



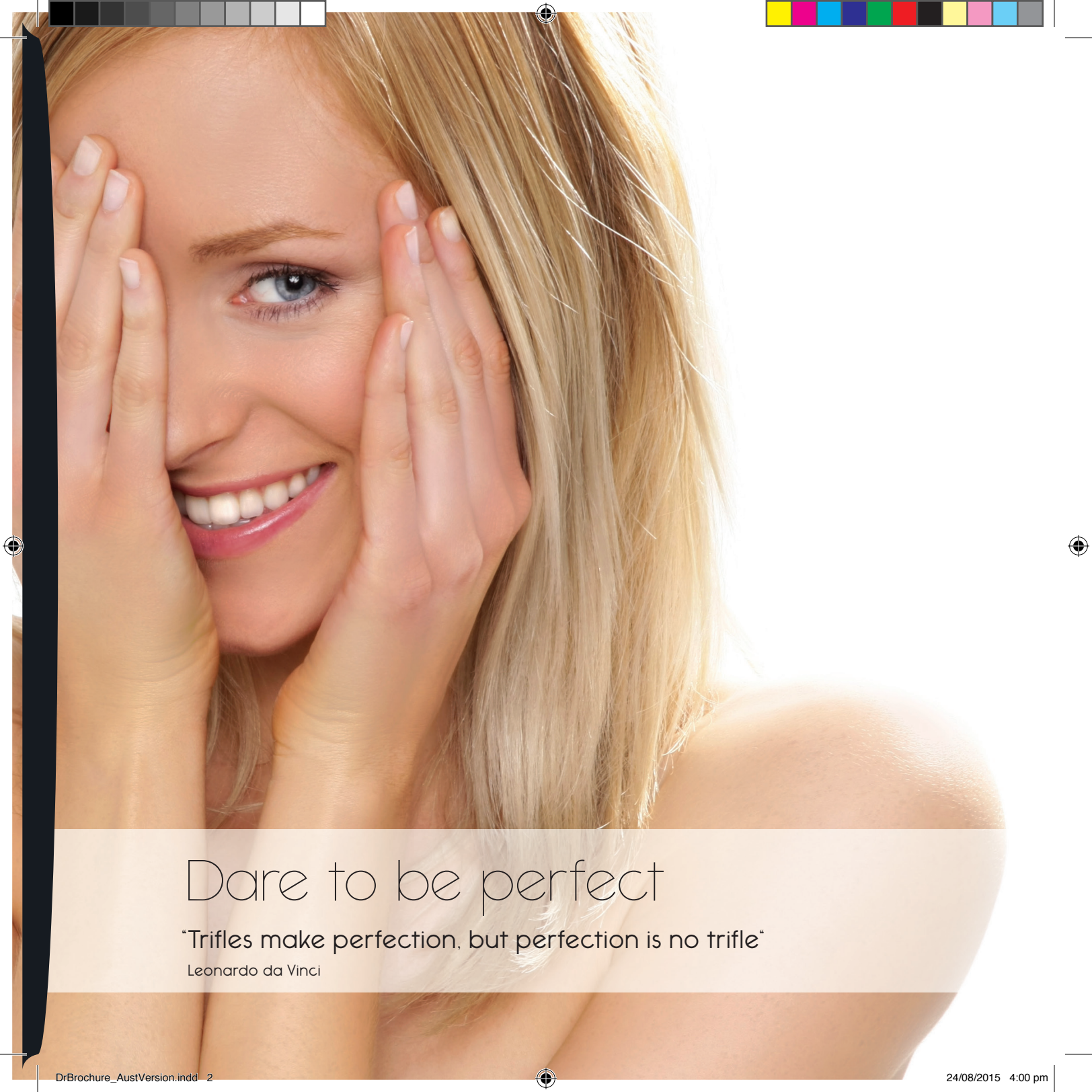
princess<sup>®</sup>

A new generation of fillers and mesotherapy products.  
The fine art of aesthetics by CROMA.

Dare to be perfect



**CROMA**  
HEALTH • CARE • INNOVATION



# Dare to be perfect

“Trifles make perfection, but perfection is no trifle”

Leonardo da Vinci



# CROMA WORLD

## Ophthalmology – Orthopaedics – Aesthetic

Since its creation in 1976, CROMA has been dedicated to improving people's quality of life through innovative, simple and effective health solutions.

For many years, intensive research and development as well as constant quality assurance have enabled Croma to develop safe and reliable health care products.

With 30 years of experience, CROMA has become a European leader in ophthalmology, orthopaedics and a specialist in viscoelastics, with more than four million syringes manufactured every year.

This expertise has also been put to use in the aesthetics field with Princess<sup>®</sup>, a range of hyaluronic acid-based fillers and mesotherapy products gaining popularity around the world.

