

MedEsthetics®

THE GUIDE FOR EXCELLENCE IN MEDICAL AESTHETICS

July/August 2023
Volume 19, Number 5
medestheticsmag.com

MEN -
Is the Dad Bod Era Over & Muscle Men In?

Jordan Plews, Ph.D.
Introduces the Endless Possibilities of Exosomes to Aesthetics

PLUS:

- PRP/FM for Under-Eye Rejuvenation
- Party Preparation: Pre- & Post-Event Treatments

Allured business media

Enter the Matrix

© 2023 Candela Corporation. This material contains registered and unregistered trademarks, trade-names, service marks and brand names of Candela Corporation and its affiliates. All other trademarks are the property of their respective owners. All rights reserved.





The Newest Revolution of Radiofrequency Microneedling

Driven by a history of patented technology and thoughtfully developed solutions, Candela now brings together 3 distinct radiofrequency (RF) modalities in a single device. **Correct, maintain and restore skin at various stages of the aging journey with the all-new Profound Matrix® system[1], powered by Dimensional RF™.**

Accurate Delivery
Reliable, optimal outcomes

Adjustable Depth
Reduce treatment time and improve patient throughput

Thinnest Array of Microneedles*
Smoother insertion for increased patient comfort**

Impedance Monitoring
Provides real-time feedback to ensure consistent treatment delivery



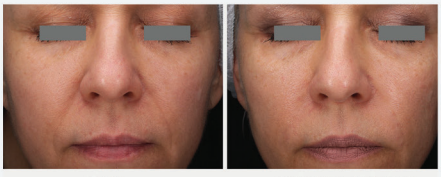
Before | After 1 month, 2 treatments

Courtesy of K. Schallen, MD, USA
All photos are untouched. Individual results may vary.



Before | After 3 months, 1 treatment

Courtesy of D. Friedman, MD, Yokneam, ISR
All photos are untouched. Individual results may vary.



Before | After 3 months, 3 treatments

Courtesy of D. Friedman, MD, Yokneam, ISR
All photos are untouched. Individual results may vary.

SCAN ME

*Based on publicly available specifications as of October 2022

Treatment considerations are under the discretion of the qualified licensed healthcare professional. Individual healing times, discomfort, treatment results and satisfaction may vary. Profound Matrix FUFT DHF03167. **1. Candela Profound Matrix/Matrix Pro product technical files DHF26131.

Learn how the Profound Matrix system can help grow your practice and your profits at **800-733-8550** or visit us at **candelamedical.com**



SKIN SERENITY,
overnight science



Focus Care Youth+® Seriénce™ Night Serum

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.

BECOME A STOCKIST NOW
Contact DermaConcepts at 877-337-6227 or info@dermaconcepts.com, and help make a real, lasting difference to the appearance of your client's skin.

Interested?
Scan to connect with a Consultant

ENVIRON®
a beautiful skin for a lifetime

www.environskincare.com EnvironSkinCare EnvironSkinCare

INDUCTION THERAPIES

PRIVATE LABEL SPECIALISTS



Want to build your own skincare brand?

Induction Therapies offers guided product selection for your practice, graphic design **at no extra cost** and quick order fulfillment to see your brand on its feet within 10 days of design approval.

www.inductiontherapies.com

Hydration, Simplified.

Discover a uniquely effective hydrator with hand-selected ingredients for more resilient skin & better moisture retention.

- *100% Pure Squalane*
- *Panax Red Ginseng*
- *Ceramide 3*
- *Vitamin E*



Sample offer!

877.746.4407
info@inductiontherapies.com



Jordan Plews, Ph.D.





CONTENTS

July/August 2023 | Volume 19 | Number 5

RESEARCH

15 Latest in Literature
New research for medical aesthetics practitioners

32 The Exosome Engineer
by Rebecca Lane
Jordan Plews, Ph.D.

48 Newsmakers
by Tony Scianna
KeraLase restores hair via targeted delivery of growth factors

BUSINESS MANAGEMENT

SPONSORED
12 MMP Capital & Nicole Frontera Beauty: A Personal Approach to Finance
by MMP Capital

14 Trends & Innovations
The latest trends in men's aesthetic health

18 Business Consult
by Terri Ross
The secret to successful staff meetings

IN EVERY ISSUE

8 Editor's Eye On The Industry

10 Introductions

45 News & Events

47 Advertiser Index

TOOLS AND TECHNIQUES

SPONSORED

6 Breakthrough Acne Treatments With an Energy Based Device
by Aerolase

22 Party Preparation
by Julie Russak, M.D., & Jennifer Hanway
Pre-event aesthetic treatments to post-event recovery procedures

SPONSORED

26 Say Goodbye to Stubborn Fat With UltraSlim
by Ward Photonics
The science and clinical effectiveness behind the revolutionary fat loss treatment

28 Men - Is the Dad Bod Era Over & Muscle Men In?
by Johnny Franco, M.D.
How to use body contouring to create muscle definition in men

40 Details
by Constance E. Ediale, M.D., & Chesahna Kindred, M.D., M.B.A., FAAD
PRP/FM for under-eye rejuvenation

COMPLEMENTARY CARE

43 Ingredient Spotlight
by Tony Scianna
Bicomide's targeted delivery of niacinimide helps regulate the microbiome

44 Product Roundup
Products to rejuvenate the delicate tissue around the eyes

44 VIDEO: HOW TO SUCCESSFULLY INCORPORATE PRIVATE LABEL INTO YOUR BUSINESS

MedEsthetics
EDITORIAL ADVISORY BOARD


Francis X. Acunzo
founder and CEO of Acara Partners, chief medspa officer of Princeton Medspa Partners


Miguel A. Aristizábal, M.D.
co-founder of the ADEI - Aesthetics & Dermatology Institute, Bogota, Colombia


Joel L. Cohen, M.D.
medical director of AboutSkin Dermatology and DermSurgery, assistant clinical professor of dermatology, University of California, Irvine


Kay Durairaj, M.D.
medical director of Beauty by Dr. Kay, chair of ENT at Huntington Memorial Hospital, clinical professor at UCLA/Olive View Medical Center


Paul Edwards
CEO and co-founder of CEDR Solutions and author of *HR Base Camp*


Michael Gold, M.D.
medical director of Gold Skin Care Center and Tennessee Clinical Research Center, adjunct assistant professor, Meharry Medical College School of Medicine


Sanjay Grover, M.D.
medical director of Grover Aesthetics and Grover Surgical Arts Surgery Center


Omar A. Ibrahimi, M.D.
medical director of the Connecticut Skin Institute


Suzanne Kilmer, M.D.
founder of the Laser and Skin Surgery Center of Northern California, clinical professor, University of California, Davis


Emily Kirby, M.D.
chief of plastic surgery at Texas Health Resources Harris Methodist hospital, founder and medical director of Kirby Plastic Surgery and Kalos Medical Spa


Cheryl Whitman
founder and CEO of Beautiful Forever aesthetic business consulting firm and the Beautiful Forever University training program for medspas

BREAKTHROUGH ACNE TREATMENTS WITH AN ENERGY BASED DEVICE



Photo Courtesy of Laura Asethetic Nurse Injector

Acne is the most common skin condition in the US, affecting up to 50 million people annually. Each day, you see patients suffering from the physical and emotional scars of the condition. Topical therapy with retinoids and benzoyl peroxide is often used as the first-line treatment for acne, but it can take several weeks to work and may be associated with side effects such as sun sensitivity, skin dryness, and irritation. Poor compliance with topical treatments is also a common issue.

Up to 65% of patients do not comply with their prescribed topical treatments, which can make it difficult for dermatologists to effectively manage the condition. Systemic therapies like oral isotretinoin and antibiotics can be effective for more severe cases of acne, but they may also come with side effects and the risk of antibiotic resistance.

Patients are educated consumers

Nowadays, patients are educated consumers when it comes to medications for acne. Patients are increasingly aware of pregnancy risk and other side effects of isotretinoin and are also concerned about other drug interactions.

Patients of color are hesitant to try certain therapies due to the risk of scarring, post inflammatory hyper-pigmentation and post-inflammatory erythema, as well as traditionally having limited options in terms of procedural treatments for acne.



"The Aerolase's wavelength of 1064 nanometers targets capillaries to reduce inflammation, decrease bacteria that contributes to acne, treat pigmentation, and reduce oil gland production".

Sonia Batra, MD, Dermatologist

How does the Neo Derm treat acne?

It's important to note that Neo Derm is safe, effective and has no side effects. It doesn't cause irritation or dryness as some medications do. Neo Derm is the only energy-based device that treats acne in a way that other topical treatments cannot. The conventional acne treatment model consists of a patient diagnosis, prescription, then we wait and see. It's time that this treatment model be enriched.

aerolase® 914.345.8300 | information@aerolase.com | aerolase.com @aerolase

The Aerolase Neo Derm reduces sebum production, reduces inflammation, and destroys the p. acnes bacteria. The laser targets the inflammation of active acne and the vessels that feed the sebaceous gland.

The laser energy also destroys the p. acnes bacteria. The sebaceous glands reduce the amount of sebum output, the active acne infection is cleared and skin returns to normal. The result is clearer, healthier-looking skin with fewer breakouts!

Your New Acne Solution

Combination treatment of the Aerolase Neo Derm and topical and oral medications are a more effective, predictable, and cost-efficient approach to acne and help your patients not only solve their current acne problem, but also address future complications as well as eliminating post-inflammatory erythema, hyperpigmentation, and scars.

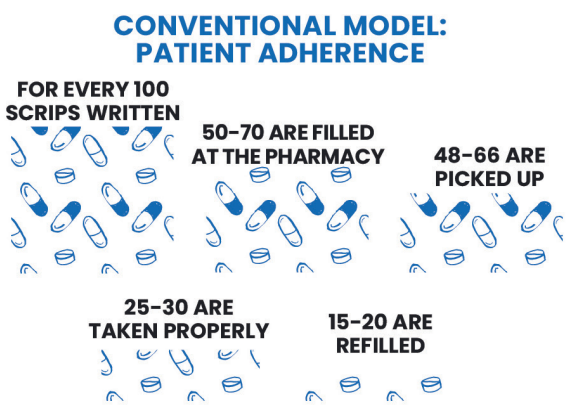
ACNE



Photos courtesy of Nicole Oesterling, NP

NEO DERM DEVICE BENEFITS:

- Comfortable, without numbing, cooling or pain
- Can be combined with other therapies including topical and oral medications
- Treats Fitzpatrick 1-6 and tanned skin
- Addresses the pathogenesis of acne as well as the complications
- FDA cleared for other aesthetic and medical conditions
- Proven satisfaction through many clinical trials and research studies



neoDERM® by aerolase®

ROSACEA



Photos courtesy of Skin Boss Med Spa

PSORIASIS



Photos courtesy of Zeynep Dermicay, MD

PSEUDOFOLLICULITIS BARBAE



Photos courtesy of Arusha Campbell-Chambers, MD

FACIAL VEINS



Photos courtesy of Nabil Fakih, MD

Scan here to start building your success



Rebecca Lane

Rebecca Lane
Managing Editor

rlane@allured.com
630.344.6074

The Secret Skin Care Garden

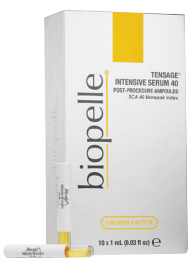
I loved the book "The Secret Garden" when I was a kid, enchanted by how it transformed a simple garden into something magical. Some of the most powerful healing compounds can be found hiding amidst the colorful flowers and lush greenery of an idyllic garden. The idea of looking to a literal garden as an important source of medicinal treatments, whether for treating a fever or getting rid of acne, has mostly disappeared in the modern world. However, medicinal gardens were vital to survival in periods such as the Middle Ages, often functioning as a kind of pharmacy used to find treatments for a variety of ailments. There's really no beating Mother Nature when it comes to engineering powerful medicinal and therapeutic compounds hidden within tiny, easily overlooked packages. In our profile on Jordan Plews, Ph.D., he discusses leveraging nature to reverse engineer the natural biological process and develop powerful regenerative treatments utilizing tiny, but powerful exosomes. If you happened to catch our ingredient spotlight on snail mucin in our last issue, then you have some idea of the incredible skin care benefits provided by the leftover slime these garden pests secrete. Mushrooms are another frequently overlooked member of garden dwellers currently making waves in skin care. Let's take a walk about the garden and discover the top snail mucin and mushroom-based products that are anything but garden variety skin care.



Mushrooms:

Arêmês Fermentis Super Bioactive Face Serum

This serum lives up to its name, packed with super bioactive metabolites exctracted from a host of mushrooms, including reishi, snow, chaga and shiitaki mushroom ferment. This nutrient powerhouse utilizes the power of fermented mushroom metabolites to penetrate deep beneath the skin where extracellular matrices are produced, delivering its restorative ingredients to the skin's source of regeneration. As a result, it provides powerful hydration, moisturization, brightening, protection, restoration and nutrition to revitalize and restore skin's radiance and youthful appearance. ***aremesfermentis.com***



Snail Mucin:

Biopelle Tensage Intensive Serum 40 Ampoules

This award-winning intensive serum features snail mucin at the top of its list of ingredients, providing fast, visible improvement in the appearance of aging, lackluster skin in as little as 24 hours. Featuring Biopelle's exclusive SCA Biorepair Growth Factor Technology, which contains growth factors, glycoproteins and antioxidants, this is no garden variety serum. The powerful reparative benefits are clinically proven to improve multiple signs of aging, including the appearance of fine lines and wrinkles, skin elasticity, texture, tone and luminosity, as well as the appearance of hyperpigmentation. It is also great for using post-procedure to shorten healing time, reduce negative side effects and optimize treatment results. ***biopelle.com***



Nerea Milano Gorgolaio Snail Slime Serum & Spirale Snail Slime Cream

Nerea Milano's flagship ingredient is their Enzymatic Snail Secretion Filtrate Extract, with the brand featuring an entire line of snail slime products. The combination of their bestselling Gorgolaio Snail Slime Serum and Spirale Snail Slime Cream make for one incredible duo that adds a potent dose of snail mucin to your skin care regimen. A genuine powerhouse when it comes to taking skin cell turnover to the next level, this snail slime duo is packed with antioxidants, peptides, collagen, HA and retinol, among other revitalizing compounds to nourish, revitalize and provide long-lasting hydration. Enhancing skin cell turnover while reducing collagen loss, this snail slime skin care soothes, enhances firmness and leaves skin radiant and youthful. ***nereamilano.com***

ASDS®

2023 Annual Meeting

November 2-5
Chicago, IL

Register for the Premier Dermatologic Surgery Meeting of the Year!

