
MedEsthetics®
THE GUIDE FOR MEDICAL AESTHETICS
March 2023
Volume 19, Number 2
medestheticsmag.com
The Modern
MOMMY
MAKEOVER
Amy Brodsky, M.D.
On Becoming a Champion for Sun Safety Awareness
PLUS:
How Gut Health Affects Aging
Prioritizing Patient Experience
Allured business media

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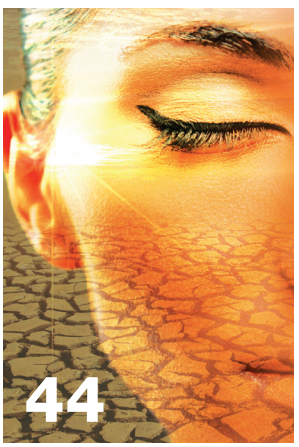

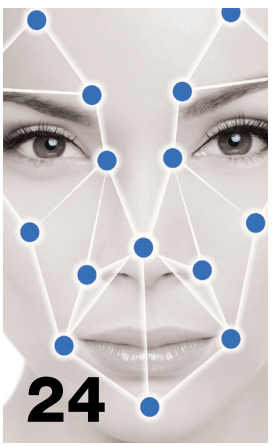

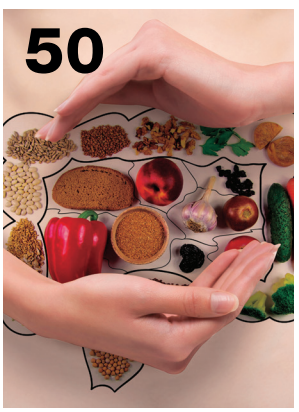

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Photo Courtesy of Skin Boss Med Spa

ADVERTORIAL

HOW TO GROW YOUR BUSINESS

FROM ENTRY-LEVEL TO ADVANCED AESTHETIC MEDICINE

Ashlee Bunkelman, LE and "Lead Laser Boss" for Skin Boss Med Spa in Haslett, MI, has more than 16 years of experience with dermatology, skin of color, aesthetics, and laser. Ashlee has a passion for making her patient's skincare goals a reality. The devices she's chosen have a played one of the largest roles in advancing the possibilities for each and every patient.

For the past three years at Skin Boss, Ashlee and the Skin Boss team have championed amazing skin for clients of all ages, all skin types, and for both medical and aesthetic skin concerns. She attributes 90% of her efficacy, patient satisfaction, and financial success to her guidance of investing in the right devices. The purchase of Aerolase's Neo Elite and Era Elite lasers are now her foundation of building each patient's journey to incredible skin. They're devices her patients and staff hear each day at Skin Boss. She says they've opened new, modern therapies for aesthetic medicine in her facility. They're allowing her to develop layered therapies, combining lasers, peels, skin care, and other devices for definitive outcomes. Ones she has not seen before.

Adding Aerolase lasers to your practice commonly grows your business by attracting new clients, increasing revenue, and achieving a competitive edge. "We are now in our own class because there is nothing else like these lasers on the market," says Ashlee. "They allow us to treat conditions beyond just common aesthetic concerns. Acne, melasma, rosacea, and PIH are all treated incredibly. Plus, they provide a better overall experience for your patients. The microsecond technology in their lasers is specifically designed to address all Fitzpatrick skin types, so I'm never turning a patient away. More importantly, I feel extremely confident each patient will have a safe treatment with great results."s

Combination Therapies – A Key to Standing Above the Normal

"In our world, patients are no longer content with simple one-off transactions. Instead, they're looking for customizable, personalized experiences with their providers. How you respond to their needs, and how quickly they respond, will ultimately impact your growth and future success at a time when customers are quick to embrace or abandon a business with just a single interaction," Ashlee explains.

"By evolving your strategies from traditional methods of care to a multidimensional approach to their needs,

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practices can engage with their existing patients and potential patients in a way that feels human, authentic, and significant."

One of Ashlee's secrets to her success has been her creativity and perfection of combination therapies e.g., stacking several different therapies after laser therapy in a single treatment session.

Starting with just layering the Neo Elite with chemical peels, it then grew into combining microneedling or RF+microneedling, and eventually into adding a fully ablative erbium treatment immediately after the Neo. "The Neo does not overstress the skin due to the high-energy and short pulse duration that is only available with the Neo Elite. Once I knew my patients would achieve their goals quicker and with less visits, I knew this would be something huge," says Ashlee.

"I strive to do combination therapy. I'm doing Neo or Era treatments in combination with other lasers or chemical peels about 85% to 95% of the time. Many patients, especially those in their 30s, are interested in learning more about preventing collagen loss and how to help with skin elasticity," Ashlee says. With our Reverse (Neo non-ablative rejuvenation + Era full ablation) package, we are truly able to help with collagen loss, rosacea, melasma, existing sun damage, and acne scarring."

"In a perfect world, I would love to talk to all my patients about embarking on the Reverse package and following up with consecutive Neo treatments to really help with their skin concerns. I personally don't see why you would need anything else for age prevention and correction than these devices," Ashlee explains.

The difference of innovative laser technology

"I have never honestly seen another laser in my life that has truly been safe for all Fitzpatrick skin types, has the ability to deliver results for all Fitzpatrick skin types, and doesn't cause any side effects," Ashlee highlights.

She goes on to say, "I have worked with so many different lasers in dermatology, plastic surgery, and medical spa settings. If I had been using a traditional YAG, there is no way I would be able to touch some of my client's skin issues. Today, it would be a huge liability for my practice, and I would be very concerned about scarring and other issues. But I don't have any of those problems because I now work with Aerolase devices".

"In the end," she says, "My best advice to take is that not all devices are built the same. The devices you purchase should be more than a collection of features. Above all, devices should be absolutely simple, adaptable, and extraordinary to use. Be comfortable with patient tolerability. Patients have so much buying power at this point of time that if the experience is not up to their standards, you've lost them to someone who delivers it. We know our patients are going to stay with us when we provide the right experiences and attributes over one that doesn't. Consider the potential lifetime value of that patient and what it can do for your business. Your devices play a major role with this."



"We are now in our own class because there is nothing else like this laser on the market."

Ashlee Bunkelman
SkinBoss Medical Spa

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REVERSE

1 Reverse (Neo Elite & Era Elite) Treatment
& At Home Glytone/Avene Skincare



MELASMA & PIH

1 Neo Elite Treatment Combined
with 2 Glytone Chemical Peels

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The skincare market hit 1.36 billion in revenue in 2022, making it one of the highest grossing years in the past decade. Meaning, people are purchasing skincare more than ever – but from who? Even big box stores are pushing "trendy" products from vitamin C to retinol featuring little-to-no levels of active ingredients inside formulas packed with preservatives – and these products are easy to find, cheap to purchase and backed by million dollar marketing campaigns.



Angelia Inscoe,

CEO of Induction Therapies, creator of The Collagen P.I.N.® and head formulator of Induction Therapies' skincare line.

How do dermatologists who spend their days seeing patients and providing life-changing services compete?

Invest in Yourself - with Private Label Skincare

In a recent survey by Statista, 52% of skincare consumers reported making decisions based on quality alone, with 76% of those surveyed reporting they don't trust fancy marketing or flashy packaging. They just want something that works.

Angelia Inscoe has formulated skincare for top medical grade providers in the U.S. for over 25 years and has seen the landscape change tremendously in that time. "Our clients are starting to compete..." says Angelia, "it's clear the big boys have caught on to what doctors are using but they'll never reach the real skincare users – people are wising up to their game."

INDUCTION THERAPIES

Private Label Skincare gives dermatologists, aestheticians and anyone interested in providing quality skincare the ability to amplify their voice as an authority figure in the market, while providing truly medical grade products their patients and customers will come to seek, choose and rely on.

The Hard Part is Over

Building a brand from the ground up is no easy task. Public outreach, advertising, social media, email marketing and many other factors go into growing a consumer-base and all of these components are working together in an attempt to establish one thing: **trust**.

You're already the hero in your patients' eyes. You provide life-changing services and your patients already see you as an authority figure in the world of skincare. Truly, the difficult part of building a brand is done for many established dermatologists, spas and service providers around the country. The question becomes when you want to take a slice out of the projected 1.75 billion dollar skincare market pie over the next two years.

Our Business is Your Success

Induction Therapies is dedicated to building your Private Label Skincare brand with the lowest minimum order quantities, graphic design service at no extra cost and a selection of over 38 unique, 100% clean formulations you won't find at major retailers.

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info@inductiontherapies.com



Rebecca Lane

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Managing Editor

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Sunsational

Spring is here and with summer just around the corner, it's time to start thinking about protecting our skin from the sun's harmful ultraviolet rays. Sun damage is one of the primary culprits behind premature aging of the skin, earning it a top spot on the list of skin care priorities. It is also one we can easily address by simply making sure to wear sunscreen every day. As a very pale individual, the importance of sunscreen was impressed upon me at a very young age, as my skin quickly turns as red as a lobster if I dare step outside without it. No matter what skin tone someone has, however, protecting it with sunscreen is vital. Aside from the danger of premature aging, skin cancer is no joke and not something to be taken lightly simply because it takes a longer period of time to present itself. Thankfully, sun protection has come a long way since the days when Coppertone was the product of choice. We no longer have to worry about oily sunscreens that make skin break out in acne. Today's options offer the benefit of sun protection as well as skin care, and are easily worn with makeup or instead of it. Check out these sun protection products that even the pickiest patient will wear.



Ray Reverse:

Ray Reverse is a moisturizing SPF 50 that protects from UVA/UVB and blue light damage while revitalizing skin. The product's skin tone blending formula is non-comedogenic and helps reverse previous skin damage. Ray Reverse contains a unique Chroma Peptide that increases collagen and elastin growth and helps boost antioxidant production. The mineral (iron oxide) used for blue light protection has a slight color, but is not meant to be a foundation. Instead, it counteracts the typical white, chalky residue left behind by other mineral-based sunscreens and melts into the skin for a subtle glow.

liftlabskincare.com



Brush & Go:

Noon Aesthetics' translucent mineral powder offers optimal protection against harmful UVA/UVB rays in an easy to apply powder form. It also features antibacterial ingredients that makes it perfect for people with oily or problematic skin. All it requires is a gentle shake before removing the cap with its attached brush, and then you simply brush the mineral powder lightly over your skin. Sunscreen doesn't really get any easier to use than this.

noonaesthetics.com



Tizo Mineral Sunscreen:

What I really love about Tizo's line of sunscreens is that they have a product for every use and occasion. Their 100% mineral based-sunscreens are available in tinted or non-tinted versions, as lotion, foam/mousse or solid mineral sticks and in specific formulations for eyes, lips, face and body. With this kind of diverse and all-encompassing selection, you can find a Tizo sunscreen for every personal preference and circumstance.

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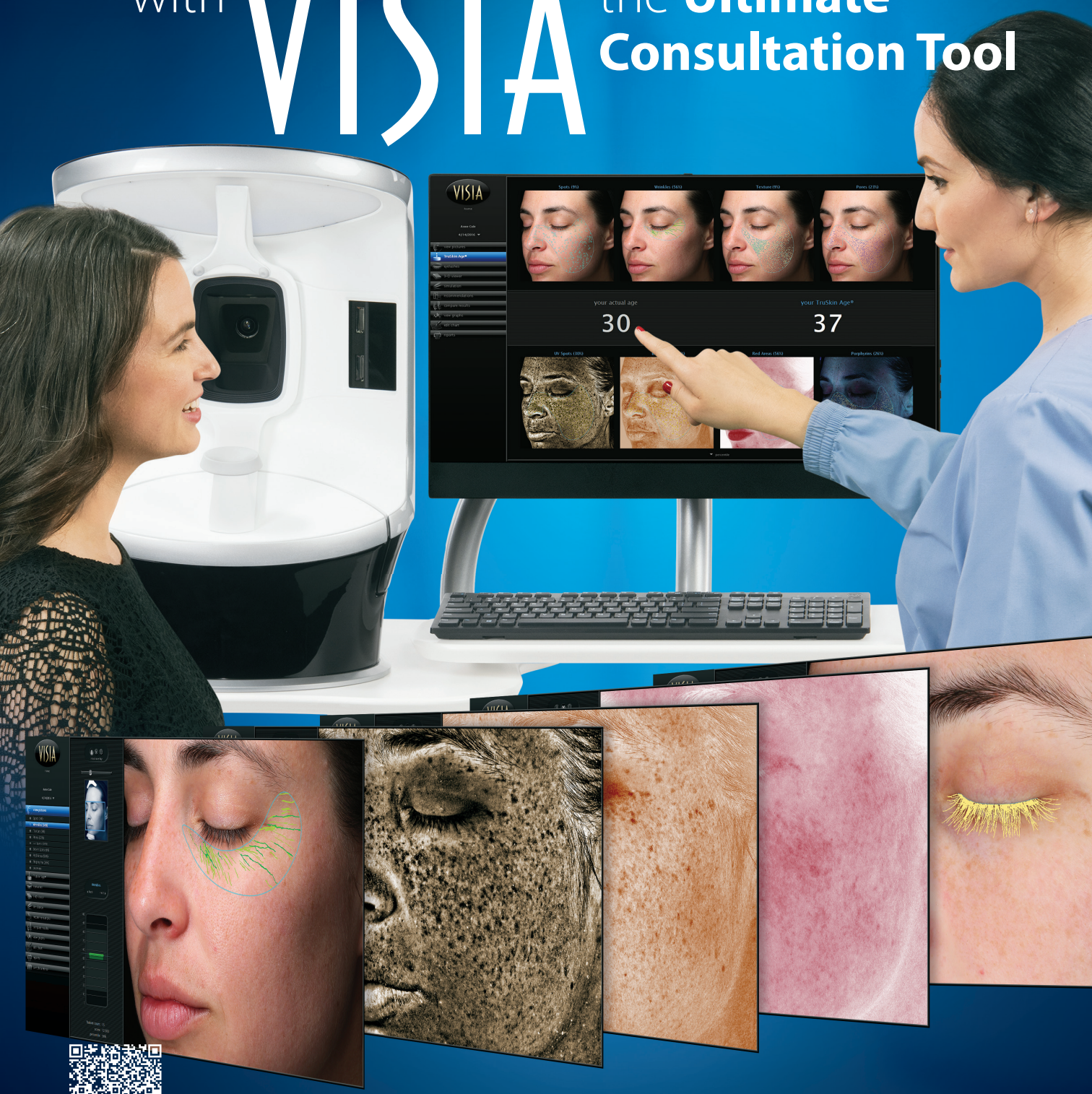

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3 HYDRODERMABRASION FACIAL MACHINE

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4 HSA PIGMENT & TONE CORRECTOR

Senté Cysteamine HSA Pigment & Tone Corrector restores a visibly even complexion to all skin tones and improves the appearance of dark spots.

