

NEAUVIA®

PRESS RELEASE

Neauvia Nrose Protocol wins "Best Intimate Health Product/Treatment" at MiA Menopause in Aesthetics Awards 2025

London, the UK - February 7th, 2025 - Neauvia is proud to announce that its **Neauvia Nrose Protocol** has won the prestigious "**Best Intimate Health Product/Treatment**" award at the **Menopause in Aesthetics (MiA) Awards 2025**. The awards, held at the Grand Connaught Rooms in London on February 7th, celebrate dedication and excellence within the menopause and aesthetics industries, empowering women across all stages of life. The Neauvia Nrose Protocol was selected as the winner from a competitive field of five other finalists. Judged by a panel of experts, the decision was based on the treatment's remarkable results and the unique synergy of its combined therapies.

The **Neauvia Nrose Protocol** is the first **women's intimate rejuvenation synergistic protocol**, combining innovative treatments with clinically proven results. [Ref 1] Neauvia Nrose is a **combined protocol** that features a synergistic sequence of Neauvia treatments: **Intense Rose (intimate PEG-HA filler)**, **Sectum (radio frequency energy-based device)** and **Rejuvenation Rose Gel (aesthetic cosmeceutical)**.



MiA's organisation applauded the achievement: "Your innovation in intimate health is nothing short of remarkable and we're all here for it. Your product is **empowering women to feel their absolute best**. Congratulations on your win!"

Dr. Nabil El-mahdawi, Aesthetic Doctor / Consultant and Neauvia expert in the UK, commented: "The **Neauvia Nrose protocol** is a **holistic treatment** designed to **deliver intimate rejuvenation to perimenopausal and menopausal women at any age**. The use of **Smart Combination Technology** maximizes the synergistic effect of the treatment through radiofrequency with the Sectum device, Hyaluronic Acid PEG Filler in the Intense Rose, and the continued regeneration of the intimate skin and mucosa layer with the home use of Rose Rejuvenation Gel cosmeceuticals. No doubt, with such a holistic approach, it would be the winner of the best female intimate treatment!"

Charlotte Lyttlejoyce, UK Commercial Director of Neauvia, shared her excitement on the win: "We are delighted to be announced as the winner of the MiA 'Best Intimate Health Product/Treatment' award for the Neauvia Nrose Protocol. This treatment was developed to **support women's intimate health, function and intimacy enhancement**. With a combination of PEG-HA Filler, Sectum radio frequency and aesthetic cosmeceuticals, the Neauvia Nrose Protocol offers **more than just an aesthetic solution, beyond physical**, it has a **profound positive impact on emotional well-being**."

Tatiana Pala, International Filler Category Manager of Neauvia, stated: "This recognition marks a significant achievement for Neauvia, both in the UK market and internationally. At Neauvia, it is believed that combining advanced technologies leads to better outcomes and this is made possible by **Neauvia PEG-HA fillers**. These fillers stand out due to their **high safety profile, specific rheological properties** and their **ability to combine with other technologies**. With **high resistance to heat** and **high thermodynamic stability** [Ref 2], they are suitable for use in combined protocols."

NEAUVIA®

Neauvia Nose Protocol - 4 Sessions in 2 Weeks

The protocol provides a **non-invasive solution**, completed in just 4 sessions over 2 weeks, with **no or minimal downtime**, and includes an at-home skincare routine. The 4 sessions are as follow:

- **First session:**
 - **At the clinic:**
 - **Sectum** [Ref 3] - radio frequency energy-based device - tones and tightens the vulva skin and vaginal canal, vaginal internal treatment, major and minor labials treatment.
 - **Intense Rose** [Ref 4] - intimate PEG-HA filler - enriched with amino acids such as Glycine and L-Proline, it restores and corrects vulva volume, firmness and shape. [Ref 5]
 - **At the clinic and at home:**
 - **Rejuvenation Rose Gel** [Ref 6] - aesthetic cosmeceutical - post treatment, it supports skin hydration and balances the post-treatment regeneration process.
- **Following 3 sessions** (within a period of 4 days after each other):
 - **At the clinic:**
 - **Sectum** [Ref 3] - radio frequency energy-base device - continues toning and tightening of the vulva skin and vaginal canal, vaginal internal treatment, major and minor labials treatment.
 - **At the clinic and at home:**
 - **Rejuvenation Rose Gel** [Ref 6] - aesthetic cosmeceutical - post treatment, ongoing use to maintain hydration and support the regeneration process.



Key benefits of Neauvia Nose

The results of the Neauvia Nose protocol speak for themselves:

- **Clinical studies results** [Ref 7] - a statistically significant increase in collagen levels was observed in skin sections from both the vaginal wall and labia majora following the complete series of Neauvia Nose treatment. Accordingly, it can be stated that Neauvia Nose:
 - **Tone and tighten** the vaginal canal
 - **Correct** vulvar atrophy
 - Restore vulvar **volume and shape**
 - Vaginal wall (collagen) **+ 26%**
 - Vulva (collagen) **+ 27%**
 - Vaginal wall (elastin) **+ 11.4%**
 - Vulva (elastin) **+ 61%**
- **Patient satisfaction** [Ref 1]:
 - **100%** of patients are **satisfied with the volumetric effect** after the treatment
 - **100%** of patients are **satisfied with the increase in vaginal hydration**
 - **100%** of patients are **satisfied with the improvement of the appearance of vulva** after the treatment
 - **100%** of patients **reported "much improved" or "very much improved"** after Nose protocol

International expert insights

"This Nose combination is to engineer the **maximum results** of how we guide the **regeneration on 3 levels**: on the **cellular level**, on the **tissue level** as well as on the **organ level**." says **Dr. Rashad Haddad, Aesthetic Doctor in Dubai**.

