

# IMCAS

## GLOBAL MARKET SUMMIT

22<sup>ND</sup> ANNUAL WORLD CONGRESS • JAN 30 to FEB 1, 2020 • PARIS

PLASTIC SURGERY - DERMATOLOGY - AESTHETIC SCIENCE

FRIDAY JANUARY 31, 2020  
AMPHI HAVANE

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### THE INNOVATION SHARK TANK

8:30 AM - 12:30 PM (PAGE 3)

*Discover the innovations that will shape tomorrow's world  
and vote for the best one!*

2

### THE INVESTORS' FORUM

2 PM - 3:45 PM (PAGE 9)

*Learn about the dermatology, plastic surgery and  
aesthetic market opportunities, challenges and figures*

3

### THE ECONOMIC TRIBUNE

3:45 PM - 6:30 PM (PAGE 10)

*Understand the vision of the industry big players and  
ask your questions to the CEOs*

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# IMCAS

## GLOBAL MARKET SUMMIT

22<sup>ND</sup> ANNUAL WORLD CONGRESS • JAN 30 to FEB 1, 2020 • PARIS

AMPHI HAVANE (LEVEL 3)

**Welcome to the second edition of IMCAS Global Market Summit,** a full day including three main events for all the various players from the dermatology, plastic surgery and aesthetic market. From physicians, industry leaders, entrepreneurs to start-ups and investors, you get access to a range of sessions in order to understand the main elements and activities of our market: mergers & acquisitions, future innovations, deployed strategies and investments, and many more.

**The Innovation Shark Tank** starts the day, presenting some of the most promising international start-ups that compete for the Innovation of the Year award.

After a well-deserved lunch, **The Investors' Forum** unites analysts, physicians, industry players and investors including venture capitalists from all over the world to discuss the challenges, opportunities and related emerging technologies in order to achieve higher returns in the medical aesthetic market.

**The Economic Tribune** concludes the Global Market Summit with an analysis of the various market segment figures including the latest mergers and acquisitions. During the following round tables, CEO of the industry leaders acknowledge their company's latest strategies. Exchange with them and discover their vision of the market.

You are then most welcome to join the Networking Cocktail and discuss with all the players of our market around a drink.

**Benjamin ASCHER & Laurent BRONES**



### CHAIRS



**Benjamin ASCHER**  
*Plastic Surgeon*  
*France*



**Laurent BRONES**  
*Business Development*  
*Symatase*  
*France*

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# INNOVATION SHARK TANK

8:30 AM – 12:30 PM

DERMATOLOGY • PLASTIC SURGERY • AESTHETIC • COSMECEUTICALS

## UNCOVER THE BEST INNOVATIONS

The Shark Tank is an opportunity for start-ups to pitch their unique ideas to a jury of leaders in the industry. After two successful editions, this 3<sup>rd</sup> edition gives entrepreneurs the chance to showcase their innovations of tomorrow and demonstrate how they will uniquely solve a problem in the fields of dermatology, plastic surgery or aesthetic science.

The competition will be taking place in the morning during which early phase and growth stage start-ups will showcase their value in front of the Jury, potential investors and physicians.

After receiving numerous applications from valuable start-ups, the Coordinators selected the best 14 companies to enter the contest (check out the competing innovations on page 6). Each selected company has 6 minutes to explain what makes their innovation stand out from others on the market. Then, the Jury question the start-ups before voting for their favorites.

One company will be voted the **'IMCAS Innovation of the Year'** by both the Jury and the audience.

During the jury's deliberation, discover Cherry Imaging (IMCAS Innovation of the year 2019) and Nextmotion innovations.

Join this exceptional event, discover tomorrow's revolutionary innovations and vote for your favorites!

