There’s a lot of buzz about what just may be the next soft tissue filler to get approval from the federal Food and Drug Administration (FDA). Allergan Inc’s JUVÉDERM VOLUMA™ XC won a major hurdle in June 2013 when the General and Plastic Surgery Devices Panel of the Medical Devices Advisory Committee voted unanimously that the benefits of this filler outweigh its risks for cheek augmentation. (The FDA is not obligated to follow the advice of its panels, but it usually does.)

Several US doctors recently learned more about how to incorporate this filler into their practice if, and when, it is cleared for use. Plastic Surgery Practice editorial advisor and member of the Allergan Voluma Advisory board Joe Niamtu III, DMD, FAAC was there, and is pumped up about Voluma.

“We have seen a filler revolution over the past decade with FDA Approval of hyaluronic acid fillers Restylane, Perlane, Juvederm Ultra, Juvederm Ultra Plus, and most recently Belotero from Merz,” he says. “Each of these fillers is successful in their own right and has various applications. The one thing that they have in common is that they are dermal fillers.”

By contrast, Voluma is intended for subdermal use from the periosteum on up. A syringe of Voluma has 20 mg/mL of Hyaluronic acid and 0.3% lidocaine to help numb the area when injecting and increase flow properties. “While the other Hyaluronic acid fillers have FDA approval for treating wrinkles, Voluma is not for wrinkles, but rather for volumizing...hence the name, Voluma,” he says.

Another big difference with Voluma is the cross linking. “All fillers have a process called cross linking that stabilizes the molecules, provides thickness, and prevents the body from breaking down the filler. This is why hyaluronic fillers work so well and last so long [but] Voluma has a proprietary cross linking from Allergan known as ‘Vycross’ cross linking.”

Vycross technology provides an increased “G Prime,” which is a measure of thickness and moldability of the filler. “Fillers with a high G Prime provide more lift and usually last longer,” Niamtu explains. For example, a low G Prime is like water, and a high G Prime is like Jell-O. “It is stiffer and holds things up better,” he says. “Also, Vycross makes the filler less hydrophilic, which means it draws in less water from the surrounding tissues and produces less swelling or unwanted bloating of the area.”
Like 7 more resistant to hyaluronidase if a patient desires it to be dissolved, he adds.

What procedures sizzled and which ones fizzled this summer? What will go down in history as the plastic surgery body contouring procedure of summer 2013?

- Zeltiq's Coolsculpting
- Cynosure's Cellulaze
- Sciton's Cellusmooth
- Alma Lasers' JuVaShape
- Other

Poll

What procedures sizzled and which ones fizzled this summer? What will go down in history as the plastic surgery body contouring procedure of summer 2013?

- Zeltiq's Coolsculpting
- Cynosure's Cellulaze
- Sciton's Cellusmooth
- Alma Lasers' JuVaShape
- Other

New in the Resource Center

PSP Podcast Series — Body Contouring: Where Do We Stand in 2011? Part 1 of 3

PSP Podcast Series — Body Contouring: Where Do We Stand in 2011? Part 2 of 3

PSP Podcast Series — Body Contouring: Where Do We Stand in 2011? Part 3 of 3

Plastic Surgery Practice is the brand that 12,000 plastic surgeons rely on for the latest information on the clinical innovations, practice-management trends, emerging products and technologies, and news stories that drive their field. With well-thought-out articles by leading practitioners, PSP gets to the core of the most complex issues in plastic surgery, including controversial new treatments, the use of highly technical equipment, and physician-patient interactions.