Dr. Piotr Kolczewski, Aesthetic Doctor in Poland, added "**Radio frequency has a powerful effect on collagen and elastin in the skin**. From the other hand, **Hyaluronic Acid has a powerful volumetric effect**, with visible outcomes in vulvar atrophy correction and symptoms related. We can say that these two elements play in one team with one goal: to **improve the quality of skin and globally the quality of intimate well-being**."

NEAUVIA®

Beyond aesthetic benefits - emotional and physical well-being

Intimate rejuvenation goes beyond being merely an aesthetic concern, it plays a crucial role in emotional well-being, directly impacting self-esteem and confidence.

Like any other part of the body, the **vaginal mucosa** and the **female genital region** age and are vulnerable to several factors of change, such as **hormonal changes, pregnancy, menopause, weight variations** and **intensive sport**.

Consequently, some intimate concerns such as **sagging, loss of firmness, irritation** or **frequent infections, decreased sensation of pleasure, pain during intercourse**, and **morphological changes** can lead to **discomfort** and **embarrassment**.

Impact on how a woman feels about herself:

- Up to **75% of menopausal women** may experience **symptoms of vaginal atrophy** [Ref 8]
- **85% of women don't talk about their intimate problems** [Ref 9]
- **33% of women** were **concerned that vaginal atrophy would never go away** [Ref 10]
- **27% of women** have **lost confidence in themselves as sexual partners and no longer feel sexually attractive** [Ref 10]

Neauvia remains steadfast in its mission to lead the Medical Aesthetics industry with cutting-edge products. Discover more about Neauvia products available in the UK at Neauvia.uk

For media inquiries, please contact: info@neauvia.uk / 07570 565715

About Neauvia:

Neauvia aims to inspire and shape the world of aesthetic medicine, opening up new lifestyles and creating a community that embraces its new concept of aesthetics.

Created in 2012, distributed in more than 80 countries worldwide, Neauvia is a high growth multinational corporation pioneer in medical aesthetics with Headquarter in Geneva, production sites in Italy and Poland and subsidiaries in Italy, Switzerland, France, Spain, Poland, Germany, the UK and regional offices in the US, Dubai, São Paulo and Singapore.

Neauvia provides healthcare practitioners and patients with clinically proven combined solutions offering a comprehensive range of high-end technologies, including HA-PEG dermal fillers, energy-based devices and cosmeceuticals working in synergy.

Thanks to a comprehensive range of high-end technologies working in synergy, it delivers safe and more effective results for facial, body and intimate rejuvenation. Rethinking medical aesthetics as premium experiences, by fully integrating this approach into a modern and healthy lifestyle, Neauvia empowers all beauty lovers.

Neauvia is built on three pillars: disruptive (opening new communication territories), science-based (expertise backed by science) and lifestyle (creating desirability).

For more information, visit: www.neauvia.uk

Legal mentions and references:

1. Data on file.
2. Zerbinati N, Capillo MC, Sommati S, Maccario C, Alonci G, Rauso R, Galadari H, Guida S and Mocchi R. Rheological investigation as tool to assess physicochemical stability of a Hyaluronic Acid dermal filler cross-linked with Polyethylene Glycol Diglycidyl Ether and containing Calcium Hydroxyapatite, Glycine and L-Proline. Gels 2022, 8, 264. <https://doi.org/10.3390/gels8050264>
3. This class IIb medical device is a regulated health product which bears, under this regulation, the CE mark. Manufacturer: B&K Domaniewska 37, Warsaw, Poland. Please carefully read the instructions in the leaflet. The use of these products requires the intervention of a healthcare professional.
4. Intense Rose is a class III medical device regulated under the EU MDR 2017/745 Regulation. Manufacturer: MATEX LAB SPA, via Carlo Urbani 2 ang, via Enrico Fermi, Brindisi, Italy. Please carefully read the instructions in the leaflets. The use of these products requires the intervention of a healthcare professional. Only to be used by physicians in accordance with local legislation, trained in the injection techniques on Hyaluronic Acid based fillers.
5. J. Biol Regul Homeost Agents. 2017 APR-JUN;31(2 Suppl. 2):153-161. A new hyaluronic acid polymer in the augmentation and restoration of labia majora. Zerbinati N1, Haddad RG2, Bader A3, Rauso R4, D'Este E5, Cipolla G5, Calligaro A6, Gonzalez P7, Salvatore S8, Serafin D9.
6. Neauvia Cosmeceuticals are cosmetic products according to Regulation 1223/2009.
7. Kolczewski et al., Hyaluronic Acid and Radiofrequency in Patients with Urogenital Atrophy and Vaginal Laxity, Pharmaceuticals 2022, 15, 1571, DOI: 10.3390/ph15121571.
8. The North American Menopause Society. Menopause. 2007;14:357-369. Labrie F, et al. Menopause. 2009;16:907-22. Nappi RE, Koko+Kierepa M. Climacteric. 2012;15:36-44.
9. Results based on a survey conducted by Neauvia in 2015.
10. CLOSER, CLarifying Vaginal Atrophy's Impact On Sex and Relationships. Nappi RE. European Menopause and Andropause Society (EMAS) Annual Congress, March 2012. Gingras L, et al. SOGC 68th Annual Conference. June 2012. Poster 486.