# PATENT IS A VIRTUE

***As the ArqueDerma® Artistic Restoration Lift® receives its patent, the pioneering nurse behind the methodology, Leslie Fletcher, tells us in her own words about how she developed the technique that has revolutionized the way we think about injecting dermal fillers***

Leslie Fletcher is the pioneer of the ArqueDerma® Artistic Restoration Lift®. Leslie developed this revolutionary patented technique for delivering dermal fillers while working with thousands of patients over the last 10 years in her practice as an aesthetic nurse injector, as well as an aesthetic injection trainer.

"On April 6, 2009, I applied for a provisional patent for a procedure that later became referred to as ArqueDerma®, Artistic Restoration Lift®. On August 14, 2012 this 13-page document, which included research of other related arts, six figure schematics, as well as a detailed description of the invention itself, became the first non-provisional utility patent for dermal filler use ever to be issued in the United States.

I started working as an aesthetic nurse in 2001 and began my career as an aesthetic injection trainer in 2007. Since then, I have seen and researched many different techniques for administering dermal fillers. What initiated my quest for a different approach, was the dissatisfaction I had with the production outcomes that current treatment modalities were offering at the time. The conventional methods of administering dermal fillers seemed to simply put a band-aid on the wrinkle, fold or overhang, or even worse, overstuff the face in an attempt to eradicate any wrinkles. In addition to dissatisfaction, I felt a need to respond to my patients' requests. Patients I had been treating for years wanted more than just a 'fill,' they wanted a 'lift.' These requests inspired my curiosity to look outside the box to fix this gravitational problem. I wanted to be able to offer my patients what they needed in a non-surgical way. Similar to most inventions, ArqueDerma® was born out of a necessity.

I'm told every inventor has an "aha" moment, and mine came while observing a scene on the side of a freeway. I noticed that a wall was being supported by strategically placed perpendicular beams. The obvious came to my mind: "If those few beams can hold up an entire wall, surely a few beams could hold up a little hanging skin!"

Immediately I tested my theories on family and friends, which produced incredible results using markedly less product. As an educator for several national pharmaceutical companies, I demonstrated this new technique during courses and it often dominated the instruction for the remainder of the class. Several respected colleagues on multiple occasions advised me that what I had "created" was an entire new category for the delivery of dermal fillers. More than one physician advised me to file a patent for this innovative process. Although patenting a medical technique was the farthest thing from my mind at the time, I was given a referral to an excellent patent attorney who specialised in method patents. I learned that this process could indeed qualify for a utility patent. The requirement for utility patents in the USA is as follows:

Under US patent law, a utility patent protects "any new and useful process, machine, article of manufacture, or composition of matter, or any new and useful improvement thereof". (United States Patent and Trademark Office- USPTO)

A "process" is defined by law as an act or method, and primarily includes industrial or technical processes. (A process is the way an invention performs rather than the way it is structured).

## A utility patent must fulfill these three requirements:

- Must be novel (I had to apply for the non-provisional patent within one year of invention. I also had to prove there was nothing else in the industry like

this technique.)

- Must not be obvious (to a person having skill in the area of technology related to your invention)

- Must be useful (serve a useful purpose)

Additionally, I had to provide the USPTO with a complete description of the actual working invention, as well as descriptions of current techniques used in the relevant industry. These would later be examined, and passed or declined by someone having skill in this field of technology.

Once this time-sensitive task was safely in the works, I applied for a copyright of authorship for my training materials, as well as national and international trademarks to protect the brand used to identify and distinguish this service from all other types of aesthetic services. During the next four years, my educational company, InjectAbility® Institute, brought on national and international expert trainers in order to purely deliver the ArqueDerma® concept to a wider audience. We now offer training in Canada, United States, United Kingdom, Australia, and potentially soon in Asia. To date, InjectAbility® Institute has licensed this patented technique to nearly 400 medical practitioners in seven different countries. Conceivably, nearly two million patients have been treated using the ArqueDerma® technique since the procedure was introduced to the medical aesthetic community in 2009.

In addition InjectAbility® Institute brought on marketing and publicity specialists to offer wider exposure of the technique to practitioners who want to provide this treatment to their patients. We have also initiated very successful consumer-driven campaigns to inform potential patients of the newly patented technique. Answering their need for a non-surgical "lift instead of a fill".

The procuring of the patent has only solidified what I have observed first hand from seasoned injectors in several countries over the years after taking the licensing course. Many trained injectors agree that they have never seen anything similar (novel), more innovative (non-obvious), or more effective (useful) than the ArqueDerma® technique. Hence the qualifications were met for all three patent categories. In order to maintain the validity of a patent, patent holders are required to pay maintenance fees throughout the duration of the patents life span.

Medical technique patents, although uncommon, are important. They identify a marked position of invention, validate credit for intellectual property, and assign ownership to an individual, or company of an idea that was created, developed, and finally submitted to the medical community.

## About ArqueDerma®

ArqueDerma® Artistic Restoration Lift® is a revolutionary way of delivering dermal fillers to artistically address the three basic signs of facial aging: loss of volume, lax skin, and skin deterioration. This is accomplished using a novel technique that corrects more areas, effectively extends the use of filler product by 40% and lasts significantly longer than conventional methods of filling. Unlike conventional volume replacement procedures, the ArqueDerma technique utilises dermal fillers like Juvederm®, Restylane®and Perlane® as a stabilizer to redirect sagging skin toward hollows that have formed, anchoring it in place while newly created collagen forms to sustain the results. ArqueDerma® encompasses an entirely new concept of "blanketing" thin strands of hyaluronic acid dermal filler product, placed in strategic multi- directional vectors, to create an artistic lift of the lax tissues. In this technique, dermal fillers are administered applying a deliberate, controlled force on the tissues stimulating the fibroblasts and causing them to stretch.

Based on the controlled injury theory in which type I and type III collagen production occur at accelerated rates post trauma, this mechanical stretching leads to an increase of collagen production. This desired side effect translates into longer-lasting results, and leaves a hydrating effect on the skin's texture in the treated areas. Using the needle to create a modest subcuticular undermining effect, ArqueDerma® is postulated to disrupt fragmented collagen strands and replace them with purposeful, vectored strands of promoted neocollagenesis. This effect results in sustaining the desired lift longer than conventional methods of filling. A major advantage of being able to lift and redirect the patient's now separated tissue is the ability to use the patient's own lax skin and reposition it upward, lifting it back to its point of origin. ArqueDerma® opens a world of possibilities for difficult to treat areas such as the jowls and marionette lines of the lower face.

During treatment, FDA/ medically approved dermal fillers are administered with a deliberate tension using the needle in multi-directional curves, specific to the patient's needs, beneath the skin's surface to disrupt and remove damaged, fragmented collagen strands and replace them with healthy new collagen. This creates a hydrating effect, enhancing the skin's texture with hyaluronic acid, as well as collagen in the areas treated. Based on the clinically proven controlled injury theory wherein collagen production occurs at accelerated rates post trauma, neocollagenesis begins.

Unlike conventional methods that use dermal fillers to "fill" a crease or fold, ArqueDerma uses dermal fillers as an adhesive agent to sustain the lifted tissue back in place until new collagen forms (neocollagenesis). This newly formed collagen stabilizes the effects, resulting in the correction lasting longer than conventional methods. Because collagen production continues for many months as part of the healing process, results will continue to improve over time. This increased collagen stimulation, coupled with improved duration of dermal fillers, result in longer-lasting results (18-24 months on average).

**To learn more about the technique please visit www.ArqueDerma.com**