MedEsthetics®

THE GUIDE FOR EXCELLENCE IN MEDICAL AESTHETICS

July/August 2024
Volume 20, Number 5
medestheticsmag.com

Allured business media



KATE DEE, M.D.
Exposes the Ugly Underbelly of Unregulated Medspa Mayhem

4 Growing Trends in Men's Aesthetics

PLUS:

- Natural Needle Neck Lift
- Ageless Beauty Across Generations

Aesthetics Visionaries Presented By:

aerolase®
Essential to skin health.

















WE'RE...SKIN, HAIR, NAILS and FRAGRANCE

For...Scientists, Business Owners, Brand Managers and More

SKIN INC. | GLOBAL COSMETIC INDUSTRY | Cosmetics & Toiletries | Perfumer & Flavorist

WellSpa | MedEsthetics | BEAUTY LAUNCHPAD | NAILPRO

Allured Brands, from head to toe.

Allured business media



NEW!

OxyBright

OXYGENATING CLEANSER

Purify, refresh, and revitalize skin.

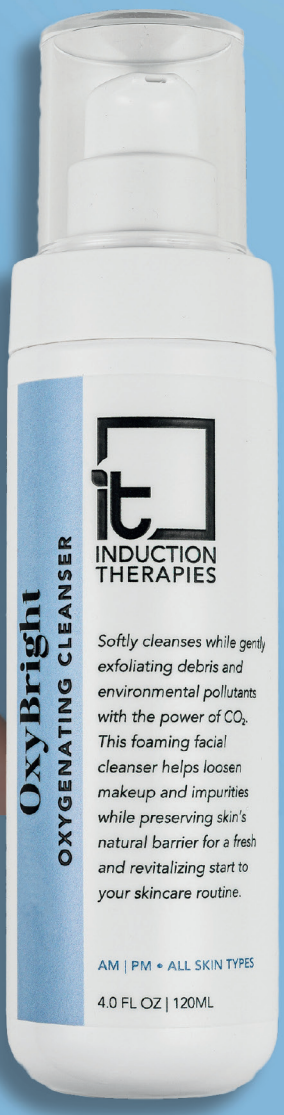
Foams instantly, **no water needed!**

Ideal for post-care, blemishes, and daily use.

Contains Glycolic, Salicylic & Lactic Acid.

Free samples!

*Call **877-876-4407** or email **info@inductiontherapies.com** to request free samples.*



SCAN to learn earn more about the benefits of OxyBright Oxygenating Cleanser and start your order.

www.inductiontherapies.com



AESTHETICS VISIONARY: Kate Dee, M.D.





CONTENTS

July/August 2024 | Volume 20 | Number 5

RESEARCH

48 Newsmakers
by Tony Scianna
Investigating reports of adverse reactions from fake Botox

BUSINESS MANAGEMENT

8 Business Consult
by Mona Hymel, J.D.
The ABCs of LLCs: Choosing the right entity for your practice

11 Trends & Innovations
The latest insight into men's aesthetics trends

12 4 Growing Trends in Men's Aesthetics
by Tony Scianna
Treatments men are seeking to address their biggest insecurities

30 Exposing the Ugly Underbelly of Unregulated Medspa Mayhem
by Rebecca Lane
AESTHETICS VISIONARY: Kate Dee, M.D.

IN EVERY ISSUE

4 Editor's Eye On The Industry

5 Introductions

44 News & Events

46 Advertiser Index

Cover image by Romario Ien at Adobe Stock



TOOLS AND TECHNIQUES

SPONSORED

6 Advanced Laser Device Targets Acne Effectively
by Aerolase

18 Aesthetic Trends & Treatments for Skin of Color
by Mara Maddox
Current trends and treatment needs for skin of color patients

24 Aesthetics Agenda: Ageless Beauty Across Generations
by Rebecca Lane
Ageless beauty in aesthetics merges prejuvenation and preservation

38 Details
by Nicole Frontera, N.P.
Natural needle neck lift + neck & decollete treatments

COMPLEMENTARY CARE

42 For The Boys
by Tony Scianna
4 Hair loss solutions I wish I knew about in my 20's

43 Product Roundup
Products for thinning hair and scalp health

MedEsthetics
EDITORIAL ADVISORY BOARD


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


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


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


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


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


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


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


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


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


Chesahna Kindred, M.D.
founder of Kindred Hair & Skin Center and founder and president of Onyx Medical Society.


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


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



Rebecca Lane

Rebecca Lane
Managing Editor

rlane@allured.com
630.344.6074

Battle of the Exosomes: Plant vs. Mammalian

Exosomes are starting to pop up everywhere in aesthetics. The ever-growing number of brands formulating topical exosome products has created a bit of a rivalry between those offering plant-derived vs. mammalian-derived exosomes. Researchers are now actually fusing plant and mammalian-derived exosomes to get the best of both worlds, but this innovation hasn't quite reached the world of skin care just yet. Plant-derived exosomes help improve intercellular communication, post-procedure recovery and have better stability and a longer shelf. However, they don't have the same potential for being a power player in the regenerative aesthetics arena. In comparison, mammalian-derived exosomes have the advantage when it comes to their ability to enhance and activate tissue regeneration, turning the clock back at a cellular level. The main challenge for manufacturers is ensuring their purity, maintaining stability through the extraction process and product formulation and their shorter shelf life. Either way you look at it, both plant and mammalian-derived exosomes have their own distinct advantages and disadvantages. Here are some of the impressive contenders. I will leave you to decide which side of the fence you are on in this battle of the exosomes.

Plant-Derived Exosomes



Induction Therapies PRX[8] Plant-Exo Stimulation Serum features a synergistic blend of four key collagen nourishing ingredients, plant exosomes, copper tripeptides, all-trans retinol and hyaluronic acid, to stimulate conditions for cellular turnover, revitalizing cells and improving the appearance of healthy hair and skin, as well as amplifying treatment results. ***inductiontherapies.com***



Croma's EXO|E Revitalizing Complex is a consortia of plant-based secretory factors, including plant-derived exosomes, that correspond to the skin's needs. The bio-based patented technology helps support and supplement the skin's balance. EXO|E skin revitalizing complex is comprised of thousands of potent, naturally occurring plant secretory factors, referred to as Consortia Factors α1 (CF - α1). CF - α1 includes growth factors, peptides, liposomes, amino acids, proteins and exosomes. ***cromapharma.com***

Mammalian-Derived Exosomes



ExoCel Bio's Exovex serum contains high quality, high concentration, non-lyophilized and purified exosomes. Designed to reduce inflammation, speed up recovery time and enhance the treatment results, Exovex activates the body's natural cellular repair by utilizing mRNA and growth factors to enhance the appearance of wrinkles, skin texture, tone and fine lines. Exovex exosomes contain thousands of bio-active molecules, including peptide growth factors, mRNA that codes for collagen, keratin, elastin and other anti-aging and anti-inflammatory proteins. ***exocelbio.com***



Benev's Exosome Regenerative Complex (& ERC+) is an intensive dual-action complex formulated with the concentrated power of stem cell-derived lyophilized exosomes, potent growth factors, peptides, coenzymes, minerals, amino acids and vitamins. The complementary Exo Balm: Exosome Post-Care Optimizing Balm combines the power of exosomes with a post-care optimizing balm containing over 20 intensive hydrators to optimize treatment results and reduce downtime. ***benev.com***











1 LASH AND BROW-ENHANCING GEL

MediNiche OcuLash is a non-prescription lash and brow-enhancing gel formulated with healthy nutrient blend and the brand's PeptiPlex peptides to promote the appearance of longer, fuller, thicker and more lustrous lashes and brows.

Contact: oculash.com

2 POST-PROCEDURE CREAM

Revision Skincare CMT Post-procedure Cream is the first neurocosmetic post-procedure cream proven to decrease discomfort and reduce downtime following chemical peels, microneedling and laser treatments.

Contact: revisionskincare.com

3 BREAKOUT SOLUTION

Dr. Dennis Gross Skincare Alpha Beta 2% BHA+ Breakout Solution is an all-over liquid solution that treats six types of acne, decongests, smooths texture, calms irritation, kills bacteria, minimizes pores and balances PH, all while being ultra-hydrating.

Contact: drdennisgross.com

4 BARRIER BALANCE CLEANSER

Face Reality Barrier Balance Creamy Cleanser was developed in response to feedback from acne experts and customers seeking a gentle, creamy cleanser that supports the microbiome and natural skin barrier, while still effectively removing dirt, makeup and impurities.

Contact: facerealityskincare.com

5 POST-TREATMENT KIT

The FACTORFIVE Post Treatment Kit offers a cream and a variety of densely packed serums containing human stem cell growth factors, peptides, aloe, green tea extract and other calming ingredients for post-treatment soothing.

