MedEsthetics®

THE GUIDE FOR EXCEL DICAL AESTHETICS

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Sheila Barbarino, M.D.

On Making the World More Beautiful One Person at a Time

PLUS:

- The Good Energy Lift
- Surprising Ingredients • Part 2

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1. Nordlys User Manual, 2021. **2.** Candela, data on file, 2022. **3.** Bjerring P, et al. *Lasers Surg Med.* 2004;34(2):120-126. **4.** Schallen KP, Murphy M. Treatment of photodamaged skin with a combined dual-filter intense pulsed light and fractional 1550-nm laser system. *Lasers Surg Med Suppl.* 2020;52(S32). **5.** Nordlys and Frax Pro with Frax 1940 (K212492), December 2021. **6.** The Aesthetic Society. Aesthetic Plastic Surgery National Databank Statistics 2019. Available from https://www.surgery.org/sites/default/files/Aesthetic-Society_Stats2019Book_FINAL.pdf. Accessed Jan 25, 2022.

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INDICATION

Upneeq® (oxymetazoline hydrochloride ophthalmic solution), 0.1% is indicated for the treatment of acquired blepharoptosis in adults.

IMPORTANT SAFETY INFORMATION

WARNINGS AND PRECAUTIONS

- Ptosis may be associated with neurologic or orbital diseases such as stroke and/or cerebral aneurysm, Horner syndrome, myasthenia gravis, external ophthalmoplegia, orbital infection and orbital masses. Consideration should be given to these conditions in the presence of acquired ptosis with decreased levator muscle function and/or other neurologic signs.
- Alpha-adrenergic agonists as a class may impact blood pressure. Advise Upneeq patients with cardiovascular disease, orthostatic hypotension, and/or uncontrolled hypertension or hypotension to seek medical care if their condition worsens.
- Use Upneeq with caution in patients with cerebral or coronary insufficiency or Sjögren's syndrome. Advise patients to seek medical care if signs and symptoms of potentiation of vascular insufficiency develop.
- Upneeq may increase the risk of angle closure glaucoma in patients with untreated narrow-angle glaucoma. Advise patients to seek immediate medical care if signs and symptoms of acute narrow-angle glaucoma develop.
- Patients should not touch the tip of the single patient-use container to their eye or to any surface, in order to avoid eye injury or contamination of the solution.

UPNEEQ®
(oxymetazoline hydrochloride ophthalmic solution), 0.1%

The only FDA-approved prescription eyedrop proven to lift upper eyelids in adults with acquired blepharoptosis (low-lying lids)[1]

Examples of positive results after the first dose of Upneeq



Request FREE samples for your patients.

Images are of actual patients. Individual results may vary.
Average upper eyelid lift with Upneeq in clinical trials was 1 mm.[2]

ADVERSE REACTIONS

Adverse reactions that occurred in 1-5% of subjects treated with Upneeq were punctate keratitis, conjunctival hyperemia, dry eye, blurred vision, instillation site pain, eye irritation, and headache.

DRUG INTERACTIONS

- Alpha-adrenergic agonists, as a class, may impact blood pressure. Caution in using drugs such as beta blockers, anti-hypertensives, and/or cardiac glycosides is advised. Caution should also be exercised in patients receiving alpha adrenergic receptor antagonists such as in the treatment of cardiovascular disease, or benign prostatic hypertrophy.
- Caution is advised in patients taking monoamine oxidase inhibitors which can affect the metabolism and uptake of circulating amines.

To report SUSPECTED ADVERSE REACTIONS or product complaints, contact RVL Pharmaceuticals at 1-877-482-3788. You may also report SUSPECTED ADVERSE REACTIONS to the FDA at 1-800-FDA-1088 or www.fda.gov/medwatch.

Please see next page for Brief Summary of full Prescribing Information.

References: 1. Upneeq® (oxymetazoline hydrochloride ophthalmic solution), 0.1%. [Prescribing Information]. RVL Pharmaceuticals, Inc; 2022. **2.** Data on file. RVL Pharmaceuticals, Inc.

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UPNEEQ® (oxymetazoline hydrochloride ophthalmic solution), 0.1%, for topical ophthalmic use

BRIEF SUMMARY: The following is a brief summary only; see full Prescribing Information at https://www.upneeq.com/Upneeq-PI.pdf for complete information.

1 INDICATIONS AND USAGE

UPNEEQ is indicated for the treatment of acquired blepharoptosis in adults.

2 DOSAGE AND ADMINISTRATION

Contact lenses should be removed prior to instillation of UPNEEQ and may be reinserted 15 minutes following its administration.

If more than one topical ophthalmic drug is being used, the drugs should be administered at least 15 minutes between applications.

4 CONTRAINDICATIONS

None.

5 WARNINGS AND PRECAUTIONS

5.1 Ptosis as Presenting Sign of Serious Neurologic Disease

Ptosis may be associated with neurologic or orbital diseases such as stroke and/or cerebral aneurysm, Horner syndrome, myasthenia gravis, external ophthalmoplegia, orbital infection and orbital masses. Consideration should be given to these conditions in the presence of ptosis with decreased levator muscle function and/or other neurologic signs.

5.2 Potential Impacts on Cardiovascular Disease

Alpha-adrenergic agonists may impact blood pressure. UPNEEQ should be used with caution in patients with severe or unstable cardiovascular disease, orthostatic hypotension, and uncontrolled hypertension or hypotension. Advise patients with cardiovascular disease, orthostatic hypotension, and/or uncontrolled hypertension/hypotension to seek immediate medical care if their condition worsens.

5.3 Potentiation of Vascular Insufficiency

UPNEEQ should be used with caution in patients with cerebral or coronary insufficiency, or Sjögren's syndrome. Advise patients to seek immediate medical care if signs and symptoms of potentiation of vascular insufficiency develop.

5.4 Risk of Angle Closure Glaucoma

UPNEEQ may increase the risk of angle closure glaucoma in patients with untreated narrow-angle glaucoma. Advise patients to seek immediate medical care if signs and symptoms of acute angle closure glaucoma develop.

5.5 Risk of Contamination

Patients should not touch the tip of the single patient-use container to their eye or to any surface, in order to avoid eye injury or contamination of the solution.

6 ADVERSE REACTIONS

6.1 Clinical Trials Experience

Because clinical trials are conducted under widely varying conditions, adverse reaction rates observed in the clinical trials of a drug cannot be directly compared to rates in the clinical trials of another drug and may not reflect the rates observed in practice.

A total of 360 subjects with acquired blepharoptosis were treated with UPNEEQ once daily in each eye for at least 6 weeks in three controlled Phase 3 clinical trials, including 203 subjects treated with UPNEEQ for 6 weeks and 157 subjects treated with UPNEEQ for 12 weeks. Adverse reactions that occurred in 1-5% of subjects treated with UPNEEQ were punctate keratitis, conjunctival hyperemia, dry eye, blurred vision, instillation site pain, eye irritation, and headache.

7 DRUG INTERACTIONS

7.1 Anti-hypertensives/Cardiac Glycosides

Alpha-adrenergic agonists, as a class, may impact blood pressure. Caution in using drugs such as beta-blockers, anti-hypertensives, and/or cardiac glycosides is advised.

Caution should also be exercised in patients receiving alpha adrenergic receptor antagonists such as in the treatment of cardiovascular disease, or benign prostatic hypertrophy.

7.2 Monoamine Oxidase Inhibitors

Caution is advised in patients taking MAO inhibitors which can affect the metabolism and uptake of circulating amines.

8 USE IN SPECIFIC POPULATIONS

8.1 Pregnancy

Risk Summary

There are no available data on UPNEEQ use in pregnant women to inform a drug-associated risk for major birth defects and miscarriage. In animal reproduction studies, there were no adverse developmental effects observed after oral administration of oxymetazoline hydrochloride in pregnant rats and rabbits at systemic exposures up to 7 and 278 times the maximum recommended human ophthalmic dose (MRHOD), respectively, based on dose comparison. [see Data]. The estimated background risks of major birth defects and miscarriage for the indicated population are unknown. All pregnancies have a background risk of birth defect, loss, or other adverse outcomes. In the U.S. general population, the estimated background risk of major birth defects and miscarriage in clinically recognized pregnancies is 2-4% and 15-20%, respectively.

Data

Animal Data

Effects on embryo-fetal development were evaluated in rats and rabbits following oral administration of oxymetazoline hydrochloride during the period of organogenesis. Oxymetazoline hydrochloride did not cause adverse effects to the fetus at oral doses up to 0.2 mg/kg/day in pregnant rats during the period of organogenesis (28 times the MRHOD, on a dose comparison basis). Oxymetazoline hydrochloride did not cause adverse effects to the fetus at oral doses up to 1 mg/kg/day in pregnant rabbits during the period of organogenesis (278 times the MRHOD, on a dose comparison basis). Maternal toxicity, including decreased maternal body weight, was produced at the high dose of 1 mg/kg/day in pregnant rabbits and was associated with findings of delayed skeletal ossification.

In a rat prenatal and postnatal development study, oxymetazoline hydrochloride was orally administered to pregnant rats once daily from gestation day 6 through lactation day 20. Maternal toxicity was produced at the high dose of 0.2 mg/kg/day (28 times the MRHOD, on a dose comparison basis) in pregnant rats and was associated with an increase in pup mortality and reduced pup body weights. Delayed sexual maturation was noted at 0.1 mg/kg/day (14 times the MRHOD, on a dose comparison basis). Oxymetazoline hydrochloride did not have any adverse effects on fetal development at a dose of 0.05 mg/kg/day (7 times the MRHOD, on a dose comparison basis).

8.2 Lactation

Risk Summary

No clinical data are available to assess the effects of oxymetazoline on the quantity or rate of breast milk production, or to establish the level of oxymetazoline present in human breast milk post-dose. Oxymetazoline was detected in the milk of lactating rats. The developmental and health benefits of breastfeeding should be considered along with the mother's clinical need for UPNEEQ and any potential adverse effects on the breastfed child from UPNEEQ.

8.4 Pediatric Use

Safety and effectiveness of UPNEEQ have not been established in pediatric patients under 13 years of age.

8.5 Geriatric Use

Three hundred and fifteen subjects aged 65 years and older received treatment with UPNEEQ (n = 216) or vehicle (n = 99) in clinical trials. No overall differences in safety or effectiveness were observed between subjects 65 years of age and older and younger subjects.

10 OVERDOSAGE

Accidental oral ingestion of topical intended solutions (including ophthalmic solutions and nasal sprays) containing imidazoline derivatives (e.g., oxymetazoline) in children has resulted in serious adverse events requiring hospitalization, including nausea, vomiting, lethargy, tachycardia, decreased respiration, bradycardia, hypotension, hypertension, sedation, somnolence, mydriasis, stupor, hypothermia, drooling, and coma. Keep UPNEEQ out of reach of children.

PATIENT COUNSELING INFORMATION

Advise the patient to read the FDA-approved patient labeling (Instructions for Use).