### COORDINATORS



**Mathew AVRAM**  
*Dermatologist*  
*United States*



**Laurent BRONES**  
*Industry representative*  
*France*



**Dominique DU CREST**  
*IMCAS Academy*  
*Executive Editor*  
*France*



**Arisa ORTIZ**  
*Dermatologist*  
*United States*

**ATTENDANCE IS RESTRICTED TO INVESTORS,  
SPONSORING COMPANIES AND PHYSICIANS ONLY**

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# PRESENTING THE INNOVATION SHARK TANK JURY

The IMCAS Innovation of the Year is voted by a Jury of prominent experts made of physicians, researchers, inventors, investors and industry executives.



**Humberto ANTUNES**  
Partner, Gore Range Capital  
Former CEO of Galderma  
USA & Switzerland



**Shimon ECKHOUSE**  
Chairman, Alon MedTech Ventures  
Founder of Lumenis,  
Syneron and Sofwave  
Israel



**Kathy FIELDS**  
Dermatologist  
Co-Founder, Rodan + Fields  
United States



**Stephanie LAM**  
Plastic Surgeon  
Hong Kong SAR



**Marina LANDAU**  
Dermatologist  
Israel



**Serge MORDON**  
Research Director,  
INSERM ONCOTHAÏ  
PhD & MBA  
France



**Arisa ORTIZ**  
Dermatologist  
Director, Lasers & Cosmetics, UC  
San Diego  
United States



**Liz PANZICA NEWMAN**  
General Manager, Solta Medical  
United States



**Dustin SJUTS**  
CCO, Aesthetics & Therapeutics,  
Revance Therapeutics  
United States



**Hubert ZAJICEK**  
CEO & Co-Founder of  
Health WildCatters  
United States

## THE IMCAS INNOVATION SHARK TANK IS ORGANIZED WITH THE SUPPORT OF

Without the industry manufacturing products and devices and providing funding for research and scientific advances, physician practices would look very different. This is why the IMCAS Innovation Shark Tank is organized with the support of industry players willing to promote innovation and funding.

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**BRONZE**

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**CUTERA®**

**SOLTA MEDICAL®**

**GALDERMA**

# INNOVATIONS OF THE YEARS 2018 & 2019

## 2018

1<sup>ST</sup> EDITION

### 1<sup>ST</sup> PLACE

**PB&B**  
[www.pbbtech.ch](http://www.pbbtech.ch)

PB&B (Plastic Biotech & Bioengineering) is a Life Sciences startup developing a novel filler and body remodeling injection which enhances adipocyte and fat tissue volume with fatty acids. Based in Switzerland and Silicon Valley.

### 2<sup>ND</sup> PLACE

**La Jolla NanoMedical**  
[www.lajollananomedical.com](http://www.lajollananomedical.com)

La Jolla NanoMedical is developing a Smart Therapy to non-surgically eradicate non-melanoma skin cancers. The therapy should meet the unmet medical needs of compromised older patients (non-surgical) and younger patients (cosmetic) seeking a scarless therapy. The therapy has completed very successful preclinical efficacy testing. Based in United States

### 3<sup>RD</sup> PLACE

**DAMAE Medical**  
[www.damaemedical.fr](http://www.damaemedical.fr)

Non-melanoma skin cancer is the most common form of cancer worldwide. While rarely deadly, non-melanoma skin cancers can become disfiguring if allowed to progress without treatment. With the development of OCTAV®, a hand-held imaging device based on its proprietary technology, DAMAE Medical aims to revolutionize skin cancer surgical and treatment planning. Based in France

## 2019

2<sup>ND</sup> EDITION

### 1<sup>ST</sup> PLACE

**Cherry Imaging**  
[www.cherryimaging.com](http://www.cherryimaging.com)

Cherry Imaging's cutting edge camera and technology, brings long-awaited scientific data to the hands of physicians for accurate, objective, and traceable treatments on both face and body. Based in Israel.