Join Your Peers in Chicago, Nov. 2–5, 2023

Learn from renowned experts sharing the latest developments in cosmetic dermatologic surgery, skin cancer and reconstruction, general dermatology and practice management. Build connections that will enhance your medical practice and last a lifetime!

- **80** sessions
- **35** new sessions
- **6** interactive workshops and patient demos
- **6** plenary sessions
- **3** special lectures
- **2** cadaver labs
- **1** event you can't miss!

Save $200 when you register by Sept. 1 at

asds.net/AnnualMeeting



Scan the QR code to **register now!**











1 RESVERATROL CONCENTRATE

Reveel Professional Resveratrol Concentrate is formulated to restore moisture and deliver comfort to red, congested skin, visibly improving vibrancy and firmness.

Contact: 800.558.5571, universalcompanies.com

2 COLLAGEN BALM CLEANSER

Swissline's Cell Shock Collagen Balm Cleanser is a nourishing, balmy face cleanser that removes makeup and replenishes dry, mature skin, leaving a soft complexion.

Contact: 866.262.7766, swissline-skincare.ca

3 AM REPLENISH MOISTURIZING MINERAL SUNSCREEN

Tizo AM Replenish Moisturizing Mineral Sunscreen SPF 40 combines zinc oxide, ceramides and antioxidants to protect skin from UV rays, restore the lipid layer and repair existing sun damage.

Contact: 800.332.5536, tizoskin.com

4 OVERNIGHT BRIGHT CREME

Bioelements vc10 Nightly Bright is an overnight creme that uses 10% stabilized vitamin C and niacinamide to brighten, hydrate and deliver radiance as it fights photoaging.

Contact: 800.433.6650, bioelements.com

5 MICRO-MOMENTS SPECIAL CARE COLLECTION

Medi Lift Micro-Moments Special Care Collection includes Microfiller Patches, Microfiller Eye Patches and the Medi Lift Skin Tightening Sheet Mask, targeting fine lines and wrinkles.

Contact: 877.231.9074, mediliftbeauty.com

Elevate your practice and increase patient loyalty by offering your own medical-grade skincare line from Global Beauty Private Label.



Private Labeling your own brand can be a game changer in your practice.

For over a decade Global Beauty has been providing Med Spas and other clinical direct-dispensing skincare practices with a full range of medical-grade skincare products.

Elevate Your Practice
Scan to Learn More

888-659-7546
globalbeauty.net

GLOBAL BEAUTY
PRIVATE LABEL SKINCARE

MMP Capital and Nicole Frontera Beauty: A Personal Approach to Financing

Nicole Frontera opened her first medical spa, Nicole Frontera Beauty, ten years ago. As a Nurse Practitioner who worked with plastic surgeons, she wanted to create a business where patients felt welcomed. A medical spa that felt like they were visiting a friend instead of a pretentious doctor's office.

"I realized there was a market need for customers who feel intimidated when visiting plastic surgeons," said Frontera. "They want to get injections and such but want to be comfortable and feel at home. Nicole Frontera Beauty is a second home to all of our patients."

That personal approach extends to all aspects of her business, including financing.

Frontera has partnered with MMP Capital, the leading equipment financing provider for medical aesthetics in the United States, for the past five years. She has purchased more than 10 medical aesthetic devices through MMP Capital and plans to return to them whenever the business needs to acquire something new.

"MMP Capital, and specifically CEO John-Paul Smolenski, has treated me, and my business, like family," said Frontera. "Not only does he make financing simple, but he also feels committed to my success. He understands my business and makes sure every need is attended to – most times before I even ask. It is a truly valuable partnership."

"Nicole is one of the most savvy business people I know, and a true American success story in every possible way. She is an inspiration to many people as a business owner, mother, wife, you name it," said John-Paul Smolenski, President and CEO, MMP Capital. "She understands her industry, her customers, and how important it is to be one of the first to market with a new product or service. We are proud to be a small part of her success, and the MMP family looks forward to many more years working together."

Equipment financing, while essential to any medical aesthetic business, had not always been so simple for Frontera. When she first started out, as a new business founded by a Nurse Practitioner, instead of a Medical Doctor, she found it difficult to get a loan.

“The first company I worked with for financing said we were high risk, primarily because I was not a Medical Doctor. Our rates and terms were very high. It was a challenge for us to turn a profit at that time, but I know the importance of always offering the latest technology and procedures, so I was determined to invest in my business.”

“Finding MMP Capital was like a breath of fresh air. John-Paul makes the application process so easy, and we don’t need to wait months and months to get our funds. The best part of all, he gets me the industry’s best rates, even back when I was in business less than five years.”

Having this type of relationship with a commercial lending company like MMP is important in an industry that regularly requires new equipment. Frontera understands that if she doesn’t invest in up-and-coming technology, she will lose patients to another practice. She says today’s customer is savvy, and often searches for a specific procedure, so she stays up to date with trends.

Frontera’s approach to business has paid dividends. Nicole Frontera Beauty, located in Rockaway Park, N.Y., doubled its space last year. Frontera is also opening another location, called The Formula MedSpa, in Rye, N.Y. this Fall. As expected, MMP has already begun to help equip The Formula for its grand opening.

“We believe success is contagious. When business owners like Nicole can benefit from our financing programs, it is exciting to see them prosper. It is truly a win, win scenario,” said Smolenski. “I cannot wait to visit The Formula and see Nicole’s hard work come to life.”





The Latest Trends in Men's Aesthetic Health

Men are becoming increasingly interested in skin care and aesthetic procedures. Here, industry experts discuss what trends they are currently seeing in men's health.

"Beyond traditional interventions like rhinoplasty, eyelifts and hair transplants, men are now embracing the power of injectables. We are seeing more men who are undergoing Botox injections to treat the etched in lines of the glabella, forehead and crow's feet. They also are asking for fillers to restore lost volume to the temples, nasolabial folds and cheeks. In my practice, I have noticed the increasing trend of couples embarking on their aesthetic journeys together. Men are also showing increased interest in pre-juvenation procedures including skin care programs and laser treatments."

—Theda Kontis, M.D., FACS, President, American Academy of Facial Plastic and Reconstructive Surgery

"We are seeing an increasing number of men embracing minimally invasive body contouring technologies like VASER liposuction and BodyTite RF skin tightening to assist them in achieving their aesthetic goals. The taboo really seems to be fading."

—Darren Smith, M.D., FACS, board-certified plastic surgeon

"Men's health has been an intriguing topic for a while. The resurgence of high-definition liposuction, muscle building with fat transfer and ultrasound utilization has been a recent breakthrough for men. As the weight loss revolution transforms men into the fitness era, we can expect to see a rise in non-invasive treatments like MyEllevate, Renuvion and other minimally invasive treatments that combine fat transfer and muscle building, such as the Gladiator treatment. During the COVID-19 pandemic, we witnessed the rise of the 'Dad Bod.' However, over the next several years, we anticipate a transition from the 'Dad Bod' to the 'Muscle Man.' Thanks to the weight loss revolution, advancements in skin tightening options and the use of high-definition liposuction combined with muscle creation and ultrasound techniques, we have the ability to transform men's bodies in exciting ways."

—Johnny Franco, M.D., board-certified plastic surgeon and owner of Austin Plastic Surgeon

"Men are becoming more interested in slowing the aging process. This includes slowing or stopping hair loss and skin rejuvenation with topical cosmeceuticals. For its simplicity and efficacy, I often recommend the DefenAge skin care line with Age Repair Defensins (active ingredient) to my male patients."

—Natalie M. Curcio, M.D., M.P.H., dermatologist, dermatologic surgeon and founder, Curcio Dermatology

"My team at APX Platform works with hundreds of aesthetic medicine practices around the world. We are starting to see a significant shift to focus on men's health, skin care and both surgical and nonsurgical hair loss treatments to serve the male demographic. With advancements in technology, the aesthetics market has responded by offering a diverse range of solutions that are empowering men to feel more self-confident, attractive and in control of their appearance. However, before you rush to jump on the male skin care and hair loss bandwagon, I cannot stress enough (and we teach this to all of our clients) that you need to have a full understanding of your numbers--the revenue per hour and profit per treatment each of these procedures/treatments have the potential to generate—so you can make informed, data-driven decisions."

—Terri Ross, president of aesthetics, Engage Technologies Group

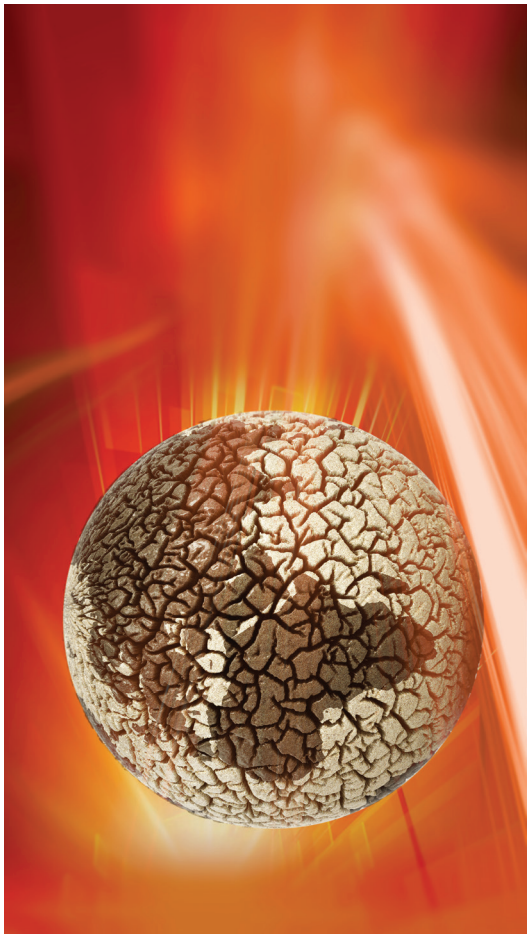


The Connection Between Hair Loss in Women and Various Health Conditions

Newly released research suggests that hair loss in women can also be associated with having other common medical conditions. Board-certified dermatologist and professor of dermatology at Howard University College of Medicine, Valerie D. Callender, M.D., FAAD, discussed the types of hair loss seen in women with darker skin tones, common types of medical conditions associated with hair loss and treatment options.

Central centrifugal cicatricial alopecia (CCCA), which causes hair loss in the center, or crown, of the scalp, is the most common type of hair loss observed in women with darker skin tones. According to Dr. Callender, this condition is estimated to affect nearly 15% of African American women. Early detection is essential to preserve and protect the hair, as CCCA can cause scarring by damaging hair follicles. Conditions such as breast cancer, high cholesterol, diabetes, and high blood pressure are common among Black women with CCCA, says Dr. Callender. If a patient has CCCA, a dermatologist may be able to tell them if the other symptoms are caused by a dermatologic condition, or if they are a symptom of another disease.

Another common type of hair loss is female pattern hair loss, which affects millions of women of all skin tones. In female pattern hair loss, the hair thins on the top of the scalp, usually starting with a widening of the center hair part. This type of hair loss is hereditary, and many women who have female pattern hair loss also have acne due to an increase in hormones.

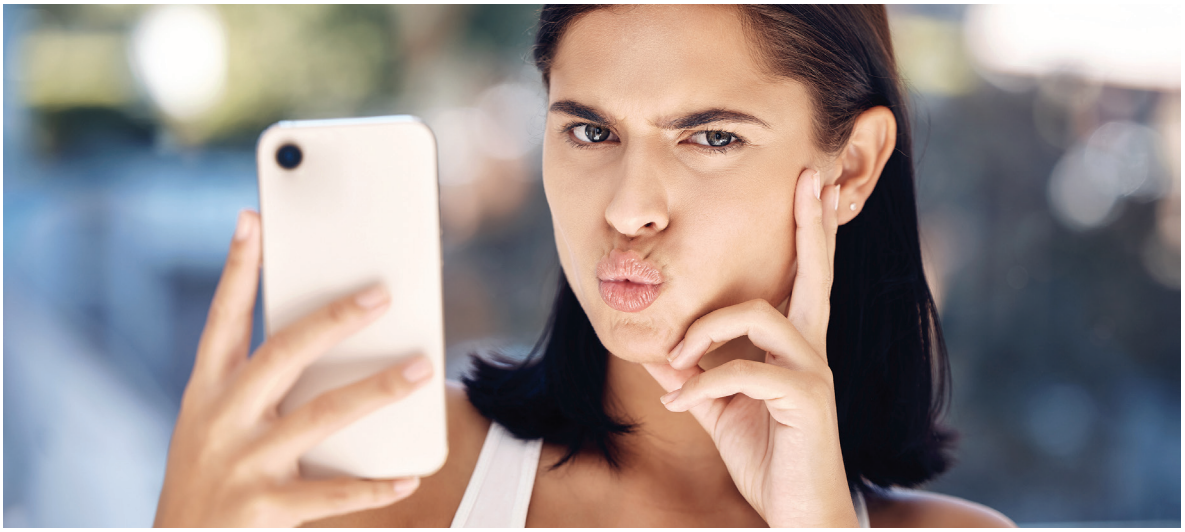


How Climate Change & Wildfire Smoke Impact the Skin

Board-certified dermatologist, Maria Wei, M.D., Ph.D., FAAD, discussed strategies to minimize the affect air pollution can have on the skin at the American Academy of Dermatology's Annual Meeting in New Orleans. According to Dr. Wei, "We found that the air pollution from California wildfires were associated with an increase in patient visits to dermatologists for both eczema and psoriasis. These results are consistent with studies indicating that air pollution from wildfires can be more toxic than air pollution caused by traditional industrial and traffic sources."

People who have eczema are more likely to visit dermatologists during the wildfires, while psoriasis patients are more likely to seek care five to nine weeks after the fires start. "This difference in timing may suggest that there are differences in how air pollution triggers flares for eczema compared to psoriasis," she said. "We also noted a significant increase in the number of oral and injectable medications prescribed for eczema during the wildfires, suggesting that the disease flares were more serious."

The wildfires also affected adult and pediatric patients differently. The number of adults who sought treatment for psoriasis increased during the wildfires, while there was no increase in pediatric psoriasis patient visits. The studies showed there was an increase in the number of children and adults over the age of 65 who sought treatment for eczema, while the studies' authors noted that people who had never been diagnosed with eczema sought care from dermatologists for itchy skin during the wildfires.