Contact: wholesale.factorfiveskin.com

aerolase®

Advanced Laser Device Targets Acne Effectively

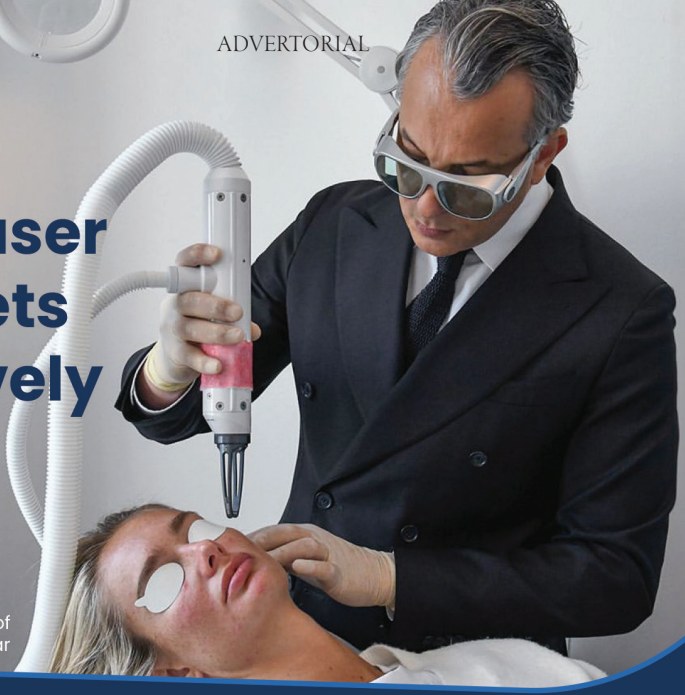


Photo courtesy of Dr. Olivier Amar

The Neo Elite laser device offers an effective, tolerable acne treatment for patients of all ages and skin types using advanced 650-microsecond technology. As the latest iteration of the company's mild, moderate, and severe acne treatment protocol, the Neo Elite allows deep skin penetration to reduce sebum production, suppress inflammation, and destroy C. acnes bacteria, clearing current acne and preventing future breakouts. Its deep heating energy helps build collagen, reducing the appearance of acne scars. "This device also enhances both the clinical and economic aspects of dermatology practices," said Pavel Efremkin, Founder, CEO, and Chairman at Aerolase. "While other laser and light-based devices have historically provided limited benefits, the Neo Elite effectively treats both active acne and its side effects, such as inflammatory lesions, post-inflammatory hyperpigmentation (PIH), and erythema. Aerolase pioneered the use of a new laser energy delivery with high-power 650-microsecond Nd:YAG lasers, and the Neo Elite exemplifies this innovation. At a 650-microsecond pulse, it delivers laser fluency up to 255 joules per square centimeter safely and effectively. Unlike other systems that risk burns at high intensities, Aerolase's advanced technology ensures safe and highly effective treatments."



"It has transformed my practice. Patients with the severity of acne are typically quite uncomfortable, meaning the condition can be psychologically and physically painful. With the Neo Elite, I can calm the redness, the swelling and symptoms that cause discomfort in the skin."
Roberta Del Campo, M.D.

According to Roberta Del Campo, M.D., a dermatologist in North Miami, Fla., "It has transformed my practice. Patients with the severity of acne are typically quite uncomfortable, meaning the condition can be psychologically and physically painful. With the Neo Elite, I can calm the redness, the swelling and symptoms that cause discomfort in the skin. Further, this device can be a long-lasting result when we target the sebaceous gland activity at a cellular level. It's also been quite transformative to my practice in that I can treat acne scarring at the same time as I treat the active acne, therefore helping the patient to feel more confident from the get go."

While traditional pharmacological treatments like topical retinoids and oral antibiotics remain essential treatment types, the Neo Elite complements these by providing faster relief and enhancing the overall treatment plan. "You can use the Neo Elite treatment in combination with Accutane or isotretinoin. Using topical treatments alongside the laser is efficacious, as this combination effectively addresses both the symptoms and underlying causes of skin conditions like acne, melasma, and psoriasis," added Dr. Del Campo.

"The Neo Elite acne therapy offers patients another option that works in ways that differ from what they're used to," said Nazanin Saedi, M.D., FAAD, Director, Laser Surgery and Cosmetic Dermatology at Thomas Jefferson University Hospitals (Philadelphia, Penn.). "It works both in combination with existing pharmaceutical solutions and by itself. The laser treatment gives faster results. I think it really helps to give patients hope for clearing acne faster and effectively."

The Neo Elite acne treatment is a good choice for patients of color, noted Valerie Callender, M.D., a dermatologist and researcher in Glenn Dale, Md. "In that patient population, we frequently encounter PIH associated with acne. This laser not only addresses the acne itself but also effectively treats the accompanying pigmentation issues. Acne is the number



Photo courtesy of Nazanin Saedi, MD

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

one diagnosis in most dermatology offices. Many patients who choose laser treatments have previously attempted medical treatments but were dissatisfied with the results or encountered side effects. Laser treatments have been very successful and helpful for these patients, with no adverse events reported."

Mr. Efremkin pointed to a recent independent peer-reviewed study on moderate-to-severe acne using Aerolase's 650-microsecond technology. "Investigators, led by Dr. Nazanin Saedi, reported an impressive 87% reduction in lesions at 90 days post-treatment. These results were achieved across all skin types, with subjects of skin types IV to VI comprising 56% of the participants, representing a significant portion of the study group with skin of color. Patient satisfaction increased significantly, from 60% after the first treatment to 90% after three treatments and remained high post-treatment. The immediate and noticeable results after the first session and the pain-free experience are what patients attribute to this high satisfaction rate. Compliance, often a challenge in acne treatment whether using medication or other laser technologies, was extremely high with our technology because of these immediate and impressive outcomes. Additionally, in another study 90% of participants reported improvements in PIH and erythema, while 82% saw improvements in acne scars. This comprehensive improvement is noteworthy because the treatment is painless and requires no anesthetic."

As reported by Dr. Callender, "There are a few scientific studies and publications that support this approach. It's beneficial because, with many laser treatments, you typically need to pause the use of topical therapies like retinoids or exfoliants beforehand. However, we've found that with the Aerolase laser, it's very safe to continue these medications during treatment. I have my favorite combinations, but you can effectively integrate topical, systemic, and laser treatments for optimal patient outcomes."

The Neo Elite was also an easy addition to her practice's menu of services, she added. "What makes this device fantastic is it is quick to use and easy to learn. I could employ the device after just a handful of demos, and felt comfortable passing it onto a secondary provider, knowing that it is user-friendly and extremely safe. The wavelength and quick pulse duration are the key. Also, you choose the energy level yourself, based on skin type and skin concern, which is a big plus."



"Integrating the Neo Elite was seamless. It's such a straightforward procedure, both for the provider and the patient. It's not painful or very time consuming. While it is easy to incorporate the Neo Elite for those reasons, patient frustration is another reason for bringing in the Neo Elite."

Nazanin Saedi, M.D., FAAD

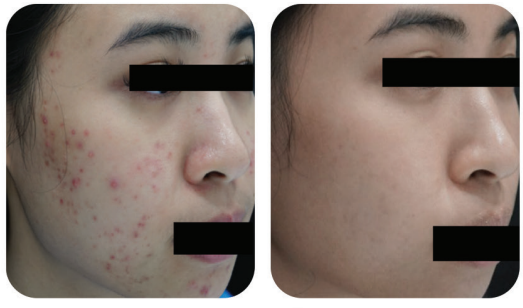


Photo courtesy of Dr. SK Tan

Integrating the Neo Elite into her practice "was seamless," said Dr. Saedi. "It's such a straightforward procedure, both for the provider and the patient. It's not painful or very time consuming. While it is easy to incorporate the Neo Elite for those reasons, patient frustration is another reason for bringing in the Neo Elite. Patients may start with the topicals, but they will switch over to the laser if the topicals are not really working out for them. They've been using the topicals consistently and have been compliant, but they are just not seeing results."

Along with exceptional safety, Neo Elite treatments result in high patient satisfaction, expressed Dr. Saedi. "With the safety profile and tolerability of patients, it is far superior to other devices on the market. It goes back to the wavelength and the quick pulsation, making it extremely comfortable and also safe for all skin types and all seasons. Patients with darker skin don't get deterred from this treatment and, even for them, it's really well tolerated. There's no downtime and it doesn't hurt. That's what they love."

Dr. Del Campo stated, "What makes this device superior is its ability to treat acne not only on the face but also on the chest, back, and other sensitive areas. It is just as comfortable and the safety profile is just as good as on the face. Some devices are riskier to use off the face, but this device is extremely versatile in this way, and with the same safety and efficacy." The Neo Elite's palette of treatments goes beyond acne, stated Dr. Saedi. "While it is a really nice complement to the traditional acne treatment methods, this device can address other indications. It's a device that treats a wide variety of skin conditions and also gives the practice a positive return on investment. It's very easy to recoup the money sent on the Neo Elite and make a profit because there's no consumable cost. The treatment is also fast, and the device is very portable. Every treatment you do pays down the device or makes a profit for you."



Photo courtesy of Sholema Aesthetic and Laser Clinic



Photo courtesy of Nazanin Saedi, MD

Scan to find out more or set up a demo

BUSINESS CONSULT BY MONA L. HYMEL, J.D.



The ABCs of LLCs: Choosing the Right Entity for Your Aesthetic Practice

Understanding your options for structural business entities for your aesthetics practice.

Choosing the appropriate business structure is a very important step in the life of an aesthetic practice. The entity you choose helps determine the roles and responsibilities of the owners, guides you in operating your business and determines the consequences of leaving or ending your business, among other things. This article can help you think through the most important questions related to your choice of entity. Entities are state-created legal organizations, and thus, the laws that govern them are specific to each jurisdiction. Most states provide for the following types of business structures: Corporations, Partnerships, Trusts and Limited Liability Companies. Note that a state corporation includes "C-Corporations and S-Corporations." The "C" or "S" before corporation refers to the two ways that Federal tax law treats a state corporation.



Image by alotofpeople at Adobe Stock

WHAT ARE YOUR OPTIONS FOR STRUCTURAL ENTITIES?



C-Corporations

- **Ownership:** Owners are called "shareholders," and an owner's interest is represented by the number of shares owned. The owners elect a board of directors who then delegate the day to day management of the business.
- **Limited Liability:** For claims against the corporation, owners are only liable to the extent that they have invested in shares. Creditors of the corporation cannot seize personal assets of the corporation's owners.
- **Taxation:** The biggest downside of corporations is that both the entity and its owners pay taxes on the same income. This is referred to as double taxation of a C-Corp., although payments to employees (including owner employees) are only taxed to the wage earner.
- **Capital Funding:** Unless the owners believe that they will require substantial outside financing, a C-Corporation, although familiar, may not be your best choice.

"Choosing the appropriate business structure is a very important step in the life of an aesthetic practice. The entity you choose helps determine the roles and responsibilities of the owners, guides you in operating your business and determines the consequences of leaving or ending your business."