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5 SHAVE & CLEANSING GEL

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LATEST IN LITERATURE



Hydrafacial Clinically Proven to Clear Acne After 12 Weeks

Hydrafacial is now clinically reported to improve acne skin concerns, according to a study published in the *Journal of Clinical and Aesthetic Dermatology* (JCAD). The study entitled, "Efficacy and Tolerability of Hydrafacial Clarifying Treatment Series in the Treatment of Active Acne Vulgaris," revealed that 100% of study participants reported clearer, less inflamed skin after receiving a series of clarifying treatments with Hydrafacial's vortex fusion device and blue LED light.

During the 12 week assessment, study participants, ranging from age 19-48 with varied skin tones, received a clarifying Hydrafacial treatment from a trained esthetician every two weeks. All participants experienced significant improvement in acne severity, finding they had fewer acne lesions and cleaner, less inflamed skin.

Consumers Continue to Buy Professional Skin Care Despite Fear of Recession

The U.S. physician-dispensed skin care market registered a record-high sales growth of 26% in 2022, according to the Professional Skin Care Global Series report by Kline Group. Despite uncertainty of how consumers will approach professional skin care heading into the next year, The Professional Skin Care Consumer: Attitudes and Behaviors Survey signaled recession proof characteristics for 2023. This report provided an unbiased view of 500 professional skin care consumers' skin care goals, outcomes that they are expecting from their booked procedures, products that they are using in their morning and evening routines, their spending habits, outlet preferences for skin care and more.

Key Takeaways:

- 97% of participants have continued to use the same number of skin care products in their at-home regimens or even increase the number of products that they use daily over the last six months.
- 42% of participants are planning to spend the same amount on skin care products in 2023, while 54% are planning to spend more.
- 66% of participants have not cancelled or delayed any of their non-invasive aesthetic treatments due to inflation or the economic climate.
- 88% of participants are still looking forward to having their non-invasive aesthetic procedures and think that they will have the same number of procedures in 2023 as in 2022 or even book a few more.

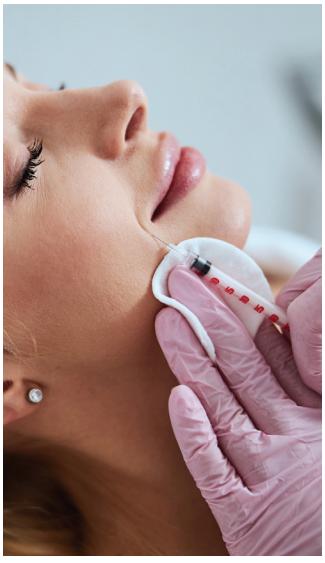
Light-Guided Percutaneous Neck Rejuvenation for Improving Neck Contours



A study in the November 2022 issue of the *Aesthetic Surgery Journal* confirmed that light-guided percutaneous suture suspension is a safe and viable option for improving neck contours, with predictable results and a low risk of complications. The technique could provide a major advance for minimally invasive neck rejuvenation.

The study analyzed patients who underwent light-guided percutaneous suture suspension with five surgeons across four aesthetic plastic surgery practices from January 2018 through May 2022. Criteria for inclusion in the study were mild to moderate neck laxity, prominent anterior platysma bands and a desire to improve neck contour.

Among 391 identified patients, four of them (1%) developed an infection at the suture site, one resolving on antibiotics and three requiring suture removal. Around 5% (18 patients) developed recurrent platysmal bands and almost 2% (seven patients) had residual loose skin. Another four patients experienced transient marginal mandibular neuropraxia.



Monodensified HA Fillers vs. Polydensified HA

A study by E. Tampouratzi, M.D., et al., presented at the 41st Annual Meeting of the International Society of Dermatological Surgery, exploring the duration and skin reaction of two different hyaluronic acid (HA) injectable fillers for nasolabial wrinkles (NF), found that the scientifically modified HA with a molecular basis made up of monophasic monodensified ultrafine multi-spheres presented similar effectiveness and duration while also offering a more comfortable feeling.

As part of the 52-week split-face study of 15 patients, the right NF was treated with monophasic, polydensified HA filler and the left one by a scientifically modified HA with a molecular basis made up of monophasic monodensified ultrafine multi-spheres, according to the S.C.E.D.I.S. The outcome was estimated using the Wrinkle Severity Rating Scale (WSRS), Global Aesthetic Improvement Scale (GAIS) and post-treatment naturalness feeling with the FACE-Q questionnaire.

Outcomes revealed similar effectiveness for both types of HA fillers, with all subjects reporting the feeling of intracutaneous tension in the right NF, but not in the left one, and an overall more comfortable and natural feeling on the left side (treated with monodensified molecule).

Which Generations Still Prioritize Cosmetic Procedures?



The MedSpa 2023 Outlook Survey published by *Weave* found that more than a quarter of millennials (27%) and Gen X (26%) would still prioritize spending on medical spa cosmetic procedures. The survey, commissioned in October of 2022 by Weave, was completed by 1,000 U.S. adults aged 18 years old or older, and found that more than half of millennials (53%) and almost half of Gen Z (48%) have received or are interested in receiving medical spa cosmetic treatments.

It was found that 27% of Gen Z clients and nearly a quarter of millennials agree that modern digital offerings are the top contributing factor when choosing a medical spa provider. More than half (59%) of consumers said they would expect a medspa provider to have more modern digital tools than a primary care provider. This number grows among younger to middle-aged generations, with nearly 65% of millennials and more than 67% of Gen Z expecting the same.

The survey found that more a quarter of consumers would prioritize a medspa appointment over a dental check-up, and more than a third of millennials and Gen Z patients revealed the same. In addition, 41% of patients consider cosmetic procedures essential to their mental health and well-being. The number increases among younger demographics, with half of millennials and almost half of Gen Z reporting the same.

BUSINESS CONSULT BY TERRI ROSS



Handling Objections

How to handle patient objections during a consult.

When we think about patients having objections, our natural reaction is to be defensive or feel they are questioning our value.

But objections are, in actuality, a good sign and an indicator that the patient might need:

- Additional information
- A clearer understanding of the value you offer
- To build a greater sense of trust or confidence with you
- You to dig a bit deeper to uncover perhaps a hidden objection or fear that is not apparent on the surface

When an objection arises, using open-ended questions is a strategy to help you dig a bit deeper, have them expand on their answers, reflect inwardly on what is really bothering them and allow them to feel "in control" of the process.

It's important to use the LAER model of communication which, in a nutshell, is to:

- Listen
- Acknowledge what they said by repeating it back to them; validate their concern
- Engage them with open-ended questions
- Respond

The 5 most common objections that arise in consultations concern:

1. Price
2. Budget
3. Fear/Pain
4. Consult Spouse/Significant Other
5. Need to think about it

How to Handle Common Objections

The following are some example scripts of how to handle objections regarding a specific service/surgical procedure after discussing it during a consultation:

Fear/Pain

- So (Name), it sounds like your main concern is the pain/scarring/fear/anesthesia involved. Is that correct?
- Is there anything else concerning you? Or is there anything else that is holding you back?
- It's completely understandable that you'd be a little uneasy about _____ (anesthesia, scarring, pain) but we have performed more than X number of procedures like this in our office, we use XYZ to manage pain and have very happy patients.
- Tell me more about why you feel this way. Have you ever had a bad experience with _____ in the past?
- What other questions could I answer for you to bring you closer to a decision or clarity?
- What can I clarify to help you feel more comfortable?
- Would you rather have the right procedure done under general anesthesia or the wrong one done under local anesthesia?
- Of course, nobody wants to have a scar, but we like to focus on the end results. What specific concerns do you have about scarring? We include a vascular laser treatment to help with that.
- We have several ways to treat scars now and 99% of the time our patients have forgotten about the scar within 18 months of the surgery and love the WOW results they were looking for. Would you like to see some before/after pictures?
- I can see you are still a bit worried about pain or discomfort. How about I go over what we provide for pain management or relief and go over the post-op again?
- I understand how you feel. May I share a story about another patient (or a personal story) of ours who had similar fears and felt the same way you do right now and the results they experienced?

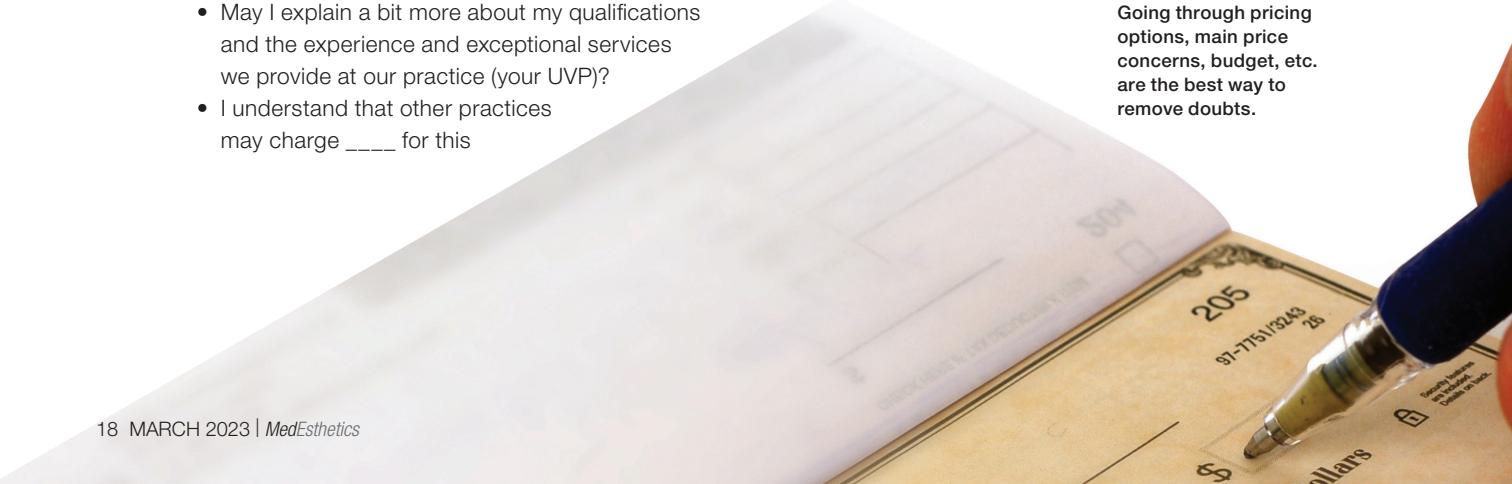


Downtime

- So (Name), it sounds like your main concern is downtime. Is that correct?
- Is there anything else concerning you? Or, is there anything else holding you back?
- Do you have a particular event coming up that you are trying to work around?
- I can see you are still a bit worried about the downtime. How about I go over the recovery process again?
- What other questions could I answer for you to bring you closer to a decision or clarity?
- What can I clarify to help you feel more comfortable?
- I understand you are worried about getting back to work. May I share a story about another patient (or a personal story) of ours who felt the same way you do right now about downtime and the results they experienced using our post op protocol?
- I understand you are concerned about taking time off work. That's why we offer times on Thursdays or Fridays so you can have the weekend to recover and be ready to go Monday morning. Would you like to see when the next Thursday/Friday appointment is available?

Price

- So (Name), it sounds like your main concern is the investment involved. Is that correct? Specifically, what are your concerns regarding price?
- (Name), that is a very common concern with many patients when they first hear the costs of various procedures/services, so you are not alone. What were you anticipating the costs to be?
- Did you have a particular budget in mind?
- Is there anything else concerning you or holding you back? If money were not a factor, would you be ready to move forward?
- What is the most important factor to you: price, safety or results?
- May I explain a bit more about my qualifications and the experience and exceptional services we provide at our practice (your UVP)?
- I understand that other practices may charge ____ for this same procedure, but our pricing is based on our vast experience and excellent patient results. Would you like to see some of our testimonials from previous patients?
- You mentioned you got a price of ____ for the same procedure/service from another practice. Would you like me to look at the quote to make sure you are making an accurate comparison? Does their fee include _____?
- We do have some options for savings if you purchase a bundle package that includes a longer-term treatment plan on ____ and saves you ____ per treatment/procedure. Would you like to hear more about this?
- (Name), I understand this is a big investment to make. Would it be ok for me to share a story of a previous patient who had similar concerns and how she made her decision that she deserved and was worth the investment and how happy she is with the results?
- Just to recap, you told me earlier that on a scale of 1-10 you were a ___ in being committed to getting the results you want. On a scale of 1-10, how much is feeling better, more confident and happier with how you look worth to you?
- I understand your concern to spend your money carefully. I'm curious, how much have you spent already on products/services that did not produce the results you want?
- We offer financing options so you can get the results you want now at an affordable monthly payment. Would you like to learn more about that option?
- Would you like to revisit and hear about some alternative options that might fit within your budget? What are you able to invest right now on looking and feeling better?



Going through pricing options, main price concerns, budget, etc. are the best way to remove doubts.



A picture is worth a thousand words. Providing visuals is key when tackling objections.

Consult Spouse/Significant Other (Need Time to Think It Over)

This is most of the time an excuse and once patients leave the office there is only about a 20% chance they will return.

- So (Name), it sounds like your main concern is wanting to talk this over with your spouse/significant other or sleep on it. Is that correct?
- Is there anything else concerning you? Or, is there anything else that is holding you back?
- Of course, this is a big decision to invest in and it makes perfect sense you would want buy-in from your spouse or significant other. I'm curious, do they know how important it is to you to look and feel better about _____?
- Of course, this is a big decision to invest in and it makes sense you would want some time to think it over, but I'm curious, what do you want to think over? Maybe we can think out loud together or I can help you process it out loud so I can provide additional information to make your decision clearer?
- May I share a story about a previous client who felt the same way you do now and was concerned about how his/her spouse/significant other would feel about having _____ done and how happy they were that they moved forward?
- May I show you some before/after pictures or testimonials so you can see the results you can achieve?
- Would you like to call your spouse/significant other now so I can answer any questions they might have or address any of their concerns?
- Would you like to set up another appointment with your spouse/significant other so they can come with you, and you can both feel more comfortable?

I hope you found these questions helpful. This is just a small part of the comprehensive sales training curriculum that is featured in APX Platform. To learn more visit apxplatform.com. 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."


FIVE STARS
GREAT SERVICES
PERFECT
I'AM HAPPY
WOW !!!
TOP NOTCH
EXCELLENT
WORTH FOR MONEY
RECOMMENDED
LOVED IT



Prioritizing Patient Experience

Recession-proof your practice by nurturing patient satisfaction.

by Travis Schneider

Speculation as to whether or not the U.S. will soon be facing a recession has been a recurring conversation among economists as of late. Although popular belief leads many to assume that the healthcare industry is immune to economic lows, research has debunked this misconception. In fact, reports demonstrate that while healthcare is typically hit later in a recession, it takes longer than other industries to recover.

