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April 2023
Volume 19, Number 4
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Julie Russak, M.D. & Jennifer Hanway

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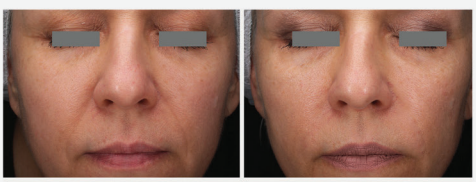

Before | After 3 months, 3 treatments

Courtesy of D. Friedman, MD, Yokneam, ISR
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SCAN ME

*Based on publicly available specifications as of October 2022

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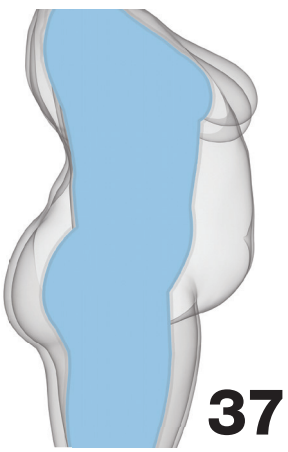



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Photo Courtesy of Skin Boss Med Spa

PREVENT & CORRECT AGING SKIN 101

FROM BEGINNER TO PRO

Aging is a natural process and everyone has to go through it. However, some age fast and some slow. An everlasting hot topic is how can we prevent early signs of aging and how can we correct it once it happens? The answer lies with Reverse by Aerolase®, a top-of-the-line and breakthrough way to correct and prevent signs of aging skin.

PREVENTING AGING

The importance of preventing aging skin for your patients is crucial. Many (younger) patients come to a practice for injections of volume and toxins but many don't see the disconnect to address skin quality. It begins around the age of 30 with characteristics of roughness, dryness, laxity, irregular pigmentation, collagen loss, wrinkles, and redness. A combination of modalities is typically required to achieve overall patient satisfaction, but options have been limited or too complex– until now.



Roberta Del Campo MD, Dermatologist
Del Campo Dermatology

"Millennials want no down-time, fast treatments with no pain so they can be in and out of the door, and Neo Elite is ideal: it doesn't touch skin and there is no gel to remove. It's not painful and you see results immediately in terms of firming and brightness."

One of the most important steps in preventing signs of aging is to use laser therapy early on. It will stimulate collagen, which helps reduce wrinkles and improve skin texture. The Reverse treatment is a simple two-step process that can be confidently instilled into your practice, no matter who you are, who your patients are, or what your specialty is. The best part? Reverse works seamlessly with all your devices, services, and medications– we're the perfect companion.

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Chesahna Kindred MD, Dermatologist
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"We use the Neo Elite to safely warm the skin and then we use the Era Elite at specific settings for ablative treatment and achieve results that we couldn't get before. It's safe and effective for my lightest patients and my most richly complected patients."

THE TWO-STEP PROCESS TO CORRECTING

Prevent the signs of aging for patients, correct severe signs of aging, or anything in-between within a single treatment session. The Reverse treatment lets you manage the anti-aging needs for each individual patient. You can now address enlarged pores, sun damage and brown spots, scars and acne scars, fine lines and wrinkles, and overall skin quality. The results are unmatched, and the patient experience is too.

Recent studies combining these two laser devices revealed excellent patient satisfaction, a significant improvement in their various signs of skin aging, and a significant increase in skin elasticity. A combination of Nd:YAG 1064nm and Er:YAG 2940nm laser treatment renders better results for facial rejuvenation and reversing signs of aging as compared with either laser alone. Due to the proprietary delivery of laser energy into the skin, social downtime is limited to 2–4 days, with results seen within a week.

It's time to take control of the services you offer your patients. They want simplicity, immediate outcomes with long-lasting results. They need their skin treatments to be highly comfortable without extended social downtime and a complete solution to skin aging. Reverse by Aerolase empowers you to optimize what your patients desire, ensuring your patients feel you have the right solution for their concerns. Wouldn't you like to be in full control?

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TONE, TEXTURE AND TIGHTENING



Photo Courtesy of Cesahna Kindred, MD



Photo Courtesy of Blossom Medspa



Photo Courtesy of Strella Aesthetics



After 1 Reverse (Neo Elite & Era Elite) Treatment
Photo Courtesy of Skin Boss Med Spa



Rebecca Lane

Rebecca Lane
Managing Editor

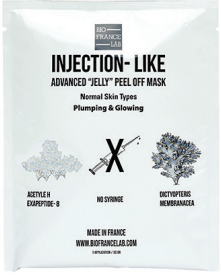
rlane@allured.com
630.344.6074

Facelift in a Bottle

The “Zoom Boom” era has led to an increasing demand for non-invasive treatments or "tweakments," particularly among younger generations looking to make their faces look photo-filtered as they ditch the face mask, return to the office and to socializing in person. This has made treatments like Botox injections and dermal fillers major driving forces of the current aesthetic market. However, the need for extended quarantine lockdown during Covid-19 also resulted in many people getting “filler fatigue,” creating a need for longer lasting fillers as well as topical products capable of maintaining results between injectable treatments. New products being touted as “filler” serums are attempting to fill that need and setting the skin care space abuzz. While these products can’t actually replace injectable treatments, they do have some incredible benefits and are innovating the development of synergistic ingredient combinations, deeper penetrating delivery methods and more bioavailable staple ingredients to create powerhouse skin care formulations.



1 Invity’s Youth Activating Instant Filler is a needle-free alternative to fillers designed to provide filler-like effects without the use of a needle. This serum is able to reduce wrinkle depth in one hour, providing flash filler effects that reduce deeper wrinkles and fine lines in six hours. It is formulated with nicotinamide adenine dinucleotide, sodium acetyl hyaluronate, silanetriol, rhamnose, rhizobia gum and acacia gum to boost hydration levels and increase the rate of collagen production in the skin, reducing fine lines and lifting skin for a more youthful appearance.
myinvity.com



2 This Injection Like Advanced “Jelly” Peel-Off Mask by Bio France Lab is a natural approach to both Botox and fillers. Argireline is a mimic of the SNAP receptor, which stops the release of the neurotransmitter and inhibits muscle contraction. This process prevents the formation of fine lines and wrinkles, resulting in more plump and firm skin. The mask also contains coconut that prevents water loss for increased hydration.
biofrancelab.com



3 The Ourself HA+ Replenishing Serum is getting quite a bit of attention from consumers and the media. Its potent combination of low- and medium-weight hyaluronic acid molecules with vitamin C, niacinamide and firming peptides is able to provide impressive filler-like results due to its unique delivery method. The serum is able to preserve the potency of the active ingredients by using lipids as the delivery system, which protects the integrity of the ingredients from oxidation and longer-term breakdown.
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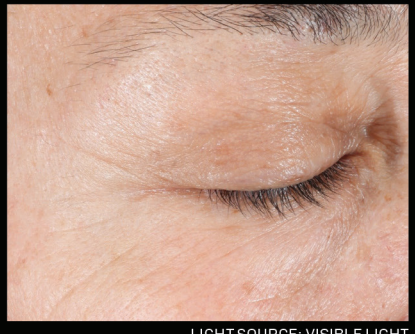
BEFORE



42-YEAR-OLD SUBJECT, FITZPATRICK SKIN TYPE IV

AFTER 7 DAYS*



LIGHT SOURCE: VISIBLE LIGHT

BEFORE



41-YEAR-OLD SUBJECT, FITZPATRICK SKIN TYPE VI

AFTER 12 WEEKS*



LIGHT SOURCE: VISIBLE LIGHT

*DATA ON FILE. RESULTS MAY VARY.

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Gregory P. Mueller, M.D.

MyEllevate Technique for Light-Guided Neck Rejuvenation

Lead author Gregory Mueller, M.D., discusses his study on the light-guided MyEllevate technique.

Rejuvenation of the jawline and neck is advancing to the point where minimally invasive techniques are now a viable alternative to undergoing more invasive surgeries to rejuvenate this delicate area of the body. A study published in the *Aesthetic Surgery Journal* (November 2022) by Gregory P. Mueller, M.D., et. al., "Light-Guided Percutaneous Neck Rejuvenation With Division of Platysma Bands and Suture Suspension: A Multicenter Retrospective Study," 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.

World renowned board-certified plastic surgeon and lead author, Gregory Mueller, M.D., explained the inspiration for developing the technique, "I created the MyEllevate technique because I was looking for a way to sharpen up the jawline and really sculpt everything without invasive surgery. Working on that for over a decade, my whole focus was to find a way to really sharpen the jawline on patients, giving them a more youthful look, without having to surgically open the area." He explains the reasoning behind conducting the subsequent study, saying, "I wanted to look at other surgeon's experience with the technology and the technique and see how their outcomes compared to mine. The great thing is, in our study we have 391 patients with five surgeons in three different centers. All the complication rates were less than 5% and the outcomes were very similar."

Mueller sees the study as confirmation that his technique can be taught to other surgeons so they can reproduce similarly successful results, making it a kind of guide for surgeons wishing to learn how to utilize the technology successfully. "The paper shows that the MyEllevate procedure can be taught to surgeons of various experience and backgrounds, and all of them can learn the procedure quickly and have outcomes that are successful, very similar and with very low complication rates. In the future, I see this as a foundational paper that gives surgeons the confidence that they can learn this new technology and have success with their own patients."

Mueller stresses that light guidance is a particularly important aspect of the technique, as it raises the success rate of the procedure significantly, making it far easier to teach to other surgeons. In addition, it is a completely new way of tightening the neck muscles without invasive surgery, whereas previously, the option was to do a thread lift. "It represents a totally new way of sewing the neck muscles. The procedure's totally different, more complicated and longer-lasting than a thread lift, and the importance of the light guidance is key. We published a paper in January 2012, and in that paper, we had a revision rate of about 15% or more. That was because we didn't have light guidance, so there is a need for light guidance and that's part of the technology."

The ideal patient for this procedure, according to Mueller, is "anyone who has a jawline that they're starting to lose some definition because of the aging process. I also use it with my facelift and neck lift patients because it's a way of addressing the muscles and glans without having to open the neck, so it has uses on all types of patients."

While they did not measure patient satisfaction during the study, Mueller noticed that the high number of patients that underwent the procedure from doctors other than him provided positive insight into the satisfaction of these patients. Mueller says, "What it proves is that the procedure works really well because the patients referred their friends. So, patient satisfaction could be measured by the number of patients who underwent the procedure by other doctors besides myself. The new surgeons who just started the technique were extremely successful, and you can tell the reason why is because other patients were so pleased with the results."

It is clear that this technique provides significant advancement for minimally invasive neck rejuvenation, and one that can be successfully adopted by other surgeons. ME

Rebecca Lane is the managing editor of *MedEsthetics*.

LATEST IN LITERATURE

Safest Soft Tissue Filler Injection Techniques



A study in the January 2023 issue of the *Plastic and Reconstructive Surgery* journal analyzed different injection techniques to determine the safest way to deliver soft tissue filler injections. It found that for a sharp needle, static injection in the periosteum layer after effective withdrawal is recommended for maximum safety. For a cannula, retrograde injection after gentle insertion into loose tissues is recommended.

The study, conducted by Lei Zhang, M.D.; Xiao Feng, M.D., et. al, used 31 fresh frozen cadavers of Han Chinese ethnicity for the mimetic injections and anatomic analysis. The specimens were perfused with red latex within arteries and blue latex within veins. Cadaver mimetic filler injections with colored hyaluronic acid (HA) were performed with a sharp needle and cannula.

The sharp needle was set perpendicular to the skin surface and penetrated deeply until touching the bone, at which time injection was performed. The cannula was inserted from a prepared hole, located 15 to 20 degrees to the skin surface, and moved forward and backward gently until passing through the tissues, followed by retrograde injection.

The HA injected with the sharp needle was located mainly within or under the periosteum and part of the HA would flow reversely into the periosteum or the deep fat compartments. For the cannula injection in the forehead, temple, periorbital, nose and nasal labial fold regions, the injected HA was located under the superficial muscular aponeurotic system, some of which was in the deep fat compartments, whereas in cheek, lips, mandibular and nasal labial fold, the injected HA was mainly located in the subcutaneous fat layer, per the study.



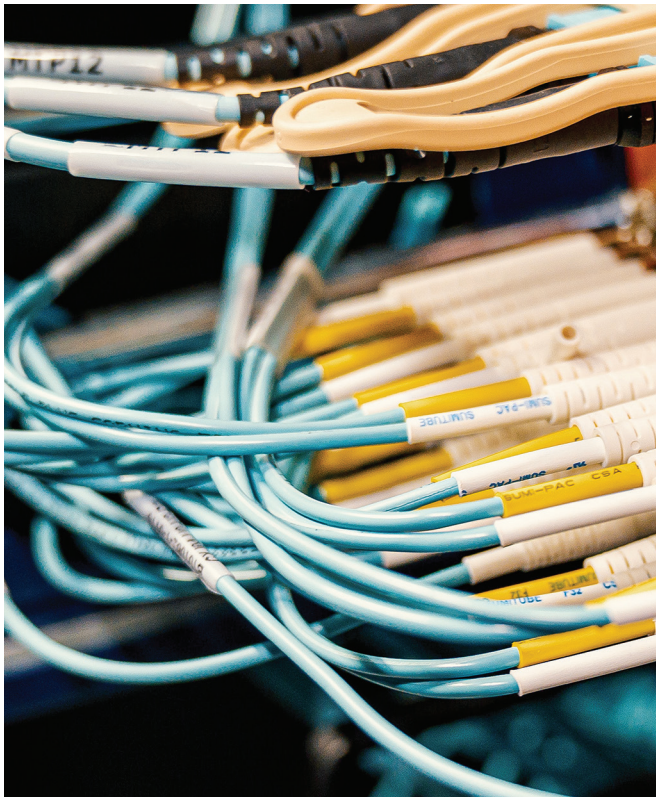
FDA Approves Pfizer's Supplemental New Drug Application for CIBINQO

Pfizer announced that the United States Food and Drug Administration (FDA) approved its supplemental New Drug Application (sNDA) for CIBINQQ (abrocitinib), expanding its indication to include adolescents (12 to <18 years) with refractory, moderate-to-severe atopic dermatitis (AD). CIBINQO was previously approved only for the treatment of adults 18 years and older.

