

MedEsthetics®

THE GUIDE FOR EXCELLENCE IN MEDICAL AESTHETICS

September 2023
Volume 19, Number 6
medestheticsmag.com

3D FACIAL RESTORATION:
A New Approach to Anti-Aging

William A. Moore
PhalloFill Creator, On Pioneering the Progess of Penile Enhancement

PLUS:
- Implant-Free Breast Augmentation
- The triLift Facelift

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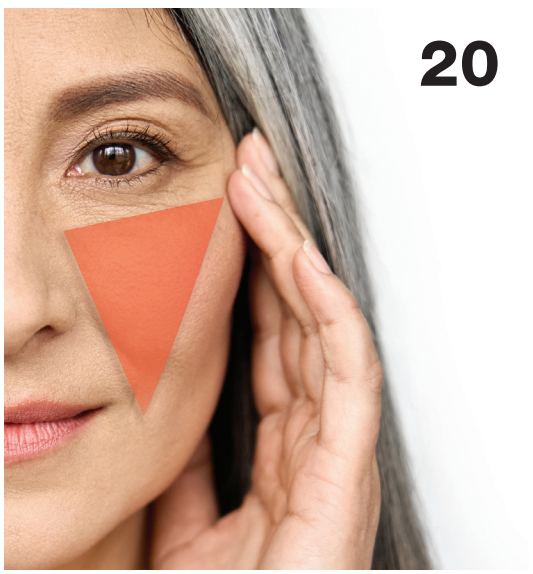



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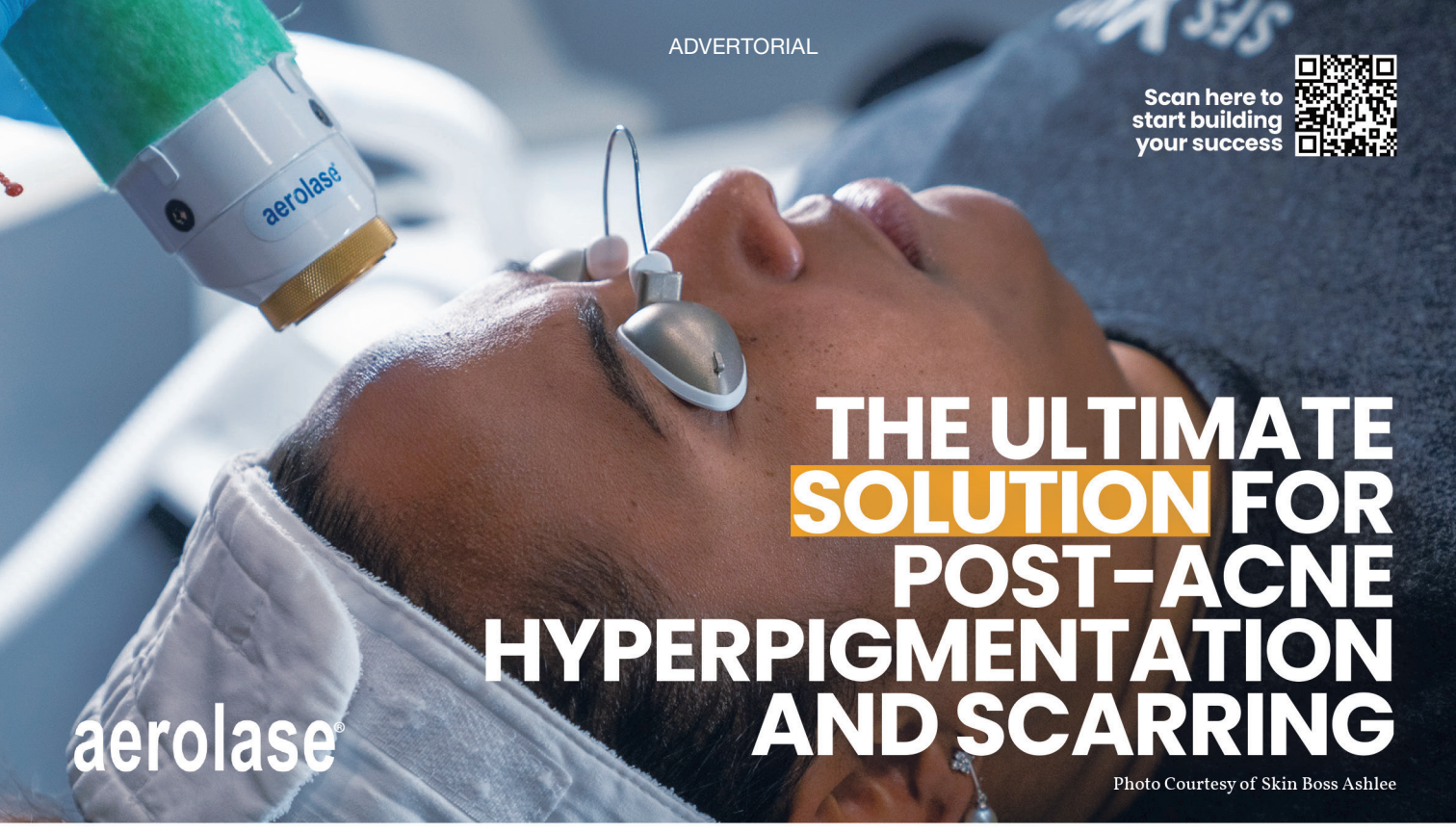

Post-acne scarring and post-inflammatory hyperpigmentation from acne can be complex conditions to treat. The Aerolase Neo Elite is clinically proven through trials and peer-reviewed articles as the most effective and safest laser for treating acne and its complications, including post-acne scarring, redness, and hyperpigmentation.

WHAT IS THE AEROLASE NEO ELITE?

Neo Elite uses a 650-microsecond pulsed 1064nm Nd:YAG laser that can safely be used on any type or severity of acne and is safe for all skin tones. The laser works by targeting the melanin in the skin, breaking it down, and reducing the appearance of hyperpigmentation. The laser also stimulates collagen production, which can help improve the appearance of acne scars.

WHAT OTHER TREATMENTS CAN NEO ELITE BE COMBINED IN A SINGLE SESSION?

Microneedling: Microneedling is a popular option among providers who address stubborn acne scars. Aerolase laser therapy combined with microneedling can be even more effective. Both work together as a single combined therapy for acne and acne scarring by using their unique mechanisms of action to address different aspects of the condition.

The Aerolase Neo Elite laser can reduce active acne, eliminate inflammation, and start building collagen while preparing the skin for microneedling. The microneedling procedure can then be performed to further improve the appearance of acne scars by promoting collagen production. Neo Elite also helps diminish discoloration and hyperpigmentation caused by acne lesions. The needles make controlled micro-injuries to stimulate the body's natural healing response and promote collagen production. This can help improve the acne scars' appearance. Combining these two treatments can result in a more comprehensive and effective approach to treating acne and acne scarring with faster patient results.

Chemical Peels: Chemical peels work by exfoliating the outer layer of the skin, which can help reduce hyperpigmentation and improve skin texture. The Aerolase Neo Elite laser can be used before a chemical peel to address dermal hyperpigmentation and redness and stimulate collagen production to improve acne scars' appearance further.

Aerolase Era Elite Erbium Laser: Neo Elite and Era Elite is the first combination of full-area (not fractional) 1064nm Nd:YAG and 2940nm Er:YAG lasers capable of addressing acne and acne scars on all Fitzpatrick skin types. The unique energy delivery of each device allows them to be combined one after the other. The Neo Elite addresses dermal issues, while the Era replenishes the epidermis for a comprehensive solution to acne and complications from acne.

SAFETY AND EFFICACY: The Aerolase Neo Elite laser is safe before other treatments because it is the only deep-penetrating laser with different energy delivery. It allows effective and comfortable treatments without damaging or overstressing the skin. The laser can reduce acne and hyperpigmentation, better preparing the skin for microneedling and chemical peels, further improving the skin's appearance and texture.

Additionally, the Aerolase Neo Elite laser is gentle and safe for all skin types, including those with sensitive skin or a history of adverse reactions to other cosmetic treatments. The laser also has a low risk of side effects, such as redness, swelling, or discomfort, making it a safe option for use before other therapies.

Aerolase Neo Elite laser, used before other popular therapies to treat active acne, post-acne scars, and hyperpigmentation, improves the effectiveness and time to see excellent results, making them more beneficial for patients seeking to better the appearance and health of their skin.

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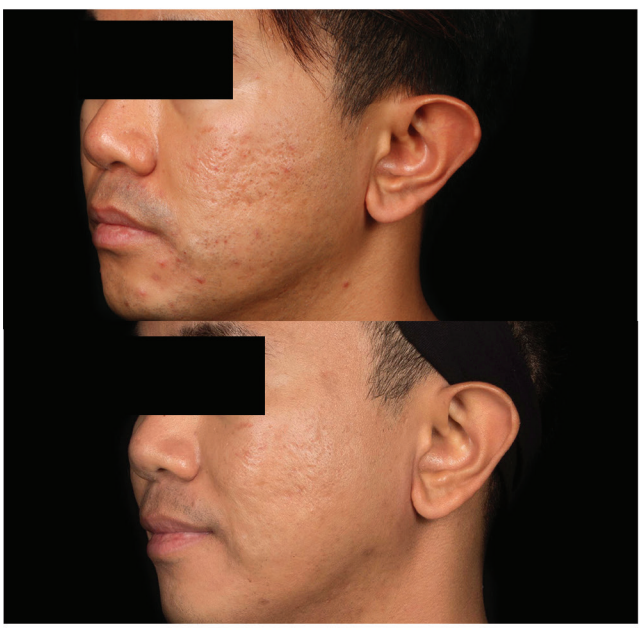
Neo Elite Laser with Chemical Peel
Photo courtesy Savanna Boda



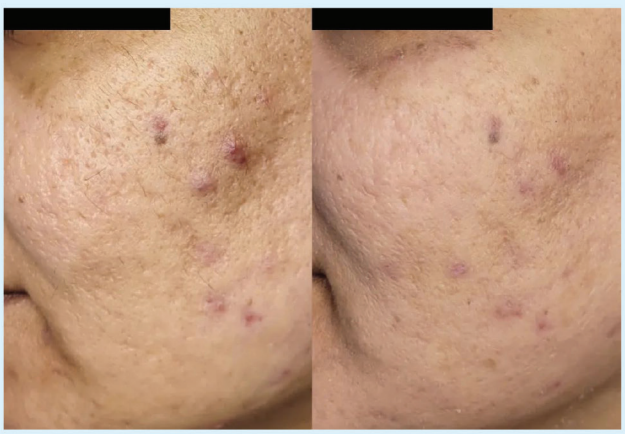
After 1 Neo Elite and 1 Aerolase Era Elite treatment
Photo courtesy William Watfa, MD



After 4 Neo Elite sessions & 1 Microneedling
Photo courtesy Jason Emer, MD



After 3 Neo Elite sessions, 1 micropen & chemical peels
Photo courtesy Skinn Boss Ashlee



After 2 Neo Elite sessions & 1 Perfect Derma Peel
Photo courtesy NC Beauty Spa



After 3 Neo Elite sessions & Dermaspark Microneedling
Photo courtesy Luxe Beauty and Wellness Spa

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Rebecca Lane

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Powerful Probiotics

Colder weather is imminent, so it's time to supercharge skin health and fortify its defensive barriers. Recognition of the skin microbiome's importance in skin health and barrier function has led to the innovation of new products to support and restore the microbiome. One major trend emerging in skin care is the use of probiotics and fermented ingredients (check out our Ingredient Spotlight on pg. 42) that are vital to maintaining a balanced microbiome. When combined properly, probiotics increase the number of beneficial bacteria to restore equilibrium of the skin's microbiome ecosystem and natural defenses, prebiotics fuel probiotic growth and help them thrive and postbiotics, by-products of the fermentation process caused by the interaction between probiotics and the skin's microbiome, work synergistically to restore and support skin health, youthfulness and radiance. Fermented ingredients comprise many of the probiotics and prebiotics found in these skin care formulations, but this fermentation serves another beneficial purpose. Fermentation increases the concentration and potency of active ingredients such as peptides, vitamins, proteins and antioxidants, breaking them down into smaller elements that the skin can absorb more effectively. Sometimes the best offense against unhealthy or aging skin is repairing the natural defenses it was born with.