Gen Z Interest in Minimally Invasive "Tweakments"

Minimally invasive "tweakments" are trending among the Gen Z populations, according to the American Academy of Facial Plastic and Reconstructive Surgery (AAFPRS). 75% of facial plastic surgeons reported an increased in demand from clients under 30-years-old, and 79% agree that looking better in selfies continues to trend upward. Botox, fillers, microneedling and chemical peels top the list of requested in-office procedures. As for low-downtime surgeries, lip lifts and blepharoplasties are trending.

Lip lifts, a new category for the 2021 survey, were up 3% in 2022. 73% of AAFPRS members performed lip lifts in 2022 versus 70% in 2021. This trending procedure aims to remove a small amount of skin under the nose in order to shorten the skin of the upper lip, increasing the amount of visible pink. By removing the excess upper lip skin, it shortens the upper lip skin and everts the upper lip, which results in a more youthful appearance.

Another selfie-boosting procedure, the blepharoplasty, a.k.a. eye lid surgery has seen an upward climb in popularity. 78% of AAFPRS members believe there will be a greater emphasis on earlier maintenance and age prevention starting in the 20s-30s to forestall bigger procedures and surgeries later in life. This year's survey indicated that surgical procedure activity has increased significantly.



Xylyx Bio Matrikynes Exhibits Clinical Anti-Aging, Barrier Repair Efficacy

Xylyx Bio has released a white paper from an independent clinical study showing its Matrikynes ingredient (INCI: Not Provided), based on matrikines, is safe and highly effective for anti-aging and other topical skin care applications. Affects included reversing common signs of skin damage and aging, including the reduction of lines and wrinkles.

Matrikynes is comprised of a mixture of natural extracellular matrix-derived peptides, i.e., matrikines. The intrinsic bioactivity of matrikines has been shown to activate regenerative mechanisms that can drive tissue repair, the company reports. The study evaluated the clinical safety and efficacy of the ingredient in 56 female volunteers, age 35 to 65, representing different skin types and tones. Standard dermatological assessments were performed using clinical instrumentation and validated measurement techniques.

Matrikynes showed a robust clinical safety profile and multiple statistically significant improvements in the structure, function and appearance of damaged and aging skin. More specifically, safety testing showed no allergic sensitization or irritant reaction, and topical application significantly improved skin barrier repair, increased skin density and decreased the appearance of fines lines and deep wrinkles.

Study Reveals Growing Interest in Facial Fat Transfer Treatments



Syntr Health Technologies announced positive interim results from its post-market facial fat transfer clinical study. The multi-center study achieved primary endpoints of correction of moderate-to-severe mid-face (cheeks) and nasolabial folds (NLF) volume deficit. In addition, the study showcased positive safety, volume retention and skin quality improvement, as well as positive patient FACE-Q Satisfaction outcome scoring compared to pre-treatment (baseline).

Facial fat transfer has become increasingly popular in recent years as a safer and more effective alternative to fillers in restoring lost facial volume and enhancing facial contouring. Over 20 patients were enrolled in the study for the correction of age-related cheeks and nasolabial fold volume deficit. Based on the FACE-Q Satisfaction with Facial Appearance Overall scale results, pre-treatment entry scores indicated that, on average, patients were very dissatisfied or somewhat dissatisfied with aspects of their facial appearance. After receiving treatment to the cheeks and nasolabial folds, 82% of patients reported being very satisfied or somewhat satisfied with their facial appearance.



Platelet-rich Plasma Could be the Solution to Infertility

Platelet-rich plasma (PRP) could increase pregnancy rates and improve the efficacy of in vitro fertilization (IVF), according to a study from Columbia University in New York City. The practice is gaining notoriety in clinical research for its promising results when used in conjunction with fertility treatments, specifically in vitro fertilization (IVF).

For fertility, PRP can re-awaken dormant cells and eggs inside the ovaries, allowing even menopausal women to become pregnant. When implementing PRP during IVF, a medical professional will draw the patient's blood and spin it in a centrifuge device to separate the platelet-rich plasma, which will be placed in the uterus before the embryo transfer in an effort to increase the patient's chances of pregnancy. Columbia's study found that pregnancy rates increased by 20%, and the school is now conducting a randomized trial, in which half of the patients receive PRP before an embryo transfer.

According to Jenna Turocy, M.D., of Columbia University Fertility Center, the study has seen success specifically with people who have thin endometrial lining and those who have undergone several unsuccessful rounds of IVF. The fertility services market is expected to grow by $8.3 billion globally by 2027, according to a report from Technavio. With about 19% of people of reproductive age experiencing fertility issues, according to the CDC, the potential new treatment could be a breakthrough for fertility clinics.



The Secret to Successful Staff Meetings

How to conduct successful staff meetings to increase employee engagement.

To establish a positive team culture within your aesthetic practice, employee engagement is key. Improving employee engagement is proven to enhance productivity, efficiency, accountability, morale and retention.

Engaged employees are more likely to be self-motivated, have a clear understanding of their roles, recognize the significance of their contribution, have better job satisfaction and according to the Corporate Leadership Council, are 87% less likely to leave their jobs.

While there are many ways to create an engaged team, regular, routine staff meetings are critical to the foundation of your aesthetic practice.

Why Staff Meetings Are Essential

The objective of staff meetings is to build interpersonal relationships and have the opportunity to discuss what is working and what's not. In addition, staff meetings help hold people accountable and facilitate open, transparent discussions about the next course of action. They help promote teamwork, collaboration and can also reduce the potential for miscommunication and misunderstandings. Holding regular, routine staff meetings can help ensure that everyone is in the know and updated on critical business issues.

Checklist for Conducting Effective Staff Meetings

Here are some tips to make your staff meetings effective:

- The entire team must attend, no excuses.
- Every team member in the respective department has the floor and opportunity to speak.
- Create an agenda to keep meetings structured and send the agenda out prior to each meeting. Send out a reminder at least a week prior to the meeting and an additional reminder the day before. Post a notice in the employee breakroom or a central location.
- Assign someone to take minutes.
- Have a sign in sheet.
- Have relevant handouts copied and ready to go.
- Start your staff meeting in a positive way - recognize the team or a team member for exceptional performance, share a positive review or testimonial, congratulate a team member on completing a certain project or training certification, etc.
- They must be held consistently on the same date and time every month (e.g., the last Monday of the month). Some practices choose to have them bi-weekly or weekly.
- Keep a binder or notebook with all meeting notes in it for reference.
- Use an icebreaker (motivating quote, sharing a win or ask a question to get the meeting off to a positive start).
- Introduce new team members.
- Establish ground rules or meeting etiquette (respect meeting start and end times, show respect for colleagues, come prepared with completed action items, no phones, stay solution-focused, etc.).
- Allow for open discussion, new ideas and collaboration with your team at the end (Remember, this is a meeting with your team, not a speech directed at them).
- Everyone must participate and contribute.

What NOT to Do at a Staff Meeting

Don't address specific issues with an employee during a staff meeting or single out any one team member unless it is to give kudos or recognition.

Don't make disparaging remarks or veto ideas – get curious and ask them how they envision their idea working.

Sample Staff Meeting Agenda

The following is a sample staff meeting agenda that you can take and personalize for your practice:

Staff Meeting Agenda (Weekly/Monthly)

Purpose of the Staff Meeting - This can include discussing what is working and what's not; reviewing accomplishments or any ongoing projects; introducing new equipment, services, policies or people; encouraging team commitment to support each other and creating awareness and company alignment.





Previous Meeting Review

Review the following topics from the previous meeting:

1. Any action items completed
2. Any action items still in progress
3. Any follow up items that need adjusting

Performance

Take time to go over goals, as a company and each contributor.

1. Goal
   a. % to goal
   b. If ahead, recognize accomplishments or successes exhibited by team members.
   c. If there is a deficit, find out why? What happened? What are the actions to take to improve?
2. Recognize team members who consistently meet or exceed their daily goals and discuss what is contributing to their success.
3. Acknowledge team members who exhibited exceptional customer service, achieving excellent patient satisfaction.
4. Recognize team members who may have received a testimonial or review, mentioning their name.

Projects

Discuss ongoing projects with status updates and/or any changes and introduce new or upcoming projects.

1. Project [NAME] that started on [DATE] has been completed and share the results - recognize team members involved.
2. Project [NAME] that started on [DATE] is ongoing, share results thus far, ongoing action items, next steps and updates on deadlines - remind team members involved of what's expected.
3. Project [NAME] is a new project that we plan to start on [DATE], share the purpose, expected results and deadlines - assign team members and specify expected involvement.

Industry News

Review any relevant industry news, updates, press releases, etc.

1. Is there any local news or updates worth sharing? (e.g., updates to laws or regulations that may affect the practice, new competitor opened, competitor is now offering xyz, there's a new business opening nearby that may be a good partner, etc.)

2. Is there any relevant industry news worth sharing? (e.g., updates on procedures offered, procedures receiving FDA approval, vendors launching large new media campaigns, procedures or products that may no longer be available, etc.)

Events

Review any past or upcoming events, share updates, progress, etc.

1. Event [NAME] held on [DATE] was completed, share the results - recognize team members involved.
2. Event [NAME] planned for [DATE] is coming up, share results thus far, ongoing action items, next steps and updates on deadlines - remind team members involved of what's expected.
3. Event [NAME] is a new event that we plan to hold on [DATE], share the purpose, expected results and deadlines - assign team members and specify expected involvement.

Process Updates

Are there any updates to SOPs, the employee handbook, team compacts, lead management, the consultation process, the follow up process, etc.?

1. New or updated policies
2. New or updated Standard Operating Procedures (SOPs)
3. New or updated processes

Patient Feedback

Has there been any patient feedback that should be shared with the team, good or bad?

Team Training

Review any past or upcoming training, share updates, progress, etc.

1. Training [NAME] held on [DATE] was completed, share the results - recognize team members involved. What kind of training was it? If clinical, how will it help the business? If sales training, how will you hold people accountable?
2. Training [NAME] started on [DATE] is ongoing, share results thus far, ongoing action items, next steps and updates on deadlines - remind team members involved of what's expected.
3. Training [NAME] is a new training that we plan to start/ hold on [DATE], share the purpose, expected results and deadlines - assign team members and specify expected involvement.





Financial Overview with Goals

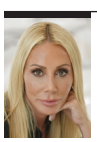
Review current business financial overview, progress made since last meeting, projections (forecast) for upcoming time frame, adjustments to team goals, etc.

1. Current situation for the business financials (high level, perhaps in percentages compared to benchmarks)
2. Past, ongoing or upcoming initiatives to improve financial performance
3. Adjustments to individual or team goals

Next Staff Meeting Topics

Review potential agenda items for the next meeting, with expected time frame and/or date (next week, next month).

We hope you found this helpful and encourage you to incorporate team meetings and/or enhance them if necessary. 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."

PARTY PREPARATION:

Pre-Event Aesthetic Treatments to Post-Event Recovery Procedures

Get patients ready for that big reunion, wedding or holiday party with these pre- and post-event treatments!

By Julie Russak, M.D., & Jennifer Hanway

Depending on how much time your patient has before their big event, there are several procedures and wellness practices to consider to ensure that they present the best, freshest and healthiest version of themselves.



6 MONTHS BEFORE EVENT

Consider tightening procedures such as Ultherapy or RF microneedling for a more sculpted jawline, neck, upper arms or legs. Ultherapy is a non-invasive treatment that uses micro-focused ultrasound to rejuvenate collagen in the skin, lifting and tightening it over time. RF microneedling with Pixel8-RF is a minimally invasive fractional radio frequency system that will disperse micro-needles deep within the dermis to produce dramatic skin tightening and rejuvenation. It can be used on all areas of the face and body and on all skin tones.

Cleaning up your patient's diet at this stage before the event gives them time to achieve maximum results without the need for crash diets or extreme measures (which only leave you feeling and looking worse). Aim to reduce added sugars and refined carbohydrates from their diet to help prevent premature aging of the skin (collagen and elastin degradation that can cause fine lines and wrinkles). This will also help them feel less bloated and more energized. Reducing intake of inflammatory fats (think canola oil, sunflower oil, etc.) will help even out patients' skin tone and leave skin looking plump and glowing. Replace these foods with a diet high in protein, healthy fats (such as avocado, extra virgin olive oil, nuts and seeds), leafy greens, brightly colored vegetables and low sugar fruits. At this stage, adding in 3-4 strength training sessions a week to your patient's exercise routine will help boost their metabolism and help them feel slim and sculpted in that killer outfit.

3-2 MONTHS BEFORE EVENT

Get biostimulatory molecules injected to stimulate tightness and improve collagen in the more superficial layers, for bouncier, healthier-looking skin. Biostimulatory fillers are revolutionary injectable treatments that stimulate your patient's body to produce new collagen to tighten, firm and plump the skin. This procedure relies on the stimulation of their body's own collagen regeneration, rather than only on the temporary volumizing effects of other fillers, and can provide instant and long-term volume as well.

HA filler can help define and sharpen your patient's jawline, as well as hydrate and define their lips. Hyaluronic acid fillers restore natural volume to contour, lift and restore facial structures, and can lift and support patients' natural anatomy.

If a patient's skin shows signs of sun damage, consider mild CO_2 laser resurfacing. The CO_2 laser disperses gentle beams of infrared light, and the energy is easily absorbed by our water-rich biological tissue.



The laser vaporizes the top layers and places heat into our subdermal tissue to stimulate new collagen. With this advancement in modern medical technologies, treatments can be tailored to a patient's specific desires and expectations.

To promote healthier muscle tone and add definition to your patient's body, try The BodyTone, a unique muscle toning device that uses bio-electric energy pulses to exercise different muscle groups and prevent muscle atrophy. Through muscle re-education, The BodyTone will strengthen, sculpt and tone weak muscles to help patients regain and rebuild muscle mass.

Diet, supplements and lifestyle can go a long way toward supporting your patient's body's natural collagen production and helping maximize the benefits of the treatments above for both skin and muscle health. Ensure they are eating adequate protein throughout the day (around 30g at each meal), as protein contains the building blocks for collagen production. Vitamin C is an essential micronutrient for collagen production, as it plays a key role in the formation of collagen fibers and is a potent antioxidant that helps protect collagen fibers from damage caused by free radicals. Vitamin C rich foods include citrus fruits, berries, broccoli and bell peppers, and I also recommend a liposomal Vitamin C supplement (taken before breakfast) for maximum benefits. Zinc is also important for collagen production; it is involved in the process of enzyme activation necessary for collagen synthesis. Zinc rich foods include shellfish, beef, pork and nuts and seeds, or patients can take a supplement, with studies showing 25-30mg a day for collagen production benefits. Additionally, taking a collagen supplement (choose hydrolysed collagen or collagen peptides) has been shown to improve skin hydration and elasticity in just 8 weeks.