As inflation impacts the costs of healthcare, most Americans are postponing their doctors appointments or medical procedures due to cost. On the contrary, there are times when medical attention is inevitable, and patients have the prerogative to choose where to receive their care. Practices must prioritize the patient experience if they want their practice to be the first choice among the competition. Despite economic challenges, practices can sustain and even enhance their operations by nurturing patient satisfaction.

Keep Wait Times to a Minimum

Just as healthcare providers have other patients to see, each patient in the waiting room has other places to be. The longer patients wait, the less satisfied they will be with their experience, increasing the chance they will look for a new healthcare provider. In fact, according to a study from the National Center for Health Statistics, patient satisfaction is directly linked to wait time. The results revealed that an hour-long delay in a doctor's appointment was associated with an 11% decrease in overall satisfaction.



Cater to Patient Expectations

People have grown accustomed to the convenience of technology and the instant gratification it provides. In a digital age, patients expect healthcare to be just as convenient. Offering convenient accommodations like digital intake forms, online scheduling and telehealth appointments will make your practice more appealing against competitors lacking these capabilities. Considering 43% of patients prefer scheduling their appointments online, practices that fail to offer this feature are missing countless patient acquisition opportunities.

While meeting these patient expectations will increase patient satisfaction, they will also help you manage your practice more efficiently and increase profitability.

When circumstances arise where a provider is running a bit behind, keep front desk staff members informed. Consequently, waiting patients can be informed of how long they may have to wait before their appointment starts. This alleviates the feeling of neglect that many patients feel after waiting a substantial length of time.

Display Compassionate Bedside Manner

A provider's bedside manner can dramatically alter a patient's experience. Doctors with good bedside manner listen attentively to their patients, communicate information in layman's terms and treat patients with



Patient satisfaction surveys give your patients a voice, and addressing any issues will make them feel heard and appreciated.

respect. In contrast, not all doctors prioritize good bedside manner, oftentimes resulting in a decrease in patient retention. Considering 67% of patients say good bedside manner is what they want most from their healthcare providers, lacking this soft skill can be detrimental to the profitability of independent practices.

To improve bedside manner, providers should:

- **Keep patients informed:** Indicating that you understand what your patient needs help with will foster trust and rapport. Phrases like, "let me know if…" or "if this becomes uncomfortable…" allow patients to have some control over their care, eliminating the power imbalance that often exists between patients and physicians.
- **Demonstrate respect:** Even if a patient is being difficult or demanding, show empathy by maintaining eye contact and speaking directly at the appropriate volume level for each individual situation. This conveys respect on both sides and can help diffuse tense situations quickly.
- **Follow up after a few days:** Good bedside manners don't end when the patient leaves the exam room.

Conduct Patient Satisfaction Surveys

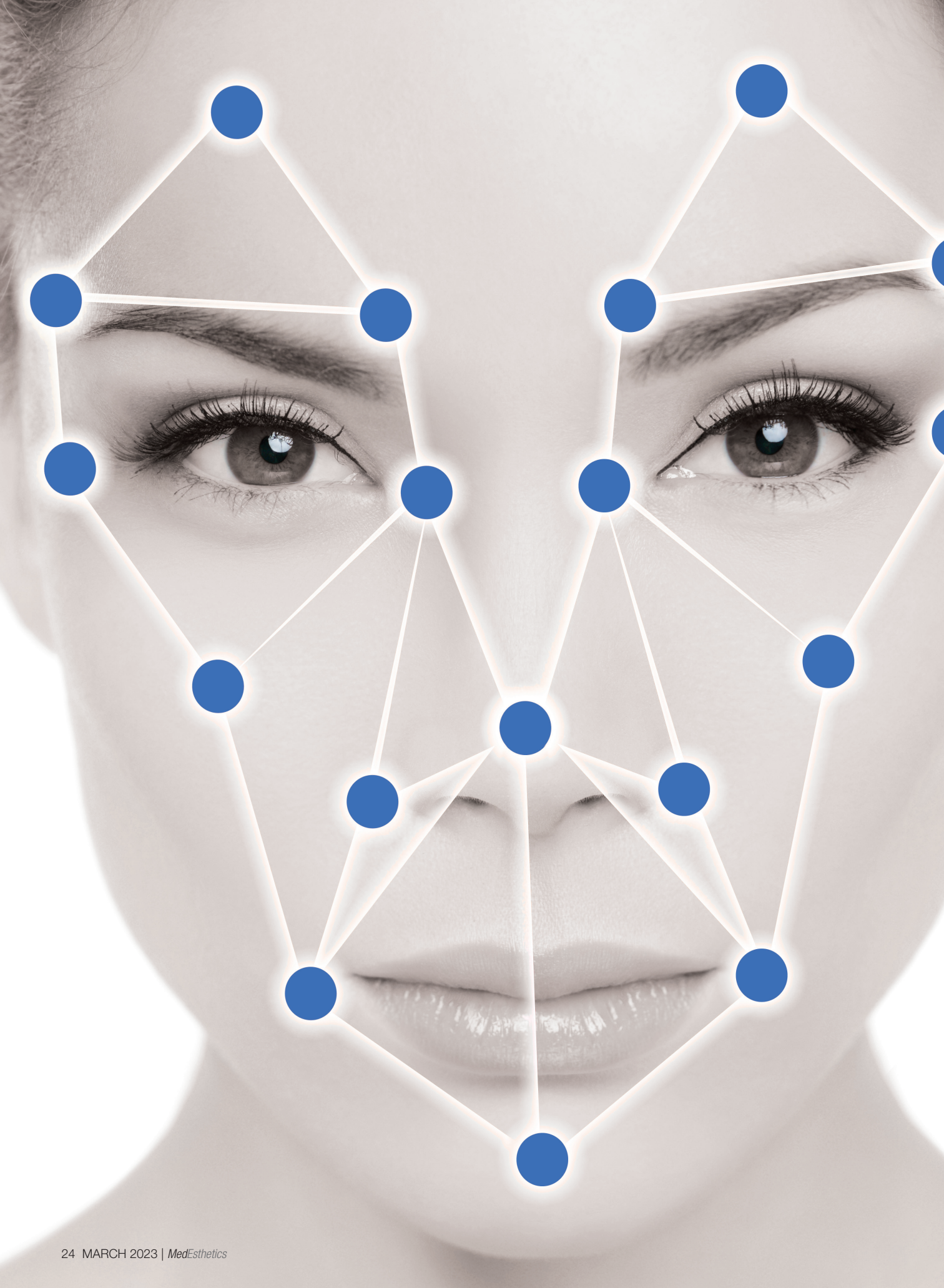
In the midst of economic uncertainty, retaining patients is as important—if not more important—than attracting new ones. Patient satisfaction surveys are a means to give your patient base a voice following their visit. By hearing critiques or praises directly from the source of your practice's revenue, you can determine what is working and what needs improvement. To provide these surveys, simply send patients a link via email or text that they can fill out in just a few minutes.

Be sure to respond to all patient feedback, even the negative. Once again, patients want to feel heard and by engaging in a conversation to address an issue, those frustrated patients are more likely to give your practice another chance at redemption.

Now is the ideal time for practices to revisit their existing processes and offer additional ways to meet patient expectations. With there being so many healthcare facilities for patients to choose from, there isn't much margin for error when it comes to making sure your practice provides excellent care and experiences for each patient every time they visit. By taking measures to enhance patient experience and implementing these strategies, independent practices can thrive regardless of economic conditions. ME



Travis Schneider is Co-founder and Chief Corporate Development Officer for Tebra, a leading cloud-based healthcare technology platform. In his role, Travis oversees M&A and strategic partnerships for the organization. In 2021, PatientPop, a leader in practice growth technology, merged with Kareo, a leader in cloud-based clinical and financial software. Travis was the Co-founder and Co-CEO of PatientPop, where he oversaw all aspects of strategy, sales, and business development. He is enthusiastic about leading the integrated corporate development for Tebra.





Top 3 Digital Tech Innovations to Boost Business

Digital technology trends revolutionizing the business of aesthetics.

By Rebecca Lane

The Covid-19 pandemic created a significant need for remote options to traditionally in-person activities such as going to an aesthetic practice for a consultation. To address this need, digital technology innovators stepped in to find a solution for practitioners and their patients. In the last year alone, incredible advances have been made in artificial Intelligence (AI), alternate Reality (AR) and digital business management tools designed to provide remote options for managing aesthetic practices, retail sales, communication with clients, consultations, skin and facial diagnostics, aesthetic treatment result simulations and more. These emerging digital technologies are taking the medical aesthetics industry by storm and have the power to take aesthetic businesses to new heights of success. Here are the three major digital tech trends revolutionizing the business of medical aesthetics.

ONE: AI-Powered Skin Diagnostic Technology:

Companies like Haute.ai, Perfect Corp. and Appiell have developed AI-powered skin diagnostic technology. The Covid-19 pandemic led to consumers around the globe putting greater priority on taking care of their skin. This led to a significant rise in AI-powered skin technology, allowing practitioners to take the personalization of their client's skin care to a whole new level.

AI-based and computer vision systems for analyzing image data have been taking the medical aesthetics industry by storm. Providing advanced methods of visual analysis for everything from skin cancer screenings to creating 3D facial reconstructions and predicting biological and perceived age, the use of AI-based imaging methods is rapidly increasing. The potential to provide remote diagnostics and noninvasive nature of this technology, particularly in the wake of Covid, is invaluable for improving consultations and communication with patients, especially in situations where traveling to a physical office is difficult.

Haute.ai:

Haute.AI's Image Quality Software performs image quality analysis and standardization. Haute.AI's Skin Metrics Report computer vision-based software, which is trained on three million data points, is able to calculate the skin parameters for the face, including sagging, dark circles, eye bags, wrinkles, pores, uniformness, acne, pigmentation, redness, translucency and more. Finally, Haute.AI's private Beauty AI dataset contains a collection of fully anonymized skin data obtained from 17,700 selfie pictures captured with smartphone cameras. This technology allows consumers to easily obtain facial diagnostics, which their practitioner can use to personalize their skin care treatment and regimen.

A recent study by Anastasia Georgievskaya, M.S., in *Plastic and Reconstructive Surgery* (October 2022) attempts to answer the question of how the results of AI-based analysis can be best presented to allow for personalization. Using AI-based systems to analyze image data, the author explores the benefits of presenting skin parameter scores using gender- and age-specific scales. The study analyzes differences in the distribution of skin parameters in men and women ranging in age from 18-67 years old to determine if the same scales can be used to score different age and gender groups.

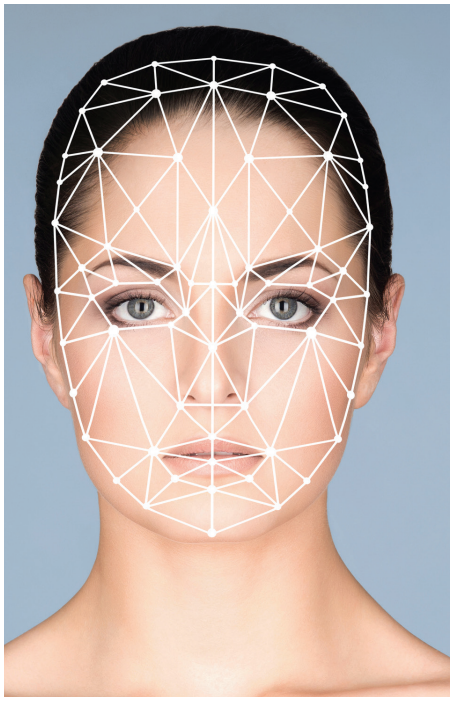
The results of the study confirmed that using age- and gender-specific scales enables physicians to compare patient scores with their reference groups. This allows the physician to set realistic expectations about achievable skin results in their patient's corresponding demographic group, making it possible to inspire optimism in patients and positive reinforcement throughout the treatment process.

Perfect Corp:

Perfect Corp. released an AI-powdered SaaS business solution for skin care, broadening their suite of YouCam for Business solutions with the AI Skincare Pro. Using an iPad, the advanced SaaS skin tech solution delivers a streamlined method for med spas and skin care professionals to offer personalized skin health readings to their customers. The YouCam is powered by AI deep learning algorithms and has been built using 70,000 medical grade images to enhance the skin consultation journey.

The iPad-friendly tool detects up to eight different skin conditions including spots, wrinkles, texture, dark circles, moisture, oiliness, redness and eye bags, with full integration of advanced concerns such as acne, droopy eyelids, firmness and radiance coming soon. The skin diagnosis takes two seconds to generate a downloadable results page with a skin score to help quantify skin health and areas of concern.

"We are excited to debut our YouCam for Business AI Skincare PRO solution as a seamless, cost-effective way for med spas and skin care professionals to access our advanced skin technology," said Alice Chang, Perfect Corp.'s founder and CEO. "This convenient and personalized AI Skincare PRO will help skin care businesses better serve their clients by offering a more engaging and tailored skin diagnostic experience."



AI-based analysis of facial image.

Appiell:

Appiell's AI platform includes an artificial intelligence-driven engine that uses proprietary validated scales for various facial areas, each covering all Fitzpatrick skin types, as well as both genders. The process of development included feeding the engine thousands of clinical grade images scored by a panel of medical professionals using Appiell's proprietary scales.

Appiell released the results of a multi-site pilot study, showcasing the efficiency and functionality of its AI platform. The study included 71 subjects with moderate to severe glabellar lines, and was performed to validate the AI engine's objectivity, consistency and accuracy for patient assessment both in daily clinical practice and for conducting clinical trials in aesthetics.

Each patient received a single treatment cycle of an approved neuromodulator comprising five injection sites in the forehead glabellar muscles. The study's assessments were based on Appiell's validated facial wrinkle scale. The study showed that the platform detected rhytids and fine lines more efficiently than physicians (100% for the platform and 67% for the physicians).

The platform includes a consumer-facing app that offers instant skin assessments as well as information on related treatment options. The company also offers a comprehensive patient management system for practitioners and product companies that can be used in clinical practice.

"I was excited to evaluate this novel artificial intelligence platform, and I believe that Appiell has developed a unique technology that enhances physicians' capabilities," said Steve Yoelin, M.D., one of the study's principal investigators. "This platform has the potential to significantly improve diagnoses and help expand the aesthetics market by engaging new patients, who will be better informed about their conditions and available treatment options. It also has the potential to improve clinics' ability to improve patient outcomes."