Young Pharmaceuticals' BAK Healthy Aging Moisture Boost Cream and Antioxidant Oil are a powerful probiotic duo that protects against outside pollution and free radicals, enhances skin renewal and supports the microbiome to combat the signs and symptoms of aging skin from every angle. **Probiotic Power:** Formulated based on the ointment used in an independent study for photo-damaged skin, the cream contains the live probiotic strain PROBIKARIA and natural oils known for their hydrating and soothing effects, while the oil with 7% Feruloyl Soy Glycerides protects against pollution and free radicals. ***sellprobioticskincare.com***



Saian Nourishing Probiotic Mask is a rich and creamy rinse-off mask that calms redness and irritated skin with hemp seed oil, calendula and oat, cucumber and chamomile extracts. Sandalwood and turmeric act as potent anti-inflammatory actives, while ceramides, Centella asiatica and probiotics work together to support the skin barrier and promote optimal barrier function for healthy, glowing skin. ***saian.net***



Pietro Simone Sebum & Acne Controller is a supercharged serum compound blended with an encapsulation delivery system, bio-fermentations and dynamic active ingredients that diminish, soothe, balance, restore and support the health of compromised epidermises with acne, rosacea and excess sebum production. **Featured Ferment:** Pseudoalteromonas ferment extract regenerates and protects the skin, counteracts excess sebum production, retains hydration, promotes healing and increases collagen and elastin production. **Probiotic Power:** The advanced probiotic compound restores skin's defenses, regulates the microbiota pathways, soothes skin irritation, strengthens the skin's barrier and improves moisture retention. ***pietrosimone.com***



Le Mieux's ProFerm Masks with Biomolecular Conversion Complex are ultra-thin hydrogel sheet masks brimming with fermented ingredients that deliver unparalleled absorption for maximum firming, brightening and tightening. The ProFerm Face Glow Mask, Eyelift Mask and Neck Contour Mask feature fermented red ginseng, rice and green tea to help brighten, inhibit melanin synthesis, target dark spots, encourage collagen synthesis to minimize wrinkles, firm skin and provide numerous other anti-aging benefits. ***lemieuxpro.com***

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INTRODUCTIONS













1 CELLULITE TREATMENT DEVICE

Revelle Aesthetics Avéli is a device used during a minimally invasive procedure performed with local anesthesia by a trained provider to reduce cellulite dimples in the thighs and buttocks, leaving them with a smoother, sleeker appearance.

Contact: myaveli.com

2 DIAMOND LUMINOUS TINTED SPF40

Natura Bisse Diamond Luminous Tinted SPF40 is an all-in-one SPF with niacinamide that provides UVA/UVB protection, rejuvenating benefits and a natural, glowing touch of color to the skin.

Contact: 972.816.8731, naturabisse.com

3 MPULSE SMART SAUNA

Sunlighten mPulse Smart Sauna offers state-of-the-art features like smart heaters, pre-set wellness programs, built-in streaming and in-sauna entertainment options, integrated red light/near-infrared LEDs and more.

Contact: 877.292.0020, sunlighten.com

4 ENHANCED HOT & COLD FACIAL DEVICE

Neveskin Face utilizes the same cooling technology as Cryoskin alongside new warmer temperatures, a more precise facial wand and six new protocols to reduce the signs of aging while brightening, contouring and lifting.

Contact: 833.205.9545, artemis.co

5 STRAWBERRY RHUBARB HYALURONIC HYDRATOR

Éminence Organic Skin Care Strawberry Rhubarb Hyaluronic Hydrator uses a botanical hyaluronic acid complex with panthenol, strawberry and rhubarb to rejuvenate the appearance of dull skin and lock in moisture.

Contact: 888.747.6342, eminenceorganics.com

6 POST-TREATMENT NOURISHING MASK

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LATEST IN LITERATURE

siRNA Fat Reduction Treatment Shows Superior Efficacy



Sirnaomics recently announced the positive interim results of an ongoing Phase I clinical trial of STP705, an siRNA (small interfering RNA) drug candidate for fat reduction in adults undergoing abdominoplasty. The study examined six patients slated to undergo abdominoplasty, each injected with STP705 doses of 120 µg, 240 µg and 320 µg at volume per injection of either 0.5 ml or 1.0 ml per injection site, in addition to a placebo consisting of normal saline. Patients each received an injection in the central to lower abdomen region designated for abdominoplasty, with each receiving up to three injections total that were spaced out roughly 28 days apart.

The initial safety review analyzed the presence and severity of Local Skin Reactions (LSR) including erythema, edema, bruising and the incidence (severity and causality) of any adverse events within a period of approximately 98 days. Per the report, the secondary analysis examined histological evidence of fat changes typically observed in fat tissue remodeling, including fat inflammation, panniculitis, fibrosis and fat necrosis, with the statistical analysis performed with non-parametric one-way ANOVA using Kruskal-Wallis test and Dunn's multiple comparison test.

42 tissue samples were collected from the participants for analysis. The interim results showed histological evidence suggestive of fat remodeling after various doses of STP705, with no significant adverse reactions reported. The histological scoring and panniculitis + fat necrosis ranking demonstrated a dose-dependent effect for all treatment groups compared to the placebo group with statistical significance ($P < 0.05$). The most significant results were observed in patients that received 240 µg at the volume of 1.0 ml.



Lip Attractiveness: Thick vs. Thin Lips Post Filler Treatments

Research from the *Journal of Scientific Reports* compared the attractiveness of lips with different volumes after filling them. The sample included 16 women who underwent a lip filling procedure with hyaluronic acid, and found that thicker lips showed a worsening of the attractiveness score post lip augmentation treatment.

The women were broken up into two groups. Group 1 consisted of eight women with thinner lips pretreatment. Group 2 consisted of eight women with thicker lips pretreatment. To assess the attractiveness, photographs from before and 10 days after the lip treatment were used and displayed in a Google Forms questionnaire and then sent via a messaging app to the evaluators.

The evaluators consisted of general dentists, dentists with degrees in facial aesthetics and laypersons. Lip attractiveness was evaluated with scores from zero to 10, with zero being the least attractive and 10 being the most. T-tests were used for the statistical comparisons. The group with thinner lips attractiveness level improved significantly after lip filling treatment. However, the group with thicker lips showed worsening attractiveness after filling.

The group with thicker lips had significantly higher attractiveness scores than those with thinner lips. Before and after filling, thicker lips had significantly higher attractiveness scores than thinner lips.



Melanin Insights Could Drive Ultra-Protective Sunscreens

ScienceDaily reported on a recent discovery about the structure of melanin that could bring scientists closer to developing an "ultra-protective" sunscreen derived from melanin. According to the source, researchers from McGill's Department of Chemistry, in collaboration with Ohio State University and the University of Girona, published findings on a component of melanin that turns light into heat, protecting the body against sun damage.

The paper, featured in *Nature Chemistry*, explores indole-5,6-quinone (IQ), which reportedly has been implicated as a biosynthetic intermediate and subunit of eumelanin pigments, but its instability has prevented its isolation and characterization. The researchers used a steric shielding approach to stabilize IQ and showed the "blocked" derivative exhibited "eumelanin's characteristic ultrafast, nonradiative decay and its ability to absorb light from the UV to the near-infrared," per the paper abstract.

The new compound was also reportedly redox-active and a source of paramagnetism, paralleling eumelanin's electronic properties, which include persistent radicals. Blocked IQs are said to be precise and tailorable molecules that can offer a bottom-up understanding of properties in eumelanin, and have the potential to advance the design of melanin-inspired materials.

Injectable Peptide Compounds May Replicate Gastric Bypass Without Nausea Side Effects

A new class of compounds could provide the benefits of gastric bypass surgery without going under the knife, according to research presented at the spring meeting of the American Chemical Society (ACS). The injectable peptide compounds could reduce hunger and boost calorie burn while avoiding the side effects of nausea and vomiting that are common with current weight loss and diabetes drugs. In rat models, these compound treatments promoted dramatic weight loss and lowered blood glucose. Those benefits are linked to a post-bypass-surgery change in the gut's secretion levels of certain hormones—including glucagon-like peptide-1 (GLP-1) and peptide YY (PYY)—that signal fullness, curb appetite and normalize blood sugar, according to ACS.



The team created a peptide that activates two receptors for PYY, as well as the receptor for GLP-1. This compound (called GEP44) caused obese rats to eat up to 80% less than they would typically eat. By the end of one 16-day study, they lost an average of 12% of their weight, per the study. That was more than three times the amount lost by rats treated with liraglutide, an injected drug approved by the FDA for treating obesity that activates only the GLP-1 receptor. In contrast to liraglutide, tests with GEP44 in rats and shrews revealed no sign of nausea or vomiting, possibly because activating multiple receptors may cancel out the intracellular signaling pathway that drives those symptoms, according to Robert Doyle, Ph.D., one of the two principal investigators on the project.

The peptide compound can also reduce blood sugar by pulling glucose into muscle tissue and converting certain cells in the pancreas into insulin-producing cells that replace cells damaged by diabetes, according to ACS. GEP44 has a half-life in the body of only about an hour, but the team has also designed a peptide with a longer half-life. Doyle said that rats treated with this next-generation compound keep their new, slimmer physique even after treatment ends, which often isn't the case with currently approved drugs.



Skin Aging Analysis with AI-Driven Research

EveLab Insight has released preliminary findings from a collaborative study under the joint laboratory for Skin Analysis & Digital Standardization (Lab-SADS). The study of 431,321 participants utilized the skin analysis platform Eve M, which incorporates AI, to identify key inflection points of wrinkle development and severity.

Researchers at Lab-SADS analyzed eight wrinkle-related skin-aging traits and developed polynomial regression models to estimate aging rates. They were able to accurately quantify facial wrinkle phenotypes and understand the progression of skin aging at a more granular level across multiple regions of the face.

Early findings revealed that smile-related expression lines, such as crow's feet and nasolabial folds, begin to rapidly increase at an early age, 23-24 years old, but then stabilize as women mature into their early 50s. In contrast, wrinkles associated with expressions of anger or sadness, such as marionette lines, frown lines and lacrimal sulcus, tend to appear later, around age 30, and do not stabilize until the late 50s. Eagle Lee, EveLab Insight general manager, commented, "These findings will have profound implications for the development of personalized skin aging protection and skin rejuvenation strategies."



Signaling by Senescent Melanocytes Can Potentially Stimulate Hair Follicle Growth

Amplifica has released research into a naturally occurring process for hair growth that has the potential to be groundbreaking in hair loss treatments. The study, "Signaling by senescent melanocytes hyperactivates hair growth," was led by Amplifica's co-founder and chief scientific officer Maksim Plikus, Ph.D., and published in the international peer-reviewed research journal *Nature*.

In the study, researchers analyzed how melanocytic skin nevi (commonly known as moles) develop hair overgrowth. Melanocytes are cells that produce pigment (melanin). Through genetic mouse models with the same genetic alterations seen in human moleskin, the study found that dermal clusters of senescent melanocytes drive epithelial hair stem cells to exit quiescence and change their transcriptome and composition. Researchers tracked the activity of hair follicle stem cells in moleskin over time and found that the excessive hair growth in these mice was driven by a shorter than typical time frame between consecutive hair growth cycles.

By analyzing the signals released by the mole's pigmented cells, researchers identified osteopontin as the leading nevus signaling factor potentially stimulating hair follicle stem cells. Osteopontin is overexpressed in human hair nevi and it stimulates new growth of hair follicles. Signaling by senescent cell clusters can potently enhance the activity of adjacent intact stem cells and stimulate tissue renewal. To further test the hair growth effects of osteopontin, the research team administered a dose of osteopontin to human hair follicles in skin grafts that induced new growth. The findings identify senescent cells and their secretome as having significant potential use in regenerative medicine.