### CROMA key dates:

- 1976 – Gerhard and Karin Prinz found their pharmaceutical company in Vienna, Croma-Pharma.
- 1999 – CROMA introduces its first hyaluronic acid-based products for ophthalmic surgery.
- 2000 – The production of viscoelastics becomes fully automated.
- 2009 – CROMA launches Princess<sup>®</sup>, its new generation of fillers and mesotherapy products.



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HEALTH • CARE • INNOVATION

# SAFETY – BEAUTY – SATISFACTION

As specialists in injectable hyaluronic acid, we set the highest standards for ourselves to achieve high quality and safety.

The products are manufactured in our production unit in Vienna, in compliance with ISO 9001, ISO 13485 and GMP (Good Manufacturing Practice) standards. Toxicology and biocompatibility trials have been performed in compliance with the guideline ISO 10993.

We adhere to the highest quality and safety standards by:

- carrying out controls during the whole manufacturing process to ensure our products are compliant with quality standards.
- 100 percent sight controlling all syringes to ensure absolute purity and no particles for the security of the patient.
- terminally sterilising our products, in a steam autoclave once the gel is filled in the syringes. This process ensures a higher safety than the aseptic filling of the syringes (sterility assurance level of 1 in 1.000.000 vs 1 in 1.000).



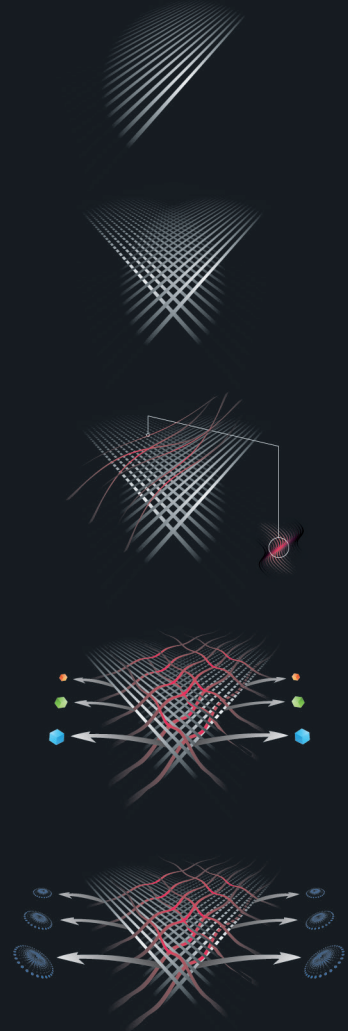
# A UNIQUE METHOD OF CROSS-LINKING CREATED BY CROMA

## S.m.a.r.t.

(Supreme Monophasic And Reticulated Technology)

is our own process to develop a highly dense tridimensional matrix.

- 1 As a basis to SMART, we only use non-animal HA of biofermentative origin. Through a specific manipulation, the HA chains are carefully aligned to each other, in order to optimise the reticulation.
- 2 The gel is cross-linked using BDDE. This step consists in linking the HA chains together by bridges for a higher resistance and therefore a longer duration.
- 3 The gel is then homogenised to make it perfectly smooth. This enables us to produce a gel with a regular injection force for more control throughout the injection and more comfort for the patient.
- 4 Following a unique purification process, BDDE residuals that didn't react during the cross-linking process, and all other undesired compounds such as proteins and endotoxins, are cleaned out to achieve the highest purity and safety.
- 5 The SMART process is completed by the removal of the oxygen from the gel to enhance its stability once it is filled into the syringe.



RESULT: SAFE, EFFICIENT AND LONG-LASTING PRODUCTS.