1 MONTH BEFORE EVENT

Give patients a Clear and Brilliant laser treatment to create healthy, glowing skin and remove signs of discoloration. Clear and Brilliant is a gentle laser treatment that's clinically proven to fight the effects of aging skin by helping to improve tone and texture, adding radiance and reducing pore size. It's a perfect complement to individual beauty and lifestyle regimens. The results are both immediate and continuous. Days after the treatment, your patient's skin will look brighter and more even, and it will begin feeling softer. With a series of treatments, skin will build collagen and feel tighter, pores will appear smaller and overall skin tone and texture will improve.

Consider "Baby Botox" as a muscle relaxant to soften patients' foreheads and lines around eyes. This will soften their appearance but definitely not freeze it, as movement is natural in the face as long as it does not add to an aging, angry appearance.

By this stage, your patient will have built a diet and wellness routine that will have them glowing from the inside out, but be sure they don't sabotage all that hard work with high stress levels and poor quality sleep. Stress is catabolic to the body, meaning that high stress levels will cause collagen, elastin and muscle tissue to degrade and break down. If your patient's sleep quality or quantity is poor, they are not giving their body time to detoxify (leaving them feeling bloated, sluggish and reducing cellular clean up and repair) or enabling it to grow and repair those precious muscle and skin cells. Advise patients to wake up and go to bed at the same time every day, get outside in daylight as early as possible in the morning, reduce caffeine intake and incorporate some breathing or meditation techniques for at least a few minutes a day.

1 WEEK TO A FEW DAYS BEFORE EVENT

One week to a few days prior to your patient's big event, they may want to consider indulging in some advanced facial treatments that will leave their skin glowing and radiant. At Russak+ Aesthetic Center, we offer two such treatments: HydraFacial+ and Microinfusion Facial.

The HydraFacial+ is a popular and advanced procedure that cleanses, exfoliates and hydrates the skin with a customizable infusion of vitamins. We take it up a notch by combining it with dermaplaning, which manually exfoliates the skin to remove dead skin cells and peach fuzz, leaving the complexion looking brighter and tighter and pores unclogged. It also ensures a perfect photoshop-quality canvas for makeup application. We also suggest add-ons such as red or blue light therapy (LED) or oxygen infusion to give skin an extra boost of care. This facial is considered the "gold standard" for a reason, as it leaves skin looking and feeling fabulous, plumped, hydrated and silky smooth, with a healthy, clear complexion and an enviable "lit from within" glow.

If patients are looking for an instant glass skin look, a treatment like the filter free microinfusion facial might be just what they need. This treatment involves the superficial infusion of neuromodulators and vitamins into the epidermis through microscopic channels, nourishing skin from within and providing an immediate glow. The results are plump, hydrated, fresh, smooth and glowing skin that looks filter-free and ready for the red carpet.

So why not advise patients to treat themselves to an advanced facial treatments before their big event? They'll feel relaxed, refreshed and confident knowing their skin is at its best.





Hydration from the inside out is also paramount leading up to the event and will help patients feel less bloated, so they should aim for at least eight big glasses of water a day. Adding citrus, fresh herbs or berries to water can boost its health benefits and make it more interesting to drink. At this stage, minimizing caffeine and alcohol can make a huge difference, as can increasing their intake of "superfoods" such as salmon, leafy greens, bone broth, berries and sugar free dark chocolate. Dry skin brushing, infrared saunas and lymphatic drainage massages can have patients feeling and looking their best on the run up to the big day.

1 WEEK TO A FEW DAYS AFTER EVENT

Consider giving patients a Gua Sha facial to detox the skin from the event and possible overindulgences, with an add-on IV infusion of vitamins and detoxification booster. ME



Julie Russak, M.D., FAAD., is a board-certified dermatologist, an American Academy of Dermatology fellow, and the founder of Russak Dermatology Clinic and Russak+ Aesthetic Center. Her holistic approach to skincare and expertise in regenerative aesthetics, supported by the latest scientific research, sets her apart. Her state-of-the art practice provides comprehensive care in medical and cosmetic dermatology. At the forefront of aesthetic advances, Dr. Russak offers cutting-edge cosmetic treatments including regenerative therapies, bio-stimulatory procedures, hair restoration, laser rejuvenation, skin tightening and body contouring. Patients from all over the world seek Dr. Russak's unique regenerative Facial Restoration method for a naturally refreshed look.



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

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

SAY GOODBYE TO STUBBORN FAT WITH ULTRASLIM

The Science and Clinical Effectiveness behind the Revolutionary Fat Loss Treatment



THE FUTURE IS BRIGHT!

As technology continues to shape the beauty industry, the search for non-invasive fat loss treatments has been on the rise. UltraSlim®, a patented light-based technology designed for fat reduction, is taking the beauty world by storm. This article explores the science behind UltraSlim®, clinical effectiveness, advantages, and real-life success stories. We'll also address frequently asked questions and provide additional resources for those interested in learning more about this revolutionary fat loss treatment.

The Benefits of UltraSlim®:

UltraSlim is a non-invasive, painless, and FDA-cleared treatment for slimming and removing unwanted fat. The treatment is based on a patented, exclusive process using both red and near-infrared light-emitting diodes (LEDs) to initiate lipid metabolism. Simply put, the light energy penetrates the fat cells and triggers a natural response that releases fatty acids through the body's lymphatic system.

THE IMPORTANCE OF NON-INVASIVE FAT LOSS TREATMENT:

Invasive fat loss treatments, such as liposuction, require surgery and anesthesia. UltraSlim is a painless, non-invasive alternative with no side effects, risks, or downtime. The treatment is perfect for busy individuals who do not have time to recover from extensive surgeries and want an effective and safe option for removing unwanted fat.

The Science Behind UltraSlim®:

UltraSlim® works by inducing lipid Metabolism, the natural breakdown of lipids or fats in the body, initiated by light energy. UltraSlim's light energy stimulates lipolysis, which helps convert fat cells into water, glycerol, and free fatty acids. Glycerol and free fatty acids are naturally eliminated from the body through the lymphatic system, significantly reducing fat.

The Advantages of UltraSlim®:

The safety of the UltraSlim® treatment process is a significant advantage. It has no risks or side effects and is a painless, non-invasive method of losing fat. Additionally, the speed of results is impressive, with most patients losing 2-4 inches in one session. The treatment has high precision in targeting specific trouble spots, resulting in a more defined or slimmer appearance.

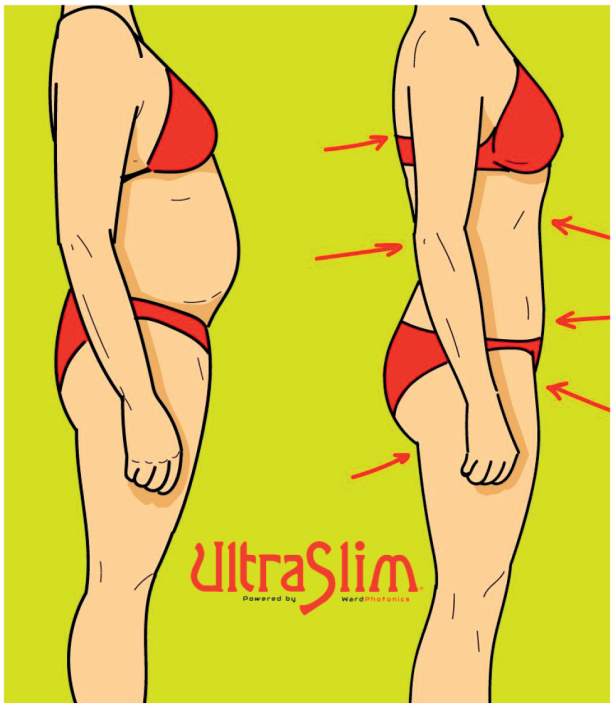
WARDPHOTONICS LLC

THE CLINICAL EFFECTIVENESS OF ULTRASLIM®:

UltraSlim® is a revolutionary new treatment for fat reduction and body contouring. Developed by Terry Ward, this non-invasive procedure has been clinically proven to be an effective way to reduce stubborn fat deposits in just 32 minutes with no downtime. With UltraSlim®, patients can achieve dramatic results, losing an average of 1,580cc of fat (3.5″ combined waist, hips, and thighs) in a single session - with 98% of patients losing at least two inches! The effectiveness and safety of UltraSlim® have been verified through the successful completion of multi-site clinical trials; visit ClinicalTrials.gov (NCT02867150) for more details on the study's findings.

Conclusion:

In conclusion, UltraSlim® is a revolutionary non-invasive fat loss treatment backed by science, clinical effectiveness, and real-life success stories. The treatment is safe, painless, and FDA-cleared, making it an ideal option for individuals looking to slim and tone their bodies naturally. UltraSlim® delivers on its promises, giving patients rapid, effective results that are long-lasting and transforming.





3D imaging Overlay -
Results after 3 UltraSlim® Treatments



WARDPHOTONICS LLC

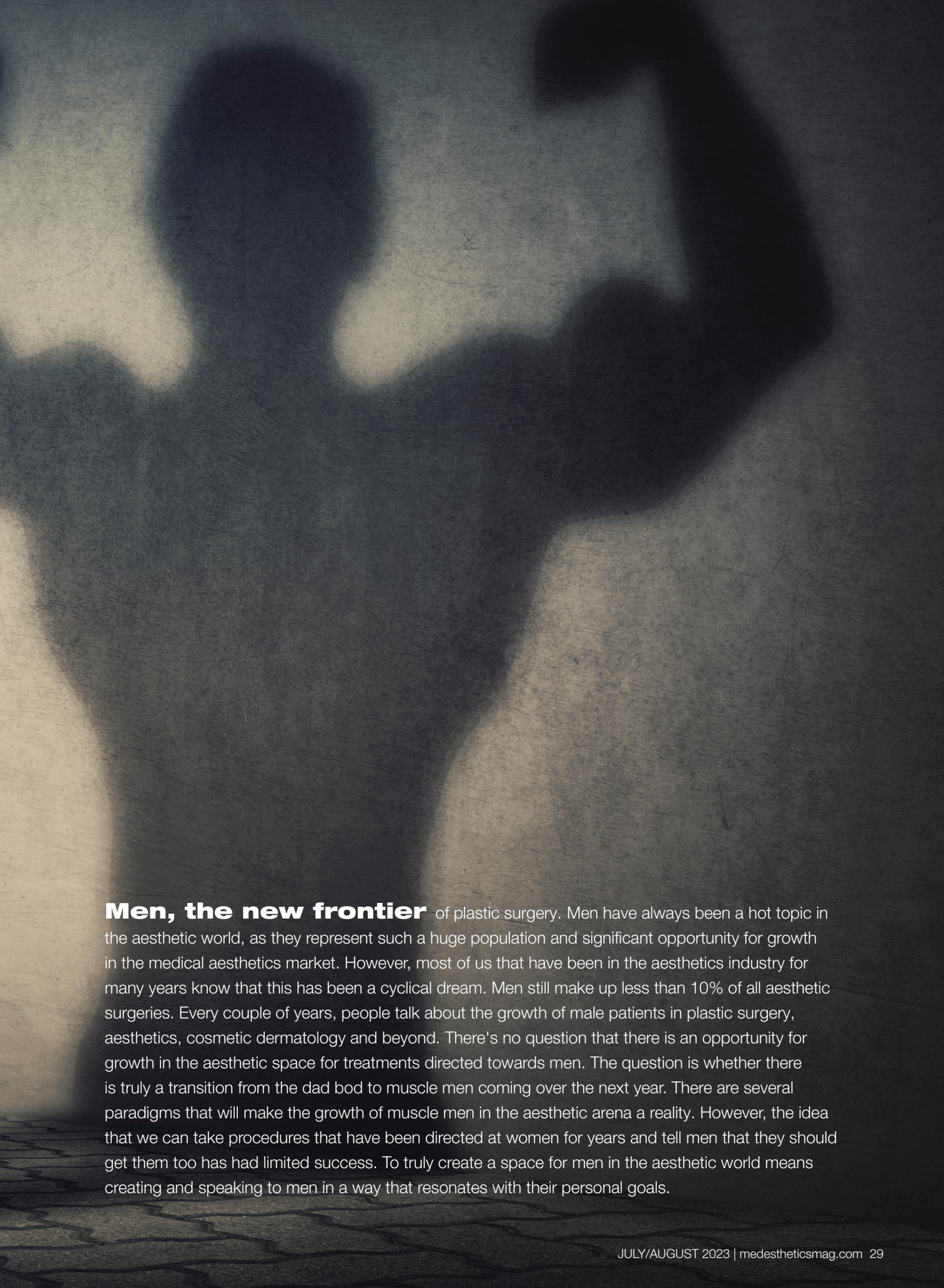


MEN

Is the Dad Bod Era Over and Muscle Men In?

How to use body contouring to create muscle definition in men.

By Johnny Franco, M.D.



Men, the new frontier of plastic surgery. Men have always been a hot topic in the aesthetic world, as they represent such a huge population and significant opportunity for growth in the medical aesthetics market. However, most of us that have been in the aesthetics industry for many years know that this has been a cyclical dream. Men still make up less than 10% of all aesthetic surgeries. Every couple of years, people talk about the growth of male patients in plastic surgery, aesthetics, cosmetic dermatology and beyond. There's no question that there is an opportunity for growth in the aesthetic space for treatments directed towards men. The question is whether there is truly a transition from the dad bod to muscle men coming over the next year. There are several paradigms that will make the growth of muscle men in the aesthetic arena a reality. However, the idea that we can take procedures that have been directed at women for years and tell men that they should get them too has had limited success. To truly create a space for men in the aesthetic world means creating and speaking to men in a way that resonates with their personal goals.

The Weight Loss Revolution

Treatments that resonate with men are critical to the growth of men in the aesthetic space. Two exciting changes that have created a unique opportunity are the weight loss revolution and body contouring utilizing ultrasound guidance to create muscle definition in men. The idea behind the weight loss revolution is that for the first time, we have something that's driven men into aesthetic offices. The use of semaglutide, Ozempic, Wegovy and Mounjaro have helped patients lose up to 20% of their body weight over the course of a year while getting them motivated about making changes in their life. Weight loss is something that resonates with both men and women. The weight loss revolution has created an unprecedented flow of men into our office like we have never seen during my career. As individuals embark on their fitness journey and experience success with weight loss medications, they will want to continue to improve their overall physique.