TWO: AI Personalization:

AI technologies are also being implemented as personalization tools for more than just skin care, leveraging AI to provide customers with a customized simulation of results for various cosmetic treatments both remotely and in-store. As consumers return to physical in-store experiences, AI and AR technologies can help enhance consultations and in-store shopping, providing experiences that are both immersive and touchless for customers. AI-based and computer vision systems with advanced methods of visual analysis capable of creating 3D facial reconstructions are taking the personalization of patient consultations and treatments to a whole new level.



AI-based skin diagnosis from every facial angle.

Perfect Corp.:

Perfect Corp, an AI and AR beauty and fashion tech solutions provider, introduced their AI simulation technology for estheticians, beauticians and medspa professionals. The AI Face Reshape Simulator allows customers to visualize the results of various beauty treatments through AI simulation technology.

The new technology provides beauty professionals with an accurate digital visualization of treatments on their client's face. The simulator delivers highly-precise simulations of eyebrow lifts, cheek and lip filler treatments, jaw reshaping, eyelid treatments and nose reshaping.

"Personalized consultations have become a major priority for today's consumers who are looking to receive tailored advice and recommendations before investing in a new product or service," said Perfect Corp. founder and CEO, Alice Chang, "AI-powered simulations provide customers with a personalized visualization that helps them feel confident about moving forward with a treatment."

The solution offers a realistic preview of cosmetic treatment results, helping with marketing efforts, communication, consumer expectations and result satisfaction. The flexible setup has cross-platform support with both web and mobile app capabilities, increasing customer interest and making experimentation accessible to prospective clients.

BeautyFix Medspa:

BeautyFix Medspa announced the launch of their new Aesthetics Simulation Technology, available on any device or web browser. The technology provides a high-tech patient experience that allows potential clients to simulate their aesthetic results using software developed by digital health company, EntityMed.

The Aesthetics Simulation software is a clinical-grade, tech-enabled AI simulator for injectables, and has been tested on over 10,000 patients. By uploading a picture to the app or taking a photo in one of their in-clinic kiosks, clients can easily envision what they'll look like by adding dermal fillers and/or toxins to various areas of the face. They are also able to visualize an increase or decrease in any number of syringes, without having to be injected first.

"This exclusive technology will enable BeautyFix Medspa to not only digitally connect with clients and address any fears or inhibitions, but also provide incredibly realistic images of desired results," said Maya Benayoun, Co-CEO of BeautyFix Medspa. "The partnership with EntityMed demonstrates our commitment to being the most technologically advanced medspa in the U.S, while providing an exceptional, seamless customer service experience for our patients."

This cutting edge technology provides a visualization of a patient's post-treatment appearance in just 30 seconds using a set of AI algorithms. This software will support BeautyFix's expert team of clinicians to visually demonstrate to patients what different amount of filler or toxin may be needed to produce their desired results.

THREE: APPS FOR SUSTAINABLE DIGITAL BUSINESS MANAGEMENT:

Around the world, businesses are turning to technology solutions to create more sustainable business practices in the wake of Covid. Digital solutions are among the top technologies allowing brands and retailers to operate more sustainably and offer yet another remote option for managing and interracting with patients.

Upkeep:

Launched in 2022, Upkeep is the first US based app designed to allow users to search, book and pay for medspa treatments within one platform. The Upkeep app grants users access to service providers that can offer lip enhancements, brow treatments, facial reconstruction options and more.

The medical aesthetics industry has grown so much that it has be become increasingly difficult for consumers to navigate. This is the inspiration behind UpKeep, a digital marketplace that helps consumers find, book and pay for medspa treatments.

"I want to empower consumers and businesses first and foremost and to create streamlined industry solutions," said UpKeep founder and CEO Tiffany Faith Demers, who has a background in global travel and beauty and influencer marketing.



Sustainable digital business management solutions.

UpKeep allows consumers to: find reputable providers in their area, book appointments with real-time availability, discover new medspa treatment locations, earn rewards through the app's cross-provider, brand-agnostic beauty savings program, get a free consultation upon first booking, use Affirm to pay over time with no late fees and no surprises and more.

Booksy:

Booksy connects customers to beauty industry service providers in their area. The software grants consumers the access to professionals' business profiles, verified reviews and portfolios and the option to book directly with that provider. Beauty pros can use Booksy to manage their business and schedule in one platform, while taking advantage of online marketing tools to promote their business and track financial growth.

SaaSworthy helps businesses make better product decisions based on reviews, comparisons, Q&As, social following and buyers guides. The company recognizes and showcases the best SaaS products globally and presents them to their audience.

The Booksy app also made some major updates to their beauty platform for 2023. The latest updates will provide beauty professionals with tools for scheduling, staff communication and payment programs. Some of these new features include a pop-up, which will remind the user's team to assign the right staff member at checkout, ensuring accurate staff payment procedures. Booksy also added multiple new language options and Booksy Card Reader users will now have access to "Free Next Business Day Payouts." There is also an option for "Instant Payouts," which will prompt payment in the following 30 minutes for a 1% fee. ME

Rebecca Lane is the managing editor of *MedEsthetics*.

Seven Reasons **MEDICAL AESTHETICS IS** Inflation & Recession **RESILIENT**



Key historical trends and market performance

By Braeden Lichti

There is no such thing as recession insurance, but as one of my most brilliant mentors used to preach, "You can dig your heels into the dirt of a constantly changing market and die, or learn to be flexible." While most market predictions are speculation, the most reliable, and safe, place of wisdom can come from reviewing history. This article will review the historical trends and current market performance of medical aesthetics and why this points to resilient investing.

HISTORY REPEATS ITSELF

1. The Lipstick Effect

During times of war and economic uncertainty, people will indulge in pleasurable expenses to offset stress and meet emotional needs, according to sociologist Juliet Schor. As the saying goes, give a woman the right lipstick and she can conquer the world.

According to NPD Group, lipstick sales doubled by 48% in the first quarter of 2022 compared to the previous year. During the recession of 2001 and 2008, Chanel and Estée Lauder celebrated an 11% increase in lipstick sales, according to a study published in The Economist. Even medical spas have consistently grown by 15% since the beginning of the COVID-19 pandemic.

2. Job Market Competition

As a consequence of the pandemic, millions either lost their job, changed jobs or shifted careers entirely. Consumers are looking to improve their looks when trying to gain or keep employment during times of economic recession, especially those in their 40s and 50s as they compete to make themselves more viable candidates, according to Cindy Graff Consulting LLC.

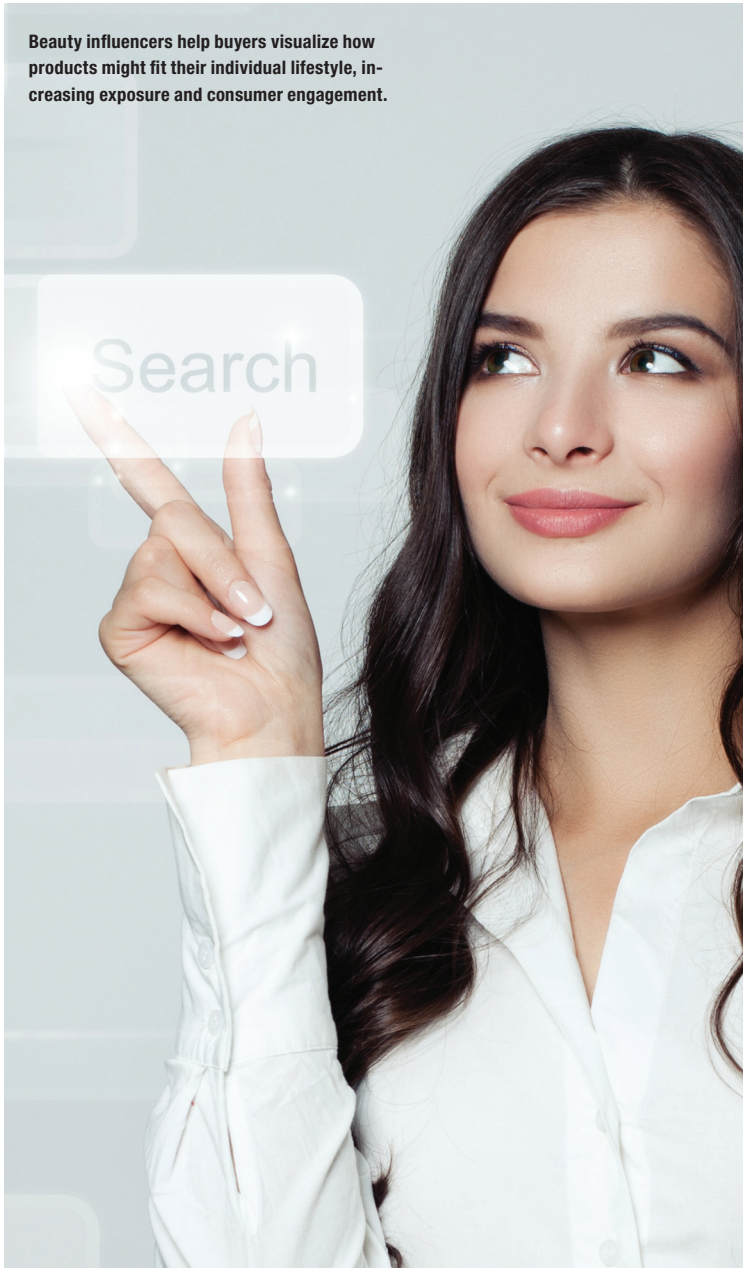
The pandemic forced the world focus onto social media, and allowed many consumers to save cash for procedures and makeup that they have wanted for years. According to market research firm ReportLinker, the global medical spa market was estimated at $12.2 billion in 2020 and is projected to reach $25.9 billion by 2026.

A survey that collected data from 2,000 Americans found that Zoom calls heavily impacted how consumers view beauty and skin care, with 90% expecting to continue video calling even after the pandemic abates. This will be an impetus for more advanced treatments, including gene therapy and dermatologic surgery.

3. More Physicians are Entering Aesthetic Medicine

According to data from 2001 to 2007 by the American Society for Dermatologic Surgery (ASDS), researchers found that in 2001, surgeons performed 3.4 million cosmetic and non-cosmetic surgical procedures. This jumped to 7.6 million by 2007, with the numbers continuing to climb. Since 2000, the medical community has vigorously promoted preventative care, which has highlighted the emphasis on anti-aging.

Due to the rising overhead costs of running medical practices, more physicians than ever are getting certified to perform medical aesthetic treatments. OB-GYNs, emergency medicine, neurologists and even orthopedic surgeons are capitalizing on the natural bridge of an existing practice to add more revenue streams. Anti-aging issues frequently come up during physician appointments, which allow healthcare providers to cross-sell cosmetic services. Physicians are trained to keep up with medical technology, and medical aesthetics is more than lucrative.



Beauty influencers help buyers visualize how products might fit their individual lifestyle, increasing exposure and consumer engagement.

"Value-driven medical aesthetics options will do much more than smooth fine lines and wrinkles, they have the potential to offer more effective and long-term recovery options than traditional medically dispensed technologies."



4. The Rise of Beauty Influencers and Online Marketing

According to Google, 66% of beauty consumers say YouTube influenced their purchases by helping them visualize how products fit into their lives. In addition to brand-published videos, YouTube tutorials from popular influencers spread awareness and exposure. Savvy brands are riding this digital wave by publishing original content, blogs and media to increase their brand's message and help with search engine optimization. This gains readership and creates a more engaged community.

5. The Distinction Between Prestige, Mass, Masstige and Value has Blurred

Consumers are willing to spend on high-quality, high-tier anti-aging treatments such as surgery, gene therapy and invasive procedures. In times of recession, consumers typically trade down for lower-tier products when they feel they can buy a similar product at a cheaper price point. However, during this recession, the market has not experienced this downshift in regard to medical aesthetics. Consumers see the safety, credibility and value in these treatments, which switches the idea of "would like to have" to "I need." Most beauty services also have built-in renewal, which has helped medical aesthetics stay recession proof.

6. Medical Aesthetics Treats Pathology

Take novel approaches to stem cell exosome innovations as an example: not only does this technology have the potential to reverse the signs of aging, but it also appears to dramatically reduce inflammatory pathologies like chronic redness and hyperpigmentation issues, according to recent clinical validation results. Studies show that this budding technology can also treat diabetic foot ulcers, wounds and atopic dermatitis, to name a few.

7. Medical Aesthetics is a Secular Growth Industry

Growth is driven by underlying technological and demographic trends rather than business-cycle fluctuations. Healthcare industries, in general, hold up well during recessions, as the demand for medical treatments will only increase with the aging population.

As investors evaluate business sectors in the next town or crosswise over continents, the consistent and unprecedented growth of the medical aesthetics market looks to stand the test of time and has the numbers to prove it. The medical aesthetics market is expected to reach $29.43 billion by 2029, at a CAGR of 10.4% from 2022 to 2029. According to Rare Beauty Brands' State of the Industry report (July 2019), skin care industry transactions had an average revenue multiple of 3.6x and an average EBITDA multiple of 15.3x. Recently, more companies are merging to accelerate scaling the next generation of conscious, purpose-driven, research-backed brands.

Value-driven medical aesthetics options will do much more than smooth fine lines and wrinkles, they have the potential to offer more effective and long-term recovery options than traditional medically dispensed technologies. Healthcare providers see the benefit and lucrative potential in medical aesthetics, with more specialties than ever rushing to invest, get certified and offer aesthetic treatments in the clinic.

Despite inflation being at a 40-year high, medical aesthetics has been, and will continue to be, a resilient and reliable investment. ME



Braeden Lichti is a founder of BWL Investments Ltd., and has served as its CEO since its inception in 2016. BWL Investments is a privately held company, which focuses on identifying public markets venture capital investment opportunities in high growth early stage companies. BWL Investment is a diversified firm that has identified and invested, through its principal owners, in a wide spectrum of global industries, including biotechnology, medical devices and medical aesthetics. Currently, Mr. Lichti is co-founder and Chairman of ELEVAI Labs Inc., a vertically integrated medical aesthetic biotechnology company developing cutting-edge regenerative skin care applications for the medical dispense market.





THE SUN HEROINE

Amy Brodsky, M.D., On Becoming a Champion for Sun Safety Awareness

Written by Rebecca Lane

Photography by Peter Thompson

Amy Brodsky, M.D., never had any intentions of going to medical school growing up. It wouldn't be until she was in college that a career in the medical field even crossed her mind. Inklings of her future in medical aesthetics were apparent early on, however, when she began taking oil painting lessons at 10 years old. Brodsky took to oil painting eagerly and has been an avid oil painter ever since, with the act of painting translating seamlessly into enhancing facial aesthetics. She explains, "I always had this aesthetic eye because I felt like the paintbrush was very similar to the syringe and a needle. Your skin is your largest canvas."

