

# JETEMA NEWSLETTER

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unique for me  
e.p.t.q. for me

 Exclusive brand model  
Actress, Bora Lim

e.p.t.q.®

## JETEMA's Pick for the Advertisement Model of e.p.t.q.®

JETEMA has selected actress Bora Lim as the new model of its signature brand, HA dermal filler e.p.t.q.®, in Korea. Bora Lim was elected to be the exclusive model for e.p.t.q.® not only because many Koreans aspire to be like her, but also because she is trendy and has a beautiful facial structure that perfectly matches the brand. JETEMA is excited to have the beauty icon Bora Lim to be the new model for e.p.t.q.®. JETEMA plans to strengthen its bond with the consumers by spreading e.p.t.q.®'s message with Bora Lim, an actress that has cemented herself as a beauty icon by starring in multiple programs such as "FASHION N 'Follow Me'" seasons 10–12 and the web drama "Pop Out Boy!" the key message that Bora Lim brings is "unique for me, e.p.t.q.® for me", emphasizing the individual's unique beauty. Alongside Bora Lim, JETEMA is promoting e.p.t.q.®'s detailed features and safety while actively spreading advertisements and marketing through various channels such as the Internet, TV, and the press.



◀ Korean Academy of Obesity & Aesthetic Treatment (KOAT) Spring seminar (April 16, 2023), the largest aesthetic surgery conference in Korea. JETEMA created a photo booth with Bora Lim to commemorate the brand's newest exclusive model.

## ICLAS Conference in Thailand



▲ JETEMA's booth at ICLAS

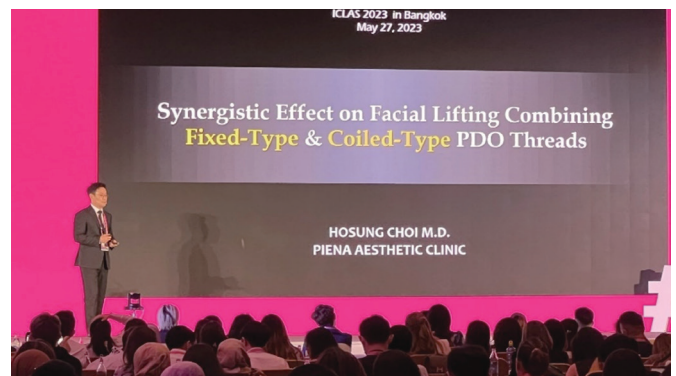
On May 27-28, JETEMA attended the ICLAS(International Conference of Laser Aesthetic Medicine and Surgery) conference in Bangkok, Thailand.

Around eight-hundred aesthetic physicians were present to learn and share the latest medical trends and techniques at ICLAS.

JETEMA promoted its TFDA-approved products such as HA dermal filler e.p.t.q.®, PDO thread epiticon®, and skinbooster EXO'LUTION at the booth.

During the conference, the key speaker Dr. Hosung Choi and Dr. Youngjin Park shared the latest trends in the Korean aesthetic surgery industry and explained anatomy related to aesthetic surgery and methods using various JETEMA products(e.p.t.q.®, epiticon®), and other various lineups with safety and efficacy. Dr. Choi and Dr. Park led the lecture into an active discussion with the audience.

The e.p.t.q.® lidocaine series was approved in Thailand in June 2021. Through active academic marketing based on research, e.p.t.q.® lidocaine built a reputation as a safe and effective filler in the market. epiticon® is a PDO thread product patented worldwide for its unique butterfly-shaped structure with its dual action mechanism, the first in the world that can pull and fix simultaneously.



▲ Dr. Hosung Choi (Piena Clinic) giving a lecture at ICLAS



▲ Dr. Youngjin Park (Obliv Clinic) giving a lecture at ICLAS



## User Interview with Dr. Hanbit Hong

### Q. Why do you choose epiticon®?

Due to the characteristics and structure of the PDO thread, fixation power decreases over time, but epiticon® has the advantage of retaining its fixation even if the thread partially dissolves or breaks in the middle, and it reduces the side effects of the thread protruding out of the skin. Even with strong tensile strength, epiticon® is an excellent PDO thread with minimum pain and side effects of dimpling.

