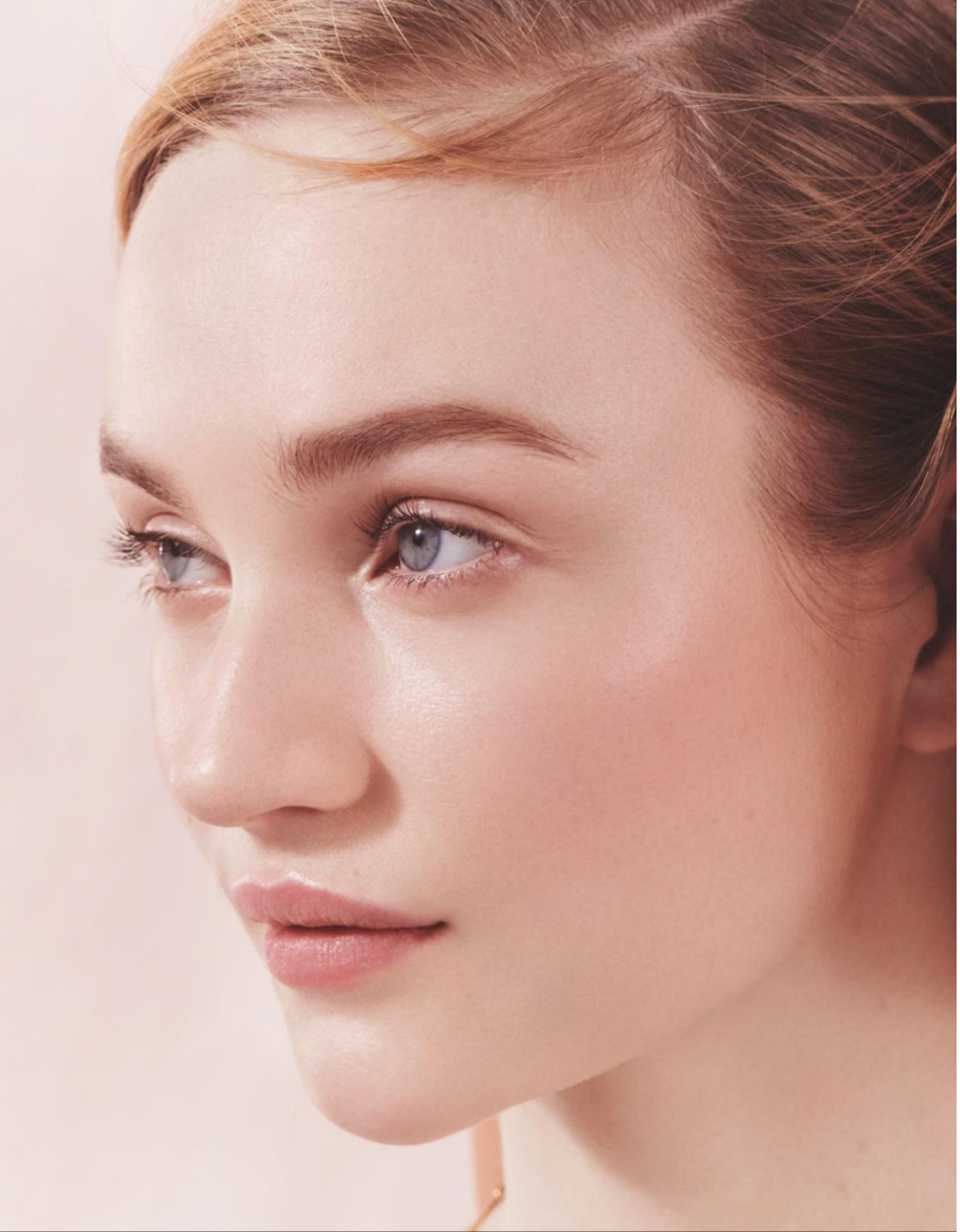




# SkinMedica® Neck Correct Cream

Because patients notice the neck



# POP QUIZ

What's the best way to improve the visible signs of moderate to severe neck aging?

**A:** Use any one of our products on the neck and décolleté

**B:** Use our new product designed *specifically* for the neck and décolleté


**ANSWER: B**

## FUN FACT

Wrinkles on the neck  
are 5 times deeper than  
wrinkles on the cheek

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**Patients are taking  
notice of the neck  
—and doctors are  
catching up**

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# MARKET RESEARCH

## Unmet patient needs

Current neck and décolleté treatments don't meet patient demand for:

- Firming / tightening
- Hyperpigmentation / dark spots
- Improvement in the appearance of wrinkles and lines
- Improvement in the appearance of skin crepiness

**53%**  
want firmer  
skin

**52%**  
concerned  
about fine  
lines/wrinkles  
on décolleté

## Growing interest in the practice

Sales are up for take-home professional skincare products.

