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**Building
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**Assessing
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Dermal Fillers**

GREGORY WIENER, MD
Expands His Chicago Practice

What's My Line?

Fifteen years later, CosMedical Technologies offers more than 50 products, and Dr. Ciraldo's son, Daniel Ciraldo, the company's marketing director, says that the line is available in more than 1,000 physician's offices. The Ciraldos work with chemists to create products for aging, acne, hyperpigmentation, rosacea, sun protection and more.

CosMedical Technologies is a private labeler, which means that an individual physician can personalize the line with his or her own name and brand. "The doctor's profit potential is unlimited," notes Daniel Ciraldo. "There is no competition and a patient can't compare prices." So a doctor in an affluent area like Beverly Hills, California, for example, can mark up a product 600% if that is what the market will bear.

CosMedical Technologies supports customers with free labeling, online "webinar" training covering product knowledge and marketing ideas, monthly promotions, in-office training, sales force visits and collateral material, including brochures and newsletters.



Dr. Ciraldo's skincare line includes products to treat a variety of skin conditions.



Episciences

Created by Carl R. Thornfeldt, MD (Boise, Idaho, epionce.com)

Philosophy: "I formulated these products because they help me be a better doctor. I can say with confidence that they work. They help slow skin diseases and they work cosmetically too."

Dr. Thornfeldt received his medical degree from the University of Oregon Health Sciences Center, spent three years in family practice in the U.S.

Navy and completed his dermatology residency at University Hospital in San Diego, California. He launched his dermatology practice in Fruitland, Idaho, in 1983, where more than a quarter of his patients travel an hour or more to see him.

He is also an assistant clinical professor of dermatology at the University of Oregon Health Sciences Center.

The region of the country where Dr. Thornfeldt practices is known for its arid climate. Noticing that patients were not responding to

certain treatments, he began studying the effects of dry skin on other skin conditions. "I wondered if we could prevent psoriasis, dermatitis, rosacea and seborrheic dermatitis by optimizing skin's own function and structure. Could we develop a nonprescription solution that was safe and easy to use that also optimized stratum corneum barrier function, prevented inflammation, reversed damage and prevented skin diseases and skin aging?"

With Epionce, Dr. Thornfeldt is confident that he has succeeded. The 19-product line features patent-pending formulas proven in independent, double-blind clinical trials to reverse and prevent certain skin diseases and signs of aging. The products contain a blend of highly purified, triple-extracted botanicals, including date extract, a highly potent antioxidant, and flax, which is high in omega 3 and omega 6, and moderates inflammation. According to Dr. Thornfeldt, the products result in 94% barrier closure as opposed to the 15% to 18% barrier closure achieved by many commercial moisturizers.

Epionce products are sold exclusively to physicians and medical spas. Currently, the company supplies about 400 customers in North America and the UK, and will be entering the Japanese market this fall. The company offers extensive training "because we have a complex story," says Dr. Thornfeldt. "Epionce is breakthrough technology and we want professionals to understand how to create the best regimens for patients. That requires time and expertise."

Osmosis Pur Medical Skincare

Created by Ben Johnson, MD (Evergreen, Colorado, osmosisskincare.com)

Philosophy: "Do no harm. It is not necessary to first damage skin to heal and improve it."



Dr. Thornfeldt's products feature patent-pending formulas proven in clinical studies to reverse signs of aging.