The CIBINQO prescribing information was updated to include data from JADE TEEN, a Phase 3, randomized, placebo-controlled clinical trial. JADE TEEN, which supported the expanded indication, evaluated both the 100 mg and 200 mg doses of CIBINQO versus placebo in adolescents 12 to <18 years of age with moderate-to-severe AD, while also on background therapy with topical medications. The trial evaluated measures of improvements in skin clearance, itch, disease extent and severity, including the Investigator Global Assessment (IGA), Peak Pruritus Numerical Rating Scale (PP-NRS) and Eczema Area and Severity Index (EASI).

Data from the clinical trial program included in the prescribing information now stems from five randomized, placebo-controlled clinical trials and a long-term extension study with more than 1,600 patients treated with CIBINQO. Across the trials to date, CIBINQO demonstrated a consistent safety profile and increased improvements in skin clearance, extent of disease and severity, as well as rapid itch improvement after two weeks, for some people living with AD versus placebo, including adolescents.

PEXELS



PEXELS

Demand for Skin Care Devices Grow with Market Increases

The skin care devices market is projected to be a valued at U.S. $23.8 billion in 2023, and is estimated to grow to U.S. $101.5 billion by 2033, according to a report by Future Market Insights. The market is anticipated to record a significant CAGR of 15.6% during the forecast period. The growing demand for skin care devices due to growing numbers of disposable income, the standard of living and electronic goods is enhancing the market share. The increasing number of beauty experts, skin disorder and end-use industries are resulting in the continued adoption of more skin care devices.

The key factors driving the skin care devices market share include the growing demand for spinning discs, non-invasive procedures to quickly regenerate skin cells and increasing millennial consumers. Skin care brands aim to create devices that provide better skin treatments and prevent skin concerns to boost market expansion. The increasing adoption of skin care devices to treat skin problems such as scabies, warts, fungal infection and psoriasis also propel market opportunities.

Cosmetic procedures contributing to increased skin care devices market growth include skin lightening, tightening, body contouring and rejuvenation. The increasing adoption of skin care devices to maintain daily skin care routines also drives the market share.

Study Proves Xycrobe Technology Supports Skin Biome

Crown Aesthetics announced its study in the *Journal of Cosmetic Dermatology* showcasing the efficacy of its patented Xycrobe technology, formulated to address the skin biome. Xycrobe technology targets specific skin conditions using an isolated, living strain of skin-relevant bacteria known as Cutibacterium acnes subspecies defendens (*C. acnes defendens*). This sub-species of the skin-specific bacterial species accounts on average for 89% of the bacteria in the sebaceous skin follicles, and is able to improve the health and appearance of the skin by curating and supporting the right strain within the existing microbiome.

The results of the recently published study demonstrate that the BIOJUVE regimen, which incorporates the Xycrobe strain as well as its ferment, supports a healthy skin environment, promotes increased skin hydration, decreases redness, regulates sebum production and reduces the appearance of signs of aging such as fine lines and photodamage.

"The research we present in this paper debunks numerous myths that have perpetuated for the last half century or so about what constitutes a healthy skin microbiome, what role *C. acnes* strains play in skin health and the ability to formulate progressive topicals with live microbes that might contribute to a healthier skin biome overall," says Thomas M. Hitchcock, Ph.D., Chief Science Officer for Crown Laboratories Inc. "We aim to continue to invest in exploring the relationship between the microbes that live on and in the skin, and how this new philosophy of formulating topicals to holistically consider the skin biome may change how we care for the skin."

Subjects in this eight-week study used a five or seven point Likert-scale (agree/neither/disagree) over a two month evaluation period. Agreement responses at the 90th percentile or higher included (improved) skin texture, tone, healthy, natural appearance, felt conditioned, radiant and vibrant.



Fat Grafting's Positive Effects on Facial Volume Correction

Plastic surgery patients experiencing facial volume loss due to aging may be able to regain a more youthful appearance with the assistance of a fat transfer. A fat transfer can be performed alone or in conjunction with a facelift to help assist patients with skin elasticity and regaining facial volume. When compared to fillers such as hyaluronic acids and others, a fat transfer to the face can give a better correction in one treatment and provide longer-lasting results than fillers.

"With a fat transfer, fat is commonly harvested from the lower abdomen by liposuction and is then injected into the face in the areas of volume loss," said Michelle Hardaway, M.D., board certified plastic and reconstructive surgeon at the Aesthetic Plastic Surgery & Laser Center in Farmington, Michigan. "The harvested fat is injected like fillers (hyaluronic acids like Juvéderm or Restylane) to correct the volume loss most commonly found in the cheeks, midface, nasolabial folds and lips. The results include increased skin elasticity and fuller volume in the face, allowing for smoother and younger looking skin."

Patient results have shown that at least 40% to 50% of the fat that is injected survives and can be enhanced with PRP (platelet rich plasma). Hardaway has found that patients who avoid smoking and excessive caffeine have experienced enhanced fat survival and longer-lasting results.



Hair Transplantation Enhances Facial Harmony in Elongated Faces

Having a long-faced morphology is frequently associated with aesthetic concerns, with surgery being required to correct the excess length of the upper, middle and lower thirds of the face, as well as the frontal plane. Correcting the length of the face along the midline alone, however, does not result in complete harmony of facial dimensions. A study in *Plastic and Reconstructive Surgery* (March 2023) presents a new approach to correcting excess length in long-faced morphology through the use of additional measurements in the frontal, lateral and oblique views, as well as hair transplantation to reduce hairline measurements.

The study included 83 patients. Prior to surgery, researchers recorded their facial measurements, including the upper, middle and lower thirds of the face, in addition to the length of the face along the midline. Four additional distances were measured along the oblique and lateral views, two of these being measurements from the infratemporal hairline and the sideburn to the chin. The surgery involved the lowering of the patients' midfrontal hairlines and shortening of the distances from the infratemporal hairline and sideburn to the chin. The results were evaluated using a five-point Likert scale. The average Likert score from patients was 4.5 (range of 3 to 5), and the average Likert score from the surgeon was 4.9 (range of 3 to 5).



UNSPLASH

10 Tips to Decrease Patient "No-Shows"

Clear communication is the key to reducing "no-shows."

How many times have you had a patient that cancels at the last minute or doesn't show up for an appointment? Patient "no-shows" are one of the most frustrating challenges and a long-standing issue an aesthetic practice faces. It is a drain both time wise and efficiency wise, not to mention its affect on your financial bottom line. Tracking and solving "no-show" challenges is critical to practice success.

According to a study by the National Library of Medicine, the average no-show rate for healthcare practices across all specialties is nearly 18-20% and the total cost of missed healthcare appointments in the United States each year is more than $150 billion.

To quickly calculate your patient no-show rate, you will want to divide the number of no-shows per week by your total number of weekly appointments. For example, if you see an average of 100 patients per week and 18 of them are no shows, your no-show rate would be 18%.

While not every no-show or cancellation can be avoided, clear patient communication can significantly reduce your no-show rate for your aesthetic practice.

Here are 10 tips to combat no-shows:

1. Charge for consultations. Charging a consultation fee often reduces the no-show rate to zero and reduces cancellations.

I often hear clients say they don't charge consultation fees. Why not? What is your time, education and expertise worth?

Now, consider your overhead costs that include rent, marketing, payroll, taxes, cost of goods, training, benefits, equipment, warranties, etc. You'll quickly realize that your time is very valuable and there are a lot of costs to be factored into each appointment and running a profitable business.

Free Consultations vs. Fee Consultations. When you offer FREE consultations, you attract a higher percentage of price shoppers or unmotivated buyers. There is no accountability for the patient to show up, which devalues your time, lowers your patient acquisition rate and results in a lower conversion rate to a paid appointment for a treatment, service or procedure. When you offer consultations with a fee, you increase the likelihood of attracting more quality, serious patients who already perceive value for your time and expertise, and are willing to invest in themselves. You also minimize your cancellation and no-show rate, while increasing your conversion rate.

You can also apply the consultation fee towards the surgery or treatment the patient books.

"Charging a consultation fee often reduces the no-show rate to zero and reduces cancellations."

2. As part of your practice operations, you'll want to establish a Standard Operating Procedure (SOP) around confirming appointments and consultations as well as a cancellation and no-show policy. Post your policies in a place where your patients can easily see them in your practice and have a copy by the front desk. Specifically address the time frame for running late that will trigger a cancellation, how much notice you require to cancel an appointment and any charge for no-shows. You will want to ensure your front desk team explains this policy when they are booking the appointment and that it is included in any correspondence when you book the appointment, confirm the appointment, on your website and in any brochures.

If you are going to charge for a no-show, make it enough of a charge that it will deter people from not showing up. In your policy you can explain it is so you can accommodate another patient if they need to cancel.

3. Create a cadence of four separate reminders confirming appointments that contain the day/time of the appointment. Using an SMS text sequence that includes options for confirming or changing the day/time with a one-touch message is very effective. SMS text communication has a higher read rate than email reminders. There are many software options on the market to help with SMS reminders. I recommend you include one reminder call where the patient is required to confirm if possible.

As far as timing goes, for regular appointments, set 3 times to confirm. Start with 3 days out, then 2 days, then 24-hours prior. State that you have called and sent email and text reminders and that in order to avoid the cancellation fee, it is required they confirm the appointment with some method.

4. Send out explainer videos or testimonials. Often patients cancel appointments or are no-shows due to fear. If you send out explainer videos in advance about the treatment/service/procedure of interest, before and after photos and testimonials from other patients, your prospective patient will immediately feel a sense of relief that it won't be "scary." You can also send an email to the patient that mentions common objections or answers to other questions about pre-care that will be addressed during the consultation, so they know what to expect. Using emojis (sparingly) in your reminder texts can help build a friendly rapport and is often less intimidating to prospective patients.



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5. Offer the option to prepay for appointments. One strategy to avoid no-shows and cancellations is to ask if a patient would like to take care of payment in advance, and anything over a certain amount, like $1000, requires a deposit to hold the time slot.

6. Ask for a credit card in advance when a patient books an appointment in the case of a last-minute cancellation or no-show if it aligns with your policy.

7. Respond to no-shows in a professional manner. If a patient is a no-show, send out a missed appointment text or email asking them to reschedule. Give them the opportunity to explain why they missed the appointment before you jump to charge them. You'll want to use your judgment as to whether it is a legitimate excuse or an emergency that arose. If it is an established, loyal patient, you may want to weigh out the lifetime value and decide regarding any no-show fees.

Keep track of a patient's no-show rate. If it happens more than once, you may consider suggesting they are not a good fit for your practice.

8. If a patient is a few minutes late and has not called, reach out to them with a phone call or text to see if they will be arriving soon. You can offer to reschedule if they are going to be so late that you won't be able to accommodate them.

9. Monitor your no-show rate. This is a good KPI to track. You can incentivize your team by setting a goal to reduce no-shows by a certain percentage over a specified period. The reward can be a catered lunch, gift card, bonus, etc.

"Offer the option to prepay for appointments. One strategy to avoid no-shows and cancellations is to ask if a patient would like to take care of payment in advance."

10. Value your patient's time. Everyone is super busy these days. If you are running behind and keep patients waiting for a long time in the waiting area, they are more likely to not show up or cancel future appointments. Respect their time as you want them to respect yours. One way to help reduce wait times is have them arrive 15 minutes early to complete paperwork, or have them fill out paperwork in advance through a patient portal if you have one. ME



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





The Key to a Great MedSpa Experience

Why a great medspa experience starts long before (and lasts long after) treatment.

By Skya Jones

It's a good news/bad news situation for medspas right now.

The (really) good news is that in the post-Covid world, self-care has become a non-negotiable part of the daily routine for consumers. Not coincidentally, the medspa has become one of the fastest-growing verticals in the entire wellness industry. Everywhere you look, you find data touting the explosive growth of the medspa industry. That's a great thing if you happen to own or manage a medspa.

The bad news is that with explosive industry growth and intense consumer demand comes increased competition. Everywhere you look, another new medspa pops up. That's not such a great thing if you happen to own or manage a medspa. While true that a rising tide lifts all boats, too many boats can quickly make for a crowded sea – and it's getting crowded pretty fast out there for medspas. The battle to win new clients and retain existing ones is becoming just that – a battle. Simply offering desirable treatments no longer differentiates your business.

So, how do we differentiate our medspas in an increasingly crowded marketplace? As always, through client experience.

Differentiation requires a commitment to delivering a client experience that is flawless from start to finish. Just as importantly, it requires an understanding that client experience is about far more than just excelling at the treatments we offer. Across the industry, many providers still overlook the critical aspects of the client experience that happen before or after treatment.

With that in mind, let's examine five often-overlooked truths about delivering a great client experience.

5 Keys to Delivering a Great Client Experience

1. A flawless experience starts long before a patient walks through the door.

We live in an age when the expectation of convenience extends to every single touchpoint consumers have with a service provider.

Every. Single. One.

If they had a hard time finding you online. If it took them more than a few clicks to book their appointment (sorry, but they're not calling). If they had a hard time finding your office. If there was no place to park. If you made them wait even though they had a confirmed appointment time.

In other words, if you don't start thinking about delivering a great client experience until after a patient walks in the door, you're already too late. Make the investments necessary to ensure your people and your technology deliver a seamless experience covering every part of the journey from their front door to yours.

2. Check-in and check-out are not trivial.

This is an extension of the previous point, but one that deserves a separate call out. The speed and simplicity with which you check clients in and out matters greatly.





Set your business apart by delivering a flawless client experience from start to finish.

Clients expect check-in to be effortless. If they have to spend time at the front desk providing information you already collected at booking, it's an inconvenience. If they have to re-answer questions they already answered at booking, it's an inconvenience. If they have to do anything other than book their appointment online to be ready to go when they walk in the door, it's an inconvenience.

Check-out is much the same. Here's what patients want to do after receiving a treatment: leave. If they have to linger at the front desk while you toggle between your disparate booking payment platforms, it's an inconvenience. If they have to swipe their credit card, it's an inconvenience. If they have to repeat the preferred time of day they'd like to come in for their next appointment, it's an inconvenience. If they have to do anything other than leave with their payment processed and next appointment already booked, it's an inconvenience.

What does that mean for your business? It means you need to invest in technology that creates a seamless client experience, including check-in and check-out. Notice I didn't say you need to invest in booking software. Why? Because booking software isn't enough. You need software that helps you manage the entire client experience. That means integrated booking and payment processing, personalized client data, email marketing and communication, automated tasks and seamless workflows that enable your clients to come and go without stopping. Invest today.

3. Educating your clients is just as important as treating them.

In the grand scheme of things, this is still very much a nascent industry. We're only beginning to scratch the surface of how we can grow our businesses and help our clients look and feel their best. This means we have the responsibility (and opportunity) to educate them.