# OUR LINE OF PRODUCTS

princess<sup>®</sup>  
FILLER



CE  
0459

Universal treatments

princess<sup>®</sup>  
VOLUME



CE  
0459

Deep and volumetric  
treatments

princess<sup>®</sup>  
RICH

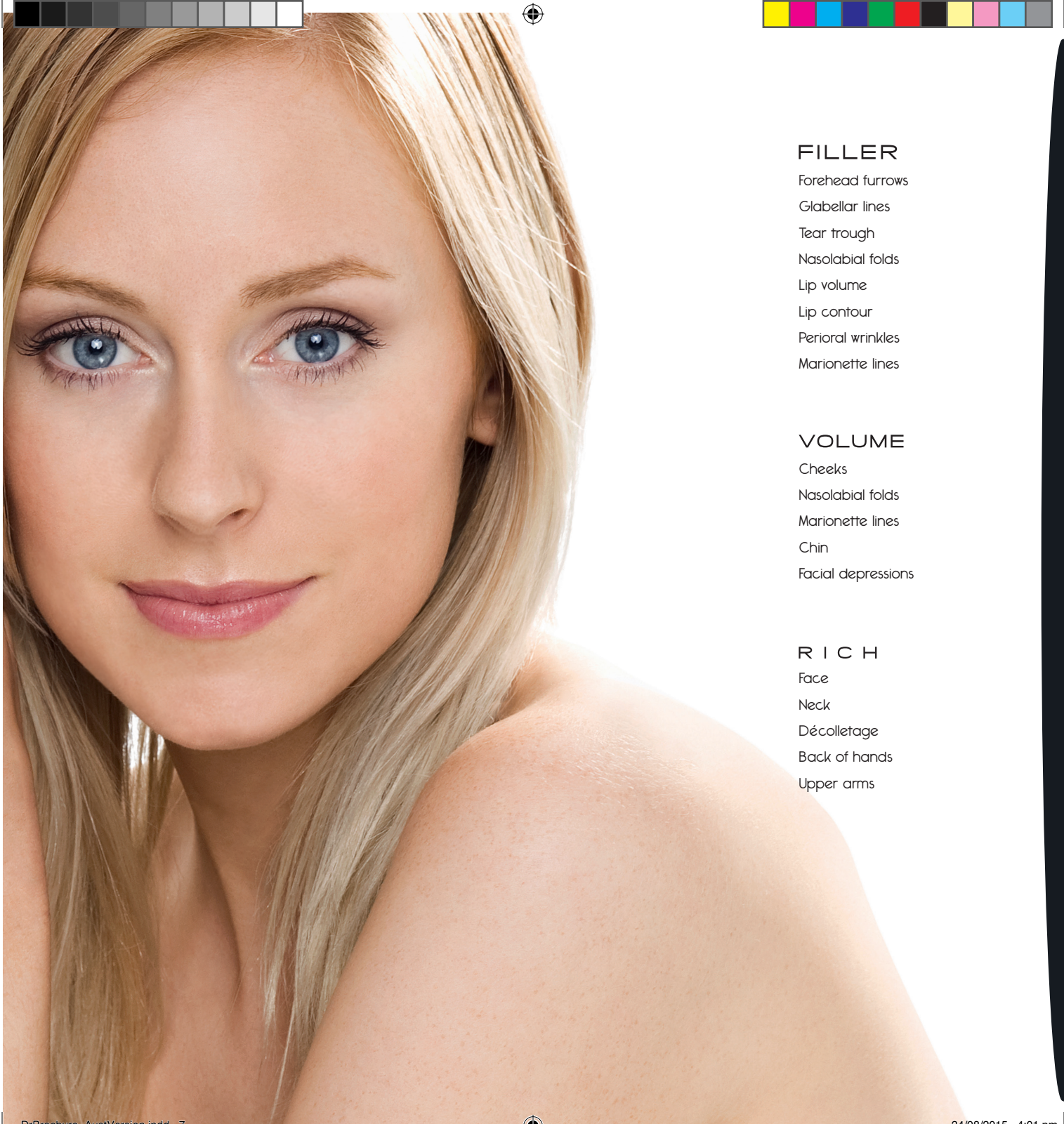


CE  
0459

Mesotherapy treatments

Princess<sup>®</sup> is our new generation of products, based on SMART, created for the whole range of skin treatments.

Princess<sup>®</sup> products correct wrinkles and folds, improve the appearance of scars, enhance lips, create or restore facial volume, and hydrate and rejuvenate the skin.



## FILLER

Forehead furrows  
Glabellar lines  
Tear trough  
Nasolabial folds  
Lip volume  
Lip contour  
Perioral wrinkles  
Marionette lines

## VOLUME

Cheeks  
Nasolabial folds  
Marionette lines  
Chin  
Facial depressions

## R I C H

Face  
Neck  
Décolletage  
Back of hands  
Upper arms




# Princess<sup>®</sup> FILLER

Princess<sup>®</sup> FILLER is a sterile, biodegradable, viscoelastic, clear, colourless, isotonic, homogenised and monophasic gel implant.

Princess<sup>®</sup> FILLER is indicated for the correction of moderate to severe wrinkles. It is also indicated for perioral wrinkles, lip contour and lip volume increase. It can be used for all areas of the face except the eye contour. It is recommended to inject Princess<sup>®</sup> FILLER into the mid to deep dermis to achieve a natural look and long-lasting correction.