### 2<sup>ND</sup> PLACE

**Soltégo**  
[www.soltego.com](http://www.soltego.com)

Soltégo is a bio-pharmaceutical company which has developed a disruptive patented technology: a Salt Inducible Kinase inhibitor. When applied topically, this inhibitor triggers the melanin production pathway, and causes a natural tan and darkening of the skin – without exposure to UV light. Based in United States

### 3<sup>RD</sup> PLACE

**Seevix Material Sciences**  
[www.seevix.com](http://www.seevix.com)

Seevix produces SVX™, the first true man-made spidersilk, which combines excellent mechanical properties with high biocompatibility, non-immunogenicity, and micrometric architecture, yielding a unique biomaterial for cosmetics and dermatology applications. Based in Israel

# INNOVATION SHARK TANK

## UNCOVER THE BEST INNOVATIONS

The IMCAS Innovation Shark Tank is a contest of start-ups presenting their promising innovations that will revolutionize the market in the coming years. The most convincing start-up will be elected by the jury of experts as "IMCAS Innovation of the Year 2020". Discover and follow the competition LIVE on Friday, between 8:30 AM and 12:30 PM. Focus on the 14 participating start-ups in the 2020 edition.



### Avava Medical

[www.avavamedical.com](http://www.avavamedical.com)

Dark-skinned individuals constitute most of the world's population, with largely ineffective treatments for their skin conditions. AVAVA's transformative 3D laser platform is based on a novel mechanism of action that brings cellular level precision to aesthetic medicine. Integrated visualization coupled with machine learning enables smart selective treatments for optimal results. AVAVA's versatile platform enables safe, comfortable treatment across multiple clinical indications, including excess pigmentation in darker skin types, a market expected to reach 7.23B by 2026.



### Bioprocol

[www.bioprocol.com](http://www.bioprocol.com)

At Bioprocol we sustainably harness biodiversity to create natural and highly effective products for health, beauty and wellbeing. We have discovered two state of the art skincare/cosmetic natural ingredients – Solanum Complex® and Sopex™ – registered in the International Nomenclature of Cosmetic Ingredients (INCI). Our brand and first end product IDONA® – Ideas of Nature - 4 in 1 BioRevitalizing Cream™ – provides revitalizing, anti-wrinkle, moisturizer and natural lifting benefits, effectively and safely.



### Blossom Innovations

[www.blossominnovations.com](http://www.blossominnovations.com)

With over 3.5 million dermal filler procedures performed worldwide each year, filler injection into a blood vessel presents a serious risk of injury to patients, including blindness. Blossom Innovations is bringing to market a first-in-class safety innovation - "smart" sensing needle - S3Inject, which alerts the user when the needle has entered a blood vessel. S3Inject needles will be available in all standard sizes and require no retraining or change to a practitioner's technique. This major advance in patient safety will offer additional confidence to injectors and a competitive advantage for filler manufacturers.



### Cytrellis

[www.cytrellis.com](http://www.cytrellis.com)

Cytrellis Biosystems, Inc. is a clinical stage medical technology company developing a new, proprietary class of aesthetic devices. Our devices are designed to remove sagging skin associated with aging without surgery or scarring, with potential to provide aesthetic practitioners an unprecedented ability to improve age related changes in skin and restore youthful beauty. Cytrellis is dedicated to working with leading physicians to develop unique product solutions which emphasize safety, clinical results and improved quality of life. We are a Boston, MA based venture capital backed company.



### Dale Biotech

[www.dalebiotech.com](http://www.dalebiotech.com)

Dale Biotech is developing an injectable body sculpting drug with superior tolerability to deoxycholic acid. This facilitates use of DBI-500 for unwanted superficial fat deposits across all areas, including superficial abdominal fat. As an optional second stage of clinical development (e.g. post-marketing), expanded dosing of DBI-500 will significantly increase fat browning factors. These factors change white fat cells to brown-like fat cells, which have fat burning characteristics. This is expected to lead to significant systemic body weight loss and thus expansion beyond the substantial initial aesthetic market into an aesthetic/therapeutic 12-week treatment of overweight patients. The expected 5% body weight loss would significantly improve concomitant type 2 diabetes mellitus (if present).