A Lifechanging Decision

Originally a bio-engineering major, Brodsky's life changed forever when her best friend passed away at the young age of 21. "I was like, I need to do something that makes a difference. So, I decided to study for the MCATS," remembers Brodsky. As she was dating her husband at the time, who needed to remain in Chicago, Brodsky only applied to three medical schools. She explains, "If I didn't get it, I didn't get it. I kind of did it on a bet and I got in."

After she began medical school, Brodsky came into contact with the dermatology field by accident. She recalls, "I was dating my husband and he had a history of severe cystic acne, so he would periodically take me to his dermatology appointments." After speaking with his dermatologist, Brodsky decided to moonlight for him throughout medical school and her residency. She also ended up working for him after her residency for five years before deciding to branch off and start her own practice in 2007. Over the next 13 years, Brodsky grew her practice from only including her to having three offices and almost 60 employees before selling it to Private Equity in 2020.

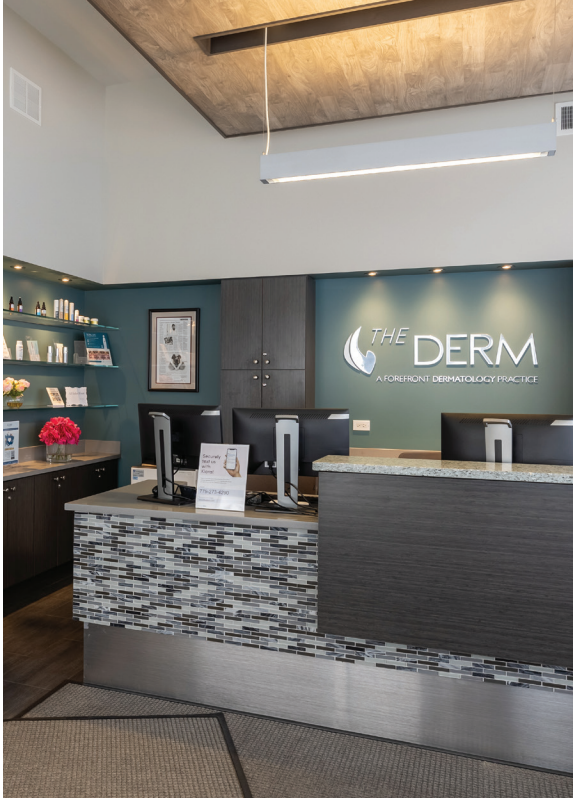
The Birth of the Sun Hero Program

The Sun Hero Program was born in 2012 when Brodsky was trying to find a way to get her children to wear sunscreen. She explains, "My kids were six and seven or eight years old, and it was becoming increasingly difficult to make them want to wear sunscreen. I looked around at different ads and commercials and what I noticed is that the girls were all wearing bikinis and the boys were sometimes wearing sun protective shirts. But, this whole image was conveying that it's cool to show your skin and be tan, so I wanted to create a whole paradigm shift."

Initially called "It's Cool in the Pool," Brodsky's goal was to get pediatricians involved in educating children about sun protection. "What I wanted to do was to make pediatricians put sun protection on their anticipatory guidelines. From there, I wanted to make it really cool to wear sun protective shirts like the rash guards, so I was working to make them cool and mainstream."

Inspired by a sun protection program in Australia, Brodsky wanted to bring something similar to the U.S. With the help of a group of influential citizens in Chicago, she was able to create a charity called the Pediatric Sun Protection Foundation (PSPF).

Brodsky's next move was to lobby in Washington, D.C. to make it possible for healthcare workers at camps and other day programs to put sunscreen on the children before they go outside in the sun. "Kids will leave their house in the morning and when they go outside for recess in the afternoon, they'll have no sunscreen on and the healthcare workers are not allowed to put it on these kids," she explains. "I was able to help start passing the SUNucate bill with the A.S.D.S., which we've passed in almost every state now."



Dr. Brodsky's dermatology practice, "The Derm".

At the same time Brodsky was implementing other programs to bring awareness to the importance of sun protection. "Throughout that time, we raised money and did programs where we would give away sun protective shirts. We began holding Sun Safety Day at Wrigley Field, which is where the Chicago Cubs play. I gave away 40,000 samples of sunscreen and 5,000 swim shirts to the children that came to the Cub's game. Since starting, I now go once a year and give away either sunscreen or sun shirts and do messaging around sun safety at Wrigley Field."

Challenges Spreading Sun Protection Awareness

Throughout these efforts, Brodsky began to realize that sun protection wasn't an issue that people gave much thought to addressing. Since children don't get skin cancer until they are older and have grown into adults, the threat is a distant one with no immediate consequences.

"It was very difficult to get these parents to understand and to care. I tried to get celebrities on board who had some sort of association with skin cancer, but it's just one of those cancers that's really underfunded. People don't care that much because they don't think it kills you, and they don't realize that the sun is bad for you. The paradigm is slowly shifting now and people are starting to

understand, but they still don't wear rash guards. People still want to be tan, so my goal was to get children to not want to be tan."

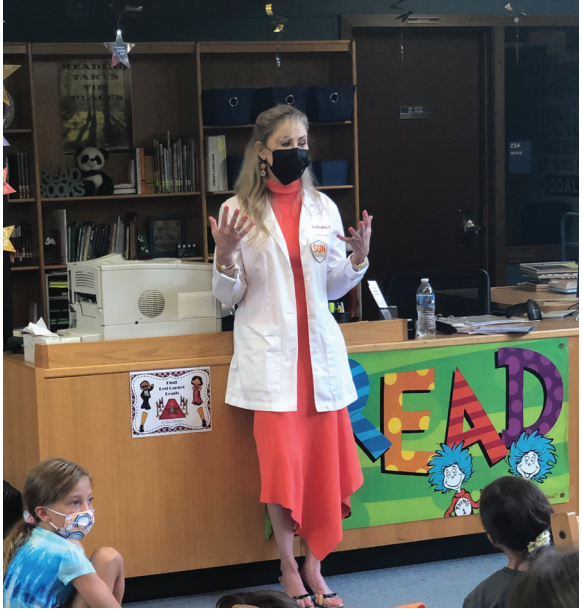
This change was not going to be easy to make, as a large part of the problem stemmed from children's role models. Brodsky says, "It really stems from their parents and the lifeguards. They have to lead by example, so if the lifeguard is not wearing a shirt, why would the children want to be wearing it?"

In light of this, Brodsky decided to take a deeper look into this issue through research studies. "We funded two studies at Northwestern Memorial Hospital and Advocate Children's Hospital to see if children were given sun protective shirts for free, would they actually wear them. We wanted to see if sun protective clothing would actually be accepted by parents and children."

By this time, she had changed the name of the PSPF from the Pediatric Sun Protection Foundation to the Sun Hero Program, which took place in 2017. The new name brought to mind a superhero, a familiar and favorite character type for children that they could connect to the superheroes that abound in movies and television, making the program more engaging to its young target audience.



Sun Hero Kit.



Dr. Brodsky educating children on sun safety in the midst of Covid.

However, despite all that had been accomplished, Brodsky realized that her current efforts were only slowly chipping away at the problem, making it difficult to effect significant change. She recalls the next major step she had to take, "I finally realized that the only way this was going to perpetuate was if I could get a very large skin care company to take it over."

Brodsky initially called a number of large skin care companies, but each either came back to her with problems on their end that prevented them from getting involved or they simply were not making the time to set up a meeting to speak with her about the program.

None of this was going to stop Brodsky from moving forward with her mission, however. She explains, "This is my mentality: the train is moving, if you jump on board, great. If not, the train is going to keep moving."

It wasn't until Brodsky contacted Loreal that she found a company interested in supporting the growth of the Sun Hero Program.

"I had a great phone call with them, and I basically said that I would get rid of my ".org" status if they would be the sole owners of this Sun Hero Program. I told them I would give them all of my assets, meaning the graphic design, Sun Hero pictures, colors, all the knowledge that I have in terms of sun protection, everything. What I wanted them to do is to make this program blow up."

Sun Hero Goes Nationwide

Brodsky started by taking her program to the schools this time instead of pediatricians.

"The plan at this point was to teach sun safety in schools. I figured it had to start from when the kids were young, and it had to come through schools because what I learned throughout this whole endeavor was that the pediatricians weren't going to do it. They were too busy. So I thought that if it can't come from pediatricians, let's do the next best thing and have it come through teachers," she says.

SUN HERO IMAGES COURTESY OF AMY BRODSKY, M.D.



Dr. Brodsky takes the burden off teachers with her free Sun Hero curriculum.

However, the teachers had their own issues with getting involved, pointing out that they had no free curriculum to use for the program, which meant they would have to purchase it themselves. "I was like, okay, then I'm going to develop the curriculum for Loreal and it's going to be free to teachers. Then when the students come to class, the dermatologists, who are literally going to their children's schools anyway, can give the actual presentation."

Once Brodsky created a unified program for Sun Hero, Loreal took over the process, building the website, figuring out what to include in the Sun Hero bags to give to kids, creating the bags, approving the curriculum and everything else involved. Once the program was ready to implement, they partnered with ASDS to spread awareness of the Sun Hero Program to dermatologists around the country.

How the Sun Hero Program Works

Method #1

1. The dermatologist goes on the website, types in their name and the school that they want to go to because typically they'll want to go to their local schools or to the school that their children go to.
2. They then specify what date they will go to this school and how many children they are going to talk to on that day.
3. The doctor is then sent boxes containing Sun Hero kits for the number of students attending the presentation.

***Sun Hero Kit:**

"The kits are actually cute little backpacks filled with sunscreen, sunglasses, a UV bracelet that lights up when you need to put sunscreen on, a Sun Hero sticker and a card that has a quiz on it with an empty space for the doctor's business card. This helps market the doctor as well, the idea being that when the children go home with their bags and the mom opens it up, she sees that doctor came to their school that day. The doctor gets a nicer beach bag containing trade size sunscreen and a Sun Hero badge that they can wear."

***Sun Hero Curriculum:**

"A laminated curriculum is also provided, which has suggestions on what the doctor's should say when they go to the schools. The curriculum was made to be age appropriate for children between 1st and 5th grade, as I've learned that kindergartners are a bit too young and once they're in sixth grade, you've kind of lost them. They don't care and are starting to act like they don't want to wear sunscreen anymore."

Method #2

1. A teacher can go online and say they want a dermatologist to come to their school.
2. They would then be matched with a local dermatologist in their area.

"That's the ultimate plan, although we haven't really targeted teachers yet. I think that's probably the next phase in expanding the Sun Hero Program."

The Future of the Sun Hero Program

Phase one involves reaching out to dermatologist and pediatricians, but Brodsky has much grander plans in mind for the program.

"My goal initially is for every dermatologist, when someone says Sun Hero, to immediately recognize the program. So right now, we're telling everybody about it in the dermatology field. Eventually we'd like all teachers to know about it, and from there, expand Sun Hero into an international program. I want it to be almost like when you see the pink ribbon, you know that that is for breast cancer. I want people to see the Sun Hero badge and know that it is for skin cancer prevention, so it needs to be recognizable."

What is your favorite thing about what you do?

"Over the last decade people look at me and they're like, 'that's the doctor that teaches sun safety to kids.' I feel like I'm associated with Sun Hero and it's become part of my brand. I'm really proud of that. The bigger the Sun Hero Program gets, the happier I'll be. The more it gets seen and read about, the more people will know about it and get interested, helping us spread this mission even further." ME

Rebecca Lane is the managing editor of *MedEsthetics*.

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The Beautifier

By Callie Luna

Callie Luna



Sheila C. Barbarino, M.D. Cosmetic Surgeon

In recent years, industry professionals have shifted toward using noninvasive treatments like Medical Light Therapy (MLT). With its reputation as a safe and effective alternative to more traditional methods, MLT has become increasingly popular among providers. As more people begin to see the many benefits of MLT, providers are adapting to the industry shift. One of the most popular noninvasive treatments is UltraSlim®, a revolutionary technology that uses LED light to penetrate the skin and promote tissue repair.

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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 noninvasive procedures in her practice. She explained that 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 expected to see. She was ecstatic to bring UltraSlim® into her office to use in conjunction with other services.

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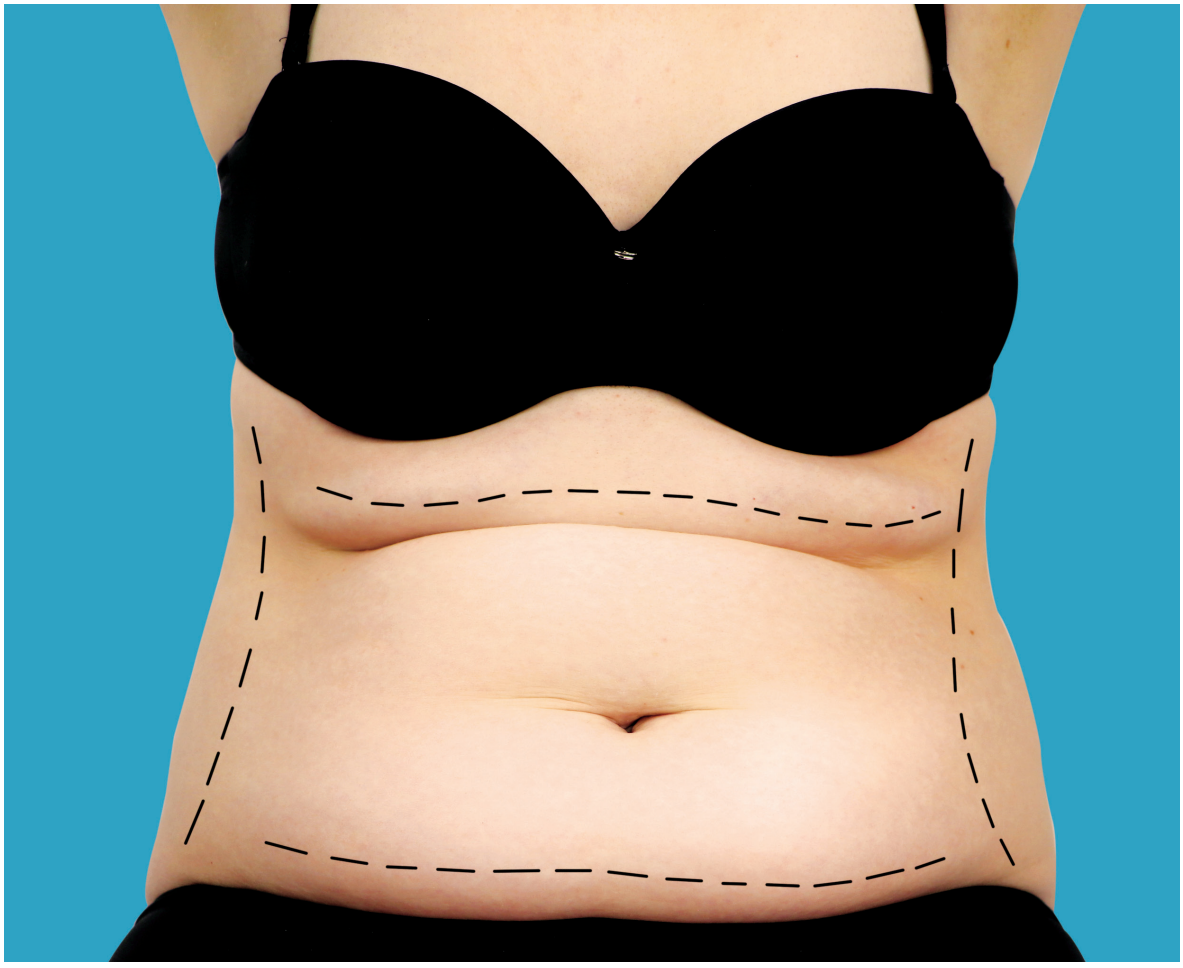

The Modern Mommy Makeover

Advanced minimally invasive techniques for postpartum rejuvenation

The "mommy makeover" has been a plastic surgery mainstay for years. This popular term refers to the combination of procedures that is frequently performed after the body undergoes characteristic changes with pregnancy and breastfeeding. The abdomen and breasts are the body areas most affected by pregnancy and breastfeeding, so it makes sense that these are also the areas most commonly addressed in a mommy makeover. The classic mommy makeover, as we will see below, entails some fairly major surgery that is accompanied by significant recovery time. With the "modern mommy makeover," we strive to deliver superb results with minimally invasive approaches that minimize discomfort and recovery time. To achieve these goals, we marry a razor-focused attention to the patient's concerns with the most advanced techniques available, often combining non-invasive, minimally-invasive and more invasive procedures.