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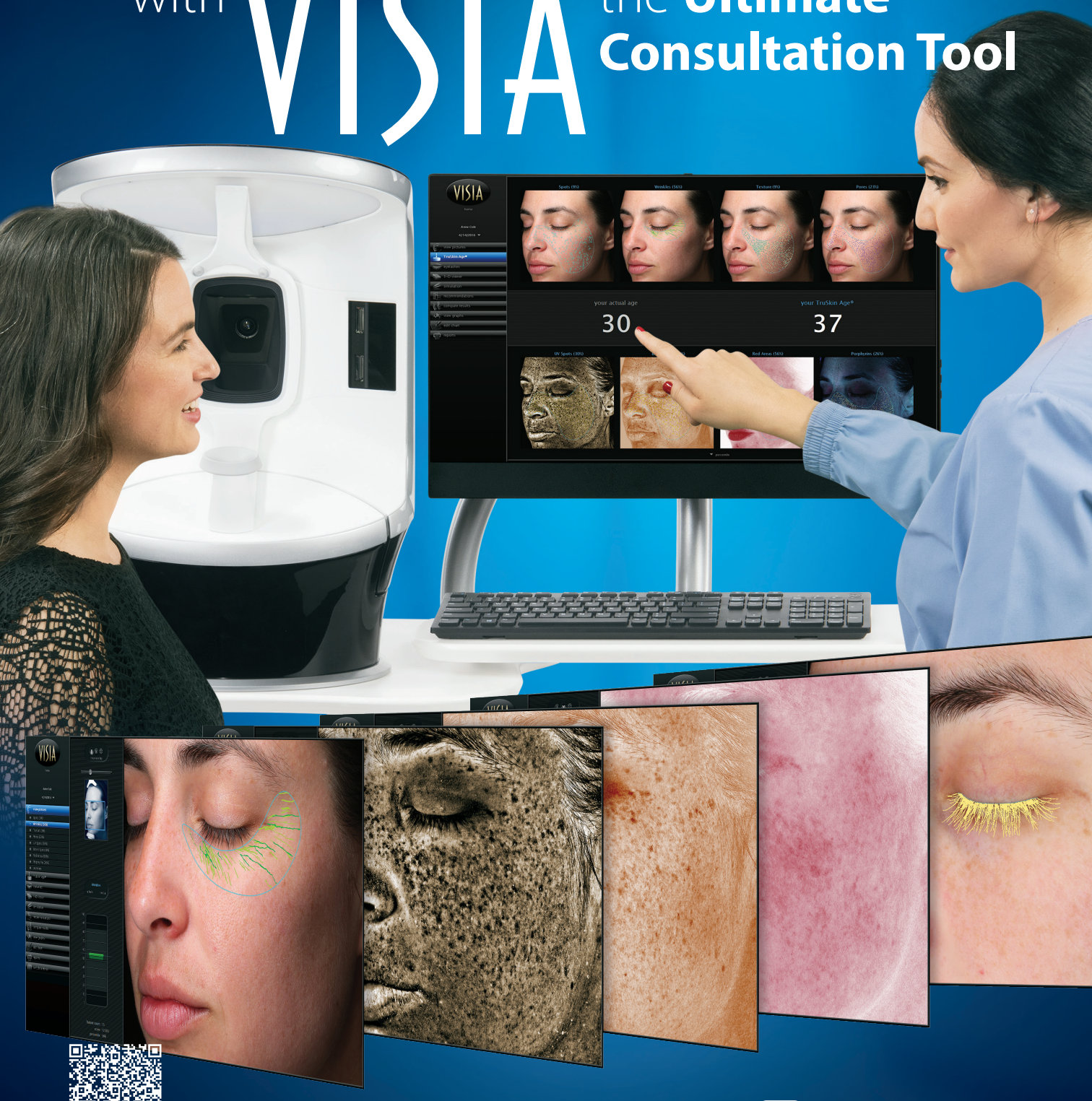

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How to Know When It's Time to Expand Your Practice



Your guide to why, when, what and how to strategically expand your practice.

Some of the most common questions my team and I get asked all the time at APX Platform powered by Engage Technologies Group are, "How do I know when it's time to expand?" or "How do I know when it is time to hire new staff or to lease/build out more space?" So, I wanted to take this opportunity to give you some basic guidelines.

Types of Expansion

It is important to understand that expansion doesn't always mean a new physical space. Potential avenues that can expand your practice and build your revenue include:

- Additional staffing/providers
- Additional service lines/new device
- Additional operational capacity
- Additional provider capacity
- Additional clinical space

Staff/Providers: Perhaps in your current location, you have a lot of space, but you don't have someone providing treatments in all those spaces, so you may want to consider **hiring an additional team member**. When I was the managing partner for a medical spa in Beverly Hills, I used to always be in hiring mode and on the lookout for talent. I was always thinking about staffing and providers. That way, if I lost a staff member or was looking to expand with another provider, it was not always a last minute scramble to fill an opening with a candidate who was not as qualified as I would have liked.

Service Lines/New Devices: Another way to expand could be looking at adding **an additional service line or a new device** that could help with practice expansion. Maybe there's something that you're not doing or something that you can add to the category of services that you're providing in your practice that

could elevate your clients' experience or bring in more revenue. Within APX Platform we have a Revenue per Hour calculator that can help you analyze what you plan to charge for a new service vs. what your costs of goods associated with that service are to determine the revenue being generated.

Operational Capacity: Sometimes an avenue to expand is looking at your **operational capacity**. Maybe you are open Monday through Friday, and instead of looking at more space, you could expand your hours. Have your front desk track how many callers are looking for evening/after work appointments or weekend appointments, so you have some data.

Provider Capactiy: Provider capacity is another factor to consider. You want to make sure your team is happy with their schedule, but you also want to make sure your providers are working at their maximum productivity and their hours meet the needs of your business. I had a provider who preferred to work from 7am-7pm three days a week, and trust me, those slots were booked months in advance.

Clinical Space: Regarding **adding additional clinical space**, we'll dive into that more in a bit, but I wanted to mention that sometimes you can be more creative with the existing space you have. I have seen situations where we had an extra office or call center. You could move that to a space that is not as expensive, such as a business park, so you can convert that room to be a revenue producing room. A lot of practices had to get creative during Covid and started doing virtual consultations with the client's cosmetic interest questionnaire (CIQ)/health forms and making recommendations for services that way. So, there are ways to get creative to accommodate more clients before you talk about needing to expand your physical space.

Factors to Consider

If you feel expansion is on the horizon, then it is important to evaluate your practice from the standpoint of:

- Capacity
- Utilization
- Productivity
- Efficiency

Capacity: When considering capacity, ask yourself: Is your operational capacity maxed out? Can you extend your hours? Is your schedule optimized? Maybe you have gaps in the wrong places in your schedule or you're not being as efficient with the appointment times. For example, some providers are taking longer than others to perform the same services or consultations. This can create scheduling issues. So, you want to make sure your operational capacity and provider capacity is optimized.

Utilization: In terms of utilization, you need to evaluate how full your providers' schedules are with revenue generating activities. So, you want to analyze the hours sold vs. their hours worked. Just because you have a provider who is working eight hours a day does not mean that those eight hours are generating revenue for your practice. Can they be more efficient during those hours?



Productivitiy: This leads us to productivity. Are your providers' productivity maxed out with a healthy service mix? You want to make sure that your service mix is maximizing your most profitable treatments or procedures. For example, are they performing a lot of facials vs. chemical peels or microneedling (which generates a higher profit per treatment). Do you know your most profitable treatments? You really want to dig into that productivity in terms of your providers, as it is vital to understand when it comes to expansion. Some of the ways you can help expand their ability to generate revenue include teaching them how to create effective longer-term treatment plans with skin care regimens, as well as providing expert sales and consultation training and follow up strategies.

Efficiency: In addition, you want to evaluate the efficiency of your space and whether you are using it to the best of its ability. Are there rooms that can be better served as treatment rooms? Sometimes you can change rooms around for various purposes. For example, numbing time. Are you numbing a patient in a treatment room and taking up time and space that could be used for a higher revenue generating treatment/procedure such as a laser treatment, or could you be performing another injectable service in that room while the patient is numbing in a different area? Again, you want to maximize efficiency of your current space.

APX Platform powered by Engage Technologies Group has tools within the platform that can help you figure out provider productivity, capacity, revenue per hour and profit per treatment to determine the right mix of services.

Metrics to Monitor

The following are some key metrics you need to be monitoring because what gets measured gets managed!

- **Revenue:** Your gross revenue by category as well as your net
- **Expenses:** The Cost of Goods (COGs) by category and total
- **Projected Growth:** What does your forecast look like?
- **Revenue Per Hour & Profit Per Treatment**
- **KPIs: Provider Productivity, Provider Capacity**
- **Utilization: Do you physically have room to grow?**

I find a lot of practices are tracking revenue, but you also need to **monitor your expenses** because at the end of the day, you can continue to grow your revenue, but if your expenses are growing at that same rate, your bottom line is not going to change. So, you need to monitor your **Cost of Goods** and other expenses carefully to ensure you're keeping those things in check and in a healthy range.

You want to watch your **projected growth** and be **forecasting** and looking at trends in your practice to determine what you can expect moving forward. This is key if you're thinking of adding a service line or new device. You need to know your **Revenue Per Hour and Profit Per Treatment**. You also want to monitor and understand what bringing on a new provider will do in terms of what they can produce vs. the expense or what it will cost to hire so you can determine your return on investment (ROI). You want to monitor **KPIs around your providers in terms of their specific productivity as well as their capacity.** Remember, hours sold vs. hours worked. You need to know how busy their schedule truly is. Then, of course, **utilization** for your practice – how many hours you are open vs. how many hours you have providers working and how efficient are you using the space you have.

If you get to a point where you realize you are utilizing your maximum potential or are getting very close, then it is time to start thinking about expanding to a new location.





Benchmarks

Here are some general guidelines in terms of benchmarks for these key metrics.

1. Capacity:

Hours of operation per year & the hours our providers are working per year.

- If you are at 70-80%, you may need to consider additional hours of operation.
- If you are at a lower percentage, but your operational hours are high and provider hours are low…It may be time to bring in an additional provider (this needs to be considered with utilization).

2. Utilization:

Are provider schedules full of sold hours or just worked hours?

- Hours sold divided by sellable hours. If this utilization number is more than 70%, then you may want to start considering hiring additional providers.
- If this provider is not full time, do they want more hours?

Space Utilization

- How many rooms do you have, and what percentage of time are they being utilized for revenue generation?
- Is it time to consider different space opportunities? Either within your current space or in a new space?

3. Productivity:

Is provider productivity maximized with a healthy service mix?

- RPH and Service Mix Percentage = Actual Revenue divided by the sold hours & what services they are selling
- Is your service mix maximizing higher profiting procedures?
- If not, you need to work on strategies with your treatment plans to get a better mix, promote your high profit margin services, learn rebooking and follow-up strategies.
- Is your Revenue Per Hour hitting role appropriate benchmarks?
  - Surgeons – More than $3000 an hour
  - Surgeons, M.D.s (non-surgical services)–$800 - $1200+ an hour
  - N.P., P.A., R.N.s - $600-$1000+ per hour
  - Aesthetician Plus (lasers) - $400-$800 per hour
  - Aestheticians - $250-350 per hour

4. Efficiency:

Are there any other rooms that would serve better as treatment rooms? Are you using your space for non-revenue generating services like numbing?

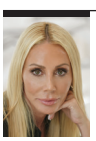
- Evaluate your Workflow Efficiency & SOPs
- Scheduling Optimization

Making a Strategic Plan

I love the saying, "If you fail to plan, you plan to fail." I want to make sure you are thinking all these factors through before you just leap to expand. Maybe you find that you are hitting capacity. Maybe you find that expanding your operational hours is going to be important or perhaps hiring a provider. Maybe you have exhausted all these potential ways to expand and grow your practice, and it truly is time to think about a new location. Whatever the situation is, you must have a plan.

You want to set specific and measurable goals for your team, providers and practice regarding what you want to achieve and a realistic timeline. You want to be creating a financial forecast and anticipate future growth in terms of new hires, new service lines, capital purchases or facility updates needed to utilize space in a better way. You don't want to have knee jerk reactions thinking your schedule is full and then jump into hiring 2-3 more providers and starting to search for a new building without really understanding and monitoring your metrics and having a strategic plan in place.

Remember, my team and I are always here to help you reach your maximum potential and answer any questions you may have. I Invite you to DM me on social media or reach out to hello@apxplatform.com. ME



Terri Ross is a world-renowned practice management expert, thought leader, and international speaker in the medical aesthetic industry. She founded APX Platform in 2021. In 2023 after only two years post-launch, APX merged with Engage Technologies Group to offer a complete practice performance system, encompassing practice optimization and patient engagement. Terri now serves as President of Aesthetics at Engage Technologies Group.



THE TRILIFT FACELIFT

Combining dynamic muscle stimulation and RF heat and microneedling to fight the weight of time.

By Lori Aliksanian, M.D., CWSP

In our aging population, patients have long been interested in lifting and toning their faces to reduce the appearance of wrinkles, sagging and volume loss, most recently turning to noninvasive treatment options to achieve those results.

Since the COVID-19 pandemic popularized onscreen meetings, bringing our faces more sharply into focus, I've seen a rise in requests for these kinds of procedures[1,2] from women and especially men. The trend is evident across our field, and not surprisingly, the market has responded[3,4] with a flood of new nonsurgical treatments.



DMSt lifts and tones muscle as RF heat tightens and remodels collagen.

As a result, I took some time to consider whether my offerings were inclusive enough to answer my patients' needs. I realized I needed to find a device that would surpass superficial skin rejuvenation and address the multiple signs of aging in a single device, streamlining both the provider and patient experience. I knew that the combination of muscle stimulation and radiofrequency microneedling was gaining popularity in the literature, but had yet to find a tool that combined both modalities. I was also looking for something that was highly delegable and easy to use, had a small footprint and would allow my practice to provide immediate value to a larger portion of my patients.

I wasn't sure such a solution even existed, but after researching 20 devices and testing 12, I found that through a combination of three technologies merged into one device, triLift fit the bill. I have been able to comprehensively address facial structure, contour and texture using the device's three technologies: Dynamic Muscle Stimulation (DMSt), TriPollar radiofrequency heat and TriFX RF Microneedling. Across four to five weekly, 20- to 30-minute office procedures, the technology safely provides a face lift-like effect[5-7] without injections or the burdens of surgery.

