



skin

# THE FACTOR4 REVOLUTION

USE YOUR OWN CELLS TO PLUMP SKIN, REDUCE WRINKLES AND RADIATE YOUTH. WE CHAT TO DR WILLIAM MOONEY TO FIND OUT HOW FACTOR4 WORKS. AIMÉE SURTENICH REPORTS.

**F**ACTOR4 is a highly concentrated, super-rich blood serum that has four times as many growth factors than any blood-rich injection product. What does this mean, you ask? The answer is that FACTOR4 uses your own cells (in the form of autologous conditioned serum) to rejuvenate your skin from the outside in. There are no foreign materials, no toxins – just your body's own revitalising powers to turn back the clock.

'FACTOR4 is a "turn back the clock" treatment – it allows your skin to look refreshed, hydrated and fantastic for your age,' says Sydney facial plastic surgeon Dr William Mooney. 'Put simply, FACTOR4 treatments give you an unfair advantage compared to your similarly aged friends.'

Dr Mooney has experienced impressive skin tightening results with FACTOR4. 'My patients are also loving the fact that it's a "natural" product which gives a natural-looking result. What's more, it's easy to use, comfortable for the patient and affordable,' he says.

## HOW DOES IT WORK?

Autologous conditioned serum (ACS) is a biological skin rejuvenation treatment that uses your own cells to repair and regenerate new skin tissue and increase collagen production.

Extracted from your own blood, when reinjected back into the skin the ACS spurs your skin's stem cells into action. It also contains high concentrations of growth

factors, which are bioactive stimulators known to accelerate the natural healing process.

Injected into areas such as the face, décolletage and hands, ACS triggers the formation of new collagen at the site. The result is a natural rejuvenation that continues to improve over time.

For the treatment itself, first blood is taken from the patient (just like a regular blood test) which is then placed in an incubator. During this period – which can be between six and nine hours – the blood is exposed to pyrogenic-free surfaces, which elicit a vigorous and rapid increase in the synthesis of growth factors. Following this, centrifugation, extraction and filtration take place and give rise to a serum rich in growth factors, suitable for re-injection at the treatment site. 'In my experience, the treatment is quick and easy to administer, and there's no need for any local anaesthetic,' says Dr Mooney.

FACTOR4's difference is in its high concentration of autologous growth factors. This concentration is achieved using technologically advanced tubing to encapsulate and incubate venous patient blood.

## WHAT CAN IT TREAT?

FACTOR4 is used to treat wrinkles and crepiness in areas of the face, neck, décolletage, back of hands and under-eye circles, as well as the appearance of stretch marks and scarring.

'Most commonly we treat the full face (the most popular area is the eyelids and tear troughs as they are so hard to tighten via other methods) and the entire neck surface area,' Dr Mooney explains. 'We also frequently use FACTOR4 for sagging skin around the elbows, knees, mummy tummies and even the backs of the hands.'

Patients have been experiencing unprecedented results, seeing improvements in skin tone, texture and luminosity. FACTOR4 treatments tighten skin as the collected serum contains several different growth factors that stimulate healing of tissue. These growth factors stimulate collagen and in turn tighten skin and improve skin quality over the ensuing months.

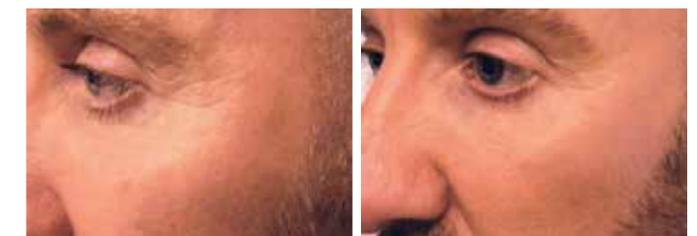
'My patients are loving the FACTOR4 treatment system, particularly if they attend all four recommended treatment sessions. They love that the treatment does not involve the injection of any chemical-based product and also the natural-looking results,' says Dr Mooney.

'Where once we were only able to offer anti-ageing injectable treatments with pharmaceutical bases, we now have an all-natural product that uses only the patient's own blood. This enables us to treat individuals who prefer to take a more natural, holistic approach to their beauty and wellbeing,' he says. **csbm**



BEFORE

AFTER treatment with FACTOR4



BEFORE

AFTER treatment with FACTOR4