Most new clients come in knowing little more than that they want to take better care of themselves. From there, it's on us to ensure that prospective and even returning clients understand the link between the treatments we provide and their desire for self-care.

Even if a client doesn't initially display any particular thirst for information and education, we still need to make every effort to provide it. Why? Because education is essential to the client experience. As a client, you can't have a great experience if you don't truly understand why you're here. Eventually, an educated client is a happy client and an uneducated client is a former client. So, train and prepare your staff to constantly educate.

4. A great treatment isn't enough to overcome a poor consultation.

- Wait, didn't we just talk about education?
- Yes, we did.
- So why do we need to talk about consultations?

Because education and consultation are not the same things. Education is about us – what we do and why we do it. Consultation, on the other hand, is about the client.



A great client experience is a journey, not a destination.

What brought them here today? What is their daily life like? What does their treatment history look like? What are their biggest concerns? What are they hoping to get out of visiting your practice? (Not part of a good consultation: How much are they willing to spend?)

Here's the reality: a poor consultation will undercut even the best and most effective of treatments. Why? Because it's no longer about the treatment, it's about the experience – and there's no such thing as a great client experience without a thoughtful, personalized consultation. Make sure you put as much time and energy into providing great consultations as you do great treatments – they are of equal importance to your clients and your business.

5. What you do after a client leaves matters as much as what you do while they're there.

Ok, so your new client found you easily and booked their appointment online with no trouble at all. You provided them with all the resources they need to fully understand what you do and how you do it. They checked in seamlessly and received a thorough and personalized consultation and a great initial set of treatments. Then they processed their payment and booked their next appointment without breaking stride on their way out the door.

- Job done, right? Great client experience complete, right?
- Not quite.

A great client experience is a journey, not a destination. We're never there. We're never done. If you want clients to keep coming back (spoiler: you do), then what you do after a client leaves matters as much as what you do while they're in the office. That means staying in communication and keeping tabs on how they're responding to a given treatment. It means being available to quickly answer questions when they come up. It means sending reminders about their upcoming appointments, letting them know when you have unexpected openings that might be more convenient for them and just generally showing you care about them as people.

This is another area where automating workflows (appointment reminders, birthday messages, etc.) through smart software can help, but ultimately, this is about you and your willingness to go the extra mile to build meaningful and lasting relationships with your clients.

In fact, all of this is ultimately about you. Convenient booking. Seamless check-in and check-out. Commitment to education. Thoughtful consultations. Meaningful relationships. Yes, technology plays a role, your staff plays a role and your clients play a role too. Ultimately though, you are the engine that powers a great client experience. You are the difference between a medspa that stands out from the crowd and one that blends in. Go make it happen! ME



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

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The Secret to Aging Well

Julie Russak, M.D., & Jennifer Hanway Combine Aesthetics & Wellness to Create the Ultimate Anti-Aging Wellness Program.

Written by Rebecca Lane **Photography by Kevin Brusie**

Board-certified dermatologist, Julie Russak, M.D., comes from a long line of physicians. Russak knew from the beginning she would be going into medicine. Growing up in a small town in Siberia, Russak remembers her mother, who specialized in neurology, filling the role of town physician. Despite training to be a specialist, Russak's mother ended up taking care of her patients as a whole, rather than just treating one aspect of their health. Russak's own medical journey followed the same path.

Russak explains, “I started as a dermatologist after doing my fellowship in melanoma. As my practice and the demands of my practice grew and the needs of my patients changed, I started doing more and more aesthetic medicine. That’s what ingited my drive to take care of my patient as a whole, not just one particular area of their face. You realize that you cannot really take into account just one area and completely ignore everything else that happens in the whole body. It’s so interesting to look at life and how it comes full circle. Life works in mysterious ways.”

Jennifer Hanway, a board-certified holistic nutritionist, originally hailed from a town just outside London. Initially a professional dancer, Hanway had to reevaluate her career after an injury left her unable to continue on the professional stage. After doing some teaching and choreography, during which she happened to teach Zac Efron how to do the foxtrot, she began instructing fitness classes and working for the first spa company in London. While working for Tracy Anderson’s right hand woman, she decided to ask her what she could do about the problems she had experienced since childhood with her gut health.

Hanway remembers, “I was this dancer fitness instructor that looked super healthy on the outside and really was not healthy on the inside. So, she started working with me and I was one of her clients. She was a holistic nutritionist and biosignature modulation practitioner and she gave me two simple instructions. They were don’t eat dairy and take a probiotic. It changed my health significantly. I was like, A.) from a selfish point of view, I want to know more, but B.) I know I’m not the only person struggling with this. That’s when I went back to school to retrain to become a holistic nutritionist.”

Two Worlds Collide

It was while still living in London that Hanway met her husband, who was from the U.S., and moved here to be with him in September 2013. Her path crossed with Russak’s in 2017 while Hanway was working as a nutritionist for a health retreat in Switzerland. Shortly after they met, Russak asked Hanway to join her practice and help her run a new wellness program. “We have a very similar approach to what we believe is wellness, but also how we work with our patients, so it’s always been a very easy, organic fit for us. I came on board because Dr. Russak was finding that her patients weren’t getting the results that they deserved from their treatments because we weren’t giving them the building blocks from the inside out.” And so, the wellness program was born.

Creating an Anti-Aging & Wellness Program

Russak explains the inspiration behind her decision as a practitioner looking out for her patients to start the anti-aging wellness program.

“As my practice and the overall concept of aesthetic dermatology evolved, we shifted from treating our patients from the outside in, to helping them regenerate from the inside out. We’re really talking about intracellular aging and working toward regenerative aesthetic



Russak+ Aesthetic Center





Treatment room where Dr. Russak performs procedures for patients' aesthetic treatment plans.

medicine now, which involves the regeneration of collagen, elastin and overall three dimensional regeneration. Before, we had filler to fill in lines. Now, as an aesthetic practitioner, we are looking into how we can change the methylation of the DNA so you look and feel better. A lot of the procedures we do involve us stimulating our patient's health to cause regeneration. However, if their body is not in an optimal state to be stimulated, the treatment won't be as effective. At this point, being an aesthetic dermatologist, I cannot with a clear conscience just inject Botox or filler into my patients without really talking to them about what needs to be done for them to really be, feel and look good. That's where the wellness program comes in."

With the advances in research and technology over the years, the team realized last year that it was time to update their existing program to reflect the changes over the past five years. "Since we started the program, both of us have grown in our professional practice and as our patients have gotten older, their needs, but also their knowledge and understanding, has changed," says Hanway.

That growth in knowledge and available technology allowed the team to expand and perfect both the wellness and aesthetic treatment sides of their program to meet the growing needs of their patients.

Russak relates, "As our knowledge and our practice has evolved, we had to really stop and consider how much more we can now offer our patients. That's why we started to revamp and reorganize the program to take into account the knowledge that is available right now, as well as the demand for changes in the practice. During that period, we had time to consider what we can offer our patients in terms of the best and most advanced tests, the best and most advanced interventions in terms of supplements and support. And that's where the program evolved."

The Anti-Aging Wellness Program

Step 1: First Consultation

The program starts with the initial one-hour consultation with Russak and Hanway, reviewing in detail the patient's background, health history, problems to address and lifestyle.

Health history/background: "We really want to take a deep dive into your health history, to collect all of those pieces of the puzzle of what makes you you, and get to that root cause of whatever it is that you are finding challenging. A lot of our wellness patients are finding that their metabolism doesn't feel as quick as it used to, their skin doesn't bounce back as quick or they don't have as much energy. What we see is this intersection of women in their forties and fifties here at the peak of their career.

But then along comes this and they're tired, stressed and their thyroid might not be functioning, and it is their hormones that are causing this. We want to try and get the reports of that and then create our interventions around that," explains Hanway.

Lifestyle: Lifestyle is an important part of the conversation. As Hanway states, "Your lifestyle helps me get an idea of how to present the dimensions to you. How busy are you? How much do you cook? Do you travel? Do you have kids? A big part of our program is not only what we can test our patients for, but then what do you do with all that testing, how do you implement it in everyday life? With our program we also offer our patients support in terms of how to bring it into everyday life and actually feel like they're still living a life and not living in this restricted bubble where yes, they look good, but they don't feel like they're living."

Understanding a patient's lifestyle serves the dual function of helping point the team towards possible environmental and daily lifestyle factors contributing to their problems that they need to test for, in addition to how to tailor the final plan they create for the patient to follow.

Hanway states, "We don't want to test unless that's going to inform an intervention, and I don't want to give an intervention if the patients can't do it. It has to be realistic. I wouldn't give someone a 12-step skin care routine if they only have time for five minutes in the evening. We have to meet the patients where they're at for them to be able to create change."

Step 2: Testing

Using the information gathered from their initial consultation, the team then decides what testing needs to be done. These include blood tests to check for food sensitivities, hair tests to show the composition and amount of minerals as well as to check for heavy metals, in addition to gut health testing, i.e. fecal testing and a stool sample, for some patients.

Step 3: Second Consultation (Reviewing The Results)

This is where things really start cooking and the duo demonstrate why their services are so sought after. The second consultation involves a detailed review and break down of the patient's test results.

"Instead of you just getting a book of these numbers, we're going to go through it and tell you this is what it means in general and this is what it means for you. So, there's the numbers but then there's the patient education as well. What's optimal for me is going to look very different from what's optimal for you," says Hanway.

"That's where the customization comes in," Russak explains, continuing, "Some of my patients have been with me for a very long time, and I've been doing certain treatments and maintaining those. Then at a certain time in their lives, we start realizing that what we've been doing up till then is not enough. So, what changes?"

The answer lies in the patient's test results, which reveal the underlying culprits behind their specific aging and health challenges.

Russak explains, "I might recommend a procedure that will stimulate collagen regeneration to my patients, but if they have heavy metals, that will actually inhibit all the metabolic processes in the body. No matter how much I try to stimulate, their body will not be able to activate the process of collagen regeneration, so their results are not going to be optimal. We are recommending and thinking that stem cells will be a great alternative to filler under eyes, but stem cells send signals to the surrounding cells to start regenerating, so the results rely on those cells being healthy and primed to respond to those signals. What if you have mercury toxicity or you're protein deficient? What if you have a leaky gut and high inflammation and you're not absorbing anything?"

Normal limits vs. Optimal levels: Another major factor that comes into play is the levels of each item listed in the patient's blood work, and if these numbers are merely "within the normal limits" or optimal for that individual.

"That's where we run into the question of what is really normal. When we look at what is classified as within normal limits on regular blood work, you could be at the very beginning or the very edge of those limits. However, if you're within the normal limits and your number is at the very bottom, your hair would be falling out because the hair is very metabolically sensitive to any hormonal fluctuations in our body. You could be within normal limits, but still have a problem, so we'll look into what the optimal level is for you. That's why we are merging aesthetic regeneration with wellness. Aesthetic regeneration is really about helping people age well," states Russak.

DNA & Aging: Taking the idea of aging well one step further, the team gets into the details of how our DNA is connected to aging – or rather, to how we can technically avoid aging altogether.

Russak explains, "We are talking about anti-aging at



Dr. Russak and Hanway study patient's test results before creating aesthetic and wellness treatment plans.

the cellular level, about your DNA. We're doing testing to see how much methylation is in your DNA and identify your DNA biological age, not your chronological age. There is no aging gene in our DNA. Our DNA codes how we age and repair, but there is no one specific gene that encodes that this is aging. So, how we're aging is really a result of what we're doing to our bodies. Aging happens from the inside, as well as from the outside. Your skin is your body's biggest organ. It regenerates a lot and very frequently. If you're not metabolically optimized, it's not going to be able to regenerate or respond to the procedures that we can do in the office."

Hanway adds, "There's no differentiation of your muscle cells versus your skin cells. It's all your cells. If you're healthy on the inside, it shows on the outside. Obviously, we're looking at specific markers for aesthetics, but I always say to our patients that weight loss, beautiful skin and healthy hair are side effects of being healthy."

Step 4: Design Wellness & Aesthetic Treatment Plans

Hanway explains how everything comes together in the final step of the process, "Once they get all of the test results, I will create a nutrition, supplement and lifestyle plan. We'll look at fitness and at my two most difficult lifestyle changes to get patients to adopt, managing their stress and getting them to get more sleep. Then Dr. Russak will put the treatment plan together for them. From there, the two sides support each other, so there's really no separation between the two."

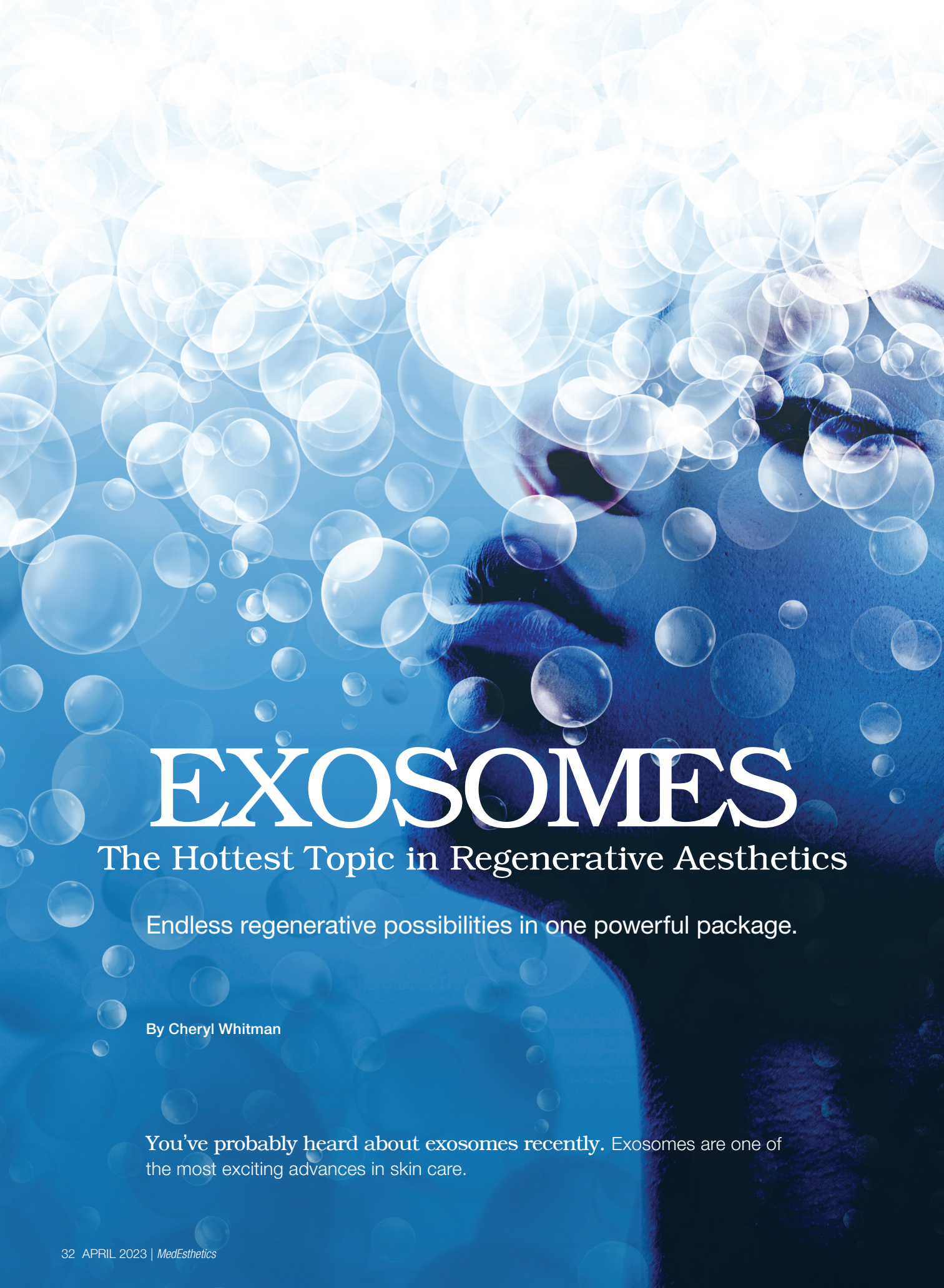
Aging Well: Aesthetics + Health

Russak and Hanway demonstrate what a powerful combination aesthetics and wellness are when brought together by two experts who really understand how to skillfully merge them into a cohesive anti-aging solution – the ultimate secret to aging and living well.

