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JETEMA NEWSLETTER

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Jetema plans to sail through partnering with Huadong Ningbo Medicine, China

Jetema signed a massive 10-year deal with Chinese aesthetic company Hwadong Ningbo Medicine to supply a botulinum toxin 'Jetema The Toxin' worth $459 million. Huadong Ningbo Medicine is a top-tier aesthetic company in China. As a subsidiary of Hwadong Pharmaceutical, the fifth largest pharmaceutical company in China, it has grown steadily in the aesthetic field. As Jetema has secured a reliable ally in China, it is confirmed that it will enter the market based on a legitimate step-by-step strategy.

The essential difference of Jetema from others is to proceed with the clinical trial from phase 1. This is because Hwadong Ningbo Medicine will be supporting phase 1 to 3 clinical trials to obtain a product license from China (NMPA approval). Jetema is a company that has succeeded in the turbid Korean botulinum toxin market by approaching through the front door. Just before company listing in November 2019, Jetema confirmed that the botulinum toxin strain had been introduced from the European national institute. Jetema is the sole domestic company to list the whole genomic sequencing of the strain used in the botulinum toxin preparation on GenBank (national institute of health genetic sequence database).

Jetema expects the product registration in 2024 without any delay

"The reason we look forward to product registration in 2024 is that we believe that there will be no additional delays like other companies. China and Korea have a different licensing system, so it is time-consuming to resubmit data NMPA requires. Since we are not skipping phase 1 and 2, we will submit the data without a delay and produce good results, "said a Jetema official.

Meanwhile, after signing the contract, Jetema will acquire a license fee even before creating any sales. This is an unusual contract in the botulinum toxin industry. It is interpreted as Huadong Ningbo recognizing the technology and competitiveness of Jetema. The license fee that Jetema will secure from Huadong Ningbo is at least $6.5 million and up to $12.5 million.

Jetema concludes a supply contract of botulinum toxin worth $121 million with a Brazilian company

Jetema signed a local clinical trial license and supply contract worth $121 million for "Jetema The Toxin," with a local Brazilian company named "Skin Store Ltd". Through this contract, Skinstore is expected to start local clinical trials for marketing approval in Brazil, obtain a product license in 2023, and supply 'JETEMA THE TOXIN' for 10 years. Skinstore is owned by a CEO who previously was a CRO for main aesthetic pharmaceuticals and medical devices such as Dysport, Restylane, Perfectha, etc., so there should be no hurdle in obtaining a license from ANVISA.

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e.p.t.q. Global Case Reviews

Lip Contouring

Product Used: e.p.t.q. S300

Tear Trough Enhancement

Product Used: e.p.t.q. S100

Interview with the CEO of epitique UK

1. What was the reason to choose e.p.t.q.? e.p.t.q. is a market-leading product and proposition previously unavailable in the UK market. Added to the fact that the Jetema team is incredibly professional and great to work with made it a very easy decision.

2. Among countless competitors, what is the advantage of e.p.t.q. to the UK customers? I genuinely believe e.p.t.q. is offering something unique to the UK customers. It contains lidocaine which is an absolute must in our market. Also, it has a CE marking, which is essential to make sure it is insurable with all the leading insurances, therefore giving extra protection to our customers. e.p.t.q. has extensive clinical research behind it, which supports of its quality and safety due to its extremely low BDDE input (Modification degree at 1% level) and endotoxin below 0.1 EU/ml.

3. How are the feedbacks from the UK doctors? It has been about 3 months since we officially launched e.p.t.q. here so it is early to evaluate the long-term feedback. But, so far doctors are loving the quality that it is easy to mold the shape after the filler is injected, giving a natural and excellent contouring.

4. How do you see the future of e.p.t.q. and collaboration with JETEMA? We want to make e.p.t.q. the market leader in the UK within the next 12 months. For me, the possibilities with JETEMA are endless and it's an absolute privilege to collaborate with them. I have huge ambitions in the UK and our already thriving relationship with JETEMA is going be a huge part of it.

Jody Latham
CEO of epitique UK

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Soft Tissue Filler Properties Can be Altered by a Small-Diameter Needle

Won Lee, Wook Oh, Hyoung-Jin Moon, Ik-Soo Koh, Eun-Jung Yang

Background: Small diameter needles reduce the complications associated with soft tissue filler. However, most soft tissue filler particles are larger than the inner diameter of the needle.
Objective: The authors aimed to investigate whether the physical and rheological properties of the filler change after passage through the small diameter needle.