S-Corporations

- **Ownership:** S-Corporations are a special type of C-Corporation, so for state law purposes the ownership structure is the same. Owners purchase shares representing their ownership interest in the corporation. Owners then elect directors to govern the business.
- **Limited Liability:** For claims against the corporation, owners are only liable to the extent that they have invested in shares. Creditors of the corporation cannot seize personal assets of the corporation's owners.
- **Taxation:** S-Corps are pass-through entities for tax purposes making them similar to LLCs, which are discussed below.
- **Capital Funding:** Similar to C-Corporations, S-Corps are able to raise capital through the sale of stock. S-Corps have a number of ownership requirements, so these limits might constrain using an S-Corp for your business.



Limited Liability Companies (LLCs)

- **Ownership:** Owners are called "members." Members can manage the business or they can delegate to a manager. LLCs are very flexible structures in terms of management, operations and taxation.
- **Limited Liability:** LLCs provide limited liability to all of its owners, similar to corporations.
- **Taxation:** LLCs (if treated as a partnership) are subject to passthrough taxation. This means that the LLC does not pay taxes. The business' profit or loss is divided among the owners, and they each pay any taxes on their share of profits. Often, the LLC will reduce overall individual taxes, especially in the early years of the business.
- **Capital Funding:** LLC owners may sell their LLC interests, subject to the LLC operating agreement. Securities laws may also apply.



From top: image by iQoncept; alotofpeople at Adobe Stock



The IRS and the Small Business Association's websites provide state-specific requirements for business entity structures.

Partnerships

In today's world, LLCs have largely replaced many partnerships. However, depending on the type of business, some states require that a partnership be used. It is important to consult the laws of the state you will be operating your business in.

Sole Proprietorship (NOT Recommended for Aesthetic Practices)

- **Ownership:** For the Sole Proprietor (SP), the law does not differentiate the individual from the entity. Typically, one individual operates his/her business through their own finances.
- **Limited Liability:** Creditors of a SP can seize the assets of the business AND all of your personal assets. Therefore, most businesses choose to operate in one of the entity forms that limit the owner's personal liability.
- **Taxation:** Because neither the state nor the federal government recognize a SP as a separate entity, all business activities are reported on the individual owner's tax return.
- **Capital Funding:** Individual funding is required. Thus, funding for the business will depend on the owner's sources of capital.

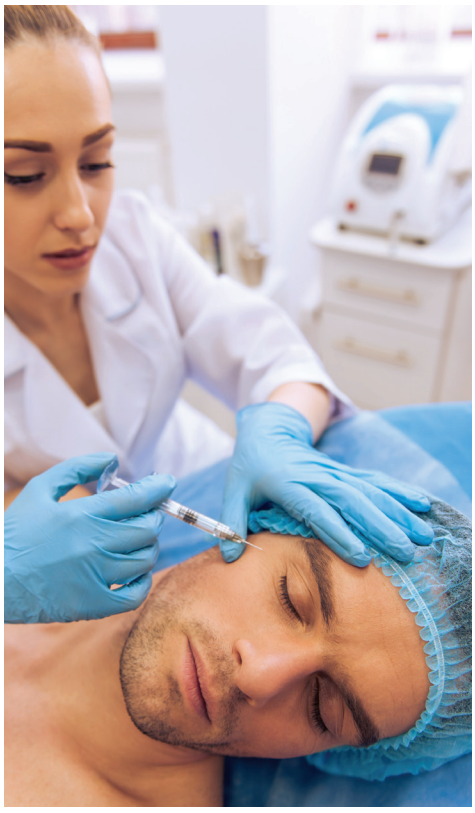


For more detailed information, particularly for additional details on the differences in requirements depending on the state you wish to operate in, you can visit the Small Business Association's website and the IRS website. Finally, always seek the advice of a business/tax expert before you make these decisions. ME



Before joining the faculty in 1995, **Professor Mona L. Hymel, J.D.,** worked as a Certified Public Accountant and a Tax Attorney. She received a bachelor's degree in accounting and a juris doctorate from the University of Texas. Her experience includes 8 years of both auditing and tax practice with Ernst & Young and several fortune 500 companies in federal tax planning. After law school, Professor Hymel worked for the law firm of King and Spalding in tax transactional work involving the most well-known U.S. companies. Since joining the law faculty, Professor Hymel has published several books on accounting and finance for lawyers. She also teaches Federal Income Taxation; LLP, LLC, and Partnership Taxation (pass-through entities); Accounting and Finance for Lawyers and Federal Tax Policy. Professor Hymel has also taught U.S. Corporate Taxation; Australian Corporate Law; U.S. Corporate Law; Estates and Trusts; and Ethics. Her research and writing primarily focuses on United States environmental taxation, specifically the use of subsidies to achieve environmental outcomes. Professor Hymel also writes and publishes in the areas of Accounting/Finance and Legal Ethics. Currently, she also serves as the Chair of the University of Arizona Faculty Senate (2022-2024).

From top: image by Tierney; alotofpeople at Adobe Stock



Industry Input: Men's Aesthetics Trends

Men are becoming increasingly focused on self-care and wellness within the beauty and medical aesthetics arenas. That signals strong forecasts for the men's skin care products market, which Future Market Insights projects to reach $28.345 billion by 2029, growing at a double-digit CAGR.[1] The significant growth rate presents opportunities for more male patients and new treatments that address issues of particular importance to men.

Premature hair loss and liposuction are still two of the biggest concerns for men. Hair transplantation and restoration treatments were the leading category of aesthetics spending among men in 2023, according to QSight Guidepoint[2], and liposuction has been the most popular plastic surgery among men for years, According to The Aesthetic Society.[3]

We asked doctors at Austin Plastic Surgeon for their insights into the top men's aesthetic trends so far in 2024 and how they see the market progressing in the future.

"The 'Ozempification' of aesthetics has had a significant ripple effect on men. We've observed a surge in overall wellness, especially in the beauty realm. Many men are now focusing on muscle mass and fitness, driving a greater interest in peptides, muscle-building energy-based devices and hormone-level awareness. Additionally, innovations such as Shape Scale and Lumen have emerged, aiding men in enhancing their overall fitness. This heightened awareness of hormone levels and wellness can be seen as a direct result of the 'Ozempification' trend, encouraging men to become more conscious of their health and muscle tone."

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

"The biggest trend for men has been an increased focus on health and wellness. The 'dad bod' phenomenon has highlighted the impact of unhealthy habits over time. As a result, more men are visiting our office to explore options for improving their health and fitness. The effects of GLP1 medications have been particularly impactful. These medications not only help men lose weight but also encourage the formation of new healthy habits. Consequently, there has been a rise in men seeking plastic surgery procedures, especially as they lose weight. Skin tightening procedures have become extremely popular."

—Sean Arredondo, M.D., board-certified plastic surgeon at Austin Plastic Surgeon

"The biggest trend in plastic surgery for men is straightforward: more surgery! In the past, men were hesitant to express their desire for plastic surgery, fearing it would demonstrate a lack of confidence. However, due to changes in the job market and increased societal acceptance of plastic surgery, more men are seeking procedures, particularly on the face. In our practice, we have seen a significant uptick in men seeking midface rejuvenation surgery, rhinoplasty and otoplasty—all surgeries aimed at boosting confidence in face-to-face social interactions."

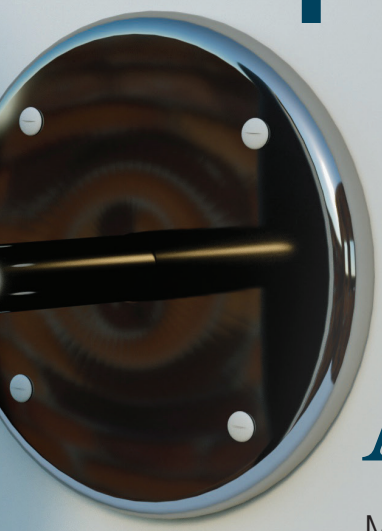
—Adam Weinfeld, M.D., board-certified plastic surgeon at Austin Plastic Surgeon

REFERENCES:

1. Future Market Insights - Men's Skincare Products Market Outlook (2023 to 2033)
2. Qsight Guidepoint
3. Aesthetic Plastic Surgery National Databank Statistics for 2022

Image by georgerudy at Adobe Stock





4 GROWING TRENDS IN MEN'S AESTHETICS

Men are turning to aesthetic procedures for weight loss, hair restoration and more to address their biggest insecurities.

By Tony Scianna

Image by ViDi Studio; toomler at Adobe Stock

Although women are the primary demographic for the skin care and medical aesthetic industries, there is a significant market for men as well. More men are turning to aesthetic procedures and skin care products for self-care and anti-aging benefits. Entire lines are now dedicated to men's products, with claims they are specifically formulated for men's skin. The market for men's beauty continues to grow with no signs of slowing down.



GROWING MARKET TRENDS IN MEN'S AESTHETICS

Per Statista, the global male grooming market will be worth $115 billion by 2028, up from nearly $80 billion in 2022.[1]

Qsight Guidepoint reports that in 2023, men spent an average of $1,678 on non-surgical aesthetics services and products, compared to $1,357 for women. On a per-visit basis, men spent an average of $732, while women spent $524.

Annual per-patient spending has grown faster among men than women. Since 2017, per-patient spending among men has increased by an average of 7% per year, while per-patient spending among women has grown by an average of 3% per year.

Spending on professional grade skin care has grown among men, per Qsight. On average, men spent $142 per visit on professional grade skincare products, up from $133 in 2022 and $120 in 2021. Women spent around $150 per visit on professional grade skin care products in 2023.[2]

The men's skin care products market is projected to reach $28.345 billion by 2029, growing at a double-digit CAGR through the forecast period, according to a market study from Future Market Insights.[3]

Ahdarsh Vallabhaneni, M.D., presented an abstract at the 2024 Conference of the American Society for Laser Medicine and Surgery (ASLMS) that evaluated trends in men's cosmetic treatments.

The study, "Analyzing Cosmetic Trends in Men: Insights from a Single-Center Data Study,"[5] explored the trends in cosmetic procedures sought by patients over a 10-year period at a single-center dermatology clinic.

In both genders, there was a yearly increase in cosmetic visits from 2015 to 2023, outside of the pandemic-driven year of 2020. The number of male patients seeking cosmetic treatments has increased by approximately 1.5 times since 2021, per the study.