Speaking from the aesthetics point of view, Russak shares, "My favorite thing is seeing my patients through the years, and then after about 5 to 7 years, we go back and look at the pictures from when we started. Seeing how they look in that picture from before and how they then look at themselves and see themselves now - how great they are, how they feel, how they look and seeing that all the hard work paid off. It's important for us to look good, but to still look like ourselves, look natural. When I see that realization, that's my favorite part."

Hanway adds insight that speaks to her expertise in nutrition and wellness, stating, "I get to work with these incredible women at the top of their game, empowering them to be the best that they can be. The feedback we get is- 'great, I lost the weight or I did this, but actually what I'm really getting from this is that I have energy, I have mental clarity, my anxiety is better and I can show up for my family and my career.' For the last 100 years we've been focusing on lifespan, now the conversation is moving towards health span. We're living longer, but can we live healthy full lives for longer? So, it's a switch from lifespan to health span." ME

Rebecca Lane is the managing editor of *MedEsthetics*.



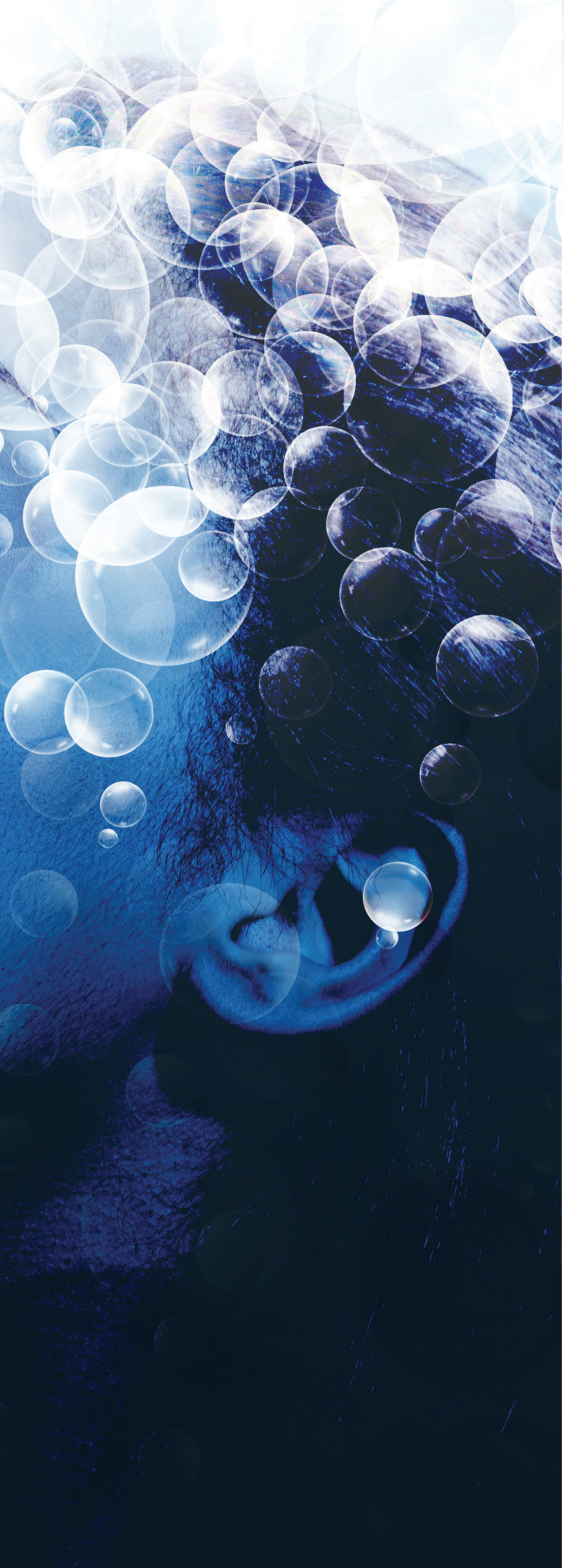
EXOSOMES

The Hottest Topic in Regenerative Aesthetics

Endless regenerative possibilities in one powerful package.

By Cheryl Whitman

You've probably heard about exosomes recently. Exosomes are one of the most exciting advances in skin care.



What are Exosomes?

An exosome, in simple terms, is a tiny sack that forms inside a cell. It contains some of the nucleic acids (DNA, RNA), proteins, lipids and metabolites from the cell. These sacks are formed by all cells, including cancer cells. They serve as messengers, traveling through the blood stream, so cells throughout the body can communicate. Exosomes can release growth factors and facilitate other beneficial processes. However, not all exosomes are created equal.

According to "The Biology, Function, and Biomedical Applications of Exosomes," published Feb. 7, 2020, in *Science*, "Exosomes are associated with immune responses, viral pathogenicity, pregnancy, cardiovascular diseases, central nervous system–related diseases and cancer progression. Proteins, metabolites and nucleic acids delivered by exosomes into recipient cells effectively alter their biological response. Such exosome-mediated responses can be disease promoting or restraining." In short, exosomes can be good or bad for your health depending on what cargo they carry. Their cargo is dependent upon what cell type produced them.

How do Exosomes and Stem Cells Differ?

Stem cells can become any type of cell within the body. They serve as building blocks and repair devices in your body. Exosomes are tiny sacks or bubbles called extracellular vesicles, which are released by all types of cells in the body, including, but not exclusively, from stem cells.

Exosomes contain nearly three times the amount of growth factors as do adult stem cells. Having more growth factors means a better ability to restore and revitalize target cells.

Natural Drug Delivery System

Exosomes hold promise as a safe and effective natural delivery system for therapeutic drugs because the body readily allows them to pass through cell walls, and in some cases, they can even transit the blood-brain barrier. Due to their extremely small size (1/100th the size of a cell), exosomes are considered to be promising as a tool for drug delivery to targeted organs.

Exosomes deliver their surface protein and cytoplasm (the material in the cell) to the recipient cell by fusing with the target-cell membrane causing the cell to open up. Exosomes then enter the cell, release their cargo and affect the physiological and pathological processes of that cell. This uptake process is rapid and temperature-sensitive; uptake is decreased by low temperature. Research is continuing into how to optimize their utilization as a drug delivery system.

Almost all bodily fluids contain exosomes, and those exosomes contain structures formed within every cell type. These exosome cargos are often disease-specific such as in viral infections, neurodegenerative diseases (Alzheimer, Huntington disease) and cancer. As a result, exosomes are being extensively studied as a source of molecular markers for use in early disease detection.

Facial Regeneration/Anti-aging

Although exosomes are secreted by all cell types, those that are derived from stem cells (undefined cells that can develop into any cell type) have a powerful role in regenerative medicine by facilitating healing and repair processes. As this type of exosome has significant regenerative capabilities, they are used in anti-aging facial aesthetics and hair restoration. The National Institutes of Health states, "preclinical studies in aesthetics have demonstrated promising effects of exosomes on skin rejuvenation and hair growth."

Exosomes have several benefits for tissue regeneration including antioxidant and anti-inflammatory affects. They can be used to significantly increase skin collagen and elastin. This can result in changing the appearance of scars, decrease skin irritation, help with acne, address sagging skin and reduce age spots and wrinkles.

One way exosomes can be used in a facial procedure is by combining them with micro-needling treatments. Exosomes are diffused over the outer skin layers, releasing growth factors to injured skin, thereby activating an enhanced wound healing process and tissue remodeling. Using micro-needling in combination with exosomes can have a direct impact on skin tone and texture issues, hyperpigmentation, scarring from acne and other common complexion concerns.



Exosomes are a promising treatment for hair loss.

The extent of your condition will also affect the rate at which you experience results. For most patients, the most apparent results tend to appear within three to four months of treatment, and the best, most dramatic results appear within nine months.

Treatment of Alopecia

In addition to facial anti-aging treatments, exosomes show promise in treating hair loss. Alopecia (hair loss) is caused by the degeneration of hair follicles, which may be due to a number of different reasons. Alopecia can be treated by applying exosomes derived from dermal papilla cells.

The exosomes are injected directly into the scalp just below the hair follicles where they regulate hair follicle growth and stimulate the outer root sheath cells encouraging hair growth. The exosomes accelerate the onset of anagen (the active phase of the hair growth cycle), delay catagen (the transitional phase of the hair growth cycle), cause hair shafts to lengthen and improve root sheath viability.

Exosomes hold promise for treatment and prevention of alopecia. Patients using exosome therapy for alopecia saw benefits for six to nine months following conclusion of treatment.

Exosomes versus PRP Therapy

Exosome therapy and PRP therapy utilize the same approach, using growth factors to facilitate collagen growth. The main difference is that the growth factors in exosomes are not acquired from a patient's own blood, they are derived in the lab. Furthermore, exosomes are 100 times more powerful than treatments with PRP. These messengers carry essential ingredients like collagen, growth factors, enzymes and proteins that when applied to the skin will regenerate the cells, resulting in more youthful looking skin.

Exosomes are still a new hair loss therapy method. While exosomes and PRP both use growth factors to stimulate hair growth, they target different components of the scalp. Exosomes target existing stem cells in the scalp area, while PRP triggers tissue repair and regeneration.

Exosomes for Pain Management

In the United States today, approximately 7.5% of the population, or about 1 out of every 13 people, suffers from chronic pain. Chronic pain is a common condition that seriously affects a person's quality of life; people who suffer from chronic pain may experience anxiety, depression, insomnia and other negative emotions. Currently, chronic pain treatments are nonsteroidal anti-inflammatory drugs (like ibuprofen and naproxen) and opioids.

Sadly, these drugs are often insufficent to bring relief, or cause severe side effects and may be addictive.

A 2019 study by the National Library of Medicine, titled "Mesenchymal Stem Cells and their Exosomes: Promising Therapeutics for Chronic Pain," concluded that intravenous exosome therapy is "a potent alternative for the treatment of chronic pain." Exosomes treat pain by targeting damaged cells and directing them to regenerate. This reduces inflammation and pain and promotes natural healing without addictive medications.

Another study, published by the National Library of Medicine in 2020, (Exosomes as a new pain biomarker opportunity) found that exosome-based treatments reduced pain with fewer side effects than current drug based treatments while imparting potential immuno-protective and anti-inflammatory effects. Studies were conducted on different chronic pain diseases such as osteoarthritis, rheumatoid arthritis, inflammatory bowel diseases, neuro-degenerative pathologies, complex regional pain syndrome and peripheral nerve injury. This next-generation treatment strategy shows promise in the treatment of chronic pain and enhancement of tissue repair.



Intravenous exosome therapy for pain management

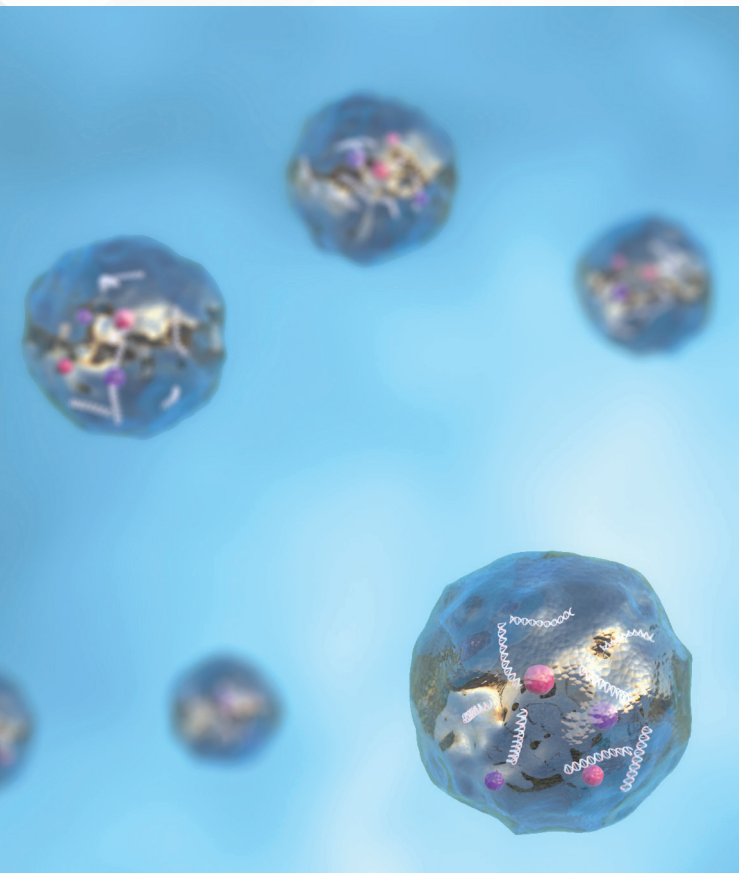
Exosomes in Topical Skin Care Products

Exosomes have been studied as a treatment for a variety of skin conditions, ranging from wound healing to skin pigmentation to psoriasis. Exosomes have huge potential as therapeutic cosmetic ingredients. They promote wound healing by stimulating the development of new blood vessels, promote collagen synthesis and hasten the growth of new cells, helping wounds close faster. They may also help minimize scarring.