### ENA Impeccable Skincare Solutions

The core of the invention is chemically bonding Hyaluronic acid (HA) chains to surface treated Calcium Hydroxyapatite (CaHA) microspheres. The surface treated CaHA microspheres are used as a cross-linker to bond hundreds to thousands of HA chains to a single microsphere, which result in an enhanced stability against degradation, creating a new generation of dermal filler that benefit of the advantages of both components with improved clinical outcome and life expectancy.



### Hidramed Solutions

[www.hidrawear.com](http://www.hidrawear.com)

HidraWear is an adhesive free wound dressing product developed for people living with a chronic and debilitating disease called hidradenitis suppurativa (HS). HS causes lesions typically form in the armpits, groin, thigh and buttocks, which are very difficult areas of the body to attach and retain a dressing in place. HidraWear enables the patient to apply, adjust and remove the absorbent dressing with ease, and without adhesive skin injury regularly seen with the use of tapes and boarder dressings. The dressing is retained securely in place with by the external fastening tab, that reduces dressing movement and leakage. It also reduced dressing related pain experienced by HS patients, and improves quality of life.



**Ideal Implant****www.idealimplant.com**

The IDEAL IMPLANT® Structured Breast Implant is a disruptive technology - it contains only saline, but has the natural feel and look of silicone gel implants because of its novel internal structure that controls fluid movement and supports the shell, making the implant form-stable. The 8-year FDA clinical trial data shows lower rupture and lower capsular contracture rates than silicone gel implants, and there is no risk of «silent rupture» that concerns women. With the IDEAL IMPLANT, a woman can look in the mirror and know her implants are intact, giving her peace of mind. The inventor is a plastic surgeon, who founded the privately-held Company in 2006 and began sales in 2015. The implant is available in the US and Canada where consumer demand is exceeding supply.

**Ilya Pharma****www.ilyapharma.se**

Ilya Pharma is a clinical stage biopharmaceutical company that develops its own drug candidates for clinical PoC from its technology platform - a new and a very cost-effective technology for local delivery of therapeutic substances. In this platform, human therapeutic proteins are produced and delivered on-site by living lactic acid bacteria acting like small bioreactors, for example in skin wounds or in the colon of the intestine. The lead candidate, ILP100, have shown acceleration of healing and reduction of scarring in preclinical models and is currently being evaluated in a first in human clinical trial.

**Juvilis****www.juvilis.com)**

Juvilis is a novel topical absorption mechanism that enhances the absorption through skin follicles resulting in greater and faster drug absorption ratios vs existing topical mechanisms, for both medical and cosmetic applications. Based in Spain.

**Nunii Laboratoire****www.nunii-laboratoire.com**

NUNII LABORATOIRE FRANCE, in collaboration with INSERM Nice, has developed a fundamental research programme to identify new genes involved in skin pigmentation. Today we have identified and patented two new different biological mechanisms involved in skin pigmentation. We have also patented two new propriety molecules to inhibit these mechanisms. When tested on multiple cell line types, both molecules were shown to be as efficient as hydroquinone in decreasing melanin production; but without affecting tyrosinase expression or activity and without causing cellular apoptosis. These molecules have a significant potential for use in both cosmetic and pharmaceutical formulations.

**Raziel Therapeutics****www.raziel-therapy.com**

Raziel Therapeutics is a clinical-stage pharmaceutical company developing a novel synthetic small molecule (NCE) for aesthetics and fat disorders. A Single multi-site injection of RZL-012 into subcutaneous fat causes immediate fat cell death at the injection site, resulting in significant reduction of fat tissue for long time periods. Phase 2b development of RZL 012 for Submental fat reduction and Dercum's Disease will be initiated during Q2 2020 in the USA. The company received an approval from the FDA to develop RZL-012 as an orphan drug for Dercum's disease patients.