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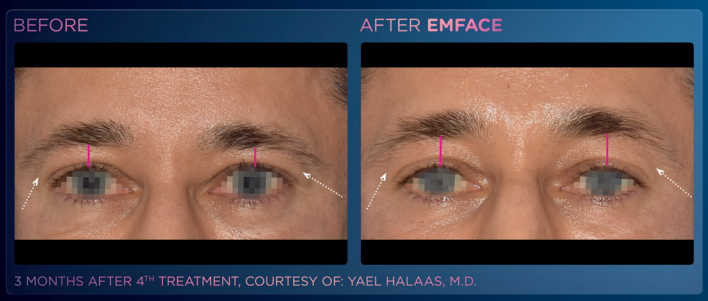

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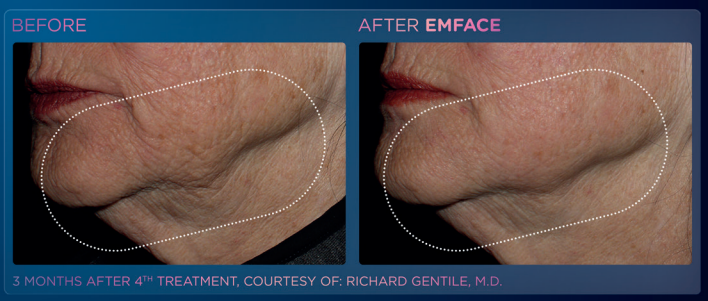

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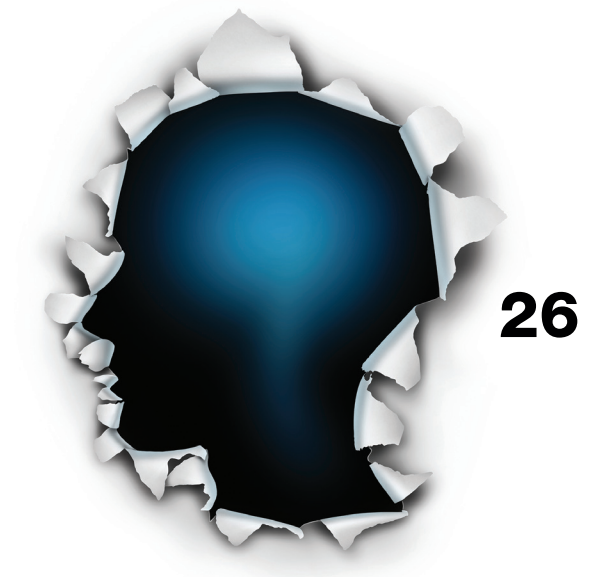

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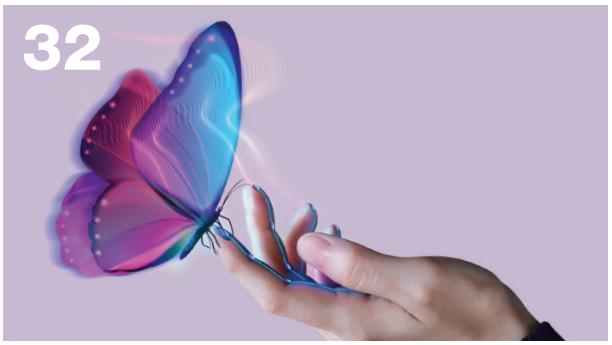

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Photo Courtesy of Ashlee Bunkelman, LE, Skin Boss Med Spa

LASER FOCUSED ON CONFIDENCE

Devices that deliver confidence for medical professionals and patients.

Recent research has shown that the non-invasive aesthetic treatment market is expected to reach $150.6 billion by 2030. Clients can't afford downtime for full-day procedures, long healing times or a red and puffy face on a Zoom call. As a result, Aesthetic technologies have advanced rapidly and now have minimal downtime and minimal risk.

With new practices opening daily, it's crucial to acknowledge the key factors to success- confidence and trust. Medical professionals are eagerly integrating laser therapies into their operations, but ultimately the device chosen will be the defining factor for their practice's longevity and prosperity. Aerolase has taken the initiative to put the fundamental building block of trust between practitioner and patient at the forefront of its brand.

Successful laser therapy begins with equipping your practice with the best device. It has never been more critical for professionals to identify which of their needs remain unmet and discover which devices are proving to meet those needs while also exceeding them. Backed by hundreds of clinical studies and

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tests, Aerolase lasers and energy-based devices were developed to provide medical professionals with top-of-the-line therapies. Focused on new and common patient concerns, the technology is tailored to fulfill every consumer's skincare dream. Aerolase understands patients don't just drive your business; they are your business.

Globally recognized and award-winning Aerolase devices are easy to learn, astoundingly powerful, and designed to let you deliver impactful results in entirely new ways. The Neo Elite® 650-microsecond Nd:YAG & Era Elite® 300-microsecond Er:YAG lasers come fully loaded right out of the box. Complete with the capability of addressing over an incredible range of the most in-demand cleared indications, including acne, aging skin, hyperpigmentation, inflammation and redness, and hair removal. Designed for everyday use, and ergonomically crafted for minimal weight and portability assisting you to operate smoothly regardless of your workspace.

Physicians who treat skin of color patients are understandably concerned about the risk of complications. Plus, patient s with skin of color may be reluctant to receive laser therapy due to the past risks of epidermal burns, scarring, and/or hypo- or hyperpigmentation—but that was then. The Neo Elite is a go-to laser for treating skin of color due to its unique energy delivery, permitting safe, effective, and tolerable treatment.

Aerolase prioritizes its customers' patient experiences by ensuring quick and effective results, virtually painless treatments, and little to no downtime. With the ability to treat many indications with one-to-two devices, industry leaders can take on more patients while combining multiple therapies resulting in more revenue streams.



Aerolase was the first company's devices I invested into when starting my practice. It offers my patients everything they need to prevent aging within a population where looks matter and their treatment experience with me means everything to keep them coming back.

Dr. Roberta Del Campo
Dermatologist
Del Campo Dermatology & Laser Institute

It's the unfortunate reality that many laser operators are left overlooked with minimal support after a new device is purchased. Aerolase is not only committed to providing the most powerful and applicable devices for aesthetic medicine, but also committed to partnering with its customers. With services ranging from onboarding, ongoing training and marketing support, an Aerolase 'helping hand' is available at all times.

Opening a practice or integrating a new device into your operations can be challenging. Aerolase has proven to combine the latest technology in skin care with modern patient expectations. Device versatility and unparalleled customer support differentiate Aerolase from the rest ensuring confidence and trust for every customer.





Rebecca Lane

Rebecca Lane
Managing Editor

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Regeneration Nation

The legendary Fountain of Youth, a mythical spring with the power to restore the youth of any who drink or bathe in its waters, has been recounted in numerous tales from around the world for thousands of years. Belief in this magical spring has spurred adventurers and conquerors alike to search for its fabled healing waters. What was legend could soon be a reality, however, with the incredible advances in regenerative aesthetics that are proving capable of literally reversing aging in human skin. The world of medical aesthetics is creating its own Fountain of Youth. I have compiled some of the skin care products at the forefront of this regenerative revolution that are changing the way we rewind the clock and turn the tables on aging.



Induction Therapies - Red Ginseng Stem Cells

Red ginseng stem cells have antiphotoaging, antiwrinkle and anti-melanogenic capabilities, making them a powerhouse player in the anti-aging arena, enhancing moisture, suppressing wrinkle formation, protecting the skin from various forms of photodamage and promoting skin cell regeneration. Induction Therapies recently updated their formulation for their Extreme Hydration from containing pure squalene to a complex of ingredients including red ginseng stem cells. Ideal for drier climates and dealing with chronically dry skin, it is also great for increasing shine and reducing breakage in hair.

inductiontherapies.com



DefenAge - Defensin-Molecules

The powerful regenerative capabilities of DefenAge's patented Defensin-molecules has made waves in the aesthetic community. These unique Defensin-molecules are capable of triggering a powerful regenerative response by activating dormant, young skin master cells, directing them to generate fresh, new skin. DefenAge's skin care products are a must have for anyone's anti-aging toolbox.

defenage.com



The Cell Mask – Stem Cell Growth Matrix

Stem cells are all the rage right now. This is hardly surprising, as it was only a matter of time before the aesthetics world realized that what has been used to treat burns and heal wounds in the world of traditional medicine could be a powerful anti-aging tool. The Cell Mask, created by the Springs Rejuvenation center, is packed with a stem cell growth matrix, peptides, hyaluronic acid, honeysuckle extract and other growth factors that promote healing and collagen production. This powerful mask provides incredible results in as little as one or two uses.

thecellmask.com



Elevai - Stem Cell Exosome Technology

Exosomes are the other rockstars of the regenerative aesthetics world. These nano sized vesicles are linked to intercellular communication, with Mesenchymal stem/stromal cell exosome technology capable of generating growth factors for matrix proteins such as collagen and elastin responsible for improved skin health and appearance. Elevai's targeted stem cell exosome technology makes their topical formulations game-changers for use post-procedure and in daily skin care regimens to rewind the clock.

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1 SKINTEL MELANIN READER

Cynosure's Skintel Melanin Reader precisely determines the melanin density of patients' skin, aiding providers in choosing appropriate settings to provide optimal treatment results.

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2 LIVE PROBIOTIC CONCENTRATED SERUM

LaFlore Live Probiotic Concentrated Serum helps calm and smooth skin by reducing the appearance of fine lines, wrinkles and dark spots.

Contact: 855.523.5673, laflore.com

3 SCAR REPAIR

MiTAMA Scar Repair from TAMA help rebuild and realign tissues, relieve and release tension and it can be used with or without interaction.

Contact: 602.354.8184, tamaresearch.com

4 LITE LYTIC TX

Epionce Lite Lytic TX is a gentle-strength product that helps cleanse pores while smoothing the visible appearance of skin texture and imperfections.

Contact: 703.835.1099, epionce.com

FIND YOUR WAY TO CONNECT ON SOCIAL MEDIA

by Leslie Rohaidy, P.A.-C., AAOPM Fellow, founder of IMO Cosmetic Dermatology



One of the first things I did when launching my practice was to begin posting publicly on Instagram. I was nervous because I had previously been very private on social media. At that time I had a few hundred Instagram followers, primarily comprised of family and friends. However, I knew that a business cannot survive without patrons, or in my case, patients. What began as one post to my 200 followers morphed into a daily stream of pictures and video posts highlighting educational talking points about product differences, facial anatomy, evaluating various skincare products, treatment techniques and myth busters. Once I started to gain traction, I included lifestyle posts about fashion, vacation destinations and restaurants. I did all of this to connect with patients who, like me, appreciate the intersection of art and beauty. Four years later my patient census exceeds 2,000, which I directly attribute to that first Instagram post to my few hundred followers who now exceed 6,000. Growth is dependent upon connecting to patients. Find your way to connect.

CREATING A UNIFIED TEAM: GETTING STAFF INVOLVED AND INVESTED IN YOUR PRACTICE

by Julie Russak, M.D., Russak Dermatology Clinic

Useful tips I find helpful in my practice include getting staff members involved and invested regardless of their roles. This means having staff extensively trained on products, procedures, and how to incorporate one with the other. This can include bringing in trainers to teach about products, having staff undergo treatments to be able to fully explain firsthand what it feels like, having quarterly lunch and learns so that staff are up to date on everything we do. All of this created better understanding and more buy in and therefore translates into higher retail sales.



HOW TO NAVIGATE RISING INTEREST RATES IN A POST-PANDEMIC ECONOMY

by John-Paul Smolenski, MMP Capital

We are in an unprecedented economic period with the only remote similarity to the late 1970's stagflation. If you're looking to borrow money today, vs January 2022, the money will be 3% more expensive. The worst part is that we aren't done yet, as the Federal Reserve has announced that they will continue to raise treasury rates into Q2 2023 to offset excess government spending.

Why does this matter to a small business owner? Most new companies rely on lending to acquire equipment to grow their business. In the medical aesthetics industry, the cost of essential use equipment is expensive. It is important to work with a lending provider that knows the industry, operates quickly and can offer advice on products that have a proven track record of performance. Many providers, like MMP Capital, also have financing options that offer payment deferral and flexible terms to fit the financial needs of most practices, including startups. Remember, even with rising interest rates, time is money. If you snooze, you will lose thousands of dollars of lost interest or lost profit due to excess interest.

Guidelines for Botulinum Neurotoxin Facial Contouring Injections

Botulinum neurotoxin injection methods are commonly used for facial contouring. However, adverse effects have been reported owing to a lack of delicate anatomical information, according to "Guidelines for Botulinum Neurotoxin Injection for Facial Contouring," published in the September 2022 issue of *Plastic and Reconstructive Surgery* by Kyu-Ho Yi, M.D. and Hyung-Jin Lee, Ph.D., et. al.