While triLift stimulates more dramatic results than traditional microneedling, it is significantly more comfortable and convenient for patients due to its ultrathin RF needles. And despite some skin redness that may last for two or three hours after treatment, it doesn't necessitate any downtime for patients.

DETERMINING PATIENT SELECTION

In the months since, I've found triLift to be effective on a wide age range of patients, but especially those between 30 and 45 years old who want to look refreshed without surgery.

For patients opposed to injectables or who don't like the way fillers change their facial balance, I frequently recommend these treatments as an alternative. However, for those patients open to fillers and Botox, using them in combination with these treatments can reduce the amount needed by tightening and smoothing fine lines and thickening skin for a naturally fuller look.

The device can also be used safely on all skin types, unlike some of the older radiofrequency microneedling devices, which can cause hyperpigmentation in darker skin, allowing me to provide this service to my patients no matter their skin tone.

Across these subsets of patients, I've observed significant toning and tightening in most patients after five weeks of treatment, especially along the jawline, chin and upper cheeks, in addition to improvements in skin conditions such as acne scarring, redness and sun damage. As it takes time for collagen to build and tissues to remodel, these differences may become more pronounced two or even six months after treatment.

Feedback from my patients has been extremely positive, with one recently telling me that her nasolabial folds had softened and her face had filled out — without any help from injectables.

CONSIDERING THE TECHNOLOGY

The combination of these three technologies in one device allows us to treat both the muscle and skin, targeting all three elements of aging: muscle tone, volume loss and wrinkles. Dynamic Muscle Stimulation (DMSt) lifts and tones muscles for a well-defined, lifted look. TriPollar radiofrequency heats the skin to stimulate collagen remodeling and tightens it to combat wrinkles. The third element of the treatment protocol involves TriFX RF Microneedling on the first, third and fifth treatments that can be administered with a variety of ultrathin needle sizes to spark wound healing, which in turn resurfaces and regenerates the skin. This schedule allows tissue the time it needs to recover after microneedling while keeping the muscles consistently stimulated.

Beyond its effectiveness, the device is extremely well tolerated by patients. While older microneedling devices are notoriously painful, even my male patients,

who typically have a lower pain threshold, tolerate the microneedling treatments with triLift quite well.

Comfort is certainly a big selling point for patients. They're able to relax during appointments, although they remain engaged in the process as they feel the device warming their skin and working their muscles. Another aspect of this comfort is the ability to quickly get back to their daily routine, as the treatment doesn't require any downtime. This comfort is just as meaningful to myself and other practitioners running busy clinics, as patients are less likely to prolong appointments by asking for breaks from needle application, or more disappointingly, to withdraw from treatment altogether.

THE TRILIFT TRIFECTA

Like any in-office skin care device, triLift is an investment, but one with the potential to generate excellent, fast returns.

The technology appeals to both my existing and new patients as a noninvasive and safe way to generate a face lift-like effect without downtime. The trifecta of technologies has been particularly helpful to the population of patients I treat, largely young professionals with limited free time, who would find it challenging to seek aesthetic results through standalone services. The short time commitment associated with the procedure fosters swift patient turnover within our practice, which is also highly delegable. The device's size is another advantage. With a footprint of less than a square foot, the tall, sleek design fits well within my urban Los Angeles facility, where space is at a premium — and, if needed, can be transferred from one room in the clinic to another.

A learning curve is involved, as with all new devices, and operating triLift involves specific hand motions and foot pedal coordination. Ultimately, though, the device is not difficult to use, and has quickly become a high-demand, revenue-building service for us. The combination of these three technologies in a single device has allowed us to provide the lifting effect of a facelift without the downsides of traditional facelift surgery. ME



RF Microneedling sparks wound healing to resurface and regenerate the skin.

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The Growing Business of Nonsurgical Hair Restoration

Tackling the increasing hair loss challenges in men and women.

By Cheryl Whitman

Hair, beautiful hair! We love it and we hate it. We fuss over it. We take it for granted, until the unthinkable happens – it begins to thin or worse, fall out. Hair is our crowning glory; it's something we want to have. Hair restoration is a growing trend, attracting a larger customer base each year.

Current Hair Loss Trends

According to the International Society of Hair Restoration Surgery (ISHRS), 84% of surgical hair transplants were performed on men and 16% on women. Nonsurgical hair restoration procedures also reflected a male dominance, with 60% of procedures performed on men verses 40% on women. The age of patients was surprisingly young, with over half falling between 30-49 years old. Male patients tended to be slightly younger than female patients, which isn't surprising given male pattern baldness often begins in a man's late 20s or early 30s. The trend also shows that the average age of patients seeking their first hair restoration procedure is getting younger.

These trends are fueled by the desire of the aging population to look and feel younger, as evidenced by the fact that last year, hair product sales grew 4.7% and skin care products grew 3.2% in the US. Hair restoration methods/treatments have improved over the last decade, are more versatile and within the financial reach of more patients. Recent research by the ISHRS indicates that 85% of hair restoration procedures performed on men and 82% performed on women were hair transplants to the scalp area, while 15% of men had facial hair transplants to the mustache, beard or eyebrows. The most common facial hair transplants for women, which represented 18% of transplants, was eyebrows.

What does this mean for Medical Aesthetics and MedSpa practices? It indicates MedSpas should consider adding hair restoration to their services because hair restoration is a lucrative profit center that will continue to grow in the foreseeable future. Let's delve a little deeper into hair loss and hair restoration. After all, the hair care segment is expanding at a CAGR of 6.4% from 2022 to 2030.

In an interview with Mac Fadra of Maximum hair restoration he explains todays trends.

"Thanks to advancing medical technology, non-surgical aesthetic treatments have experienced double-digit growth over the past decade, emerging as a viable alternative and partial substitute for some cosmetic surgery procedures.

This trend is expected to continue and is now making headway into peripheral areas of cosmetic surgery including hair restoration, wherein non-invasive and minimally invasive procedures such as PRP, PDO threads, stem cell micrografting, laser hair therapy and topical compounds have emerged as viable non-surgical options. These innovative procedures and treatments are particularly appealing for those who aren't good candidates for hair transplants including women, men under 25 and those with limited donor tissue. Trichology is also an emerging service in the hair restoration sector which combines hair science with pharmaceuticals, injectables, compounds, topicals, laser hair therapy, oral supplements, shampoos and non-surgical procedures."

Causes of Hair Loss

First, there are many factors that may cause hair loss. In women, hair loss can be the result of medical conditions such as diabetes, acne or breast cancer. Hair loss may be the result of using birth control pills, implants or skin patches because they produce an increased level of androgens that may result in hair loss. Hair loss may occur while using birth control or several weeks or months after ceasing its use.

In women with darker skin tones, there's a condition known as central centrifugal cicatricial alopecia (CCCA). CCCA is the most common type of hair loss for black women, affecting 15%. It can cause permanent scarring of the scalp by damaging the hair follicles. Early detection is very important, as CCCA is frequently linked to breast cancer, high cholesterol, diabetes and hypertension. Treatment is possible with antibiotics, topical steroids and corticosteroid injections.

Another type of hair loss affecting millions of women of all skin tones is female pattern hair loss, which is genetic or hereditary. With female pattern hair loss, the hair on top of the scalp thins, most often beginning with significant widening of the part in the hair. It is influenced by an increase in hormones, and may present with acne. Treatment for female pattern hair loss is hair transplantation.





In men, androgenetic alopecia or male pattern baldness is the most common type of hair loss. It is genetic in nature and caused by the effects of the male hormone dihydrotestosterone (DHT) on genetically susceptible scalp hair follicles. DHT causes male hair loss by reducing the growth, or "anagen," phase of the hair cycle. The follicles produce progressively shorter, finer hairs until eventually the susceptible follicles disappear, leaving a bald scalp.

Stanley Okoro, M.D., provides more information, "DHT or Dihydrotestosterone plays a huge role in shrinking hair follicles and shortening the hair growth cycle, resulting in hair Loss. So, you can't really treat hair loss without an effective DHT blocker. At my practice - our objective is to provide safe and superior outcomes to our patients. Compared to finasteride, I prefer a good natural DHT blocker, as many of my patients are apprehensive about the side effects. I find the HairSmart DHT blocker to be a decent option on the market, as it has good quality ingredients in balanced proportions such as pygeum bark, saw palmetto, stinging nettle root and green tea - which are rich in beta sterols, polyphenols, essential oils and caffeine. I've prescribed it for maintenance for my post-transplant patients as well as to women, and it's working well for them."

Several things can result in hair loss in either men or women. These include:

Drug-induced hair loss, which is a side effect of medication. For example, blood-thinning medications, oral contraceptives, drugs for depression, anti-inflammatories and beta and calcium channel blockers can all lead to thinning hair or baldness. Excess vitamin A and vitamin A–based retinoids can also cause hair loss, as well as some chemotherapy drugs used to treat cancer. In addition, taking dietary supplements such as selenium may also cause hair loss.

Alopecia Areata is an autoimmune condition in which your immune system attacks and destroys your hair follicles, inhibiting the growth of new hair. Fortunately, Baricitinib, a drug approved for rheumatoid arthritis, was approved by the FDA in 2022 for treatment of alopecia areata.

Telogen Effluvium is hair loss caused by trauma. With telogen effluvium, severe physical stress can disrupt the hair growth cycle, resulting in hair thinning and loss; it may even come out in clumps. Possible causes include severe stress, childbirth, rapid weight loss, thyroid problems, a severe accident, surgery, burns or serious illness, which can shock the hair follicles. Trauma may result in up to 50-75% of your hair falling out, sometimes months after the fact. The good news is that this type of catastrophic hair event may resolve within six to eight months.

Anagen Effluvium is the rapid loss of large amounts of hair during growth phase of hair cycle. It may affect not only scalp, but also eyebrows, eyelashes and other parts of the body. Anagen Effluvium may be caused by chemotherapy, radiation, fungal infections or an autoimmune disease. The treatments vary, but often include topical minoxidil.

Stress, not just your day to day stress, but an intense amount of physical or mental stress, such as an illness or undergoing surgery or other major stressors may trigger hair loss.

Nutrient Deficiencies may result in a variety of hair issues, especially a diet that is inadequate in protein, biotin, zinc and iron. Vitamin or mineral deficiencies may disrupt the hair growth cycle and lead to hair loss. Malnutrition, low protein levels and vitamin/mineral deficiencies all put hair at risk. Signs of a dietary deficiency may include brittle hair, dull appearing hair, skin and scalp dryness and sparse, light-colored hair in children.

Hair loss can be caused by trauma, stress, nutrient deficiencies, medication and more.





Common topical medications include finasteride and minoxidil.

Alan Bauman, M.D., explains how weight loss can affect hair loss. “My office has been inundated by men and women who want to shed weight, but NOT HAIR. Unfortunately, ANY weight loss program can deprive hair follicles of the nutrients and fuel they need, resulting in a telogen effluvium. GLP-1 agonists can be quite effective for diabetes and weight loss, just like restrictive diets or even bariatric surgery. Treatments include TED (Transepidemal Delivery of growth factors and peptides) for the shedding, PRP (>10billion platelets), laser therapy, oral minox, exosomes, etc. What many people don’t realize is that just like COVID hair loss, postpartum hair loss and other severe shedding instances, this situation can “reveal” another underlying comorbid alopecia, like hereditary hair loss. That’s why quick evaluation, baseline AI-powered measurements and treatment should be initiated.”

Heavy Metal Poisoning results in many health issues, hair loss being one of them. Ingestion of excessive amount of certain heavy metals such as arsenic, thallium, mercury or lithium are likely to result in thinning hair or baldness.

Finally, **Extreme Hair Care** can cause significant hair damage and even loss. Common culprits include over styling with heated tools such as blow-dryers; excessive shampooing; traction alopecia -- pulling hair into tight hairstyles such as a too-tight ponytail, braids, bun, cornrows or hair extensions; rubbing the scalp too vigorously and damaging hair follicles; and lastly, the chemicals that are applied as perms, relaxers and hair dyes may lead to damage-induced hair loss.

Now that we’ve listed some of the more common causes of hair loss, let’s take a look at various treatment options.

Hair Restoration Treatment Options

Medication:

In many cases, hair loss can be effectively treated using medication and/or non-surgical means. The most effective medications are oral or topical finasteride (Propecia), topical minoxidil (Rogaine) and low dose oral minoxidil. Let’s take a more in-depth look at each of these.

Finasteride (brand name Propecia) reduces the levels of DHT in the scalp. DHT is the androgen that shrinks the hair follicles causing shorter, thinner hairs. One of the downsides is that finasteride may not be effective in females, and it shouldn’t be taken by pregnant women or women looking to become pregnant. It is, however, often prescribed to both men and women between puberty and menopause who did not show improvement using minoxidil. Finasteride has some possible side effects, which include erectile dysfunction, decreased libido and gynecomastia (growth of breast tissue). Both oral and topical versions of finasteride are available.