Reticulated Hyaluronic Acid (HA)	
Concentration HA	2.3 % (23 mg/ml)
Reticulating agent	BDDE
Other ingredients	Phosphate buffer, NaCl

Parameter	Average results
BDDE [ppm]	≤ 2
Endotoxines [EU/ g]	< 0.5
Sterility	sterile
pH	7.0
Osmolality [mOsmol/ kg]	300
Extractable volume [ml]	1.0
Dynamic viscosity [mPa.s]	~ 500.000

		Level of injection
Packaging:	1x1 ml	 <p>mid dermis</p>
Needle:	27G½	



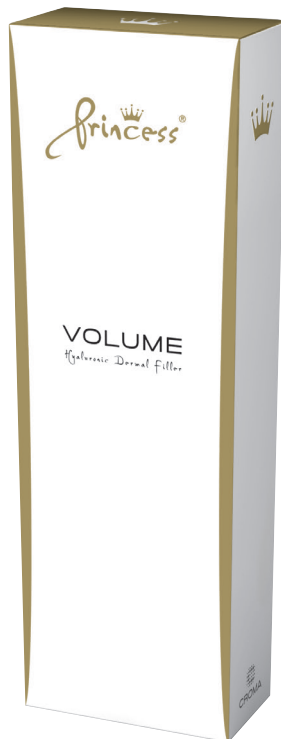




# Princess<sup>®</sup> VOLUME

Princess<sup>®</sup> VOLUME is a monophasic, sterile, biodegradable, viscoelastic, clear, isotonic, highly cross-linked and homogenised gel implant.


Princess<sup>®</sup> VOLUME is indicated for the correction of deep wrinkles and folds, cutaneous depressions, facial contours and the creation of volume. Princess<sup>®</sup> VOLUME can be injected using a 27G needle for a less traumatic injection due to its optimal viscoelasticity and a well-adapted size of syringe. It is recommended to inject Princess<sup>®</sup> VOLUME into the deep dermis.



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Reticulated Hyaluronic Acid	
Concentration HA	2.3 % (23 mg/ml)
Reticulating agent	BDDE
Other ingredients	Phosphate buffer, NaCl

Parameter	Average results
BDDE [ppm]	≤ 2
Endotoxines [EU/ g]	< 0.5
Sterility	Steam sterilised
pH	7.1
Osmolality [mOsmol/ kg]	291
Extractable volume [ml]	1.0
Dynamic viscosity [mPa·s]	1,000,000

		Level of injection
Packaging:	1x1 ml	 deep dermis
Needle:	27G½	



# Princess<sup>®</sup> RICH

## The hydrating power of glycerol.


Princess<sup>®</sup> RICH is a sterile, viscoelastic, clear, colourless, transparent, isotonic and biodegradable gel. Based on the SMART technique, the gel is not cross-linked but stabilised by glycerol, a natural moisturiser, which retains water and preserves hydration. Princess<sup>®</sup> RICH shows a high concentration of HA and a very high molecular weight (3.0 mio Daltons) for long-lasting rejuvenation effects. The combination of HA and glycerol durably increases the hydration of the skin.

Princess<sup>®</sup> RICH is indicated for mesotherapy treatments. Injected into the superficial dermis, it improves the tone and elasticity of the skin, gives a glow to the complexion and helps holds off the signs of skin ageing. For

better results, it is recommended to have three treatments at a three-week interval.\*

Hyaluronic Acid (HA)	
Concentration HA	1.8 % (18 mg/ ml)
Stabilizing agent	glycerol (1,2,3-propantriol)
Other ingredients	phosphate citrate buffer

Parameter	Average results
Endotoxines [EU/ g]	< 0.5
Sterility	sterile
pH	7.0
Osmolality [mOsmol/ kg]	300
Extractable volume [ml]	1.0
Dynamic viscosity [mPa s]	~ 150.000

		Level of injection
Packaging:	1x1 ml	 <p>superficial dermis</p>
Needle:	30G½	



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\* EMAA 2009: "Princess, a new generation of HA-based fillers", Dr Ghislaine Beilin; IMCAS 2010: "Global care: a complete rejuvenation protocol combining rehydration techniques and polyvalent fillers", Dr Marina Landau, Dr Ghislaine Beilin, Dr Pierre Coulon

# WHY CHOOSE PRINCESS®?

The fine art of aesthetics by CROMA

## Quality

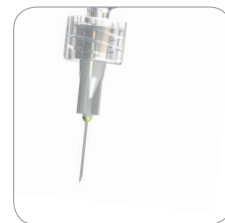
- immediate and long-lasting effects
- high viscosity for a great filling capacity and optimised elasticity for modelling and a natural aesthetic look
- easy to inject, homogenous and smooth for optimal control and comfort throughout the injection

## Safety

- non-allergenic, no need for allergy testing prior to treatment
- limited risk of side effects or inflammation due to our unique process of purification, removal of oxygen and sterilisation

## Comfort

- short glass syringe
- special shape of plunger rod
- ergonomic fingers grip (360° rotation)
- stability and full control during the whole treatment





PRINCESS SKINCARE BY CROMA IS DISTRIBUTED BY

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Princess® products are manufactured in Austria