The report assessed current knowledge on the botulinum neurotoxin injection point localization with more recent anatomical dissection and modified Sihler staining procedures. They found that, for the muscles, the injection point can be more precisely demarcated. The hypertrophied temporalis and masseter muscles give the face a muscular-shaped and bulky contour. The authors propose the optimal injection sites in relation to external anatomical landmarks for the frequently injected muscles of the face to facilitate the efficiency of botulinum neurotoxin injections. These guidelines can aid in more precise practice without the adverse effects of botulinum neurotoxin.



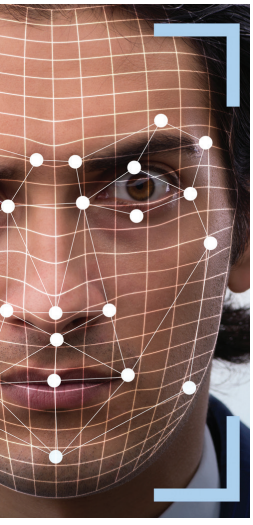
Hyper Wellness Wave: The Latest Trend in Wellness Aesthetics

The Restore Hyper Wellness Survey, conducted by Wakefield Research, included responses gathered nationwide from 2,000 adult Americans ages 18+, between July 28th and August 4th, 2022.

More than a third of Americans have already engaged in Hyper Wellness treatments and almost half are planning to invest in these services in the next year. 43% of Americans believe that investing in preventive health and wellness can aide in preventing signs of aging, suggesting Hyper Wellness could quickly become integral to achieving overall wellness, preventing illness and slowing down the physical signs of aging.

Over half of Millennials and Gen Z plan to invest in at least one Hyper Wellness treatment in the next year, indicating the potential for this trend to become a cornerstone of health and wellness for younger generations. In addition, they understand the potential benefits of Hyper Wellness, with 70% of Millennials, 68% of Gen X and 59% of Gen Z recognizing that Hyper Wellness services can save them money long-term when it comes to costs associated with aging and sickness. Hyper Wellness treatments such as intravenous supplements, biomarker assessment and cryotherapy all align with these younger demographics' interest in wellness and anti-aging benefits.

AI-Based Image Analysis Determines Age- and Gender-Specific Scales to Improve Patient Expectations & Positive Experience



A study by Anastasia Georgievskaya, M.S., in *Plastic and Reconstructive Surgery* (October 2022) analyzes differences in the distribution of skin parameters for the face to determine if the same scales can used to score different age and gender groups. The study used Haute.AI's Image Quality Software to perform image quality analysis and standardization and Haute.AI's Skin Metrics Report computer vision-based software to calculate the skin parameters for the face. Using the private Beauty.AI dataset, the author selected selfie photographs of 433 subjects, 244 females and 189 males, 18–67 years of age, with an average age of 29.2 years.

Women had higher scores for sagging, wrinkles, uniformness, pores, pigmentation and redness than men, but men scored higher for eye bags and translucency when the results for the all-female subject groups were compared with all-male subject groups. This was also true for the comparison of the 18- to 30-year-old female and male groups. For the 30- to 45-year-old groups, women scored higher than men in sagging, wrinkles and pores, while men scored higher in eye bags, acne and translucency. Groups with subjects older than 45 years of age only demonstrated statistically significant scores in the sagging, pores, uniformness and acne, with women scoring noticeably higher in sagging, pores and uniformness.

The results of the study confirmed that using age- and gender-specific scales enables physicians to compare patient scores with their reference groups, allowing the physician to set realistic expectations

FIND YOUR WAY TO CONNECT ON SOCIAL MEDIA

by Leslie Rohaidy, P.A.-C., AAOPM Fellow, founder of IMO Cosmetic Dermatology



One of the first things I did when launching my practice was to begin posting publicly on Instagram. I was nervous because I had previously been very private on social media. At that time I had a few hundred Instagram followers, primarily comprised of family and friends. However, I knew that a business cannot survive without patrons, or in my case, patients. What began as one post to my 200 followers morphed into a daily stream of pictures and video posts highlighting educational talking points about product differences, facial anatomy, evaluating various skincare products, treatment techniques and myth busters. Once I started to gain traction, I included lifestyle posts about fashion, vacation destinations and restaurants. I did all of this to connect with patients who, like me, appreciate the intersection of art and beauty. Four years later my patient census exceeds 2,000, which I directly attribute to that first Instagram post to my few hundred followers who now exceed 6,000. Growth is dependent upon connecting to patients. Find your way to connect.

CREATING A UNIFIED TEAM: GETTING STAFF INVOLVED AND INVESTED IN YOUR PRACTICE

by Julie Russak, M.D., Russak Dermatology Clinic

"Useful tips I find helpful in my practice include getting staff members involved and invested regardless of their roles. This means having staff extensively trained on products, procedures, and how to incorporate one with the other. This can include bringing in trainers to teach about products, having staff undergo treatments to be able to fully explain firsthand what it feels like, having quarterly lunch and learns so that staff are up to date on everything we do. All of this created better understanding and more buy in and therefore translates into higher retail sales."



HOW TO NAVIGATE RISING INTEREST RATES IN A POST-PANDEMIC ECONOMY

by John-Paul Smolenski, MMP Capital

We are in an unprecedented economic period with the only remote similarity to the late 1970's stagflation. If you're looking to borrow money today, vs January 2022, the money will be 3% more expensive. The worst part is that we aren't done yet, as the Federal Reserve has announced that they will continue to raise treasury rates into Q2 2023 to offset excess government spending.

Why does this matter to a small business owner? Most new companies rely on lending to acquire equipment to grow their business. In the medical aesthetics industry, the cost of essential use equipment is expensive. It is important to work with a lending provider that knows the industry, operates quickly and can offer advice on products that have a proven track record of performance. Many providers, like MMP Capital, also have financing options that offer payment deferral and flexible terms to fit the financial needs of most practices, including startups. Remember, even with rising interest rates, time is money. If you snooze, you will lose thousands of dollars of lost interest or lost profit due to excess interest.

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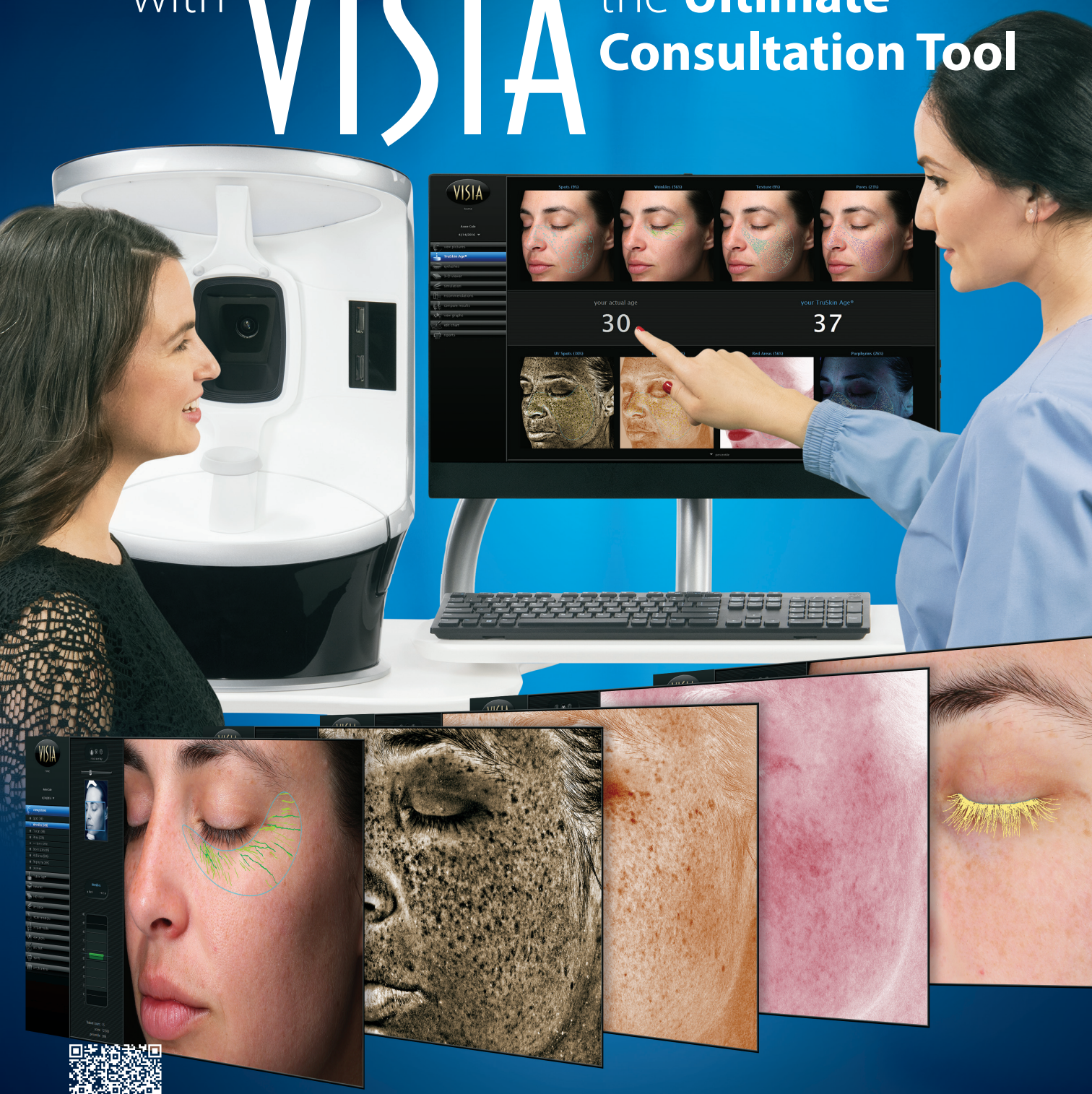

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BUSINESS CONSULT BY TERRI ROSS



Measuring Data: The Key Performance Indicators to Track to Recession Proof your Aesthetic Practice

A proactive approach to tracking your business metrics

As we kick off 2023 there is much talk about inflation and the impending recession. When it comes to recession-proofing your aesthetic practice, the best defense is a good offense. What does that mean exactly? It means being proactive vs. reactive.

In uncertain financial times, your instinct may be to stop spending money on marketing to acquire new patients, downsize your staff or slip into the mindset of discounting, but that is not a recipe for growth. You'll need to be smarter with your spending, promote your products and services with the highest profit margins and maximize your team's productivity and efficiency. You'll also want to maintain a "rainy day fund." We recommend our clients always have at least 3-6 months of cash reserves in the bank – recession or not.

You must treat your practice like a business. To withstand a recession and build a long-term sustainable and profitable practice requires strong leadership and a positive company culture. You must establish foundational pillars of what you stand for and expect,

hire a solid team and invest in their training and understand your business metrics so you can make the necessary changes that will have a positive impact on the business.

Saying I don't have time to do these things equals saying they are not a priority to you. You must decide and put in the work! As Stephen Covey so aptly puts it, "I am not the product of my circumstances, but a product of my decisions."

Why Data is So Important to Run a Profitable Practice in ANY Financial Climate

Analyzing and understanding data is the SINGLE MOST IMPORTANT thing you can do in your practice to make strategic, data-driven decisions in good economic times and challenging ones. There are no emotions involved with data. It is factual. Oftentimes, when contemplating a business decision, emotions get involved when you remember the last thing an employee said or a patient complained about.

Data gives you the truth, not opinions. Without data to back things up, you are relying on an opinion to make critical business decisions. You shouldn't make important decisions based on how you feel today, what you perceive to be a cycle of demand this week or due to inflation. Data gives you an honest picture of what is the right thing for your business. Data tells you what is working and what is not.