As skin cells age, they produce less collagen. This leads to fine lines, wrinkles and sagging. Topical application of exosomes, particularly after micro-needling or laser treatments, encourages tired skin cells to take up the exosomes and begin rejuvenating the skin by increasing collagen and elastin production. The result is smoother, firmer and better hydrate skin that glows.

The anti-inflammatory properties of exosomes help reduce the itchy red patches of psoriasis and atopic dermatitis (eczema). Exosome therapy reduces recovery time following cosmetic procedures and may reduce the number of treatments required to obtain optimal results.

Exosomes remain active for a period of six to eight months post treatment, so the results last much longer than neurotoxin injections or dermal fillers.



The development of exosomes is rapidly advancing.

The Future of Exosomes in Aesthetics

Glynis Ablon, M.D., FAAD, founder of the Ablon Skin Institute and Research Center in Manhattan Beach, CA explains, "I do think the future really is exosomes, and we've only hit the tip of the iceberg. The development of exosomes really is rapidly advancing and it's important to note that there are two main sources of exosomes, which are the bone marrow stem cells and umbilical cord stem cells, and each have their own unique differences. Both can be engineered for skin and hair signaling, and they both have regenerative qualities or abilities including angiogenesis, collagen synthesis and inflammatory regulation. And there's one company that's actually taking the best of both worlds and mixing bone marrow and umbilical cord mesenchymal stem cells that will be available soon, so [it is] very exciting."

Jordan Plews, Ph.D., CEO of Elevai Labs, Inc. also believes exosomes are here to stay. "The field of extracellular vesicles is rapidly evolving and exosomes along with it. While the aesthetics industry is often focused on results, which is important but can often be subjective, the next generation of exosome treatments is likely to come from increased understanding of the science.

In addition, new biotechnological advances will likely allow us to expand our ability to control, tune and modulate the cargo of exosomes. At least a few pharmaceutical companies have already started exploring the combination of gene editing technologies like CRISPR and looking at ways to use it to affect exosome production. Eventually, it may well be possible to very tightly control intercellular messages in the form of exosomes using next generation gene editing tools."

Legality and Risks of Exosomes

There are some risks with injectable and/or infusible exosome therapies. Currently, the FDA (US Food and Drug Administration), has not approved any injectable or infusible exosome products for any uses.

Summary

Exosomes hold great potential in the world of medical aesthetics, as well as throughout other medical applications. Research into this exciting field is continuing at breakneck speed and the hope of FDA approval of their use remains strong. 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 antiaging 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 physicians expanding their existing practices and launching new profit centers.

Ms. Whitman is also the founder of Beautiful Forever University, which offers educational programs to Medi spas and Aesthetic Practices. She is a Member of the MedEsthetics Advisory Board and is a Consultant for CareCredit Healthcare Financing.

Cheryl is the author of the "Aesthetic Medical Success System," a revolutionary program providing a turnkey educational success system that assists clients in brilliantly jumpstarting successful aesthetic and medical spa businesses.

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Hottest New Weight Loss Trend: Semaglutide & Tirzepatide

These diabetes medications are taking over aesthetic medicine.

By Johnny Franco, M.D.

Plastic surgery is in the process of a major paradigm shift upon the introduction of semaglutide medications. Plastic surgeons have always worked to help patients achieve their aesthetic goals, however there is a limit to the transformations that traditional methods can achieve for patients. The opportunities for plastic surgeons to increase their patient's quality of life and aesthetic results is unprecedented - ultimately the weight loss revolution with semaglutide medications has changed the world of plastic surgery forever.

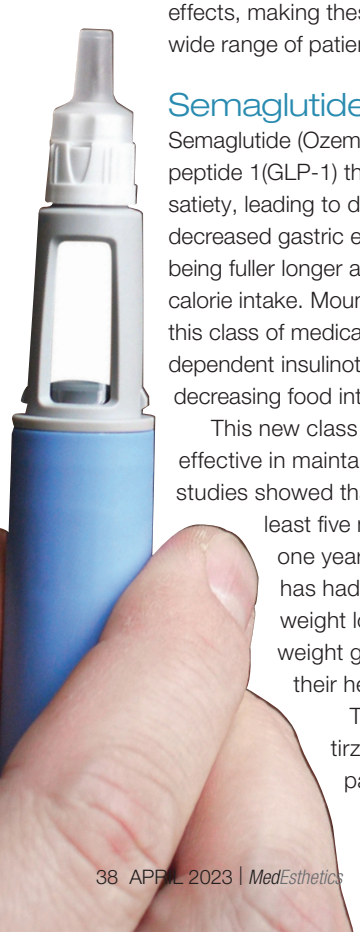
HOTTEST NEW WEIGHT LOSS TREND: SEMAGLUTIDE & TIRZEPATIDE

Semaglutide, Ozempic, Wegovy and Mounjaro are predicted to be the number one prescribed medication in the United States in 2023, making them some of the hottest medications to ever hit the market. These weight loss medications have changed plastic surgery, fitness and overall health for patients like no predecessor has. For the first time in plastic surgery we have the opportunity to make lifelong, high quality and lasting changes.

Weight Loss Revolution

The weight loss revolution started when drugs such as Ozempic first hit the market to treat diabetic patients. It has been remarkably effective in decreasing HgbA1c and complications associated with diabetes, however it was also found to facilitate weight decrease. Wegovy, the same semaglutide medication, was FDA-approved for weight loss in 2021. In 2022 Mounjaro, the newest of these diabetic/weight loss medications, was found to decrease patients' body weight by 15% a year. The same New England Journal of Medicine article compared the amount of weight loss possible to bariatric surgery.

Much of the excitement regarding these medications has been due to the novel method in which they help patients significantly decrease weight with minimal side effects, making these designer drugs a viable option for a wide range of patients around the country.



Semaglutide & Tirzepatide

Semaglutide (Ozempic, Wegovy) is a glucagon-like peptide 1(GLP-1) that decreases appetite and increases satiety, leading to decreased caloric intake. It also causes decreased gastric emptying, leading to the sensation of being fuller longer after meals, which typically decreases calorie intake. Mounjaro (tirzepatide), the newest drug in this class of medications, combines a GLP-1 and glucose dependent insulinotropic polypeptide (GIP), which aids in decreasing food intake and increases insulin sensitivity.

This new class of medications has also been found effective in maintaining weight loss, as one of the studies showed that patients on the medication for at least five months only had a 5% rebound at one year. No other weight loss medication has had this type of prolonged affect on weight loss, giving individuals struggling with weight gain a viable option to help reclaim their health.

The current semaglutides and tirzepatide are weekly injections that patients can administer in the comfort of their own home. Patients start on a low dose and get titrated monthly to reach their goal weight. Most patients will be on the medication for about six months, however that can vary from person to person depending on the amount of weight the specific individual is trying to lose. Once weight loss goals have been achieved and they have had time to create new healthy lifestyle changes, patients can then be weaned off the medication.

Medical Weight Loss Challenges

There have been two major challenges with the weight loss revolution initiated by semaglutide, Ozempic, Wegovy and Mounjaro. The first is the supply issues, as these medications will likely be the most prescribed medications in the United States this year. The second is a phenomenon called "Ozempic face."

Supply & Demand

The current concern for patients and physicians has been the supply of these medications. Ozempic and Mounjaro were first FDA-approved to treat diabetic patients. However, once patients realized the weight loss potential of these medications, demand soared. This puts physicians in an interesting predicament, as we know that helping patients maintain a healthy weight and lifestyle can decrease the risk of developing heart disease and diabetes. These medications have a role in treating patients that are not diabetic but are at risk for diabetes and heart disease in the future.

Compound pharmacies have helped address the supply issues of these medications. The generic version of Ozempic and Wegovy (semaglutide) can be compounded to create a supply of the medication for patients that need chronic weight management and can be used effectively by plastic surgeons to help treat patients that are having weight management concerns.

Ozempic Face

Ozempic face has become a “buzz term” on social media that typically refers to volume loss and skin laxity of the face and neck from this rapid weight loss. These changes are not unique to Ozempic or semaglutide medications, as they can occur with any rapid weight loss, whether from bariatric surgery, semaglutide or lifestyle changes. How we treat volume loss and skin laxity depends on the degree of these issues. Fortunately, most patients can be treated with a combination of non-invasive and minimally invasive treatments such as facial fillers and radio-frequency skin tightening devices.

As a plastic surgeon, it is not uncommon to see the effects of weight loss on our patient's face and body. Many patients can have loose skin in their face, neck and body after a significant amount of weight loss. We have seen this for years after bariatric surgery or when patients made significant lifestyle changes and were able to lose a high volume of weight. I truly believe the health benefits of being at an ideal weight greatly outweigh the resulting skin laxity or volume loss in the face.

Side Effect Solutions

Dermal Fillers: Let's explore some of the changes possible after any significant weight loss. We often see patients that look incredible from the clavicle down after their weight loss, but feel that their face appears a little hollow. There are several great products available to treat volume loss in the face. Hyaluronic acid fillers such as RHA, Voluma and Juvederm are great options to help restore volume and structure to the face after weight loss, and treatments can be performed in the office with topical numbing cream. Most patients return to work and daily activities the same day. Another great product that will continue to increase in popularity secondary to weight loss from semaglutide medications is Sculptra. The product can be injected smoothly and evenly throughout the face. Over a period of six to eight weeks it stimulates the body to make its own natural collagen, restoring volume to the face. This gradual creation of collagen gives patients a natural and progressive volume rejuvenation to the face.

The second issue that we see with Ozempic face or after significant weight loss is skin laxity. Unfortunately, as we age our skin is less resilient to shrinking back after weight loss. Fortunately, there are several good options to help tighten the skin depending on the degree of laxity.

Skin Tightening Procedures: Let's start with the non-invasive options such as RF micro-needling, Ellacor, Ultherapy and so forth. Radio-frequency micro-needling (RFMN) are great options for patients with mild skin laxity or patients trying to avoid a surgical procedure. These treatments can be done in the office with numbing cream or other modalities to make them as comfortable as possible. They are great for busy business professionals, as patients can return to work the next day with minimal restrictions and downtime. These treatments can be used to treat the face and neck area to give the face a more youthful appearance.

Next are minimally invasive options such as Renuvion (J-Plasma) and MyEllevate. These have been huge advancements, as they can make a very significant difference with little downtime and minimal stealth incisions. Renuvion is a radio-frequency energy that is used to treat the neck area. The energy causes the skin in this area to contract and shrink, which improves the neck and jawline! MyEllevate can be done in isolation or in combination with Renuvion, depending on the specific needs of the patient. MyEllevate is an incredible option to treat Ozempic face, as it can be used in younger patients with isolated neck skin laxity. The suture suspension system releases the neck banding while lifting neck skin and muscles to improve the overall contour of the neck.



Skin laxity can be fixed with skin tightening procedures.

The third option for significant volume loss and skin laxity is a face and neck lift. This can remove the excess skin and replace the volume loss with fat grafting. A facelift repositions the underlying structures to support and lift the face to give it a very natural and youthful appearance.

Typically, Ozempic face or facial aging secondary to weight loss will need multiple modalities to help patients reach their aesthetic goals. The combination therapy will address both the skin laxity and volume loss. ME



Johny Franco, M.D., is a board-certified plastic surgeon and owner of Austin Plastic Surgeon with an impressive history of publications, presentations, and accolades, including the Merck Index Award and the Walter S. Haven Prize. He is an active member of the American Society of Plastic Surgeons, the American Society of Aesthetic Plastic Surgeons, and the Austin Society of Plastic and Reconstructive Surgeons. He is currently Clinical Faculty at The University of Texas Dell Medical School. He also is a reviewer for the Aesthetic Journal and Annals of Plastic Surgery, where he reviews articles for publication from other plastic surgeons worldwide.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-REGENERATIVE- DERMAL FILLERS

The growing demand for long-lasting results.

Written by J.D. McCoy, N.M.D.

As our country and the world continue to navigate COVID, in many ways we are still processing the sudden upending of our lives during the lockdown periods in the early days. When we emerged from that pivotal time, many of us were happy and relieved for certain aspects of our lives to return to "normal." At the same time, we found ourselves embracing some of the "new normals" we had discovered at this unique point in history, when many of our usual activities required reevaluation.

As a specialist in aesthetic medicine, I can certainly vouch for the impact I've seen in my practice, which has resulted in an unexpected organic growth. This is largely due to an increased demand for long-lasting dermal fillers that we provide, which offer results for up to five years.

Over the last 20 years, the popularity of dermal fillers has grown significantly. Currently more than three million people receive injectable fillers each year, and those numbers are only expected to grow. One of the most popular types of dermal filler uses hyaluronic acid to add volume and smooth creases in the facial area. Results typically last for a period of 6 to 12 months, as over the course of time, the body begins to break down the HA. Patients who wish to maintain the look typically return to their doctor for touchups or additional injections once or twice each year.

Growing Patient Demand for Longer-Lasting Options

During the lockdown, as many patients experienced lags in their maintenance schedules and their ability to receive treatments, they became aware of the limitations of HA fillers and began to research longer-lasting options. Our practice has received a number of patients who left established providers in search of an aesthetic physician who could offer these more sustainable options. We have also seen an increase in naïve patients who have educated themselves prior to investigating any type of potential treatment and who are gravitating toward the longer-lasting options from the start. In a recent survey, 90% of regular dermal filler patients said they would be interested in an FDA approved five-year filler as a longer-lasting alternative.

The strong interest in long-lasting results has driven new patients into our practice regularly. The range of patients coming to us has varied. We have patients who have undergone one or two injections previously and are finding that they aren't experiencing the same results over time because a larger volume of product is needed to achieve the same results. We see patients with acne scarring, who typically are good candidates for longer-lasting options, particularly if their indentations are rolling scars. We also have seen a significant increase in the number of couples who are committing to an improved look together. We are finding that men and women alike are becoming more open about having this type of work done. We know that a large part of this is the Zoom culture, as patients are spending more time on screens.