The weight loss revolution is driving men into the office to complete their transformation by adding muscle definition.

Sculpting Muscle Men

The second evolution has been our ability to sculpt and create muscle men. High-definition lipo sculpting has been revitalized, as liposuction has become the number one cosmetic procedure according to a recent survey. As many patients have been working on their fitness goals during the weight loss revolution, they wish to further enhance their overall physique. The use of an ultrasound has helped further improve the appearance of high-definition liposuction and muscle enhancement! The ultrasound can be used during high-definition liposuction to identify the muscle borders and inscriptions of the rectus muscle for each individual. This helps avoid the unnatural appearance that has plagued HD lipo in the past. The use of the ultrasound allows the plastic surgeon to outline the specific anatomy in real time as an artistic guide to creating the perfect abdominal muscles.

High-Definition Liposuction With Ultrasound Guidance

The use of ultrasound is a helpful tool, as it allows a variety of muscles to be enhanced and sculpted. The ultrasound allows the surgeon to visualize the specific muscle group that is being enhanced so that the fat can be transferred to each specific muscle group precisely and safely. The ultrasound has created an opportunity for high-definition liposuction in both men and women at a much more precise degree with a much shorter learning curve for surgeons. The idea behind this is that you can give people a very etched and sculpted physique without the results appearing overly fake because you're actually doing the high-definition liposuction based on the muscle anatomy. The combination of high-definition lipo sculpting and fat transfer with ultrasound guidance can be extremely powerful in enhancing the muscle men physique.

Abdominal Muscles - This tends to be the most popular muscle group to enhance with high-definition lipo sculpting, as the border of the rectus muscle and inscriptions can be defined with detailed lipo sculpting techniques. The use of fat transfer with ultrasound guidance can further enhance the abdominal muscles. This gives a very natural and athletic appearance, as the muscle is enhanced in each segment between the transcriptions. This keeps the muscle looking as natural and athletic as possible, as it is the actual muscle that is being increased. Since the fat is precisely placed in the fascia and secured by the inscriptions, it holds its position and is not dependent on skin quality. It also avoids the overly fake appearance that can occur with high-definition lipo sculpting that leaves too much fat behind.

Pectoralis Muscle - The chest is the second most popular area to be enhanced with fat transfer under ultrasound guidance. This can be done as part of a total body transformation or as part of the treatment of gynecomastia. Many men that are working on their personal transformation from dad bod to muscle men want to improve the shape of their chest, as this is an area they associate with a muscular physique. The fat is placed along the natural contour of the pectoralis muscle and secured with the fascia. The pectoralis

muscle enhancement with high-definition liposuction of the chest is a great way to improve the muscle man appearance overall.

Deltoids - This is a muscle group that is underutilized in helping men create an athletic physique. Deltoids are a difficult muscle group to enhance in the gym, but can transform the overall shape of an individual to give them an inverted V shape to their body. This is an area where enhancement of the muscle not only improves the muscle group itself but also improves the overall shape of the body.

Biceps - We can't talk about building muscle without including the biceps. A small amount of precisely positioned fat under ultrasound guidance can further define and enhance the muscle group. The fact that the fat is placed under the fascia with the guidance of the ultrasound keeps a very natural, but enhanced appearance to the bicep muscle that will flow naturally with movement.



High-definition lipo sculpting and ultrasound guided fat transfer can be combined to both sculpt and build muscle.

Triceps - The unique structure of the triceps muscle can be enhanced to give the arms a sculpted and defined appearance along the multiple heads of the muscle.

Buttock - In the past, women have dominated the buttock augmentation market. However, as men transition back into their fit lifestyle, this is an area that is critical in creating an overall athletic appearance. The aesthetic is unique to the male figure in that it is much narrower than a typical Brazilian Butt Lift created in our female patients. Again, the use of the ultrasound can help us precisely place the fat to create a look that is unique to the male physique, and not a female BBL just done on a man.

Calves - The muscles of the lower extremity are often overlooked, but can be an area that is a struggle for a lot of men that have created a stunning appearance in their torso and arms, but don't have legs that match the rest of their body.

The Gladiator Transformation

Occasionally men will have a specific muscle group treated and enhanced, however men typically will do a total body transformation with high-definition liposuction and muscle enhancement. This total body transformation is often referred to as a gladiator transformation, as many of the muscles we associate with a gladiator physique are enhanced during the procedure.

The combination of the weight loss revolution, ultrasound guided fat transfer muscle enhancement and new skin tightening devices such as Renuvion and BodyTight have combined to create the perfect storm for men to enter the aesthetic arena. The combination of weight loss, skin tightening and muscle creation have established treatments that are specifically designed for men. It has also created an opportunity for men to come to cosmetic offices to explore options that they never would have done prior to starting their weight loss journey. I know that we have heard that men are the next frontier before. My personal experience having started my own weight loss journey on semaglutide and experiencing incredible success has only increased my interest in having more procedures done in the future. Success on the weight loss front has only encouraged me and many other men to further our fitness journey and transformation from dad bod to muscle men. ME



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

THE EXOSOME ENGINEER

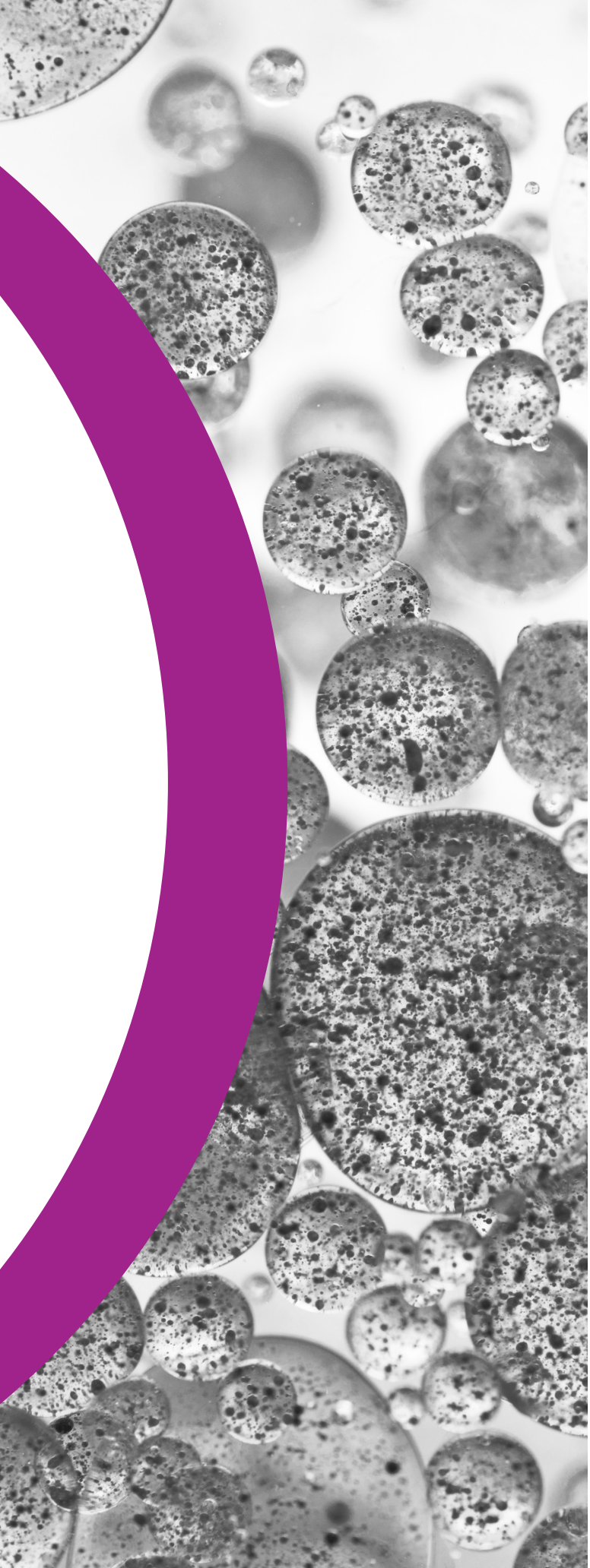
Jordan Plews, Ph.D., Introduces the Endless Possibilities of Exosomes to Aesthetics

Written by Rebecca Lane



Jordan Plews, Ph.D., grew up in northern California on the outskirts of Sacramento. After some coaxing from his British father, Plews decided to go across the pond to University College of London for his undergraduate degree in biochemical engineering. Graduating at the top of his class, he then spent the next year doing an internship with Pfizer in the town of Sandwich in southern England. Plew's experience during this internship would spark his interest in regenerative medicine and start him on the path to founding Elevai and bringing topical exosomes to world of aesthetics.

He recalls, "After my undergrad, I went to Pfizer and thought, 'I'm going to help people.' I was living in this tiny little town of Sandwich, and I remember looking around at all the stuff we were doing and I thought, 'We're not fixing a lot of problems here. We're treating the symptoms of the problems. The problems that I care about, such as Alzheimer's that runs in my family, are cellular problems.' That's when I knew I wanted to be involved in stem cell research, and it's really what brought me into regenerative medicine."



Seeking the Secret to Stem Cells

While Plews had no plans to return to England after this, a slew of scholarships convinced him to forego the sunny weather of California once again and return to UCL for his doctorate. It was then that Plews became interested in stem cells, specifically finding a way to make stem cells that didn't come from human embryos. This essentially meant taking an adult cell and reprogramming it to reverse into an embryonic state, which wasn't thought to be possible at the time. A 2007 paper by Shinya Yamanaka, M.D., Ph.D., which demonstrated how cells could be reprogrammed using retroviruses (retroviral mRNA), gave Plews his first major push in the right direction. However, since these stem cells still have viruses in their DNA, Plews set about developing an mRNA based reprogramming system to create synthetic mRNA, from which stem cells could then be taken without the problem of retroviruses integrated permanently into the DNA.

After completing this doctorate and returning to the US, Plews worked in a lab at Stanford University, extending the research he had been doing in the UK. At this time, he moved away from creating induced pluripotent stem cells, as they have a tendency to become cancerous, to multi-potent or mesenchymal stem cells that don't continue to divide endlessly like pluripotent stem cells. It would be from these mesenchymal stem cells that Plews would isolate exosomes in the years to come.

While still at Stanford, Plews made his first foray into the business of developing this technology into a medical product with a team focused on utilizing stem cells. While the timing and circumstances kept him from pursuing this at the time, the experience first gave him the idea of using the medical aesthetics industry as his outlet for creating topical products of a regenerative nature without the dense clinical pathway that comes with traditional pharmaceuticals. After years of working primarily in biotechnology and researching how to utilize different types of stem cells to treat various health problems, all the while continuing to explore creating his own company, he co-founded Xytogen Biotech in 2015, aiming to develop stem cell-based products. However, he found himself wanting to focus more on exosomes rather than stem cells, as he saw the truly groundbreaking potential of this cutting edge technology, and separated from the company shortly before founding Elevai.



Plews and his team focus on using the purest and youngest stem cells to produce the highest-quality exosomes.

Plews remembers when the massive potential of exosomes in regenerative medicine and aesthetics hit him, "For me, the kind of 'aha' moment occurred over 10 years ago when we began to realize that there's something being released by the cell that's causing the benefit, not just the cell itself. That's the frame shift that I think we're still seeing in people with this mindset that in order to get the benefit of the stem cell, you need to have the cell in or on somebody. It's not about the cell, though. It's about what the cell is producing. The only reason we didn't get here sooner is because alongside the exosomes you've got a lot of other small nano/micro-sized particles that scientists have traditionally thought about as a kind of cellular waste. However, amongst what appears to be garbage, exosomes are sort of the diamond in the rough or needle in the haystack, as they are about 1/100th the size of an average cell." He goes on to add, "Before this realization that you don't need the cell, the problem remained that you cannot put a cell in a bottle. Once we realized we don't need to, that's where this became really powerful. The beauty of exosomes is that unlike living cells, you can put these in a bottle. They are naturally built to protect this very vulnerable contents. The real opportunity here lies in taking these tough little messages and putting them in a system that's going to work for ease of use."

As luck would have it, one of Plews partners in creating and launching Elevai had access early on to Wharton's Jelly stem cells, giving them the youngest and purest possible stem cells to work with. He relates, "These Wharton's Jelly stem cells were derived in a GMP lab and are very clean, so we got to work on a new product line focusing on how we could derive the best exosomes from those stem cells over the course of a few years." Despite working on such a massive undertaking in the midst of the pandemic, Plews and his team successfully launched this breakthrough topical exosome product in January 2022 and are continuing to make waves in the aesthetics industry, most recently with the release of the PREx platform.

Exosome Popularity Boom & Quality Control

Plews points out that people are now getting accustomed to and comfortable enough with the safety and powerful regenerative potential of exosomes. With the widespread acceptance of exosomes in the world of aesthetics, their popularity has begun to soar. However, with this surge in popularity comes the emergence of inferior products capitalizing on the exosome brand. This makes it vital for industry professionals to understand what goes into developing the most effective and highest quality exosome product.

"People have been in this waiting period, trying to figure out real from fiction, what works, what doesn't, and they've been on the market in some fashion for 3 to 4 years now. The same thing happened with stem cells. First there was a fear of it and misunderstanding, and then there was this widespread adoption. All of a sudden you get a lot of copycats and plant-derived things that are actually quite different and are benefitting from the brand of stem cells. Exosomes have been on a similar path, so I think we're going to continue to see a lot of people jump on the exosome bandwagon that don't necessarily deserve to be there."

The Convergence of Traditional & Aesthetic Medicine

With the launch of the PREx platform technology, Plews sees an opportunity to reverse the prevailing route aesthetics has taken when it comes to product innovation. These developments have, in large part, occurred as an accidental side effect of traditional pharma's development of treatments for unrelated health conditions.

"We've been on this path for a long time where there's been a separation of traditional medicine and regenerative. For the most part, people have felt like aesthetics is parallel to pharma, but we're now really seeing a convergence of a lot of different things. For me, it feels like the traditional process has been that pharma develops something and they'll accidentally stumble upon another use for it. In the case of Latisse, researchers were testing for glaucoma and noticed that patients' eyelashes grew. This accident results in a pharmaceutical product becoming an aesthetic or consumer product."