Let's look at which data and Key Performance Indicators (KPIs) to track and measure in your aesthetic practice, so you can make informed financial decisions in any economic climate.

Top KPIs to Track and Measure in Your Aesthetic Practice

Profit Margin

The number one differentiator between medical spas and plastic surgery practices is profit margin, so there are different benchmarks for each. The average profit margin for medical spas is 20% while the average profit margin for a surgical practice is much higher at about 70%.

Profitability is determined by taking the total revenue for each service/procedure, minus the cost of goods (COGs) and divided by the total revenue. When it comes to KPIs for medical spas, profit margin is very important. Medical spas must focus on procedures that yield a high ROI in addition to retail products because retail has a large profit margin. 50% of people who get non-surgical procedures are also going to buy recommended products. That tremendously increases the profitability of the service.

Cost of Goods (COGs)

Your target cost of goods should be about 30% in a medical spa.

Cost of Labor

If you want to be profitable, your cost of labor should be under 20%. A lot of providers open their Profit & Loss Report and just see a bunch of numbers. When you start to add in the percentage of your total revenue minus your operating expenses and compare it over time, you start to understand things like the importance of structuring your bonus plans for your staff correctly based on a percentage of what you make. So, whether your practice makes $2 million or $10 million a year, you are paying the same percentage out of that in bonuses.

When labor costs are too high and the provider is not generating enough revenue to cover them, you end up in a deficit situation. That is critical information to know so you can course correct.



Keep total payroll costs under 30%.



Key KPIs to track are your revenue per hour, per provider and per employee.

Payroll Costs
Your total payroll cost should be under 30% in both medical spas and plastic surgery practices.

Revenue Per Hour
This is a very important KPI to know, so you can see how much revenue per hour your practice is generating. Time is your only nonrenewable resource and your time is very valuable. Average revenue per hour for a non-surgical room is between $600-$1000+ (different from an aesthetician room performing facials, peels, etc. which is approximately $250-$350 per hour). For a surgical room, the average is about $3,000. Think about that. If you spend one hour sitting and waiting on multiple patients throughout the day, that could be $3,000 in lost revenue per day. Multiply that by 30 days and that is a potential loss in revenue of $30K over the course of a month and $360K per year.

If you are not quite hitting these revenue per hour benchmarks, it usually means a few things: 1) Your prices are too low; 2) The providers are taking too long in the room per treatment/surgery; or 3) You may not be offering the right mix of services.

Revenue per Provider
Knowing how much revenue each provider is generating per hour, day, week or month is vital to the success and growth of the practice and the provider. Tracking productivity and capacity is also important. When a provider or surgeon is 70% booked, it indicates it is the time to hire and expand.

Revenue Per Employee
For plastic surgery practices, one of the key KPIs to monitor (no matter what stage a practice is in, how long you've been in business or the size of the practice) would be the revenue per employee or total revenue divided by the number of full-time employees. That's because it's important to know how many employees it takes you to generate the number that you're trying to reach.

Retail Sales
In a medical spa or a plastic surgery practice with medical spa services, your retail sales should be about 20% of the total revenue. If you don't sell retail today, you can tap into this revenue stream and increase your total revenue. If you already sell retail products but your retail sales are under 20%, you have an opportunity to train your providers to do a better job offering products in conjunction with services, creating long-term treatment plans that will boost retail sales and give your patients a better outcome.



Maximize your business and potentional by working smarter, not harder.

Patient Conversion Rate

Tracking your patient conversion rate is important to ensure you are not losing money and/or patients. Your target conversion rate should be 70% or higher for both medical spas and plastic surgery practices.

Patient Retention Rates

Average patient retention rate is about 61%. Having a highly trained team that values the consultation and can develop a long-term treatment plan is critical. Ideally, a long-term treatment plan that includes pre- and post-procedure products and services will do several things:

1. Give the patient a better outcome
2. Increase your revenue per hour
3. Increase LTV (lifetime value)

Average spend per customer is key to know. Looking in your practice management software to see who your top spenders are and how often they come in is vital. You can reach out to them when you have a new product or service or if you are offering a special value-added promotion.

Lead Acquisition Costs

When it comes to marketing in your aesthetic practice, there is a lot of competition. Medical spas typically utilize more marketing channels than surgical practices, so it is vital to make sure your marketing strategy works the right way with minimal cost per lead.

The average cost per lead should average around $250-$300 for a medical spa. For plastic surgery practices, the lead acquisition cost is typically $500+, depending on the geography. Knowing this KPI is important to ensure you are marketing for the services and surgeries that yield the highest ROI. It is usually a 3 to 1 return.

Revenue by Lead Source

Knowing and tracking which lead sources are generating the most revenue helps you determine where people are coming into your business from and which lead sources to invest in more heavily for lead generation.

Marketing Spend

Your total marketing costs should be about 10% of your overall revenue as a rule of thumb; 15-20% if you are a startup.

In summary, if you want to have a high-performance practice during a recession or in flourishing financial times, you must train like a high-performance athlete. You must buckle down, roll up your sleeves, put in the work and get it done!

No matter where you are right now, or how much revenue you are generating today, you have the potential to double that if you hire the right people, train them correctly, track and measure your data and make smart financial decisions based on facts, not guesswork.

Most importantly, don't settle for the status quo. Even if you are very profitable, there is no ceiling of education and growth. Why not maximize your business and potential by working smarter, not harder? ME



Terri Ross is a world-renowned, practice management expert, thought leader and international speaker in the medical aesthetic industry. After 10 years of running a highly successful practice management firm, Terri disrupted the aesthetic industry by introducing APX Platform, a cutting-edge, business intelligence and on-demand growth and training solution to increase efficiency and profitability. Terri is an official partner and trainer with the American Medical Spa Association (AMSPA), and lectures all over the world for top aesthetic societies. She is a regular contributor to major aesthetic publications and hosts her own informative podcast, "In Touch with Terri: Trade Secrets for Medical Aesthetics."



the Beautifier

Cosmetic Surgeon Sheila Barbarino, MD, on her practice, the future of medicine, and her journey to making the world a more beautiful place, one person at a time.

By Callie Luna



The future of medicine is bright, and no one knows this better than Sheila Barbarino, MD. As one of the leading cosmetic surgeons in the industry, Dr. Barbarino is highly decorated and awarded; she has published over a dozen papers and has led countless research studies. She is the President of the Cosmetic Surgery Foundation, President of the American Board of Facial Cosmetic Surgery, and Diplomate of the American Board of Ophthalmology.

Her livelihood is Oculofacial Plastic Surgery - as well as specializing in facelifts, liposuction, and Brazilian butt lifts, as well as offering several noninvasive procedures. Dr. Barbarino has been praised for knowing what her patients want and having detailed conversations to discover their needs.

"I want to make people feel better about themselves," says Dr. Barbarino. "I do think that when people worry, and they're focused on the things they're insecure about, they don't have time for other things in their lives - to enjoy their life." Dr. Barbarino is double board-certified by the American Academy of Cosmetic Surgery and the American Academy of Ophthalmology. She is working tirelessly at her thriving locations in Austin, TX, and Los Angeles, CA, to complete her mission:

"To Make the World a Beautiful Place, ONE Person at a TIME!"

Sheila Barbarino, M.D.

UltraSlim

MKT-221201-01

Her Practice and Her Patients



"I always had an affinity to the face and always loved surgery – that's why I went into ocular facial surgery." Says the doctor as she recounts her journey to becoming a cosmetic surgeon. Working within that industry, she saw her patients' need for aesthetic surgeries such as liposuction and breast augmentation. "My patients are wonderful; they're every-day-people that want to take care of themselves and look their best. They want to look natural and be comfortable in the skin they're in."

As the shift of medicine started changing to noninvasive procedures, Dr. Barbarino began to offer alternative options at her practice. As a surgeon, Dr. Barbarino would rather guarantee her patients' success than experiment with unconfirmed results.

The Swiss Army Knife of Medicine

"Recently, LED has become a big forefront in aesthetic medicine; it is a modality we have heard a lot about. It's just not something we routinely used until now," Dr. Barbarino stated when talking about her experience including non-invasive procedures in her practice. Dr. Barbarino explained while she has offered many non-surgical weight loss procedures in the past, they either did not work consistently or did not provide her patients with the results they, or she, expected to see. It was countless trials and errors that eventually led Dr. Barbarino to UltraSlim.

PATENTED

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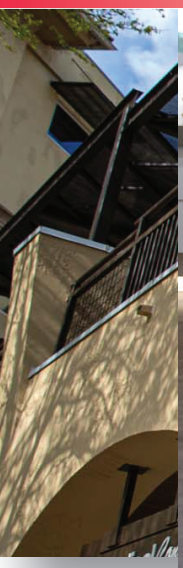
Patient loss after a series of UltraSlim® treatments.

UltraSlim is a medical red light device indicated for three types of use: Immediate Fat Reduction, Skin Tightening, and the Reduction of Pain and Inflammation. The results that proceed with the use of UltraSlim are immediate, as it stimulates the body's natural process of lipid metabolism.

> ***Everyone was very excited about trying it. Dr. Barbarino commented, I think most of my patients have seen significant weight loss from the UltraSlim - they have an average loss of three inches per session! I don't think I've had any unhappy patients, which makes me happy.***







UltraSlim breaks down perilipin - 1, which allows hormone-sensitive lipase to initiate lipid metabolism, breaking down triglycerides into ATP. UltraSlim® shrinks fat cells without completely destroying them, allowing your patient to lose fat naturally without worrying about adverse effects.

Dr. Barbarino uses the device in her office for skin tightening and immediate fat loss. Skin revitalization was the first FDA clearance that Ward Photonics received for UltraSlim; the powerful red light can tighten the collagen and elastin in the skin and reduce the appearance of blemishes and scars. While

> ***I use UltraSlim in my office for a post-procedure reduction of swelling, bruising, and inflammation. I use it after every single procedure that I do, including surgery as well as injectables. It significantly reduces downtime, and patients heal much faster.***

The Future of Medicine is Bright

"UltraSlim is a front-runner in the future of medicine. There are quite a few people I know that have a chronic cough and inflammation in their lungs; with UltraSlim, you know they felt so much better," states Dr. Barbarino. "I have a friend that had ankle surgery and had a huge cast. She was super swollen for weeks and had a gnarly scar. We put her under the UltraSlim, and the swelling has decreased significantly - the scars look much better. I think it's wonderful that it takes care of everything.

"It really is the Swiss Army Knife of medicine."



ELIMINATING TOXICITY & BURNOUT

How medspas can build a sustainable work culture

By Skya Jones

The MedSpa industry is taking off, quickly becoming one of the fastest-growing segments in all of wellness. With that rapid acceleration, however, comes growing pains, and businesses throughout the industry are struggling with toxic work cultures and employee burnout leading to an exodus of professionals – not only from their business but from the space entirely.

For the industry to continue growing as part of the mainstream wellness landscape, MedSpa leaders need to focus more time and energy on building sustainable, team-friendly work cultures. Now, that's easier said than done, of course, but there is a realistic and attainable path forward for MedSpas seeking to eliminate toxicity, reduce burnout and create a sustainable culture in which both team members and the business at large can thrive.

First Things First

Before examining the steps MedSpas can take to build a sustainable work culture and better retain talent, let's examine why toxic cultures are manifesting themselves in the first place.

For starters, because the MedSpa industry is still so new, there just aren't many corporate norms to guide team dynamics. From dress code to performance reviews and everything in between, there's no playbook on how to best run and manage a MedSpa. Compounding the issue, most MedSpa owners and professionals don't have business or HR backgrounds. They don't teach employee relations in medical school. This general lack of established structure and industry norms to fall back on can lead to confusion, frustration and ultimately burnout.