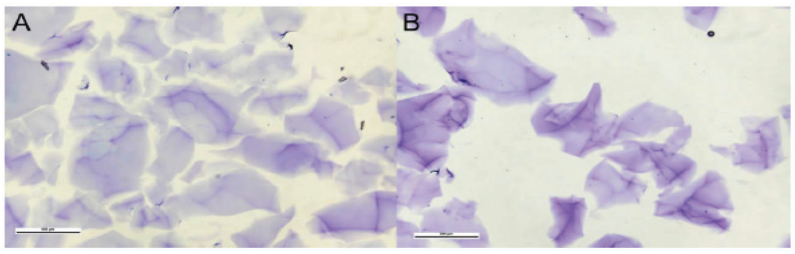


Figure 1. Microscopic observations of e.p.t.q.S500 before and after passing through 30G needle. The median particle size decreased by 9.8%

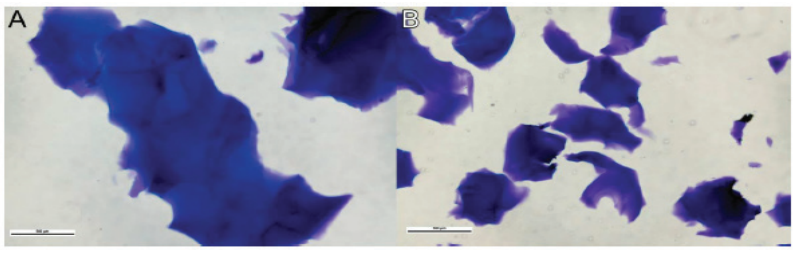
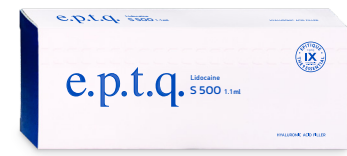


Figure 2. Microscopic observations of product N (biphasic) before and after passing through 30G needle. The mean particle size decreased by 49.4%

Methods and materials: Particle sizes and rheological characterization of 4 hyaluronic acid fillers were analyzed before and after passing through 30G needle using a particle size analyzer and automated controlled stress rheometer. Two monophasic fillers and two biphasic fillers were compared.
Results: Monophasic filler (e.p.t.q.S500) with smaller particle sizes exhibited small changes between particle sizes (Figure 1) but no differences in rheological properties. Biphasic HA fillers with larger particle sizes exhibited remarkable changes in particle size (Figure 2) and rheological properties (Table 1).
Discussion: Using small diameter needles for filler injection may affect particle size and rheological equilibrium, consequently affecting the longevity and lifting capacity of the filler. e.p.t.q. S500, however, shows significantly small change of particle size ($\Delta D_{v0.5}$=-9.8%) and rheology (Δcomplex viscosity=2.6%) comparing to other fillers after passing through a 30G needle. Small particles and strong cohesiveness of e.p.t.q. allow doctors for smooth injection with small diameter needles while maintaining the expected rheological properties and reducing the risk of vascular complications. *With e.p.t.q., doctors can inject using a small diameter needle with confidence without any fear of change in predesigned characteristics of the filler.*

Properties / Product	Before passing through a 30G needle		After passing through a 30G needle		% change after passing through a 30G needle	
	Complex viscosity (Pa·s)	Particle Size $D_{v0.5}$* (μm)	Complex viscosity (Pa·s)	Particle Size $D_{v0.5}$* (μm)	Complex viscosity (Pa·s)	Particle Size $D_{v0.5}$* (μm)
e.p.t.q. S500 (monophasic)	455.33	430.47	467.29	388.37	2.6 %	-9.8 %
Product C (monophasic)	402.31	428.23	421.18	323.42	4.7 %	-24.5 %
Product Q (biphasic)	1,240.99	1,073.95	1,084.74	442.98	-12.6 %	-58.8 %
Product N (biphasic)	1,229.24	797.85	834.81	403.74	-32.1 %	-49.4 %

Table 1. Summary of Rheological Test and the Size Distribution Test. *$D_{v0.5}$ is the median for volume distribution.