Topical Minoxidil (brand name Rogaine), is the leading OTC hair loss treatment. It is an antihypertensive (treats high blood pressure) drug whose side effects include increased hair growth. Topical minoxidil does have some downsides. It can cause irritation or allergic reactions, as well as excessive hair growth on the face or other areas of the body. Additionally, the regrown hair texture may be of poor quality and it may take 6 to 12 months to grow. It is inconvenient to use topical minoxidil and minoxidil is not effective in all patients, as some lack the SULT1A1 enzyme that activates the medication. Lastly, it must be used continually. If patient stops using minoxidil, hair loss will recur.

Low Dose Oral Minoxidil is becoming a popular treatment option due to its convenience factor. While topical minoxidil has been approved by the FDA for hair loss treatment, oral minoxidil is gaining popularity as an off label treatment for hair loss. Studies in 2021 & 2022 show low dose oral minoxidil (.25 to .5 mg per day) to be a well-tolerated and effective therapy, but it doesn’t work for everyone. About 30-40% of women and 50% of men see improvement. The patient must have an adequate amount of the enzyme SULT1A1 in their hair follicles for either oral or topical minoxidil to be effective. A new test, the Minoxidil Response Test is able to confirm if minoxidil will be effective within 7-14 days. The test shows whether or not patient has adequate SULF1A1 enzyme present in their hair follicles to successfully regrow hair with minoxidil. Patience is also required, as it can take 6-9 months of LDOM treatment before results show.

Spironolactone is an oral treatment for women with pattern hair loss. Approved by the FDA as an antihypertension drug, one of its side effects is hair growth. It is a less potent inhibitor of androgen activity than finasteride.

Non-Surgical Restoration Options:
Low-Level Laser Therapy (LLLT), also called red light therapy or cold laser therapy is also used to promote hair growth. The laser irradiates the scalp, promoting increased blood circulation to promote hair growth. A 2020 trial in Korea showed that LLLT increased hair density and thickness in participants. LLLT treatments are safe for both men and women.



Low-Level Laser Therapy increases circulation to promote hair growth.

According to Michael Rabin, M.D., M.B.A., CEO, "Photobiomodulation, also known as Low-Level Laser Therapy (LLLT), targeting hair follicles in the scalp, is a form of photomedicine that is scientifically proven to restore the hair of both women and men suffering from hair loss. In simple terms, red laser light is absorbed by specialized cells deep within the follicle, providing energy to enhance cellular respiration and hair growth. As a result, follicles become awakened from their inactive state and produce thicker, healthier hair. LLLT has been proven to be a safe and effective treatment for female and male pattern hair loss in numerous large, high-quality clinical trials."

One option for LLLT is the LaserCap. It is a lightweight baseball hat type devise. The LaserCap delivers light with pulse wave emission, which involves turning on and off the laser diodes many times per second during treatment. This allows for stronger LLLT treatments and enhanced biologic effect on the hair follicles. It provides full coverage illumination of the scalp areas affected by thinning and balding for the entire duration of its treatment session. This allows for more consistent and effective laser treatments and better hair growth results over time.

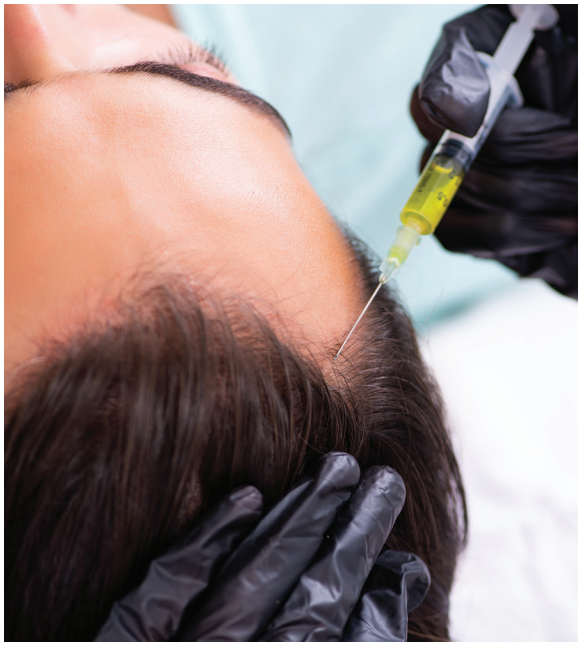
Corticosteroid Injections are used for alopecia areata, as is the newly approved drug, baricitinib. Prior to 2022, the American Academy of Dermatology (AAD) said that corticosteroid injections into bald or thinning areas of the scalp every 4 to 8 weeks is the most effective treatment for alopecia areata. Whether baricitinib is more effective than corticosteroids remains to be seen.

Platelet-Rich Plasma (PRP) therapy is frequently used in hair restoration. PRP injections into balding areas every month for 3 months are performed to start the hair growth. Retail home hair maintenance programs we have created for our clients increases revenue and delivers natural regrowth.

HydraFacial Keravive represents an important state-of-the-art treatment tool for any clinic, practice or spa seeking to provide cutting-edge care for their clients with scalp and/or hair issues. It cleanses, exfoliates, stimulates and delivers a proprietary blend of growth factors and skin proteins to hydrate, nourish and stimulate the scalp and hair follicles. A clinical evaluation by the HydraFacial company has shown that treatment with this tool produces decreased scalp itchiness, dryness and flakiness; improvement in overall hair appearance; significant improvements in hair fullness and health; increased patient happiness with hair thickness and texture; improved look and feel of hair; reduced hair thinning and hairline recession; reduced hair loss and improved evenness of hair and hair growth.

"The benefits of a healthy scalp are critically important, yet not widely understood. Any patient who has concerns about thinning or damaged hair can benefit by improving the health of their scalp. A healthy scalp is the foundation for healthier and fuller–looking hair," says Yael Halaas, M.D., FACS.





Injections of Corticosteroids and PRP are both used in hair restoration.

Exosomes are one of the newest nonsurgical hair loss treatments. According to Alex Rios, M.D., of True Bliss Medspa, "As an aesthetic physician, I apply Exo-Pro in all of my hair growth treatments on my patients. The results have been amazing. Even with just one treatment, there is significant improvement in hair growth and thickness. The growth factors and cytokines in exosomes can promote tissue regeneration and stimulate hair follicles, leading to improved hair growth and overall appearance. While more research is needed to fully understand the benefits and long term effects of exosomes, the initial results with my patients have been very promising."

Surgical Hair Restoration

Surgical hair restoration can take different forms. The most popular are: FUT Follicular Unit or Strip transplant and FUE or R-FUE, Follicular Unit Extraction or Robotic FUE. All forms provide excellent results.

Hair Restoration Services Advantageous for MedSpas

As you can see, hair restoration can vary from a laser treatment, to the application of a cream or taking of a pill, to a surgical procedure. The demand for this broad spectrum of hair restoration treatments continues to grow with no end in sight, offering a growth and revenue generation opportunity to MedSpa practices. The advantages for practices are fourfold. First, hair restoration services provide a potentially lucrative income stream for MedSpas. Second, they generate increased awareness of your practice among target clients. Third, offering hair restoration provides clients with a wider range of options for achieving their desired results in terms of appearance enhancement. Lastly, adding hair restoration services allows you to expand your practice and generate increased revenue and profits.

Before You Begin

Before you update your services menu, there are a few challenges you must overcome. First, understand the legal requirements in your state and ensure you are able to conform to them. Second, obtain the necessary professional training so your staff is fully competent to perform these procedures. Third, review the potential new services with your insurance carrier and finally, educate your staff to properly communicate and establish clear expectations with your hair restoration patients while balancing their appearance enhancement goals.

Summary

The hair restoration market is growing as the population ages, and it offers an excellent way to increase your practice's bottom line. ME



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

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

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

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

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The Implant-Free Breast Augmentation

A modern alternative to traditional implant-based breast augmentation.

By Darren M. Smith, M.D., FACS



Breast augmentation is one of the most popular aesthetic plastic surgery procedures of all time. Classically, this operation involves using a breast implant (silicone or saline) to improve the size and shape of the breast. Implant-based breast augmentation generally achieves superb results, however there are some downsides to the procedure stemming from the fact that it relies on a foreign material being implanted in the body. In recent years, the idea of using the patient's own fat to increase breast volume and refine breast shape has been increasing in popularity. This implant-free, natural approach to breast augmentation can be a great option for properly selected patients. We will explore this modern alternative to traditional implant-based breast augmentation here.

Fat Grafting to the Breast

An implant-free breast augmentation, otherwise known as fat transfer or fat grafting to the breast, is a procedure in which fat is harvested from one part of the patient's body with liposuction and placed in the breast. The procedure can be done under IV sedation or general anesthesia. Fat is harvested from areas with excess fat (often the abdomen, flanks or thighs), processed and gently injected into the breasts to achieve the desired size and shape. Fat transplantation involves the transfer of living cells from one part of the body to another, and the transferred cells are relying on blood supply from the target (recipient) site for survival. As such, not all transferred fat cells will survive. It is reasonable to expect that approximately 75% of the transferred fat will survive on a permanent basis. Fat transfer-based breast augmentation offers an alternative to patients that want to increase their breast size but do not want to have a foreign substance in their body.

Fat grafting to the breast has some advantages over implant-based breast augmentation and some disadvantages.



Fat grafting to the breast has some advantages over implant-based breast augmentation and some disadvantages.

Advantages

The procedure is done entirely with patients' own tissue (no artificial implants are used), there is no need to replace an implant over time, the result looks and feels extremely natural, there is no concern of capsular contracture (shrinkage of scar tissue around the breast implant), breast implant illness or the extremely rare breast implant associated cancers. Breast implant illness is a rare condition in which patients experience symptoms ranging from hair loss to joint pain and lethargy. They report these symptoms began or worsened after their implants were placed. There is no clear mechanism by which breast implants cause these symptoms, but this is being actively investigated. Breast implant-associated cancers include anaplastic large cell lymphoma and squamous cell carcinoma. These are very uncommon occurrences, and they are being studied closely. By using fat instead of implants to enlarge the breasts, these concerns can be entirely avoided.

Disadvantages

Disadvantages include limited total volume increase, the need for a fat donor site and the need to find a surgeon very experienced with this less common technique. We generally advise that we can increase the breast volume by 1-1.5 cup sizes with fat grafting. The limit is caused by the fact that fat can only stretch the breast skin so far and adding too much fat can decrease the chances of fat survival. Fat grafting does not increase the risk of breast cancer, however it can increase the chances that patients could need a minimally invasive breast biopsy. This is because it is possible for fat grafts to look like masses on a mammogram that require further investigation. We recommend getting a mammogram prior to fat transfer to guide radiologists as they interpret patient mammograms after fat transfer. Possible risks of fat transfer-based breast augmentation include lumps that can be felt (or rarely seen), infection and a decrease in one's ability to breastfeed.

Ideal Candidates

The ideal candidate for a fat transfer-based breast augmentation will desire a 1-1.5 cup increase in breast size, have adequate fat for transfer, be in good general health and a non-smoker. They should also be open to possibly needing a touch-up procedure in the future to add additional fat if there is volume loss and to address asymmetry caused by uneven fat survival. Those patients that do not have much fat available to graft or that want a large increase in breast volume may be better off considering conventional implant-based breast augmentation. While smoking is potentially problematic for any procedure, it can have a particularly negative effect on the results of fat grafting. This is because smoking chronically decreases the quality of the microcirculation and, therefore, the amount of oxygen available to tissues. The fat grafts are quite fragile when they are first



transferred and depend on local blood supply for survival. Smoking damages this blood supply and dramatically decreases fat graft take. We like our patients to be smoke-free for at least four weeks before and four weeks after these procedures.

Combining Cosmetic Procedures

Implant-free breast augmentation is often performed in the context of other cosmetic procedures. Since fat is required, it is often combined with several areas of liposuction. In addition to providing fat for the breast augmentation, liposuctioning additional areas can compliment the body's contour as a whole. Increasing breast size while treating the abdomen and waist, for example, can be a very powerful combination of procedures. Fat transfer-based breast augmentation can also be performed as part of a "mommy makeover". These procedures often involve an abdominoplasty and some form of breast surgery to restore these areas to their pre-pregnancy appearance. Breast augmentation, either with fat or an implant, often fits very naturally as a part of these procedures. Fat can also be used to increase breast size at the same time a lift, or mastopexy, is performed to treat ptotic or "drooping" breasts. Additionally, fat grafting can be combined with implants in breast augmentation. In this "hybrid" approach, the fat can be used to provide a more natural look and feel in patients that have very little breast tissue of their own. In these cases, the fat graft cushions the implant to soften its appearance.