More importantly though, many (if not most) of the workplace challenges that plague MedSpas stem from having a sales-centric culture rather than a care-centric culture. There's a time and place for sales, but a culture that prioritizes and incentivizes ringing up sales over providing quality care and an exceptional experience inevitably becomes toxic for your team members (to say nothing of your clients). Simply put, if you're serious about improving your workplace culture, you have to take the steps necessary to put care and service at the forefront of everything you do. So let's start there.

Separate Sellers From Service Providers

In my experience, the most effective and efficient MedSpas – and not coincidentally, the ones with the happiest clients and the most repeat and referral business – are the ones who hire dedicated sales consultants and construct a wall of sorts between sellers and service providers.

With this structure (one that high-end plastic surgeons have used for years to great effect), practitioners are free to focus their conversations strictly on client care and service. Their job is to understand what brought the client in that day, what they're hoping to achieve and the best treatment options based on their specific wants and needs. No pressure, no upselling, just the requisite medical information and recommendations.

From there, your sales consultant can meet with the client – preferably without the practitioner in the room – to discuss the financial details. It's the sales consultant's job to find a financial solution that's workable for both the client and the business, whether through financing, discounting or whatever other tools they have at their disposal.

Having a dedicated sales consultant will almost certainly improve both your client experience and your bottom line. But, just as important, it will also improve your workplace culture by enabling you to take the next (equally critical) step.

Rethink How You Compensate Practitioners

While sales consultants are accustomed to and comfortable with having a commission-based pay structure, most practitioners are not. Most of the actual service providers working in MedSpa are more comfortable – and, not coincidentally, much more effective as practitioners – when they don't have the pressure to sell. We need to become an industry in which practitioners are compensated based not on their ability to sell services but on their talent and ability to deliver great results and a great client experience.

Now, that doesn't mean you can't still incentivize your practitioners through performance-based bonuses tied to business success. However, there's a big difference between a performance-based bonus incentive and having most if not all of your compensation tied to sales. Having a fair base salary with which they're comfortable enables practitioners to focus their efforts and energy on diagnosing, treating and caring for their clients. That's what attracted them to this industry in the first place and that's what will keep them here.

Eliminate Non-Compete Agreements

Speaking of keeping your employees around, non-compete agreements have become popular among MedSpa owners and managers as a way of doing just that. This is fine except for the fact that employees

despise them, they completely destroy your workplace culture and they usually don't stop practitioners from leaving anyway.

Look, I get it. This is a hyper-competitive industry and it's critical to retain your best service providers, but leaving aside inherent concerns about their fairness and/or legality (non-compete agreements are not enforceable in California, for example), non-competes are not nearly as effective as most owners think. Not only do they breed resentment and negativity among those working for you, but they are more likely to drive your employees out of the industry altogether than they are to keep them working for you. No one benefits when that happens, least of all your clients.

Suppose your non-compete does work and an employee who would rather leave feels compelled to stay. Then what? We've heard a lot about "quiet" quitting lately and its damaging impact on businesses. Well, there's no better way to push someone into quiet quitting than forcing them to stay solely through a non-compete.

There are far better ways to go about retaining your best and brightest employees. Speaking of which…

Invest In Training, Education And Development

There's a cost to hiring and retaining highly skilled employees that extends beyond their base compensation and benefits. You have to invest in their continued growth and development. Making the investments necessary to ensure that your staff is highly educated and always on the cutting edge will create happier and more engaged employees, and that happiness and engagement will trickle down to your customers.

This is true in any business, but it's especially critical in the MedSpa industry, a nascent space where new techniques and treatments are arriving on the scene almost every day. That also applies to the technology you and your employees use to power the business. Outdated technology is a silent culture killer. Constant struggles with what should be seamless tasks such as online scheduling, messaging and payments will frustrate your employees every bit as much as it will frustrate your customers.

If you're worried about paying for training and technology only to have an employee leave and put their new skills to work elsewhere — don't be. Sure, that might happen, but even these investments don't always come full circle. In the aggregate, they will benefit both your business and the industry as a whole.

Ramp Up Communication

Last, but certainly not least, ramping up the level of communication between leaders and professionals is critical to creating the kind of workplace culture that fosters achievement and retention. Essential as it is, communication between MedSpa owners and their employees is often lacking. Sometimes, frankly, it's altogether nonexistent. Not only does that make it hard to get things done, but it creates a chasm between "groups" within the business. Employees either don't feel comfortable raising their concerns or don't feel like their manager is listening when they do.

Closing the chasm is critical. As a manager or owner, you need to be constantly having 1-on-1s with your employees, constantly asking what you can do to support them and constantly thinking about how you can create a stronger, more genuine connection. Be open to doing what it takes to show your employees that you are invested in them and are part of the team. If everyone is unpacking boxes, join in. If the trash needs to be taken out and you're standing right next to it, take it out. Those things might seem trivial but your employees will notice.

Culture Counts

Ultimately, the continued growth and success of our industry depends on our ability to attract and retain talented professionals capable of delivering the services and experiences clients expect. In that context, creating a sustainable workplace culture isn't a luxury. It's a must. ME



Skya Jones is MedSpa Education Manager and in-house aesthetics expert at Boulevard, where she works directly with the company's staff and MedSpa customers to help design memorable client experiences. Jones has more than seven years of experience in the beauty industry with a specific focus on medical esthetics and more than five years of experience in MedSpa leadership and management. Before joining Boulevard, Jones was a department head for Bobbi Bullock Medical Esthetics and hand-picked as a National Trainer for the Allergan Medical Institute. As a certified nurse assistant, her career spans both clinical and business operations and includes stints as a manager at VitaNovu and a beauty advisor for Kohl's.



The Good Energy Lift

Combining energy-based procedures for neck and jawline rejuvenation

The Good Energy Lift is a customized combination of minimally invasive procedures that we are performing to achieve excellent results in neck and jawline rejuvenation without the incisions, downtime or cost of traditional neck rejuvenation procedures. In addition to helping those with moderate aging of the neck and jawline, we now have a reasonable neck rejuvenation procedure for those who would like to see an improvement in this region but whose anatomy does not yet justify the complexity or cost of a traditional neck lift. Since we are turning to energy to achieve our results and decreasing our reliance on the scalpel, and as the increasing awareness of neck aesthetics we've seen is at least partially due to skyrocketing Zoom use during this pandemic and times when we could all use a bit of "good energy," we are calling this compliment of procedures the Good Energy Lift.

Paying Proper Attention to the Neck

Until recently, the face received a great deal more attention than the neck in the aesthetic surgery arena. This may partially be because we (ideally) look into the eyes of those with whom we interact rather than stare into the folds of skin hanging from their chin and jawline. Over the past several years, in a phenomenon further fueled by skyrocketing Zoom use during the pandemic, the neck has become increasingly recognized as having aesthetic importance in its own right. One particularly important truth that has become increasingly apparent in this context is that the face and neck are distinct aesthetic units and therefore can age independently. While we have long excluded the neck from rejuvenation by performing the "mini facelift," it is a traditionally less common practice to exclude the face from intervention when rejuvenating the neck.

"We have started referring to this customizable suite of procedures as the "Good Energy Lift," as we rely increasingly on advanced energy-based devices and less on cutting and sewing to achieve our results."

We have seen of late, however, a surge in the popularity of isolated neck rejuvenation procedures. Patients whose faces remain youthful while their necks belie their age are now increasingly coming to the office for a solution. Initially, the best approach was some form of "neck lift," an open procedure that is essentially the bottom half of a traditional facelift. This remains the gold standard for those cases with severe skin laxity or platysma muscle pathology. For those with mild to moderate signs of aging, however, recent advances have opened a new world of possibilities that offer superb results with nearly invisible scars, minimal downtime and at a reduced cost. We have started referring to this customizable suite of procedures as the "Good Energy Lift," as we rely increasingly on advanced energy-based devices and less on cutting and sewing to achieve our results.

Aesthetic Goals for Neck & Jawline Rejuvenation

When we discuss rejuvenation of the neck and jawline, our aesthetic goals are to:

1. Establish a clean, well-defined jawline
2. Restore a crisp cervicomental angle
3. Remove excess skin
4. Eliminate the vertical neck bands

Anatomy-Based Evaluation

An anatomy-based approach is central to success in neck rejuvenation procedures. A soft jawline is caused by the descent of inelastic skin and the presence of fat obscuring the osseous anatomy. The effaced cervicomental is similarly caused by the descent of senescent fat and skin, made more severe by laxity of the underlying platysma muscle. Excess skin results from decreasing skin elasticity over time. Vertical neck bands result from the separation of the medial edges of the platysma muscle and their resultant "hanging" as excess vertical tissue.

When we see patients for neck rejuvenation, we can evaluate them in terms of their anatomy and specifically assess how their skin, fat and muscle are contributing to their appearance. Since each patient will have different anatomical issues, the best procedure for each patient will differ in kind. When using the traditional neck rejuvenation toolbox, excess skin is simply excised. Skin excision requires broad undermining and a long scar. Excess fat can either be directly excised (such as for fat under the platysma muscle) or removed with liposuction (more common for fat in the jowls and around the jawline itself). Muscle laxity is handled by directly altering the anatomy of the platysma muscle. Specifically, the separation of the platysma muscle in the midline is restored by suturing the two muscles together. We often divide the platysma horizontally as well to prevent the horizontal neck bands from recurring. Reattaching the platysma muscles in the midline essentially restores the "hammock" that supports a well-defined cervicomental angle. We then resuspend the lateral edge of the platysma muscle to the fascia behind the ear, akin to hanging the hammock we just created. All-in-all this is a very powerful procedure that effectively treats advanced aging of the jawline and neck. This procedure takes 2-3 hours, has long scars and requires 10-14 days of downtime. Until relatively recently, it was all we could offer for meaningful neck rejuvenation, even in less severe cases.

The Good Energy Lift: Combining & Customizing Approaches

The introduction of certain kinds of energy to aesthetic surgery allows us to approach the aging neck with a different toolbox. The approaches described here can be combined and customized based on the individual patient's needs to achieve exceptional results in patients with mild to moderate aging of the neck and jawline with barely-visible incisions, rapid recovery and reduced cost.



Woman before and after treatment with VASER liposuction and FaceTite.



Woman before and after treatment with liposuction and FaceTite.

FaceTite

Specifically, we can treat skin laxity with FaceTite bipolar radiofrequency energy. Instead of cutting out extra skin, the FaceTite device uses two poles (one under and one over the skin) to pass energy across the skin. This causes contraction and increased collagen and elastin production.

VASER Ultrasound Energy

In more severe cases, we introduce ultrasound energy to the deeper tissues with VASER. This heats these deeper tissues and further contributes to soft tissue contraction. Excess fat is addressed with liposuction, not unlike in a traditional neck lift, however we will frequently use VASER ultrasound energy in Good Energy Lift cases to tighten the deeper tissues we just mentioned, as well as to vibrate fat cells free from surrounding connective tissue to make their removal with suction less traumatic. This approach mitigates recovery by decreasing the bleeding and bruising associated with traditional liposuction. It is important to note that in some cases there is extra fat below the platysma muscle. This fat can only be removed by direct excision and requires a 3-4 cm incision under the chin and falls beyond the scope of these truly minimally invasive Good Energy Lift procedures.

MyEllevate

We have incorporated a device called “MyEllevate” into Good Energy Lifts that have significant vertical neck bands. This device consists of a long thin wand with an attached suture and an LED on the end. The wand is passed under the skin through tiny ports that heal nearly invisibly. We use the light to guide us as we navigate the wand under the tissue. In this manner, we can loop the suture around the medial edge of the platysma muscle and saw through it without making a true incision. This disrupts the vertical neck band. When necessary, we can also use this system to construct a “hammock” out of suture that will further support the platysma muscle and enhance the result. This deep, heavy suture is very different from “threading,” in which thin, fragile filaments are placed just beneath the surface of the skin.



Gentleman before and after treatment with VASER liposuction, FaceTite and MyEllevate. This result will continue to improve over the coming months.

