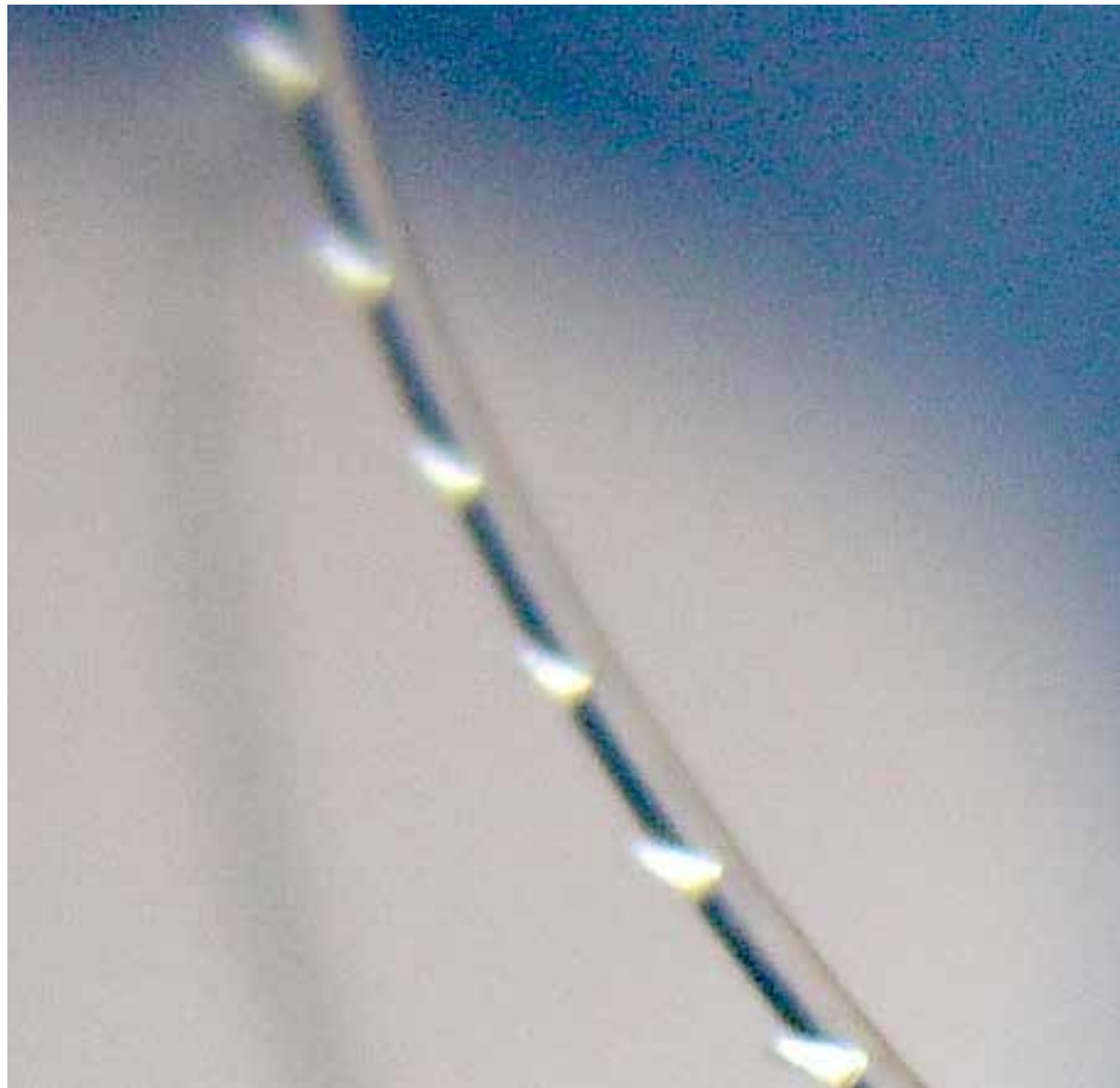




# PROMOITALIA HAPPYLIFT RANGE



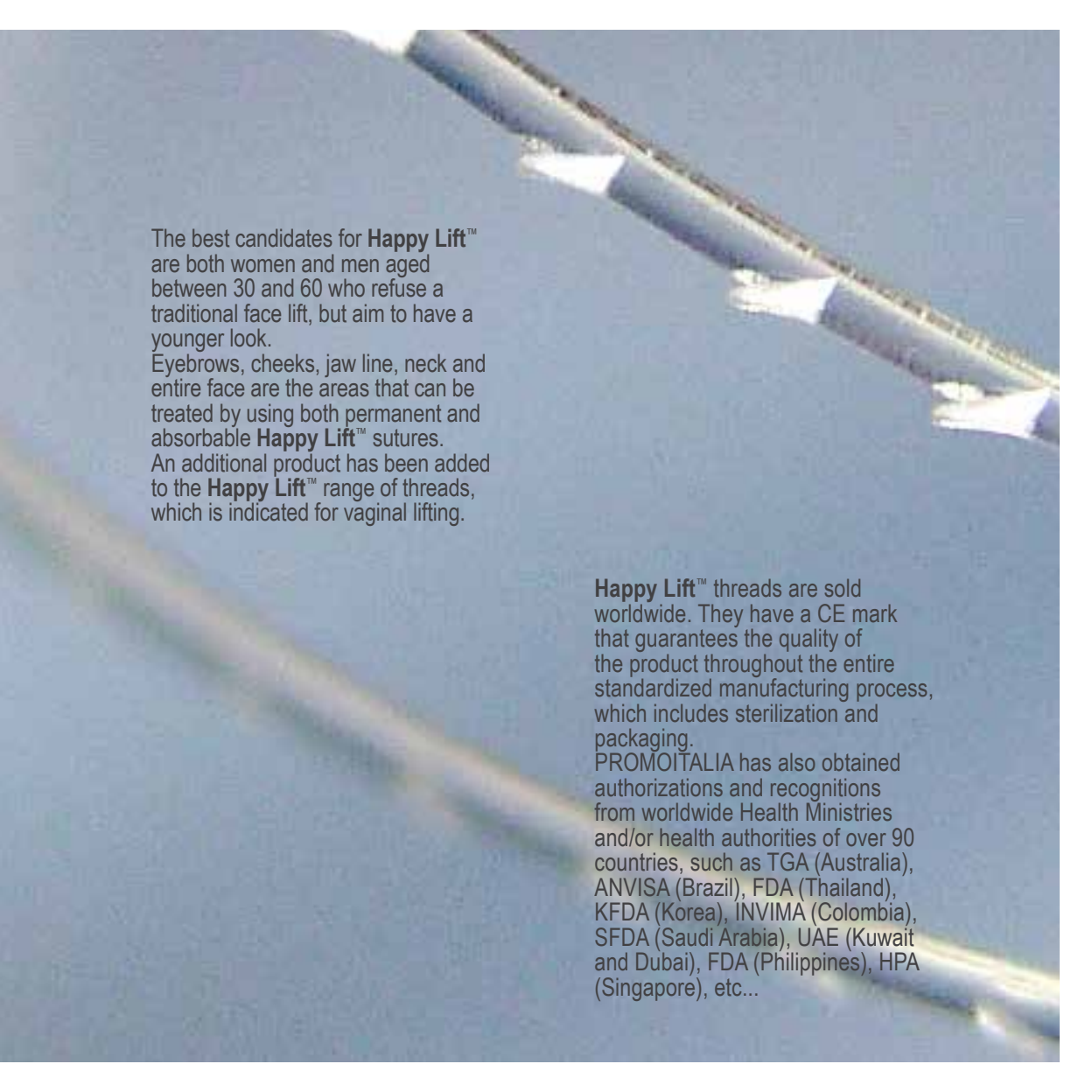
# Happy Lift™

The aging process, which begins to appear around the 30s, reverses the “triangle of beauty” whose base is at the top of the face during adolescence and the 20s, but inevitably reverses over time. Along with the sagging of the tissues, deep furrows and wrinkles begin appearing, indicating an inner change in the supporting structure of the skin.

