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400 clinicians and counting: Genuine Dermaroller™ Therapy™ goes from strength to strength

In just under a year, **Genuine Dermaroller™ Therapy™** has firmly established itself as the market leader in micro-medical skin-needling procedures. The skin regeneration treatment loved by celebrities, the media, aesthetic aficionados and natural beauty fans alike, is now available throughout the UK from an impressive 417 medical practitioners. And that number is increasing daily; more than 40 practitioners are signing up to offer the procedure each month, with the training diary booked up months in advance.

Genuine Dermaroller™ Therapy™ was launched in the UK in early 2009 by AesthetiCare®, a division of Ferndale Pharmaceuticals, to nationwide acclaim. "The concept of using micro-needling to regenerate collagen production is not a new one," says Roger Bloxham, Managing Director. "There have been pockets of users in America, Europe and Asia over the last few years often focusing on acne scarring, which have established the efficacy and safety profile of the procedure, but it's only now that **Dermaroller™** is being widely accepted as a mainstream non-surgical cosmetic treatment. The quality of the **Dermaroller™** medical devices and the techniques that have been developed by medical practitioners are now delivering fantastic results for lines and wrinkles, photo-damage and pigmentation as well as acne scarring, and these are the primary reasons for the expansion."

Roger continues: "It should be beyond doubt that micro-medical skin-needling is a medical aesthetic procedure, and that the quality of the medical device and associated regulatory standards must be adhered to. Unfortunately, as so often happens with non-surgical procedures, the internet and 'direct to consumer' sales start to come into play. In addition, because of the market opportunity that has been created, products manufactured without compliance to the EU medical device regulations (sometimes with false claims) are promoted to medical practitioners. It's the case with lasers and lights so it should not be a surprise that it's also happening within the **Dermaroller™** market. However, with **Genuine Dermaroller™** medical devices and **Genuine Dermaroller™ Therapy™** the quality and assurance that patients and practitioners need, and should demand, is guaranteed; it is the only genuine CE marked medical device available in this category. Crucially, it is a class IIa sterile single-use device."

"**Genuine Dermaroller™ Therapy™** is only available from trained medical aesthetic practitioners and authorised clinics. We have strived to provide a high level training and support service; the procedure is primarily device and technique driven, and as the **Dermaroller™** is being used by

skilled practitioners it soon becomes a straight forward procedure, but as it's still new to so many of our clients, we believed it was important for us to focus on training and support. Information on the training service is available on the www.genuinedermaroller.co.uk website, which includes detailed participant satisfaction scores and feedback. It's gratifying that we've had such good feedback but it's also a reflection of the quality of those practitioners being trained. The demand for **Genuine Dermaroller™** training is incredibly high, most of the requests we now receive from practitioners are by recommendation and word of mouth – hopefully a reflection of the level of service and support we are providing."

AesthetiCare® has also focused on developing their in-clinic support materials, the www.genuinedermaroller.co.uk website and the PR programme. "The objective has been to drive demand and interest to the approved **Genuine Dermaroller™** clinics so that potential clients can get the right advice and the best treatments," says Roger. "We've had some fantastic press recently which is getting everyone talking. This in turn has led to an increase in website activity, and an increased level of interest in **Genuine Dermaroller™ Therapy™** has also been reported within many clinics. The number of procedures being conducted in many of the leading medical aesthetic clinics across the UK and Ireland means that **Genuine Dermaroller™ Therapy™** is now a major medical aesthetic skin rejuvenation procedure."

If you would like to consider offering **Genuine Dermaroller™ Therapy™** at your clinic, contact AesthetiCare® on 0800 0195 322, or go to www.genuinedermaroller.co.uk for further information.

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Notes to editors

- ★ For interviews, case studies, images, further information, or to try **Genuine Dermaroller™ Therapy™** please contact Cathy at Azaria PR on 01604 217 004 or cathy@azariapr.co.uk.
- ★ **Website:** www.genuinedermaroller.co.uk
- ★ **Address:** AesthetiCare®, a division of Ferndale Pharmaceuticals Ltd.
Unit 124
Thorp Arch Estate
Wetherby
West Yorkshire
LS23 7BJ
- ★ **Freephone:** 0800 0195 322 or **Telephone:** 01937 541122
- ★ **Genuine Dermaroller™ Therapy™** is available at over 400 clinics and the number is growing rapidly across the UK. Details can be found on the website.
- ★ Up to three treatments are usually recommended but for the treatment of acne scars and other types of scarring it may be necessary for the practitioner to extend your **Genuine Dermaroller™ Therapy™**.
- ★ **Dermaroller™** medical devices are only supplied to authorised clinics and trained practitioners. There are no substitutes – do not accept imitations.
- ★ It is recommended that make up is not applied for 12 hours after the procedure although your practitioner may be able to supply you with specialist mineral make-up that they feel would be suitable for use during this period.
- ★ **Dermaroller™** is a trademark of Dermaroller SARL.