Strong communication is the foundation for the success of these procedures. Three dimensional imaging has emerged as a powerful tool not only for surgical planning but for patient communication as well. This technology allows the patient to see projected results with different procedures and express her feelings about the predicted outcomes. This exchange provides a foundation for the surgeon-patient relationship to be bestowed with unprecedented clarity. From taking breast measurements to recommending and demonstrating different implant sizes, and from simulating mastopexies to illustrating the results of abdominal contouring, 3D imaging is the first step of the modern mommy makeover in our practice.

The Classic Mommy Makeover

The classic mommy makeover is traditionally most concerned with restoring the appearance of the abdomen and the breasts. Other complementary procedures such as liposuction or intimate rejuvenation can be added when indicated.

Rejuvenating the postpartum abdomen classically follows an anatomy-based approach: extra skin is excised if present, fat accumulations are removed with direct excision or liposuction when indicated, and the rectus muscles are sutured to one another in the midline if the patient has a rectus diastasis. The abdominoplasty (tummy tuck) can be customized to include any or all of these maneuvers. Generally, a long (hip-to-hip) scar and a scar around the umbilicus are required, as well as two weeks of heavy recovery. Nevertheless, the tummy tuck remains the gold standard for abdominal rejuvenation, and is often worth the scars and recovery. The breast procedure of choice depends on the nature of the changes that occurred with pregnancy and breastfeeding. Breasts that have sagged can be lifted with a mastopexy, breasts that have lost volume can be augmented with implants and breasts that are larger than desired can be reduced. These are all invasive procedures with resulting scars. Again, in properly selected patients they remain the procedure of choice. Liposuction can be added to any of the above to further refine the resulting contour.

The Modern Mommy Makeover Approach

The modern mommy makeover is as much about mindset as it is about surgical technique. This approach to postpartum rejuvenation begins with a focused conversation with the patient to establish her goals for the procedure. Classically, discussions of this nature focused on the body parts involved and the desired change (loose abdominal skin? a tummy tuck is in order). With the advancing aesthetic technology, however, the planning phase for the mommy makeover has an added dimension: the degree of change desired. Some patients may opt for a less dramatic result, especially if this option is available at a lower cost and with a more rapid recovery. The modern mommy makeover offers this flexibility.

Abdominal Rejuvenation

Taking the abdomen, the classic centerpiece of the mommy makeover as an example, a full tummy tuck remains the gold standard for abdominal rejuvenation. This was the procedure performed nearly universally as part of a classic mommy makeover. A two-week recovery and hip-to-hip scar was the order of the day for the vast majority of women wanting to restore their abdomen to its pre-pregnancy appearance. The modern mommy makeover, however, offers options. For those with moderate abdominal skin laxity, BodyTite radiofrequency energy for skin tightening combined with VASER ultrasound (in more severe cases) can be a superb alternative if the patient will accept a significant improvement if not a completely flat abdomen in exchange for nearly invisible scars and almost no downtime. Similarly, while rectus plication during full abdominoplasty remains the only answer for a severe diastasis, in less significant cases non-invasive technologies like Emsculpt Neo (electromagnetic and radiofrequency energy) can be added to the procedure as well. Excess fat is effectively addressed with liposuction.



Lipo laser. Non surgical alternative for abdominal rejuvenation.

Breast Rejuvenation

Treatments for the breasts, another major component of the mommy makeover, have also significantly evolved. In the past, even for those with only mild ptosis (sagging), a mastopexy with significant scar burden was often required to achieve the desired change. Today, radiofrequency skin tightening, sometimes combined with fat grafting, can do the job with nearly invisible scars. Those desiring a breast augmentation are no-longer bound to having an implant-based procedure. For those who want a more natural approach or who would like to avoid scars, fat grafting can again be a viable alternative. Again, these less invasive approaches are not the right answer for everyone, but offer appealing options for properly informed patients with expectations matching the capabilities of these procedures.



Thermal energy-based devices offer alternatives for internal and external sexual rejuvenation.



Assistant surgeon doing the separation of fat before transplantation.

Sexual Wellness Procedures

Intimate wellness procedures are also often performed as part of mommy makeovers. Labiaplasties and vaginoplasties, with their incisions, significant downtime and less-than-pleasant-recoveries, are no longer the only options in this realm. Several thermal energy-based devices can be very efficacious alternatives for both internal and external rejuvenation for the properly selected patient. Even pelvic floor rehabilitation has seen significant advances. Emsella uses electromagnetic energy to exercise the pelvic floor: one 30-minute session is equivalent to performing 11,000 Kegels. Unlike traditional approaches, this treatment can be performed noninvasively and while fully clothed. In fact, the patient need only sit in a special chair.

The modern mommy makeover, then, is about leveraging advanced technology, when appropriate, to deliver superb results with less recovery, less discomfort and at a lower cost than traditional procedures. Proper patient selection, education and assessment of expectations are critical to success with this approach. Some patients may still be best served with more traditional procedures or a combination of techniques. Thorough consultation and attentiveness to the patient's desires is the first step in the process, and indeed the focal point of pre-procedure planning. And that is fairly modern too. 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.



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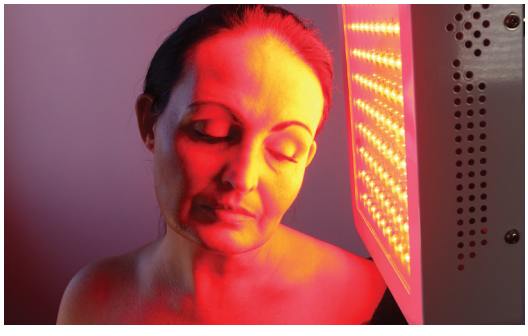

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5 NECESSARY NUTRACEUTICALS TO FIGHT SUN DAMAGE

Foods and supplements to prevent or reverse sun damage.

By Jennifer Hanway

Whilst I will always recommend wearing sunscreen on a daily basis (I've worked with a dermatologist for too long not too), there are specific foods and supplements that we can include in our diets that can help prevent or even reverse damage to the skin from sun exposure.

MEAL TIMING

Before we even think about what to eat to help our skin mitigate the effects of sun damage, recent research shows that when we eat can affect one of our skin's inbuilt sun protection mechanisms. A 2017 study in mice from the O'Donnell Brain Institute and UC Irvine showed that the production of an enzyme that helps to repair UV damage in the skin can be altered when we do not eat in line with a normal circadian rhythm. Whilst more research is needed to better explain these links in humans, the study did show that eating within a normal window (i.e.during daylight hours) could give you better UV protection during the day.



Meal timing can affect skin's inbuilt sun protection mechanisms.

VITAMIN D

Whilst we know that sunlight exposure can increase levels of vitamin D in the body, vitamin D supplements have also been shown to help reduce levels of inflammation after being burnt by the sun. A double blind, placebo controlled study showed that high doses of oral vitamin D administered after sunburn helped reduce the expression of pro-inflammatory mediators and increase the expression of anti-inflammatory mediators in study participants. Additionally, participants experienced reduced redness compared to the control group, showing a correlation with the upregulation of genes related to skin barrier repair.

Whilst this study tested high dose vitamin D after sunburn exposure, a more prudent approach would be to ensure daily optimal circulating vitamin D levels, especially with the majority of the U.S. population being deficient in vitamin D. In our practice we promote the rule of "test, don't guess," as a simple blood test can determine a patient's vitamin D levels and therefore the best type and amount of supplement to recommend.

However, a general rule is that anyone in colder climates can benefit from taking a vitamin D supplement and including vitamin D rich foods in their diet such as oily fish, dairy products and some nuts and seeds.



Omega 3 fatty acids for UVB protection.

OMEGA 3

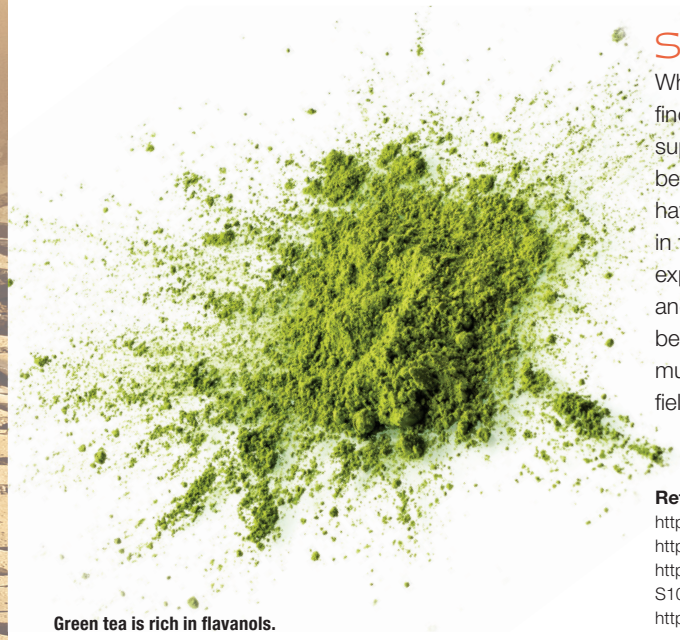
Oily fish are not just a great source of food-based vitamin D, they are also packed with omega 3 fatty acids. Whilst we have long understood the benefits of omega 3's for reducing inflammation and general skin health (specifically the healthy composition of the phospholipid bilayer of the skin's cell wall), studies show that fermented fish oil can have a protective effect against UVB-induced oxidative stress in both mouse and human skin tissue.

Whilst fermented fish oil has a more powerful antioxidant effect than regular fish oil, I still recommend fish oil as one of my go-to skin supplements (if fermented fish oil is not available), in addition to consume omega 3 rich oily fish (salmon, mackerel, tuna) at least three times a week. Vegans can use an algae based oil or supplement as a plant-based alternative.

FLAVANOL RICH FOODS

Flavanols are bioactive compounds that have been shown to have potent antioxidant benefits for skin structure and photoprotection. Studies have shown that ingestion of flavanol rich foods can diminish UV-induced erythema formation, increase microcirculation, improve skin texture and plumpness and reduce wrinkle formation.

Foods that are rich in flavanols include green tea, cacao, berries, pomegranates and red onions. Whilst specific flavanols are available in supplement form (such as quercetin, curcumin, silymarin, green tea extracts and rutin), I recommend getting your flavanols from whole food-based sources as much as possible, as you will also benefit from the fibre and additional health boosting compounds in these foods.



Green tea is rich in flavanols.

HISTIDINE RICH FOODS

Histidine is an essential amino acid that may help boost UV protection in the skin due to its antioxidant properties. It increases antioxidant activity, mitigates free radical damage and reduces inflammation. Additionally, Urocanic acid, produced through histidine, is a major absorber of ultraviolet radiation, helping protect the skin from radiation damage. As histidine is a naturally occurring amino acid, we can consume adequate amounts from high protein foods such as chicken and turkey, red meat, fish and eggs. Plant-based sources include cauliflower, soy, beans and legumes and quinoa.



Snail mucin improves UVB-induced skin damage.

SNAIL MUCIN

Whilst the above foods are probably things you will find in your kitchen on an everyday basis, one novel supplement that is being touted for its skin protecting benefits is snail mucin, or snail slime! Recent studies have shown that snail mucin showed strong efficacy in the improvement of wrinkles formed from UVB exposure, improved UVB-induced moisture loss on skin and improved UVB-induced skin elasticity. Whilst these benefits have only been shown in mouse studies, snail mucin looks to be a promising new supplement in the field of nutricosmetics. ME

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Jennifer Hanway is a Board-Certified Holistic Nutritionist, Wellness Expert, Level 2 Bio Signature Modulation Practitioner and Certified Personal Trainer. She has worked globally for some of the top health and wellness companies in the world, includes A list celebrities and members of the British Royal Family as part of her client base and is a sought after wellness speaker and writer.

Jennifer also co-created the Regenerative Anti-Aging Program at Russak Dermatology in NYC with Dr. Julie Russak.