The biostimulatory aspect of longer-lasting fillers is appealing to patients. Not only do the results look very natural, but the volume correction is sustained over time with patients' own collagen produced by their own bodies. The result is more reflective of the patient's aesthetic needs and feels true to who they are.



Longer-lasting fillers look natural and sustain volume correction over time.



under refrigeration, then brought to room temperature, I am able to regulate its viscosity by allowing it to become warmer or less warm. I find I am most comfortable working with a slightly stiffer viscosity. However, it is an individual choice, and other aestheticians may be more comfortable with more fluidity. This benefit enables an element of artistic control not available in other products.

Safety is another key factor in selecting a long-term filler, and it is critical that we physicians review the data to ensure we are providing our patients with the best options. Current literature shows the PMMA biostimulatory filler to have the fewest complications compared to other options, and that has been my professional experience as well.

Finally, it is critical that injectors who use any of the longer-lasting filler products feel confident in the semi-permanent nature of the products. Understanding that within the larger field of medicine, many procedures, including surgeries, are performed with a level of permanence in mind, the more we can take on that mindset in the area of aesthetic medicine and the more we will elevate the art and practice of our medicine.

"One of the most significant benefits of long-lasting fillers is the ability to do a progressive correction."

Selecting a Longer-Lasting Option

Long-lasting fillers generally work to promote collagen stimulation in the patient's body to enable more natural-looking results. In my practice, I use a range of fillers, but most often prefer to work with a filler comprised of 20% polymethylmethacrylate (PMMA) microspheres, suspended within a collagen gel base that makes up the remaining 80% of the product. The collagen gel base provides an immediate result, while the microspheres create a scaffold that stimulates collagen production as fibroblasts migrate in and around the microspheres. In our practice, we have noticed that in addition to the volume correction, patients also show an improved skin tone due to the improved blood flow and nutrition being delivered to the tissue.

As physicians, it is important to feel comfortable using the products we select. The biostimulatory filler I use most frequently, with its collagen base, has very supple and smooth properties. Because it is stored

Creating Balance With Progressive Corrections

One of the most significant benefits of long-lasting fillers compared to more temporary solutions is the ability to do a progressive correction. In other words, I can develop treatment plans with my patients that enable me to start a correction and continue it over time without having to go back and redo parts because the result of the initial filler has sustained. I can build on the previous corrections, both to offset the patient's normal aging and address other areas of concern.

This is important because when undertaking corrections, it is vital to consider the patient's whole face and to create balance. I bring a unique perspective to this because of my history and entry into the aesthetics field.

When I first started in medicine, I was a naturopathic physician treating HIV and cancer patients. A couple of my HIV patients asked for my help because they were experiencing facial lipoatrophy, sometimes



Progressive corrections can be built upon to account for aging and maintain facial harmony over time.

referred to as facial wasting. Although I did not have the background in aesthetics when they asked, I wanted to help, so I underwent training and was able to treat them with injectable fillers. They were delighted with the results. From an early age, I had been drawn toward art as well as science. Seeing the opportunity to combine my two strong interests and to change patients' lives, my career took a new direction.

My early experiences with those and other HIV patients required me to inject large surface areas on the face. These cases trained my eye and led me to develop pan-facial treatment plans that accounted for the balance of the entire face, rather than focusing on one area, such as smile lines.

Using a long-lasting filler offers an advantage beyond extended results for specific areas by enabling patients to address areas they may never have been able to address in a cycle of maintaining previous injections. The durability of the result allows patients to progressively improve their overall look over time. Many people want natural results, but they also want the improvements to appear gradually. They want to be subtle about the fact that they are undergoing corrections as they work to achieve the result they ultimately want.

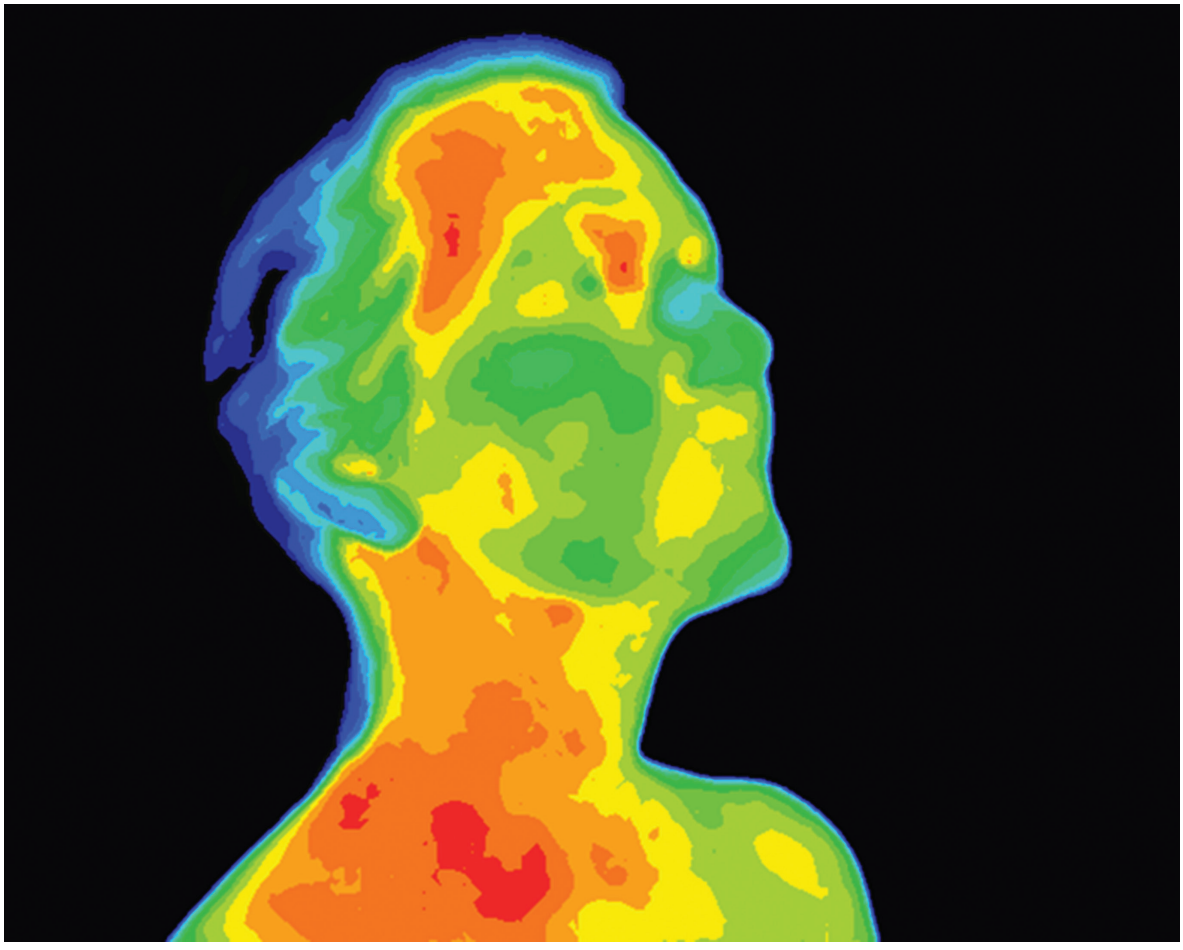
A Worthwhile Investment

Dermal fillers do require a financial commitment from patients. We are seeing more and more people who are willing to invest in this kind of care. Having access to progressive corrections while requiring less product overall compared to shorter-term fillers, improves the affordability for patients by spreading the financial requirements over time.

Recent studies with Botox have supported the idea that patients who look better feel better. We see that every day, and we are proud to be on the forefront of improving aesthetic care and satisfaction through longer-lasting corrective options. ME



J.D. McCoy, N.M.D., is one of the most accomplished naturopathic physicians practicing aesthetic medicine in the country. He is recognized as an innovator and physician trainer for multiple technologies and techniques in cosmetic medicine. He is an Advanced Injection Trainer and Physician Speaker for a number of manufacturers, including Suneva Medical, manufacturers of Bellafill. He is a Founding Board Member of the Naturopathic Physicians Board of Aesthetic Medicine and a Physician Member of American Academy of Cosmetic Surgery, American Academy of Aesthetic Medicine, American Society of Aesthetic Mesotherapy, International Federation for Adipose Therapeutics and Science. He was the first Naturopathic Physician to attain membership in the AACS.



Entropy of the Epidermal Dermal Complex

A parallel thought to epidermal exfoliation procedures

The law of thermodynamics can be applied equally to living and non-living things' systems. Thermodynamics can be well represented as an intersection of physics, chemistry and biology. In biological processes, there is a randomness, disorder, chaos or loss of information, but at the same time, they can be characterized by a very high degree of structure and assembly, whether at the level of molecules or a system of organs.

"Heat can never pass from a colder to a warmer body without some other change, connected therewith, occurring at the same time."– Rudolf Clausius, in [13] (1854).

ENTROPY

Entropy is a measure of disorder in any system or organ, and it usually increases steadily if left non-intervened. A cell, organ, system or individual death is always the thermodynamically preferred state because there is a large increase in the entropy as the molecular structure of a system proceeds to chaos or randomness. Every isolated system in the universe moves toward a state of maximum entropy. The strongest component that continues life is energy. Living things preserve their low levels of entropy throughout time because they receive



Cryotherapy.

energy from their surroundings in the form of nutrition and medicine. They gain their order at the expense of disordering the nutrients they consume.

Any biochemical reaction in the biology world and skin is not an exception; it is highly dependent on temperature. At lower temperatures metabolism in the skin slows down and effectively stops, while at higher temperatures, the specific structural organization in the skin facilitates metabolic reactions. It is a true embodiment of Yoga (delicate and precision balance). During the process of aging, the balance shifts in the direction of disorder. Although human beings expend a lot of energy to resist aging, it is a state of highest probability to be discarded.

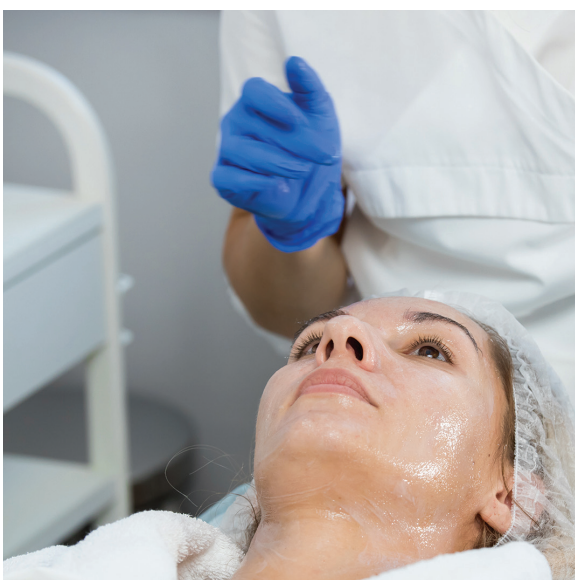
Enzyme catalysis also influences entropy. Biochemical reactions are usually slow because of the entropy loss in bringing the reactants and catalyst together. Two or more molecules associating to form one involves considerable loss of entropy. When an enzyme binds its substrate, the binding energy releases. This occurs at the expense of an increase in the dissociation constant of the enzyme-substrate complex. The ability of enzymes to accelerate chemical reactions by multiple factors is due to their capacity to reduce the amount of entropy that is necessary for the reaction to occur.

FREE ENERGY IN THERMODYNAMICS

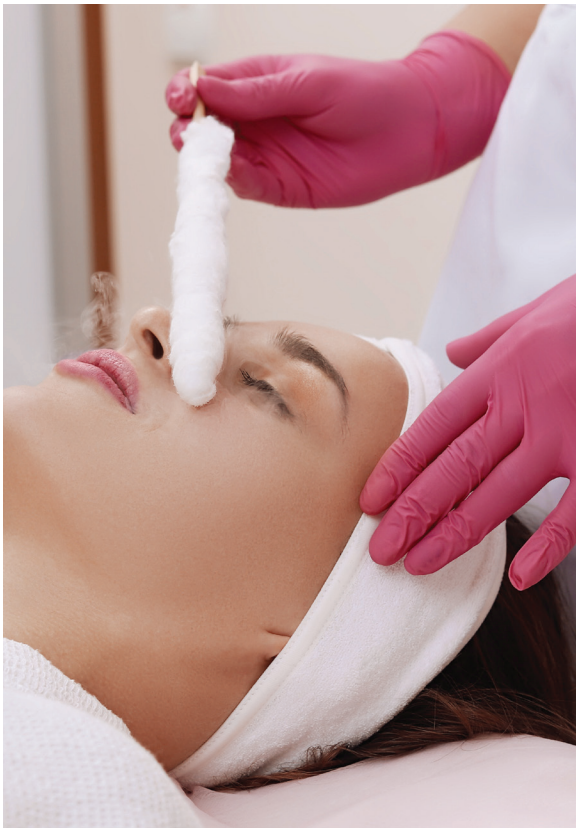
As per the second law of thermodynamics, spontaneous biological processes typically occur at constant temperature and pressure, and that can cause a decrease in free energy. Free energy is the energy that can be transformed in the work. Every biochemical reaction proceeds towards a state of equilibrium, and at such stage there is no further decrease in free energy. The free energy lost appears either as heat (enthalpy) or is used to increase the entropy. Thus, the spontaneous chemical reactions, on which skin functioning is dependent, can occur with release of heat or absorbtion of heat, at the cost of losing free energy in either case. On this note, the unfolding of a keratin protein can consume a large amount of heat, and it can be driven by an increase in the entropy of the epidermis. Since for a protein unfolding reaction, heat supplied is positive because heat is taken up, the change in entropy is always positive.

KERATIN FOLDING & ENTROPY

Epidermal exfoliation primarily mandates the folding and unfolding of keratin filaments. To loosen up keratin filaments, they must be unfolded and removed gradually, but new keratin formation by keratinocytes must be in a properly folded form, otherwise it may cause chronic inflammation to epidermal segments. Keratin as a protein has very low entropy because its conformation is highly restricted, which is why it is a robust mechanical load bearing membrane. Tight cell junctions in the keratin



Skin care topical being applied prior to cryotherapy facial.



Liquid Nitrogen.

reinforce it further and make it impermeable to most substances entering the body. Thus, the entropy loss during keratin folding plays a much larger role in the availability of free energy at any given point of time. For keratin folding, the loss of entropy must be balanced by the gain in enthalpy for the free energy to favor folding. Changes in the entropy of the water play an important role in compensating for the loss in conformational entropy of keratin. The entropy for keratin unfolding becomes higher with increasing temperature, because the cage-like structures of water molecules melt at higher temperatures, so fewer water molecules remain restricted in motion.

