

MedEsthetics®

THE GUIDE FOR EXCELLENCE IN MEDICAL AESTHETICS

May/June 2023
Volume 19, Number 4
medestheticsmag.com

GREGORY MUELLER, M.D., FACS,
MyEllevate Inventor

The Future of Aesthetics Lies in Frequencies

PLUS:

- Marketing to Millennials & Gen-Z
- Scar Treatment & The Skin Microbiome

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Page 48

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Nordlys™

IT'S THE ONE



Nordlys™ Aesthetics Awards WINNER
ENERGY DEVICE OF THE YEAR 2022

SWT®: The only way to IPL

Selective Waveband Technology (SWT®) delivers precision narrowband IPL.[1,2] With 50% less fluence required than broadband IPL, this improves comfort, keeps downtime low, and enables use of multiple technologies in a single session – all without compromising results.[1,2,3,4]

The Nordlys system is a multi-application platform with in-demand treatments across 22 indications, including pigmentation, vascularity, skin resurfacing, and hair removal.[1,5,6]

- ***Four timeless technologies:*** SWT® IPL, high-ROI Frax 1550™ and Frax 1940™,and Nd:YAG 1064 nm[1]
- Grows with your practice – add handpieces to extend treatment options[1]
- Compact and quiet, with software modesranging from guided to expert[1]
- Treats a wide range of skin tones[1]

For more information, contact your local Candela sales professional at **800-733-8550** or visit **candelamedical.com/SWT**.

Science. Results. Trust.®

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

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candelamedical.com/SWT



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This advanced overnight booster targets the damaging effects of stress to reveal serene, luminous and youthful-looking skin. Seriénce™ Night Serum is formulated with an intelligent Malachite-Neuropeptide Complex scientifically proven to protect, reset, relax and reconnect the appearance of the skin night after night.

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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

770.988.5675 **invisaRED.com**

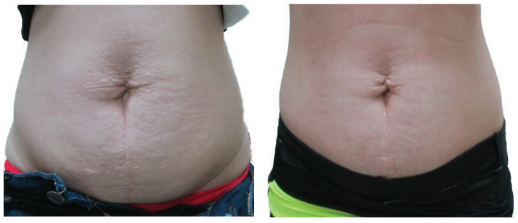
Patient Confidence

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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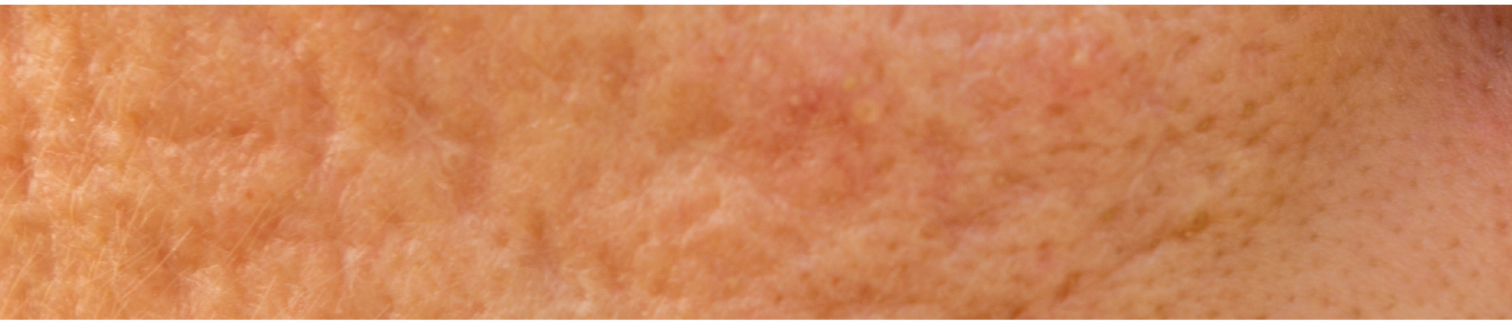
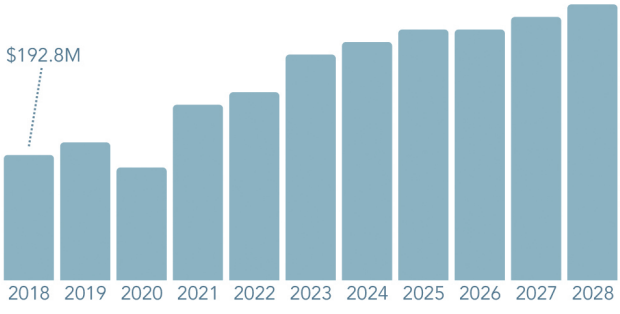
ADVERTORIAL

ACNE SCAR REVISION

Increase Patient Satisfaction for the Reduction of Facial Acne Scarring with PCI Treatments



Percutaneous Collagen Induction (microneedling) has grown tremendously in popularity as an aesthetic treatment option in the last several years - with its rise highly attributed to an increase in awareness for microneedling as a trusted and FDA cleared treatment option for the reduction of facial acne scars. This, along with a rise in skin concerns including Acne as one of the top and most common skin conditions according to the American Academy of Dermatology, has translated to a steady rise in the U.S. microneedling market since 2020. With this rise, practitioners have become more and better educated on what constitutes a preferable microneedling treatment for their patient-base.

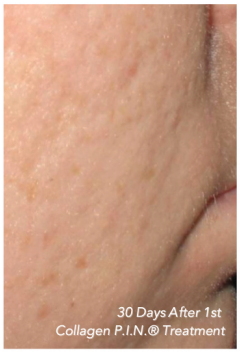


Projected US Microneedling Treatment Revenue for the Reduction of Facial Acne Scarring by 2028

7.9% **Growth in US PCI Treatment revenue by 2028**

$472.7 M





For patients, social downtime is among the key factors that determine how they decide what aesthetic treatments to accept. More often than not, treatments with less downtime are preferred over procedures that can see patients out of the limelight for up to two weeks due to post-inflammatory hyperpigmentation associated with lasers and peels.

For practitioners, the choice in microneedling device comes down to a few key factors – first being upfront and ongoings costs including needle cartridges, post-procedure products and PPE, and second being a mechanical structure that ensures less breakage and lapse in treatment services. For example, the use of superior materials like stainless steel over silicone.

Reference: Microneedling Market Size & Share Report, 2021-2028, https://www.grandviewresearch.com/industry-analysis/microneedling-market-report

INDUCTION THERAPIES COLLAGEN P.I.N.®

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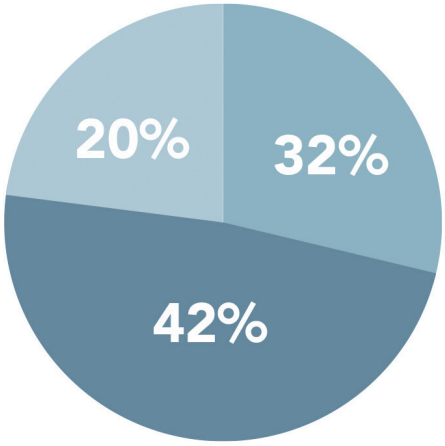
Global Microneedling Market by Needle Material



Silicone Metal Glass

In addition to superior strength – sterilized, stainless steel needles exhibit better biocompatibility and can lead to better treatment results simply due to a reduction in post-treatment side effects and a better patient experience both during and after treatment.



More Power, More Needles, More Depth

Although Chemical Reconstruction and Laser Therapy are viable and effective methods for the treatment of acne scarring – for those patients who cannot tolerate prolonged downtime and need to get back to social life as soon as possible, PCI Treatments can be a more favorable solution. The Collagen P.I.N.® offers adjustable treatment depth from 1.0 - 3.0 mm, a cordless hand-piece and 36-P.I.N. stainless steel needles to deliver a better microneedling experience for both patient and provider.



The Collagen P.I.N.® was designed for controlled precision to induce collagen with less pain during treatment and little-to-no downtime afterwards especially when used in conjunction with clean, post-procedure skincare.

Angelia Inscoe
CEO of Collagen P.I.N.® and Induction Therapies

Want to Offer Microneedling Treatments, but Don't Know Where to Start?

SCAN the code to determine your return on investment with our ROI calculator and see how much you stand to gain by offering microneedling treatments with Collagen P.I.N.®.

Call us at 877-746-4407 to receive a special offer on your opening order with Collagen P.I.N.® or Induction Therapies and take steps toward building a more profitable dermatologic practice.

The Collagen P.I.N.® Microneedling Device is FDA cleared as a treatment intended to improve the appearance of facial acne scars in adults with Fitzpatrick Skin Types I - III, aged 22 years and older.

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INDUCTION THERAPIES COLLAGEN P.I.N.®

neo elite®
by aerolase®



TREATING TANNED & MELANIN-RICH SKIN IN WARMER MONTHS

Photo Courtesy of Skin Boss Med Spa

The debates and myths of lasering tanned skin and performing light-based treatments during summer months still exist in 2023. It's time we settle them. Patients deserve the ability to continue working on their aesthetic and medical skin needs. And practices deserve the ability to operate their devices year-round without disruption – safely, without adjusting standard settings. Neo Elite by Aerolase's unique energy delivery is optimized for patients and practices 365 days a year.

CONSIDER FOCUSING ON THESE CONDITIONS DURING SUMMER MONTHS:

Neo Elite can help your practice and patients solve many summer-related skin concerns:

Acne

With summer heat comes sweat, leading to face, chest, and back breakouts. When breakouts occur, they can be treated with in-office procedures like Neo Elite. Treating teens and college-aged students through the summer prepares them with clear skin for the school year.

Permanent hair reduction

Removing unwanted hair can be a lengthy process and one that needs to be consistent – even if patients have been in the sun. Having patients be able to continue their treatment regimen ensures that hairs are properly being treated during the anagen stage, which ensures better efficacy and satisfaction.



Photo Courtesy of – LightRx Face & Body

"Our Aerolase® Laser is an exciting new option for rejuvenating the skin, combating signs of aging, reducing acne and acne scarring, and restoring a youthful, radiant glow"

– LightRx Face & Body

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Rosacea & redness

Warmer months can be particularly challenging for rosacea patients because of the increased number of factors that may aggravate the condition. If redness or other inflammation arises, Neo Elite can suppress inflammation contributing to visible redness.

Melasma

Like other chronic skin conditions, melasma tends to worsen through UV exposure, with melasma lesions becoming more noticeable. Neo Elite can help melasma patients by reducing inflammation contributing to melanin-inducing activity in the skin.

Preventative & corrective aging

UV damage is patients' number one aesthetic concern. It is responsible for inducing signs of aging and other skin concerns, including fine lines and wrinkles, uneven skin tone, redness, and even laxity. While it is much easier to prevent signs of aging, Aerolase can also help correct signs of aging. Collagen-inducing and inflammation-reducing laser energy from the Neo Elite can help patients at any stage of their skin's aging.

Don't compromise efficacy or safety at any point of time during the year. Neo Elite by Aerolase exclusively delivers the ability to confidently deliver laser treatments for all patients. It is an excellent option for professionals seeking to treat their patients with tanned or melanin-rich skin this summer or any time of the year. You don't have to put any patient's skin health on hold during the warmer months--even if they are spending more time outdoors.

HOW TO TRANSITION INTO SUMMER-READY LASER SERVICES:

With the Neo Elite, your patients can continue their treatment plan throughout the warmer months. Their acne journey doesn't have to stop!

- If your patient's lifestyle doesn't change during the summer, then you don't need to change your treatment plan
- If your patient is outdoors more during the summer, there are small parameters to take

THIS IS THE TIME TO:

- Correct Sun Spots
- Correct Damaged Skin
- Skin Rejuvenation

Scan here to start building your success

PFB AND HAIR REMOVAL



Photo Courtesy of Ray Of Radiance Laser Med Spa

ACNE AND HYPERPIGMENTATION



Photo Courtesy of Vedette Day Spa

HAIR REMOVAL



Photo Courtesy of Sholema Aesthetic and Laser Clinic

ACNE AND ACNE SCARING



Photo Courtesy of Andrew K. Choi, MD

ADVERTORIAL



AviClear®

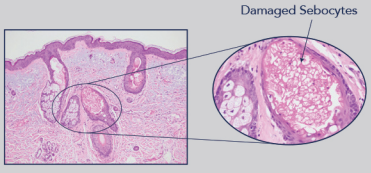
Lighting the way to *clear* skin

Redefine What's Possible by Treating Acne at the Source

As acne affects 742 million patients daily, an alarming **48% are unsatisfied with their current acne treatment**.[1,2] But the landscape is changing with AviClear® by Cutera®, the first and original FDA-cleared energy based device for the treatment of mild, moderate, and severe acne.

AviClear is powered by 1726 nm wavelength laser that targets sebaceous glands and suppresses sebum production. The treatment is effective and safe for all skin tones and Fitzpatrick skin types, and is completed with three, 30-minute treatments that are performed about one month apart. It effectively treats all severities and forms of acne including hormonal, cystic and inflammatory. By targeting acne at its source, AviClear helps patients enjoy long-term results and clearer skin without the need for cumbersome prescription medications and home treatment protocols.[3]

As dermatologists and practitioners well know, the current, traditional acne treatment protocols can be bothersome and frustrating for many patients. Antibiotics may work, but acne often returns once they are no longer taken. Retinoids and other topical prescription medications may effectively treat acne, but rely on patient compliance. Isotretinoin is often used when all other treatments have failed, but common side effects like dry skin, rash, irritation, and an increase in the risk of birth defects often leads to patient resistance. AviClear was created to help patients avoid these issues by providing a new solution for acne; something that hasn't been done in decades.



The proven **1726 nm** wavelength selecively delivers energy to the sebaceous gland. The heat damages the sebocytes and suppresses sebum production, while other chromophores and the epidermis remain intact.

REFERENCES: 1 Global Acne Market Report 2016-2026 2 Hayran Y et al. Factors of affecting adherence and patient satisfaction of treatment: a cross sectional study of 500 patients with acne vulgris J. Dermatol Treat 2021; 32 (1):64-69 3. Data on file , Cutera Inc 4. Data on file. FDA clearance study. Cutera, Inc. 5. Data on file. Published Article JCD – Selective photothermolysis with a novel 1726 nm laser beam: A safe and effective solution for acne vulgaris

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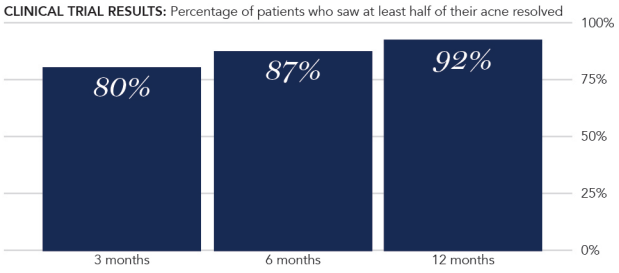
Long-term data showed progressive improvement for 24 months after the final treatment with a **97% reduction in ILC**[5]



Clinical trials have been positive with most patients reporting fewer, shorter and less intense acne breakouts following AviClear treatment.[4] As shown in the chart, trial results are just as impressive, as 80% of patients saw half their acne resolved three months after their final treatment, 87% reported that half their acne resolved six months after their final treatment and 92% of patients saw at least half their acne resolved at 12 months after their final treatment. Finally, long-term data showed progressive improvement for 24 months after the final treatment with a 97% reduction in ILC (Inflammatory lesion count).[5] The pattern of improvement is clear; unlike conventional acne treatments, AviClear patients continue to see results well after their treatment, with no side effects and no prescriptions.

