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New Dermal Filler Juvederm To Hit Market

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Injecting the fountain of youth, that seems to be the route millions of Americans are going as they turn to cosmetic fillers to wipe away the signs of aging.

KXAN NBC Austin's Julie Shields has more on a cosmetic filler that just hit the market in Austin that promises to give consumers more options and a youthful appearance.

Beauty may be in the eye of the beholder, but nowadays everyone wants to look their best and they want to look youthful.

"It used to be thought that the only way to restore youth was to either tighten or surgically lift the skin. Fillers are very popular these days because they add youth, and they add vitality to the face," Dr. Gregory Nikolaidis with Westlake Dermatology said.

The latest filler, [Juvederm](#), isn't scheduled to hit the market until January, but a few select doctors in Austin are already using the FDA-approved filler.

"Truthfully I'm in my mid 30s, and I have a boyfriend that's 28. I'd like to stay looking young. I have a pretty smile. When I take photographs, I notice the lines that I get here and I've had another filler in the past, and it just kind of pumps up the area," Carrie Carroll said.

Carrie Carroll is giving Juvederm a shot. She admits she's used collagen or Restalyne injections and been happy with the results.

"Juvederm is different in that it's a temporary filler that has a tendency to last longer than some of the other temporary fillers. It has a tendency to go in smoother and can give a more natural looking result than the other fillers on the market," Nikolaidis said,

Nikolaidis is one of the first doctors to have Juvederm in advance. Next to Botox, fillers are the second most popular request by patients.

"It's very easy to use. It flows easily. It's a nice alternative to have for patients who have not been happy with the other fillers that are out on the market," Nikolaidis said.

Nikolaidis estimates while collagen lasts two to four months and Restalyne lasts four to six months, Juvederm will last six to eight months and be competitively priced with the most popular filler on the market-- Restalyne.

Right now we don't have any before or after pictures to show you just how Juvederm works that's because the trail is so new.

Dr. David Sneed with Aesthetic Medspa is also involved in Juvederm's launch.

"I think the main difference is there is going to be a little less discomfort with the Juvederm, but time will tell how long it's actually going to last. My experience in the past has been when a product doesn't hurt as much and doesn't create as much inflammation, there is not as much swelling, it typically doesn't last as long. That's not supposed to be the case with Juvederm, but as I said, time will tell," Sneed said.

In Europe, doctors have been using filler for years, and they are three times as popular as Botox. But it's just the opposite here in the U.S., and many wonder what this new addition will do to the cosmetic dermatology market.

So you're probably wondering how much these fillers cost? They're typically sold by syringe and that covers a forehead. Restalyne runs \$500 per syringe.

Juvederm is expected to be competitively priced when it hits the market in January.



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