**Happy Lift™** is the key for a small step back in time, a minimally invasive, short recovery technique that can shave years off your age without major surgery or visible scars.

**Happy Lift™** has a unique and patented line of sutures. Unlike conventional sutures which are smooth, all **Happy Lift™** threads have tiny barbs (or cogs) with a special design in terms of their length, density and angling meant to carry out both a lifting and a revitalizing effect. Once inserted into the sub dermis, the barbs gather the skin producing fibrosis necessary to provide new support scaffolding for the soft facial tissues, that lift and hold them in place. As a result, a refreshed look and a better facial contour are visible just immediately after the operation.

**Happy Lift™** sutures are available both in a permanent and an absorbable version. Permanent threads are made up of polypropylene, a safe material widely used in surgery for more than 50 years, while the dissolvable ones are made of poly-lactic-caprolactone, a non-allergic composition modified as to last longer than usual into the human skin. Generally, the thread disappears 12/15 months after the implant, but the lifting effect will not disappear after this period thanks to the fibrotic reaction induced by the barbs. **Happy Lift™** results, in fact, are proven to be long-lasting, up to 5/6 years.



The best candidates for **Happy Lift™** are both women and men aged between 30 and 60 who refuse a traditional face lift, but aim to have a younger look.

Eyebrows, cheeks, jaw line, neck and entire face are the areas that can be treated by using both permanent and absorbable **Happy Lift™** sutures.

An additional product has been added to the **Happy Lift™** range of threads, which is indicated for vaginal lifting.

**Happy Lift™** threads are sold worldwide. They have a CE mark that guarantees the quality of the product throughout the entire standardized manufacturing process, which includes sterilization and packaging.

PROMOITALIA has also obtained authorizations and recognitions from worldwide Health Ministries and/or health authorities of over 90 countries, such as TGA (Australia), ANVISA (Brazil), FDA (Thailand), KFDA (Korea), INVIMA (Colombia), SFDA (Saudi Arabia), UAE (Kuwait and Dubai), FDA (Philippines), HPA (Singapore), etc...



# REPOSITIONS TO REJUVENATE

No scars and short recovery time

*Happy Lift*  
**Free Floating**<sup>TM</sup>

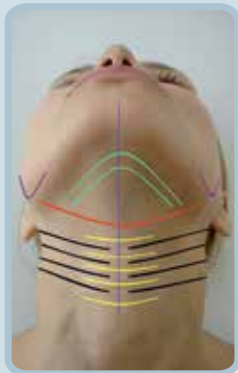


**Free Floating** is a permanent and/or absorbable thread permitting, through a mini-invasive surgical operation, to practice lifting for sagging cheeks. The procedure is fast, safe and easy to perform. It does not require any incision on the skin as the **Free Floating** threads are inserted through a long spinal needle injected into the subcutaneous tissue under local anaesthesia.

**Free Floating** sutures have little bidirectional convergent cogs. When the threads are inserted under the skin, the cogs open and gather into the surrounding tissues, creating a supporting structure for soft tissues of the face, thus preventing any shifting of the thread.

Positive effects of **Free Floating** appear immediately after the operation: you will see and appreciate the repositioning and recovery of the facial plasticity (three-dimensional effect). Results improve from 2 up to 10/12 months, after which the lifting effect is long lasting. An increased level of hyaluronic acid, collagen and elastin is visible thanks to the fibrosis induced by the particular and specific shape of the barbed threads.