Patients are reporting visible improvements soon after final treatment session, with the majority seeing continuing improvement for months after. In addition to results, AviClear's AviCool™ sapphire contact skin cooling and sensory controls ensure a tolerable patient experience. This winning combination is indeed putting AviClear in the spotlight as an innovative and effective acne treatment for our time.

AviClear is quickly becoming the new gold standard for acne treatment as dermatologists are reporting that results are comparable to those of isotretinoin, but without the issues. There is no downtime, no blood tests, no prescriptions. Patients are confirming their results as over **9 out of 10 self-report as being either satisfied or very satisfied**.[3]

AviClear has changed the face of acne treatments as forward-thinking dermatologists and practitioners are seeing that the answer is clear. AviClear is becoming a leading acne treatment choice of providers and patients alike. By treating mild to severe acne and meeting patient demand for treatments that are convenient, easy, and safe, providers are truly escorting the future right into their offices.



Results may vary.

Join the acne treatment *revolution.*
Learn more at **aviclear.com**



Rebecca Lane

Rebecca Lane
Managing Editor

rlane@allured.com
630.344.6074

Pigmentation Perfection

As someone with skin so pale I have been asked numerous times when wearing shorts if my legs are "really that white," any kind of difference in pigmentation that appears stands out like a sore thumb. I have been engaged in an ongoing war with freckles since childhood. Thankfully, my inability to go out in the sun without bursting into flames has actually helped me keep my enemy from successfully launching a full-scale invasion. No matter the skin color, however, we all deal with some form of pigmentation inconsistencies, whether caused by age, the sun, acne, etc., that result in the appearance of uneven skin tone. I've included some of the latest and greatest brightening skin care products to help skin look radiant and bright.



1 Lira Clinical's PRO Brite-Plus Serum clinically brightens skin tone while preventing future dark spots. Formulated with stabilized vitamin C, tranexamic acid, ferulic acid and exclusive MASQ-tech, this serum treats dull, fatigued skin to reverse aging, minimize pore appearance while preventing trauma hyperpigmentation formation and naturally hydrate while supporting healthy skin barrier function. It also manages pigmentation distribution throughout the melanin production process and delivers potent antioxidant and brightening properties into the skin without instigating inflammation or irritation. ***liraclinical.com.***



2 SkinMedica Even & Correct Collection appeals to my love for effortless, complete skin care systems. It includes three products - Advanced Brightening Treatment, Dark Spot Cream, and Brightening Treatment Pads - that work separately and together to even skin tone and reduce the appearance of hyperpigmentation and dark spots on the face. ***skinmedica.com***



3 Sonäge's Refixion Sans Retinol Crème features a unique bakuchiol compound extracted via monomolecular extraction, meaning only the bakuchiol molecule is removed for use, leaving unwanted residual solvents and psoralens behind. This extremely well defined compound has a guaranteed purity of over 99%. Beneficial for all skin types and ages, it targets all skin concerns, reducing the appearance of wrinkles and discoloration, encouraging cell turnover and resurfacing, fighting dark spots and acne and regulating sebum production. ***sonage.com***

4 Epionce's MelanoLyte Brightening System helps reduce the visible appearance of unwanted dark spots on the face, décolletage and hands. The MelanoLyte Tx contains white water lily extract and licorice extract to help brighten and correct the visible appearance of uneven skin tone as well as reduce unwanted spots on the face and body without irritation or damage to the skin. The MelanoLyte Serum, featuring turmeric and bamboo extract, offers clinically proven results when used in conjunction with MelanoLyte Tx. Clinical trials have shown the system to provide the same, or better, outcomes as leading hydroquinone and retinoid-based regimens. ***epionce.com***





Eyes that POP with a daily drop!

UPNEEQ®

(oxymetazoline hydrochloride ophthalmic solution), 0.1%

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

Request FREE samples for your patients.

Example of a positive result after the first dose of Upneeq



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

INDICATION

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

IMPORTANT SAFETY INFORMATION

WARNINGS AND PRECAUTIONS

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

ADVERSE REACTIONS

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

DRUG INTERACTIONS

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

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

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

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

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

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

1 INDICATIONS AND USAGE

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

2 DOSAGE AND ADMINISTRATION

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

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

4 CONTRAINDICATIONS

None.

5 WARNINGS AND PRECAUTIONS

5.1 Ptosis as Presenting Sign of Serious Neurologic Disease

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

5.2 Potential Impacts on Cardiovascular Disease

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

5.3 Potentiation of Vascular Insufficiency

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

5.4 Risk of Angle Closure Glaucoma

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

5.5 Risk of Contamination

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

6 ADVERSE REACTIONS

6.1 Clinical Trials Experience

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

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

7 DRUG INTERACTIONS

7.1 Anti-hypertensives/Cardiac Glycosides

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

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

7.2 Monoamine Oxidase Inhibitors

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

8 USE IN SPECIFIC POPULATIONS

8.1 Pregnancy

Risk Summary

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

Data

Animal Data

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

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

8.2 Lactation

Risk Summary

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

8.4 Pediatric Use

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

8.5 Geriatric Use

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

10 OVERDOSAGE

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

PATIENT COUNSELING INFORMATION

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

RVL PHARMACEUTICALS, INC.

Manufactured for: RVL Pharmaceuticals, Inc. Bridgewater, New Jersey 08807

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1 TOPICAL HAIR GROWTH SERUM

Revivv contains a custom blend of natural vitamins and minerals that are shown to support fuller, healthier-looking hair for men and women.

Contact: 877.676.8875, revivv.com

2 RESTORATIVE FACIAL MASK

Maskād Professional Post Procedure Mask is designed to provide comfort for sensitive or stressed skin following treatments like microneedling, laser, chemical peels and more.

Contact: 877.676.8875, pro.maskad.com

3 24K GOLD SERUM

Raya Labs 24K Gold Serum combines pure 24 Karat Gold with antioxidants, botanicals and essential oils to strengthen skin's elasticity and firmness for superior hydration.

Contact: 800.525.7292, rayalab.com

4 INTENSIVE NOURISHING CREAM

Epionce Intensive Nourishing Cream's skin-boosting botanicals and key complexes accelerate anti-aging power to reduce the visible appearance of fine lines and wrinkles.

Contact: 866.374.6623, epionce.com

5 CLEAR SOLAR GEL SPF

Image Skincare Prevention+ Clear Solar Gel SPF 30 disappears into the skin while providing broad-spectrum UV protection and blurring imperfections for soft and smooth skin.

Contact: imageskincare.com

6 SKIN BARRIER MOISTURIZER

AnteAGE's Moisturizer is designed to provide skin with deep hydration, moisturization and assist in repairing the skin's protective barrier.

Contact: anteage.com

LATEST IN LITERATURE



2 Medical Treatments for Excessive Underarm Sweating

1. Targeted Alkali Thermolysis (TAT) Patch: Candesant Biomedical, announced the acceptance of its pivotal SAHARA clinical trial data for its investigational targeted alkali thermolysis (TAT) Patch. Currently under review by the U.S. Food and Drug Administration (FDA) for the treatment of primary axillary hyperhidrosis or excessive underarm sweating, Candesant's investigational non-invasive Patch is applied to the underarm by a health care provider during an in-office treatment. The Patch is activated when the water in sweat contacts the Patch's sodium sheet. The sodium in the Patch creates precisely localized thermal energy, microtargeting sweat glands and reducing excessive underarm sweat production.

2. Armpit Botox: The FDA approved underarm botox injections for individuals who suffer from excess sweating. The injection works by attacking the neurotransmitters in the body that activate the sweat glands. The International Hyperhidrosis Society shared that Botox has the ability to interrupt the flow of the chemical in the body that signals the sweat glands, reducing sweating in the injection area. According board-certified cosmetic dermatologist, Michele Green, Botox "blocks the nerves responsible for activating sweat glands." The International Hyperhidrosis Society shared that the treatment has been shown to result in an 82% to 87% decrease in underarm sweating, an 80% to 90% success rate in reducing hand secretions and about a 50% efficacy rate for the feet.

Oral Minoxidil is Gaining Popularity as an Alternative Hair Loss Treatment



Low-dose oral minoxidil (LDOM) is gaining popularity as an alternative to topical minoxidil, with FDA-approved oral supplements for hair loss containing minoxidil currently being developed. With the growing market and opportunity in the hair loss treatment industry due to increasing awareness and cases of hair loss, low-dose oral minoxidil represents the potential future of hair loss. Though minoxidil is approved by the FDA to treat hair loss in topical form, it has not been approved for oral use for hair loss. However, dermatologists can prescribe oral minoxidil as an off-label solution to hair loss.

Studies in 2021 and 2022 both found LDOM (dosed between .25 and 5 mg per day) to be a well-tolerated and effective therapy for treating hair disorders in normotensive patients having difficulty with topical solutions. Patients receiving high dosages (5 or more mg a day) reported experiencing more adverse effects, including hypertrichosis (excessive hair) and lower limb edema. A November 2022 study found oral minoxidil to be superior to topical minoxidil for its enhanced cosmesis, cost-savings and potential for co-therapy with other topical formulations or topicals used for camouflage hair loss. Per Growth Market Reports, Minoxidil and Finasteride API Market was valued at $153 million in 2022 and is expected to reach $263 million, expanding at a CAGR of 6.1%, by the end of 2031.



The Top U.S. Cities with the Youngest Looking People

LaserAway conducted research on the lifestyle and health characteristics firmly linked to aging physical appearance. These characteristics also make up a foundation of systemic health and longevity that goes beyond the appearance. The research focused on these seven characteristics: binge drinking, obesity, lack of sleep, lack of physical activity, smoking, excessive sun exposure and stress.

The report's key findings revealed the top four cities with the youngest-looking residents are all near the west coast. San Francisco ranked as the youngest-looking city, and Baltimore was reported as the city with the least amount of young-looking people. Eight of the 10 youngest-looking cities are in the northern half of the country, and obesity, poor sleep and smoking are the most influential factors in the lowest-ranking cities.

San Jose and Seattle trailed behind San Francisco as the youngest-looking cities. The lifestyle habits of the residents in these cities are more likely to give them a youthful appearance than residents anywhere else in the U.S. Residents in San Francisco maintain below-average rates for binge drinking and obesity and have fewer sleep problems than the national average. They also stay more physically active, smoke less, have good sleep habits and maintain healthier stress levels than the average American.

How Inflation Has Impacted Beauty Spending in the U.S.

StyleSeat surveyed 1,011 participants in the U.S. about their beauty and fashion spending habits. Respondents ranged in age from 18 to 76-years-old, and were 53% female, 46% male and 1% nonbinary. The survey revealed key findings that included 75% of people reported that they would rather save up for a pricey item than use credit, 64% said inflation has impacted their spending in the beauty category, and before buying, one in three people price check every purchase either online or in other stores.

Maintaining a smooth face was also important to participants, with fillers as the second-to-last beauty service people would cut back on. The rest of the top five items or services that spending will continue in included hair removal, tanning and Botox. Despite beauty money-saving strategies, 79% of participants reported making impulse beauty purchases, and women (89%) took part in this more than men (69%). Some Americans make purchases they can't yet afford, with 28% of respondents using a "buy now, pay later" service when purchasing items.





Deuruxolitinib's Potential to Treat Moderate to Severe Alopecia

New phase 3 clinical data released by Concert Pharmaceuticals supports the use of deuruxolitinib, an investigational oral selective inhibitor of Janus kinases JAK1 and JAK2, to treat adults with moderate to severe alopecia areata. The Thrive-AA2 clinical trial found significant improvements in scalp hair regrowth after 24 weeks for patients taking either 8 mg or 12 mg twice daily.

Thrive-AA2 was a randomized, double-blind, placebo-controlled clinical trial in 517 adult patients aged 18-65. Patients enrolled in Thrive-AA2 clinical trial were required to have at least 50% scalp hair loss due to alopecia areata, as measured by an absolute Severity of Alopecia Tool (SALT) score. The average baseline SALT score across all patients was approximately 87.9 (corresponding to approximately 12% average scalp hair coverage). After 24 weeks, one-third of patients taking 8 mg twice daily and 38% of patients taking 12 mg twice daily achieved a SALT score of 20 or less.

The Cause of Fungal Acne & How it Differs from Bacterial Acne



Fungal acne is a type of infection in the skin's hair follicles that commonly appears as small pimples that don't vary much in shape or size. Per Healthline, fungal acne often shows up on the arm, chest and back. It is caused by an overgrowth of yeast that is always present on the skin. If the natural balance of the skin is altered, the infection of hair follicles develops and acne-like symptoms will appear on the skin. The pimples caused by fungal acne tend to show up in clusters and all be the same size, differentiating it from bacterial acne, which typically has variable-sized pimples.

Some of the most common treatments are selenium sulfide shampoo, 2% ketoconazole shampoo, ketoconazole cream, econazole cream and solution propylene glycol cream. Researchers have looked at alternatives to improve the application of topical creams to treat skin conditions, including fungal acne. Some of the standard anti-infective drugs can be limited by poor water solubility, low bioavailability and poor targeting efficiency, which can lead to poor efficacy, adverse effects and drug resistance.

A January 2023 study found that hydrogel-based therapies can be used as drug carriers for the treatment of infectious skin diseases and as auxiliary methods for the alleviation of pain during the treatment process. Hydrogels are used with good efficacy for skin wound healing, but their clinical applications in the treatment of skin infections are less frequent.



Credentialing and Creating Your Unique Value Proposition

The importance of creating a clear, consistent message to promote your brand

Prospective patients are buyers who want to know the answer to the question: "What's in it for me?" How do your products or services solve or improve my situation? What specific benefits do you deliver or offer? Why should I choose your practice or provider over another? What differentiates you from the competition?