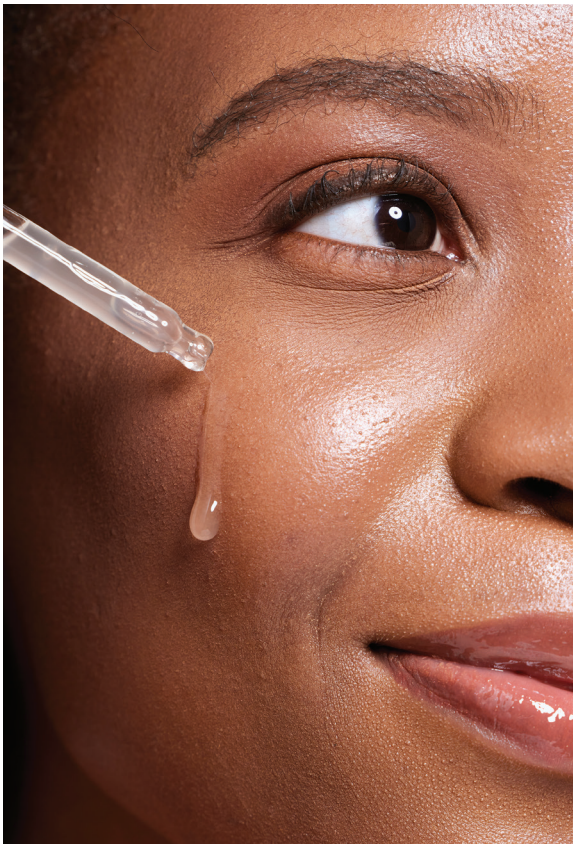
He goes on to explain that this convergence of aesthetics and traditional medicine provides the medical aesthetics industry with an opportunity to take the reins and control the purpose and direction of innovating and precisely developing aesthetic products. Plews states, "We can start in aesthetics and potentially bridge back over the other way instead of starting with this multi-million dollar, expensive trial route that often fails and costs everyone a lot of money if it doesn't work out the first time. Convergence seems to be where we're going to end up; where there's little differentiation between aesthetics and traditional medicine."

PREx Platform Technology

Precision Regenerative Exosome Technology (PREx) takes the potential of exosomes to a whole new level, significantly expanding the possibilities for the use of exosomes in medical aesthetics in a way that will revolutionize the industry. Specifically, PREx takes Elevai's exosome technology and fleshes it out into an entire exosome technology platform for developing different profiles of exosomes targeted for various indications.

Plews explains that while they've had the PREx exosome technology from the start, the launch is focused on, "branding it as a precision regenerative exosome technology platform. We really wanted to explain the platform technology. Right now, everyone talks about exosomes as though they're a single ingredient, but there's really going to be multiple flavors or profiles of exosomes in the future. Some of that is already happening if you're paying attention to clinical use of exosomes and different indications within the body."

This expansion of the possibilities for the clinical use of exosomes highlights the current opportunity to begin engineering the development of exosome profiles for specific indications, while also identifying the best way to carry out this process to produce the safest and most effective results. "It's appropriate now to start talking about different profiles of exosomes and highlighting why



Exosomes are naturally built to protect vulnerable contents, making topical use possible.



PREx aims to develop precise exosome profiles for a variety of indications.

one might be better than another. Not all exosomes are necessarily good. If you got some aggressive cancer cells and you were to provoke them to release exosomes, you probably are not going to benefit from those. There is a growing body of evidence that that may be part of the process of cancer spreading, so this is part of the reason that we use these very young stem cells to start with, have a lot of testing done up front and why it's important to really bring the science into it."

PREx: From Source to Skin

Plews explains that the PREx platform technology centers on the process of carefully developing exosome profiles and products from "source to skin." He stresses the importance of precisely controlling each individual part of this process, explaining, "Part of it is the isolation, part of it is the source, part of it is looking at how you really treat those cells. We refer to the PREx technology as going 'from source to skin,' as that's really what we are focused on with the platform. People often get hung up on one thing in that spectrum when really all of it is important."

The first stage of this process involves selecting the most suitable cell source from which to isolate the exosome. "You wouldn't necessarily draw your stem cells from someone diseased or of an advanced age. You really want that source to be as pure as possible and, arguably, as young as possible. The older we get, the less well we heal. When you're a kid and you scrape your knee, you'll often heal up quickly and scarlessly. The older we get, the more scarring becomes prevalent because the natural healing system is not what it used to be. By taking these very young stem cells and putting them in the right environment, the right cell source and in the right conditions, you can produce something that's quite different."

As Plews explains, young stem cells are the most effective "authors" due to the broad range of results they have the ability to produce. "There are authors that you know are going to generate very powerful content, and there are authors that may not get any of their messages right, so this is where we go back to stem cells. The very youngest cells have a very broad vocabulary or repertoire of what they can produce. We know that their job in the body, to a large extent, is to be a signaling cell, to receive signals such as damage and respond with signals – the ones that are going to trigger healing, repair and recovery."

He points out that starting with the right source or "author" is a key component to developing exosomes that will produce the most effective results, a point that has been muddled by misinformation about exosomes and what determines their potency. "The conversation has mostly been about number of exosomes and trying to pretend that number equals dose. Now, most agree that number of exosomes does not equate to dose and comparing exosomes from two different sources is kind of like comparing dollars to pesos. It's not one for one," states Plews.

The Message

While choosing the right cell source is important, it is only part of the equation. Plews states, "The cell source is the author of the message. The envelope of the message is the exosome. The message is still what's most important."

So, how do you get the cell source to produce the intended message or result? It all comes down to putting the stem cell in the appropriate environment that will provoke it to produce the desired message. "There are authors that are talented authors, but not everything they write is a masterpiece. You have to get that author to produce the masterpiece, the very best message in the exosome. That's really where we see our secret sauce - the ability to modulate that. That's where you get these different flavors or profiles of exosomes because you need to be able to push the cells in order to produce different profiles. In some cases, if you start with the wrong cell type, you're never going to get the message you want no matter how hard you push because that cell type just isn't capable. The stem cell is very capable, but what we do with it and how we provoke it is arguably a big differentiator in the exosome field," says Plews.

The Exosome Envelope

Once that "message" or exosome profile has been produced, the next challenge is isolating and preserving it until it is formulated into the final product. "It's about how you take this very valuable message and make sure to grab it at the right time and isolate it in the right way. The traditional thought in cell culture is if you want to save it, you've got to freeze it, freeze dry it or do something to pause it in time. However, that really negates this idea of really stopping and thinking about how the biology works and what makes sense in that regard. Our bodies are 98.6˚, therefore producing exosomes at that temperature is the normal temperature they're used to being produced at to travel around within our bodies. So, freezing or going above boiling point, for example, is likely to do much more damage than keeping it in the air it's in."

While the traditional method of freezing exosomes to pause them in time may seem sensible, as it quickly preserves them, the water expansion that occurs as a result damages or destroys much of the precious bioactive material trying to be preserved. Plews argues that there is an alternate approach to addressing this challenge of protecting exosomes from external damage throughout the formulation process. He states, "There are many other ways we can protect it from damage, and as long as we can block and prevent damage from coming in, we don't need to go to such lengths. This is a bit of a frame shift in how to think about these things that I credit mostly to having a background in engineering, which is quite different than most people from a science or medical background. I'm trying to bridge that and bring in this engineering viewpoint."

There are numerous ways available now through bioprocessing and controlling to control for variables such as oxidation and damage from UV rays that can occur once the exosomes are removed from their protected environment within the human blood stream. "We can prevent oxidation to a large extent. We can prevent UV damage from getting to it by using the right type of bottle. We can also make sure throughout the process not to damage the exosomes, which is mostly caused by things spiking a condition – spiking ph, spiking temperature, dropping it too fast and picking it up too fast, sheer forces, etc." says Plews.

Working closely with the formulators of the final product on the bioprocessing side allows Plews to control for these variables untill the final product is packaged and ready to go. He gives the example of how



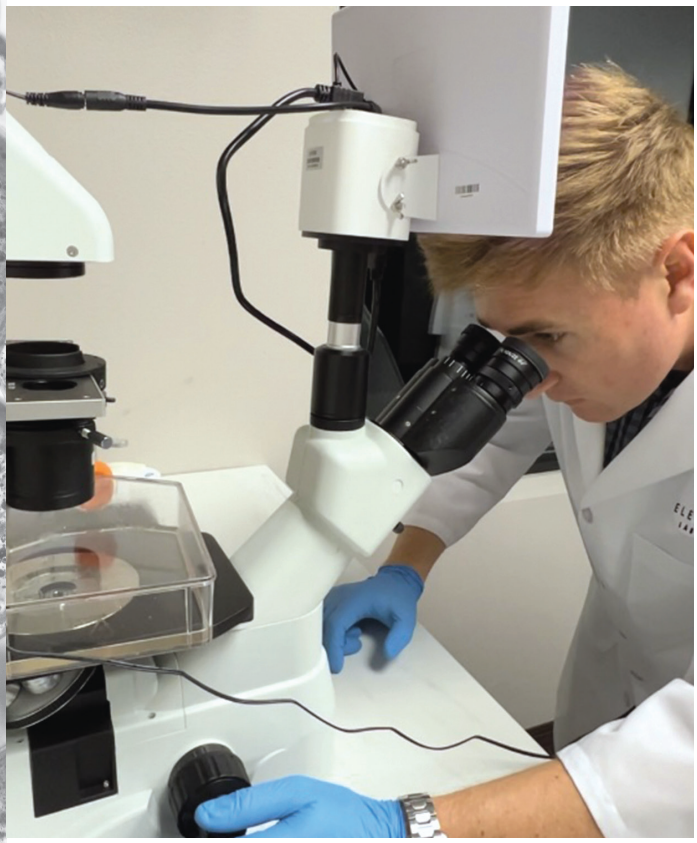
Plews background in bioengineering helped him see the potential in exosomes to provide the benefits of stem cells in a topical form.

the actual formulators of a product could unknowingly damage the exosomes unless they understand what and how to control variables that will damage them.

"A lot of people would formulate a product by basically putting it in a blender, and that can create sheer forces. Is it possible that you are damaging it with that – sure. Can you control that – yes. The typical formulator, however, is going to take the various ingredients, throw them in a vat and spin it as fast as possible to heat it up and blend the components into one mixture. What most people don't realize is that in the back room, they just destroyed everything that's bioactive and special about it. I have the advantage of being able to work very closely with the people that make our products and control those variables." Plews goes on to add, "That's really what we mean with PREx. It's going all the way from the cell source to the way we're treating the cells, what's happening at the formulator and how and what is happening when we package it. That's why we say, 'from source to skin.'"

A Groundbreaking Paradigm Shift

This more complex and purposeful approach is one that the industry may need to get used to, as it is not the traditional approach medical aesthetics has taken when it comes to developing new ingredients and skin care products. However, it provides an incredible opportunity for the industry to grow to an entirely new height of success through the precise development of individually tailored ingredients, such as exosome profiles for different indications.



The entire PREx process is precisely controlled from "source to skin."

Plews states, “It’s very complicated and it’s very multivariable. We are talking about cells that have thousands of genes, could have hundreds of genes turned on and multiple interactions. I think most people like to think in terms of A + B =C. This gene produces this protein, which does this, but it’s rarely this black and white. I think this idea of a hero ingredient skin care is really on its last legs. What we’ve been accustomed to is somebody in a lab discovering a single molecule, a single peptide, a single chemical protein, etc. Then they build this beautiful story around it, but it’s really meant for one thing and is not going to address all your skin care concerns with that one thing no matter what they’re telling you. There’s rarely a choke point where that makes sense.”

Plews describes the essence of this paradigm shift the PREx platform is pioneering, explaining, “What we’ve done is approach skin care innovation by asking, 'What is happening in young skin, why is young skin so beautiful naturally and what can we do to decode or reverse engineer that and then pull out what it’s doing and bottle it?'”

Perfecting Topical Exosomes

At a time when much of the industry still associates the use of exosomes with treatments requiring the assistance of aesthetic devices to penetrate beneath the skin, Plews is also proving the power of exosomes can be effectively and safely harnessed in topical form. “I think people are further surprised that you can get these in topically. People are usually most astonished by this idea that while using aesthetic devices to open up the skin is very helpful, it’s not required. My hope is that we can at least set a good standard with topical exosomes and do things in a way that we believe is safest while also showing efficacy,” he says.

To this end, Plews believes that educating medical professionals in the aesthetics field is key to demonstrating the regenerative power of topical exosomes and maintaining a high standard when it comes to their development. He explains, “The reason that we started here in the medical aesthetics arena is because these doctors already have a really good understanding of what’s going on here. They care about the science, and I think if we can really help the physicians and clinicians understand it, they will impart it to the patient, the patients will follow their lead and eventually everyone will see the power of these.”

Plews leaves us with this hopeful and exciting picture of the possibilities exosomes bring to the future of medical aesthetics. “I’m very much looking forward to a future where this traditional idea of topical products being "all lotions and potions" shifts. People are finally understanding that you can do some really exciting things here safely. I'm glad that we have a good level of regulation to prevent wild west cowboys coming and applying this haphazardly, but I think as long as we remain cautious and there’s a base level of credibility to the people involved in it, there’s plenty of room here for a lot of players to have a big role in this regenerative aesthetics future. Nature has built something very special and very potent, and rather than try to engineer it from scratch ourselves, we’re better off trying to leverage nature. That’s really what we’re trying to do here – improve skin health through leveraging nature rather than scientifically or synthetically create something new and then try to build a marketing story around it. For me, it’s very exciting, but it’s also the tip of the iceberg.” ME

Rebecca Lane is the managing editor of *MedEsthetics*.

ELEVAI®

Created by nature, optimized by science

Next-generation topical exosome technology

ELEVAI approaches skincare at the cellular level, leveraging the body's natural regenerative mechanisms to support healthy, youthful skin.

The ELEVAI E-Series™ Post-Treatment Exosome Serums were developed specifically for topical application post-procedures such as microneedling and lasers, as well as chemical peels and post-surgical applications.

ELEVAI empower™



THE Post-Treatment Exosome Serum

A clean, concentrated exosome serum, designed specifically for single-use in office application post-procedure that comes in a tube for easy application.