Full article can be found at
https://journals.lww.com/dermatologicsurgery/Fulltext/2020/09000/Soft_Tissue_Filler_Properties_Can_Be_Altered_by_a.4.aspx

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Jetema Activities

Brazil Launching webinar

e.p.t.q. was successfully launched in Brazil with the cooperation of a local partner, Funshine Inc.
Dr. Won Lee discussed 2CM technology, safety thanks to low modification degree (MoD), excellent rheology, and patient's high satisfaction of e.p.t.q. with an injection video. He also complimented how the quality of e.p.t.q. is non-inferior to global brands.

International Academy of Aesthetic Medicine

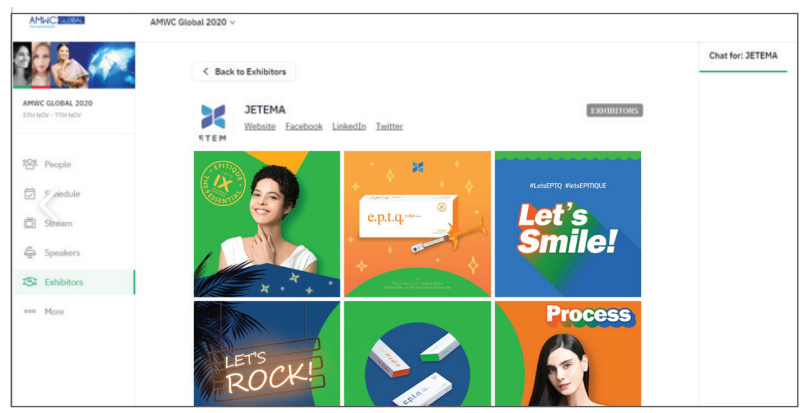
Vitten was successfully introduced at International Academy of Aesthetic Medicine, hosted by Revolution Group of Russia. Thousands of Russian doctors attended and learned "the algorithms of effective skin hydration and collagen production using vitten products", which is composed of HA, PN, PCL skin boosters, and hair growth products.

e.p.t.q. receives approval in Russia

Jetema has received marketing approval from Russia MOH for e.p.t.q. S100, S300, and S500 for various sizes (0.5ml, 1.0ml, and 2.0ml). e.p.t.q. will be officially launched in December 2020 and e.p.t.q. with lidocaine is expected to be approved in April 2021.

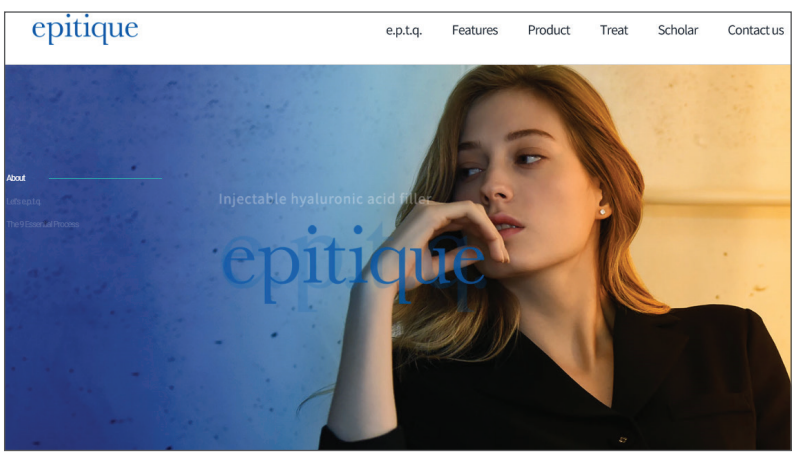
AMWC Global 2020 – Virtual Edition

For the safety of attendees from COVID-19, Euromedicom has decided to convert the whole physical exhibition to a fully virtual exhibition. Jetema will be participating as an online exhibitor for AMWC 2020. Please visit our online booth on November 5-6-7 at
https://next.brella.io/events/amwcvirtual/sponsors/36856



e.p.t.q. launched an official website

Jetema has created an official website of e.p.t.q. at
www.epitiquefiller.com
You can find extensive information about e.p.t.q.



Jetema Introduction video

Jetema has created an official company PR video.
Enjoy a virtual tour of Jetema at
https://youtu.be/AcQWIshJhAo