They want emotional reassurance that they are making the right decision to choose you. They typically have some hesitation that something could go wrong, questions about how good you are or how much experience you have performing the procedure they want.

Creating a clear, consistent message around your Unique Value Proposition (UVP) and explaining your credentials can take the guesswork out of promoting your practice and get your entire team on the same page and delivering the same message - further enhancing your brand.

The Importance of Credentialing

In a competitive aesthetic marketplace, credentialing is your time to shine. It is your opportunity to display your knowledge, education, expertise and why patients should trust you and choose you.

"In a competitive aesthetic marketplace, credentialing is your time to shine. It is your opportunity to display your knowledge, education and expertise and why patients should choose you."

Ideally, this should be apparent on your website. The message should be consistent for your staff answering the phones. They should be able to:

- Explain the various services, procedures and products you offer
- Communicate how many years you have been in business, the various providers on your team and their level of experience in aesthetics
- Confidently be able to explain what makes your practice stand out and unique
- Educate patients on what they can expect when they come to your practice (patients buy experience not products, procedures or services)

Why Credentialing is Often Overlooked

Sometimes I hear from clients that they feel awkward credentialing because in some respects, they feel like they are bragging or they don't want to talk about themselves. Or they feel like they are too busy to make time for that conversation.

One of the challenges I hear most consistently when I am speaking at various aesthetic industry conferences is, "Terri, we want to do this, but we don't know what to say. We need a script to follow so we can have a consistent message." That's why I created a checklist and a sample script you can tailor to your individual practice.

The Two P's of Credentialing

There are two aspects of credentialing – credentialing your provider and your practice.

Your team should be able to answer the following questions when communicating information to prospective patients about your **PROVIDER**:

- Who will be performing the consultations and treatments? Will it be an M.D., N.P., P.A., or R.N.?
- How many years of experience do they have?
- How many years in aesthetics?
- Has he/she received any special training? PDO, Threads, Lasers, Butt lift, etc.?
- What range of procedures does the provider perform or specialize in?
- Is he/she known as a trainer or educator?
- Is he/she recognized by any manufacturer for his/her volume
- Has he/she been published or is he/she a speaker on this procedure?

Your team should be able to answer the following questions when communicating information to prospective patients about your **PRACTICE**:

- How many years has the practice been in business?
- How many providers do you have?
- What is the practice's specialty/specialties?
- Is there anything different/special about the location or environment?
- Is the practice recognized by any manufacturer for its volume (Diamond, Platinum Plus, etc.)?

By knowing the credentials behind your providers and practice, you are forming the basis for your unique value proposition.

Here are some credentialing thought starters:

- What is your specialty?
- Do you offer solutions that are proven successful? Or new? Are they hard to find in the area?
- Do you have a unique technology or process with a unique benefit?
- Do you have an in-depth understanding of a specific audience?
- Do you help specific groups of people like tourists, seasonal residents or students?
- Does your team hold minimum degrees, certifications, licenses or training?
- Does the practice focus on people with common challenges like acne, face balancing, natural lips, etc.?
- Does your team take on the toughest cases? Fastest services? What specifically sets you apart?
- Do you have visible experts in the industry? Known on social media?
- What is your unique business model? Do you offer memberships or mobile services?
- Do you offer virtual consultations?
- Do you have key partnerships, access to resources that most others don't?
- Are you known for creating experiences or delivering a level of service that is unmatched?



- What is similar about your clients? (Moms, 3 generations of family members, traveling nurses, diplomats, teachers, etc.?)
- Are you a custom boutique solution? Do you have multiple locations?
- Do you have affiliates or overseas locations?
- Do you have a signature solution or product? Do you only use organic products?
- Did your practice experience tremendous growth in a short amount of time?
- How quickly are patients experiencing results? Faster or better than normal?
- Is there any unique location quality? Historic? First in town? Newest in town? Longest open? A recent model?
- Has anyone been seen in articles? Written papers? Become published in a book?
- How many continuous running years have you received an achievement award?
- What is the total number of patients seen at your practice?
- How fast is care available for concerns?
- What is your practice personality?
- How many real testimonials do you have? Where? (Yelp, Google, etc.)
- What payment solutions or financing do you offer?

Sample UVP Script

Here is a sample script for a plastic surgery/medical spa practice to communicate your UVP. Feel free to personalize it to your practice:

"ABC Plastic Surgery and Aesthetics is a comprehensive center that offers a wide variety of surgical and non-surgical aesthetic services. Dr. Smith is a world-renowned plastic surgeon, having performed over 1,000 facelifts annually with his unique approach, which has been published in over 100 publications.

We have 2 clinical providers; a Nurse Practitioner and a Physician Assistant, that combined, have more than 30 years experience in the aesthetics field.

Our center is unique in that we focus on understanding your needs and work together to develop a comprehensive treatment plan that will give you the best results."

My team and I are always here to help if you have any questions. Our comprehensive sales training course within APX Platform takes a deep dive into credentialing and creating a UVP. 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."



REACHING A NEW GENERATION

4 marketing strategies to attract Millennial and Gen-Z patients.

By Travis Schneider

Marketing to generations like Millennials and Generation Z can be a challenge for healthcare practices, but it doesn't have to be. These groups have unique preferences and priorities regarding healthcare, and practices need to adapt their marketing strategies to appeal to them. There are four effective strategies that healthcare practices can use to appeal to a younger demographic of patients.

Younger generations are digital natives, accustomed to having everything at their fingertips, from looking for news updates to finding a new doctor. Tebra's 2023 Patient Perspective Survey found that over 77% of participants sometimes or often search for new doctors online. Therefore, practices must establish a robust online presence to reach these patients.

Modernize Your Patient Experience

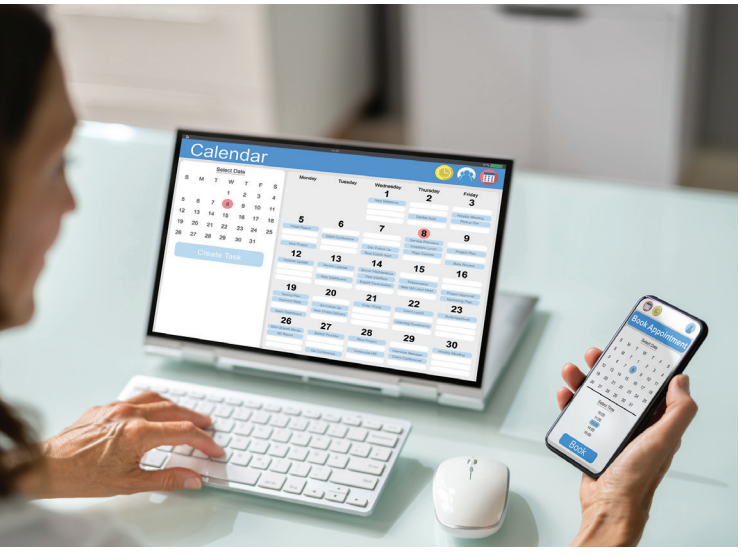
Patients want efficiency; 93% of patients stated they would prefer to fill out their forms before coming into the office for their appointment. Creating a modern and digital experience is critical to attracting and retaining younger generations as patients.

Having your patients fill out paperwork before their visit will reduce their in-office wait times, as well as lessen your front office staff's task load. To offer this type of solution to your patients, consider providing a digital patient portal where they can virtually fill out and sign their paperwork, retrieve their medical records and view test results. Giving your patients a central way to access these items digitally will help give them more control of their health information, a sense of convenience and a seamless experience.

Another way to modernize your practice is by offering an online scheduling system that simplifies the process for patients looking to schedule an appointment online rather than over the phone. This system will also decrease incoming and outgoing phone calls, which will reduce your front desk staff's workload.

Make It Easy To Find Your Practice Online

Healthcare practices should conduct a thorough website audit to ensure all information is updated. Ensure your site has current photos of the inside and outside of your office, accurate contact details and directions to your office readily available.



Offer patients a simple online scheduling system.



Having a high search ranking for your practice involves search engine optimization (SEO), over which you have more control than you might think. To improve your website's SEO, start by focusing on both your content and the mechanics of your site. Ensure your site is mobile-friendly to accommodate the growing number of mobile users and improve its loading speed to meet each search engine's recommended load times.

Improve your local SEO by taking advantage of online directories like Google Business Profile and Yelp, which focus on a specific geographic area. Claim and update your practice information on these directories to increase your visibility in local search results.

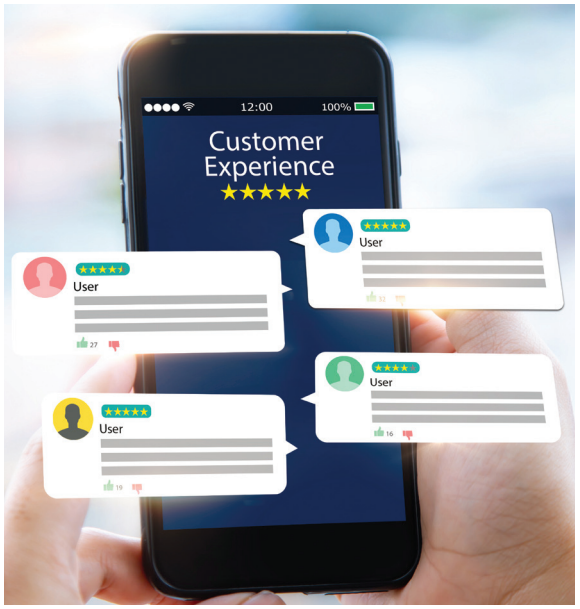
Don't overlook the importance of photo SEO, which can also drive traffic to your site. Rather than relying on stock photos, showcase your practice, location and people with high-quality, original images.

Demonstrate You Are Attentive And Responsive To Patient Concerns

Reviews are critical; 67% of patients won't even consider a new provider if their average star rating is less than 4 out of 5 stars. To control the narrative of your online reputation, proactively ask patients to leave reviews immediately after their visit. Send automated review







requests via email or text to increase response rates. Guide your patients to the most credible review sites, prioritizing Google, your website and sites like WebMD. However, negative reviews may still occur, so respond quickly by acknowledging the negative feedback publicly and reaching out privately to try and resolve their concerns to demonstrate that you are attentive and responsive to patient concerns.

Marketing to younger generations requires healthcare practices to adapt strategies by implementing technology and prioritizing patient experience and convenience. Thinking outside the box with more financially accessable payment options such as monthly membership services, utilizing patient financing platforms like PatientFi (alternative financing for out-of-pocket procedures), Affirm (buy-now, pay-later), Privi (subscription offering for tailored memberships) and other similar platforms can offer cash-strapped younger generations options for costly aesthetic treatments. By establishing a robust online presence, offering convenient scheduling options, emphasizing patient experience, using telehealth, focusing on preventive care, highlighting technology and innovation and offering affordable payment options, practices can attract younger patients and build long-lasting relationships.

Build Your Social Media Presence

It's essential to prioritize your thought leadership and brand recognition, as younger generations are constantly seeking out information and recommendations online. Having a strong presence on social media is key to capturing their attention and building a steady stream of new patients. While many patients currently don't follow their providers on social media, over 50% of Gen-Z and Millennials said they would if their providers posted relevant and interesting content regularly.

Creating social media accounts and consistently posting engaging content is a great way to start. But to truly stand out, you'll need to tailor your content to the preferences and interests of Gen-Z and Millennial audiences. For example, these generations tend to value authenticity, so it's important to showcase your practice's unique personality and values in your content.

Each platform has its own culture and communication style, so it's important to adapt your approach accordingly. Experiment with different types of content to see what resonates with your target audience, and don't be afraid to outsource to social media experts if needed.

As Millennials and Gen-Z continue to shape the healthcare landscape, practices must understand their unique preferences and priorities and tailor their marketing strategies to their expectations. By doing so, practices can position themselves as leaders in their field and attract a new generation of patients who are engaged, proactive and committed to their health and well-being. ME



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


Design
Trust
Identity
BRAND
Logo
Value
Marketing



BRANDING

-WHY YOUR BRAND MATTERS-

Make your summer project refreshing and revitalizing your Medspa or aesthetic practice's brand.

By Cheryl Whitman

It's the time of year when Mother Nature launches into warmer temperatures. The new season of renewal, a time to refresh and reorganize and the perfect time to revisit rebranding and grow your brand extensions! As I stated in my book, Beautifully Profitable, Forever Profitable, "Properly managed, your brand is likely to be one of the most valuable assets of your practice. A compelling and memorable brand can create the kind of patient loyalty that strongly manifests itself as a preference; strong enough to overcome intense competition and price differences."



What is a Brand?

Oxford Languages defines branding as, "the promotion of a particular product or company by means of advertising and distinctive design." Wikipedia says, "A brand is a name, term, design, symbol or any other feature that distinguishes one seller's good or service from those of other sellers." While both of these are correct, I prefer the Shopify definition: "Branding is the process of creating a distinct identity for a business in the mind of your target audience and consumers."

Your brand represents who you are and what you do. It defines the essence of your medspa or practice. A brand is the identity of a company as defined by its products, services, names, terms, designs and symbols in order to identify and differentiate it. (Think the Nike swoosh logo and the "Just Do It" tag line).

Why is Branding Important?

Branding benefits can be summed up in three words: recognition, reputation and recall. There are several reasons why branding your medspa or practice extensions is important, but perhaps the most important of these is that branding gives your practice a competitive edge. This is true because branding affects consumer behavior. People often purchase branded products for status, they perceive a branded product to have lower risk than a generic one and are more likely to promote a brand they like to their friends. Having a brand identity can help you build your reputation and attract the clientele you want and it can increase the overall value of your practice.

Creating Your Brand

To create your brand, you can begin with the 4-P's of marketing: Product, Price, Place and Promotion.

Product/Service:

Begin by understanding your product/service itself. What is your product? What does it do? Who would benefit from it? How does it compare with competitive products? How is it different (better) than competitive products? What are its qualities, its unique selling proposition (USP)?

Price:

Price is what your patient is willing to pay for your product/service. Price is based on both the real and perceived value. It must also take into consideration competitors pricing, supply costs, etc. Pricing can play a huge role in the success or failure of a product because it also affects the product/service's perceived value. You must decide whether or not you want to appeal to the masses or a select upscale market. If you choose to economy price a product, it may give the impression that it is of lower quality. Discounting a product may make it seem less desirable than it was previously, or the lower price may make more clients willing to try it. Setting an upscale or premium price may give the impression of higher quality, or that it's a luxury item. It may also price many potential customers out of the market. On the flip side, many consumers believe a higher priced item is superior, so setting a higher price may actually increase demand.