**Semiocare****www.semiocare.com**

SEMIOCARE has developed a Unique Combination of refining natural active ingredients, named SEMIODERM. SEMIODERM acts at the very heart of the cell by strengthening its ability to defend itself and resist the various aggressions leading to cellular excitation and disorder. In a medical indication, SEMIODERM improves efficiency in the treatment of chronic wounds, highly infected wounds and diabetic feet by acting on the disinfection and the speed of healing. In cosmetics, the new cells appear to be more resistant and safeguard skin firmness. Application of SEMIODERM leads to rapid regeneration of cells by delaying ageing of skin cells, and therefore constitutes an anti-ageing ingredient which offers an innovative promise: better ageing.

**Stroma Medical****www.stromamedical.com**

Green, blue, or brown... the eye color is just one part of who we are. Darker eyes are mysterious and beautiful, but just beneath the darker pigment lies a unique shade of blue or green. The lighter shade is also a part of who we are.


STRÔMA® is the leader in permanent eye color change, with its revolutionary STRÔMA® Laser System. Its patented laser initiates a natural metabolic process that gradually eliminates the superficial pigment in darker eyes to reveal the natural underlying color.



## ASK YOUR QUESTIONS TO THE START-UPS AND VOTE FOR THE BEST INNOVATION!

1. OPEN THE CONGRESS APP OR BROWSE [WWW.SLIDO.COM](http://WWW.SLIDO.COM) AND ENTER THE CODE «IMCAS» THEN SELECT «AMPHI HAVANE»
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# 2 INVESTORS' FORUM

## 2 PM – 3:45 PM

### COORDINATORS



**Humberto ANTUNES**  
Partner  
Gore Range Capital  
USA & Switzerland



**Shimon ECKHOUSE**  
Chairman  
Alon MedTech Ventures  
Founder Sofwave  
Israel

## HOW INVESTORS WILL MAKE MONEY IN THE NEXT DECADE

### WELCOME AND INTRODUCTION OF PROGRAM

Shimon ECKHOUSE / Humberto ANTUNES (4 min)

### WHY BEAUTY IS THE PLACE TO BE IN THE NEXT DECADE

Antunes HUMBERTO (8 min)

### PRIVATE EQUITIES BUYING PHYSICIAN'S PRACTICES

Mark NESTOR (8 min)

### WHERE TO INVEST IN HEALTHCARE IN 2020

John FRIEDMAN (8 min)

### BIG BANG IN AESTHETICS CONSOLIDATION

Jean-Yves COSTE (8 min)

### EARLY STAGE INVESTMENT, ACCELERATORS AND INCUBATORS

Shimon ECKHOUSE (8 min)

### PHYSICIANS BECOMING ENTREPRENEURS: WHERE TO START?

Frederick BEDDINGFIELD (8 min)

### A VIEW FROM WALL STREET ON THE AESTHETIC INDUSTRY

David AMSELLEM (8 min)

### ROUND TABLE DISCUSSION (3:10 PM)

Moderators: Humberto ANTUNES & Mark NESTOR

Panelists: David AMSELLEM, Frederick BEDDINGFIELD, Shimon ECKHOUSE, John FRIEDMAN, Per HEDEN, Hubert ZAJICEK

