



Marion Runnebaum



Kai Rezai

## High quality follow-up treatment with epi nouvelle<sup>+</sup> naturelle

Interview with M. Runnebaum, Jena, and K. Rezai, Münster

High rates of satisfaction in patients is growing to be a more prominent factor in doctor's offices. Especially decreasing the time needed for regeneration has a strong impact on patient's satisfactory levels and their connectivity due to the importance of a minimal downtime regarding work and leisure. Furthermore, a solution for pain reduction is highly requested which eases and shortens the post-treatment. We talked to Dr Marion Runnebaum (Jena) and Dr Kai Rezai (Muenster) which relevance and impact this matter has on their professional practise – and about the innovative products by JeNaCell, our "Company of the Year", which can assist you to reach the patient's expectations.

### **Aesthetic dermatology:**

**Mrs Dr Runnebaum, the year is coming to an end. What kind of impact does this have on your office?**

### **Dr Runnebaum:**

There is a lot going on right now. There are booming conditions before the Christmas holidays. Despite that I always take my time extensively to consult my patients personally and in a relaxed atmosphere. We want to provide our patients with a high quality medical result and focus additionally on their wellbeing. This credo is very appreciated. That's why for example I was credited with being one of the top medical professionals by the FOCUS-Ranking 2017.

In November I presented quite a few workshops in Berlin, Hamburg, and Jena. The transfer of knowledge and valuable experience delights me and through my presentations I can help younger colleagues to develop a better performance faster and provide a high-quality service. In 2018 I will

continue my workshops, often in Jena or Berlin. For further information you can check my homepage.

### **Aesthetic dermatology:**

**What kind of treatments and medical procedures are you applying during this time of the year? In what field do you expect an increased demand?**

### **Dr Runnebaum:**

We offer next to classical dermatology comprehensive treatments with laser medicine and cosmetics. My focus in practise is the aesthetical dermatology where we can offer modern 3-dimensional face rejuvenation methods. In particular treatments with botox and face injections with hyaluronic acid are highly in demand. Our female patients are of course requesting beautiful, sexy lips, Liquid Lifting and Vampire Lifting. Furthermore, we focus more and more on the post-treatment and regeneration of our patients.

**Aesthetic dermatology:**

**We as Aesthetical Dermatologie highly distinguished epi nouvelle+ naturelle as "Product of the Year" in 2016. Have you integrated epi nouvelle+ naturelle in your practices yet and what is your opinion on the product?**

**Dr Runnebaum:**

I know epi nouvelle+ naturelle for a long time now. It is a fantastic product that fastens the regeneration of the skin incredibly after dermatological procedures.

**Dr Rezai:**

I got to know epi nouvelle+ naturelle in the beginning of this year. My scepticism was quite heavy at the start. After I tried the application of the masks I can now fully agree with my colleague. I am amazed and content to have found a high-quality method for post-treatment. Also, the service and the team of JeNaCell are terrific. Whenever a question occurred, answers got provided quickly and considerate. Due to the total sterility of the masks the infection risk can be lowered and because the ingredients are pure cellulose and water I can apply them without hesitation or worry about an allergic reaction to preservatives or additives.

**Dr Runnebaum:**

I make use of epi nouvelle+ naturelle after all intensive laser treatments, botox treatments and minimal-invasive procedures. Experience has shown that the Eye Pads are especially effective after the use of Plasmage, a very new technique for the correction of sagging lids which can postpone or even avert an operation. Through the long-lasting and constant cooling and the intensive sustenance of the skin with water, a very pleasing and beautiful complexion can be created. In this way pain and swellings of the treated area can be alleviated right after the procedure. My patients regenerate more quickly and love epi nouvelle+ naturelle and I can also recommend it due to the wide field of application possibili-

ties. As a service we provide our patients with a care-package to enable them to continue the post-treatment comfortably at home for the first days after the therapy. They love it!

**Aesthetic dermatology:**

**What is the predominantly area of application of this product for you?**

**Dr Rezai:**

Personally, I apply epi nouvelle+ naturelle intensively after blepharoplasties. My customers are requesting a fresh look without much downtime or repercussions. Thanks to epi nouvelle+ naturelle I can offer fast alleviation and also it worked perfectly together with smaller procedures. I massively use the pads in my office. You know, a good treatment in my opinion doesn't end with the patient leaving my office. Under a good treatment we understand our treatments to be inclusive a soothing and fast regeneration. My patients shall be back to their daily routine fast, back to society, out shopping and back to work.

**Dr Runnebaum:**

After a wrinkle treatment with botox and hyaluronic acid epi nouvelle+ is extremely helpful. Just like my colleague Dr Rezai said, my patients wish to have fast results and the lowest possible downtime. Personally, I use the masks also intensively after liftings and especially during this cold time of the year after laser treatments. All the more the cooling and therefore the reducing of the pain is soothing for my patients after this procedure and the skin calming pads are optimal for supporting therapy care. After the procedures small haematomas and swelling are a possibility so it is necessary to cool down the area which epi nouvelle+ can provide next to the suitable moisture and the quality aspect that the patient can wear the mask for up to 4 hours. The regeneration process is boosted in a natural way.

**Aesthetic dermatology:**

**Why wasn't the issue of a faster regeneration and therefore a stronger patient relationship made a subject of discussion and why was there no solution brought forward for a long time now?**

**Dr Rezai:**

There simply was no method for an efficient acceleration of the regeneration. The focus was on the qualitatively high treatment. Hence my patients are extremely pleased that I am now able to prove them such a post-treatment. With epi nouvelle+ I can work against the negative implications of a dermatological procedure and secure long-time patient relationships – I just don't want to miss epi nouvelle+ at my office any more.

**Dr Runnebaum:**

I completely agree with my colleague. The awareness of the customers changed towards a high-quality post-treatment. A minimal downtime nowadays is extremely important in our busy lives, to be able to participate in social life and job without restrictions. By applying epi nouvelle+ I can assist to remove the physical pain and the stress from my patients. This effective post-treatment in my opinion reduces the risk of a discontinuation of therapy.

**Aesthetic dermatology:**

**The year is coming to an end. What will be your focus in 2018?**

**Dr Rezai:**

Of top priority are always my patients and maintaining their satisfaction. To continue keeping up with the high-quality service, I will as every year visit professional training and education programmes regarding the most modern techniques. This way I can secure the highest level of premium treatments. Furthermore, I want to keep on giving presentations and trainings. The contact to other colleagues is very important to me.

**Aesthetic dermatology:**

**Dear Dr Runnebaum, dear Dr Rezai, thank you very much for this conversation!**