Dr. Vallabhaneni concluded that, "given the differences in cutaneous biology and anatomy between genders, aesthetic treatments for men necessitate nuanced approaches and specific modifications compared to those routinely performed on women."

1. SEMAGLUTIDE FOR WEIGHT LOSS: THE OZEMPIC PHENOMENON

In the 2024 year-to-date, weight loss treatments have accounted for 17% of non-surgical aesthetics spending by men, up from 13% in 2023 and 5% in 2022. This increase has been largely driven by the ongoing surge in semaglutide prescriptions like Ozempic and Wegovy, according to Qsight.

Ozempic is the most searched weight loss drug, outpacing Wegovy, its closest competitor, by 300%. The total prescriptions for Ozempic in 2022 reached 2.2M, marking a staggering 857% growth since 2019. Approximately one-quarter of all Ozempic prescriptions were issued for individuals not diagnosed with diabetes even though the drug is not yet officially approved for weight loss.[4]

Once it hit the mainstream, Ozempic (and other semaglutide drugs) accelerated into new possibilities, with clinical trials exploring its potential use for additional health ailments, celebrities and influencers sharing their Ozempic journey and the fitness industry beginning to embrace its weight loss support.



From top: Image by Africa Studio ; Phimchanok at Adobe Stock

2. HAIR RESTORATION

Male patients spent an average of $5,335 per visit on hair transplant and restoration treatments in 2023, marking a 14% increase over their average per-visit spend in 2022. Hair transplantation and restoration treatments were the leading category of aesthetics spending among men in 2023, accounting for 30% of total men's aesthetics spend (excludes general surgical procedures). This was followed by neurotoxin injections (17%) and energy-based device procedures (16%), per Qsight.

A December 2023 study[6] explored the potential of relocating beard and body hair to bald areas of the scalp through a body hair transplantation procedure. The study was conducted across the United States, Colombia, Mexico and India, analyzing 82 patients with an average age of 48.9 years old.

3. PENILE ENHANCEMENT

Penile enhancements, particularly newer and safer penile enhancement procedure innovations such a those that involve injecting hyaluronic acid dermal fillers into the penile shaft and glans to increase the penis' width and add a small amount of length, are increasingly popular with men who are looking for a change to their sex life. The treatment requires multiple sessions and can cost around $15,000. Other than some bruising and swelling, the recovery process is predictable and fast, allowing sexual activity to resume within one week of the procedure.



"Hair transplantation and restoration treatments were the leading category of aesthetics spending among men in 2023, accounting for 30% of total men's aesthetic spend."

The UGraft Zeus, a novel skin-responsive device, was used to facilitate the body hair transplantation procedures and address complexities encountered by previous hair restoration techniques. The device distinguishes itself with proprietary design features, including a unique self-navigating capability adept at navigating diverse skin textures, thicknesses and varying levels of hair curliness during Follicular Unit Extraction. This capability minimizes graft damage and fosters improved wound healing, according to the study.

The study reports that graft attrition rates below 7% were consistently achieved in the body hair transplantation procedures, marking a significant advancement over prior technologies that reported damage rates as high as 20% (beard) and 30% (body). More than 79% of patients reported high satisfaction six months post-procedure.

Microneedling can help to stimulate the scalp and hair follicles directly, providing a targeted approach to hair restoration. Combining microneedling with PRP, oral or topical solutions can further enhance the results and promote hair growth. Rolling a microneedling handpiece outfitted with tiny needles across patchy areas on the scalp creates microscopic wounds. The punctures in the upper dermis and into the dermal layer stimulate growth factors and tissue recovery, resulting in the body rebuilding the scalp and hair follicles.[7]

A 2022 study in the *Aesthetic Surgery Journal* analyzed online questionnaires filled out by men seeking to undergo a penile girth augmentation. The survey aimed to assess patients' motivations, including penile size self-discrepancy, psychological distress, self-esteem, body image–related quality of life, body dysmorphic disorder (BDD) and cosmetic procedure screening scale-penile-focused dysmorphic disorder.[8]

In this study, self-confidence was the most reported motivation for men seeking penile girth augmentation. Other motivations included a desire to improve self-confidence, change penile size/appearance, sexual function/pleasure, feelings of insecurity and medical issues. The men perceived their actual penis size as significantly smaller than the ideal size, the size they believed their penis should be and their expected size post-augmentation. The study suggests that men undergoing these procedures may be underestimating their own penile sizes and overestimating those of other men, a phenomenon supported by previous research, with attitudes that are influenced by pornography and societal stereotypes.

Another 2022 study in the *Aesthetic Surgery Journal* investigated men's experiences with nonsurgical medical penile girth augmentation and assessed the impacts these procedures had on penis size and associated psychological well-being.[9]



Image by Czyz at Adobe Stock



In this study, around half of the men reported increased self-confidence and increased sexual pleasure after their procedure. Despite an average girth increase of 3.29 cm, the men still perceived that their penile girth and length were less than what they should be or less than the ideal size after their augmentation procedure, per the study. However, this perceived discrepancy was significantly smaller than before their procedures.

Although the results were mostly positive, there were no reported changes in psychological distress, self-esteem or body image-related quality of life, and a sizable percentage reported fewer positive impacts, particularly concerns with the aesthetic outcomes.

4. LIMB LENGTHENING

Limb lengthening surgery is growing in popularity despite being expensive and potentially painful, with months of intense physical therapy. The long and insurance-less process is seemingly worth it for men who see adding a few extra inches to their frame as a potentially life-changing procedure—and data seems to suggest they are right.

With limb lengthening surgery, someone can be up to 3 inches taller, and with two surgeries, they could be up to 6 inches taller. The 4-hour operation costs $75,000 to $280,000 and is not generally covered by insurance. At least four months of daily physical therapy is required, and patients typically use a walker and then a cane to regain mobility.

An April 2006 study at the University of Chicago suggested women prefer tall men for romantic ventures. Men in the 6'3 - 6'4 range reportedly received 65% more first-contact messages than men in the 5'7 - 5'8 range. The study concluded that women have a strong aversion to men who are shorter than themselves, and regardless of their own height, women prefer to meet tall men.[10]

There also appears to be a significant height premium for men in their careers. The same University of Chicago report found that 1-inch increases in height are related to a 1.4% increase in earnings. A man who was 5 feet 6 inches tall needed an additional $175,000 to be as desirable as a man who was approximately 6 feet tall and earned $62,500 per year.

A study cited by WebMD in 2023 found that height may be an advantage when it comes to avoiding dementia. The study of more than 500 people showed that men who are about 5 feet 11 inches or taller are almost 60% less likely to have Alzheimer's disease than those who are about 5 feet 7 inches or shorter.[11]

In an ever-progressing society, men are continuing to invest in their appearance, from buying premium skin care to aesthetic-based cosmetic procedures. There is a clear growing demand for anti-aging products and skin care formulated for men, and new trends evolving in men's cosmetic surgery. Having a strong perception of the latest treatment trends will help your practice take advantage of this growing patient demographic. ME

REFERENCES:

1. Statista - Size of the global men's personal care products market from 2022 to 2028
2. Qsight Guidepoint
3. Future Market Insights - Men's Skincare Products Market Outlook (2023 to 2033)
4. Track Drugs - Ozempic Statistics and Trends in 2024
5. Vallabhaneni, Ahdarsh, "Analyzing Cosmetic Trends in Men: Insights from A Single-Center Data Study"
6. "Beard and Body Hair Transplantation by Follicular Unit Excision Using a Skin-Responsive Device," Dermatologic Surgery Journal
7. Tabin, Elise, "Everything You Need to Know About Scalp Microneedling, The Latest Hair-Growth Trend," New Beauty
8. Gemma Sharp, Anne Nileshni Fernando, Michael Kyron, Jayson Oates, Peter McEvoy, Motivations and Psychological Characteristics of Men Seeking Penile Girth Augmentation, Aesthetic Surgery Journal, Volume 42, Issue 11, November 2022, Pages 1305–1315
9. Gemma Sharp, Anne Nileshni Fernando, Jayson Oates, Peter McEvoy, Men's Experiences and Psychological Outcomes of Nonsurgical Medical Penile Girth Augmentation: A Preliminary Prospective Study, Aesthetic Surgery Journal, Volume 43, Issue 2, February 2023, Pages 181–191
10. Hitsch, G. J., Hortacsu, A., & Ariely, D. (2006). What makes you click? mate preferences and matching outcomes in online dating. SSRN Electronic Journal.
11. Cooper, J. (n.d.). How your height affects your health. WebMD



Tony Scianna is the associate editor of *MedEsthetics.*

Image by ASDF at Adobe Stock

MedEsthetics®

The Guide for Excellence in Medical Aesthetics

Tune In!



MedEsthetics'

Multimedia

www.medestheticsmag.com/multimedia



Image by Elle Bramble/Cultura Creative at Adobe Stock



Aesthetic Trends & Treatments for SKIN OF COLOR

Exploring the current aesthetics trends and specific treatment needs for skin of color patients.

By Mara Maddox

Most skin care and beauty standards exist for people of Caucasian descent with light-toned skin. Like every industry that is modernizing, the aesthetics and skin care industries recognize the need to consider the needs of patients with darker skin tones. When treating common concerns like acne, hyperpigmentation and anti-aging in skin of color, aesthetics requires a different approach. Being attuned to your patient's needs puts you in the position of a trusted advisor while addressing their aesthetic concerns and goals.



The differences in SOC patient skin tones encompass a wide range, with no one-size-fits-all approach to any treatment.

The Difference is in the Details: Skin Tone Matters

Recent insights provided by Seemal Desai, M.D., dermatologist at Innovative Dermatology in Plano, TX, mention the need to assess patients with darker skin carefully and that there is no "one-size-fits-all" for skin protection. When referring to skin tones, there is a wide range of groups from African descent (including Africans, African Americans and Caribbean Black individuals), Asian and Pacific Islanders, Latinos, Middle Easterners and more that have higher degrees of melanin.



to be in unexposed areas of the body[1], such as the soles of the feet, nail beds or mucous membranes. As with all cancers, early diagnosis is key to survival, especially since the 5-year survival rate for melanoma in Black people is 65%[2], compared to 91% for white people. Protecting skin of all colors is de rigueur for dermatologists, yet many preferred sunscreens leave an unattractive white cast.

