

princess[®]

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

Dare to be perfect



CROMA
HEALTH • CARE • INNOVATION



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 us to meet our aims and 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 over 4 million syringes manufactured every year.

This expertise has also been put to use in the aesthetics field with Princess[®], our range of hyaluronic acid-based fillers and mesotherapy products as a natural solution to skin ageing.



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[®], its new generation of fillers and mesotherapy products.

Dare to be perfect

"Trifles make perfection, but perfection is no trifle"

Leonardo da Vinci



SAFETY – BEAUTY – SATISFACTION

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

Our 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 guarantee quality and safety by

- carrying out **controls during the whole manufacturing process** to ensure our products are compliant with our quality standards.
- **100 % sight controlling all syringes** to guarantee absolute purity and no particles for the security of the patient.
- **terminally sterilizing our products**, in a steam autoclave once the gel is filled in the syringes. This process ensures a higher safety than the aseptical filling of the syringes (sterility assurance level of $10E-6$ vs $10E-3$).

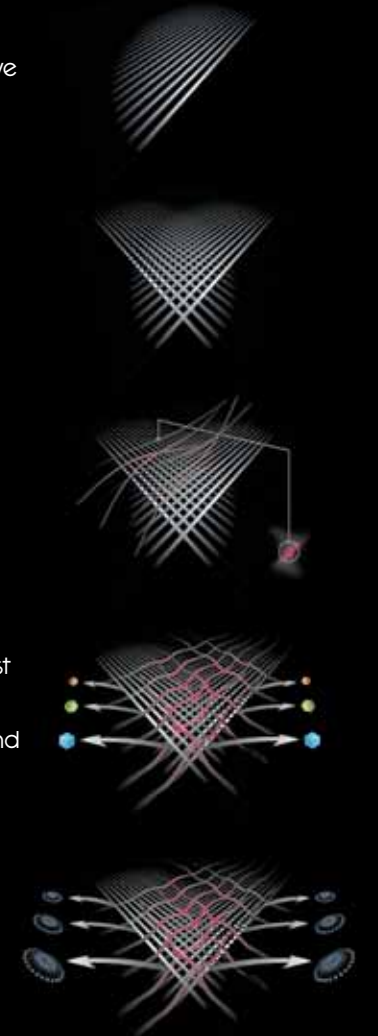


A UNIQUE METHOD OF CROSS-LINKING CREATED BY CROMA

S.m.a.r.t. is our own process to develop a highly dense tridimensional matrix.
(Supreme Monophasic And Reticulated Technology)

- 1 As a basis to SMART, we only use 100 % non-animal HA of biofermentative origin. Through a specific manipulation, the HA chains are carefully aligned to each other, in order to optimize the reticulation.
- 2 The gel is then 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 To guarantee a great lifting capacity for a better correction, a natural and long-lasting effect, the viscoelastic properties of the gel are optimized by our own technique; we obtain a highly viscous gel with a high level of elasticity. The gel is then homogenized 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 We have developed a unique purification process to achieve the highest purity and safety. BDDE residuals that didn't react during the cross-linking process and all other undesired compounds such as proteins and endotoxins are cleaned out and are all under detectability level.
- 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[®]
FILLER
fine lines



Hyaluronic dermal filler for superficial and moderate wrinkles correction

princess[®]
VOLUME
deep lines



Hyaluronic dermal filler for deeper correction.

princess[®]
RICH
mesotherapy



Hyaluronic mesotherapy treatment

Princess[®] is our new generation of products, based on SMART, created for the whole range of skin treatments.

Princess[®] products correct fine to deep lines, scars, increase the volume of the lips, hydrate and rejuvenate the skin.