Fat grafting for breast augmentation is a modern spin on one of the most widely-performed aesthetic plastic surgery procedures of all time. No artificial implants are used and the technique provides a result that looks and feels extremely natural. Success with this technique requires close attention to patient selection and patient education. Identifying patients that are anatomically good candidates for this procedure and who have realistic expectations for what it can achieve can yield extremely satisfying results. ME



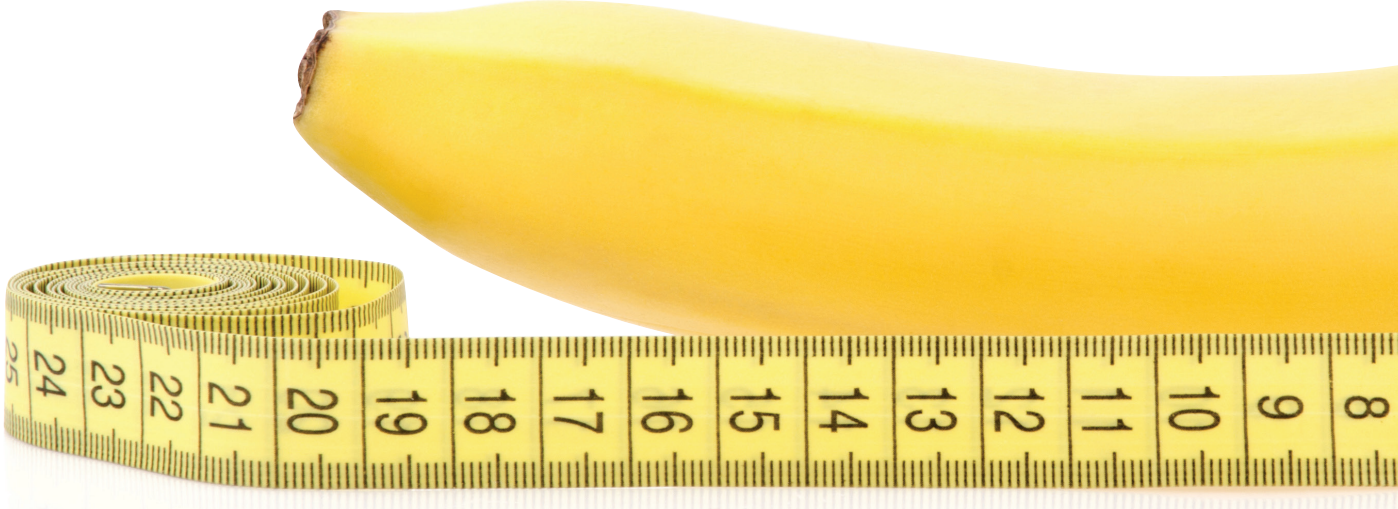
Darren Smith, M.D., FACS is a board certified plastic surgeon practicing in New York City. He is a known expert in aesthetic surgery and cosmetic injectable treatments.

The Pioneer of Penile ENHANCEMENT

William A. Moore, PhalloFill Creator, On Pioneering the Progress of Penile Enhancement

Written by Rebecca Lane

Growing up an only child in a small town outside of Tuscaloosa, Alabama, William A. Moore, developed his entrepreneurial spirit early on watching his mother, a cosmetologist with her own beauty salon, work hard running her business. He recalls, "She brought me to work with her and I remember being four and five years old and doing manicures on her customers that were having their hair dried, not knowing at all what I was doing. I just always wanted to be doing something and I always wanted to work. I've always worked for myself, but I was surrounded with that when I was growing up, my mother working for herself."





William A. Moore

When Moore began college, he had no plans to or inkling that he would eventually end up in medical aesthetics. After earning his bachelor's degree in sports medicine, Moore went on to get a master's degree in clinical exercise physiology. While working in a hospital doing primarily phase 2 and 3 cardiac rehab, he realized, "I was in the hospital working, and I felt myself growing unhappy with that career path. However, I still loved the healthcare industry, so I went back to school to do an MBA."

A Serendipitous Introduction to Aesthetics

While he was earning his M.B.A., Moore decided to get laser hair removal for the back of his neck and genital area. He immediately ran into problems, however. There were only around five locations providing laser hair removal in Dallas at the time, and none of them were willing to do the genital area. Moore relates, "I was like, 'What is going on with this? It can't be that unusual for a man to want to have his genital area laser treated.' I found one place that would do it. It was the absolute worst experience that I think I've ever had in my life. So I asked him, 'What is your training?' He said, 'There's no regulations for lasers.'"



COURTESY OF WILLIAM A. MOORE

With the advantage of having solid experience on the clinical end from his previous work, Moore decided to open his own medspa, Advanced Skin Fitness, in 2003. He made certain to hire a trained esthetician to do the procedures requiring someone with knowledge of how to perform them safely and properly, such as chemical peels and laser hair removal, the treatment that started him on this path.

Success came swiftly, placing Moore at the forefront of the medical aesthetics industry. "I was a primarily a male clientele clinic, but I would go in at 10 a.m. in the morning and I wouldn't leave till 10 p.m. at night. Because I was at the forefront of the medical aesthetics industry, the brand representatives began to know who I was. I became the first to get calls whenever there were new products that came out on the market, allowing me to absorb these new developments as the industry progressed. Unlike professionals entering the industry now, I was able to learn how to use these new technologies thoroughly as they were introduced to the market," says Moore.



Taking A Stand For Safety

About five years after he opened his medspa, Moore decided he couldn't stay silent on the very issue that brought him to open his own medspa, the lack of laser licensing in Texas. Moore explains, "I began to get active politically. There was no legislation in Texas at the time that regulated who could use lasers, and that's a problem. If somebody has a complication, the first thing they want to do is shut down the people using the lasers. So, I started to lobby in Texas for laser licensing. I was part of the founding organization that started lobbying with the House and the Senate in Texas, and we eventually got laser licensing passed."

He went on to become the president of the Society for Clinical & Medical Hair Removal, which led to his fight for LGBTQ+ rights in the workplace, as well as lobbying for laser licensing in New York, a major effort he's still working on after seven years of going head-to-head with the New York Medical Board.

Becoming an Expert Injector

Moore's road to becoming the expert injector he is today actually began when he was the first practitioner in Texas to provide the first cellulite treatment using VelaSmooth. Moore was invited to attend a week-long training course for the device aboard a cruise ship, allowing for some vacation fun to be had along with the education. It just so happened that the very first injectors of Botox were there providing a training session on Botox as part of the overall course.

"They happen to have the Caruthers, the husband and wife that were the very first injectors of Botox, on that cruise ship doing the training portion for that class on Botox. I hadn't even gone to the course to learn Botox. I went to learn to do VelaSmooth and to take a vacation. I ended up getting trained on Botox unexpectedly, and that's how my work with injectables began. I think I was one of the very first injectors in Texas or Dallas to switch over from Botox to Dysport."

"The penis is so dynamic, so the filler would move around and migrate in conjunction with movement in the penis."

Moore continued to hone his injection skills in 2010 when he went to train with Dr. Charles Runnels at his local clinic in Fairhope, Alabama to do the vampire facelift when it first came on the market. He recalls, "When I began to do vampire facelift, that also came with a portion of dermel filler. And so I began to do a lot more general filler at that time. So, over the course of time, I became an expert injector."

The Beginning of PhalloFILL

While there, Dr. Runnels told Moore about the P shot and the O shot, knowing he had a lot of male clientele. This resulted in Moore being the first person trained by Dr. Runnels to perform the P shot. After discussing it and learning how to do the P shot, Moore and Dr. Runnels spent the next year and a half sharing their results and comparing notes on the efficacy and benefits of the treatment.

"He saw a tremendous amount of growth in the penis after the P shot, as well as improvements in sexual performance such as erectile dysfunction. I was really only observing improvements in the functionality. I didn't see any improvements in size, but what I realized was whenever I introduced it to patients, I received a tremendous number of responses from men wanting to change the size of their penis."

Moore had many clients call and ask to get the P shot to enhance the size of their penis over the next several years. He explains, "I would be very honest with them. I'd tell them, 'I'll do the shot on you, but I'm not going to promise you enhanced size because I haven't seen it myself. However, I've seen enhancement in the longevity of the penis, as well as anti-aging and rejuvenation."

In the following years leading up to 2020, Moore began to hear from clients asking to get the P shot to fix penis enhancement procedures that had gone badly. "People thought that they were corrective. I was hearing from people who'd had bad dermal fillers made of silicone products that are not FDA approved and not supposed to be used in the human body injected into their penis. They thought that the P shot could fix it, but, unfortunately, it couldn't," states Moore.

After seeing a great deal of these cases in which men had complications from unsafe dermal fillers used for penis enhancement, he began noticing certain practitioners safely using hyaluronic acid dermal fillers for penile enhancement and their mixed results.

Moore explains, "The problem was that the penis is so dynamic (retracting, bending, moving, expanding and shrinking), so the filler would move around and migrate in conjunction with movement in the penis. I had some friends, a couple urologists, a dermatologist and a plastic surgeon, that had all been experimenting with hyaluronic acid dermal fillers for growth enhancement. So, I began to see what they were doing, what worked, what didn't and what you need to stay away from. I also found other ways of doing some things that they had never done, and I developed a way of injecting that worked really well."

Trial & Error

Having found the safest filler to use in hyaluronic acid dermal fillers and developed an injection technique that would achieve the desired results, Moore decided to begin perfecting his treatment in June 2020, amidst the Covid lockdown. His friends also stuck at home during this time were happy to volunteer to be the first to try out his new penile enhancement treatment.



COURTESY OF WILLIAM A. MOORE

Moore at SCOTUS after victory in landmark LGBTQ+ case fighting sexual orientation and gender identity discrimination in the workplace.

"My friends were confident in what I could do and they also knew that I could reverse it. I told them if something doesn't go right, then I can reverse it. I have hyaluronidaze here, so it's not going to be a problem. That's the nice thing about it. We can't really hurt someone with this. We learned from our reconstructive urologist that the penis is so vascular that we don't have to worry about the risks associated with injections in the face. There's nothing that we can hit that would shut off blood flow, so there's nothing that we could hit that could cause a problem," says Moore.

Moore spent that June and July perfecting his injection technique before allowing a limited number of his clients to receive the treatment when he opened his practice in a limited capacity that August. He states, "It just took some trial and error until I figured out exactly how it needed to be done. I got my injection technique down over the course of June and July. When we opened back up at a percentage of capacity in August, I started allowing some of my patients by word of mouth to have the treatment done and they all went really well."

Little did he realize how popular the procedure would become and how fast news of it would spread until he made a Google AdWords campaign in September and business went through the roof. "I just had no idea how big it was going to be. In October of 2020, I did $250,000 worth of dermal filler in a single month," Moore says.

A Bump In The Road

Moore was so busy providing this new treatment that he had to completely stop injecting faces to focus on penile enhancement, hiring a nurse to replace him in his clinic. Everything was smooth sailing until November ushered in the first signs of winter.

"I'll never forget the November of 2020. We had a cold spell in Dallas, and suddenly, I began to get phone calls from clients telling me, 'My penis doesn't look right. The filler has migrated, and everything has moved. It looks terrible.' Their penis was retracting from the cold. The first person that made me realize this was a patient that lived in Oregon. It was a bit colder in Oregon than it was in Dallas. He sent me pictures and I was like, 'This looks like his penis retracted.'"

Moore realized that while his treatment technique was solid, as demonstrated by his patients' happiness with the results when they left, as soon as cold temperatures entered the equation, everything shifted. To account for this, he began working on a post care protocol in January that he didn't have in place previously. Moore relates, "It took me a year to perfect the sleeve. The material had to be changed. I made it stickier, thinner, more elastic, etc. It was just a lot of changes back and forth to get this PhalloSleeve post care garment developed. We have now perfected this post care sleeve that we put on the patient. It keeps the penis compressed and elongated unlike anything else that's on the market, and keeps the filler exactly where it should be."

Currently, this PhalloSleeve post care garment is only available through PhalloFILL providers. The combination of Moore's injection technique and the post care PhalloSleeve has garnered quite a bit of attention as the first proven safe and incredibly effective treatment for penile enhancement. In the PhalloFill clinical study soon to be published, only 2 out of 471 men had minor complications. The treatment's success has caught the attention of the country's top urologists, having been frequently asked by patients about penile enhancement options, showing the far-reaching impact of such treatments for men's sexual wellbeing.