**+18.9%**  
hand and  
body  
products and  
treatments

**+8.1%**  
throat/neck  
treatments

Interest is growing among HCPs  
wanting to stock a neck-specific cream.

**53%**  
likely to  
dispense a  
neck cream


**55%**  
patients  
recommended  
treatment

DON'T BE GUILTY OF  
**NECK NEGLECT**

The neck should be an important part of a skincare regimen because it can be an instant giveaway of age.

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# **The science of neck skin —why it's unique**

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# NECK IS NICHE

Neck skin is no ordinary skin. Its biology and anatomy make this skin unique.

## MORE DELICATE

Neck skin is thinner than any other part of the face—except the eyelid—and becomes even thinner with aging

## MORE WRINKLED

Neck skin shows more severe aging patterns than the rest of the face—neck lines and wrinkles are 5 times deeper than those on the cheek

## MORE CREPEY

Neck skin contains less collagen and loses elasticity and firmness over time—a crepey appearance is more severe on the neck than anywhere else

## MORE SAGGING

Neck skin forms a visible “band” where the major neck muscle, the platysma, weakens and sags over time

## LESS SEBUM

Neck skin secretes only half the amount of sebum as other parts of the face

## LESS TEWL

Neck skin has significantly lower trans-epidermal water loss than that of cheek skin

### “TECH NECK”

Even the impact of technology—our hunching over computers and looking down at screens—can take its toll on the neck



**The cream  
they scream for  
—SkinMedica®  
Neck Correct Cream**

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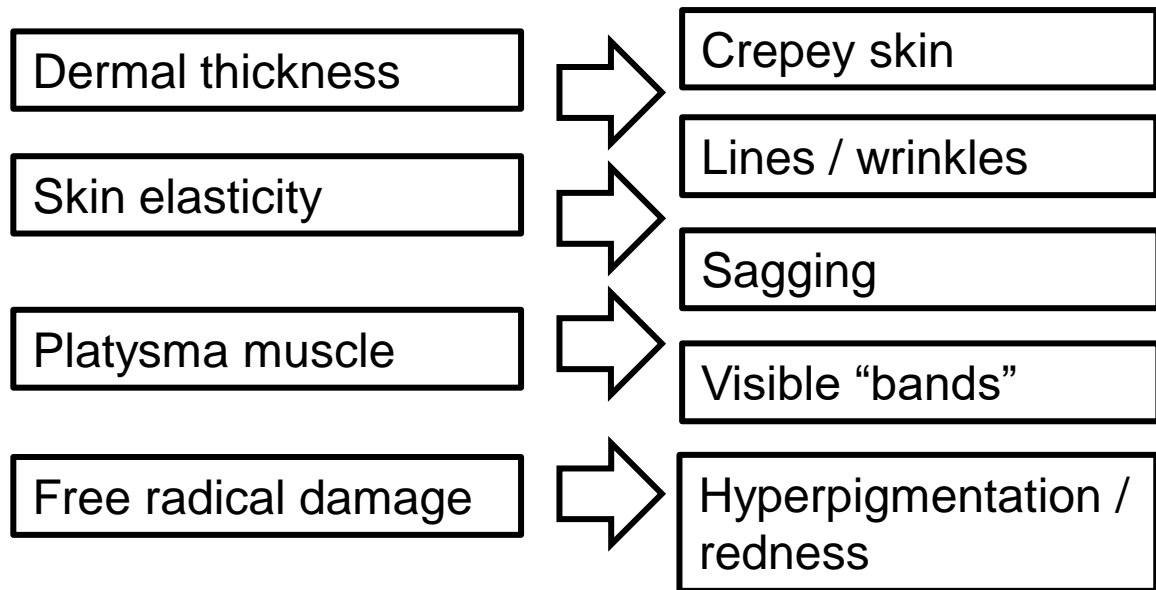
# Introducing **SkinMedica® Neck Correct Cream** for Neck and Décolleté

—a powerfully effective serum  
uniquely formulated to prevent  
and treat the visible signs of  
moderate to severe neck aging



# SMOOTH THE WAY TO A YOUTHFUL-LOOKING NECK

This state-of-the art formula of peptides, antioxidants, and active botanical extracts is uniquely designed to target the biological pathways specific to neck aging:



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# KEY INGREDIENTS

A unique formulation to address neck aging

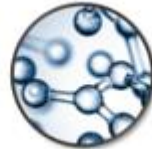
## DERMAL THICKNESS / SKIN ELASTICITY



GREEN  
ALGAE  
EXTRACT



SHITAKE  
MUSHROOM



RICE  
PROTEIN



LEMON  
BALM  
EXTRACT



PEPTIDES

Promote tissue growth and repair and support the skin's natural protective layer

## PLATYSMA MUSCLE



PARACRESS  
EXTRACT

Helps to reduce muscle tension  
and contraction

## FREE RADICAL DAMAGE




KNOTWEED  
EXTRACT



SEA SALT  
MICROALGAE

Protect from UV and infrared damage and free radicals  
with rich sources of flavonoids and beta-carotene



# Clinical studies —see the evidence for yourself

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# THE STUDIES SAY IT BEST

Clinical studies prove SkinMedica® Neck Correct Cream to deliver significant improvements in the visible signs of moderate to severe neck aging.

## Studies assessed targeted concerns about:

- Wrinkles – fine lines / coarse lines / horizontal lines / vertical lines
- Crepiness
- Laxity / sagging
- Tactile roughness / overall skin texture
- Hyperpigmentation / skin tone evenness / radiance
- Hydration / lifting / firming / smoothing

## Studies show efficacy to:

- Firm and tighten the look of crepey skin
- Prevent and reduce the look of sagging
- Smooth the look of deep wrinkles and fine lines
- Reduce the appearance of dark spots



# CLINICAL STUDY DESIGN

Randomized, double-blind, placebo-regimen controlled study to assess the benefits of a regimen for the neck and décolleté

- **Study endpoints**

- Investigator efficacy assessments
- Subject self-assessment questionnaires
- Standardized digital photography
- Cutometer measurement (baseline and week 12)

- **Study visits**

- Baseline, week 4, week 8, and week 12

## Treatment groups

**Group 1**  
**(n = 46)**

Randomized to receive  
Neck Correct Cream  
(applied twice daily, AM  
and PM, on the neck  
and décolleté after  
cleansing)

**Group 2**  
**(n = 29)**

Randomized to a  
control regimen  
(basic skincare only)

# THE NECK RESULTS

Clinical studies show:

- Visible improvements in the signs of neck aging in as little as **4 weeks**
- Visible improvements in all parameters of neck aging in just **8 weeks**
- Continued long-term visible improvements and no plateau effects through **week 24**