1 cheek  
2 neck



#### Packaging


- 6 barbed threads in P (LA-CL) absorbable 12 cm USP 2/0
- 6 barbed threads in P (LA-CL) absorbable 23 cm USP 2/0
- 6 barbed threads in poly propylene permanent 12 cm USP 2/0
- 6 barbed threads in poly propylene permanent 23 cm USP 2/0





# EASY AND FAST TO PERFORM

Symmetrical results

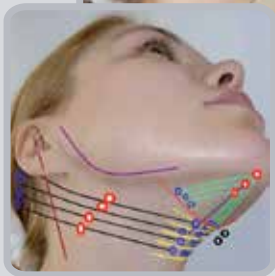
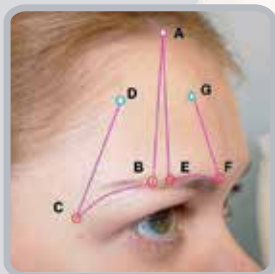
*Happy Lift*  
**Double Needle** 

**Double Needle** is a bi-directional convergent barbed thread which allows a quick, mini-invasive and natural approach to the problem of moderate saggy tissues without the necessity of a scalpel.

**Double Needle** threads, available both in a permanent and absorbable version, are to be inserted into the sub dermis without the help of a spinal needle, as they have non-traumatic straight twin driver needles attached to both ends. Due to this particular structure, surgeons can realize those pathways they could never make with spinal needles, such as semi-circular or loop paths that guarantee more effective gathering and compacting of the tissue, consequentially allowing an enhancement of volume. The implant procedure results faster to perform, with a significant reduction of the operation time and a better post-operative recovery for the patient. By using **Double Needle** it is also easier to position the two halves of the thread in a precise way; this allows an absolute symmetrical result for a correct distribution of the tissue's weight on both halves of the thread.



- 1 eyebrow
- 2 jaw line
- 3 neck



**Packaging**

- 6 barbed threads in P (LA-CL) absorbable 12 cm USP 2/0
- 6 barbed threads in P (LA-CL) absorbable 23 cm USP 2/0
- 6 barbed threads in poly propylene permanent 12 cm USP 2/0
- 6 barbed threads in poly propylene permanent 23 cm USP 2/0

# ANCHOR YOUR AGE

For a total face lift

*Happy Lift*  
**Ancorage** 



**Ancorage** is the ideal thread for those who want a mid face lift without using traditional surgery. **Ancorage** is a minimally invasive facial rejuvenation procedure that offers lasting effects without visible scars, a long recovery, general anaesthesia or a hospital stay. **Ancorage** is both a permanent and dissolvable uni-directional barbed thread with attached, at one end, a straight non-traumatic driver needle for the insertion and, at the other end, a cylindrical needle for anchoring. For the mid-face procedure, the surgeon makes a tiny incision close to the ear and the threads are advanced along the previously marked contours toward the chin and jaw line, thus creating a firm hold on the underlying tissues. The barbed threads are fastened in an umbrella-like manner and their tension realizes a suspension that gently lifts the sagging tissues of the face.

1 mid face



**Packaging**

- 10 barbed threads in P (LA-CL) absorbable 31,6 cm USP 2/0
- 10 barbed threads in poly propylene permanent 31,6 cm USP 2/0



# NECK ART

To fight against a fat neck without bendage

**iNeedle**  
Saggy Neck  
Solution

**i-Needle** is a new tool for tightening up a loose neck, the only thread that allows patients to undergo a neck lift contextually to a neck liposuction. It is an ideal solution for those who want to remove ageing signs around the neck area or want to give their neck a more defined look.

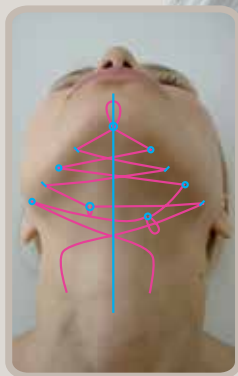
The procedure is also suitable for those whose skin has sagged or loosened as a result of significant weight loss.