### Q. What is your most preferred treatment site with epiticon®?

When I do body lifting, I only use epiticon®. In addition, I prefer epiticon® for forehead lifting and lifting in the vertical direction from the temporal area.

### Q. Why do you choose e.p.t.q.®?

I like e.p.t.q.® because it has excellent safety due to the small amount of chemical crosslinker (BDDE). When injecting filler on the nose bridge, it is common for the filler to spread over the glabellar region and result in an 'avatar' nose, but with e.p.t.q.®, I do not see those side effects as much as others because of its stable rheology and cohesiveness. That is why I love using e.p.t.q.® filler.

### Q. What do you like most about e.p.t.q.®?

e.p.t.q.® is excellent for large-volume injection because there are almost no side effects due to the minimum addition of chemical crosslinker (BDDE), an essential additive for the HA dermal filler manufacturing process. In addition, I like the fact that it has a product line with a variety of excellent rheology. e.p.t.q.® S 500




**Dr. Hanbit Hong**

- M.D. Seoul National University College of Medicine, Seoul, Korea
- Academic Director, Korean Academy of Facelift & Contouring
- Academic Director, The Korean Primary Care Society
- Academic Director, Korean Academy of Obesity & Aesthetic Treatment

lidocaine is a good choice for the nose tip and chin that requires to withstand strong compression, whereas e.p.t.q.® S 100 lidocaine is apt for fine wrinkles.

## Clinical Result of e.p.t.q.®





**Procedure details**  
**e.p.t.q.® eve X**

① Hip 100ml/side

### Before & After

- Patient: 41-year-old female
- Treated Area: Hip
- Used product: e.p.t.q.® eve X

**Post 1 month**



**Before** **After**

## JETEMA Activities Worldwide

### 5<sup>th</sup> JAM (Jetema Academic Meeting)

JETEMA hosted an academic web seminar, JAM(Jetema Academic Meeting) on June 24. Dr. Tim Papadopoulos, Dr. Sabuhi Abilov, Dr. Taegeun Lee, and Dr. Sooyeon Park encouraged academic interaction and covered the topic of “The latest discussion about minimally invasive aesthetic procedures” to talk about anatomy, procedures, techniques, and trends.



### epiticon® Live Training in Germany

On April 22, JETEMA hosted a live-demonstration training program using PDO thread epiticon® for German and Dutch medical personnel in Weinheim, Germany.



### Live Training in Thailand

A live-demonstration training program for e.p.t.q.® and epiticon® was held on May 29 in Thailand. Dr. Hosung Choi demonstrated various procedures with the JETEMA products and had a discussion with the participants regarding procedures.



### Live Training in South Korea

The live training is one of the best academic programs to spread the latest techniques and effects. JETEMA has conducted the small group live training and plans to do continuously.



### e.p.t.q.® in Costa Rica Participated at CONTOX Congress 2023

Being one of the largest facial harmonization events in Latin America, held since 2014, the 26th edition in Central America was held in Costa Rica for the first time from June 30 to July 1. Many e.p.t.q.® users from Europe, Brazil and all Latin America were present.



### Upcoming Event : 6<sup>th</sup> JAM (Jetema Academic Meeting)

The 6<sup>th</sup> JAM(Jetema Academic Meeting) will take place on July 29, 2023. You can register in advance at the website.

Address: <https://welcometojam.com>



### Join our next JAM webinar

6<sup>th</sup> Jetema Academic Meeting  
The Latest Discussion about Minimally Invasive Aesthetic Procedures

2023.07.29 (SAT) 11:30 ~ 13:00 (GMT)

08:30 - 10:00 Brasilia	14:30 - 16:00 Moscow
12:30 - 14:00 London	19:30 - 21:00 Hong Kong
13:30 - 15:00 Paris	20:30 - 22:00 Seoul

JETEMA e.p.t.q.® epiticon® vltten®