ELEVAI enfinity™

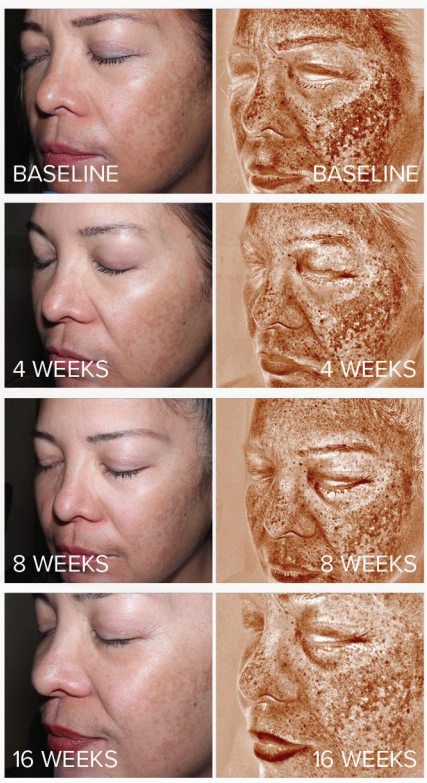


THE Daily Exosome Serum

A rejuvenating serum for at-home daily use with an effective blend of ELEVAI Exosomes™ combines stem cell growth factors, powerful peptides, and the highest quality skincare ingredients available to support ongoing skin health and rejuvenation.

Our Results

When used together, empower and enfinity provide optimal post-treatment and daily care, supporting efficient natural recovery.



To learn more about our proprietary PREx™ Technology, please visit. **www.elevaiskincare.com**.

DETAILS BY CONSTANCE E. EDIALE, M.D. AND CHESAHNA KINDRED, M.D.



PRP/FM for Under-Eye Rejuvenation

Restore delicate under-eye tissue with platelet-rich "liquid gold."

Injection of platelet rich plasma/fibrin matrix (PRP/FM) into the under-eye area is a common procedure performed with the goal of restoring a youthful appearance. As the facial soft tissue ages, the dermis thins, collagen synthesis decreases and the subcutaneous fat is lost or redistributed. The combination of these changes results in wrinkling, fine lines and loss of skin elasticity and volume. The delicate tissue of the under-eye area is particularly susceptible to these changes. Aging of the under-eye can manifest as uneven texture, rhytides, hollowing, dark circles or sagging.

For patients who desire under-eye rejuvenation, PRP/FM may be used as an all-natural alternative to traditional fillers. Intradermal injections of PRP can be used to gradually restore volume and improve the appearance of wrinkles and hyperpigmentation.

What is PRP?

Platelet-rich plasma (PRP) is a source of concentrated autologous platelets prepared from the patient's own blood. These preparations contain around five times the amount of platelets as unaltered plasma. Platelets release a variety of growth factors including transforming growth factor-beta (TGF-β) and platelet-derived growth factor (PDGF), which are involved in wound healing and the repair and regeneration of tissues.

For skin rejuvenation, PRP can be used as an autologous filler due to its ability to activate fibroblasts and induce collagen production. By stimulating collagen production, PRP tightens loose skin around the eyes to reduce the appearance of fine lines and wrinkles. Studies have also shown improvement in pigmentation, skin texture and quality.

How is PRP collected?

The preparation of PRP is a relatively simple procedure. A small amount of blood is collected from the patient, then centrifuged to separate the platelets and plasma from the rest of the blood products. After centrifugation, the platelet-rich "liquid gold" solution is collected and precisely injected into the under-eye area.

Is PRFM the same as PRP?

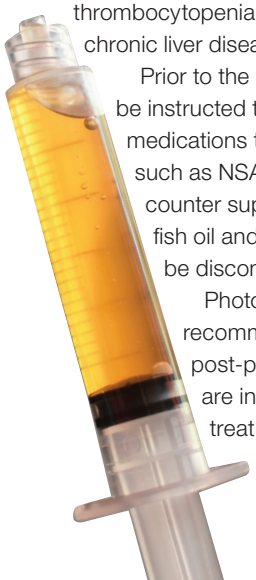
Platelet-rich fibrin matrix (PRFM) is an enhanced version of PRP that has a higher concentration of platelets and growth factors than traditional PRP. PRFM is created from PRP by the addition of calcium chloride after centrifugation. The fibrin matrix formed from this process serves as a soft gel that slowly releases growth factors into the treated area over a longer period of time. Thus, while PRP is only productive for about one day, PRFM is productive for up to one week.

Patient Selection & Preparation

During the initial consultation, the patient's facial structure and subjective defects should be assessed. It is crucial that goals of treatment and realistic expectations are discussed with the patient.

The best candidates for PRP/FM under-eye treatments are patients with dark circles, fine lines, wrinkles or hollowing. Patients with eye bags caused by prolapsed or herniated orbital fat are poor candidates for PRP/FM filler. Those defects may require hyaluronic acid-based dermal filler treatment or blepharoplasty.

PRP/FM is a safe procedure, however it is important to take into account the patient's medical history. The quality of platelets and potency of growth factors within the PRP/FM is determined by the patient's age and health. PRP/FM is not recommended for patients who have a history of abnormal platelet function (i.e., thrombocytopenia and hypofibrinogenemia), chronic liver disease or anticoagulation therapy.



Prior to the procedure, patients should be instructed to avoid nonessential medications that impair platelet function, such as NSAIDs. In addition, over the counter supplements including vitamin E, fish oil and omega-3 fatty acids should be discontinued.

Photography is strongly recommended, as pre- and post-procedure photographs are invaluable when monitoring treatment progress.



Blood being collected from patient before centrifugation.

Injection Technique

It is not only the product that is injected, but also how it is injected, that determines the degree of success.

The patient should be seated in a semi-upright position. Topical numbing cream may be applied before the procedure for patient comfort. To prepare the skin, clean the treatment area with 70% isopropyl alcohol. Injections should be performed with a 27-gauge needle to minimize discomfort.

Using the non-dominant hand, spread the skin taut over the injection site. This will keep the needle, and thus the deposited product, in the same plane. The needle is then inserted at an angle of 30 to 45 degrees at the lateral edge of the depression of the tear trough. From this point, the needle is advanced to the medial aspect of the defect. As the needle is withdrawn from the tissue, the product is slowly deposited in a retrograde fashion within the dermis. Unlike other fillers, the deposit may be superficial or deep, depending on the desired effect.

Treatment Regimen

The initial treatment plan should include two to three treatments spread approximately four to six weeks apart. Maintenance procedures may be needed every 6 months to 1 year.

Possible Side Effects

Since the product is obtained from the patient's own blood, PRP/FM has the advantage of reduced risks of reactions, which makes it safer and well tolerated, with minimal side effects. Patients may experience short-term swelling, tenderness or redness at the injection sites. The most observed side effect after PRP injections is bruising, which typically lasts less than 7 to 14 days. There are no reports of other adverse effects from the use of PRP/FM as a dermal filler.



Platelets and plasma are isolated through centrifugation to obtain PRP.

Expected Results

It is important that patients understand that PRP/FM works differently from other dermal fillers. It is not meant to immediately fill and create volume in treated areas. Rather, it takes time for the body to respond and build new collagen. Some patients may see improvements within the first few weeks, however it can take several months to appreciate the full results after completing the initial series of recommended treatments. Ultimately, it is the combination of clinical judgment, realistic expectations, meticulous preparation and injection technique that provides optimal results.

Post-Procedure Care

It is important to review post-injection care with patients to ensure optimal treatment results.

Following treatment, there is no downtime needed for recovery, as patients are typically able to return to their normal daily activities the following day. It is important to note that manipulation of the treated area can cause migration of the product into unwanted areas. Strenuous exercise should be avoided for 24 hours. Patients should abstain from NSAIDs, alcohol, caffeine and hot drinks for 24 hours, as they can exacerbate bruising and swelling. Ice may be applied to treated areas to reduce any swelling or bruising.

Additional Treatments with PRP/FM

PRP/FM is only one of the many means available to improve age-related changes in appearance. Desired results may be best achieved by combining PRP/FM with other aesthetic procedures.

Microneedling: Topical PRP/FM is frequently performed in conjunction with microneedling treatments for under-eye rejuvenation. Microneedling involves superficial and controlled puncturing of the skin with multiple fine needles to increase collagen production, tighten skin and improve skin quality. PRP/FM can be applied topically during or after microneedling procedures to decrease downtime, facilitate wound healing and increase collagen production.

Fillers: PRP/FM can also be combined with traditional hyaluronic acid dermal fillers. Typically, injectors will administer separate injections of both filler and PRP/FM to the target area. Traditional dermal filler on its own restores fullness in areas that have lost volume. The addition of PRP/FM accelerates and sustains these results by "jumpstarting" the body's natural regenerative processes. Additionally, PRP/FM can target issues that filler alone cannot, such as uneven texture and pigmentation.

Lasers: Many aesthetic practitioners also use PRP/FM as an adjunctive treatment for laser procedures. Most frequently, PRP/FM is applied immediately to treated areas following laser therapy. The goal of this is to decrease downtime and scarring and improve aesthetic results. ME



Constance E. Ediale, M.D., M.S., is a dermatology resident at Howard University Department of Dermatology.



Board-certified dermatologist **Chesahna Kindred, M.D., M.B.A.,** 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 B.S. 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 M.D./M.B.A. 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.



Bicomide's Targeted Delivery of Niacinamide Helps Regulate the Microbiome

Niacinamide's physiochemical properties can make it difficult for the chemical to surpass the skin barrier, requiring the development of ingredient delivery systems like Bicomide.

Niacinamide, chemically known as pyridine-3-carboxamide, has shown several benefits for skin health and protection when topically applied, making it a commonly used ingredient to hydrate dry skin and control breakouts in acne prone skin.

Despite its common usage, niacinamide's physiochemical properties can make it difficult for the chemical to surpass the skin barrier and reach the target in the skin. Drug delivery systems have been developed to help overcome that issue and ensure a more targeted delivery, namely liposomes, solid lipid nanoparticles and microneedles.[1]

Bicomide is a delivery system that provides targeted delivery of niacinamide to the epidermis and follicles. With a more targeted delivery, Bicomide can help control the production of sebum, equilibrate the microbiome, reduce the size of pores and improve the appearance of acne prone skin. Bicomide also decreases the population of Cutibacterium acnes on the skin surface, promoting a cleaning effect on acne prone skin.

Bicomide is composed of two lipid assemblies: internal smart discs that carry the active ingredient and an external lipid vesicle enclosing the discs, thereby double encapsulating the active ingredient.

"The vesicle delivers the smart discs to the skin, which then pass through the narrow intercellular spaces of the stratum corneum and reach the targeted skin layer, where the active ingredient is released," said the team at Ultra Chemical. "Smart discs are designed to reach specific skin layers where the active ingredient needs to be by tailoring the affinity of the smart discs with the environment of the target skin layers."

Bicomide is a product of Bicosome, a biotechnology company based in Barcelona, Spain. Ultra Chemical is the North American distributor for the product. It has 88% natural origin, with no hazardous reactions known under normal conditions of use. It can be used in product types like anti-shine serums, sebum control lotions, soothing essences, purifying masks and anti-pimple sticks. The recommended concentration level is 1-3%.

A 30-day clinical study cited by Ultra Chemical that analyzed 20 volunteers using twice daily application of a gel formulation containing 3% Bicomide demonstrated efficacy against different forms of compromised skin without causing other skin complications.

Bicomide can provide a targeted delivery of niacinamide by using the Bicosome patented platform for skin delivery that interacts biomimetically with the skin, following its natural processes to target the epidermis and follicles. The bicosome structure boosts the affects by strengthening skin barrier function, which plays an important role in the equilibrium of the microbiome, according to the company.

Bicomide contains water, lecithin, niacinamide, lysolecithin, phenethyl alcohol, caprylhydroxamic acid, tocopheryl acetate, caprylyl glycol and phytic acid. The product should be stored in a dry cool place that is protected from life. Storing it at 8° Celsius can further improve its shelf life. It is recommended to refrain from eating or drinking while handling the product. ME

REFERENCES:

1. Basto R, Andrade R, Nunes C, Lima SAC, Reis S. Topical Delivery of Niacinamide to Skin Using Hybrid Nanogels Enhances Photoprotection Effect. Pharmaceutics. 2021 Nov 20;13(11):1968. doi: 10.3390/pharmaceutics13111968. PMID: 34834383; PMCID: PMC8622650



Tony Scianna is the associate editor of *MedEsthetics.*

Eye Rejuvenation

The under-eye area tends to have more sensitive skin than the rest of the face, and therefore, deserves some special attention. One constant point of concern is tired, dull looking eyes. These products are specially designed to rejuvenate and soften the delicate tissue around the eyes.



Young Pharmaceutials **HAR/T GF Eye Cream** is a rejuvenating eye cream formulated with ceramides, retinoid ester, vitamins C and E, ferulic acid, green tea and a plant-based growth factor to help alleviate under-eye puffiness and dark circles while hydrating dry skin and improving fine lines and wrinkles for younger looking eyes.
Contact: 860.529.7919, youngpharm.com



iRemedy by Induction Therapies is designed to soften, plump and revitalize the look of tired eyes and dark circles. The nightly eye cream is formulated with all-trans retinol and other collagen-nourishing ingredients, including vitamin K and urea, to help skin maintain moisture balance after retinol-stimulation beneath the skin.
Contact: 877.746.4407, inductiontherapies.com



Global Beauty Private Label's **Firming Peptide Eye Gel** is a lightweight eye gel that delivers firming, cooling and hydrating effects. Infused with advanced peptide technology and other nourishing ingredients, the gel is able to reduce signs of aging and is especially effective for sensitive, dehydrated and dry eyes.
Contact: 888.659.7546, globalbeauty.net

CLICK ARROW ABOVE TO VIEW VIDEO:
How to Successfully Incorporate Private Label Into Your Business

HAUT.AI'S SKINGPT SIMULATES SKIN CARE PRODUCT RESULTS



Haut.AI's new SkinGPT skin simulation platform allows users to upload their photos, which generative AI uses to create synthetic images that predict how an individual's skin will change over time, under various conditions and with different skin care products. The photorealistic simulations, which can be incorporated into beauty brands' and retailers' ecommerce platforms, reportedly allow consumers to reliably preview long-term cosmetic benefits.

This includes showing consumers how their skin might change if they use certain products, as well as how their appearance might be impacted if they do not use those same products. Generative AI uses data to generate novel data; in this case, simulations are based on each product's clinical claims. It also takes into account the inflammatory effects of environmental factors such as allergens, solar insolation and pollution on the skin. Simulations can visualize impacts over months and years, highlighting the value of preventative beauty care, per Haut.AI.

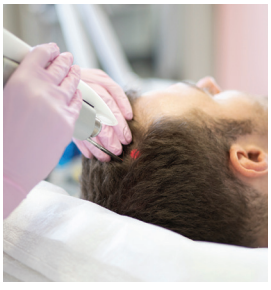
The SkinGPT platform bundles generative pre-trained transformers (a type of neural network), diffusion models (generative models similar to DALL-E 2), GANs (a common training method) and classical computer vision models to create the photorealistic images.

