

Running Head: MARKET RESEARCH

Collagen and Injectables – research writing

Collagen and Injectables

Introduction

Collagen is a protein that makes up the fibres, which are part of the connective tissue, along with elastic fibers and hyaluronic acid. Collagen is a natural protein found in bone, cartilage, skin, and tendons; there are 27 different types of naturally occurring collagens in the body. Collagen is used in cosmetics to remove wrinkles on the face, smooth skin in the nasolabial folds, the eyes and mouth corners. Previously, collagen fillers were very popular, but with the development of other, newer materials for bio gels, its use decreased. As already mentioned, collagen is a basic type of fiber is present in the connective tissue.

Discussion

Market Scope

The market overview segment of the report exhibits market dynamics and trends in UK, UAE and EU. For example, the drivers, restraints and opportunities that influence the flow nature and future status of global facial injectable field. Effect components, for example, market allure analysis by topography and Porter's five powers analysis for global facial injectables market have been given in the market overview part of the this report. Moreover, similar analysis of key players in facial injectables market has likewise been explained in the market overview segment of the report, with a specific end goal to give a careful analysis of the general competitive scenario in the global facial injectables market (Macaya et al, 2013).

Further, this report incorporates average selling price analysis (regarding USD) for per dose of every product and value chain analysis of facial injectable market. As far as geographical circulation, the global facial injectables market has been classified into four geographical ranges,

in particular North America, Europe, Asia-Pacific and Rest of the World (RoW). The present and future market sizes (regarding USD million) of the aforementioned regional markets have been given in the facial injectables market report for the period 2012 to 2020 with their development rate (CAGR %) for the period 2014 to 2020 (Rinkevich-Shop et al, 2014).

The study further offers suggestions and highlights the facial injectables market, which would be valuable for the present and future market players to manage and develop in the facial injectables market. Facial injectables market report closes with organization profiles area that incorporates key data as far as organization overview, money related data, product portfolio, business strategies and late development about the real players in facial injectables market. Itemized analysis of organizations in the global facial injectables market is incorporated in the report to give a careful analysis of the general competitive scenario in the global facial injectables market (KNAPP et al, 1977).

PESTLE Analysis

PESTEL structure is utilized to break down the outside or far environment of the UK, UAE and Eu markets. Political circumstance can influence the quantity of travellers to visit the destination and stay in the hotels. Travellers would feel frail to venture out to countries or districts where there are high potential outcomes of perilous political development. Technology is growing in a quick speed all through the world. Data frameworks, PCs, web, and current machines have expanded comfort for people's method for living. Transportation and correspondence frameworks have likewise been produced to be quicker, simpler, and particularly less expensive. UAE, UK and EU have gotten to be real suppliers of this industry furthermore numerous other worldwide businesses (Fu et al, 2012).

Swot Analysis

For the UAE, UK and EU market the SWOT analysis provides valuable analytical results using each of these three approaches, provided that it is applied consistently and consciously. However, in practice, the most common mistake SWOT technique is used to mix the three approaches (eg. To save some advantage of opportunities in the area based on the fact that it is an external factor m, and then read it from the SWOT matrix, as a factor in the future (which only appears) or - as a factor for which we do not have a causative influence (KNAPP et al, 1977).

The SWOT analysis can be used to measure if a company is positioned in a market and if it is commercially viable. It could help also with the implementation of a method of sales distribution or points out if the company needs to change certain supplier. SWOT analysis helps to spot and highlight important decisions such as: an opportunity to make an acquisition; the identification of a potential partnership; or an investment opportunity. If the analysis is made to analyse a new business idea it can help develop different strategic options, for entering into a new market or launching a different product by measuring the existing product or brand's weaknesses and strengths.

It can be applied to analyze the internal resources of a company in order to identify if there is a gap that needs to be filled by outsourcing a service; changing an activity; or providing more resources to it. Certainly the SWOT analysis can be used for all sorts of decision-making, and its template enables proactive thinking, rather than relying on habitual or instinctive-empirical learned reactions. It helps companies and teams when brainstorming because they can create alternative strategies that might not be considered otherwise. It can be used to assess core

capabilities and competences within a corporation and to identify the evidence in order to make a cultural change

Companies willing to Buy

Artecoll is a semi-permanent substance, used to treat wrinkles and lip shaping. The effect lasts between 2-4 years. Bio-Alcamid is an injectable material and should be used as: lifting the cheeks, chin augmentation and other procedures rare. It is a permanent material, nonresorbable. can be used for very deep wrinkles and facial reconstruction or other body areas. Radiesse is a slowly resorbable material, new generation, lasting up to 24 months. It can be used to treat deep wrinkles. Evolence is a new type of collagen is resorbed. It is used to treat wrinkles, the effect remains up to 12 months and the quality is exceptional (Macaya et al, 2013).

Evolence breeze is used in the treatment of superficial wrinkles is based on collagen, the effect remains for up to 24 months. Juvederm is a resorbable material based on hyaluronic acid. It is used to treat wrinkles, lip shaping - resist 6 months. Surgiderm is also resorbable material based on hyaluronic acid. It is used to treat wrinkles, lip shaping (Surgilips) has a conformation of molecules in 3D crosslinked matrix - hold between 8 and 12 months. Puragen is a resorbable material based on hyaluronic acid, used to treat wrinkles, lip shaping - last more than 6-9 months. Restylane is also a resorbable material based on hyaluronic acid, used to treat wrinkles, lip shaping stand between 6 and 9 months.

References

- Fu, S., Ni, P., Wang, B., Chu, B., Zheng, L., Luo, F., ... & Qian, Z. (2012). Injectable and thermo-sensitive PEG-PCL-PEG copolymer/collagen/n-HA hydrogel composite for guided bone regeneration. *Biomaterials*, 33(19), 4801-4809.
- KNAPP, T. R., KAPLAN, E. N., & DANIELS, J. R. (1977). Injectable collagen for soft tissue augmentation. *Plastic and reconstructive surgery*, 60(3), 398-405.
- Macaya, D. J., Hayakawa, K., Arai, K., & Spector, M. (2013). Astrocyte infiltration into injectable collagen-based hydrogels containing FGF-2 to treat spinal cord injury. *Biomaterials*, 34(14), 3591-3602.
- Rinkevich-Shop, S., Landa-Rouben, N., Epstein, F. H., Holbova, R., Feinberg, M. S., Goitein, O., ... & Leor, J. (2014). Injectable collagen implant improves survival, cardiac remodeling, and function in the early period after myocarditis in rats. *Journal of cardiovascular pharmacology and therapeutics*, 1074248414522347.