Andrew F. Alexis, M.D., Professor of Clinical Dermatology, Weill Cornell School of Medicine in New York, spoke at the ASLMS Conference on the range of issues that affect multiple skin types. "Skin color alone is not an effective predictor of clinical characteristics," he said. Assisting these patients in education and treatment will garner loyalty and confidence. Based on the level of melanin from the Fitzpatrick skin scale, you'll need to address their skin concerns appropriately. For example, keloids from extra scar tissue affect people with darker skin tones more. The most common locations affected are the earlobes, chest, back and arms. This along with increased hyperpigmentation from acne or aggressive picking can be addressed with lasers and chemical peels. Special attention, techniques and devices are imperative, and demand has increased among practitioners. Because standard energy-based methods are too strong to use on skin of color and can cause adverse effects, newer modalities have become popular in modern practices.

"Based onthe level of melanin from the Fitzpatrickskin scale, you'll need to address theirskin concerns appropriately. For example, keloids from extra scar tissue affect people with darker skin tones more."

The Fitzpatrick skin tone scale is a good start to determining the amount of melanin in various skin types. Because many patients and practitioners overlook full skin checks in darker skin toned patients, when skin cancer does occur, the status can be much worse. It is more likely

Evening Skin Tone in Skin of Color Patients

Vitiligo is a burden for patients looking for more even-toned skin. At the 2024 Winter Clinical Hawaii Dermatology Conference, Dr. Desai recommended treatments using liquid nitrogen and/or laser-assisted depigmentation. He

From top: Image by Jade M/peopleimages.com; csiling at Adobe Stock



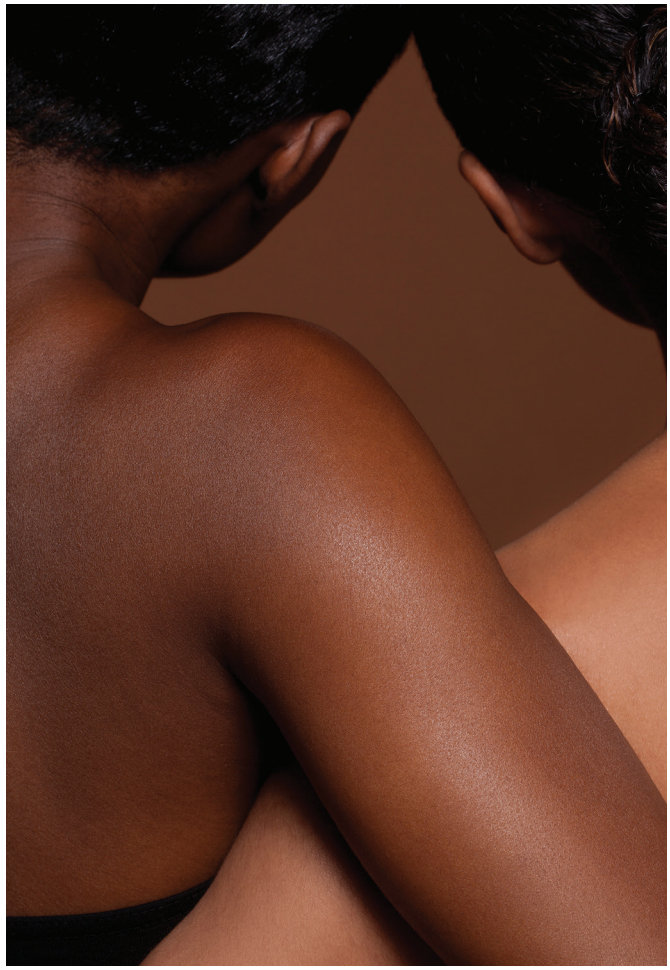
Image by David L: peopleimages.com/ Adobe Stock

"Post-inflammatory hyperpigmentation (PIH) can occur more regularly in darker skin tones from natural conditions like acne scarring, and can be the start of many patient visits after seeing an untrained aesthetic practitioner to correct signs of damage."

provided guidelines for dermatologists when counseling patients with vitiligo on cosmetic procedures. A consensus highlighted the safety of laser hair removal and IPL for stable vitiligo, emphasizing the importance of low settings and cautious use to avoid heat-induced trauma. "Patients with vitiligo should never undergo an ablative laser because that is bound to koebnerize and worsen the disease," said Dr. Desai. "Try to always do test spots, and if you have any laser or device induced depigmentation, treat very aggressively with the systemic dexamethasone along with the topicals in terms of laser hair removal and IPL. If your disease has been stable for at least a year, it's okay to do laser hair and IPL, with the caveat that laser devices can cause a heat induced trauma to the skin and a theoretical koebnerization."

He also recognizes patients' hands as a symbol of cultural importance and stressed the significance of treating them along with the face. "So many of you may have seen patients who come in with vitiligo, and you get their face better. Some of these individuals just want an evening of the skin tone, even if you can't bring back their full color. That's where you can use simple liquid nitrogen to destroy their normal pigment or laser assist."

Post-inflammatory hyperpigmentation (PIH)[3] can occur more regularly in darker skin tones from natural conditions like acne scarring, and can be the start of many patient visits after seeing an untrained aesthetic practitioner to correct signs of damage. Traditional ablative laser resurfacing, while attractive in their basic description, can increase risk of PIH and scarring in patients with higher Fitzpatrick numbers. This makes non-ablative laser therapy preferable when treating skin of color patients. The risk of PIH can be combated with chemical peels, and is most effective in combination with a regimen of topicals, such as hydroquinone, azelaic acid, kojic acid, licorice extract and retinoids after treatment. Sharing his preferred chemical peeling agents, Dr. Desai noted glycolic acid, salicylic and trichloroacetic acid (TCA), emphasizing that "TCA does not become medium depth until it's in concentrations close to 20%. At lower concentrations, TCA works as a superficial chemical peel." These can ramp up the efficacy of procedures like chemical peels and laser therapy while gently evening out the skin tone.



Products prioritizing efficacy across skin tones and culturally relevant ingredients embraced by SOC consumers is vital to bridging inclusivity gaps.

Trends in Cosmetic Procedures for Skin of Color

Gone are the days of treating patients with a broad stroke and the desire for patients to look like their peers. Standard benchmarks of beauty are waning with more individualized looks coming to the forefront. Particularly in multicultural demographics, aesthetics that retain their cultural distinction are on the upswing. Evidenced in Galderma's latest study4, we see that self-expression is becoming more important among patients. The report states that 8 in 10 Millennials and Gen Z claim that "being yourself" fits their definition of beauty. Awareness of aesthetic treatments have increased through social media and show no signs of stopping. Expect patients to make requests from this medium and steer them to credible treatments for their particular case as opposed to what's trending.

Anti-Aging in Skin of Color

While darker skin tones have a thicker outer layer and are less prone to fine lines and wrinkles, volume and fat loss in the face can be a concern. Fillers are one solution, yet overdoing it only leads to unnatural results. Tightening the skin early on in the aging process is key to helping keep skin toned and lifted. Many methods that work for light skin tones produce adverse reactions for those that rank higher on the Fitzpatrick scale. One method that is universal is microneedling, especially when paired with radiofrequency (RF). Where lasers and peels require certain categories of skin tone, patients of color have lowered risk of PIH with RF since there is no full-thickness destruction of the skin. Microneedling is also beneficial for enhancing transdermal delivery of tranexamic acid and depigmenting serums. Microneedling with subcision has been successful in treating skin of color patients with post-acne scarring. According to the *Journal of Clinical and Aesthetic Dermatology*5, when a needle is inserted beneath the scar, it releases the fibrous tissue anchoring the scar and restores normal contour of the skin. This revealed that 95.6% of patients saw improvement by at least one grade, with minimal side effects that resolved within two days. The combination treatment proved to be safe and effective in skin types III, IV and V. It was, however, more effective for rolling and boxcar scars compared to ice-pick scars.

Skin Care Needs for Skin of Color

In this instance, practices can take a page from social media trends by embracing relevant content and aligning their mission of inclusivity in product and treatment offerings. SULA Labs, a Black-owned R&D skin care lab, and SPATE published a report6 that captured Black influencers' comments on TikTok, highlighting the discrepancies in skin care. "The top-viewed concerns regarding Black skin on TikTok directly reflect the inclusivity gaps in product development within the beauty industry. We hope that more brands will adopt product development practices that prioritize the needs of dark-skinned consumers, conduct clinical and consumer testing that demonstrates product efficacy across all skin tones and select ingredients that are both culturally relevant and embraced by dark-skinned consumers." This trend is not going away – you'll see more awareness as mass product lines begin or continue working with influencers, especially in multicultural demographics. With the brutal summer sun beating down on us, it's important to reiterate the message of daily sunscreen

Image by Elle Bramble/Cultura Creative: csiling at Adobe Stock

habits, no matter your patient's skin color. Be aware that your message will be ignored if your practice doesn't offer mineral-based products that are sheer.

TIPS FOR SUCCESS TREATING SKIN OF COLOR

The good news is that by targeting your practice to recognize the different ways of treating skin of color, you'll be on the forefront of providers and a valuable resource. With modern advancements in skin care products, nonablative lasers and fractional devices, you can effectively treat a wide variety of patients and replace older, less effective methods. Some tips from our experts at the American Society for Laser Medicine and Surgery advise:

- **Know Your Patient:** Don't assume you know your patient's lineage based on their skin color. When in doubt, ask so you can determine what course of treatment is best. The response to UV rays, injury and inflammation can produce higher levels of hyperpigmentation.
- **Know Your Device:** Always test spot light-based treatments, peels and therapies.
- **Know Your Treatment Options:** Choose devices that are non-ablative and offer fractional light for skin of color.