The Good Energy Lift leverages advanced technology to achieve superb results in those with mild to moderate aging of the neck and jawline. The key to success with these procedures is patient selection. Good anatomical candidates (those with mild to moderate anatomical changes) and those who understand that traditional neck lifting is still the gold standard for more severe cases are well-positioned to be thrilled with their results from this innovative set of procedures. ME



Darren Smith, M.D., FACS is a board certified plastic surgeon practicing in New York City. He is a known expert in aesthetic surgery and cosmetic injectable treatments.



TOP 10 Medical Aesthetic Trends FOR 2023

By Katie Anderson

The beauty industry has always been one of change and innovation, but the pandemic brought with it some shifts that will impact the industry for decades to come. The patients that come to us now arrive with greater knowledge, want more value for their dollar and have a hightened focus on certain target areas. Join me as I explore what I believe to be some of the top 10 trends in medical aesthetics in 2023—a beatiful mixture of ingredients, treatments, business practices and more.





1. Skin Cycling

During the height of the pandemic, as clients and professionals alike were stuck at home navigating their personal care and beauty routines solo, dermatologist Whitney Bowe, M.D., had an epiphany. Upon switching up her workout routines to promote different effects and recover, she realized that the same thought process could be applied to skin care. She coined "skin cycling" as a four day method to rejuvenate the skin but also allow recovery. It is a way to simplify a client's routine while keeping it effective. The first night is exfoliation, preferably with a chemical exfoliant, followed by a retinol on night two. The third and fourth nights are about healing and moisturization, and the process begins all over again on night five. If you have clients that want to see better results from their skin care routine but are overwhelmed by complicated regimens, this may be an easier way to help them (and move some retail sales in the process).

2. Micro-coring

If you have grown somewhat tired of the microneedling craze, there is a new micro technology on the block, and it too involves needles. The U.S Food and Drug Administration (FDA) approved Cytrellis' micro-coring technology in summer 2021 for the treatment of moderate to severe wrinkles in the mid to lower face. Since that time, the technology has taken off, showing efficacious tightening results of the cheeks, jawline and chin comparable to a facelift but with no scarring. The micro-coring technology employs hollow needles to non-invasively remove micro-cores of the epidermal and dermal tissue, no more than 500 micrometers in width, which stimulates collagen for a tightening effect. The procedure has little downtime, but can take as much as three months to see results. While this treatment seems like a no-brainer, there are a few drawbacks. The availability of the device has been limited, based on reports, and studies have not yet been done on darker Fitzpatricks.

3. Surgery Abroad

Patients are on the move…for cosmetic treatments. Patients continue to travel to other countries in increasing numbers for cosmetic treatments such as liposuction, the Brazilian butt lift, breast augmentation, rhinoplasty and other treatments not covered by insurance in the United States. Although many Americans are still going to Mexico, other hot spots for cosmetic surgery tourism are Turkey and India. One country emerging as a cosmetic tourism hotspot is India, where technology is advanced, but prices remain low. Oftentimes, patients are drawn to the all-inclusive prices, which offer travel, accommodations and post-op recovery treatments as a package. They are often drawn to alluring pictures that depict relaxation and beatification in one, but the reality can often be anything but. Verifying medical credentials is often difficult with international surgery, and lovely brochures often depict recovery as a glamous alternative to a painful reality. It is important to have some talking points prepared, should you have any patients interested in traveling for a procedure. You may just spare them unsighly results that cannot be undone.



The medical tourism industry is on the rise.

4. Mamey Sapote

There are many familiar faces when it comes to important ingredients for 2023, according to a report by Trendalytics.[1] Peptides, algae, L-glutamine, kojic acid and retinol are all marked to grow in the coming year. Winter cherry is also set to grow, but it's largely been in recent trend reports under its sexier name ashwagandha. One surprising ingredient predicted to emerge in the upcoming year is mamey sapote. Those with Latin American roots may be familiar with the health and skin benefits of this fruit, but it has been making waves recently in global skin care formulations. Although it carries with it a host of health benefits, its skin care benefits are largely due to its high concentration of vitamins and minerals. It serves as an antioxidant and moisturizer in skin care, and carries many of its benefits over to hair care as well. Expect to see it pop up in new formulations and perhaps treatments in 2023.



Mamey sapote fruit.

5. PRP Boosted

We all know the anti-aging benefits of PRP, but what if I told you that with a small modification, you can continue these anti-aging results into the future? Enter platelet-rich fibrin (PRF). While PRP encourages new stem cell growth in the skin, PRF releases more growth factors over time. This is because fibrin is what platelets bind to in the blood to release growth factors to heal the body. More fibrin = more growth factors. Both PRP and PRF are taken from a patient's own blood. However, PRF is spun at a lower speed, and no-anti-coagulant is used. Without this anti-coagulant, PRF is thicker, making it absorb in the body slower but also allowing it to be more natural than its PRP alternative.



6. Out of the Box Acids

Gone are the days where the skin care professional had a limited arsenal of acids to rejuvenate the skin. As a matter of fact, many alternative acids are emerging that offer comparable results to tried and true acids with additional skin benefits. Think beyond glycolic, salicylic, hyaluronic, lactic, mandelic and malic acid, and consider acids such as polyglutamic, fermented jasmonic, lactobionic and tranexamic acid. Let's discuss a few of these here. Polyglutamic acid, for example, is said to perform better than the skin care hydrator hyaluronic acid. It is reported to hold 4 times more water than hyaluronic acid and also bind better to skin. You may have been hearing more about polyhydroxy acids recently, and lactobionic acid is one such acid, offering exfoliating benefits to sensitive skin. It also serves as a humectant and antioxidant for additional benefit to sensitive and dry skin.

7. Next-Gen Cellulite

Long gone are the days where women and men lamented that there were not effective options for reducing the appearance of their cellulite. Of course, there are a number of body firming creams and massage tools, but these effects are often temporary. Patients can step up their game with lasers and radiofrequency, but these treatments require a number of visits, and those results fade after six months. Recent technological advancements take cellulite reduction to a new level by targeting the bands under the cellulite. Merz's Cellfina device goes into the skin and cuts the bands that





cause cellulite, allowing the skin to bounce back in as little as three days. There is little downtime, and the results are said to last up to three years. Cynosure's Cellulaze takes band clipping one step further and inserts a laser under the skin to shrink fat cells, cut bands and stimulate the production of collagen and elastin. Endo Aesthetics' Qwo became the first injectable treatment for cellulite, enzymatically targeting collagen types 1 and 3 to release the bands and improve the appearance of cellulite. In a few treatments, the injectable is said to last over a year.

8. Future Realities

We've been hearing a lot of futuristic terms recently such as omniverse and metaverse. If you've been trying to figure them out and remain a bit confused, you are not alone. It is difficult to navigate the world of virtual reality, let alone figure out how it will impact our industry. The virtual space has already impacted beauty, but the biggest virtual changes are yet to come, leaving you plenty of time to research and grasp the intangible. The metaverse has been a topic of late, referring to a universe equal to our physical one but in a virtual space. This started to pop up before the pandemic, with some spas offering clientele VR relaxation experiences and some beauty brands offering its buyers a virtual try-on. This stepped into the forefront even more with during the pandemic with virtual client consultations, meta-clinics and more. Metaverses connect us with the digital space, and there are many, with each virtual space offering its own metaverse. These metaverses combine in a shared space of all universes, or the omniverse. What is clear here is that virtual reality is here to stay, offering beauty consumers better access to experiences and advice than they have ever had before. It also offers practitioners a unique opportunity to have a broader reach, a new revenue stream and to share expertise without even leaving their business.

9. Fermented Ingredients

We in the Western hemisphere have fully embraced fermented foods in the past few years, as we have begun to realize the importance of probiotics in our gut. In that same vein, we have also recognized and begun to formulate fermented ingredients in our topical products. One of the main reasons that ingredients are fermented for skin care is to increase their concentration, thereby increasing their efficacy. However, the catalysts used to induce the fermentation process often have additional probiotic benefits to the skin, helping to support the skin barrier and reducing sensitive or irritated skin.



Brow transplants use scalp hair to make brows permanently fuller.

10. Transplanting Brows

There is a new brow trend afoot, and it is a radical departure from the brow lamination, brow tinting and microblading trends of recent. "Champagne brows" are the latest brow craze, and they have nothing to do with a bubbly beverage or a delightful shade of warm beige. Rather, this service lends its name to its creator, plastic surgeon Jason Champagne, M.D., who moves hair from a patient's scalp to their eyebrows through follicular unit transfer (FUT) and follicular unit extraction (FUE). The patient is then left with permanently fuller brows, though the cost and recovery is quite a bit more than the aforementioned brow enhancement trends. With celebrities touting the effects of this service, expect it to pick up in popularity, possibly becoming more accessible and affordable for a broader range of clientele. ME

Reference

1. https://money.yahoo.com/numbers-2023-top ingredients-120000883.html



Katie Anderson is the Editor In Chief of *MedEsthetics*.

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Surprising **Ingredients for 2023** • Part 2

The latest innovations in skin care

By Cheryl Whitman

The research and innovation continue at an electrifying pace in today's skin and hair care industry. In our last edition, we talked about some of the surprising ingredients providing noteworthy results. In this article, we're going to look at more new and innovative ingredients that are having a huge impact on the industry. It's an exciting time to be practicing aesthetics!



Missed reading
SUPRISING INGREDIENTS FOR 2023: PART 1?
Click on image above to go to the article in our ***December 2022 digital edition.***



Bacopa monnieri is a perennial and creeping herb, also known as brahmi.

ELEVAI LABS

Last month, we reported that Elevai Labs had recently introduced their E-series with Elevai Exosome Technology, which is making waves in the industry. Their research and innovation continues. We asked Jordan Plews, M.D., CEO of Elevai Labs to tell us what he sees in the future. He explains, "…the trend I'm noticing is practitioners shifting from PRP over to human stem cell derived exosomes as the superior modality to support rapid healing and recovery for their patients. I expect this will continue as education and clinical studies supporting exosomes increases. Similarly, I expect we'll see a shift away from traditional growth factor topicals towards cell derived exosome-based topicals, which are the new gold standard for topical growth factor applications, pre- and post-procedure, and make sense as the go-to accompaniment to improve the results of many existing in-office procedures."

HAIR SMART

Improving results for patients is the driving force behind innovation. There is a growing body of research into natural ingredients. Often, these are used in combination with other ingredients. The trend toward using natural, plant-based ingredients combined with other therapeutics continues with very promising results. Hair Smart has developed a three-prong holistic solution to hair loss by combining light therapy, Ayurveda and nutrition.

Prena Khemka of Hair Smart explains how they have taken treatment options to the next level by applying the Ayurveda alternative medicinal system from India. "Ayurveda dives into the body's elemental composition and treats the root cause of all ailments. By adding Ayurvedic medicinal plants, such as Bhringraj (Kesharah or ruler of the hair), Brahmi, Amla (Indian Gooseberry) and Neem, Hair Smart products address the inflammation and excess heat in hair follicles created when the body's elemental composition is out of balance, preventing weakening of the hair roots which leads to hair thinning, premature greying and hair loss."

The third prong in Hair Smart's approach is to address nutritional deficiencies that have a direct impact on both hair structure and growth causing genetic hair loss. By using natural plant-based and clinically proven nutrients such as ginseng, onion, green tea, pumpkin seed extract and pygeum bark extract in combination with iron, protein, magnesium, zinc, biotin, amino acids, collagen and keratin, they provide a nourishing supplement for hair which is readily absorbed by the hair follicle.

GROWING HAIR IS A GROWING MARKET

According to The Insight Partners latest market study, "Hair Loss Prevention Products Market Forecast to 2028," the hair loss prevention products market size was valued at $ 23,599.87 million in 2021 and is projected to reach $31,524.52 million by 2028. It is expected to grow at a CAGR of 4.2% from 2021 to 2028. Don't miss out on this huge opportunity to grow your practice. Beautiful Forever Consultants are available to help you set up non-surgical, all natural, hair growth programs, some of which include stem cells and exosomes.

