drjjwendel.com/wendel-skin-care>



### Pacific Plastic Surgery

September 9, 2015

We're loving our new Silagen products for scar management!

This product line is the first and only comprehensive, physician-exclusive line of medical grade silicone scar treatments, containing 100% pure silicone gel. Silagen is available with our without SPF and also dries faster and is less irritating than other products that we have carried in the past.



### Hurst Plastic Surgery

July 31, 2015

Hurst Plastic Surgery.

SILAGEN Scar gel now available!

The first comprehensive physician-exclusive line of medical grade silicone scar therapies. SAFETY: 100% pure medical grade silicone gel: no potentially irritating ingredients. This cosmetically elegant gel has a soft, silky feel and dries quickly to form an invisible bond over scars. Ideal for faces, other exposed areas and flexures. Odor free.

OPTIONS: Available in both 15g and 30g airless pumps

VALUE: Gram per gram, Silagen® offers physicians and patients a better value than other professional silicone gels.



### Renaissance Plastic Surgery (Plano, TX)

added 2 new

photos — with Meli Balderas.

January 12

Using the Silagen Scar Refinement System after your Mommy Makeover is a great way to focus on post-op scars and really keep them guessing! Silagen available at Renaissance Plastic Surgery Contact 972-378-3870 for more information.



### Rob Love III, M.D. - Plastic & Reconstructive Surgery

January 18

We carry the most effective and highly recommended scar prevention/healing cream system, Silagen!

It works by hydrating and closing off blood vessels in the stratum to prevent excess collagen (too much collagen leads to abnormal scarring) from being produced.

Only licensed physicians can sell Silagen directly to patients, so don't hesitate contacting us to learn more and purchase this scar treatment system:

501-907-7300

contact-us@robertlovemd.com

# Any Questions?