### SPEAKERS



**David AMSELLEM**  
Senior Analyst  
Piper Jaffray  
United States



**Frederick BEDDINGFIELD**  
Dermatologist  
CEO Sienna  
United States



**Jean-Yves COSTE**  
Senior Director  
Michel Dyens & Co  
France



**John FRIEDMAN**  
Managing Partner  
Easton Capital Group  
Senior Advisor  
Gore Range Capital  
United States



**Per HEDEN**  
Plastic Surgeon  
Sweden



**Mark NESTOR**  
Dermatologist  
United States



**Hubert ZAJICEK**  
CEO & Co-Founder  
Health WildCatters  
United States

**ATTENDANCE IS OPEN TO ALL ATTENDEES**

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## COORDINATORS



**Benjamin ASCHER**  
Plastic Surgeon  
France



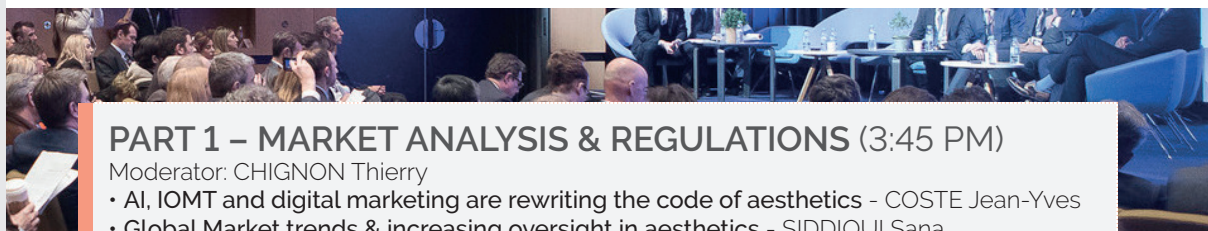
**Laurent BRONES**  
Business Development  
Symatase  
France



**Thierry CHIGNON**  
Senior Partner  
Merieux Développement  
France

# 3 ECONOMIC TRIBUNE

3:45 PM – 6:30 PM



## PART 1 – MARKET ANALYSIS & REGULATIONS (3:45 PM)

Moderator: CHIGNON Thierry

- AI, IOMT and digital marketing are rewriting the code of aesthetics - COSTE Jean-Yves
- Global Market trends & increasing oversight in aesthetics - SIDDIQUI Sana
- Get ready for the 2020 new European Medical Device Regulation (MDR)  
VAN RAAMSDONK Annette
- Round table discussion on the impacts of the implementation of the MDR for patients, clinicians and Industrials  
Dr BATTISTELLA Melania, COSTE Jean-Yves, SIDDIQUI Sana, VAN RAAMSDONK Annette

## PART 2 – EUROPEAN MARKET STRATEGY ROUND TABLE (4:40 PM)

Moderators: ASCHER Benjamin & BRONES Laurent



**CHACON QUIROS Juan José**  
CEO, Establishment Labs



**CHERON Michel**  
CEO, Laboratoires Vivacy



**CRIPPA Luca**  
CEO, IBSA



**FOUCHER Christophe**  
CEO, Laboratoires Fillmed



**MOATAZEDI David**  
CEO, Evolus



**MUHLE Gerry**  
VP & Head of International Medical Aesthetics, Allergan

## PART 3 – ASIAN MARKET STRATEGY ROUND TABLE (5:15 PM)

Moderators: GOLD Michael & LAM Chuk Kwan Stephanie



**ABBASI Kamal**  
Vice President, Sinclair



**BURCHARD Philip**  
CEO, Merz Pharma



**CROUSE Geoffrey**  
CEO, Candela



**HARRIS Leslie**  
Global General Manager, Skinceuticals

## PART 4 – US MARKET STRATEGY ROUND TABLE (5:50 PM)

Moderators: ANTUNES Humberto & NESTOR Mark



**BRENNAN Alexandre**  
VP Aesthetics, Galderma



**DAYAN Lior**  
CEO, Alma Lasers



**NUGENT Jeffrey**  
CEO, Sientra



**TAUPIN Valérie**  
CEO, Teoxane Laboratories



**TILLEMANS Todd**  
CEO, Cynosure

## NETWORKING COCKTAIL (6:30 PM) - VIP LOUNGE (LEVEL 3)

ATTENDANCE IS OPEN TO ALL ATTENDEES

# NOTES

## CONTACT US

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# ASK QUESTIONS & VOTE

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INNOVATION!

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2. ASK YOUR QUESTIONS AND VOTE!