While we advance our knowledge of caring for and repairing skin across a spectrum of skin tones, our patients will respond with increased loyalty and satisfaction. Staying aware of trends on social media, attending conferences and collaborating with peers and vendors in the industry are all ways to be knowledgeable in advising skin of color patients. ME

REFERENCES:

1. https://www.skincancer.org/skin-cancer-information/skin-cancer-facts/
2. https://www.skincancer.org/blog/ask-the-expert-is-there-a-skin-cancer-crisis-in-people-of-color/
3. Davis EC, Callender VD. Postinflammatory hyperpigmentation: a review of the epidemiology, clinical features, and treatment options in skin of color. J Clin Aesthet Dermatol. 2010 Jul;3(7):20-31. PMID: 20725554; PMCID: PMC2921758.
4. NEXT BY GALDERMA: UNDERSTANDING THE FUTURE OF AESTHETICS. https://www.galderma.com/next-galderma. January 2024
5. Mansee Desai, M.D., et. al., Cosmetic Procedures in Patients with Skin of Color: Clinical Pearls and Pitfalls. J Clin Aesthet Dermatol. 2023;16(3):37–40.
6. SPATE x SULA LABS: BLACK BEAUTY CONSUMER TRENDS ON TIKTOK FEBRUARY 2024



Mara Maddox is a freelance writer and public relations specialist with a background in branding and marketing for the upscale, consumer retail market. She has contributed to the International Society of Aesthetic and Plastic Surgeons (ISAPS) as well as a variety of plastic surgery centers and the integrative aesthetics industry.



Image by csilling at Adobe Stock



Image by Djomas at Adobe Stock





Aesthetics Agenda: AGELESS BEAUTY ACROSS GENERATIONS

Prejuvenation and beauty preservation merge to create ageless beauty across generations.

By Rebecca Lane

We are at a pivotal moment in medical aesthetics as ever-evolving treatment innovations bring us closer and closer to realizing the ultimate goal of achieving truly ageless beauty across generations. Aesthetics is becoming an integral part of our overall beauty and health maintenance routines, considered an extension of our skin care regimens rather than separate cosmetic enhancements. With the normalization of aesthetics, individual trends like prejuvenation amongst younger generations and pro-aging or preservation of individual beauty amongst older generations are merging to form a new category of ageless beauty in aesthetics that spans all age groups.



Proactive Aging/ Prejuvenation (20's & 30's)

One of the major aesthetic trends that is still going strong is the trend towards addressing moderate signs of aging early. Prejuvenation treatments are utilized by patients in their 20's and 30's to prevent serious signs of aging rather than correct them later.

At-Home Treatments

The growing awareness among younger and older generations around the impact of free-radicals on skin health and the primary triggers of free-radical damage, UV rays and pollution, has led to skin care staples such as daily SPF and antioxidants becoming common elements of daily regimens. This increased awareness of the preventative power of skin care is leading to a more educated aesthetics consumer when it comes to preventing damage to skin health and signs of aging with products that preserve and protect skin health. Younger generations are also complementing their in-clinic treatments with the use of at-home devices and 'prescription-strength' skin care products that help to maintain treatment results in between visits.[1]

Tweakments

The trend in less invasive treatments used for prejuvenation, often referred to as "tweakments", has been growing in popularity over the last year or more, with Millennials and Gen Z patients adopting this preventative practice. These tweakments are considered an extension of patients' skin care regimens rather than separate cosmetic treatments. Patients seek treatment for moderate signs of aging that appear, using an approach that focuses on implementing light, subtle enhancements designed to get ahead of the aging process.

Preventative Collagen & Regenerative Treatments

Younger generations are becoming increasingly aware of the vital role collagen plays in the process of skin aging. We begin losing collagen in our 20's, as Annie Chiu,M.D., board-certified dermatologist and founder of The Derm Institute, explains, "It is well studied that the body starts losing more collagen during the late 20's. This is when enzymes that break down collagen start increasing in activity beyond what the body naturally replenishes — essentially collagen breakdown outpaces new collagen production."[15]

This growing awareness of the importance of collagen has been demonstrated in the coverage of biostimulators on social media, with posts growing eight-fold between 2010 and 2020.[2] Younger generations are looking more and more to collagen biostimulators combined with other injectables and collagen banking plans to proactively boost and maintain collagen levels before they noticeably decrease with age.[3]

Collagen Banking: Despite how it sounds, collagen banking is not the practice of removing collagen and storing it for later use. Collagen banking actually involves getting collagen stimulating treatments in your 20's, thereby boosting collagen production early in order to have more collagen stored in your body as you start aging and mitigate future collagen loss. According to Dr. Chiu, "If you start replenishing early, you can better keep up with the rate of loss."

Glow Facials: In addition to collagen banking, younger generations are turning to other natural ways to simulate collage production. Between 2020 and 2021 demand for glow facials increased by 66% and platelet-rich plasma facials rose by 44%.[4] Glow facials are a multi-step treatments combining oxygenating exfoliation, ultrasound



Younger generations are turning to collagen biostimulators combined with other injectables and collagen banking plans.

From top: Image by Djomas; руслан малыш at Adobe Stock

therapy and lymphatic massage. These medical-grade facial treatments cleanse, exfoliate, hydrate, improve overall skin health and appearance and are one of the treatments that naturally stimulate collagen production to enhance and maintain youthful skin.[14]

The #biostimulator has a whopping 3.1 million video views on TikTok, reflecting the rising interest in collagen stimulating treatments like this one, and is expected to see even more significant growth as more effective ways to stimulate collagen and elastin production emerge.[5]

Other Collagen Trends: Collagen enhancing trends are spreading further than their role in aesthetic treatments, with patients now incorporating supplements like collagen powder and collagen peptides into their regmin, merging beauty and nutrition. This holistic approach to maintaining beauty demonstrates the increased awareness of the connection between skin health, gut health and the importance of properly nurturing the body with enough hydration and a nutritious diet. This trend reflects the improved understanding of the impact of collagen and other supplements such as probiotics on skin health, and focuses on giving our bodies the proper nutrition both topically with skin care solutions and aesthetic treatments, and from within via supplements, hydration and dietary nutrition.[16]

Proactive Aging: 40's & Beyond

Proactive aging is not just for patients in their 20's and 30's, though, as patients in their 40's are starting to consider facelifts now, engaging in the same type of long-term planning around preventative aesthetic treatments, albeit with slightly more advanced procedures. While almost 75% of facial plastic surgeons saw an increase in patients under 30 years old, a comparable number of medical specialists reported seeing midlife patients for strategic, preventative treatment.[6] "People come in all the time in their mid to late 40's debating 'do I need a facelift?'" explains Julius Few, M.D., a U.S. board-certified plastic surgeon. "That's become a much more common discussion… I'm seeing this kind of long-term planning more than I ever have in my career."[7]



From top: Image by Nestor; Djomas at Adobe Stock



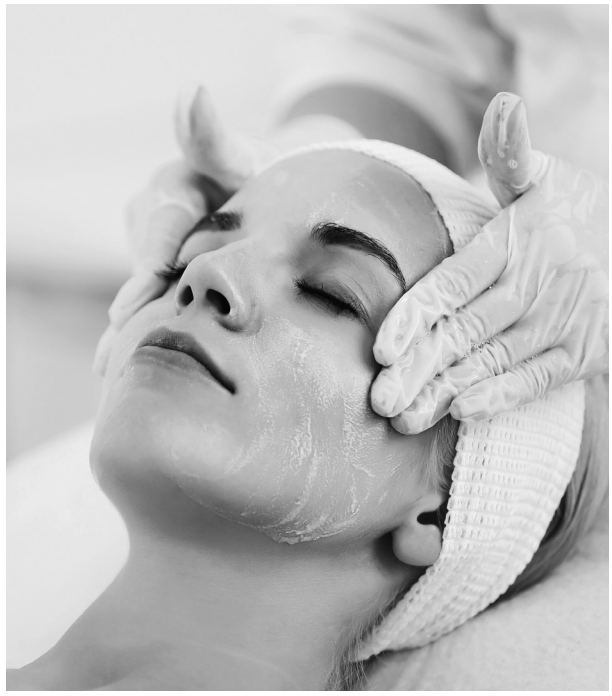
Ageless aesthetics seeks to preserve patients' unique beauty as they age.

Ageless Aesthetics (40+)

On the other side of the spectrum is the movement towards ageless aesthetics. Women are taking preconceived notions and stigmas around age and clearly defined age groups and throwing them out the window. Almost 72% of women globally are more focused on looking and feeling healthy rather than young. What's more, 63% of women globally report that "aging is no longer something to fear."[8] With humans living longer, patients want to maintain their health and preserve their unique beauty as they age so they can enjoy healthspan along with lifespan. This has resulted in a shift in attitude away from the traditional idea of anti-aging to one that emphasizes pro-aging or agelessness and is focused more on preservation of individual beauty. "Most patients just want to look in the mirror and say 'nice,'" says Christoph Martschin, M.D., Portugal-based dermatologist. "This doesn't mean that they want to look 25 forever. But it does mean that they want to look like a very attractive 40-year-old, a very attractive 50-year-old…"[18]

Aging Gracefully

"We're entering a new era that doesn't want – or have to – accept the frozen face look as we may have done previously," says celebrity facialist Natasha Clancy, founder of a dermatology clinic in Mayfair, London.[9] Like their younger counterparts, older generations of consumers are now seeking subtler alternatives to the more obvious-looking results associated with formerly popular aesthetic trends. Once again, treatments that naturally stimulate collagen production are being utilized as an "under the radar approach… to create a natural-looking lift."[18]



Patients want to improve their skin quality and health to enhance their natural beauty with natural-looking results.