**i-Needle** technique involves using a dissolvable bi-directional convergent barbed thread with two special needles to be inserted into the subdermis to tighten and suspend the loose skin on the neck.

It creates a net for supporting the neck without the need of a bendage.

**i-Needle** vastly reduces the risks associated with traditional neck lifts such as hematomas and/or nerve injury.

1 neck / double chin



**Packaging**

- 4 barbed threads in P (LA-CL) absorbable 23 cm USP 2/0
- 4 barbed threads in poly propylene permanent 23 cm USP 2/0

1

# VAGINAL LIFTING

The innovative, easy and rapid surgical system for outstanding aesthetic results



**Vaginal Narrower** is a convergent bidirectional barbed thread that revolutionizes the surgical method for narrowing the lesion of the perineal muscle. Thanks to its reabsorbable structure and use practicality, it allows a mini-invasive approach to a very common female problem.

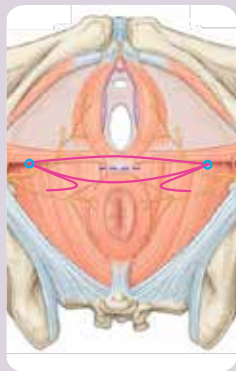
The **Vaginal Narrower** thread may be used to reduce the vulvar entrance, thereby allowing an aesthetic and functional improvement of the female genital organ.

The **Vaginal Narrower** suture is made of caprolactone or polydioxanone with atraumatic straight needles at each end.

The procedure is performed in day surgery under local anesthesia.



♀ vulvar area



**Packaging**

- 6 barbed threads in P (LA-CL)  
absorbable 12 cm USP 0/0



## CHEEKS

### Free Floating

12 cm  
permanent and  
absorbable

23 cm  
permanent and  
absorbable

## NECK

### Free Floating

23 cm  
permanent and  
absorbable

### Double Needle

23 cm  
permanent and  
absorbable

### i-Needle

23 cm  
permanent and  
absorbable







## MIDFACE

**Ancorage**  
31,6 cm  
permanent and  
absorbable

## JAW LINE

**Double Needle**  
23 cm  
permanent and  
absorbable

## EYEBROWS

**Double Needle**  
12 cm  
permanent and  
absorbable

## ZONA VULVARE

**Vaginal Narrower**  
12 cm  
absorbable

It is highly recommended that the doctor performing a **Happy Lift™** thread procedure has a special qualification gained by attending a specific theoretical and practical training course on each different technique.

PROMOITALIA periodically provides training sessions worldwide. If you would like to participate or if you have any questions please feel free to contact us.

Our doctors will be at your service to respond to all your doubts and questions.

All products are patented and certified by PROMOITALIA.



**- Fast**

**Happy Lift™** thread technique is safe (no cutting of the skin, no scarring) and less complicated than a full facelift procedure. The results are visible immediately after the operation, fully after 2/3 weeks. The lifting may last up to 5/6 years, depending on the patient's individual characteristics. It doesn't change the natural features of the face as facial soft tissues are just repositioned to their original location (the patient will look as he/she did over 10 years ago).

**- Minimally invasive procedure**

The **Happy Lift™** lifting procedure can be performed in the doctor's office or in day-hospital (common thread lift takes from 15 to 40 minutes). Only local anaesthesia is required. Minimal downtime is required and patients may immediately return to their usual activities.