AOBIOME THERAPEUTICS GRANTED COMPOSITION OF MATTER PATENT FOR ITS CLINICAL CANDIDATE

The European Patent Office (EPO) has issued a composition of matter patent, EP Patent No. 3132021, with claims focused on AOBiome Therapeutics' strain of beneficial AOB, in the class of Nitrosomonas eutropha. The base patent term extends until April 15, 2035, excluding patent term extensions or coverage in additional related patent filings.

The strain is delivered via a simple to use topical spray. Once deployed on the skin, AOB converts ammonia to nitrite, which is known to have antibacterial properties, and to nitric oxide, a signaling molecule known to regulate inflammation and vasodilation. It has also been demonstrated that this strain of AOB can reduce the inflammatory and pruritic cytokines, including IL-4, IL-5, IL-13 and IL-31, which are hallmarks of atopic response.

The company completed a Phase 2b study of 547 patients with mild-to-moderate atopic dermatitis and associated moderate-to-severe pruritus. B244 showed continued durability of treatment effect and separation from placebo post-treatment of 41.1% reduction in itch from baseline at eight weeks, four weeks after the last dose.



KERAFACTORMD REVOLUTIONIZES HAIR REJUVENATION WITH LASER ASSISTED TOPICAL DELIVERY SOLUTION

KeraLase, an in-office treatment that utilizes a combination of LaserMD Ultra and KeraFactorMD, restores scalp and follicle health to aid in the battle against rapid hair loss and provide fuller, healthier looking hair. It has been used successfully in recent trials conducted by top physicians, who have shared their clients' results and experience.

The non-ablative LaseMD Ultra creates tiny dry microchannels in the scalp, promoting increased absorption of the serum. With its growth factors and skin proteins for hair rejuvenation, the KeraFactorMD is an updated, improved version of the original KeraFactor serum, with an additional growth factor and two compounds that allow it to be further activated by photodynamic red light therapy.

The KeraFactorMD Treatment Serum combines an eigth polypeptide and two new compounds, PDRN (polydeoxyribonucleotide) and proprietary NanoFluorosome Activation Technology, along with the previously patented KeraFactor Peptide Complex. The bioavailable version of the growth factor known as follistatin is a binding and signaling protein essential to managing hair's life cycle. FST has been shown to accelerate results by "turning on" the anagen, or growth, phase of the hair. However, it had never been synthesized in an effective and bioavailable topical form, which is an additional reason why KeraFactorMD is unique.

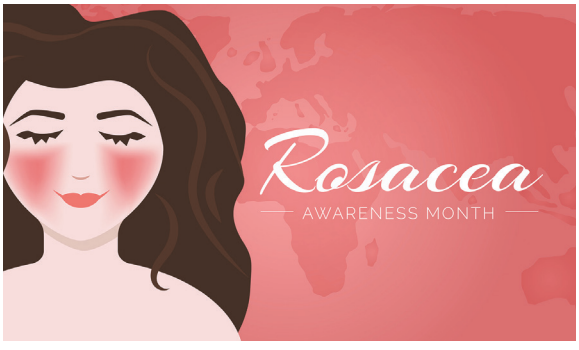


SPINIFEX GRASS NATIVE TO AUSTRALIA COULD IMPROVE MEDICAL GELS

Medical gels made using spinifex grass can potentially create stronger, more reliable medical treatments while also simplifying the process of producing nanofibers, according to early data from scientists in Australia. Spinifex nanofibers could potentially produce gels that will last longer, be easier to inject and safer than current medical gel products. The stronger, thinner fibers could also make nanotechnology more environmentally friendly and create jobs for indigenous Australians.

Trioda Wilingi, a University of Queensland/UniQuest spin-out company, has the exclusive global rights to develop injectable spinifex medical gels. Uniseed and Bulugudu have invested $2.6 million into Trioda Wilingi to develop the gels from cellulose nanofibres extracted from spinifex harvested in northwest Queensland, Australia.

ROSACEA AWARENESS MONTH: THE DANGERS OF ANTIBIOTIC RESISTANCE



In recognition of Rosacea Awareness Month, leadership of the American Acne and Rosacea Society (AARS) is calling on patients and prescribers to ensure appropriate use of antibiotics to manage common chronic inflammatory skin diseases.

The Centers for Disease Control and Prevention (CDC) calls antimicrobial resistance "an urgent global public health threat." According to the CDC, antimicrobial resistance occurs when microbes develop the ability to defeat the drugs designed to kill them.

"It has been well known for many years that dermatologists prescribe more antibiotics per clinician than prescribers in any other specialty. We prescribe antibiotics for rosacea, acne and numerous other dermatologic diseases, as well as for patients undergoing surgery. However, concerns about antibiotic resistance require us to thoughtfully assess our use of these important agents," said AARS President Elect, James Q. Del Rosso, D.O.

Antibiotic use in farming is also a key driver of resistance in humans, as detailed in SPAUD publications.

PIETRO SIMONE'S NEWLY LAUNCHED TREATMENT MENU PRIORITIZES SKIN LAYER EDUCATION

Pietro Simone launched a new treatment menu at his House of Pietro Simone in New York and London clinics. With an education-first approach, the menu prioritizes understanding the different layers of skin, allowing clients to receive personalized treatments tailored to meet their skin concerns. Pietro's unique concept defines the layers of the skin from muscles, to fat, to dermis, to epidermis, and explains how each layer requires different attention to reap the benefits of products, technology and touch.

Pietro's Skincare Mission Map is founded on five focus areas: Pro-Aging, Hydration, Rosacea/Sensitivity, Hyper-Pigmentation and Oil/Acne. Four Core Skin Treatments on the newly launched menu utilize this map in their sessions: The Introductory, The Corrective, The Maintenance and The Relaxer facials, all of which are part of a diligent cycle offered throughout the year and designed to revitalize, sculpt, lift, tone and restore the skin.

EVENTS

July 3-8 World Congress of Dermatology, Suntec Singapore Convention & Exhibition Centre, Suntec City, Singapore, Contact: www.wcd2023singapore.org, wcd2023singapore@thetriumph.com

July 6-9 The Aesthetic Show, Wynn Las Vegas, Las Vegas, Nevada, Contact: www.aestheticshow.com/en/home.html, 212.600.3490, hello@aestheticshow.com

August 2-5 The Multispecialty Aesthetic Conference, Marriott Marquis, San Diego, California, Contact: www.maconference.org, 877.622.2283

August 20-21 Face & Body Skin Care Show, SAFE Credit Union Convention Center, Sacramento, California, Contact: www.faceandbody.com, facebody@allured.com

August 25-27 Masters of Aesthetics 9th Annual Symposium, Hilton San Diego Bayfront, San Diego, California, Contact: www.moasandiego.org, 858.926.0697, moasandiego@gmail.com

MedEsthetics

medestheticsmag.com

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
Digital Production Specialist Kyle Torain

CORPORATE

Partner & CEO George Fox
Partner & President Janet Ludwig
Director of Events Christine Meehan
Marketing & Creative Director Kim Fry
Digital Products Director Rose Southard

OTHER ALLURED PRODUCTS

Face & Body Skin Care Show
Beauty Accelerate
Cosmetics & Toiletries magazine
Cosmetics & Toiletries magazine: Portuguese edition
Global Cosmetic Industry magazine
Perfumer & Flavorist+ magazine
Flavorcon
World Perfumery Congress
Skin Inc. magazine
Beauty Launchpad magazine
Beauty Go Pro Show
Nailpro magazine
Nailpro Show
WellSpa 360 magazine
WellSpa 360 Expo

Allured Business Media
1-630-653-2155 • fax 1-630-653-2192
336 Gundersen Drive, Suite D
Carol Stream, IL 60188-2403 USA
www.Allured.com

For Subscriptions: Subscribe online: *www.medestheticsmag.com/subscribe*
For both the US and internationally, telephone: 1-847-559-7551
(8 AM–4:30 PM Central, Mon-Fri) | Fax: 1-847-291-4816
E-mail: customerservice@medestheticsmag.com
Address: *MedEsthetics*, PO Box 3009, Northbrook, IL 60065-3009

Print subscriptions: Available free to qualified individuals located in the United States.
All other countries may subscribe to the digital edition.

Change of address: In ordering a change of address, give both the old and new addresses. Allow two months for change to become effective. The publisher will attempt to handle unsolicited articles with care, but the magazine assumes no responsibility for them. Materials will be returned only if accompanied by a self-addressed envelope with return postage. Address inquiries regarding editorial policy and writer guidelines to the editor. The acceptance of advertising does not necessarily carry the endorsement of the publisher.

MedEsthetics (ISSN 1937-2140) is published eight times per year as Jan./Feb., March, April, May/June, July/Aug., Sept., Oct., and Nov./Dec. issues by Allured Business Media.
Address: *MedEsthetics*, 336 Gundersen Drive, Suite D, Carol Stream IL 60188-2403.
www.medestheticsmag.com
All correspondence regarding business, editorial, advertising and production should be sent to *MedEsthetics*, 336 Gundersen Drive, Suite D, Carol Stream, IL 60188-2403. Periodicals postage paid at Carol Stream, IL and additional mailing offices.

POSTMASTER: Please send address changes to *MedEsthetics*, PO Box 3009, Northbrook, IL 60065-3009.

Allured Business Media makes all attempts to publish accurate information; however, this publication may contain technical inaccuracies or typographical errors. The reader assumes all risks concerning the suitability and accuracy of the information within this publication. Allured Business Media assumes no responsibility for and disclaims all liability for any such inaccuracies, errors or omissions in this publication and in other documentation referred to within or affiliated with this publication.

Copyright 2023: Reproduction in whole or in part without permission is strictly prohibited.

MedEsthetics is a registered trademark of Allured Publishing Corporation.

AD INDEX

Aerolase Company 6-7
aerolase.com

American Society for Dermatologic Surgery (ASDS) 9
asds.net/annualmeeting

Candela.. ..... CV2
candelamedical.com

Elevai Labs, Inc. 39
elevaiskincare.com

Environ Skin Care 1
dermaconcepts.com

Global Beauty Private Label / Control Corrective 11
globalbeauty.net

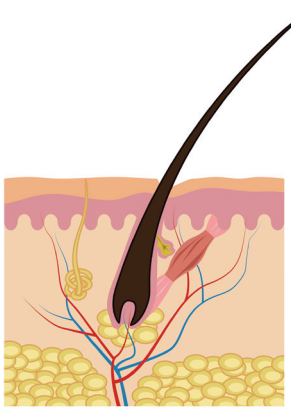
Induction Therapies 2-3
collagenpin.com

MMP Capital 12-13
mmpcapital.com

Ward Photonics, LLC C1, 26-27
wardphotonics.com

Young Pharmaceutics, Inc. C4
youngpharm.com





KeraLase Restores Hair Via Targeted Delivery of Synthetic Growth Factors

KeraLase can help restore scalp and follicle health by increasing the absorption of its newly improved KeraFactorMD serum.

KeraLase is a scalp health treatment that uses Lutronic's LaseMD Ultra Laser to create micro-channels in the scalp that can better absorb the active ingredients in KeraFactorMD, a serum by SkinQRI formulated with proprietary biomimetic synthetic versions of growth factors and proteins that restore scalp and follicle health.

These micro-channels created with the 1927nm wavelength can produce 5 to 7 times higher absorption of the nano liposomes found in the KeraFactorMD serum, according to the company.

KeraFactorMD is an updated, improved version of the original KeraFactor serum, with an additional growth factor and two compounds that allow it to be further activated by photodynamic red-light therapy. The serum is hormone free, drug-free, SLS-free, paraben free, sulfate-free, gluten free, cruelty-free and fragrance-free, making it safe for both men and women with all hair and skin types.

The KeraFactorMD Treatment Serum has eight different biosynthetic growth factors, including Follistatin, and compounds PDRN (polydeoxyribonucleotide) and NanoFluorosomes.

"We are the only company that delivers growth factors in a particle size that can be absorbed and the only company to have Follistatin (a single-chain gonadal protein) in a topical formulation," said James Bartholomeusz, co-founder of SkinQRI. "In our proprietary and patented formula, we have a compound called NanoFluorosomes, which is naturally anti-inflammatory and anti-androgenetic. We are seeing great success when pairing this with red light therapy to activate the NanoFluorosomes, giving our product the ability to combat DHT on the scalp."

While KeraLase stimulates existing hair follicles that are resting or in dormant phase, it does not create new hair follicles—that can only be done with a hair transplant. The KeraFactorMD Serum can awaken dormant hairs, leading to an increase in density and thickness of hair, with more hairs per follicle and an increase in the diameter of the hairs per follicle.

"Hair is complex, there are many reasons why someone is losing hair," Bartholomeusz said. "The key to success with scalp and follicle health treatments is finding the reason the patient is losing their hair in the first place, treating or managing this reason and truly getting the loss under control. Then KeraFactor and KeraLase help support the scalp's health and restore the patient's hair."

Bartholomeusz, who is also the CTO of Lutronic, started to lose his hair in 2012. He worked with a colleague, Amy Forman Taub, M.D., FAAD, to create KeraFactor. Bartholomeusz was not satisfied with the solutions offered at the time, and Dr. Taub had been noticing an increase in hair loss among her patients. They saw a need for a product that was designed specifically for scalp and hair health.

"Lutronic was looking for a cutting-edge serum for the hair, and we looked for the best in-office delivery system for KeraFactor—it was the perfect pairing and timing," Bartholomeusz said. "The LaseMD Ultra has the ability to create dry microchannels in the scalp, the ultimate way to prep the scalp and increase the absorption of KeraFactorMD serum.

KeraLase and KeraFactorMD are currently only available in North America and Australia, but SkinQRI plans to expand to Europe, United Kingdom and Asia. ME



Tony Scianna is the associate editor of *MedEsthetics.*


FACE & BODY
SKIN CARE SHOW
NAILPRO
NAIL SHOW
SEE YOU IN
August 20-21, 2023
SACRAMENTO
Join the 2023 Mailing List for *Face & Body* or *Nailpro Nail Show*
www.faceandbody.com www.nailproshow.com
PRESENTED BY
SKIN INC.
WellSpa 360
MedEsthetics



LOOKING FOR A NATURAL WAY TO REJUVENATE YOUR SKIN?



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

For more information and samples, call 800.874.9686 or visit getprobioticskincare.com

young® PHARMACEUTICALS

Exclusively distributed in the United States and Canada by
Young Pharmaceuticals, Inc. | Wethersfield CT 06109 USA