FILLER *fine lines*

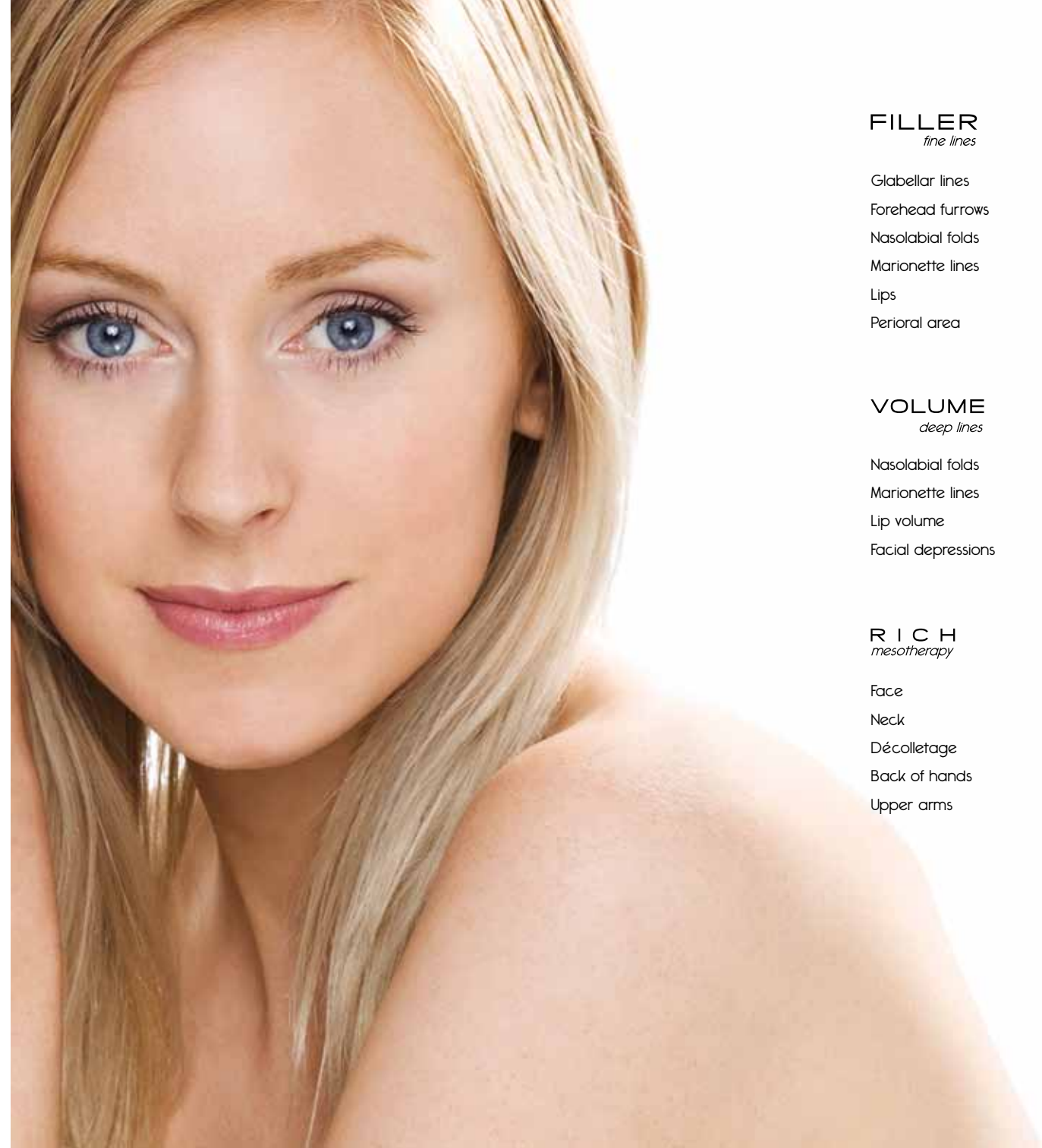
- Glabellar lines
- Forehead furrows
- Nasolabial folds
- Marionette lines
- Lips
- Perioral area

VOLUME *deep lines*

- Nasolabial folds
- Marionette lines
- Lip volume
- Facial depressions

RICH *mesotherapy*

- Face
- Neck
- Décolletage
- Back of hands
- Upper arms



princess[®] FILLER


Princess[®] FILLER is a sterile, biodegradable, viscoelastic, perfectly clear, colourless, isotonic, homogenized and monophasic gel implant.

It is indicated for the correction of superficial and moderate facial wrinkles. It can be used for all areas of the face. It is recommended to inject Princess[®] FILLER into the superficial to mid dermis to achieve a very 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]	0.4
Proteins [ppm]	11
Endotoxines [EU/ g]	< 0.05
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
Needle:	27 G
Molecular weight:	2.7 Mio Da



superficial to mid dermis



princess[®] VOLUME

Princess[®] VOLUME is a monophasic, sterile, biodegradable, viscoelastic, clear, isotonic, highly cross-linked and homogenized gel implant.

It is indicated for the correction of deep wrinkles and folds such as nasolabial folds and lip volume increase. It is recommended to inject Princess[®] VOLUME into the mid to deep dermis.

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

Parameter	Average results
BDDE [ppm]	0.53
Proteins [ppm]	8.7
Endotoxines [EU/ g]	< 0.05
Sterility	Steam sterilized
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
Needle:	27 G
Molecular weight:	2.7 Mio Da



mid to deep dermis




Princess[®] RICH is a sterile, viscoelastic, clear, colourless, transparent, isotonic and biodegradable gel. Based on the SMART technique, the gel is stabilized by glycerol, a natural moisturizer, which retains water and preserves hydration. The combination of hyaluronic acid and glycerol durably improves the hydration of the skin.

Princess[®] RICH is indicated for mesotherapy treatments. Injected into the superficial dermis it replenishes HA which has been lost due to ageing, improves the tone and elasticity of the skin, gives a glow to the complexion and holds off the signs of skin ageing. For better results, it is recommended to have a cycle of 3 treatments every 3 weeks.

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
Proteins [ppm]	14
Endotoxines [EU/ g]	< 0.05
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	 superficial dermis
Needle:	30 G	
Molecular weight:	3.0 Mio Da	



WHY CHOOSE PRINCESS[®]?

The fine art of aesthetics by CROMA

Quality

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

Safety

- non allergenic, no need of allergy testing previously to the treatment
- limited risk of side effects or inflammation thanks to our unique process of purification, removal of oxygen and sterilization

Comfort

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



CROMA WORLD

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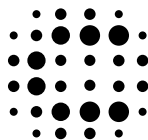
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Princess[®] products
are manufactured in Austria



CROMA
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