Place:

Place defines where your products can be purchased and how they are displayed. Place could be within your practice, through another retail location or online. It also determines how your merchandise is created for display. Placement must be consistent with your desired product image. Locations should be close to your entrance near the desk and in each room. Medspas and practices should have multiple displays and testers.

Promotion:

Promotion is how you communicate to potential users that they need your product/service and that it is appropriately priced.

Using the 4-P's of marketing will help you as you design your brand. Spend time considering each aspect.

So, get started:

To create a powerful brand for your practice, review your unique selling proposition (USP). It defines what you have to offer your clients and how your potential clients will view your practice. As you refine your USP, keep in mind that there is a lot of noise in the environment competing for

the attention of your potential patients. On a daily basis, an average person is exposed to over 3,000 commercial messages, each vying for their attention.

Consumers trust brands and are more likely to buy a brand they know. When you hear the name Coca-Cola, you immediately think of a refreshing soft drink. You are much more likely to purchase a Coke than a no-name store brand cola. When you hear the word Charmin, you immediately think toilet tissue. The power of a brand is that the mention of its name produces immediate recognition in the mind of the consumer. Consumers are faced with thousands of decisions each day, and research has shown they take short cuts to make decision making easier. Purchasing brand names they recognize is one of those short cuts. The more you can get your brand name in front of them, the better. Using your brand name across all aspects of your practice helps do this.

Recognition – people will come to know your brand and recognize it. People often make repeat purchase based on brand recognition.

Recall – a strong brand helps keep you top of mind for your clients.

To reach your target market effectively, your brand message must be consistent and narrowly focused. The message must resonate with the wants and needs of the buyer (your prospective patient), not those of the seller (you). Therefore, your branding should focus on the results and benefits your practice provides.

Your brand must be unique and authentic. It must be true to what you do, not promise something you cannot deliver.



Reputation – patients will associate your practice's reputation with your brand.

Focus your brand exclusively on your target market. Identify who your potential patients are and design your brand to appeal to them. Use a sharp shooter approach rather than a shotgun blast. Consumer trends says Gen-Z, a generation of trend setters, has $360 billion in disposable income, and their influence is here to stay. Gen-Z's view skin care as an essential part of their self-care, and they're interested in understanding what active ingredients are right for their skin type and what services they should be having on a regular basis to prevent wrinkles and aging. Using a survey or focus group to gain further insight is a good next step to gather data and explore their online behavior and social engagement to find out what platforms they spend their time on, what they're doing and why.

Factor in the 4 Pillars of Building a Brand

Once you have begun to flush out the critical components of product, price, place and promotion, it's time to apply what Tony Pec, Co-Founder of "Y Not You Media," calls the 4 pillars of branding: uniqueness, influence, trust and relevance.

Uniqueness is differentiating your practice/product/service from the competition. You want to stand out from the crowd. Doing so will help create brand loyalty.

Influence means having the ability to sway your patients in one direction or another. To be influential, you must have earned the trust of your patients. We'll talk about trust next. Being influential means gaining credibility amongst your patients and the industry. Excellent ways to do this is to be seen as experts in the field. One way to be seen as an expert is to be a published author. As Chapter Four of my book, Beautifully Profitable, Forever Profitable states, "No doctor should be without a book that he or she has "written" (or had ghost written for them); one that positions the Medical Practice or spa to potential clients in a positive and impressive fashion."

Other means of building influence and being seen as an expert in the field include guest speaking engagements at industry conferences, local events, etc. It's about getting your name out there in a positive way. To build influence, you must build trust.

Trust is essential. If your patients/audience don't trust you, you won't have any influence. To gain trust, you must provide educational content, be entertaining,



be positive and stand out from the crowd. Your message must be authentic and real. Trust building is long and hard work, and it can be lost in an instant.

Relevance means staying top of mind, releasing new content on your social media on a regular basis, being in the news, etc. You must stay abreast of the newest breakthroughs, breaking information, latest trends and new technology in your industry. You need to be viewed as "in the know", a leader, etc.

Brand Management – Keeping Your Brand Fresh

To remain relevant, you need to keep your brand fresh. Here's a solid approach to doing so in four easy steps.

First, review your key target audience and thoroughly understand their wants and needs. These change over time. Does your branding approach still resonate with your target audience today?

Second, review your positioning. Is your practice/product/service still a compelling alternative to your competitors'? Have you stayed abreast of the latest information and trends and communicated this to your target market?

Third, take a look at your visual brand identity. Consider updating the colors, photos and images. A slight change of hue can make a world of difference. Are you presenting an inclusive image?

Finally, review the tone of your content – all of it. Your messages must be consistent across all media… Is there a common voice or tone? Is it current with today's marketplace?

Some Additional Options for Refreshing Your Brand:

Consider adding new distribution channels or methods to reach a broader audience. Add an online store if you don't already have one. Innovate! Add new products and services and be sure to make your target audience aware of them. Add a private branded label skin care line. Expand your treatment offerings or bundle them to appeal to a new market segment – think men/teen acne skin care programs / be inclusive and welcoming to the LBGTQ community. Be willing to change. Consumer habits, likes and dislikes change. Your brand has to change with them if your practice is going to remain profitable.

In Summary

Section 1 of Beautifully Profitable, Forever Profitable says, "To market and promote effectively, you need a clear vision of what you want your business to become – as well as a recognition it's now more than a Medical Practice…it is now also a retail business." Brand development and management can be overwhelming, but it must be done if your practice is to be viable. ME



Cheryl Whitman is a celebrated author, speaker, and highly regarded national cosmetic marketing professional with more than 35 years in the Aesthetic Medical Spa Industry. A cosmetic anti-aging wellness "Influencer" she is one of the most sought after speakers in the industry. Mentoring all size practices and laser centers.

Ms. Whitman is the Founder and CEO of Beautiful Forever Consulting where she leads a top-notch team of executive-level consultants and business professionals to assist providers 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.

Contact Cheryl Whitman by email at: Cheryl@beautifulforever.com or by telephone at: 561-299-3909.

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The Aesthetics Renaissance Man

Gregory Mueller, M.D., FACS, MyEllevate Inventor, On His Journey From Humble Beginnings to Industry Leader.

Written by Rebecca Lane

Originally from Ogallala, Nebraska, Gregory Mueller, M.D., FACS, knew from the get-go that he wanted to be a doctor. While most children look for any excuse to avoid going to the doctor, Dr. Mueller jumped at the chance to watch physicians at work, even tagging along on his siblings' appointments. Fascinated by their ability to assess a patient's symptoms, find the problem and heal a myriad of ailments, Dr. Mueller fell in love with medicine at a young age. After his mother began working as a scrub tech for the local surgeon when he was in 7th grade, Dr. Mueller began stopping by to watch the intricate operation process. For him, there was never any question as to what he wanted to do with his life, his entire focus locked on becoming a doctor.

While attending medical school at the University of Nebraska, he did an experimental externship in surgery, which revealed his skill in performing detailed surgical maneuvers with expert precision. It was clear his artist's hands were made for surgery, so he left Nebraska for California after finishing medical school and spent the next seven years training in general and trauma surgery at the University of California, Irvine.

It was there that Dr. Mueller became fascinated with plastic surgery, amazed by the breadth of the field and, in the end, hooked by the creativity involved. He recalls, "Every patient was unique and the surgeons would sort of be designing when they performed a procedure, the way they would make an incision or if we were doing scar revisions. It was different every time, so I was very attracted to that." After finishing his training in general and trauma surgery at USC, Dr. Mueller spent another two years there training in plastic surgery. After he completed training, he opened up his practice in Beverly Hills, California, in 1998.

The First Jolt of Inspiration

It was after he went into practice in Beverly Hills that Dr. Mueller's passion for improving and innovating new techniques for neck rejuvenation procedures developed.

"I felt like the neck was an area where what I was trained to do was very elegant, and it required a lot of technical skills to open someone's neck, move the muscles around and sew them together to shape and rejuvenate the neck, making the jawline look more youthful and attractive. However, I felt like in a lot of patient's cases, the procedure was too much and too invasive. When they came in, they wanted a little improvement or were just slightly aging. I felt like there was no middle of the road option for those patients," explains Dr. Mueller.

The more invasive procedure for neck rejuvenation available at the time also came with the problem of scar tissue and results that could appear less than natural. "I also felt like opening the neck oftentimes created scar tissue or healing problems, so when someone would heal, it might look a little irregular or overdone and so sharp that the results didn't look very natural," he says.

Dr. Mueller knew his answer to this problem lay in finding a less invasive way to rejuvenate the neck. He states, "I thought if there was a way I could make a small incision that allowed me to go under the skin and sew the muscles without having to surgically open the whole front of the neck, that could be the key because I could still sew the muscles, lift and shape them, but not lift the skin away, causing all this destabilization."



Patient getting imaged with oVio360.

Having mulled over how to achieve this, a lightning bolt of inspiration struck one day in 2005 while Dr. Mueller was using his endoscope during another procedure. He realized that while an instrument like an endoscope was too large to fit under the taught skin of the neck, the effect of the light shining through the skin could be the key to developing a tool that would allow for a less invasive procedure for neck rejuvenation.

"I realized when I saw the light shining through the skin that if I had a sewing needle that was illuminated, then I could pass it under the skin and see the light shining through. This would let me know exactly where I was and how deep I was, and that's when I came up with the whole idea," recalls Dr. Mueller.



Contour of female patient's neck before and after MyEllevate procedure.

Engineering the ICLED

While Dr. Mueller had found the answer to his dilemma, he still needed a way to implement it. This was going to require the help of an experienced engineer. "I'm not an engineer, so I hired a biomedical engineer and I came up with the sequence of tools that we would need to pass the suture and make little punctures in the skin. During our first meeting I just had these drawings on note paper. I drew this whole sequence of how we had to have something to mark the skin and something to puncture the skin. In the early version, I had little skin ports you would screw in because it's very key that when you're putting in permanent suture, which is what MyEllevate is, the suture material goes down in the muscle and doesn't get stuck in the skin. I went through all these things with him and then he would make prototypes, we would meet back up in two weeks, he would show me what he'd made and then we'd test it out."

clearing device, the light source and the nine-inch fiber optic rod, as well as the suture attached to it."

After financing the entire project from 2005 to 2008, Dr. Mueller received FDA approval for his device, which he originally called the iGuide, in 2009 and was able to get funding to continue his work.

TAKE ONE: The Trampoline Technique

The original procedure Dr. Mueller developed using the ICLED light guided suture system was called "the trampoline," a technique involving weaving the suture underneath the skin in a crisscross pattern to create a kind of netting under the surface of the chin. While Dr. Mueller had mastered this intricate technique for rejuvenating the neck, it was not so easy to teach it to other surgeons well enough for them to successfully replicate the process and produce the same results.

"I realized that if I had a sewing needle that was illuminated, I could pass it under the skin and see the light shining through."

Since Dr. Mueller couldn't test out these prototypes on an actual person, they had to get creative to simulate the skin and muscle of the neck area. Dr. Mueller explains, "I would use the prototypes on leather chamis placed on top of a sponge to simulate skin and muscle, pretending the leather was the skin as I made little punctures and looked at the light shining through underneath it. We did that for a long time until we really narrowed it down to the five tools that we have currently, which are barking tape, a little puncture device, a dermal

Dr. Mueller explains, "The trampoline procedure was this: if you look at the under surface of your chin, think if you had a shoelace and you just went from side to side and tied it in front. It was this crisscross formation, like a netting, that we would create with suture material. It worked very well for me, but we couldn't teach it to other surgeons and get them to reproduce the results reliably. So, the doctors were like, 'You know what? I'm going to just keep doing it the way I've done it.'"



Dr. Mueller prepping patient for MyEllevate procedure.

Convincing the naysayers to give his new device a chance was Dr. Mueller's biggest challenge along the way, and one that he spent the next decade working tirelessly to achieve as he developed what became the MyEllevate technique. He remembers people commenting that he would probably have continued using the device and his original trampoline technique even without the light-guidance, which Dr. Mueller answers firmly in the negative.

"The light guidance is really important," he states, "When we published the first paper on MyEllevate, which back then was called 'The Trampoline,' in the Aesthetic Surgery Journal in 2012, we had about a 15% revision rate and that's just not good. You don't want to tell patients that 15 out of every hundred patients have to come back for a revision. In that paper, we demonstrated that you need the light on the needle to reliably travel underneath the skin and know where you are. We did not have the FDA clearance yet, so we just used a rod with a suture attached to it and the revision rates were 15%. With the lighted rod, the revision rates are less than 5%."

Dr. Mueller explains that the intensity of the light shining through from underneath the skin is what helps him ascertain how deep the suture is and if he needs to adjust his placement. "The light gives me feedback. If it's nice and yellow, I know I'm right in the right place, in the fatty layer. If it's kind of red, that means I could have gone underneath the muscles, so I need to back up and go closer to the surface of the skin. If the light is really bright, that means I'm too close to the skin and I know to back up and go a little bit deeper. So, it's extremely helpful and essential," explains Dr. Mueller.

That paper also demonstrated that the muscles and ligaments that hold the skin to the muscle of the neck are strong enough to "withstand 10 pounds of force before they break," says Dr. Mueller, making his invention and technique not only possible but an innovative way to take advantage of our incredible anatomy to create



Dr. Mueller teaching surgeons the MyEllevate procedure.

a less invasive option for neck rejuvenation. The key to getting other surgeons to adopt it would all come down to refining the technique and its teachability to go along with his device.

TAKE TWO: The MyEllevate Technique

Dr. Mueller spent the next decade after getting FDA approval creating the MyEllevate technique to use with the ICLED. It just so happens that another invention of his, the oVio360 imaging system, was vital to this process. Dr. Mueller originally built it in 2011 to help him study and understand the detailed nuances of how the neck works and moves, with the goal of improving the MyEllevate procedure.

"If it weren't for the imaging system, I don't think I could have ever invented MyEllevate. It helped me see how the neck looks and all the different positions of the neck, so that I could engineer the procedure to have the sutures placed exactly where we wanted them to give the best results. So, the two go hand in hand. I think the oVio360 is such a big part of the story because if I didn't have the imaging system, I would have never seen things like I'm able to with the additional help of the images in order to evolve the procedure. There's no way that the human mind could remember exactly how you looked before I operated on you and translate that to exactly how you look after," says Dr. Mueller.

The journey to creating and perfecting MyEllevate was a long and arduous one, with many roadblocks and setbacks along the way. His perseverance alone is a testament to how dedicated and passionate Dr. Mueller is to providing the best possible care and aesthetic treatment results for his patients and aesthetics patients in general.