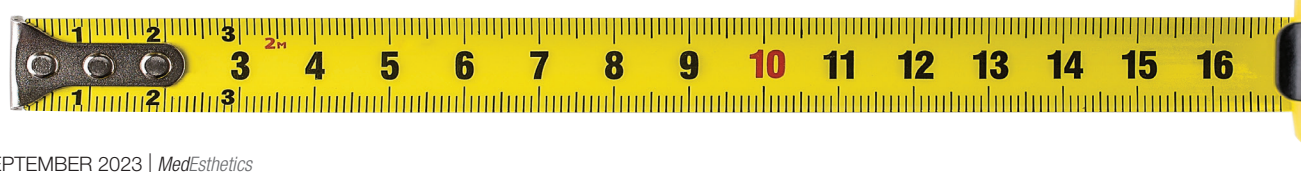
Changing Lives & Restoring Relationships

Moore is passionate about the potential for this treatment to help destigmatize the idea of men wanting to enhance their penis and bring the conversation out of the shame-filled shadows and into the light of acceptance. "This is the most rewarding thing that I've ever done. We're so excited to be able to bring men something and we're also trying to break down these walls. Men are starting to tell their friends about it, so we hope they are realizing it's okay for them to want this and can talk about it openly," says Moore.

"Men are starting to tell their friends about it, so we hope they are realizing it's okay to want this and can talk about it openly."

Part of this stigma comes from people in the medical community saying that men desiring a larger penis have penile dysmorphic disorder. "I'm trying to break that. I don't think it's penile dysmorphia for a man who has a small penis to want a larger penis. I think that it just makes you feel more confident in your masculinity, sexual prowess, virility and how you stack up against your male peers. This makes a man feel so much more confidence throughout the day, from how they start their day, to how they function in the gym, at work, in their dating life, etc.," says Moore.

Moore points out the very real affects penile enhancement have on a man's life. He relates how one of his recently divorced patients had begun dating again but had experienced little success until he went to Moore for penile enhancement. Moore says, "He said he got PhalloFill and it took him up multiple tiers in his ability to date a different level of women. It's a bit sad that there's so much emphasis put on that, but we can't change it and we're not going to change it, so it is what it is. But I can make that better for someone, make them happier and help improve their lives. One of my patients told me, 'I never knew how much attitude, how much more





confident you can get when you have a larger penis.' The way somebody feels about themselves when they know they have that - they're more productive, assertive and confident in their energy."

Moore's male patients have not been the only ones to benefit from this procedure. He has seen many relationships improve significantly thanks to the affects penile enhancement has had on couples' sex life. The treatment has even saved marriages. Moore has heard from numerous clients who were experiencing marriage problems prior to the procedure, whether caused by the ravages of time and having multiple children or simply the aging process making sexual satisfaction in the marriage bed increasingly difficult to achieve. Following the procedure, these clients have reported a complete transformation in their sexual life with their spouse, with penile enhancement making it possible for both partners to achieve sexual satisfaction in the bedroom once again.

Moore states, "This is a really easy resolution to that. It really makes a huge difference in these guys' lives, for themselves and their state of mind as well as their wives. I hear it time and time again. Clients tell me, 'I have a different energy. My penis is larger, my wife is having more orgasms and she's asking to have sex more often.'"

From Penile Enhancement to Biohacking

As for his future endeavors, Moore recently opened a new biohacking clinic, Advanced You, in Dallas this past June. After leaving his clinic of 20 years this past April, Moore planned on focusing solely on the rapidly growing PhalloFILL, but the exciting advances in longevity medicine were simply too hard to resist exploring.



"I was just like, I've got to start offering this to people to help them age better, live longer and reverse their biological age. I started doing research and looking into the latest treatment innovations, and all of a sudden, I had this amazing biohacking clinic. Having a background in exercise science helps with that as well, so I'm glad that I earned those degrees because they prepared me for a lot," he explains. Moore goes on to add, "It (Moore's clinic) is completely focused on longevity medicine and treatments, technologies like hyperbaric chambers. We have a Superhuman protocol treatment that utilizes a magnetic bed that makes your red blood cells separate, followed by an exercise session with 95% oxygen and then red light therapy for photobiomodulation, which creates mitochondrial changes with ATP. The clinic provides a whole slew of treatments that make people live longer. I love it. I was on the forefront of the medspa industry in 2003 and I think I'm on the forefront of this new longevity medicine."



William A. Moore with PhalloFill co-founder Dana Cherington

Moore leaves us with this look towards the future, saying, "Medicine, especially urology, is gradually merging with aesthetics and heading in the direction of what we're calling cosmetic urology. We're now creating this new area of cosmetic urology, so I'm excited and honored to be a part of this new terminology and area of medical aesthetics." ME

Rebecca Lane is the managing editor of *MedEsthetics*.



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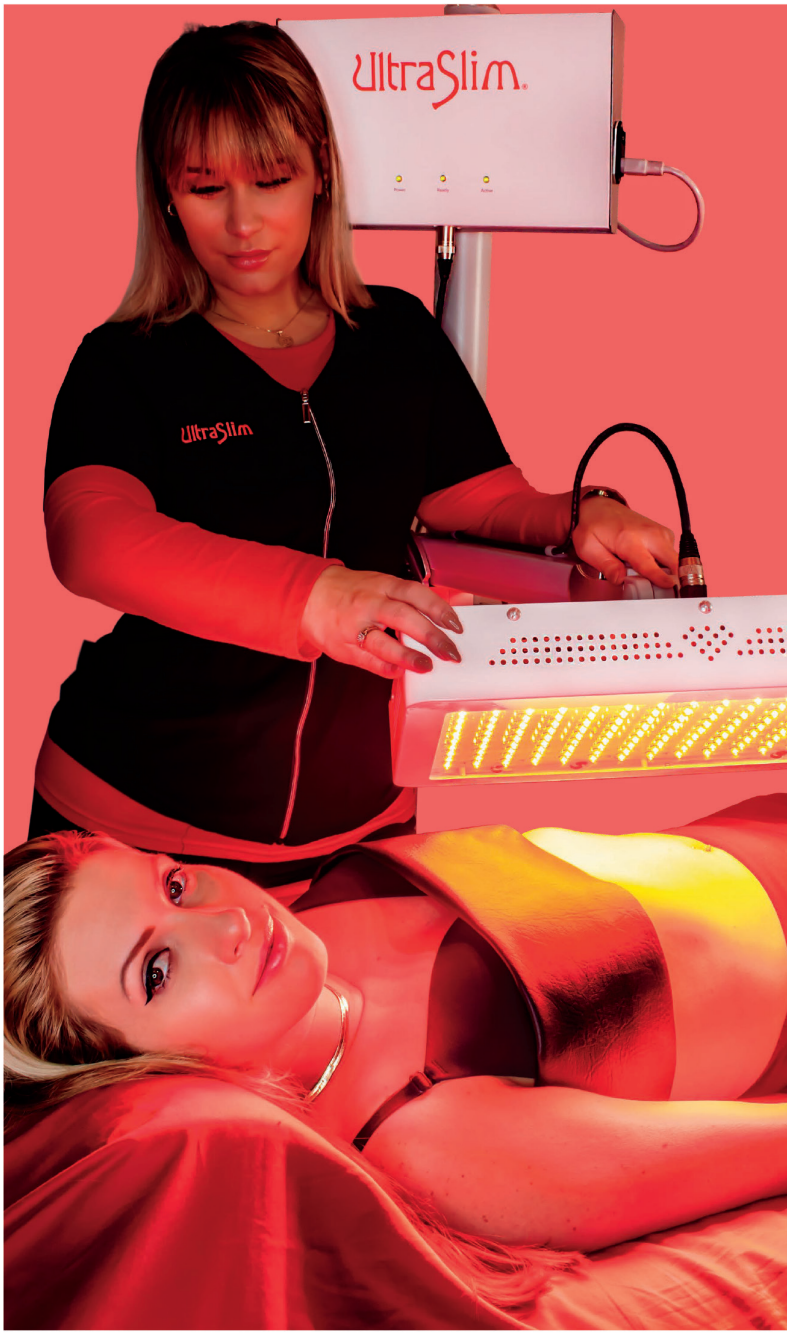

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DETAILS BY JULIE RUSSAK, M.D.



3D Facial Restoration: A New Approach to Anti-Aging

An emerging approach to complete facial rejuvenation.

3D facial restoration is a new and emerging field in aesthetic medicine that uses advanced technologies to create a more youthful and refreshed appearance. This approach is based on the principle that the aging process is not just a matter of skin loss, but also a loss of volume and structure in the underlying facial tissues and bones.

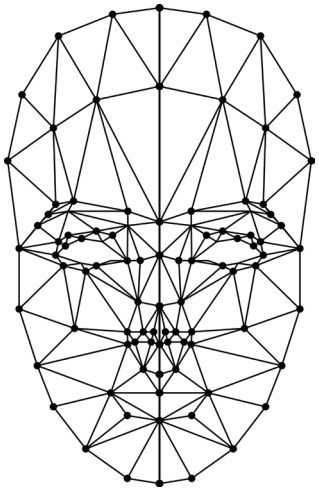
How Does 3D Facial Restoration Work?

3D facial restoration typically involves a combination of techniques that address each cause on its own to give a full restorative effect and not just mask the signs of aging:

Structural Support: This involves understanding the loss of structural support and bone changes that happen as we age. The bones of the skull are the main support and projectors of facial tissue, and thinning and skeletonization of the bones and changes in bone angles due to either age-related bone loss or bruxism (clenching and grinding that we see a lot now) are the main contributors to that. Using bioregenerative molecules and bone supporting hyaluronic acid fillers helps us restore this support.

Volume Restoration: This involves adding volume to the face using bioregenerative molecules and hyaluronic acid fillers that we use for volume restoration and not filling. The concept of using fillers as fillers quickly becomes outdated in this circumstance. We understand that it's not just lines that contribute to the perception of a person's face looking older, tired or upset. It's the facial sagging that is mostly responsible for this, and

often, just focusing on the lines brings no improvement in this area. We are all aware of the tight, completely unlined faces that unfortunately don't even look human, and definitely do not appear younger or more attractive.



Skin Tightening: We can now definitely restore skin cells to their younger and therefore healthier state. We can increase energy production in the cells and increase their functional production of collagen and elastin, thereby restoring the skin to its tighter, younger self and maintaining its youthful appearance. We are reversing aging on the cellular level with a combination of biostimulation with injectable molecules, lasers and radiofrequency.

However, true 3D restoration also involves focusing on the overall health and cellular longevity of the body. You would not expect that only working on the skin could make your whole self look younger. Therefore, we created our regenerative aesthetics program (RAP). RAP utilizes a 360° approach to aesthetics and longevity, designed to reverse the signs of aging from the inside out by harnessing the regenerative power of your own body. This unique program is tailored to the person's needs, utilizing advanced biomarker testing, aesthetic and pro-age medicine, dermatology, nutrition and wellness practices. The goal is to optimize overall health while rejuvenating the body from within.

Benefits of 3D Facial Restoration

3D facial restoration offers a number of benefits over traditional anti-aging treatments, including:

1. **More natural-looking results:** Because 3D facial restoration addresses the underlying causes of aging, the results are more natural-looking than those of traditional treatments, such as facelifts or eyelid surgery.
2. **Longer-lasting results:** The results of 3D facial restoration can last for many years, as the underlying tissues are restored.
3. **Less downtime:** 3D facial restoration can often be performed on an outpatient basis with minimal downtime.

A Personalized Approach to 3D Facial Regeneration

Dr. Julie Russak is a renowned regenerative aesthetic dermatologist, who has been at the forefront of 3D facial restoration. She believes that the key to achieving natural-looking and long-lasting results is to address the underlying causes of aging.

Dr. Russak's approach to 3D facial regeneration typically involves the following steps:

- **A Thorough Evaluation:** Dr. Russak will first perform a thorough evaluation of the patient's face, including a 3D scan. This will help her identify the areas of the face that need to be addressed.
- **A Personalized Treatment Plan:** Dr. Russak will then develop a personalized treatment plan for each patient. This plan will take into account the patient's individual needs and goals.
- **The Use of Advanced Technologies:** Dr. Russak uses the latest and most advanced technologies in 3D facial restoration, including 3D imaging, fillers, fat transfer and lasers.
- **A Focus On Natural Results:** Dr. Russak is committed to achieving natural-looking results. She believes that the best way to do this is to address the underlying causes of aging.

Conclusion

3D facial restoration is a new and emerging field in aesthetic medicine that offers a number of benefits over traditional anti-aging treatments. If your patients are looking for a natural-looking and long-lasting way to improve their appearance, 3D facial restoration may be a good option.

To learn more about 3D facial restoration, feel free to visit Dr. Russak's website or contact her office. 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.

INGREDIENT SPOTLIGHT BY TONY SCIANNA



Fermented Mushrooms Improve the Efficacy of Skin Care Products

Regan Schneider, founder of Arêmês Fermentis, shares why biofermented mushrooms are top of mind for savvy skin care enthusiasts.