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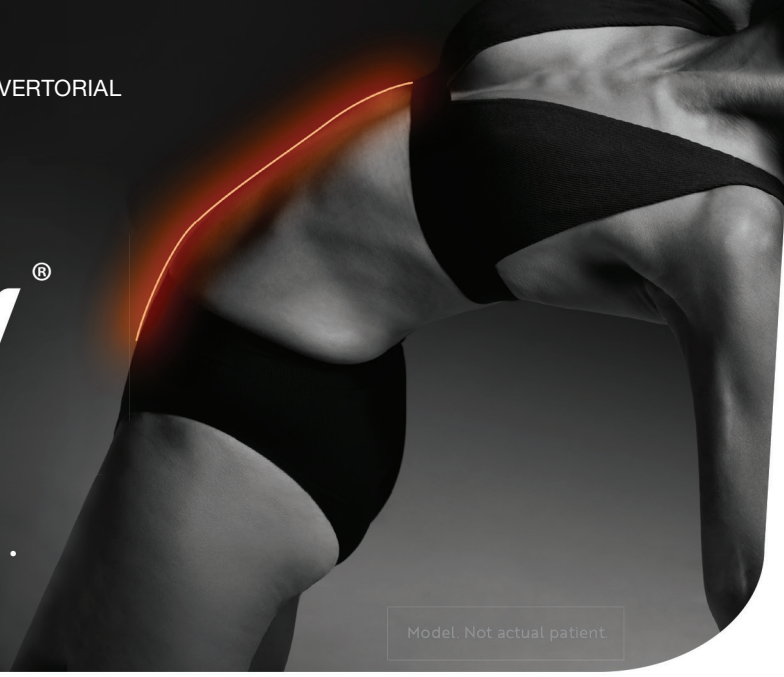

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ARASH MORADZADEH, MD
AM Facial Plastics
Beverly Hills, CA

Mira Kaga, MD, owner of The Kaga Institute uses truBody's trim and tone protocol as a multidimensional approach to body contouring in her practice. She reported truSculpt works on reducing fat, while truFlex uses multi-directional stimulation to sculpt and tone the muscle to give patients more definition. "truBody allows us to work from many different angles and personalize each treatment for individuals," she shared.

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REFERENCES: 1. Somenek MT, Ronan SJ, Pittman TA. *Lasers Surg Med.* 2021;53(3):337-343. **2.** Ronan SJ. A Novel Bio-Electric Current Stimulation Device For Improvement Of Muscle Tone [white paper, Cutera Inc.]. 7/2019.

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"Customization is one of the biggest stand-out features of truBody compared to any other body sculpting devices on the market," said Arash Moradzadeh, MD of AM Facial Plastics. "truBody offers complete customization to your patients' goals as well as their body shape and size. No two patients are alike and to have that extreme customization is a very big deal and a major standout."

According to Dr. Moradzadeh, the different modes of truFlex allow him to give his patients exactly what they need and provides them with very useful long-term results. "truFlex allows physicians to treat multiple areas at once with a variety of modes that can mimic different exercise protocols," he explained. He added that truSculpt provides unparalleled versatility with 6 paddles that can be placed in various orientations to suit the patient's specific body shape and size.



Whether patients are looking for a catalyst to motivate them into a healthier lifestyle or desire improved core strength, pairing truSculpt with truFlex allows physicians to treat a wide spectrum of patients. As Dr. Kaga succinctly summarized, "The combination of reducing fat and strengthening muscle with truBody means we have a total body solution that revolutionizes the world of body contouring."



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How Gut Health AFFECTS AGING

Improving patient gut health enhances anti-aging results.

by Cheryl Whitman

We've all heard the aphorism, "You are what you eat" and, of course, Hippocrates famous fourth century B.C. statement, "Let food be thy medicine and medicine be thy food." These philosophers were ahead of their time because, today, modern science has proven these statements to be true. Foods are more than just a source of energy; the nutrients inside can help our bodies prevent and manage disease as well as the effects of aging. Here's a secret: If we have a healthy gut, we have healthy, glowing skin!

What is the Gut?

In order for our bodies to achieve the maximum benefit from the food we eat, we must have a healthy gut. First, let's define what the gut is. The gut refers to your gastrointestinal (GI) system – The GI tract is a long tube known as the alimentary canal, which begins at your mouth and ends at your anus. The gut is the section of the alimentary canal between your stomach and your anus.

In an average lifetime, around 60 tons of food pass through the human GI tract, along with an abundance of microorganisms from the environment. These microorganisms are made up of bacteria, fungi, viruses and other microbes and they are vital to your health and overall wellbeing. Gut health is determined by the composition of the gut microbiome. Your gut microbiome consists of trillions of microbes that live in your intestinal tract.

To put this in perspective, your body contains more bacteria cells than human cells. According to the National Institute of Health, there are around 40 trillion bacterial cells in you and only around 30 trillion human cells. The human gut is home to as many as one thousand species of bacteria and each species has a different role to play. Most are good and important in keeping you healthy, but a few may be bad and cause disease. Altogether, these microbes may weigh as much as 2–5 pounds, which is roughly the weight of your brain. Together, they function as an extra organ in your body and play a huge role in your health.

The gut aids in the digestion of the foods you eat, absorbs nutrients and uses it to fuel and maintain your body. Your gut is also where your body gets rid of waste and toxins. If the gut isn't healthy, your body will have a difficult time eliminating toxins. An unhealthy gut affects your immune system and hormones, making it more difficult to stay healthy. An unhealthy gut can result in a multitude of health concerns, including inflammation and chronic illness; fatigue; GI issues such as constipation, diarrhea, bloating or gas; and overall poor health. It affects our brain and our ability to think clearly – e.g., we can suffer brain fog, have difficulty concentrating and experience poor memory – and it even affects our appearance! If we have a healthy gut, we have a healthier glow and healthier skin.

7 STEPS TO RESET YOUR GUT IN 3 DAYS

According to the National Institutes of Health, the ancient Indian medical system, also known as Ayurveda, is based on ancient writings that rely on a "natural" and holistic approach to physical and mental health. Ayurvedic medicine is one of the world's oldest medical systems and remains one of India's traditional health care systems. Ayurvedic treatment combines products (mainly derived from plants, but may also include animal, metal and mineral), diet, exercise and lifestyle.

In the Ayurveda, gut health is the basis of our physical and mental well-being. A basic gut reset is often the directive given to patient to assist them in getting their gut health back on track. This whole food, three-day regimen from "Wellversed Health of India" is highly effective.

- **Step 1** – Engage in intermittent fasting to give your gut time to rest and rejuvenate. A fasting window of 12 to 16 hours is recommended.
- **Step 2** – Drink lots of room temperature water. Drink at least one glass of water as soon as you arise in the morning, before you consume any food. Continue to drink water throughout the day to help detox your gut and move food through your digestive tract. Room temperature water is easier on the body than cold water.
- **Step 3** – Cut out sugar. Most foods are high in fat and sugar. Eat whole, unprocessed foods without added sugar. Consuming fruit such as berries is alright in limited quantities and as part of a meal that includes other fiber and fat.
- **Step 4** – Include probiotics in your lunch. Bone broth or vegetable broth with added vegetables is an excellent choice. Other probiotic rich foods to consider adding to your meal include cheeses, sour pickles, bananas, soybeans, kimchi, tempeh, sauerkraut and plain yogurt with active cultures.
- **Step 5** –Add fiber and prebiotics to your dinner. We seldom consume enough fiber in our daily diet. Include fermentable plant fiber strands in your diet, examples include: kale with the stems, asparagus or broccoli with a portion of the stem, apples with the skin, ginger, garlic, leeks, onions, lentils, oatmeal, legumes or beans, flaxseeds, potatoes, yams and the fibrous parts of fruit and vegetables.
- St**ep 6** – Relaxation through yoga and meditation. Yoga stretches can help relieve stress and produce a calm state of mind while you inhale the present and exhale the past. If you are not able to engage in at least 5 gentle yoga stretches, then spend at least 15 minutes meditating. Do either the yoga stretches or the meditation two to three times per day.
- **Step 7** – Get plenty of sleep. Go to bed early. Getting more than eight hours of quality sleep per night is very important and helps overall physical and neurological health. It has a significant impact on reducing stress levels, which will give your body the rest it needs to heal and reset your gut.

Repeat these seven steps each day for three consecutive days. You will feel the positive change and will be rewarded with a healthier gut.

The Gut Microbiome & Aging

The link between the skin and the gut is becoming clearer as research continues in this area. What we know for sure is that gut health has a direct link to aging and age related diseases. The diversity of the gut microbiome begins to decrease as humans reach their 60s. While we can't control the number of birthdays we've had, we can exert some control on our biological age – the age our bodies seem to be.

Healthy aging is possible, and taking care of your gut microbiome is an excellent place to start. More than a century ago, Elie Metchnikoff, the father of probiotics, suggested that improving the gut microbiome by consuming lactic acid bacteria in yogurt could delay the cognitive decline associated with aging. Sadly, scientists pretty much ignored this theory until recently.

Studies conducted in the last decade have shown that changes in gut health due to aging are related to increased frailty and poorer overall physical health. Furthermore, studies have shown that the health of the gut microbiome of mice has an effect on their brain aging. While these studies are focused on mice, not humans, it is clear that taking care of your gut is important for a healthy brain and immune system throughout our lives.

Dr. Janet Brill, nutritionist and author explains, "An unhealthy balance in your gut microbiome results in an increase in inflammation in the body. It is linked to a host of diseases and disorders including accelerated aging of the skin. Change your gut bacteria by increasing consumption of pre- and probiotics, and your body and skin will become healthier."

Let's look a little closer at how a healthy gut microbiome affects our appearance. If there is an imbalance in the bacteria in our GI tract, it can manifest itself as inflammation or skin irritation such as redness or itchiness.

"The skin is the largest organ of elimination in the body," explains Derrick DeSilva, Jr., M.D., "and your skin reflects what is going on in your gut. If your gut is 'dirty,' your skin is going to also be 'dirty' -- meaning, it can be affected by eczema, psoriasis and other issues and concerns of the skin."

Shino Bay Aguilera, D.O., adds, "The microbiome in the gut is now considered in its entirety as an organ itself. Both the skin and the gut have reciprocal communication with each other and with the brain; therefore, the beauty within radiates outwards from a healthy gut."



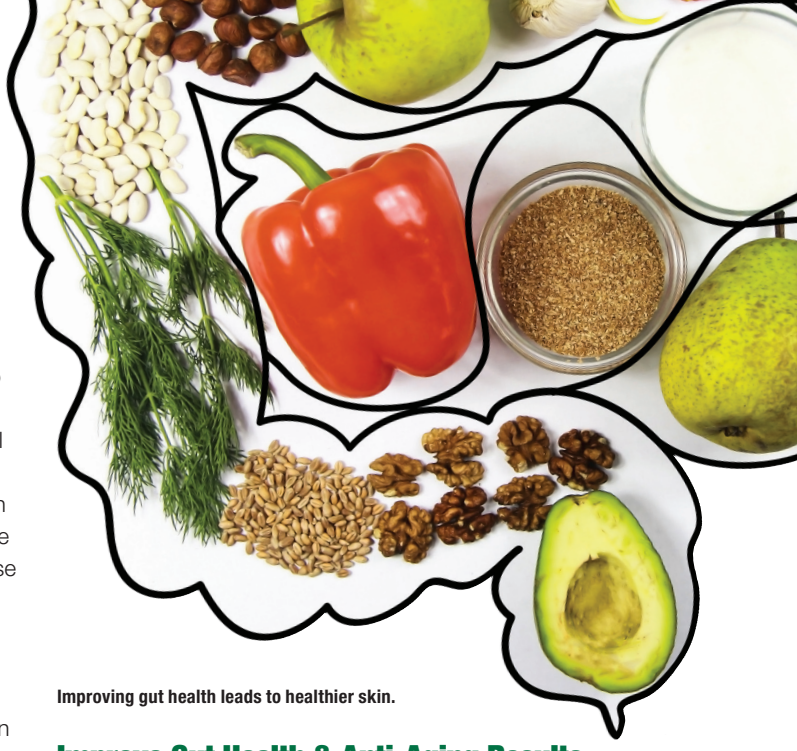
Balance the gut microbiome with a balanced diet.

Eating a balanced diet high in probiotics and nutrients can help improve the balance of microorganisms in the GI tracts and help the skin to look and feel younger. In addition, a balanced microbiome allows us to effectively digest our food, providing our bodies with the nutritional fuel they need. It can also help us by promoting restful sleep, which is essential for maintaining a youthful complexion. Lastly, gut health directly affects our immune system. A strong immune system keeps us healthy and contributes to younger, healthier looking skin. In summary, a healthy gut can be pivotal in our anti-aging efforts.

According to Matthew Pinto, D.O., of the Center for Medical Weight Loss, "An unhealthy gut typically involves inflammation of the lining of the gut, imbalance of the microbiome and possibly microscopic holes that can leak. Studies have shown that when you have inflammation in the gut, you may also have inflammation of the skin. With a healthy gut microbiome, the good bacteria help fatty acids, which in turn make your skin hydrated, moisturized and protected."

Christopher R. Hubbell, M.D., the Founder and Medical Director of Hubbell Dermatology & Aesthetics in Lafayette, Louisiana explains:

"So much about the human body is amazing! When it comes to the relationship between the skin and the gut, we can see the intimate relationship all the way back to our early stages of development as an embryo. The gut



Improving gut health leads to healthier skin.

actually develops as an in-pouching of what will wind up being the skin. So in fact, the skin and the G.I. tract are contiguous structures with a ton of structural, functional and immunological similarities. For better and for worse, what happens (somewhat unseen) in the gut can manifest on the skin. Most of us are aware that there are a variety of foods and medications that can have adverse affects that show up as a rash on the skin. Conversely, adequate hydration, nutrition and appropriate wellness nutrients and supplements (think probiotics, certain vitamins and adaptogens) can contribute to restoring, maintaining and enhancing skin and hair health, function and appearance."

6 Ways to Improve Gut Health

This brings us to the question of how to improve your gut health. As we touched upon above, Hippocrates was correct when he said, "Let food by thy medicine and medicine be thy food." Here are six ways to improve your gut health:

- **First**, eat a wide variety of foods. The typical American diet is high in fat and sugar. Aim for a diversity.
- **Secondly**, focus on consuming fruits and vegetables, beans and legumes. They are high in fiber, which is good for your gut bacteria. Fiber encourages beneficial bacteria growth.
- **Third**, enjoy yogurt – plain or low sugar varieties with active cultures – and fermented foods such as kimchi, kefir, sauerkraut and kombucha. Research has concluded that these foods are rich is certain types of bacteria that are beneficial to the gut.
- **Fourth**, enjoy whole grains. Whole grains are high in fiber and non-digestible carbohydrates that help promote good bacteria growth in the gut. They also help with weight control, as they help you feel full longer, reduce inflammation and help reduce some of the risk factors for heart disease.
- **Fifth**, enjoy foods with polyphenols such as dark chocolate, red wine, green tea, blueberries, onions and broccoli. These compounds help reduce inflammation, lower blood pressure and reduce both cholesterol levels and oxidative stress.
- **Sixth**, both prebiotics and probiotics may help people suffering from a compromised gut microbiome. A review of multiple studies found that probiotics can restore the pH of acidic skin, reduce the impact of oxidative stress, reduce the effects of photo-aging, boost skin barrier function and improve the quality of your hair.

Improve Gut Health & Anti-Aging Results

An overgrowth of bad bacteria in the gut due to poor diet, stress, over medication or lack of sleep results in the skin becoming inflamed. "These patients present with skin diseases such as acne, rosacea, sensitivity, eczema, psoriasis, decreased elastin or collagen leading to sagging skin and much more," said board-certified dermatologist Mayha Patel, D.O., of Torrance, California.