He speaks to this passion and overcoming the challenges he faced, saying, "You have to feel passionate about it and be realistic. There were so many

disappointments. You don't know until you're standing there in that moment and you realize 'Oh gosh, this was not a good move. We need take a step back, rethink everything and move in a different direction.' It was a lot of that. When you're doing something for the first time, and you've never done it before, you just don't know 'till you know. We had so many years, so many times where we would think everything was going to go well, and then boom, we'd hit an obstruction that we didn't even know was there. But, you just can't give up."

Adding the Finishing Touches

Finally, in 2018, after spending years studying the detailed images of every angle and movement of the neck, painstakingly mapping out the changes in the skin and muscles depending on whether the neck is relaxed, looking up, flexed, etc., using the oVio360 and gradually perfecting the MyEllevate technique, Dr. Mueller was finally ready to test out how well he could teach it to other surgeons. It was time to beta test the finalized treatment and training program, so any last tweaks could be made.

Dr. Mueller relates, "We didn't realize the importance of beta testing prior to this. We had surgeons come and watch the procedure and got feedback from them. It was really all about seeing how they reacted and then reviewing their answers to the questionnaire we had them fill out afterwards, which asked them certain questions that we knew were key points of understanding how to replicate the procedure. We literally stepped into the other surgeon shoes, which helped us realize what specific points of the procedure seemed obvious to us but not so to surgeons seeing it for the first time. We were then able to really customize the treatment or the training program. That was the key part of it, the beta testing and the whole process of perfecting it so everything was exactly the way it needed to be for other surgeons to successfully learn it."

Once everything was finalized and perfected, it was time to launch, and despite launching MyEllevate during the pandemic, this major advancement in neck rejuvenation has taken the industry by storm.

From Humble Beginnings to Industry Gamechanger

Coming to the end of his incredible story, Dr. Mueller comments on his own amazement at the success of what began as an idea for how to improve the level of care and aesthetic results he could provide his patients.

"When I created MyEllevate, I never imagined that I would be inventing an FDA device that I would be traveling the world introducing. I thought it was just for me. I was doing it just to improve my own patient care. it's been a fun journey. It continues to be fun going forward, and other doctors using MyEllevate and the ICLED are coming up with other ways to use the technology. So, although I think the best use for MyEllevate is sculpting the jawline, there's going to be other areas that will come into play in the future that other doctors will innovate. I love hearing that other doctors are coming up with new ways to use it because that was always my dream, that someone would find different ways to use the technology."

"If you believe it will improve patient care and be a safer and effective way to do things, don't give up."

Dr. Mueller leaves us with this final piece of advice for other innovators in the medical aesthetics industry, "If you're improving your patient care and improving the way we treat patients, I think it's good to stick with it. That's what I did. I knew it was a better way and offered a new way of thinking and rejuvenating the neck that would help patients achieve what they wanted less invasively and with less risks. And, you know, I think that it was something that had to be proven, so I had to do it myself. It wasn't something that I could just invent and sell or license to someone because no one else saw the value except me. I was the end user of the device, and that made me determined and gave me the tenacity to stick with it. It doesn't happen overnight. It is expensive and takes a lot of time, but it's so worth it. If someone has an innovation, if you believe it will help your patients and patient care, and be a safer and effective way to do things, then don't give up." ME

Rebecca Lane is the managing editor of *MedEsthetics.*

BY CHESAHNA KINDRED, M.D., M.B.A., FAAD, & KAELYNN WORKMAN, B.S. **DETAILS**



Laser Therapy in Skin of Color

Ablative lasers vs. non-ablative lasers for safely and effectively treating skin of color.

Laser therapy stands for light amplification by stimulated emission of radiation and is a type of medical therapy that was introduced in 1963 by Leon Goldman, known as the "father of lasers in medicine".[1,2] Laser therapy utilized the quantum theory of radiation and was first reported in the literature when studying the removal of darkly pigmented cutaneous structures.[1] Since then, the development of laser technology has advanced and the understanding of its interactions with various skin types has become of great importance, allowing for a wide range of skin types to have access to effective treatment for skin of color specific concerns. This article will cover the scientific principles of lasers, the mechanism of how lasers interact with skin and how it differs in skin of color, ablative and non-ablative lasers, potential complications from ablative lasers in skin of color and recent laser therapies for skin of color.

How Lasers Interact With Skin

Generally, the principle mechanism of a laser when utilized for skin rejuvenation relies on selective photothermolysis, which is selective and specific destruction of target components in the skin with little damage to neighboring structures.[3] Light energy is absorbed and converted to heat by target structures (chromophores) within the skin. The skin has three main chromophores: (1) water (found within the epidermis and dermis), (2) hemoglobin (found within the microvascular network of the dermis) and (3) melanin.[3,4] Each chromophore present in the skin has different peak absorption wavelengths of light. Water absorbs light at a peak wavelength of 3,000 nm, hemoglobin absorbs light at peak wavelengths of 418 nm, 524 nm, 577 nm and 1064 nm and melanin absorbs light at a wavelength between 250-1200 nm.[5] When light is absorbed by a chromophore, the generated heat dissipates to surrounding tissue structures, allowing for the treatment of a full range of dermatological conditions depending on the wavelength of light utilized and the pulse duration.[3] This is the principle of thermal relaxation time or the time it takes for the target tissue to cool down to half of the temperature it was heated.[5] If a chromophore is heated past its thermal relaxation time, damage to the surrounding tissue occurs. Conversely, if a chromophore is heated under or equivalent to its thermal relaxation time, then heat is confined to the target structure minimizing damage to surrounding tissues.[5] Therefore, pulse duration remains an important factor in consideration when lasering.

Types of Laser Therapy for Skin Rejuvenation

Laser therapy can be divided into ablative and non-ablative lasers. Ablative laser skin resurfacing is designed to treat accumulated skin photodamage, such as textural changes seen in the development of fine lines, rhytides and wrinkles, along with acne scarring and pigmentary changes. Ablative laser resurfacing thermally removes the epidermal and superficial dermal layers of the skin via light energy directed at water.[6] Once absorbed, light energy is converted into thermal energy and dispersed throughout the surrounding tissue. While ablative laser therapy removes the epidermis and superficial dermal layer of the skin, non-ablative lasers are able to bypass the epidermis and heat the dermis in order to induce dermal collagen remodeling.[5,6] Due to the epidermal sparing seen in non-ablative lasers, it is thought that non-ablative lasers are less aggressive than



Ablative laser skin resurfacing removes the epidermis and superficial dermal layers of the skin.



Non-ablative laser skin resurfacing is thought to the safest for use on skin of color.

ablative lasers and thus do not produce comparable results. However, non-ablative lasers are also thought to be the safest laser in skin of color, as these lasers emit long wavelength light allowing for minimal absorption by melanin. This inhibits its ability to act as a competitive chromophore and dissipate excessive heat to surrounding skin structures. Further, because of the decreased absorption of melanin from long-wavelength lasers, there is deep penetration past the epidermis and into the dermis, allowing for the target of dermal structures.[5]

Ablative Laser Therapy

Within the ablative laser therapy category, there are two lasers that are commonly used, those being (1) CO_2 (carbon dioxide) ablative lasers and (2) erbium-doped yttrium garnet laser (ER:YAG), named after the laser medium utilized for excitation.[7] The technique of ablative therapy relies on water as the main chromophore to generate heat for tissue destruction.[7] CO_2 lasers emit a wavelength of 10,600 nm and are generally recommended for deeper resurfacing.[7] Conversely, ER:YAG lasers emit a wavelength of 2,940 nm, which is more closely matched with the peak absorption of water, thereby confining the penetration of the laser to the stratum corneum, the layer of the skin with the highest concentration of water.[7]

Unlike in many of the visible and near-infrared lasers where melanin competes with the main chromophore due to its broad absorption spectra, the ablative lasers, which are in the infrared part of the EM spectra, have little absorption by melanin due to their longer wavelengths.[5] The problem in treating skin of color with ablative lasers lies in the epidermal destruction caused by water as the target chromophore creating and dissipating heat throughout the epidermis and superficial dermis, destroying the melanin and melanocytes which are present in the epidermis. When thermal injury of this degree occurs, blistering, scarring and pigmentary disorders can occur that can often be permanent.[5] Due to this, laser treatment in ethnic skin has historically been a challenge, specifically with respect to ablative therapies.

Non-Ablative Laser Therapy for Skin of Color

As such, other laser technologies and methodologies have been developed that allow for proper skin resurfacing and rejuvenation among patients with skin of color. Fractional photothermolysis is a non-ablative laser treatment that is able to induce dermal remodeling for improvement in acne scarring while also improving skin texture through direct epidermal effects.[5] Microcopic

treatment zones (MZTs) are small wounds that are created in the skin to assist in improved skin texture and tone through skin repair and remodeling without extensive thermal damage. This method allows for the top layer of the skin, known as the stratum corneum, to stay intact, thereby decreasing damage to the full epidermis.[5] While this method is effective for type IV skin, the same results are not seen in skin types V and VI. Fractional ablative lasering using CO_2 lasers has also been studied for the treatment of melasma in patients with skin types III and IV, however the results do not achieve that of fully ablative lasers.[8]

A new skin rejuvenation method combines an Nd:YAG 1064nm laser with a 650-microsecond pulse with an Er:YAG 2940nm laser with a 300-microsecond pulse duration during the same treatment session. The ability of a device to use microseconds to deliver a high amount of energy before reaching the thermal relaxation time of the skin reduces the risk of burning the skin and causing discomfort, as is familiar with lasers operating in the millisecond domain. This concept is enhanced for safety in skin of color. A 1,064nm laser capable of delivering fluences of 4 J/cm2 - 255 J/cm2 within a 650-microsecond pulse duration avoids increasing the pulse duration to achieve higher laser energy levels. In turn, it avoids the thermal relaxation time. This allows for the Er:YAG 2940nm with a 300-microsecond pulse duration to ablate the skin immediately afterward without post-inflammatory hyperpigmentation, the prevailing complication of ablative treatments in skin of color. The convergence of these two devices with novel laser energy delivery during the same treatment session incorporates safety and efficacy for epidermal and dermal skin rejuvenation in skin of color.

Conclusively, when using lasers in skin of color, appropriately selecting the type of laser, wavelength, pulse duration and cooling method can minimize unwanted side effects. For dermatologic practitioners, it is important to remember that utilization of lasers in skin of color requires an adequate understanding of laser physics along with an understanding of how lasers interact with skin structures so that patients across a wide range of skin types can be provided with the best dermatologic treatment outcomes. ME

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Board-certified dermatologist **Chesahna Kindred, MD, MBA** practices in Columbia, Maryland, at Kindred Hair & Skin Center — the first dermatology office with a full-service salon specializing in hair loss. She grew up in South Central Los Angeles, earned her BS with a minor in Spanish at the University of Southern California, was the third person in the history of the University of Cincinnati to earn an MD/MBA degree, and later completed dermatology training at Howard University Department of Dermatology. Dr. Kindred is the immediate past chair of the dermatology section of the National Medical Association and founder and president of Onyx Medical Society.



Kaelynn Workman, B.S., is a rising fourth year medical student at Case Western Reserve University School of Medicine in Cleveland, OH. Kaelynn has a passion for dermatology, specifically disorders of the scalp and hair along with skin of color. She will be applying for dermatology residency in the fall of 2024. Kaelynn has completed a research fellowship in hair disorders at the Cleveland Clinic under Dr. Wilma Bergfeld from 2022-2023 and completed her undergraduate studies at Cornell University with a major in Biological sciences and a double minor in Inequality Studies and Health policy. Kaelynn hopes to advance the field of dermatology for minoritized patient populations and patients with skin of color.

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THE ROLE OF THE SKIN MICROBIOME IN SCAR TREATMENT

A healthy skin microbiome is vital to the scar healing process.

By Dr. Jayant Lokhande, M.D., M.B.A. and Danné Montague-King

Abnormal scarring can be of four distinct morphologies: (1) Flattened and Stretched, (2) More Constricted than usual, (3) Suppressed or Atrophic and (4) Elevated from the skin surface. A flattened scar is a normal scar with normal subjective skin color, and stretched scars are formed when scar site and closure are constantly under mechanical tension, e.g. striae (stretch marks). Constricted scars are formed in 2nd, 3rd and 4th degree burns. Suppressed scars are formed below the surface of the surrounding skin, such as in 2nd and 3rd degree acne (cuneiform), and the elevated scar morphology is usually composed of keloids and granulomas. The granulomas that sometimes occur from aggressive microneedling, migrating fillers, etc. are in fact, another form of scar!

A mature cutaneous scar has almost 50% protein content, which consists of 80–90% of Type I collagen and 10-20% of Type III Collagen. In normal circumstances, the collagen in the skin is arranged in a basket weave pattern, but in scar tissue it is arranged in bundles parallel to the skin surface. The basement membrane of the epidermis that develops over scar tissue is flatter than normal because it does not contain the rete pegs that normally penetrate the dermis. A cutaneous scar also does not contain dermal appendages (hair follicles, sebaceous glands) and the stem cells that typically inhabit these structures.



Skin microbiata can influence fibroblasts activitiy and reduce scarring.

The 3 Phases of the Scar Healing Process

- **Hemostasis / Inflammatory Phase** – defensive bioactivity (up to 5 days) generated by Platelets, Neutrophils, Interleukins
- **Proliferative Phase** – cell renewal bioactivity (up to 15 days) generated by Macrophage, Keratinocytes, Endothelial Cells, and Monocytes
- **Remodeling Phase** – (up to 25 days) tissue rebuilding bioactivity by Fibroblasts.

Molecular Biological Characteristics of Scar Tissues

- Early stage of scarring consists of an inflammatory reaction with infiltration of neutrophils and macrophages (immune cells). Several cytokines, majorly Interleukins IL-6 and IL-8, are elevated while low in IL-10 that results in delay in tissue homeostasis.
- There is an increased concentration in Transforming Growth Factors like TGF-β1 and TGF-β2 at scar tissue sites but low in TGF-β3. Transforming growth factor-beta TGF-β is a family of growth factors and its three isoforms, TGF-β1, 2 and 3, are involved in many steps in scar healing. Fibroblasts isolated from hypertrophic scar express higher levels of TGF-β1 and TFG-β receptor, suggesting that an exaggerated TGF-β feedback loop may contribute to the hypertrophic scar phenotype.
- The rate at which fibroblasts manufacture Extra Cellular Matrix is low at scar sites and the ratio of Type III to Type I Collagen is lower. The amount of hyaluronic acid in the ECM is also low at scar sites. The fibroblasts of a lineage defined by the gene Engrailed 1 and expressing the cell surface marker Colony Differentiation 26 are responsible for the vast majority of scar collagen production. There are two separate lineages of fibroblasts responsible for formation of the upper and lower layers of the dermis.
- The upper population is required for the formation of hair follicles, but is not recruited to the healing scar until later in the healing process, after epithelialization is complete. Activation of β-catenin caused accelerated expansion of the upper dermal lineage with a resulting increase in the formation of hair follicles. It is possible that β-catenin signaling could be biologically exploited to accelerate upper dermis development and promote hair follicle generation, which could reduce scar formation and allow for more regenerative healing.
- Myofibroblasts could be constantly upregulated at scar sites if under mechanical strain. Mechanical strain induces the process of mechano-transduction, by which mechanical strain on a scar site contributes to the formation of fibrosis. The production of skin fibrosis in response to mechanical strain is mediated, in part, by a pathway consisting of focal adhesion kinase (FAK), extracellular-related kinase (ERK), and monocyte chemoattractant protein (MCP-1).