AYURVEDIC HERBS

Ancient Eastern Ayurvedic practices are fueling significant innovation in hair care today. Bhringraj, also known as Kesharaj, means "ruler of the hair." It's no surprise then that this herb is included at the top of Hair Smart's list to promote healthy hair! Rich in vitamins E and D, magnesium, calcium and iron, Bhringraj provides ample nourishment to hair follicles. Not only that, but research has also shown that the herb may be more effective than the drug minoxidil at fighting hair loss.

Scientifically known as Eclipta Alba and commonly in English as "false daisy," this Ayurvedic herb has been used in India for over 5,000 years to help balance and heal the body through nutrition. There is research to support the claim that bhringraj oil can promote hair growth and improve dandruff. Bhringraj also contains vitamin E, which is known to fight free radicals that can impede hair growth. Moreover, it has antimicrobial and antifungal properties that can help reduce dandruff. The oil has anti-inflammatory properties, which can help psoriasis or other skin irritations on the scalp, and it is also said to improve circulation to the scalp. Some report that bhringraj oil may slow or prevent the graying process. Other benefits of Bhringraj include relaxation and promotion of sleep. The antimicrobial properties of bhringraj may help treat UTIs, which are most commonly caused by bacterial infections. The juice from the leaves of the bhringraj plant are used as a liver detoxification tonic in Ayurvedic medicine, with some studies showing that the herb may help with liver cell generation.

Bhringraj oil is hydrating and can help quench dry skin and soothe inflamed skin. Bhringraj is an anti-inflammatory, so when applied topically to skin, it may help treat skin inflammation like psoriasis, dermatitis and some forms of acne. It also may treat headaches, as magnesium is known to prevent headaches and



Amla or Indian Gooseberry.

migraines and may improve Alzheimer's related memory loss. A different 2014 study found that when bhringraj (referred to in the study by its scientific name, Eclipta alba) was combined with ashwagandha (also an herb), it increased "mitochondrial activity" in the brains of rats that had Alzheimer's induced in their brains.

Brahmi has been used in India for over 3,000 years to rejuvenate the human brain and nerve cells by improving the body's nutritional state. It cleanses the body by removing toxins and helps nurture healthy skin and hair.

Scientifically known as Bacopa Monnieri and Bocopa Monniera, Brahmi is a wonderful treatment for skin and hair. It helps improve the skin's melanin pigment by removing toxins and renewing cells. This results in brighter skin and a glowing complexion. It helps treat acne, eczema, psoriasis, ulceration and abscess. It soothes skin, clears aggravations, helps heal wounds and minimize scars, all while cleansing, softening and protecting the skin.

For hair, it provides the necessary nourishment to the scalp, which improves hair growth and overall hair health. It strengthens hair follicles, reduces dryness, dandruff, itchiness, split ends and flaking. Its antioxidant properties rejuvenate the scalp and reduce hair loss while promoting hair regeneration and growth. Hair becomes thicker and more lustrous.

Amla or Indian Gooseberry also provides amazing benefits for hair. Amla is rich in phyto-nutrients, vitamins and minerals. These help increase blood circulation within the scalp and stimulate hair growth. The vitamin C produces collagen protein, stimulating hair growth in terms of both length and volume. Amla nourishes, strengthens and conditions hair, making it shiny and adding volume. It also treats dandruff due to the anti-inflammatory and anti-bacterial properties of the Vitamin C it contains.

Amla cleanses and nourishes the scalp. It improves pigmentation and banishes hair odor by removing germs stuck to your hair. Amla helps reduce greying of hair, strengthens hair and brings out natural shine. It has twice the antioxidant power of acai and about 17 times more than pomegranate, which makes it a powerhouse ingredient. It also helps eliminate toxins from the body. Alma is rich in vitamin E, which thickens hair fibers, prevents frizzy hair by restoring its moisture and helps enhance your natural color. Amla can do wonders for your hair!



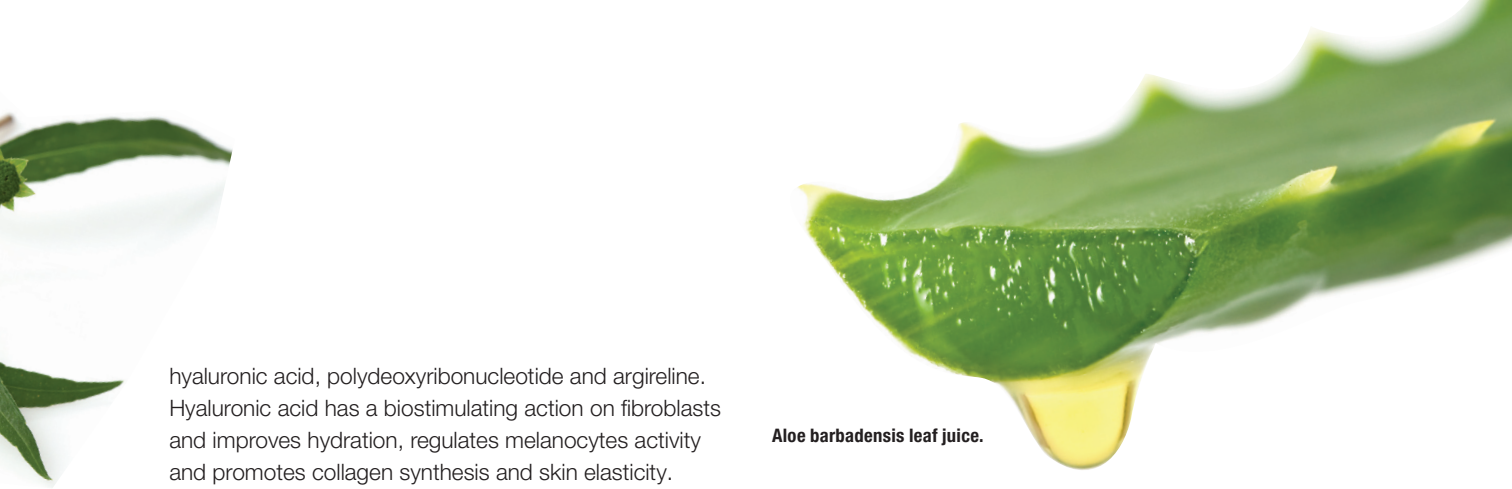
Bhringraj Indian Ayurvedic herbal medicine. Natural remedy for hair loss and premature graying.

DERMASTART, INC.

At Dermastart, Inc., there's a focus on using a combination of natural and chemical compounds to fight aging and improve skin health. Their scientists continue to research and test the latest ingredients to ensure they are prepared to utilize the most futuristic data in the science of skin care rejuvenation. Cherie Dobbs, the founder and president of Dermastart, Inc., says, "I think there's going to be a big focus on controlling sensitivity and shutting down the cellular message to the nerve, which allows for better corrective results." Some of the innovative ingredients they're using include Acetyl Hexapeptide-8, which reprograms the skin cells to boost a youthful glow and rapidly repair wrinkles, Acetyl Tetrapeptide-2 and Citrus Unshui Peel Extract, which are used to help fight indoor pollutants that, due to COVID-19, are causing people to experience a different type of skin aging. Anhydroxylitol provides an anti-dehydration shield and Acetyl Hexapeptide-49 helps fight inflammation. The list of ingredients is extensive and the results are amazing.

AISA THERAPEUTICS

Another company using some of these same innovative ingredients is Aisa Therapeutics. They have introduced Revital, a unique product with an explosion of effectiveness and innovation, that reduces fine wrinkles, large pores and hyperpigmentation. It leaves the skin nourished, renewed, luminous and smooth and has a real lifting effect, thanks to it's ingredient synergy. Annalisa Calisti, M.D., explains, "It is a sterile solution based on



Aloe barbadensis leaf juice.

hyaluronic acid, polydeoxyribonucleotide and argireline. Hyaluronic acid has a biostimulating action on fibroblasts and improves hydration, regulates melanocytes activity and promotes collagen synthesis and skin elasticity. Polydeoxyribonucleotide has been used in regenerative medicine for 30 years. It helps repair tissue, fights inflammation and is anti-ischemic. The result is immediate skin radiance and improved complexion. The Argireline is a peptide (Acetyl Hexapeptide-8), which fights the visible effects of aging by reducing fine wrinkles and lines on the face, neck and décolleté. The result is an amazing, glowing, but most of all, healthy skin."

SKIN CARE EXPERT

Thao Duong, the Skin Care Expert, is a trusted and sought-after aesthetic trainer and skin care expert. She has applied her passion for biology, knowledge of skin care and love of creativity to develop a variety of highly effective skin care products. Revitalize Hydrating Mist is an excellent example of innovative ingredient use. It combines aloe barbadensis leaf juice, colloidal silver, copper gluconate, niacinamide vitamin B3 and Japanese green tea leaf extract to produce a refreshing, soothing and moisturizing skin treatment. The Aloe is a natural anti-inflammatory with proven healing properties. Colloidal silver is an anti-bacterial and anti-microbial that heals skin, leaving it smooth, calm and hydrated. Copper gluconate is a powerful antioxidant, which stimulates fibroblasts to produce collagen. Vitamin B3 helps repair cells, neutralize free radicals and protect skin. Green tea extract is both an anti-inflammatory and antioxidant, calming and repairing skin and strengthening the skin cell barrier.

FEMININE REJUVE

Another exciting area is feminine plant-based V ingredients. These ingredients target the skin microbiota. While understanding the skin microbiota is still in the early stages, it remains a focus in both cosmetics and dermatology. The development of skin care ingredients that promote innate immunity—an essential defense against pathogens—is gaining attention; especially with the rise in innate immunity dysfunctions and compromises. Therese Clark, the founder and CEO of Lady Suite, explains, "Ideally, skin care ingredients should be both anti-inflammatory and symbiotic. Some of these innovative ingredients include:

- Prebiotics like beta-d-glucans that feed good bacteria and stimulate wound repair
- Postbiotics isolated from the outer coating of a probiotic, which gently stimulate b-defensins
- Plant-based oils rich in ceramides and omegas like evening primrose, sacha inchi, tamanu, meadowfoam and seed oils
- Next generation lipo-oligopeptides that stimulate the production of growth factors

As research marches forward, you'll see the term pro-microbiome more—meaning a product is utilizing ingredients that support and promote a healthy skin microbiome."



Japanese green tea.

IN SUMMARY

Innovation continues at a breakneck pace with new ingredients and amazing results being discovered on a daily basis. New developments in skin and hair care products offer unprecedented opportunities for aesthetic practices. Don't miss your opportunity to be part of this highly profitable area of aesthetics. Get started growing your bottom line and helping your patient achieve better results today! ME



Cheryl Whitman is a celebrated author, speaker, and highly regarded national cosmetic marketing professional with more than 35 years in the aesthetic medical spa industry. A cosmetic anti-aging wellness "influencer," she is one of the most sought after speakers in the industry—mentoring all size practices and laser centers.

Ms. Whitman is the founder and CEO of Beautiful Forever Consulting, where she leads a top-notch team of executive-level consultants and business professionals to assist providers and physicians expanding their existing practices and launching new profit centers.

Ms. Whitman is also the founder of Beautiful Forever University, which offers educational programs to medi spas and aesthetic practices. She is a member of the MedEsthetics Advisory Board and is a consultant for CareCredit Healthcare Financing.

Innovative Products

New trends and products appear daily in this ever-evolving industry. These innovative skin topicals and aesthetic devices feature new capabilites and ingredient combinations sure to shape the future of medical aesthetics.