As an aesthetic practice, helping your patients improve their gut health makes sense. What happens in the gut reflects on the skin. To have long-term success, you must work from the inside to the outside. Treating just the skin is only part of the battle.

Helping your patients improve their microbiome also represents another profit center. By adding nutritional counseling for gut health improvement, you can help your patients improve their anti-aging results while you improve your bottom line. Adding nutritional counseling, perhaps in addition to weight management, is a win-win for your patients and your profits. 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 ForeverUniversity, a member of the MedEsthetics Advisory Board and a consultant for CareCredit Healthcare Financing.

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INGREDIENT SPOTLIGHT BY TONY SCIANNA



Nature's Botox

The multitasking benefits of copper peptides have made the naturally occurring compound a favorite in beauty for decades.

Copper peptides has taken over beauty Tik Tok, with more than seven million views on the app, as of February 2023. Copper peptides in skin care have been used for decades, aptly nicknamed "nature's Botox" due to its natural anti-aging abilities—reducing wrinkles, improving skin tone and promoting hydration.

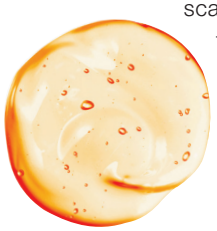
Copper peptides are naturally occurring compounds in the body that promote the synthesis of collagen and elastin. Human's copper peptide levels naturally decrease with age.

Copper peptides can have a variety of anti-aging benefits due to their anti-inflammatory, regenerative and antioxidant properties.

The compounds have demonstrated the ability to improve tissue repair for skin, lung connective tissue, boney tissue, liver and stomach lining. The compound is considered safe, inexpensive and extensively studied with a wealth of positive and health-promoting effects in many tissues and systems.

Copper peptides used in skin care products are developed in a lab to mirror the body's natural peptides. It has been widely used in anti-aging and cosmetic without any adverse effects, and it can be easily incorporated in creams, liposomes, dermal patches or delivered through microneedles.

When used topically, copper peptides can have a variety of anti-aging benefits due to their anti-inflammatory, regenerative and antioxidant properties. The ingredient can stimulate collagen, clear up acne scars and limit muscle contraction to slow the formation of wrinkles.



Copper peptides have antioxidant properties, but it's not a replacement for vitamin C, even if it can brighten the skin and protect it against free radical damage. In fact, some care should be taken if used with vitamin C, as it may be deactivated by the copper peptides.

It is also recommended to avoid using copper peptides with alpha hydroxy acids or retinol since copper peptides might compromise the other ingredients' effectiveness. A serum with copper peptides can be used in place of a hyaluronic acid serum due to its ability to support the moisturizing process. These ingredients can all still be part of a routine, but they should be used on alternate days.

Copper peptides are hydrophilic, so they do not mesh well with water and can be hard for the skin to absorb. In these cases, it can also be helpful to get a copper peptide treatment after a skin procedure like microneedling, which have been found to improve your skin's ability to absorb copper peptides.

Despite being generally safe for use among all skin types, some people with sensitive skin may still experience irritation from copper peptides. In the worst cases, some people can also have a copper allergy, with reactions including redness, itchiness, burning or hives. ME

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Sarah Girardi, M.D.



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SOLUTIONS FOR INTIMACY ISSUES OFFERED AT TIDELINE CENTER FOR HEALTH & AESTHETICS

Integrated Medical Professionals announced the grand opening of Tideline Center for Health & Aesthetics in New York, a facility created to provide feminine health care, as well as solutions for intimacy issues. Tideline Center's team offer various hormonal therapies, feminine rejuvenation, aesthetic treatments and intimate reconstruction surgeries.

Tideline's board-certified physicians Sarah Girardi, M.D., Toby Handler, M.D., FACS, and Michelle Powers, M.D., work collaboratively to offer discreet therapy for feminine health, and offer decades of surgical experience to patients.

In addition to her medical practice at the Manhasset division of Advanced Urology Centers of New York, Girardi holds joint appointments as Clinical Associate Professor of Urology and Reproductive Medicine at Weill-Cornell Medicine, as well as Clinical Associate Professor of Urology at Zucker School of Medicine - Hofstra University.

5 RETAIL TECHNOLOGY TRENDS FOR 2023 REVEALED BY PERFECT CORP.

Perfect Corp, the artificial intelligence (AI) and augmented reality (AR) beauty tech provider, revealed the top retail technology trends to watch in 2023, per its report. As the retail industry continues to undergo a digital transformation, AI and AR technology has emerged as a crucial component of the beauty shopping experience. These technologies are helping to enhance and elevate retail, bringing consumers immersive and personalized experiences across the omni-channel shopping journey.

1. Sustainable Digital Transformation: Digital solutions such as AR and AI are among the top technologies allowing brands and retailers to operate more sustainably.
2. The Return of In-Store Retail: AI + AR technologies can help to elevate in-store shopping experiences, providing experiences that are both immersive and touchless for customers.
3. The Rise of AI Skin Technology: The rise of AI-powered skin technology, which allows brands and retailers to take personalization in skin care to a new level.
4. AI Personalization: AI technologies are one of the most impactful and effective tools for personalization. Whether by leveraging AI to provide customers with a customized makeup tutorial, or by implementing an AI diagnostic experience to match customers with a tailored skin care product regimen.
5. The Rise of Web 3.0, Virtual Commerce, and Immersive Digital Experiences: Web 3.0 now holds massive potential as a new revenue stream for brands, whether through interactive virtual stores, digital avatars and wearable product collections and more.

SUBSCRIPTION-BASED SKIN CARE STUDIO GLO30 OFFERING FRANCHISE OPPORTUNITIES



GLO30, the subscription-based skin care studio, announced its plans to grow to 1,000 locations over the next 10 years via the brand's new franchise offering. The company now has three corporate-owned locations in the Washington, D.C. area and two more set to open in Reston, Virginia and the Amazon Headquarters in Arlington, Virginia in late 2023. GLO30 offers a streamlined menu of skin treatments from facials to fillers within its monthly membership offering.

The membership-based facial studio is an accessible and approachable middle ground for day spas and more invasive medical clinics or medspas. The company provides routine, customized, non-invasive skin care treatments every 30 days. GLO30's signature facials offer monthly maintenance with more advanced offerings to deliver specific results including the signature NanoGLO, MicroInfusion Facial, Neuromodulators and laser facials.

The company has partnered with franchise development firm, Fransmart, to launch a sales and marketing strategy to aid in GLO30's national expansion. The ideal GLO30 franchisee has prior franchise experience and interest in bringing multiple studio locations to their local market.

Franchisees benefit from the brand's front and back-end technology, which streamlines processes like onboarding, training, sales and the customer interface. Franchise members will also have access to expert training and ongoing operational support from GLO30's founders.

BUCCAL FAT REMOVAL: WHAT IS IT AND WHY IS IT SO POPULAR?

If you spend much time looking at beauty-focused Tik Tok posts, you may have noticed that buccal fat removal is taking over the platform, with the procedure receiving 109.7M views on Tik Tok (so far). It is taking social media by storm, and many celebrities are rumored to have received the procedure, including Chrissy Teigen and Lea Michelle, who may have kicked off the trend's sudden surge with an Instagram selfie in December 2022 that garnered attention and speculation.

The buccal fat pad is a naturally-occurring pad of fat in the cheek hollow area. The size of the buccal fat pad varies with each individual patient and the buccal fat pad in each cheek may be different sizes. Buccal fat pad extraction surgery is typically not performed on people with thin, narrow faces, as removal of the fat may cause the face to look gaunter with age, per the American Plastic Surgery Association.

Buccal fat removal is typically done as an outpatient procedure using a local anesthetic to numb the skin on the face and surrounding areas. A surgeon will create small incisions on either side of the inside of the patient's mouth to expose the buccal fat pad, and then remove some or all of the fat. By removing fat from the cheeks, the procedure can create the appearance of more sculpted, defined cheekbones.

According to the American Plastic Surgery Association, ideal candidates for buccal fat removal are individuals that are bothered by the appearance of their cheeks, are physically healthy, at a stable weight and are nonsmokers. The group also recommends anyone considering the procedure have realistic expectations about the potential results.

The possible side effects of buccal fat removal are infection at the incision site, injury to facial nerves or salivary duct injury, numbness or sensation changes and asymmetry, per Everyday Health.



HOW MOMMY MAKEOVER PROCEDURES CAN IMPROVE MENTAL HEALTH AFTER PREGNANCY

The post-partum period may have a negative impact on women's mental well-being, with over 50% of women indicating their body dissatisfaction has been triggered by pregnancy. As cosmetic surgeries have been linked to increased self-esteem, women who want to get their body confidence back increasingly opt for a mommy makeover procedure after childbirth.

Gediminas Samulenas, M.D., a plastic and reconstructive surgeon at Nordesthetics Clinic, attributes the rising popularity of post-partum surgeries to the current social interest to look and feel the best version of oneself after pregnancy.

The number of combined surgeries has been increasing year by year, with around 70% of plastic surgeries performed at Samulenas' clinic being combined. Patients choose to undergo several surgeries at once because they have a lower cumulative risk of potential complications if the patient does not have any underlying illnesses. Performing multiple surgeries in one visit also reduces the time off days, travel and recovery expenses.

The most requested combination at the clinic is a mommy makeover that combines an abdominal procedure with breast correction, as changes related to pregnancy have a severe impact on breasts and the abdominal wall. Samulenas believes that this aesthetic surgery is gaining popularity due to its affects on alleviating some of the pent-up psychological issues post-partum moms are experiencing.

SHOULD IV HYDRATION THERAPY PROVIDERS SELF-REGULATE AFTER RECENT STATE REQUIREMENTS?

The state of California has imposed additional licenses, more stringent standards, and thorough inspections for compounding pharmacies. This legal action means it has become increasingly difficult for healthcare providers to obtain sterile medications from 503A and 503B compounding pharmacies for both legal and economic reasons.

The additional and stricter requirements imposed by California law have led to a lack of and need for IV-specific compounding pharmacies existing in California and outside of California that can ship into California, according to the American IV Association.

Various compounding pharmacies only offer non-sterile products and others sell in various areas. This causes an issue for IV hydration therapy providers in California. Only one sterile pharmacy that produces IV therapy treatments can sell this treatment type to California healthcare providers.

While some believe that would solve the problem, many providers may not know about this pharmacy or are on the hunt for less costly product. This has incited a "rebellion" among California healthcare providers. Some providers, on their own, and even at the direction of certain compounding pharmacies, have set up PO boxes in nearby states, like Nevada, to ship medications to and then transport over state lines into California. Other providers are allocating patient-specific prescriptions across patients.

EVENTS

March 17-21 American Academy of Dermatology Annual Meeting, Ernest N. Morial Convention Center, New Orleans, Louisiana, Contact: mrc@aad.org, 888-462-3376

March 30 – April 1 Aesthetic & Anti-Aging Medicine World Conference, Grimaldi Forum, Monaco, Contact: +33 (0)1 58 56 74 00, www.amwc-conference.com/en/home.

March 20-21 International Conference on Dermatology and Dermatologic Surgery ICDDS, (Digital/Virtual Conference) New York, NY, Contact: https://waset.org/dermatology-and-dermatologic-surgery-conference-in-march-2023-in-new-york, https://waset.org/



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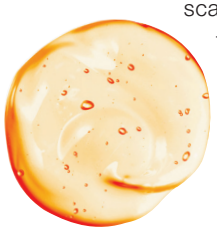

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Tony Scianna is the associate editor of *MedEsthetics*.

Epigenome Rejuvenation: Anti-Aging Stem Cell Therapy

Turn Biotechnologies' mRNA-based Epigenetic Reprogramming of Aging platform is revolutionizing skin cell rejuvenation.

Preclinical data from Turn Biotechnologies demonstrated that the company's mRNA-based ERA (Epigenetic Reprogramming of Aging) technology rejuvenates skin cells more effectively and safely than existing treatments. ERA rejuvenates cells without disrupting cellular identity by targeting epigenomes (chemical compounds that tell cells what to do) to restore cell function, using mRNA to deliver transcription factors to the epigenome.

"The (ERA) platform enables us to carefully control the time, duration and dosage of transcription factors to optimize the mRNA cocktail for each indication," said the team at Turn Bio. "We control cellular reprogramming by carefully pulsing the cell with transcription factors. Each pulse drives the epigenome to a more vigorous state while protecting the patient and steadily restoring more youthful cell functionality. Most important, we never tamper with the DNA."

Topline data from skin tests revealed that ERA reversed the hallmarks of aging in skin and increased fibroblast proliferation, restoring the production of key extracellular matrix proteins and reducing inflammation markers, oxidative stress, senescence and matrix metalloproteinases.

"We want people to understand the breakthrough success our technology has had in a preclinical setting and share our excitement for the promise it offers to produce cures for many untreatable age-related conditions."

Most stem cell therapy relies on embryonic stem cells, which offers great promise to repair diseased, dysfunctional or injured tissue, but is still risky. Cells can grow irregularly, causing cancer and may trigger an immune response in which a patient's body attacks the foreign cells. ERA technology focuses on epigenome rejuvenation. The epigenome degrades with age, accumulating defects that impede gene expression and extracellular signaling, leading to cell and tissue dysfunction. "We focus exclusively on rejuvenating the epigenome so it can restore more vigorous function of existing cells, including adult stem cells."

Turn Bio rejuvenates cells without inducing pluripotency, meaning cells maintain their defining properties and can perform their functions as they would when they were more youthful and vigorous. To address delivery challenges, the company developed eTurna, a nanostructure carrier formulated to ensure the encapsulated cargo passes through cell walls to reach the epigenome.

"It (eTurna) overcomes the problems of traditional lipid carriers, can be adapted for individual therapies and tuned to precisely target specific types of cells, ensuring that therapies reach the tissue needing rejuvenation."

Turn Biotechnologies also protects the cells through Artificial Niche (AN) technology, an environmental complement to improve the efficacy of ERA therapies in certain cell types. The technology uses stem cell biology, biomolecular engineering and microfabrication technologies to create a novel cell culture that mimics the specific cells' natural niche.

"Use of quiescent adult stem cells can significantly help to repair or replace specific types of damaged tissue. But it is important to preserve the stem cells' quiescence to ensure they remain poised for activation, proliferation and differentiation. In these cases, we use our AN technology to protect the cells."

Turn Bio is developing indications in areas such as dermatology, osteo-arthritis, immunology, ophthalmology and musculature. "Our goal is to impact the health span of people, ameliorate their quality of life and allow them to enjoy their life with family and friends feeling healthy, strong and able to continue enjoying what they love." ME



Tony Scianna is the associate editor of *MedEsthetics.*

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