Skin Microbiome

The skin microbiome is a complex community of commensal bacteria, fungi and viruses that inhabit the body's surface. It is crucial to the skin barrier function as it protects it from pathogens, modulates the immune response and fortifies the physical barrier of the epithelium. The skin microbiome can influence the following factors in the scar healing process:

- S. epidermidis, through Toll Like Receptor (TLR)-2 signaling and via the production of lipoteichoic acid, can limit inflammation after skin injury. An excess of inflammatory stimulation can lead to the increased abundance of proteases, reactive oxygen species (free radicals) and other bioactive substances that delay scar healing.
- Skin Microbiota can influence the inhibition of the activity of fibroblasts through paracrine signaling (remote from the epidermal microbiome) and contribute to healing with less scarring. It may also reduce scarring by targeting the specific cells responsible for over producing scar collagen.
- Gut Microbiome can influence mesenchymal stem cells to a great extent. By considering the fact of Brain-Gut-Skin axis, skin microbiota can be well employed to generate mesenchymal stem cells.
- Usually scar tissue is devoid of skin appendages like hair follicles. Skin virome can be exploited for the expression of Fibroblast Growth Factors (FGF)9,

normally secreted by γδ T cells, which can increase hair follicle generation after scarring as a part of regenerative healing. Current research we are involved with shows the promise of new follicles CAN be reinstated with specific treatments and home microbiome prescriptions.

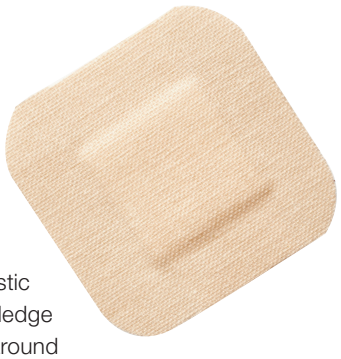
- We started this research in 2016, attending many microbiome conferences offering research regarding this new approach to bacteriology, and discovered that any topical treatment had to include living spores, which are very difficult to get. These types of "living probiotics" used in many new products are very weak and likely to be dead when they finally reach the skin!



A healthy skin microbiome is vital to tissue regeneration and repair.

- The skin microbiota can mediate chemokines like Chemokine Receptor CXCR4 to optimize progenitor cell migration as well as normal scar epithelialization, hair follicle regeneration and decreased scar formation.
- The skin microbiota can influence through Paracrine Signaling the connective tissue growth factor (CTGF), an extracellular matrix protein that plays a key role in tissue regeneration and repair. Elevated levels of CTGF-dependent signaling can prolong the tissue repair process and lead to accelerated collagen deposition and scarring. CTGF modulates signals from a wide range of factors in the cells, controlling critical cellular pathways including scar deposition and remodeling. CTGF is involved in the differentiation of fibroblasts to contractile myofibroblasts (responsible for collagen deposition).

The most important factor in the skin microbiome is to maintain its poly-biotic nature because the skin microbiome is diverse in nature to begin with. All cellular proliferation has a "rhythm" or speed of ascension to the epidermis. All-natural proliferation has a pattern. It is our job to offer treatments that bring homeostasis back to the skin, make sure all defense mechanisms are working at full capacity and use the actual skin as our lab and diagnostic tool rather than rely on product knowledge offered by thousands of companies around the world. ME



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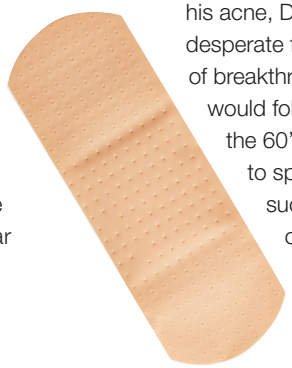
Dr. Jayant N. Lokhande, M.D., M.B.A., is an expert in Botanical Drugs & Biotechnology Business Management. He has successfully strategized and formulated products for several cosmetics, nutraceuticals, pharmaceuticals and medical foods companies globally. He has significant clinical experience especially in using Botanical Drugs and Medical Foods for Complex and Chronic Diseases. He is currently working as Chief Scientific Officer at DMK Skincare and his responsibilities include Innovation and End-Users Education Development.



DMK founder – Danné Montague-King
A pioneer in his industry, Danné has seen the depths of depression associated with poorly functioning skin. In fact, his everlasting passion was born from his dissatisfaction with his own acne as a teen. Not understanding the condition completely, and after failed attempts from top US dermatologists to cure his acne, Danné took things into his own hands and desperate for a cure, became his own guinea pig. A string of breakthroughs, trials and tribulations, and many travels would follow, until he found his first true breakthrough in the 60's involving vitamin C therapy. That's all it took to spark what would be decades of developing successful treatments and products that would combine to form the iconic brand that is DMK – sold throughout 30 countries.





The future of Aesthetics Lies in Frequencies

Written by: Brandon Simms & Kedren Ferrero

The world of aesthetics is continuously evolving. With advancements in technology and an ever-growing need for noninvasive and efficient treatments, the industry is aggressively researching and adopting new methods to meet the changing demands. Medical light therapy is one such advancement providing noninvasive treat-ment options for patients looking to improve their physical appearance without the possible risks and significant time commitment of more invasive procedures. However, as medical-grade options for this tech-nology have emerged, so have less effective and inefficient at-home LED devices, making it vital for practitioners to step up their medical light therapy game and educate patients on the superior benefits of medical-grade equipment.

One such advancement revolutionizing the industry is the UltraSlim®. Endorsed by renowned cosmetic surgeons Sheila Barbarino MD, FAAO, FAACS,FACS, and Delina Bishop, MD, this revolutionary Medical Light Therapy (MLT) device is outshining traditional at-home LED units and establishing itself as the future of aesthetics.



Zoom Effect & Its Impact on Aesthetics

Nonsurgical aesthetics such as LED therapy have seen an unprecedented surge in demand since the onset of the COVID-19 pandemic(2019). According to a Hamilton Fraser Cosmetic Insurance survey, providers displayed an inspiring level of resilience and fortitude. Despite these challenges, 83.92% were not impacted by their existing clients, and 33.67% even acquired more new customers – indicating an unexpected positive outcome from this difficult period! This growth can be attributed to the "Zoom Effect" and the rise of self-care.

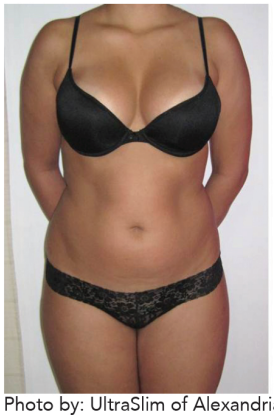
The study shows the Zoom Effect refers to the desire for zoom-ready facial aesthetics, which have been amplified with more time spent on video conferencing platforms such as Zoom and Google Meet. In response, many are turning to Medical Light therapies (MLT) because of the advancements in LED-based technologies.

In addition to zoom-readiness, there is a growing trend toward self-care in our pandemic era (2019 - 2021). More people are taking this opportunity for personal renewal by investing in noninvasive treatments that bring out their best selves. MLT offers a safe and effective way to address your patients' body concerns, such as wrinkles, fine lines, and unwanted fat, without surgery or other invasive procedures.

"I just signed up my 40th client yesterday, so I'll be in the black!... All of my clients have come from my existing practice or the radio ad... I'm down 15 lbs & one pant size from treating myself with UltraSlim & following a good diet. Nothing better than using yourself as the example for advertising!"

- Barbara Drake, RN

Sources: United States Census Bureau; 10 Ways Employees Spent Their Time During the Pandemic



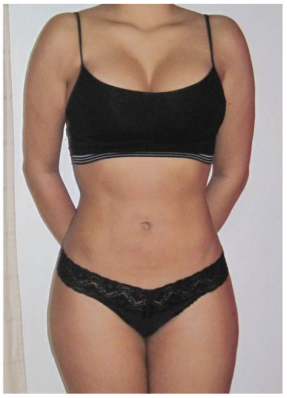


Photo by: UltraSlim of Alexandria

Benefits of Medical Light Therapy (MLT)

UltraSlim® offers numerous advantages over traditional LED units, making it the technology of choice for Health care providers looking to offer their clients innovative and noninvasive treatments.

Some benefits include the following:

1. Noninvasive and painless: Unlike surgery or injections, UltraSlim® is entirely noninvasive, ensuring a comfortable experience throughout the treatment.

2. Clinically proven efficacy: UltraSlim® has undergone clinical studies showcasing its ability to reduce fat after just one treatment session.

3. Customizable treatment plans: UltraSlim® is versatile in its applicability and allows for tailoring treatment plans to the individual client's specific needs and goals.

4. No downtime or BMI Restriction: Unlike surgical procedures, medical light therapy does not require any downtime or recovery period, allowing clients to resume their normal activities immediately after treatment. Also, providers can treat anyone with the technology without turning down business because of a BMI restriction.

5. Immediate: Patients can expect to see results right after treatment. Which why most providers offer a 2" inch guarantee or your money on your 1st treatment.



Why Health care providers Are Choosing Medical Light Therapy (MLT)

Aesthetics professionals recognize the growing demand for noninvasive treatments that provide tangible results. By adopting medical light therapy technologies like UltraSlim®, Health care providers can offer clients FDA-proven and efficient alternatives to traditional surgical procedures.

"Noninvasive fat loss and skin tightening are the future of all skincare, and the UltraSlim machine is the safest and most effective of these modalities I've seen so far. I continue to be impressed by the results I see on a daily basis with the UltraSlim machine; I'm always astounded by the amazing skin tightening and fat loss results with UltraSlim-- and my patients and staff are equally impressed,"
-Sheila Barbarino, MD, FAAO, FAACS, FACS

This means that you can trust your equipment is safe and will get predictable results backed up by scientific evidence rather than guesswork or trial-and-error techniques employed with at-home LED units, making your medical practice stand out amongst other competitors in your area who may not offer this level of assurance with their treatments.

By investing in medical-grade equipment, professionals can deliver effective results as well as improve client satisfaction and retention.

Science behind UltraSlim®

UltraSlim® is a revolutionary technology that combines the power of red light with the body's natural metabolic processes to help people lose weight and slim down. Founded on scientific evidence, UltraSlim® provides an effective and safe way for anyone looking to achieve their desired body shape.

The science behind UltraSlim® is focused on using red light therapy at a wavelength of 635 nm +/- 2, which targets fat cells. When exposed to this red light at the right frequency and treatment duration, fat cells begin to convert the stored fat into energy. Through lipid metabolism triglycerides are broken down into more basic lipids and subsequently enter into the Kreb cycle. The Kreb cycle breaks down these lipids into ATP, which powers many bodily processes as well as Carbon Dioxide and water that leave the body. Lipid metabolism plays a huge role in weight loss as it helps convert stored fats into energy which can then be used by the body.

In essence, UltraSlim® accelerates lipid metabolism to help reduce excess fat from our bodies. By employing this innovative technique, individuals can achieve their ideal body shape without extreme dieting or strenuous exercise regimens – making it much easier for them to reach their goals without having to sacrifice too much effort or time.

Moreover, since UltraSlim® does not involve any surgery or chemical treatments, it carries minimal risks yet still produces visible results over time as long as users remain consistent with their treatment sessions. Overall, UltraSlim® is a great tool for anyone looking to shed some extra pounds while maintaining their health and well-being safely and naturally. By understanding how it works and leveraging its capabilities appropriately, individuals can finally take control of their bodies and reach new heights both physically and mentally!

"We live in a time where the use of light therapy will, in many areas of healthcare optimization, replace the use of drugs as a safer and more efficacious therapy. UltraSlim is a device created by Ward Photonics, a company that is leading the way in this arena, and it has been a fantastic choice for my practice. This high-wattage red light device allows me to get red light deep into the body's tissues, combating inflammation as well as dissolving unwanted fat. Combined with dietary counseling UltraSlim has provided my clients with an easily acceptable way of optimizing their health. It is truly appreciated!"

- Dr.Kamau Kokayi, MD



Medical Light Therapy vs. At-Home LED Units

The primary difference between UltraSlim® and typical at-home LED units is the technology's power, quality, and effectiveness. While at-home LED units may emit red light, they lack the necessary energy density, require more extended exposure time, and have a smaller treatment area than medical light therapy devices. Consequently, their effectiveness in achieving the desired results is significantly diminished.

UltraSlim® is a prescribed medical device cleared by the FDA, that was extensively tested to ensure it delivers optimal performance and desired results. At-home LED units are not subject to strict regulations and may not provide consistent or effective light therapy sessions. Most at-home LEd units only provide a .2" or .5"-inch loss. While The UltraSlim has an average loss of 3.5" NCT02867150 at ClinicalTrials.gov with most providers offering a 2-inch guarantee or your money back on your first treatment.

With UltraSlim's noninvasive modality and nearly instantaneous results, it's no surprise that this technology is rapidly becoming popular for those looking to improve their physical appearance. It has been featured in several magazines and nominated for various awards, highlighting not only its efficacy but also its safety.

"This is such an exciting time for medicine and humanity as the paradigm for improving health and healing shifts from surgical and biochemical treatments to treatments that use physics and light-based therapies. UltraSlim and Ward Photonics are truly at the heart of this shift; we are so fortunate to be a part of it!"

- Delina Bishop, MD.

At the end of the day, UltraSlim® is revolutionizing the aesthetic industry by providing patients with safe and effective treatments without any downtime --all without a single scalpel or needle involved. With results that speak for themselves, it's easy to see why UltraSlim® is quickly rising in popularity as a preferred option for those seeking to enhance their physical appearance.

"The UltraSlim has been a real game-changer for our practice. The results we are seeing after using this device are unprecedented! The use of LED technology for photobiomodulation (PBM) shows results that were previously only achieved through higher risk, higher cost, and painful modalities such as lasers, freezing, and surgery."

- Delina Bishop, MD.