The primary goal is no longer to look actively "younger," but rather to maintain a healthy and radiant appearance that enhances patients' natural beauty. This is demonstrated in the rise of aesthetic treatments that provide natural-looking results, with treatments to improve skin quality and skin health rising in demand. "More and more people are coming to the clinic asking for that 'no makeup look,'" says U.K.-based aesthetic practitioner, Ahmed El Muntasar, M.D.[10]

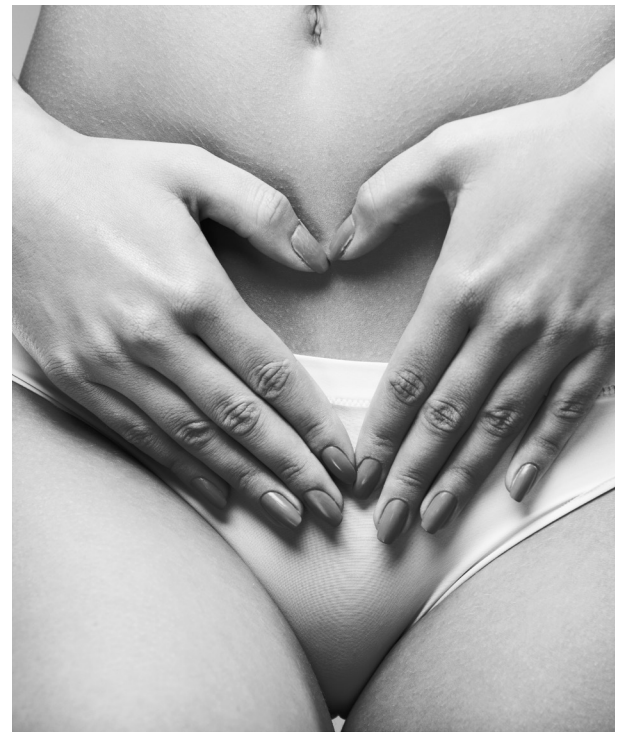
Looking Past the Face

The face is far from the only area patients are now looking to maintain, with increasing patient awareness of the impact other areas that reveal age, such as the decolletage, hands and knees as well as the underarms, have on an individual's overall appearance. Patients are now becoming better educated as to the aging process of areas other than the face and the need to maintain the delicate skin of areas like the neck to achieve aesthetic balance. This encompasses far more than simply the neck and hands, however, with patients seeking treatments to address visible and hidden aesthetic concerns. The area of intimate wellness is seeing a significant rise in demand for aesthetic treatments. The area of women's sexual health, in particular, is experiencing a notable upsurge in demand, with #femalejuvenation videos on TikTok about vaginal rejuvenation techniques reaching 6.7M views.[11]

No Lie Under Calm After Waxing Patch: NoLie is a "sensual wellness" brand providing these newer intimate wellness products entering the skin care scene. One of their intimate hygiene products is this convenient adhesive patch for post-Brazilian wax care to protect and soothe intimate areas from dust and pollutants. It offers a waterproof cotton gel patch with a slit in the middle that fits onto the bikini area under trousers and underpants, so consumers can wear it immediately after waxing. The highly adhesive, nondrying patch effectively delivers active ingredients. TECA Retive soothes skin with cica ingredients, Hydra-Relief EX hydrates and protects and Soothing Cooler Complex offers cooling care. "This product represents the convergence of personal care and self-care, highlighting the significance of women's and sexual wellness. The emergence of candid discussions around these subjects has paved the way for inventive brand and product releases that combine convenience with effectiveness." Sarah Jindal, Senior Director, Mintel Beauty, Personal Care and Household Insights.[17]

A Holistic Approach to Ageless Aesthetics

A holistic approach to aesthetics, both to achieve facial balance as well as overall aesthetic balance, is emerging as the most effective approach to preserving individual beauty as we age. Indeed, combination treatments designed to achieve aesthetically balanced, longer-lasting results are rising in demand among patients, according to 80% of U.S.



From top: Image by Africa Studio; puhhha at Adobe Stock

plastic surgeons.[13] "As skin ages, a global treatment – one that treats the entire face rather than just individual spots – is often a better option," says Maria Milone, M.D., cosmetic doctor at a dermatology clinic in Australia.[12] We can already begin to see a steady rise in a holistic approach to aging, with practitioners beginning to take an inside-out approach to addressing signs of age in patients that takes into account and first addresses the physical and aesthetic impact of changes in hormone levels during menopause. Once these hormone imbalances have been addressed, practitioners then provide guidance on the best diet, supplements and lifestyle choices to revitalize how patients feel physically, and in turn, how they look. Providers will then advise patients as to the best combination of aesthetic treatments to further revitalize and preserve their unique beauty. Sheila Nazarian, M.D., L.A-based plastic surgeon notes, "A future-forward approach to patient care is taking a holistic view of what happens when we age as far as nutrition, mental health and the best aesthetic treatment [is concerned]."[18]

The New Era of Ageless Aesthetics

Ultimately, these prejuvenation and pro-aging/agelessness trends are both heading in the same direction with parallel aesthetic goals, representing two sides of the same coin. On one end we have the goal of prolonging youthful appearance and on the other side is the goal of preserving said beauty as we age. New treatments being developed that improve our ability to restore things like bone loss and thinning hair will contribute significantly to our goals of achieving ageless beauty, but merely addressing the external signs of aging is only half the equation.[18]

Both movements to prolong and preserve beauty require a truly holistic approach to aesthetics and aging to reach their ultimate goal of making ageless beauty across generations a reality. This means addressing nutrition, lifestyle and long-term health in combination with skin care and aesthetic treatment plans that deliver long-lasting results and address the progressive signs of aging throughout a patient's life to prolong and preserve their youthful appearance and unique beauty as they age. With a longer human lifespan comes the need to also preserve healthspan and ensure that we feel youthful and more vibrant longer. A holistic approach that addresses patient health and aesthetics will help us achieve ageless beauty so that our external appearance matches how we feel inside no matter our age. ME



Image by Djomas at Adobe Stock

REFERENCES:

1. Glossy (2022) Tretinoin emerges as trendy cult product thanks to skinfluencers and telemedicine. https://www.glossy.co/beauty/tretinoin-emerges-as-trendy-cult-product-thanks-to-skinfluencers-and-telemedicine/.
2. McKinsey & Company (2021) From extreme to mainstream: The future of aesthetics injectables. https://www.mckinsey.com/industries/life-sciences/our-insights/from-extreme-to-mainstream-the-future-of-aesthetics injectables.
3. Express.co.uk (2023) 'Collagen banking' can help stave off signs of ageing for longer, says doctor. https://www.express.co.uk/life-style/health/1798735/prevent-signs-of-ageing-collagen-banking.
4. Yelp (2021) 2022's beauty trend forecast report. https://blog.yelp.com/wp-content/uploads/2021/12/Yelp-2022-Beauty-Trend-Forecast-Report.pdf.
5. TikTok #biostimulator trending hashtag on TikTok. https://www.tiktok.com/tag/biostimulator?lang=en.
6. Facial Plastic Surgery (2023) As Americans return to the office, AAFPRS unveils aesthetics trends from annual facial plastic surgery survey. https://www.aafprs.org/Media/Press_Releases/New-Trends-in-Facial-Plastic-Surgery.aspx.
7. Allure (2022) These Will Be the Biggest Plastic Surgery Trends for 2023. https://www.allure.com/story/plastic-surgery-trends-2023.
8. Avon (2022) The power in ageing: Future of beauty report. https://www.avonworldwide.com/beauty-innovation/innovation-centres/future-of-beauty/power-in-ageing.
9. Refinery29 (2022) 'Growing older is something to be celebrated': Sorry, but anti-ageing skincare is a scam. https://www.refinery29.com/en-gb/anti-ageing-skincare-myth#.
10. Women's Health (2022) Why the 'clean girl' aesthetic isn't as 'off duty' as it appears. https://www.womenshealthmag.com/uk/beauty/skin/a41213011/no-makeup-makeup-myth/
11. TikTok #Female rejuvenation. https://www.tiktok.com/discover/female-rejuvenation?lang=en
12. ENRICH Clinic 5 aesthetic skincare trends of 2022 influencing 2023. https://www.enrichclinic.com.au/skinovation-5-aesthetics-skincare-trends-of-2022-influencing-2023/.
13. American Society of Plastic Surgeons (2022) Inaugural ASPS insights and trends report: cosmetic surgery 2022. https://www.plasticsurgery.org/documents/News/Trends/2022/trends-report-cosmetic-surgery-2022.pdf
14. 1Glo2Facial by Geneo Cost, How It Works, Benefits | RealSelf
15. https://www.huffpost.com/entry/collagen-banking_l_5d5c36e4e4b05f62fbd64dd6
16. Spate Consumer Trend Highlights Q1.2024. https://www.spate.nyc/quarterly-tiktok-trends-2024?_kx=0fjxVjhComJ044o1wOFWJCfSmNH1ZqBq6-PAq51E5Gw.QWRZ3y
17. Mintel's Most Innovative Beauty, Personal Care and Household 2024. https://www.mintel.com/insights/beauty-and-personal-care/innovation-in-beauty-personal-care-household/
18. NEXT BY GALDERMA: UNDERSTANDING THE FUTURE OF AESTHETICS (2024). https://www.galderma.com/next-galderma

Rebecca Lane is the managing editor of *MedEsthetics*.



Image by swanto at Adobe Stock

Aesthetics Visionaries Presented By:
aerolase®
Essential to skin health.



Exposing the Ugly Underbelly of UNREGULATED MEDSPA MAYHEM

Kate Dee, M.D., Exposes the Good, the Bad and the Ugly Underworld of Unregulated Medspas.

By Rebecca Lane

Exposing the unsavory underbelly of the medical spa world is no small task and not for the fainthearted. While medical aesthetics as a whole is moving away from allowing these kinds of practices that put patients' health and even lives in danger, the public distancing and reproval of unsafe and shady medspa practices is a fairly recent development. Kate Dee, M.D., on the other hand, is one of the brave practitioners that decided to stand up in opposition to the unregulated world of medical spas and advocate for patient safety. Of course, like Dr. Dee, there are plenty of good medspas out there that provide excellent service and patient care, but it just takes a few bad apples to ruin things for everyone, the taint of their misdeeds overshadowing the dedication and achievements of the many upstanding medspas. Her thorough expose, "Med Spa Mayhem: The Good, The Bad, and The Ugly Secrets of the Aesthetics Industry,"[1] seeks to help both consumers and practitioners better understand and navigate the very complex world of medical spas.