## **Week 4**

Fine lines / wrinkles

Crepiness

Roughness

## **Weeks 8 - 12**

Fine lines / wrinkles

Crepiness

Roughness

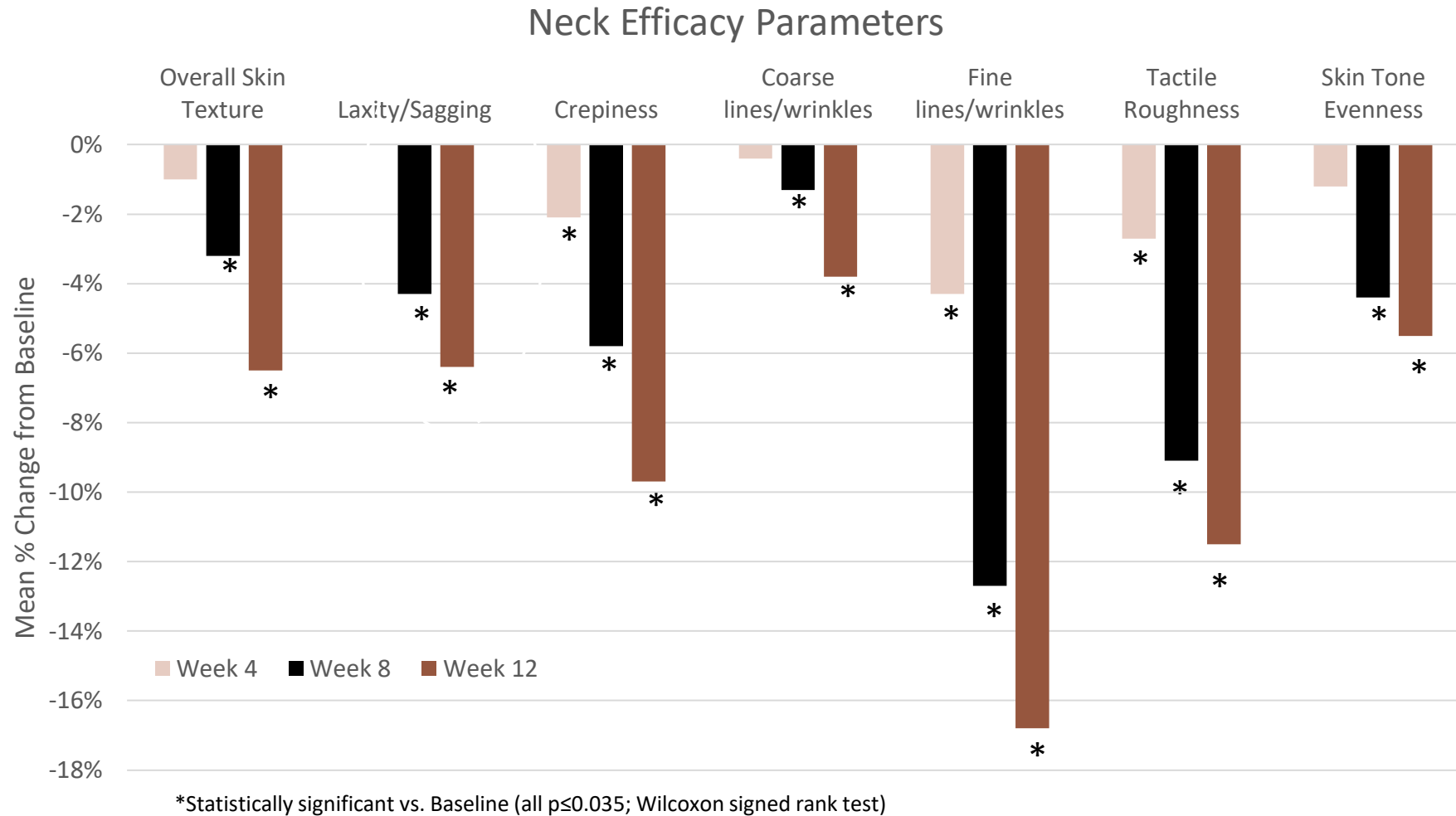
Deep lines / wrinkles

Laxity / sagging

Skin tone evenness / radiance

Overall skin texture

# Neck Correct Cream provides continuing significant improvements in the appearance of multiple skin quality parameters for ***the neck***



*Overall Skin Texture Definition (severe): Pronounced, extensive visible skin roughness, lines/wrinkles, laxity and crepey/crinkled appearance*

# THE NECK RESULTS BEFORE AND AFTER



69 year old female patient, Fitz I

# WHAT PATIENTS SAY ABOUT THEIR NECK RESULTS

**98%**

MADE MY SKIN FEEL SMOOTHER

**93%**

OVERALL SATISFIED WITH THE  
LOOK OF MY NECK

**88%**

IMPROVED THE TEXTURE OF MY SKIN

**86%**

IMPROVED THE OVERALL  
HEALTH AND LOOK OF MY NECK



# THE DÉCOLLETÉ RESULTS

Clinical studies show visible improvements  
in the signs of aging of the décolleté in as little as 4 weeks