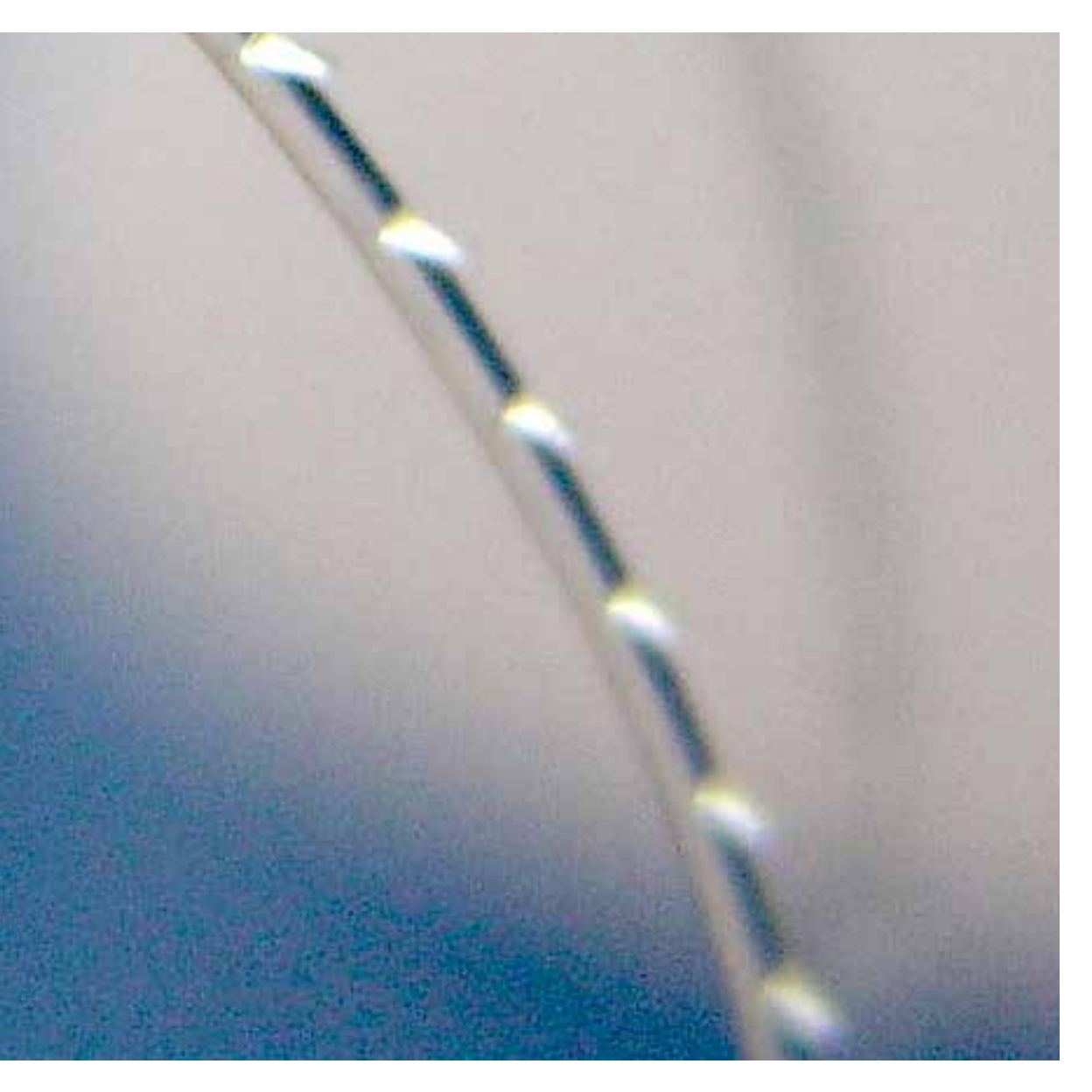
The only contraindications could be:

- poor medical condition/healing
- ptosis of facial tissues
- exceeding fat or thin tissue
- deep facial wrinkles.

**- Aftercare indications**

After an operation with **Happy Lift™** the patient is to reduce facial muscle activity for the first 2/3 weeks. Sports are not allowed. Avoid sports and massaging the facial area for at least one month after the surgery.

**Happy Lift™** thread procedures can be performed in combination with other aesthetic medicine and facial plastic surgery techniques (i.e. facial auto lipo-lifting, laser resurfacing, etc.) as well as hyaluronic fillers, botox and liposuction.



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