UTILIZING ENTROPY IN EPIDERMAL EXFOLIATION

By combining all the above principles and concepts together in the context of epidermal exfoliation, we can propose the following inferences:

- The skin, being the largest sensory organ, has low entropy due to its sheer volume. However, in comparison to all its segments, the epidermis has the highest entropy at dermal epidermal junction. This entropy can be increased and leveraged to exfoliate trapped dead cells in the various segments of the epidermis. The DEJ is composed mainly of basal keratinocyte products, with a minor contribution from dermal fibroblasts. In addition to connecting the epidermis and dermis, it protects against mechanical shear, controls cellular organization and differentiation and provides a semipermeable barrier.
- Epidermal exfoliation should only involve removing dead cells from the epidermis.
- To exfoliate epidermal segments, hygroscopic and hydrophobic natures of the epidermal cells can play an important role (eg., alpha hydroxy acids (AHA) are hygroscopic in nature). Epidermal cells can permeate AHA and pull water inside the cells and burst.
- Raising the temperature of the epidermis can accelerate epidermal exfoliation, as that helps in unfolding keratin and dropping entropy to initiate new keratin formation and conformation.
- Dropping the temperature of the epidermis can freeze keratin function, and entropy intervention can be done easily.
- Stimulation of free nerve endings and other sensory apparatus, such as Merkel discs, pilo-Ruffini corpuscles, Meissner's corpuscles and Pacinian corpuscles, can be very helpful in triggering exfoliation without causing inflammation and immunogenic reactions. This somato-sensation capacity of the skin can be leveraged to create an increase in the entropy and release of free energy that is necessary for exfoliation. ME

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Jayant Lokhande, M.D. BDP, is an Indian system of medicine practitioner and the chief scientific officer for Indus Extracts. He has formulated more than 50 dietary supplements, OTC drugs and functional foods and beverages worldwide. Lokhande earned both a M.D. BDP (botanical drug product) and a M.B.A. in biotechnology. He has published two books, *Handbook of Metallonutraceuticals* and *Botanical Drug Products: Recent Developments and Market Trends.*

UltraSlim®

MELISSA MORGAN



Melissa Morgan has been in the medical field for over 15 years and is now the owner and operator of UltraSlim® of Vancouver in WA. Having an extensive background in nutrition and a passion for helping others lead healthier lives, Melissa has created a revolutionary fat loss program based on the fundamentals of healthy eating, exercise, and UltraSlim®. She was intrigued by the cutting-edge technology of UltraSlim® but skeptical nonetheless until she researched it further. She could not find anything alarming about the technology, only the positives. It was FDA-cleared, had no adverse outcomes, and the majority of the provider she came across offered a 2-inch guarantee or your money back.

UltraSlim® has become an integral part of her clinical practice due to its powerful results in targeting difficult areas of the body. Melissa has incorporated a metabolic system and a dietitian tailored to her patient's fat loss goals, by helping balance hormones, activating lipid metabolism, and increasing energy (ATP). Thanks to Melissa Morgan's dedication to healthy living and UltraSlim's amazing results, more and more people are discovering this revolutionary way of transforming their lives - one pound at a time!



"I let my clients know, if you want this kind of result, if you're looking for toning or weight loss, you'll need to use medical grade light versus just your everyday red light that you can buy on Amazon."

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TOP 3 Holistic Practices To Start 2023 With a Bang

Discover the best ways to implement holistic practices into your lifestyle.

By Bilge Gregory, M.D.



Note From the Editor:

As a companion to our profile feature, we asked Bilge Gregory, M.D., to weigh in on how to jump start your patients' wellness journey, so they can begin anti-aging from the inside out. Here is an easy to follow guide for your patients (and you) on how to begin implementing holistic wellness practices into their daily lives in three simple steps.



Living a Holistic Lifestyle

The idea of focusing your attention on living a holistic lifestyle alongside health and wellness has been around forever. However, with recent research by Civic Science showing that 55% of the U.S. population watches between one and four hours of TV a day, many Americans could benefit from implementing some holistic practices.

So, what are the top three ways to welcome holistic practices into your life? Let's dive in.

A holistic lifestyle is a connected way of living and focuses on nourishing your mind, body and soul. If this life approach sounds right up your street, the options are unlimited, from mindfulness and clean eating to strong relationships and exercise. However, knowing where to start might feel a little daunting.

You Can't Beet Some Good Veggies

As the famous saying goes, "You are what you eat," and honestly, this quote couldn't be more accurate. Your diet affects every aspect of your life, from energy levels and hair growth to cardiovascular disease and your libido.

Plus, with around 50% of deaths from illnesses like heart disease and diabetes resulting from a poor diet—it's time to start giving your body all the goodies it desperately needs.

One holistic approach to your food and diet is intuitive eating, which just means eating when you're hungry. So, if you find yourself munching just because it's lunchtime and not because you're hungry, this outlook could be for you. An intuitive food attitude can stop you from over-eating and choosing easy-access unhealthy foods.





Next up, it's time to focus on your fruit and vegetables. These are essential as they're packed with essential vitamins and minerals, like vitamins A, C and E, as well as zinc, phosphorus and folic acid. Eating five a day should be the bare minimum since they contain a huge proportion of the nutrients our bodies need.

Incorporating more fruit and veggies may seem difficult initially, so why not add a bit of fruit to your morning oats? Or, add bell peppers and zucchini to your pasta sauce to compliment the flavors. Try to fit some fruit and veggies into all your meals because, believe me, your body will feel the difference.

Sleep Your Way to Better Health

Did you know that most adults need around seven to nine hours of sleep a night? This means you're meant to spend about a third of your life sleeping. However, 32.5% of U.S. adults report sleeping for less than seven hours a night—it's no wonder Americans drink 146 billion cups of coffee yearly.

By welcoming sleep from a holistic approach and a positive mindset, you can truly appreciate the benefits it gives us. Bettering your sleep pattern can improve your concentration, support a healthy immune system and even deter depressive symptoms.





Sleep, a nutritious diet and practicing mindfullness are three powerful ways to jump start a holistic lifestyle in 2023.

The best way to improve your sleep is by implementing a bedtime routine (it's not only kids who benefit from these). You need to create a calm and inviting space in your bedroom that you'll want to spend time in. This can be achieved by changing the lighting or buying new bed sheets.

Then, put your phone away. I know you've heard this before, but the blue light increases alertness and will prevent you from sleeping. Finally, find a good book or podcast and relax—let go of the day and ready yourself for some nourishing sleep.

Meditation & Mindfulness—Your New Favorite M&Ms

Eating well and implementing good sleep habits are great practical ways of embracing the physical aspect of a holistic lifestyle. But, you also need to look after your mind and soul.

Practicing mindfulness is a way of living in the moment and being present. Too often, the human mind dwells on past moments or stresses about future events and misses the joy of the moment. Awareness of this thought pattern allows you to bring yourself back into the present moment and to appreciate what is happening right now, bringing clarity and satisfaction.

Meditation is a great way to practice mindfulness. You can try many different types, including sitting meditation, where you focus on your breathing, and walking meditation, which focuses on being aware of your surroundings. A 2022 study has even shown that mindful meditation can be as effective as an antidepressant—never underestimate the power of the mind.

With the rise of social media and being able to watch the rest of the population "living their best lives," mindfulness teaches us how to be grateful for everything we have.

By acknowledging how our body works in symbiotic harmony, embracing a holistic lifestyle is a no-brainer in 2023. With extra veggies, a good night's sleep and focused breathing, you can appreciate all the benefits of a holistic lifestyle. Plus, the start of the year is the ideal time to pick up a new habit (or lifestyle). What are you waiting for? ME



Dr. Bilge Gregory is a retired Emergency Medicine doctor, who now practices as a cosmetic surgeon specializing in high-definition esthetic procedures, mind/body healing, and personal development. Dr. Gregory is the CEO and Founder of Vital Connection MD.

GLYCOLIC ACID PRO PEEL

The Groundbreaking Formula Developed by Dr. Murad



Before glycolic acid was the holy grail of skincare products and professional treatments, there was Dr. Howard Murad and his Los Angeles-based dermatology practice.

"In the 1980s, glycolic acid was a brand-new ingredient without any clinical trials or real-world demonstration of its performance," Dr. Murad says. "There was no textbook to reference, but I understood its chemical properties and started experimenting on my own skin."

Undergoing before and after biopsies on his inner arm, Dr. Murad and a team of experts documented the efficacious results of his exclusive glycolic acid formula for *Cosmetic Dermatology* medical journal. Some of his patients also presented dramatic before and after photos, proving glycolic acid's transformational power on a multitude of skin concerns.

"I treated over 10,000 patients with my glycolic acid formula," Murad says. "The results were phenomenal and dramatic in comparison to what else was available. They were as close as you could get to transforming the skin without surgery or a needle."

Behind the Science: What Is Glycolic Acid?

Glycolic acid, or hydroxyacetic acid, is the smallest α-hydroxy acid (alpha hydroxy acid). It occurs in the form of a colorless, odorless and hygroscopic crystalline solid that is highly soluble in water. It is mainly derived from sugar cane but can also be sourced from sugar beets, pineapple, cantaloupe and unripe grapes. Additional alpha hydroxy acids include lactic, citric, malic, mandelic and tartaric acid.

How Does Glycolic Acid Work in the Skin?

Glycolic acid targets corneocytes by increasing the breakdown of intracellular bonds, leading to a decrease in cohesiveness between the cells, causing desquamation (see image 9). This is important because when corneocytes bind too tightly, the cells of these layers bind together and the stratum corneum becomes too thick. An excessively thick stratum corneum can have various appearances, such as dry skin, rough texture, scaly skin or hyperpigmentation.

When glycolic acid formulations are applied to the skin, the intracellular bonds loosen, and the thick stratum corneum is sloughed away; the skin has a smoother texture and appears healthier.

Now, for the first time, you can offer your clients the glycolic acid peel tested, perfected and proven by Dr. Murad.

Created to address his patients' more serious skincare concerns such as:

- static wrinkles
- hyperpigmentation
- roughness
- blemishes
- pores
- post-acne scarring

The medical-grade treatment embodies Dr. Murad's unique approach of precisely blending actives such as 67% high potency glycolic plus a proprietary retexturizing blend of salicylic acid, niacinamide and retinol with a total pH of 1 - to help surface cell turnover to smooth, brighten and help restore a more radiant complexion.

Glycolic Acid Pro Peel | Clinical Study Results

Study participants received a total of 2 professional glycolic peels every 2 weeks. Subjects were provided with a generic homecare kit to use during the duration of the study.

Percentages, pH and buffers

When formulating Glycolic Acid Pro Peel, we considered three critical factors: percentages, pH and buffers. Despite popular belief, it's not just the percentage that determines potency, rather the combination of all three that impacts the intensity of the product.

Percentage	• Dictates the activity of the peel • The higher the percentage the more vigorous response	Glycolic Acid Pro Peel has a percentage of 67% high potency glycolic acid
pH	• Measures the acidity and alkalinity of a solution • Determines the depth of the peel • The lower the pH, the deeper the peel solution will penetrate	Glycolic Acid Pro Peel has a pH of 1
Buffers	• Buffers alter the formula's pH to lower the acidity. Unbuffered products will have a higher pH acidity, are subsequently stronger, and should be reserved for professional use only	Glycolic Acid Pro Peel is unbuffered





Clinical Results: 20% reduction in undereye wrinkles, based on expert grading.

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INGREDIENT SPOTLIGHT BY TONY SCIANNA



Acetyl Zingerone: Next-Generation Antioxidants

This "super-antioxidant" is derived from ginger and offers a variety of essential skin care benefits, from formulation stability to anti-aging properties.

Acetyl zingerone is gaining prominence in the skin care industry for its ability to effectively defend against environmental aggressors and reduce wrinkles. The ginger-derived antioxidant serves as an omni-antioxidant because it's able to scavenge and neutralize a broad range of free radicals known to impair skin's health and appearance.

Usage levels in cosmetics range from 0.5¬–1% if the primary goal is antioxidant benefit; Acetyl zingerone can also be used a chelating agent when used at 0.1–0.2% concentration levels.

The ingredient is particularly good at soothing UV-exposed skin due to its strong photostability, interrupting the cascade of damage UV light causes on and within the skin. Acetyl zingerone can also help protect from HEV or blue light exposure because it plays a role in diminishing mottled pigmentation due to exposures across the visible light spectrum, meaning it helps protect skin from visible (blue or HEV) light exposure.

Janna Ronert, esthetician and founder of IMAGE Skincare, considers the ingredient a "next-generation super-antioxidant" for its efficacy at defending skin from typical aggressors. IMAGE MD's power-C serum features acetyl zingerone as one of its main active ingredients.

"When used in skincare, acetyl zingerone actively works to improve skin brightness and tone," Ronert said. "Acetyl zingerone can help stabilize Tetrahexyldecyl Ascorbate (THD) and ensure it stays fresh and efficacious for longer shelf life. The IMAGE MD restoring power-C serum is a vitamin C serum that goes above and beyond to maintain stability, featuring acetyl zingerone, along with super-powered ingredients like 20% tetrahexyldecyl ascorbate, ferulic acid, vitamin E and hyaluronic acid."

Acetyl zingerone can deliver anti-pollution benefits and helps interrupt the damage certain enzymes in the skin can cause to collagen. Some ingredients it is typically combined with include hexylresorcinol, ferulic acid and hyaluronic acid, according to Ronert.

"Acetyl zingerone can be combined with an ingredient called Hexylresorcinol which makes it more effective in managing skin pigmentation," Ronert said. "In addition, the synthesis of ferulic acid and acetyl zingerone enhances the effects of vitamin C, and hyaluronic acid retains moisture and hydrates the skin, resulting in an overall plump and firm appearance."

Research from the *Journal of Cosmetic Dermatology* (JCD) have confirmed the ingredient's efficacy, including one blind study in May 2020 of 31 adults that showed significant decrease in wrinkle severity. The participants applied either a 1% acetyl zingerone cream or placebo cream to the full face twice daily for eight weeks. Assessments were made using facial imaging analysis photography and software.

Results showed a significant decrease in average wrinkle severity, reductions in total wrinkle volume, pigment intensity and redness intensity in the acetyl zingerone group, and no skin sensitization was observed.

