

Interim Results from the Largest Multiple Practitioner Real-World Evaluation of a Novel Hyaluronic Acid Dermal Filler in Conjunction with Medical Grade Skin Care.

Carolyn Jacob, MD, Chicago Cosmetic Surgery & Dermatology, Chicago, IL

Background:

As we enter a time when so many different types of hyaluronic acid fillers enter the US market, practitioners find it more difficult to know which filler works best in their hands to give their patients optimal results. Practitioners must decide which filler to use, based on the rheology of each filler and how their real-world results affect their patients. This study will be the first of its kind to let 1000+ injectors try the product in real clinical patient scenarios, not in an isolated study scenario.

1000+

Injectors try the product in real clinical patient scenarios

Objective:

The ALOHA (Aesthetics Leadership with Obagi Hyaluronic Acid) Program was established by a new-to-injectables manufacturer to generate large-scale real-world evidence of a newly launched novel hyaluronic acid dermal filler (OSML-Obagi Saypha Magiq with Lidocaine), through standardized evaluations in routine clinical practice. *All medical practices and medispas were invited to participate in the ALOHA program.* We report interim data from >300 participating sites in real-world practice using experienced physicians and advanced practice providers.

Materials and Methods:

This prospective, non-randomized, multi-site observational study within the ALOHA Program enrolled typical patients entering practices seeking dermal filler treatments. Patients were treated in a real-world setting at the injector’s discretion. *Efficacy and satisfaction were measured using standardized questionnaires by injectors post treatment. Select practices integrated standardized patient satisfaction follow-up evaluations as well.*

Results:

The program is currently ongoing. Interim results show **94%** say OSML complements their current filler options, **96%** of injectors agree OSML feels smooth and consistent, **82%** say ALOHA has added value to their practice, **43%** have evaluated Obagi skincare products, the syringe was evaluated as high quality at **91%**, and naturalness of results was rated at **93%**. *Results represent providers from 31 states in routine clinical practice.* All medical practices and medispas were invited to participate in the ALOHA program. We report interim data from >300 participating sites in real-world practice using experienced physicians and advanced practice providers.



Conclusion:

Real-world data from the ALOHA Program confirm that OSML delivers high levels of practitioner satisfaction, has a clear place in practice operations, and demonstrates an enhanced integration of skin care into patient journeys. These findings complement pivotal data and highlight the value of practice-led real-world evidence.

Practice-Led Real-World Evidence:

- Delivers high levels of practitioner satisfaction*
- Has a clear place in practice operations*
- Demonstrates an enhanced integration of skin care into patient journeys*

References:

1. Data on file. Obagi Medical. 2026.