RVL Pharmaceuticals' first FDA-approved product, **Upneeq** (oxymetazoline hydrochloride ophthalmic solution), 0.1%, is also the only FDA-approved prescription eyedrop for acquired ptosis (low-lying lids) that lifts your upper eyelids to open your eyes. Upneeq is available through the UP+ Program, which allows providers to dispense Upneeq directly to their appropriate adult patients.
Contact: 877.482.3788, upneeq.com



RetiNia 50/100 from Young Pharmaceuticals is an innovative retinoid containing hydroxypinacolone retinoate (HPR) with 4% niacinamide and sodium hyaluronate to moisturize and smooth the skin while decreasing the appearance of fine lines and wrinkles. This non-prescription Vitamin A is ideal for blemish-prone and reactive skin. Results are typically seen in 4-6 weeks.
Contact: youngpharm.com



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REVITALASH® COSMETICS

*Survey results from an independent 8-week consumer study including 152 participants.
Model is actual RevitaLash® Advanced Pro user with natural lashes, no mascara. RevitaLash® Advanced Pro not available in CA. ©2023 Athena Cosmetics, Inc.

BLUE ZONES CENTER FLAGSHIP LIFESTYLE & AND LONGEVITY MEDICAL FACILITY

Blue Zones Center announced its first international flagship location in Miami, Florida. The new 220,000 square foo Blue Zones Center combines the ancient wisdom and teachings of Blue Zones with the 21st century technology of The Health Zone. Located at The Legacy Hotel and Residences—a mixed-use tower combining lifestyle, hospitality and longevity in Miami Worldcenter, the Blue Zones Center, inspired by Blue Zones' Power 9 research identifying the lifestyle habits of the healthiest and longest-lived citizens in the world, aims to introduce a new generation of 21st century longevity medicine.

The Blue Zones Center re-invents the traditional medical approach to treating illness and aging. It is designed to be the most advanced healthcare and hospitality center, combining leading medical care, technology, predictive diagnostics and preventative medicine to optimize patient well-being, disease management outcomes and longevity. The Blue Zones Center focuses on promoting longevity and slowing down the aging process using the latest innovations in technology and longevity science, boasting that this is where "the sport of aging begins."

RE-ENERGIZE SKIN WITH ARCONA'S OXYGEN DOME TREATMENT

Arcona, the Los Angeles based luxury skin care studio, has introduced its new Oxygen Dome Treatments to its spa services menu. This combination treatment includes the brand's signature Facial Contouring Treatment, featuring a deep muscle facial massage that contours and tightens skin. The treatment is great for treating dehydration, blemishes, sun damage and uneven skin tone.

The Enzyme Peel and oxygen therapy techniques help to improve tone and texture of skin while also infusing it with essential vitamins to promote the production of collagen for a hydrated, radiant complexion. Anions are negative ions that are used in certain types of air purifiers to free indoor spaces of airborne allergens, pollens and bacteria. When used in an oxygen dome treatment, the anions activate the skin and revitalize a dull-tired complexion. Anions help to stabilize free radicals and regenerate skin, while rebalancing the skin's pH, reducing blemish causing bacteria, promoting skin intake of nutrients and improving the overall tone, texture and brightness of the skin.

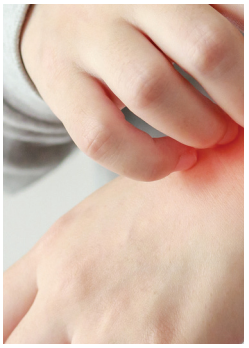


Dennis Gross, M.D.

BOOSTED SKIN CARE: HYDRAFACIAL AHA BOOSTER COLLABORATION LAUNCHES

Hydrafacial announced a partnership with Dr. Dennis Gross Skincare to co-create a new booster that will bring the skin care brand into the treatment room as a Hydrafacial treatment customization option. The company also released a new Triple AHA Exfoliating Booster with Glytone.

The Glytone AHA Resurfacing Cellular Booster combines three alpha hydroxy acids (AHAs) that may help improve the appearance of skin surface and texture to provide a radiant, glowing complexion. The two new boosters will join the additional 20 other boosters, which estheticians can use to customize and personalize each Hydrafacial treatment according to the client's skin concerns.



BREXOGEN'S 'BRE-AD01' ACCEPTED FOR PHASE 1 CLINICAL TRIALS BY US FDA

The US FDA granted the initiation of the phase one clinical trial of 'BRE-AD01,' an exosome-based therapy for atopic dermatitis. 'BRE-AD01' is being developed by Brexogen with its own exosome-platform technology. It is the first phase one clinical trial of therapeutic exosome for atopic dermatitis in major countries. This IND clearance is very meaningful in that patients with atopic dermatitis can benefit from receiving better treatment with 'BRE-AD01.'

'BRE-AD01' is produced from stem cells stimulated with a specified, well-defined clinical available compound. In various preclinical models, superior therapeutic effect were demonstrated by BRE-AD01 compared to competing drugs. BRE-AD01 has multiple MOAs (such as repressing type two immune reaction, regulating IL-31R and promoting skin barrier recovery, contributing to enhanced atopic dermatitis symptoms.)

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ICRYO ADDS OZONE UV IV THERAPY & NAD+ INTRAMUSCULAR SHOTS TO SERVICE MENU

iCRYO announced the addition of two new treatments to their core services: the Medical Ozone Ultraviolet Intravenous Therapy (Ozone UV IV Therapy) and NAD+ Intramuscular shots. The Ozone UV IV Therapy, which is the process of exposing one's blood to ozone and UV rays for medicinal benefits, is one of the new services now available. The treatment includes an IV that is inserted into the skin that withdraws the blood and exposes it to the ozone before redistributing it back to the body.

iCRYO launched NAD+ as an Intravenous option for their guests back in 2021 and is now offering it in an Intramuscular way. NAD+ works as a shuttle bus, transferring electrons from one molecule to another within cells to carry out reactions and processes. Without sufficient NAD+ levels, our cells wouldn't be able to generate any energy to survive and carry out their functions.

EXPERT FERNANDA JAFFRE EXPLAINS SCAR CAMOUFLAGE TECHNIQUE



According to Fernanda Jaffre, a new camouflage technique for those dealing with unwanted scars is growing in popularity. The demand for the corrective procedure is generally from women, although men also seem to be interested during the summer months. Jaffre has performed an increasing amount of procedures using this technique on women interested in disguising their scars caused by cesarean sections.

The procedure follows the same principles as micropigmentation and uses a tattoo machine, which applies a pigment to the top layer of the skin. The camouflage technique can be used on different types of scars, regardless of their size or origin. While the procedure certainly helps with bikini season, it has more far reaching positive affects for the people that undergo the procedure, changing their lives and the way they see themselves living them.

RESTORE HYPER WELLNESS OPENS FIRST LOCATION ON BOSTON'S NORTH SHORE



Restore Hyper Wellness opened its newest location and first on the North Shore in Woburn, Massachusetts. Restore features the fastest growing segments of wellness, helping clients manage pain, decrease signs of aging, improve sleep and focus, boost athletics performance and strengthen the body's natural defenses.

One of the most popular services offered at Restore is Whole Body Cryotherapy. This modality helps the body promote healing, boost mood and energy, optimizes sleep and has anti-aging benefits. The Woburn location offers the Two Cool Electric Cryo Chamber, allowing multiple people to access the service at one time, as well as an Infrared Sauna equipped for two people. Other offerings include: IV Drip Therapy, Red Light Therapy, Biomarker Assessments, Compression, Mild Hyperbaric Oxygen Therapy, HydraFacials and Cryoskin Treatments.

EVENTS

February 2–5 The Medical Spa Show, Wynn Las Vegas, Las Vegas, Nevada, Contact: mss@americanmedspa.org, medicalspashow.com

February 9–12 South Beach Symposium (Medical & Aesthetic Dermatology), Loews Miami Beach Hotel, Miami Beach, Florida, Contact: 561.893.8625, info@livderm.org, livderm.org/south-beach-symposium-2023

February 23–25 Aesthetics & Anti-Aging Medicine World Congress North America, Miami Beach Convention Center, Miami Beach, Florida, Contact: 212.600.3490, cristina.cotto@informa.com, amwc-na.com

March 17-21 American Academy of Dermatology Annual Meeting, Morial Convention Center, New Orleans, Louisiana, Contact: 888.462.3376, mrc@aad.org, aad.org/member/meetings-education/am23

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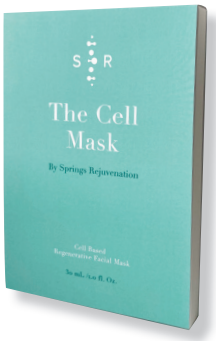

Stem Cells: The Future of Regenerative Aesthetics

The reality of longer-lasting botulinum toxin treatments may already be here.

Regenerative medicine is becoming increasingly popular in medical aesthetics, with use of stem cells or platelet-rich plasma (PRP) in facial rejuvenation becoming more commonplace. These therapies can help generate collagen, improve skin density and enhance skin's youthful appearance.[1]

Using stem cells in anti-aging products, like The Cell Mask by Spring Rejuvenation center, is on the rise. The facial mesh mask contains a stem cell growth matrix, peptides, hyaluronic acid, honeysuckle extract and several other growth factors that promote collagen production. While the center's products utilize adult stem cell technology, they include no live stem cells or any DNA. The center's polypeptide enriched media (P.E.M.) is an extract of stem cell conditioned media formulated with matrix proteins and composed of more than 380 cytokines and growth factors to help coordinate cells that support anti-aging properties.

"For a little over a year now the team at Springs has been focusing on bringing the best technologies available to help with skin health and aesthetics, which led the team to use stem cell technology in combination with already proven methods to help regrow collagen," the Springs Rejuvenation team said. "We found it an excellent addition to reduce scars, wrinkles, acne, skin discoloration and post-procedure redness."

Springs Rejuvenation center was founded in 2018 by Charles Pereyra, M.D., who developed the idea while finishing his undergraduate degree at Cornell University. Initially a stem cell and exosome treatment center focused on acute medical conditions and joint injuries, the Springs team recently turned their attention to skin health, adding exosome therapy to popular treatments like the Vampire/PRP facial, microneedling and non-surgical hair transplant. They are currently working on a device to help stimulate stem cell growth in a patient's body and a new technology call TRS-4, which implants stem cells and other factors into the skin long-term.

"We've single-handedly seen what the power of stem cells can do to people's lives for the better. From the same technology that is used for skin grafts for burn patients, we felt inspired to create a product with the same capabilities that benefit the skin but for cosmetic application."

Regenerative therapies use platelet rich plasma (PRP) taken from blood cells or adult stem cells collected from bone marrow and subcutaneous fat tissue. PRP has been used for more than 30 years to aid patients recovering from surgical, dental and orthopedic procedures.[2] Fibrin, a fibrous, non-globular protein involved in blood clotting, is also used. One subset of Mesenchymal Stem Cells, adipose-derived stem cells (ADSC), are believed to be both effective and more easily obtainable. Lipoaspirates from the lower abdomen and inner thigh have higher concentrations of adipose-derived stem cells.[3]

A study in the *Journal of Personalized Medicine* (January 2022), found ADSCs secrete antioxidative agents and ECM protein, promote wound healing, improve skin density and hydration and have anti-wrinkle properties.[4] Regenerative medicine is continually innovating medical possibilities. As scientists explore the potential of stem cells, Pereyra foresees this healing agent representing the future of medicine.

"Stem Cell therapy is the future of medicine, and we want to make sure our patients get the best care possible," Pereyra said. "Our goal is to help provide pain relief and improve the lifestyle of our clients on an individual basis. Having a high quality of life well into a person's later years is very possible, and its possible now." ME

1. https://biotechwellnesscenter.com/facial-rejuvenation/stem-cell-therapy-facial-rejuvenation/
2. https://danielbrownmd.com/san-diego-plastic-surgery/face/prp-and-stem-cells//
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Tony Scianna is the associate editor of *MedEsthetics*.

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