Mushrooms have a variety of different skin care uses, and different types of mushrooms provide different benefits. Snow mushrooms, for example, are hydrating, while shiitake mushrooms contain kojic acid that can help fade dark spots, scarring or sun damage. Traditional Chinese medicine has used mushrooms, specifically the reishi and cordyceps varieties, for their healing properties.

Many studies have verified the efficacy of mushrooms in skin care products. A 2020 study in the *International Journal of Medicinal Mushrooms* found the shaggy mane mushroom to be most suitable for cosmeceutical formulations to tackle skin aging and hyperpigmentation, with excellent antioxidant, moisturizing and whitening effects.[1]

An advantage to the modern usage of mushrooms is the ability for formulators to tinker with ingredients like mushrooms to produce stronger and more efficient formulations. One popular method of producing chemical changes in substances is through fermentation.

Fermentation is a metabolic process that produces chemical changes in organic substances through the action of enzymes. Biofermented mushrooms are mushrooms that have been put through a fermentation process using different strains of microorganisms and can penetrate deeper than regular mushrooms.

One skin care company taking advantage of the power of science and botanicals is Arêmês Fermentis. The company has developed a unique lactic acid phytofermentation process that helps release the full potential of powerful botanicals in its skin care products.

"Our products are all about providing a full spectrum of nutrients to the skin and creating synergies between ingredients that work together rather than against each other," said Regan Schneider, founder of Arêmês Fermentis. "We have two products, the Super Bioactive Face Serum and Bioactive Body Lotion, that utilize biofermented mushrooms in combination with a myriad of other botanicals, especially focusing on antioxidants."

Through the fermentation process, these mushrooms are broken down and become a smaller and more bioavailable form of the ingredient for the skin, according to Schneider. This provides benefits and support to the cells and layers that are responsible for vital cellular processes like regeneration and repair.

"The advantage that biofermented mushrooms have over the regular mushroom is how effective that ingredient can be on and in the skin," Schneider said. "Many times with skin care ingredients, the molecular size is too large to penetrate deep into the skin, making all of its benefits literally surface level."

Another advantage to mushrooms, biofermented or regular, is the compatibility with other skin-boosting ingredients. Arêmês has products that combine mushrooms with chamomile, jojoba, tuberose and apples, among other ingredients that work together to provide anti-inflammatory, brightening, softening and moisturizing benefits to the skin.

"Mushrooms don't react badly with any other type of ingredient, natural or chemical," Schneider said. "It also has a relatively easy texture to work with, and there's no risk of photosensitivity, so it's quite an easy ingredient to work with." ME

REFERENCES:

1. Wang S, Wang C, Cao H, Cui X, Guo H, Zheng W, Zhong X, Zhang Y, Han C. Comparing the Cosmetic Effects of Liquid-Fermented Culture of Some Medicinal Mushrooms Including Antioxidant, Moisturizing, and Whitening Activities. Int J Med Mushrooms. 2020;22(7):693-703. doi: 10.1615/IntJMedMushrooms.2020035407. PMID: 32865926.



Tony Scianna is the associate editor of *MedEsthetics.*

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Chin, Jawline and Jowls

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Contact: 877.746.4407, inductiontherapies.com



Alastin Skincare **Restorative Neck Complex** uses the brand's TriHex Technology blend of active peptides to support the production of elastin and collagen. The neck cream improves the appearance of crepey skin, fine lines and wrinkles and reduces redness and discoloration. It is formulated with phytoene, phytofluene and flax seed extract to address pigmentation concerns and increase skin hydration.
Contact: 844.858.7546, alastin.com



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Contact: 973.434.1200, canfieldsci.com



Discover the transformative power of **UltraSlim** for the chin, jawline and jowls. The medical light therapy device offers a painless and non-invasive treatment that specifically targets and reduces stubborn fat in hard-to-reach areas. UltraSlim helps define the jawline and tighten skin through a secure, efficient and confidence-boosting solution for a youthful and revitalized appearance.
Contact: wardphotonics.com



NOVO NORDISK WARNS OF WEGOVY SUPPLY LIMITATIONS & THE RISE OF COUNTERFEIT OZEMPIC

The increased demand for the semaglutide-based Wegovy and Ozempic has led to supply limitations and counterfeit products showing up at med spas and clinics. Novo Nordisk, manufacturers of Wegovy and Ozempic, is now enacting multiple steps to address these issues, including lawsuits, warnings and a website dedicated to the authenticity of its semaglutide products.

The company has also filed legal actions against multiple medical spas, weight loss or wellness clinics and compounding pharmacies to cease and desist from false advertising, trademark infringement and/or unlawful sales of non-FDA approved compounded products claiming to contain semaglutide. The lawsuit alleges that counterfeit compounded semaglutide Ozempic products are being sold as genuine Novo Nordisk products, posing consumer confusion and potential safety concerns. Novo Nordisk has launched a website to provide information about the responsible use of Novo Nordisk's FDA-approved semaglutide products, the differences between Novo Nordisk's FDA-approved products and other medicines being labeled as semaglutide, as well as tools on how to spot a counterfeit injectable product.

FLORIDA PASSES BBL SAFETY LAW MANDATING USE OF ULTRASOUND GUIDANCE

Florida's House and Senate passed the state's first plastic surgery bill, HB 1471, mandating the use of ultrasound guidance during gluteal fat grafting procedures to improve patient safety. As of July 1, 2023, Florida physicians who perform gluteal fat grafting must use ultrasound guidance to ensure fat is only being injected into the subcutaneous space, and physicians do not accidentally inject deeper, resulting in fat being inserted into the muscle. In cases where fat grafts are inadvertently injected into the gluteal muscle, the fat can travel to the heart, lungs and brain, possibly resulting in fatality.

The new Florida State law was passed following the initial adoption of the 90-day Emergency Rule (64B8ER22-3) filed by the Board of Medicine and authorized by the Florida Department of State on June 14th, 2022. It also required physicians to use "ultrasound guidance when placing and navigating the cannula and injecting fat into the subcutaneous space," as well as "maintain the ultrasound video recording in the patient's medical record including the time and the date stamp."

GEN-Z PRIORITIZES SUSTAINABILITY & CONVENIENCE IN AESTHETIC PURCHASES



Mintel has released its 2023 U.S. Gen-Z Beauty Consumer report detailing the current trends and spending habits of Gen-Z consumers. The report found that younger consumers care about ethical practices but don't believe mainstream brands that claim to be sustainable, use Tik Tok to influence their purchasing decisions and react strongly to impulse marketing that emphasizes exclusivity and limited availability.

Mintel's consumer report found that more than 33% of Gen-Z adults and 13% of Gen-Z teens do not use brands that act unethically, with 58% agreeing that they don't believe mainstream brands that say they are sustainable. Gen-Z consumers are increasingly making purchasing decisions based on their ideological values and beliefs. When more brands leverage their eco-ethical position, they should avoid vague language and offer evidence of their sustainable efforts.

A staggering 98% of Gen-Z use social media, and Mintel reports that 48% of Gen-Z adults and 53% of Gen-Z teens are at least somewhat interested in interacting with beauty products virtually. Tik Tok has reshaped the way young consumers research, purchase and use products across the beauty and personal care industry: 69% turn to the social platform for new trends that influence their buying decisions. Additionally, this demographic is twice as likely to use online and mobile wallets than the average consumer.

The report indicates that Gen-Z consumers will impulse shop, making them a strong audience for messaging that emphasizes urgency, whether due to limited availability or popularity.

L'ORÉAL & VERILY LAUNCH MY SKIN & HAIR JOURNEY MULTI-YEAR STUDY

L'Oréal and Verily announced the launch of My Skin & Hair Journey, a multi-year study that will help researchers better understand the biological, clinical and environmental factors that contribute to skin and hair health over time. U.S. women aged 18-70 from various ethnicities, social backgrounds and with diverse skin and hair attributes are invited to take part by privately sharing their experiences of skin and hair health, including the role of lifestyle, environment, wellness and personal beauty routines. A subgroup of participants will also be invited to further testing to uncover biomarkers—unique biological signatures—that can lead to early detection or prevention of skin disorders, before they take hold.

In 2022, L'Oréal and Verily announced a strategic partnership to advance skin health. The partnership would drive two programs to elucidate and characterize skin and hair aging mechanisms, and to inform L'Oréal's precision beauty tech strategy and product development.

FDA SAFETY UPDATE: DERMAL FILLERS & RISKS OF DELAYED INFLAMMATION



The U.S. Food and Drug Administration (FDA) recently updated its webpage on Dermal Fillers (Soft Tissue Fillers). A spokesman for the FDA reported that the update was made in response to postmarketing data from the FDA's adverse event–reporting databases, including the Manufacturer and User Facility Device Experience (MAUDE) for devices and the Vaccine Adverse Event Reporting System (VAERS) for vaccines, published literature and recommendations from federal agencies and professional societies. The FDA also added separate sections of recommendations geared to patients and health care providers, including a recommendation that patients seek a practitioner in dermatology or plastic surgery to perform dermal filler treatments.

ALOPECIA MARKET PREDICTED TO EXPAND TO COMBAT RISING NUMBER OF CASES



Hair loss is at the forefront of medical aesthetics and companies are trying to capitalize on the trend with new breakthrough products and devices. According to a market report from Research and Markets, the total prevalent cases of Alopecia are expected to increase by 2032, with more than 700,000 cases in 2022. The diagnosed cases of alopecia areata were around 435,000 in the U.S. in 2022. Patchy-type alopecia accounted for the most cases while beard alopecia areata accounted for the least. There were around 592,000 cases in patients younger than 40 years old, while patients older than 40 accounted for 113,000 cases in the United States.

Revian Red Hair Growth System will conduct its first-in-human study of AMP-303 in June 2023 to build on previous trial results as an effective treatment for Central Centrifugal Cicatricial Alopecia, a form of scarring hair loss that predominately affects middle-aged African American women. The device is a wireless cap that uses dual-wavelength LED technology and is controlled by a mobile app. It uses a dual combination of 2 LED wavelengths to stimulate the production and release of nitric oxide.

EVENTS

September 7-10, Aesthetic Next, Hilton Anatole Dallas, Dallas, Texas, Contact: www.aestheticnext.com, Tickets@aestheticrecord.com

September 11-12, International Conference on Cosmetic and Aesthetic Dermatology, New York, New York, Contact: www.waset.org

September 21-22, 6th World Cosmetic and Dermatology Congress, Barcelona, Spain, Contact: meevents@memeetings.com, www.cosmetic.dermatologymeeting.com

September 25-26, International Conference on Aesthetic and Cosmetic Dermatology, San Francisco, California, Contact: www.waset.org

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CoverWell Introduces Insurance for Medical Aesthetics

CoverWell protects the client, business and practitioner in the event of medical complications from an aesthetic procedure.

CoverWell by Injectsure is pay-per-procedure spa insurance designed to protect against the risks of common cosmetic and wellness procedures not covered by health, general liability and malpractice insurance.

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

"The little-discussed reality is that if something goes wrong or there is a bad reaction from a procedure, there has always only been one option for remediation -- sue the establishment for malpractice," said Kimberly DeOrsey, president of CoverWell. "(They) wait on average 24 months for the suit to be tried and settled, most often resulting in pain and suffering to the client, a lost customer and a serious chance of reputational damage to the business."

A client's personal health insurance will not cover elective procedures or any unexpected complications, which can make dealing with the fallout from said complications overtly tedious and difficult. Malpractice/professional liability insurance typically does not cover post-procedure complications unless the injured client hires a lawyer and sues the medspa, salon or practitioner. With CoverWell, the client, the business and the practitioner are covered.

Potential complications from medical procedures include blood loss, infection, scarring and nerve and organ damage. Hematoma is the most common medical complication during an aesthetic procedure, according to Healthline.[1] A hematoma is a pocket of blood that resembles a large, painful bruise. It occurs in 1% of breast augmentation procedures, and is the most common complication after a facelift, occurring in an average of 1% of patients.

CoverWell was developed more than eight years ago by Patrick Tighe, a personal injury attorney, and Daniel Kapp, M.D., a board-certified plastic surgeon. Tighe's wife experienced serious complications after multiple aesthetic procedures, which inspired the duo to develop a better and more affordable solution for consumers and businesses alike. Tighe and Dr. Kapp forged partnerships with insurance providers to create a warranty-type product so patients could access medical benefits within days of experiencing a complication.

CoverWell is backed by Universal Casualty and Inter Insurance Agency Services, Ltd. in all 50 states. The company recently announced a partnership with PatientNow to incorporate the insurance policy within the software. PatientNow will feature an electronic opt-in choice to activate CoverWell protection on its platform.

"CoverWell is marketed as a preferred vendor to PatientNow's over 2,000 client spas and aesthetic centers," DeOrsey said. "This partnership puts CoverWell in league with some of the best EMR (electronic medical record) software systems and includes built in marketing outreach." ME

REFERENCE:

1. www.healthline.com/health/most-common-plastic-surgery-complications



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