The future of aesthetics is undoubtedly leaning towards noninvasive treatments, led by innovations like UltraSlim® light therapy. Healthcare providers are embracing this shift and incorporating medical light therapy into their offerings to cater to a growing market of clients seeking effective and safe alternatives to traditional invasive procedures. By prioritizing medical-grade technologies and scientifically-backed treatments, the aesthetic industry continues to evolve, providing clients with the best possible experiences and results.



THE JOURNEY OF



LIPOSUCTION

Understanding the procedure and life after.

By Dr. Bilge Gregory, M.D.

DID YOU KNOW LIPOSUCTION WAS THE MOST COMMON cosmetic surgical procedure in 2021? According to a survey, there were over 1.9 million liposuction procedures, which overtook breast augmentation by 3.8%. And the interest in these fat-removal operations will continue to increase throughout 2023.

Despite being a popular cosmetic procedure, many people are still seemingly unaware of the full range of benefits that liposuction can offer individuals of various body types, shapes and sizes. From improving physical appearance to boosting self-confidence, the transformative effects of liposuction can positively impact one's overall mental and physical well-being.

This is because liposuction can dramatically reduce inflammation throughout the body, provide better mobility, improve quality of life, lessen body image dissatisfaction and even enhance libido, which makes it a valuable option for patients seeking body contouring solutions.

Now's the time to dive deeper into the world of liposuction, its positive effects on the body and what you should prepare your patients to expect in the weeks after the surgery.

UNDERSTANDING THE BASICS OF LIPOSUCTION

Simply put, liposuction is a minimally invasive surgery carried out on some areas of the body where pockets of fat tend to collect en masse. Depending on different body types, this could be collected in areas such as the arms, waist, hips, thighs and in most cases, the tummy. In recent years, there has also been a growing interest in removing fat from the chin, neck and cheeks.

First, various medications are administered during the surgery to ensure that the patient can relax and feel comfortable. These options usually include local anesthesia, general anesthesia and intravenous sedation.





Surgeon performing liposuction procedure.

The next step is the liposuction procedure, which involves the use of a specialized surgical tool known as a cannula. Skilled surgeons use different tube sizes and types to achieve the best possible outcomes. Take facial liposuction as an example. Since the facial area is small, the typical insertion cannula for the procedure is thinner than the ones used for flanks, buttocks and hips. As a result, the small incisions created during the procedure result in minimal scarring that is barely noticeable.

WHY LIPOSUCTION IS THE GO-TO CHOICE FOR PEOPLE

When compared to other similar procedures, such as the tummy tuck, liposuction has distinct advantages that make it stand out.

For starters, liposuction can offer a quick and noticeable transformation to the body. Even though the amount of fat removed can impact recovery time, most patients can expect to see the final result in as little as one to three months after the surgery. Since recovery time is short for liposuction, unlike other cosmetic procedures, most can return to work and even start doing light exercises just days after the operation.

What's more, there is a much lower post-op downtime, with minimal bruising and swelling, thanks to small incisions and advanced techniques. Bear in mind that most patients who go through the lipo journey will experience minimal scarring, if any. However, like with any surgery, the chances of scarring are present during the process.

When scarring occurs, there are numerous simple cosmetic treatments surgeons can offer patients to minimize the estimated six-month time frame it takes for the hyper-pigmentation to lessen. It is vital that surgeons make it an utmost priority to try and place their incisions in the most discreet place possible.

It is crucial to remember that liposuction should not be treated as a weight loss solution. One should look to it as a way to shape areas that are diet and exercise-resistant, such as the face, alongside a strong exercise routine and healthy diet. However, due to metabolism levels being stimulated by the procedure, some patients on the heavier side of the scale could lose up to 11 pounds as a result of the surgery.

WHAT PATIENTS NEED TO KNOW ABOUT LIFE AFTER LIPOSUCTION

Liposuction can result in a dramatic physical transformation, with the most noticeable change being a significant improvement in body contour. This can include a flatter tummy, a more defined mandibular border and jawline, smoother hips and a visible gap between the thighs.



CLICK ABOVE TO VIEW VIDEO

CUTERA: Slimming Down For Summer Simplified

The mindset around liposuction should be that it is a real journey that starts even before the procedure. To illustrate this, advising patients to find a personal trainer in the initial stages who can help customize a post-surgery workout plan can make a big difference in their recovery and results. This is because a personalized exercise program can enable patients to stay on track with their fitness goals, speed up the recovery process and ensure long-term results.

Added to that, working with a nutritionist can be incredibly beneficial in creating a healthy diet plan. Through the combination of physical activity and proper nutrition, patients can make sure that they are on a solid path to achieving a sculpted look, improving their self-confidence and well-being while feeling the best they have ever felt.

FINAL THOUGHTS

We all want to feel good in our bodies. As much as we want to focus on "what's inside is what counts," in most cases, we do not wholeheartedly resonate with this newer societal expectation of celebrating the body we are in as it is—and that is okay. Only your patients can ultimately make that choice for themselves because nobody else lives in their skin.

With the right frame of mind and an intentional approach, the liposuction journey is something that can carry your patients on a path of feeling absolutely fabulous, leaving them to embody a happier spirit each day and celebrate the body they are in. 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.

INGREDIENT SPOTLIGHT BY TONY SCIANNA



Snail Mucin's Versatile Skin Care Potential

Snail mucin in skin care has grown in popularity in recent years due to its versatility and variety of benefits, and its inclusion in skin care products is quickly rising.

Snail mucin is the gel-like liquid secreted from a snail. It has a number of skin care benefits, including hydrating, plumping skin and smoothing out fine lines and wrinkles in dehydrated skin, according to dermatologist Julie Russak, M.D.

"First and foremost, snail mucin is incredibly hydrating," Dr. Russak said. "It contains a unique combination of hyaluronic acid, glycoproteins and glycolic acid, all of which help to attract and retain moisture in the skin."

Snail mucin also has regenerative benefits and can help soothe the skin with its anti-inflammatory and antibacterial properties. The ingredient is ideal for dry, sensitive or acne-prone skin.

"It contains antioxidants and peptides, which can help protect the skin from free radical damage and stimulate collagen production," Dr. Russak said. "This can lead to firmer, more youthful-looking skin over time."

An April 2013 study in the *Journal of Drugs in Dermatology* found that snail mucin derived from the Cryptomphalus aspersa snail can protect, heal and repair the skin. The double-blind, randomized, 14-week study included 25 patients with moderate to severe facial photodamage. They were treated with an emulsion and liquid serum that contained snail mucin on one side of the face and placebo on the contralateral side for 12 weeks.

The study found that daily application of topical products containing the secretions proved "effective and well tolerated for improvement in coarse periocular rhytides and fine facial rhytides."[1]

"Overall, snail mucin is a versatile and effective ingredient that can provide a wide range of skin care benefits," Dr. Russak said.

It is recommended for patients to try a patch test before using any new skin care product with snail mucin to ensure that they are not allergic to it.

Dr. Russak also warns to be aware of the sourcing of snail mucin, as some companies may not obtain the ingredient in ethical or sustainable methods.

"While snail mucin is generally considered safe for most people, there is still a limited amount of research on its long-term effects," Dr. Russak said. "It is always a good idea to talk to a board-certified dermatologist before incorporating any new skin care ingredient into your routine."

The concentration of snail mucin in the product will determine the effectiveness of the product. Dr. Russak recommends products with at least 80% snail mucin for maximum benefits. Since snail mucin can be found in a variety of skin care products, including serums, moisturizers and masks, it is important to choose a product that can seamlessly fit into an existing skin care routine and has a texture that works well with their particular skin type.

"Overall, the best type of snail mucin to use in skin care products is one that is sustainably sourced, contains a high concentration of snail mucin, is free from harmful ingredients and has a texture and formulation that work well for your skin," Dr. Russak advised. ME

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Tony Scianna is the associate editor of *MedEsthetics*.

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Neck & Decollete

Although caring for the neck and decollete is just as important as facial skin care, it is an often forgotten part of clients' skin care routines. These five skin topicals and aesthetic devices can ensure clients protect these delicate areas.



Global Beauty Private Label Skincare's **Hydra C + Ferulic Serum** is an anti-aging and brightening formula that provides long-lasting protection for the face and neck from environmental stressors, consistent hydration and advanced microencapsulation technology.
Contact: 888.659.7546, globalbeauty.net



Induction Therapies **Necture Cream** is an anti-aging, skin-firming solution to address loose, crepey skin under the neck and chin. It is formulated with all-trans retinol and a blend of botanical ingredients for visibly smoother, more youthful looking skin.
Contact: 502.909.2837, inductiontherapies.com



Nexage GF from Young Pharmaceuticals is a retexturing balm designed specifically for the neck area to smooth and improve skin texture, fine lines and wrinkles and reduce the appearance of redness. The formulation is fragrance-free, paraben-free and propylene glycol-free.
Contact: 800.874.9686, youngpharm.com



TiZO **Mineral Sun Defense** is a gentle, tinted mineral sunscreen designed to help shield the skin every day from the damaging effects of the sun. Titanium and zinc oxides reflect away UVA and UVB rays, while antioxidants help defend the skin against free radicals.
Contact: tizoskin.com



UltraSlim is designed to enhance dermatological treatments and promote healthier, younger-looking skin, effectively breaking down vascular and pigmented lesions and stimulating the natural healing process to improve the skin's appearance and overall health.
Contact: wardphotonics.com

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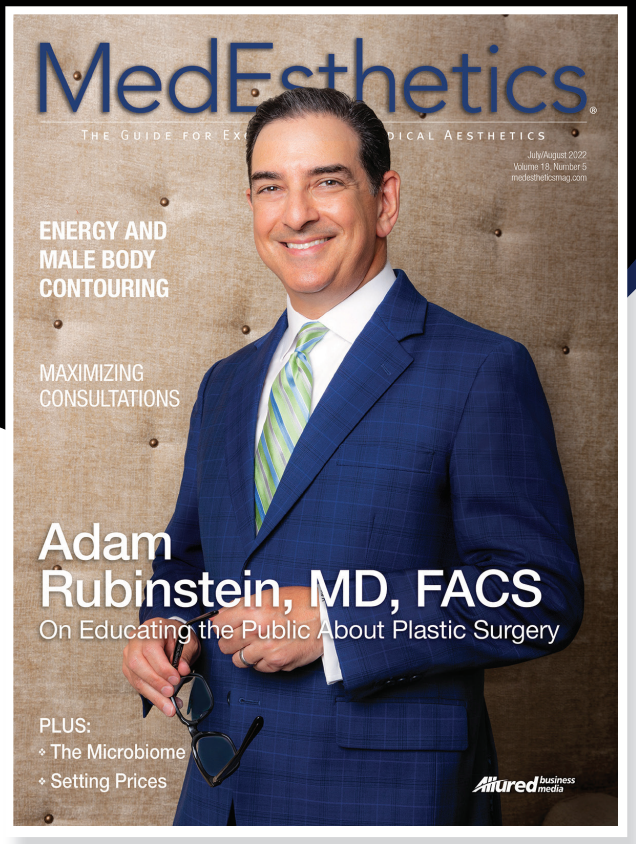



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TWO MOLLUSCUM CONTAGIOSUM NDAS APPROVED BY FDA

Verrica Pharmaceuticals announced that the FDA accepted for filing the company's resubmitted NDA for VP-102 for the treatment of molluscum contagiosum and assigned a Prescription Drug User Fee Act (PDUFA) goal date of July 23, 2023. Novan announced FDA approval for its berdazimer gel, 10.3% (SB206) for the treatment of molluscum contagiosum. The company also received its PDUFA goal date of January 5, 2024.

VP-102 is a drug-device combination product that contains a GMP-controlled formulation of cantharidin (0.7% w/v) delivered via a single-use applicator that allows for precise topical dosing and targeted administration. Verrica is seeking conditional approval to market VP-102 in the U.S. under the brand name YCANTH. In addition, Verrica has successfully completed a Phase 2 study of VP-102 for the treatment of common warts and a Phase 2 study of VP-102 for the treatment of external genital warts.

Novan's berdazimer gel, 10.3% (SB206) is a topical prescription gel for the treatment of molluscum contagiosum. The company also has a pipeline of potential product candidates using its nitric oxide-based technology platform, NITRICIL, to generate new treatments for multiple indications.

COVERWELL PAY-PER-PROCEDURE INSURANCE FOR THE AESTHETICS INDUSTRY

CoverWell by InjectSure, a pay-per-procedure insurance for the aesthetic industry, has announced a partnership with PatientNow to incorporate the insurance policy within the software. PatientNow will feature an electronic opt-in choice to activate CoverWell protection on its platform.

A CoverWell policy adds a nominal amount (7% on average) to the cost of treatment. Clients receive insurance coverage for a full 30 days following their procedure, which provides up to $125,000 in corrective care in the event of medical complications. CoverWell policies are paid for at the time of service and the client and business become co-insured, with no added cost to the business. Lawsuits are eliminated through the insurer and insured electing the CoverWell policy in its place.

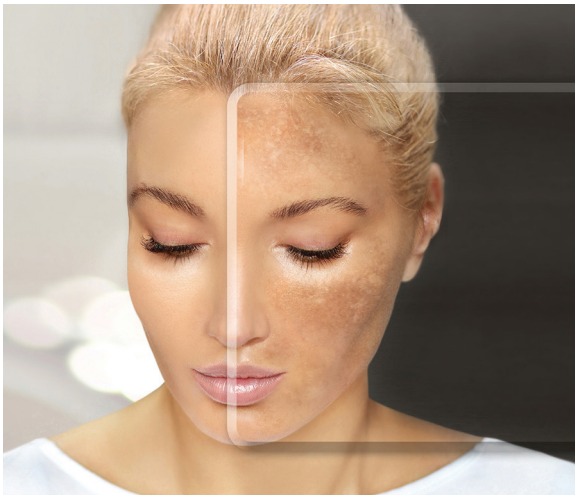
PatientNow is a software marketing system designed to run and manage aesthetic and wellness clinics from end to end to help them attract, convert and retain more patients profitably.

CORINTHIA LONDON LAUNCHES PARTNERSHIP TO PROVIDE REGENERATIVE TREATMENTS & EDUCATION

Thomas Kochs, Managing Director of Corinthia London, announced a collaboration with the London Regenerative Institute (LRI), as part of the hotel's ongoing commitment to championing wellness, health and beauty partnerships. The vision of London Regenerative is to bring together the world's top regenerative medicine practitioners and therapies. Founded by plastic surgeons, Tunc Tiryaki, M.D., and Steve Cohen, M.D., who have dedicated much of their careers to regenerative research, the LRI comprises the latest in longevity innovations, with cutting-edge personalized treatment protocols for reverse aging. Cohen and Tiryaki are renowned for their work in facial regeneration, including the use of stem cells in facelift procedures.