## **Week 4**

Fine lines / wrinkles

Roughness

## **Weeks 8-12**

Fine lines / wrinkles

Roughness

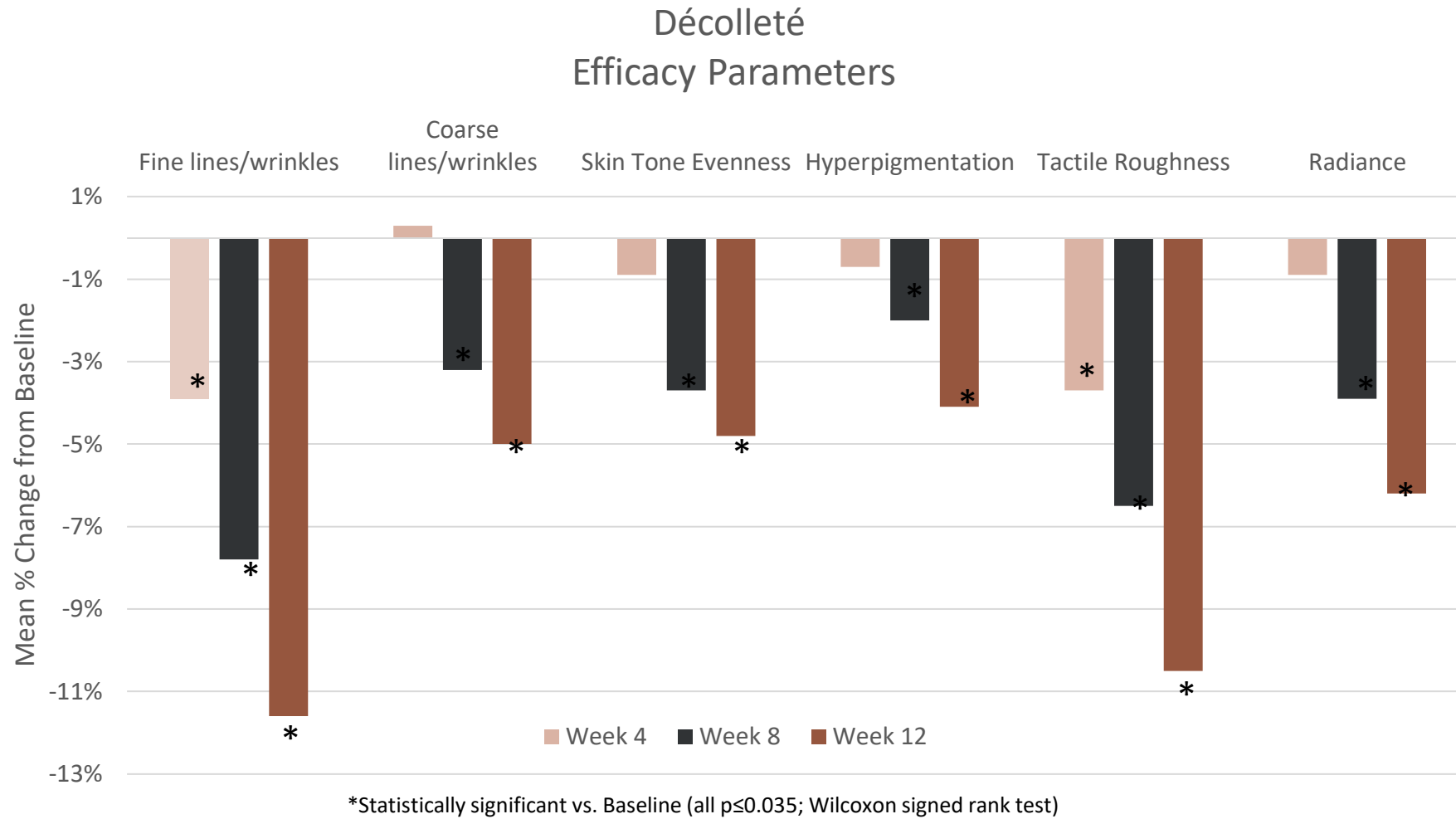
Coarse lines / wrinkles

Hyperpigmentation

Skin tone evenness

Radiance

# Neck Correct Cream provides continuing significant improvements in the appearance of multiple skin quality parameters for *the décolleté*



# THE DÉCOLLETÉ RESULTS BEFORE AND AFTER



Baseline



Week 12

# WHAT PATIENTS SAY ABOUT THEIR DÉCOLLETÉ RESULTS

**98%**

SMOOTHER AND SOFTER SKIN

**93%**

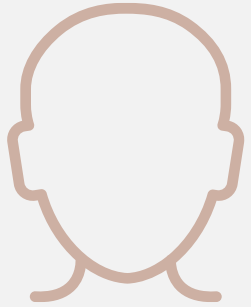
IMPROVED THE SMOOTHNESS  
OF MY SKIN

**90%**

IMPROVED TEXTURE

# HOW TO APPLY

## When to apply



Twice daily as the first treatment product

## Where to apply



To neck and décolletage





## **FROM TREATMENT TO TAKE-HOME**

SkinMedica® Neck Correct Cream may be used alone or as part of a comprehensive treatment plan following an in-office procedure.

Be sure to recommend this unique blend to maintain  
and enhance beautiful skin.

# KEY TAKEAWAYS

- + Neck skin is uniquely prone to the visible signs of aging
- + Patients are concerned about lines, wrinkles, and sagging on the neck and décolleté
- + There's a growing interest among HCPs in stocking a neck-specific cream
- + SkinMedica® Neck Correct Cream is a unique formula that prevents and treats the visible signs of moderate to severe neck aging
- + Clinical studies show:
  - Visible improvements in the signs of neck aging in as little as **4 weeks**
  - Visible improvements in all parameters of neck aging in just **8 weeks**

# DISCLAIMER

This SkinMedica® product is intended to meet the FDA's definition of a cosmetic product, an article applied to the human body to cleanse, beautify, promote attractiveness, and alter appearances.

This SkinMedica® product is not intended to be a drug product that diagnoses, treats, cures, or prevents any disease or condition. This product has not been approved by the FDA, and the statements have not been evaluated by the FDA.

Skinmedica.com

**LOGO:** AllerganAesthetics, an AbbVie Company

# THANK YOU

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