A January 2023 clinical study found similarly promising results, indicating a significant improvement in post UV exposure with the use of acetyl zingerone. The ingredient also upregulated the expression of nucleotide excision repair, and its analogs were non-toxic to the skin cells and did not act as photosensitizers. The study concludes that the ingredient would make a great additive in sunscreen and specialized clinical applications.

Both studies suggest that the chemical and clinical effects of acetyl zingerone demonstrate potential to be a next-generation antioxidant for modern anti-aging, skin care and skin health applications. ME



Tony Scianna is the associate editor of *MedEsthetics*.

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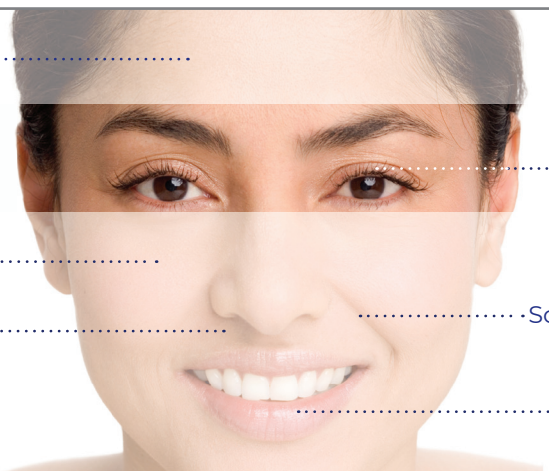

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Lip Enhancement

Lips are one of the most common areas of the face that clients want to enhance, whether it be with fillers or skin care products. Take a peak at these products we compiled that support and enhance lips.



Tizo **Tinted Lip Protection SPF 45** has mineral lip protection in a moisturizing balm that leaves the lips protected, soft and smooth without the use of chemical sunscreen filters. Using only titanium dioxide and zinc oxide, Tizo Tinted Lip Protection has a gentle kiwi, lime and ginger flavor; it uses titanium dioxide and zinc oxide for sun protection and it is free of chemical sunscreen filters, dyes, preservatives, phthalates and parabens.
Contact: 800.332.5536, tizoskin.com



Young Pharmaceuticals **LipAge** set includes a Daytime Shield and Nighttime Serum to restore the appearance of youthful volume and hydration and decrease the appearance of fine lines and wrinkles. LipAge AM Daytime Shield uses chemical-free SPF 30 broad spectrum sunscreen with vitamins C and E, ferulic ester and argan oil, while LipAge PM Nighttime Serum contains rejuvenating HPR retinoid, lactic ester, peptides and kinetin.
Contact: 860.529.7919, youngpharm.com



The A Method **C-Kissed Lips** is an all-natural lip balm designed to apply an occlusive layer to the lip surface in order to seal in moisture and shield lips from external exposure. It is formulated with a blend of ingredients including beeswax, coconut oil and almond oil to moisturize and condition lips with the flavor of sweet citrus. C-Kissed Lips come in packs of three to keep lips soft, hydrated and comfortable throughout the day.
Contact: 877.746.4407, theamethod.com

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HAPPY HEAD DESIGNS FDA-APPROVED CAPSULE TO TREAT HAIR LOSS

Happy Head announced the launch of its hair-growing SuperCapsules. Designed by dermatologists and hair restoration experts, these capsules were created to promote hair growth for people struggling with hair loss.

The SuperCapsule is an all-in-one, daily capsule designed to treat hair loss with the strongest FDA-approved prescription medicine and essential hair vitamins. The key ingredients of the supplement include Finasteride, Minoxidil and vitamin D, which are clinically proven to increase hair growth.

Happy Head's co-founder, Ben Behnam, M.D., FAAD. notes, "The Minoxidil combined with Finasteride works to increase blood flow around hair follicles, and stimulates the follicle to move into the growth phase of the hair growth cycle."

3 TRENDS IN WOMEN'S SEXUAL HEALTH IN 2023

Female clients are investing in their sexual wellness journey and seeking procedures to improve their intimacy. These three female cosmetic surgery trends are expected to be significant in 2023.

1. Labiaplasty: A labiaplasty is a cosmetic skin procedure in which the inner labial skin of the labia (labia minor) is trimmed and tucked behind the outer labia (labia majora). Among cosmetic operations, labiaplasty has the greatest increase in the annual rate of procedures performed, according to the ASAPS.

2. PRP Treatments: There are a number of vampire therapies that involve drawing a patient's blood and injecting platelet-rich plasma (PRP) into target areas of the body to encourage healing and combat signs of aging. A vampire breast lift involves injections of PRP into the breast to repair scarring and enhance fullness. The O Shot is a procedure that involves PRP injections in the body of the clitoris and intravaginally.

3. Vaginal Tightening: Vaginal tightening, also called vaginal rejuvenation, can help fight off some of the vaginal issues that come from hormone changes. Lasers and radiofrequency treatments that use heat to stimulate collagen production in your vaginal tissue can tighten up loose skin and connective tissues. Vaginoplasty is a surgical procedure that can tighten the vagina by repairing damage to the fascia.

MOST POPULAR MEN'S COSMETICS TRENDS IN 2023



The men's skin care products market is projected to reach $28.345 billion by 2029, according to Future Market Insights. Some factors in the men's cosmetics industry driving market growth include a growing demand for anti-aging products and skin care formulated for men and growing trends in men's cosmetic surgery.

Premiumization of Men's Skin Care: Product premiumization is the latest trend in the men's skin care products market. Natural and organic skin care products with natural extracts in attractive packaging are being classified under the premium category to strengthen companies' portfolios and capitalize on economic growth in developing countries.

Forehead Reduction: One of the biggest trends in men's health is addressing premature hair loss. Forehead reduction, otherwise called hairline lowering, is a trending surgical procedure used to reduce the vertical width of the forehead.

Male Liposuction: Liposuction is the most popular plastic surgery procedure for men and is expected to continue trending in 2023. Aside from the location of where the fat is removed from being different, male liposuction is done in the same way that liposuction is performed on women.

Penile Enhancement: Penile enhancement involves injecting hyaluronic acid dermal fillers into the penile shaft and glans to increase the penis' width and add a small amount of length to the penis in some cases.

AMERICAN COSMETIC ASSOCIATION STARTS FREE MEMBERSHIP FOR BEAUTY PROFESSIONALS

The American Cosmetic Association (ACA) is now offering free membership to professionals, as well as members of the general public, who are interested in receiving access to reliable information about cosmetic surgery and dermatology, cosmetic dentistry and cosmetic products. The organization was founded to improve health, wellness and confidence by increasing awareness and sharing vital information about emerging technologies in the cosmetic industry.

"As an organization, we strive to stay at the forefront of the latest advances in technology and techniques in the field of cosmetic medicine, surgery and dentistry, as well as product manufacturing," said ACA's Steven Line. "Our members are committed to providing the most current and cutting-edge treatments to their patients, while always putting the patient's well-being and safety first."

DERMALOGICA'S TREATING MELANIN-RICH SKIN COURSE BRIDGES THE GAP IN SKIN INCLUSIVITY



Dermalogica launched, "Treating Melanin-Rich Skin," a course for skin therapists and future industry professionals to strengthen their foundational knowledge of understanding and treating melanin-rich skin.

The free course is comprised of three self-led modules. Module one focuses on cultural intelligence (CQ) to strengthen communication and improve the client experience. The second module discusses the science of melanin and melanin-rich skin structure, exploring how it affects skin conditions such as aging, hyperpigmentation, breakouts, sensitivity and more. The third module addresses advanced skin services, focusing on chemical peels, microneedling, nanoinfusion, dermaplaning and LED.

"Understanding the complexities of melanin-rich skin is both a science and an art," explains course consultant and board-certified dermatologist, Alexis Stephens, D.O., FAAD. "This is a much-needed course and a massive step in the right direction."



THE RISKS OF FOREHEAD REDUCTION SURGERY

Forehead reduction, otherwise called hairline lowering or a forehead lift, is a trending surgical procedure used to reduce the vertical width of the forehead. A forehead reduction is performed by removing excess skin along the hairline and pulling the hairline lower. Forehead reduction procedures are gaining mainstream momentum thanks to encouraging before and after pictures on TikTok and a reported low compilation rate.

The highest demographic receiving the procedure is young women who discover the procedure from social media or celebrity influencers. The surge in interest may also be driven by patients who wish to feminize themselves or those suffering from cosmetic hair stress.

Some plastic surgeons are warning patients not to take the highly invasive procedure lightly. Natalie Attenello, M.D., a double board-certified facial plastic surgeon and hair restoration specialist in Los Angeles, told Allure about some long-term concerns with the procedure, including scarring and facial changes with age.

EVENTS

April 13- 16, ASLMS American Society for Laser Medicine and Surgery 42nd Annual Conference, Phoenix Convention Center and Hyatt Regency Phoenix/ Sheraton Phoenix Downtown, Phoenix, AZ Contact: information@aslms.org, www.aslms.org/annual-conference-2023

April 19-23 ASAPS The Aesthetics Meeting 2023, Miami Beach Convention Center Miami Beach, Florida Contact: admin@theaestheticsociety.org, https://meetings.theaestheticsociety.org/the-aesthetic-meeting/index.php

April 29-May 2 American Association of Plastic Surgeons Annual Meeting, Palmer House Hilton Chicago, IL, Contact: 978-927-8330, https://meeting.aaps1921.org/

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Labiaplasty is Breaking Through the Taboo

Labiaplasty surgery, once thought to be too taboo to discuss, has gained significant mainstream momentum.

Labiaplasty is a cosmetic skin procedure in which the inner labial skin of the labia (labia minor) is trimmed and tucked behind the outer labia (labia majora). The procedure is typically performed in-office with local numbing medication (no sedation or general anesthesia) and takes about 30 minutes.

According to the American Society for Aesthetic Plastic Surgery, labiaplasty rates in the United States increased more than 50% between 2014 and 2018, and among cosmetic operations, labiaplasty has the greatest increase in the annual rate of procedures performed.[1]

Alexis Parcells, M.D., board-certified plastic surgeon and founder of Sunnie Skincare, has performed hundreds of labiaplasties in her office every year on patients ranging in age from 18 to 45.

"Labiaplasty surgery is extremely safe," Parcells said. "In my practice, I'm removing extra skin. I do not take tissue around the clitoris and surrounding structures, so sensation and sexual function remain preserved. In fact, many of my patients say sex is more pleasurable because the chafing factor is eliminated."

Parcells said patients can resume routine light daily activities after a few days. If they are healing well by the one-month mark, they are cleared for all types of exercise, and are cleared to resume sexual activity at six weeks.

The increase in demand has been attributed to a variety of factors, including the rise in tight-fitting athleisurewear, the popularity of indoor cycling and women feeling more empowered to consider the surgery.

"Many women are focusing on themselves and their appearance more than ever before," Parcells said. "In-office procedures, such as labiaplasty, require minimal downtime and provide significant results in terms of comfort while wearing all types of clothing and in versatile physical fitness activities. This, in addition to an increase in overall self-confidence, are all reasons why we are seeing an uptick in requests."

Another factor is the high satisfaction rate of the surgery. In a 2020 study[2], labiaplasty patients reported a 96% improvement in self-confidence, comfort in wearing tight clothing and increased quality of life.

Despite the promising studies, there are still stigmas about labiaplasty surgery and some patients display strong opinions toward the procedure. A survey of 448 adult women in May 2022 found strong negative opinions towards the procedure were not swayed by educational materials.[3]

"I think there are a lot of stigmas around this procedure," Parcells said. "That it's invasive, that the potential complications are common and severe, that it requires general anesthesia and that it is incredibly painful with a long recovery."

Parcells thinks strong education can help shift patient opinions, and she has seen the relief in her patients who are worried about the procedure.

"Validating a woman's concerns about her anatomy and reassuring her that a sensible solution exists is a game-changing confidence booster," said Parcells. ME

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SKIN INC.
WellSpa 360
MedEsthetics



LOOKING FOR A NATURAL WAY TO REJUVENATE YOUR SKIN?



Introducing BAK Topical Probiotics! Supporting the microbiome is a critical component of every anti-aging regimen. BAK Probiotic Skincare delivers live Lactobacillus bacteria from a unique anhydrous carrier. Fresh probiotics can enhance epidermal barrier functionality, leaving skin glowing and looking healthy.

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invisa-RED™
FDA, IRB, & CLINICALLY PROVEN
FAT REDUCTION | AESTHETICS
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invisa-RED™

The Only Non-invasive Laser
FDA, IRB, & Clinically Proven For:
Fat Reduction, Weight Reduction,
and Aesthetics.



Does it Work?

YES, Every Time

Check Out Our Clinical Study

Clinicaltrials.gov (NCT03811093)
Double-Blind (Randomized)
Outcome Measures:

1. Body Fat % Lost:
   1.75% avg.
2. Pounds of Body Fat Lost:
   0.503 lbs Per Treatment
3. Inches Lost:
   10.16 inches avg.

Confidence Interval: 95%

Scan For Clinical Trial Comparisons

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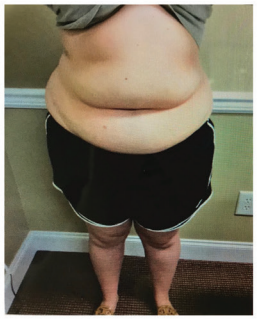
Patient Confidence

Weight Loss & Aesthetics Treatments

Our proprietary non-invasive technology rapidly increases blood flow, ATP, fibroblast & collagen production to achieve immediate long lasting results for:

- Cellulite Elimination
- Weight Loss
- Skin Tightening
- Body Contouring
- Stretch Mark Fading
- Spot Specific Fat Removal




Areas of Treatment

- Cheeks, Jowls, Chin, Neck
- Arms (Biceps, Triceps, Armpit)
- Waist (Upper, Lower, Love Handles)
- Back (Upper, Lumbar)
- Hips, Thighs, Hamstrings, Glutes
- Chest (For Men)











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Earn An Additional $20,000+ Per Month



- Turn Key Business System
- Access to Marketing Templates
- Training Portal 24/7
- IR University Sales Consulting Training
- Clinical and Business System Training
- Patient Nutrition & Protocols
- Marketing System For Initial Launch (Clinics Average $20,000+)
- Unlimited Marketing Support (Ad Work, Content & Design)

60 DAYS OF MARKETING INCLUDED

Nobody Markets invisa-RED™ Better Than Us.
We Run The Ads For Your First 2 Months.
We Average 20+ Pre-qualified Consults Per Month.

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