The medical services will comprise Regenerative Surgery (performed at the Cadogan Clinic), Regenerative Therapeutics and Regenerative Medicine & Longevity. The objectives focus on the latest, most progressive, and most effective regenerative treatments and remedies.

PICOWAY LASER RECEIVES FDA CLEARANCE FOR TREATING MELASMA



Candela Corporation announced that the PicoWay laser system has received FDA clearance and Health Canada licensing for expanded indications, including the condition of melasma. In addition to its earlier indications for wrinkles, benign pigmented lesions, tattoo removal and acne scars, the new clearance and license expand the platform's capabilities to include the treatment of melasma, lentigines, café au lait macules (CALMs) and Nevus of Ota.1-2.

The PicoWay laser platform has the broadest range of FDA cleared indications of any picosecond laser. The platform has four true picosend wavelengths (532, 730, 785 and 1064 nm) and offers treatment versatility with multiple available applicators and beam delivery technologies (full beam, microbeam and "Fusion" beam). PicoWay is the ideal choice for darker skin types who often experience pigmentary conditions.

FACIAL LIPOSUCTION APPEALS TO CLIENTS DESIRING SLIMMER FACIAL FEATURES



Cosmetic trends that slim the face and pop the cheeks, like buccal fat removal, are taking over beauty-focused social media, with a stronger consumer emphasis on mimicking their favorite celebrity's snatched jawline or strong facial structure. As a part of the facial fat removal trend, facial liposuction is now becoming favored over other non-invasive treatments.

Facial liposuction currently has 1.7 billion views on Tik Tok, with many of the videos showing patients describing their experiences along with before and after pictures. The procedure is considered a quick and easy recovery compared to other facial surgeries. Directly after the procedure, there will be miless, lasting anywhere from a few days to one week. The lower face will feel numb for a while (it can last a few months), so it is recommended to avoid heavy or strenuous exercise for at least two weeks.

Cheek liposuction and buccal fat removal both remove fat from the face but in different areas and ways. Facial liposuction can be performed in various parts of the face beyond the cheeks, whereas buccal fat removal only focuses on the buccal fat pads in the cheeks. Cheek liposuction uses a cannula to suction out fat from the area carefully, while buccal fat removal surgically excises the entire fat pad through incisions on the inside of the mouth for more of a chiseled-out result.



HAIR LOSS GETS CELEBRITY ATTENTION AT THE 2023 OSCARS

While the increasing problems people are having with hair loss is evident in the world of medical aesthetics, as revealed by the growing interest in oral minoxidil we mentioned in our recent article on the subject, it hasn't always gotten the most attention in popular media and celebrity culture. This is all starting to change and hair loss is finally getting the celebrity treatment.

The incident at last year's OSCARS award show between Chris Rock and Will Smith involving Jada Pinkett Smith, frequently referred to as "The Slap Heard Around the World," or as many are calling it "Slapgate," has gained significant attention and been used as fodder for gossip over the last year. However, while many have treated the incident as just another celebrity fight to joke about, it brings to light the very real hair loss issues facing many Americans. Alan J. Bauman, M.D., internationally recognized, board certified hair restoration surgeon and founder of Bauman Medical Hair Transplant & Hair Loss Treatment Center decided to take this incident as an opportunity to educate people about alopecia (the general term for hair loss), which affects 80 million Americans, and how to treat the condition.

EVENTS

May 17-21, 18th Annual Music City Symposium for Cosmetic Advances & Laser Education, GRAND HYATT NASHVILLE , Nashville, TN, Contact: www.scalemusiccity.com, 904.309.6235, info@scalemusiccity.com

May 18-20, American Academy of Anti-Aging Medicine 31st Annual Spring Congress, Gaylord Palms Resort Convention Center, Orlando, FL, Contact: www.a4m.com/the-fire-inside-2023.html, info@a4m.com

June 8-10, Vegas Cosmetic Surgery 2023, Bellagio Hotel & Casino, Las Vegas, NV, Contact: VCSregistration@informa.com, 218.740.6840

June 22-25, Cosmetic Boot Camp Summer 2023, The St. Regis Aspen Resort, Aspen, CO, Contact: www.cosmeticbootcamp.com/summer-bootcamp, 877.809.7525

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EDITORIAL

Editor in Chief Katie Anderson | 1-630-344-6077/kanderson@allured.com
Content Director Jeb Gleason-Allured | 1-630-344-6069/jallured@allured.com
Managing Editor Rebecca Lane | 1-630-344-6074/rlane@allured.com
Associate Editor Tony Scianna | 1-630-344-6070/tscianna@allured.com
News Editor Marisa Sobotka | 1-630-344-1890/ msobotka@allured.com

SOCIAL MEDIA

Social Media Specialist Naidine Ramirez | 1-630-344-1821/nramirez@allured.com

ADVERTISING SALES

Business Development Manager Barbara Carreon | 1-630-344-6066/bcarreon@allured.com
Advertising Production Manager Kasia Smialkowski | 1-630-344-6025/ksmialkowski@allured.com

AUDIENCE DEVELOPMENT

Marketing Specialist Nicolette Ferengul
Customer Service 1-847-559-7551/customerservice@medestheticsmag.com

DESIGN

Assistant Design Manager James Fergus
Graphic Designer Laura Fenwick
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CORPORATE

Partner & CEO George Fox
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Alan J. Bauman, M.D.

Bauman Medical "Slaps the $#%& Out of Alopecia" at the 2023 Oscars

The Bauman Medical Hair Transplant & Hair Loss Treatment Center created the "Slap the $#%& Out of Alopecia"/Everyone Wins Hair gift bag to promote alopecia awareness.

While many have treated the Chris Rock and Will Smith incident at the 2022 Oscars as just another celebrity fight, it also brings to light the very real hair loss issues facing many Americans, including Smith's wife Jada Pinkett Smith, who publicly announced her alopecia diagnosis in 2018.

Alan J. Bauman, M.D., board-certified hair restoration surgeon and founder of the Bauman Medical Hair Transplant & Hair Loss Treatment Center in Boca Raton, Florida, decided to take this incident as an opportunity to educate people about alopecia, which affects 80 million Americans. Since 1997, Bauman has treated over 33,000 patients and performed more than 12,000 hair transplants.

Bauman Medical participated in this year's Oscars Gift Bag promotion, creating the "Slap the $#%& Out of Alopecia"/Everyone Wins Hair gift bag. The unique influence of attraction in the film industry made the event the perfect place to promote alopecia awareness.

"Like it or not, we're often judged by how we look," Dr. Bauman said. "And the truth is, hair loss can negatively impact your work, relationships and self-confidence. In Hollywood, a great head of hair can mean the difference between starring in a sexy romantic comedy…or ending up an extra in a b-level horror flick."

Bauman Medical had been approached to participate in the Oscars Gift Bag promotion in 2022, but declined with a verbal commitment to participate in 2023. When the slap happened during the award show, Bauman felt like the stars had aligned.

"We recognized right away that this was a great opportunity to educate people about alopecia and the effective treatments available. I came up with the headline "Slap the $#%& Out of Alopecia" that morning and we started planning the educational strategy."

The gift bag, valued at $7,000, was gifted by Bauman Medical to nominees in categories including Best Actor & Actress, Best Supporting Actor & Actress as well as Best Director and host Jimmy Kimmel. It included the BaumanMD Wellness System for Hair—a collection of hair-healthy vitamins and supplements that is aptly referred to as "Nutra-Team Bauman," BaumanMD In-Shower Trichology System and a "syringe" with two applications of BaumanMD Limited Edition Hair Thickener by Pantene.

Each gift bag also included a special invitation from Dr. Bauman to have a complimentary private one-on-one hair loss consultation either in the center's 12,000 square-foot "Hair Hospital" or virtually from the privacy of their home, as well as a complimentary non-invasive PRP with PDOgroTM hair regrowth treatment, a proprietary treatment valued at $5900.

The gift bags created buzz on social media and across news outlets. Bauman Medical Hair Transplant & Hair Loss Treatment Center continues to educate the public and create awareness about alopecia and hair loss, with comprehensive patient-education programs in both digital and traditional channels.

Although Dr. Bauman is unsure if the center will participate in the Oscar Bag promotion again, he feels the "Slap the $#%& Out of Alopecia"/Everyone Wins Hair promotion successfully created media buzz about alopecia, which was their main goal.

"If any of the celebrities took us up on the offer, this would just be extra value to us," Dr. Bauman said. ME



Tony Scianna is the associate editor of *MedEsthetics.*


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What's Behind invisa-RED™'s Science for Efficacious Photobiostimulation Therapies

Beyond red light and destructive tissue therapy into the quantum realm that unleashes natural biological processes for aesthetics through coherent laser light wavelengths.

Sir Isaac Newton's experiments with prisms 400 years ago established that white light is not white light , but a concurrent propagation of the full electromagnetic spectrum of visible light comprised of the violet, blue, green, yellow, orange and red wavelengths. Our Sun radiates all these same electromagnetic wavelengths and more unseen to provide the energy that sustains all life here on earth. Red light comprises roughly 20-25% of the Sun's visible radiation so therefore we are exposed to the properties of broad spectrum of red light daily. The Sun however also radiates electromagnetic energy that we cannot see, some in the ultraviolet spectrum that we now know can be harmful to our health, so we therefore recommend limiting unprotected skin's exposure to direct sunlight.

Red light truly is not such a harmful spectrum of the Sun's radiation and it is sound to assume light emitting devices that employ broad spectrum red light are not harmful to anyone at the energy levels they normally operate. Therapeutic red light is healthy in many ways but it is very limited in its role in aesthetics due to it's ability to affect only the outer most layers of a subjects dermis. This limitation is due to the high coefficient absorption of red light by the chromophores in the cells of our dermis that create an impenetrable barrier to the light after only a few millimeters of penetration.

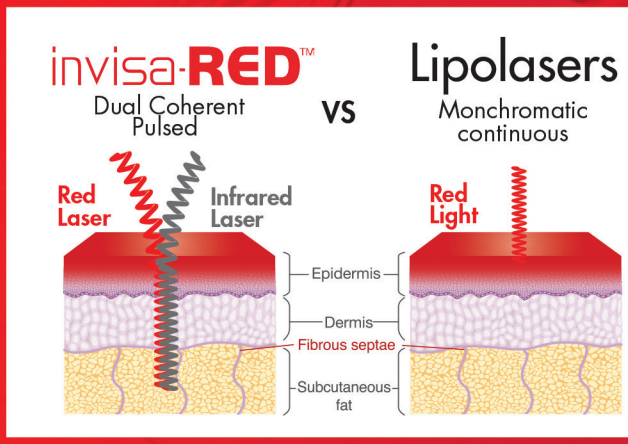
As a result red light alone only increases skin tone and may aid in healing of the epidermis but this is the extent of its effects. Aesthetic changes in a subject's appearance are almost wholly due to a tightening effect of the subjects skin without any change to the deeper adipose layers.

The unique science of invisa-RED™

As we previously discussed, basic red light is rapidly absorbed and scattered in the outer dermis of a subject. In order to create a natural sculpting response from the body, all the dermal layers and the underlying adipose tissue would require an elevated level of sub-atomic energy or quantum state be imparted to the inter-cellular mechanisms, specifically the cellular "power plants" or mitochondria that create cellular respiration for all activity in the body. By stimulating the adipose's mitochondria a subject would release the stored fats from the adipose layers under the skin just as if extended and strenuous exercise had been undertaken. So the challenge is, how do you impart that level of energy into the deep cells of the adipose layers? This is where invisa-RED's proprietary delivery method of photobleaching with coherent infrared and red laser frequencies excels.The 680 nm of red laser is absorbed by the dermis allowing the infrared at 980 nm to bypass the dermal tissue and absorb into the adipocyte cells. Without using infrared, it is not possible for any spectrum of light energy or laser to absorb into the adipose tissue, as infrared's 980nm has the highest coefficient energy absorption into adipose tissue. the pulsed infrared delivers the maximum level of energy density to stimulate cellular respiration, increase cytochrome c oxidase production and ATP synthesis within the adipocyte cells.3

invisa-RED™ Clinicals v. Lipo-Laser Claims

invisa-RED's unique scientific and evidence based advantage over non invasive red light/laser based devices is apparent when we compare the clinical trials of the devices. The Red light only devices are only able to achieve circumferential differences (inch loss) as seen in the following clinical trials NCT02167867 and NCT02867150. Both of the mentioned red laser studies were only able to achieve 3.724 and 3.51 of inches lost during their respective studies, however neither study attempted to prove Fat Reduction or Weight Reduction because it is known



that red light alone is not able to absorb into the Adipose tissue and stimulate fat loss. What makes invisa-RED's clinical trial (NCT03811093) different is that by using both infrared and red lasers invisa-RED was able to not only help participants lose an average of 10.16 inches off of their body, but also 4.53 pounds of body fat resulting in 1.75% reduction in body fat over the course of only nine treatments without the assistance of diet or exercise2. Red light only devices have no clinical evidence to support their claims of fat reduction, making Red light only lasers bad for business, your reputation and your patients. This is what makes invisa-RED™ the only option for a non invasive fat reduction.

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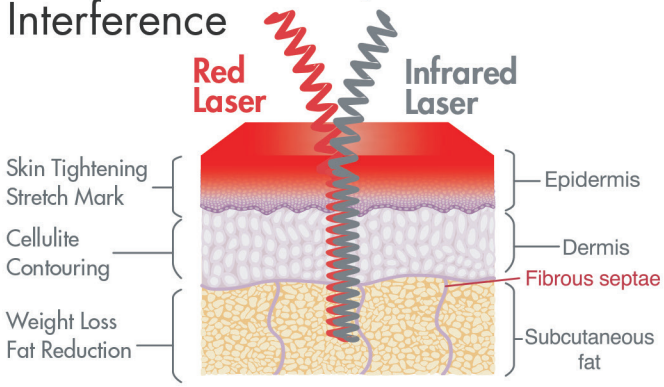

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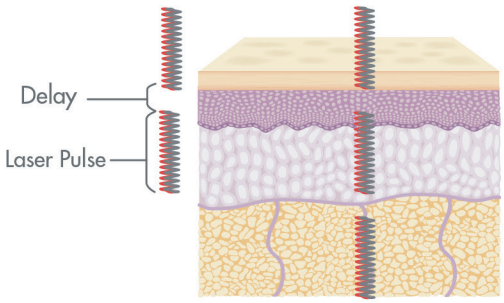

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