

# LIFE IS BEAUTIFUL

NEAUVIA TOOK US ON A JOURNEY TO DISCOVER  
THE TRUE ESSENCE OF BEAUTY IN 2019

BY Yael Regev / PHOTOS: ANJA CHOLUY



**B**eautiful skin is a universal desire. That is why it was no surprise for me to discover that the delegation I was part of included journalists and influencers from countries I had only read about. The delegation, which was on an important mission to Paris to discover the true essence of beauty treatments and fillers in 2019, was carefully selected by Neauvia.

Established in 2012 as a scientifically based medical esthetics company, Neauvia is an expert in all areas of anti-aging for women and men. It represents the new generation of HA (hyaluronic acid) fillers, post-treatment cosmeceuticals and technological devices. Its impressive range of products includes dermal fillers, biorevitalizers, tissue regeneration systems, healing serums and one-of-a-kind technological devices for esthetic and surgical markets. Neauvia has production sites and subsidiaries in Italy, Switzerland, Germany and Poland. Now the company is entering the Israeli market.

Neauvia's approach to esthetics is holistic. What does that actually mean? It means the company designs its products to work synergistically and organically with the body and to work together to prolong the effects of each therapy. Neauvia is the most dynamically developing brand that produces hyaluronic acid. It has been focusing on naturalness from the start and produces hyaluronic acid organically. The company also combines treatment solutions utilizing fillers with professional skin care products to achieve optimal treatment results.

### The four key factors

Our delegation included two women from Tel Aviv (I and a colleague); a beauty journalist from Hong Kong; two journalists from Russia; one from Poland; influencers from Poland and Bulgaria; and two media personalities from Dubai. On the first day in Paris, we were welcomed into an elegant hotel conference room, where Magdalena Wojcik, Neauvia's general director, introduced us to the Neauvia world. We

learned that the notions of safety (the company's global campaign is tagged #in\_safe\_hands), quality, naturalness and innovation are key factors in understanding the brand. The range of polyethylene glycol (PEG) crosslinked fillers are engineered with state-of-the-art technology that gives the products a high safety and tolerability profile. Every filler is meticulously engineered to provide a specific rheology for precise treatment of the most discerning esthetic needs. At the core of the filler line is Neauvia's novel chemical geometry and real polymeric technology. It allows the filler to perfectly integrate into the various anatomical planes.

### The center of beauty

The next day, we were the guests of IMCAS (International Master Course on Aging Science). IMCAS is a congress dedicated to achieving the highest quality of teaching through the interface of plastic surgery and dermatology. On our flight to Paris, a city that is the center of all things beauty related, at least 30%



of the passengers were on their way to the convention. No doubt, IMCAS is a festive time to be in Paris.

Next to its range of fillers and cosmeceuticals, Neauvia launched at IMCAS 2019 a new line of medical devices: Neauvia ITS - Innovative Technological Solutions. This line can definitely be of interest to medical professionals. Neauvia ITS is a technology innovator for the esthetic, dermatologic and surgical markets. It uses the modern design and advanced electro-medical engineering in related fields such as electrosurgical,

radiofrequency treatment, thermal lifting, skin photobiostimulation and cosmetology. In the process of designing and developing the equipment, Neauvia used the experience and knowledge of its specialists and the suggestions of its customers.

We ended our Parisian experience with a nocturnal cruise around the city in a gala event that hosted many of the world's most successful media personalities and plastic surgeons, who had come to discover the essence of Neauvia and celebrate its core message. The message? Giving the gift of youth and beauty can

only be achieved by a team that values safety, professionalism and respect for the skin's natural ability to create an organic change using the assistance of high-quality materials.

**You can try Neauvia products in Israel at**

**various clinics, such as Innova Health Aesthetics Solutions Ltd., the official representative of Neauvia in Israel. Tel 898-1019 (09)**

*The writer was a guest of Neauvia at its event in Paris.*