FROM BREAST CANCER TO AESTHETICS

After 16 years as a breast imaging specialist focused entirely on breast cancer, Dr. Dee learned about aesthetics from two retiring colleagues when she spent a day with them in their clinic before they closed their office. She remembers, "It was the most fun I'd had in medicine ever." It was then that she began taking outside courses, stating, "Thus began my personal self-directed residency in aesthetic medicine."

It was a toxic middle manager that began a campaign of harassment against Dr. Dee at the hospital where she worked for 13 years that finally pushed her to take the leap into aesthetics once and for all. After raising higher in the ranks at the hospital through cutthroat tactics that expanded her own power while destroying others' careers, "pitting people against one another, fomenting distrust and anger, and getting people fired," the woman began focusing on Dr. Dee when she began to pose a threat. The woman began a targeted campaign against Dr. Dee, manipulating others to get her in trouble on trumped up claims and making her professional life there miserable till she decided to hand in her resignation.

After that, she wanted to focus on creating the kind of practice in medical aesthetics that empowered and helped the lives of both the patients and staff. Dr. Dee explains, "It is about the whole experience and the outcomes. Hospitals are just way behind the rest of the economy when it comes to user experience and worker satisfaction. Starting my own business meant I could focus all of my energy on both of those things. All of our business decisions must make business and medical sense and improve the happiness of both our patients and our staff."



The medspa removed aesthetic treatments from the sterile medical office setting.

She was able to create that, but along the way learned of the many flaws that also need to be addressed in the world of aesthetic medicine and the under-regulated world of medical spas.

MEDSPAS: THE WILD WEST OF AESTHETICS

The inherent loopholes in medical spa regulations have allowed the kinds of risks now coming to light to persist for too long. The loopholes that exist aren't always readily apparent to consumers or practitioners trying to navigate this complicated merging of medical aesthetics and the spa business, which was created by none other than investors and entrepreneurs wanting a piece of the aesthetics action despite not having any experience in the medical arena. That combination is a fairly good recipe for disaster, and as we've seen in recent years, disasters have ensued. Dr. Dee decided to step forward and "pull back the curtain on this industry, shining a spotlight on the hidden corners in the hope of guiding both consumers and practitioners to safer, more ethical shores."

"When injectables first arose, plastic surgeons around the country learn how to inject the new toxins and fillers and trained their nurses and PAs to do the injections," shares Dr. Dee. The same occurred with dermatologists learning how to use injectables on the job and training their nurses and PAs in lasers and injectables. No lucrative industry is going to pass the notice of Wall Street investors and those in business of making money when they discover they could also be getting a piece of the pie. So, in comes the entrepreneurs, who "founded a new creation called the medical spa. They hired the same mid-level practitioners from plastic surgeons and dermatologists…They were the first to offer spa treatments like facials and massage and medical treatments like laser hair removal and Botox under one lovely roof. The medical spa was all about the customer experience, and it took these procedures out of the sterile medical office setting." These entrepreneurs got around the problem of not being a licensed doctor, by hiring a "medical director" for the spa.

Thus began the era of the medical spa and the rising commodification of aesthetics, leading to the current problems with the lack of medspa regulations and the inevitable consequences that come with it. Dr. Dee points out the crux of the issue regarding the commodification of aesthetics, "In medical aesthetics, every treatment is elective

From top: Image by swanto; kanzefar at Adobe Stock





The "Yelp Mafia" took advantage of the hustle for good reviews to make their own profit from the medspa industry.

and cash-pay. You don't need to convince the government or insurance companies to pay for a service. You need to convince the consumer. This proves far to be a far easier task, as long as you have enough advertising dollars. Let that sink in: no one is in charge of deciding whether a treatment is effective – except the consumer. You have to trust that the person selling you the service is telling you the full truth."

Not even counting the properly licensed but unqualified professionals one can encounter in the aesthetics space, Dr. Dee discusses the even greater issue of false claims of board certification and unlicensed individuals illegally entering the field. She explains, "Beware of people falsely claiming to be board-certified. If you see a credential that says 'double board certified' in any of the following categories, these are not recognized by the ABMS: integrative medicine, antiaging medicine, aesthetic medicine, cosmetic medicine, regenerative medicine, functional medicine." Dr. Dee adds that these "are training courses, like many of us have taken. There is no legitimate board certification in aesthetic medicine. It doesn't exist."

Practitioners and patients also need to watch out for individuals with fake nursing degrees. "In 2023, a scandal broke where thousands of nurses were found to have purchased fake nursing degrees online. These nurses were working all over the United States, and they are still being weeded out of the system," states Dr. Dee.

When forming her own medspa business, Dr. Dee came face to face with the "challenges of distinguishing a genuine expert from a pretender, the pitfalls of falling for surface-level charm." Her own experience with finding the right staff, and wading through the pretenders led her to create "a 'Successful Injector' checklist. And, I go over it with each new NP or PA at the ninety-day review." This is just the tip of the iceberg, with numerous other pitfalls and dangers for practitioners and patients to navigate in the medspa world.

FINANCIAL FRAUDS FUELING THE MEDSPA MAYHEM

The Importance of Reviews & The Yelp Mafia

The hustle for reviews has left room for companies like Yelp to take significant advantage of medspa owners, with an algorithm designed to help those who fork over the cold hard cash. "When I was researching medical spas in my neighborhood, the only place that existed back then had some ugly reviews on Yelp. About six months later, that place started advertising on Yelp. Suddenly they had an almost five-star rating," states Dr. Dee.

Dr. Dee experienced the full Yelp "mafia protection" scheme after opening her medspa and receiving a suspicious bad review that didn't seem to have any relation to her business or mention of receiving services. While Yelp did take down this slanderous review from a clearly fake account after leaving it to affect her budding medspa's reputation for 6 days, Dr. Dee notes, "Soon after, I got a call from Yelp asking me to advertise my business." While she could hardly afford to advertise at that stage, and after asking numerous questions about how to handle these situations, what she should do and how she could get in contact with someone faster if this happened again, only

Image by meeboonstudio at Adobe Stock

to receive vague answers to the tune of promising help and relief from this problem if she advertised with Yelp, Dr. Dee admits, "I started paying up. That's right. It is protection money."

Dr. Dee is far from alone, with many of her colleagues who own medical spas relating similar stories. Unfortunately, while making sure to ask every patient to write a review, if "your patient has never written a review before, that review will be 'not recommended' and get relegated to a hidden status. Yelp prioritizes reviews from Yelpers." What's more, "Many medspa owners report that the moment they started paying Yelp for advertising, they suddenly had those five-star reviews pop up as recommended," says Dr. Dee, adding, "Every single business owner I know gets routine visits from these sales reps. They are there to convince you to pay some protection money. If you agree, you're married to the mob. There's no quitting."



CONSUMERS CHEATING THE SYSTEM

Dr. Dee points out, "As the quest for eternal youth and beauty intensifies, so does the audacity of those willing to exploit the vulnerabilities of medical spas and clinics. These unscrupulous individuals seek to gain at the expense of unsuspecting practitioners."

Botox Bandits: One widespread example of this you may have heard about are the "Botox Bandits." Dr. Dee explains that these are, "individuals who seek high-end treatments but disappear without settling their bills. Across the country, headlines from recent years tell tales of thefts and frauds in medical spas." This can include everything from people simply walking out without paying post-treatment to actual break-ins. Dr. Dee says these consumer crimes are "happening every day at medspas and aesthetics practices across the country. This is basically the cosmetic version of a dine and dash."

She would know, as Dr. Dee was a victim of this very crime. One woman who came into her medspa, "had a $240 treatment. At the front desk while checking out, she exclaimed, 'Oh, I left my wallet in my car. I'll be right back!' and ran out the door, never to be seen again…The police knew exactly who she was and where she lived. Nothing was done. The prosecutors did nothing."

"Such instances not only expose the vulnerabilities of aesthetic clinics but also underline the growing obsession and lengths some individuals are willing to go for antiaging and beautifying treatments. Safeguarding against such incidents is important for practitioners and clinics alike," relates Dr. Dee.

Extortion Through Malicious Fake Yelp Reviews: Dr. Dee relates another consumer scheme she experienced when a woman left a review claiming a treatment at her medspa had scarred her face. When Dr. Dee reached out to the woman by phone and then email asking for her to come in so she could see the damage and do what she could to address the issue, worried for the patient, she received a reply that stated, "If I gave her a refund, she would take down her review. She refused to speak to me on the phone or come in for a follow-up visit and pictures. She refused to send us an image showing the 'scarring.' This is really the perfect way to get free services!"

MEDSPA MONEY MAKING SCHEMES

The Groupon Bait and Switch: Dr. Dee discusses the tactic some medspas use to get patients in the door, offering a Groupon special that comes with a hidden agenda. She states, "When you see Botox priced at $8 per unit on Groupon, I can guarantee that the business is losing a lot of money on every person who walks in the door, assuming they are using real Botox."

Now, there are a few possibilities when it comes to the reason for a medspa offering such discounted rates on an expensive treatment. According to Dr. Dee, the first is, "The spa could be purchasing illegal neurotoxin from the gray market. There are many websites selling "Botox" from Europe or China. Some are simply illegally importing real Botox from foreign countries. Others are illegally importing Chinese (or other countries') fake Botox."

Another possibility is, "The spa could be diluting Botox or other toxins with extra saline – watering it down." In addition to this practice, certain medspas "could be using it as a 'loss leader.' This is when stores purposely offer a product at a loss, in order to upsell customers on more expensive items," states Dr. Dee.

From top: Image by swanto; LaCozza, at Adobe Stock





Prepaying for services sight unseen and the bait and switch are two money making medspa schemes.

The Bait and Switch, however, is a more commonly used tactic when it comes to suspicious Groupons. Dr. Dee explains, "This is where the spa uses the coupon to get you in the door, and when you arrive, you find that the original product that you purchased is unavailable, but for more money, you can apply that coupon to something else that has a higher profit margin."

She discusses one instance of this practice that she came across involving a medspa known for their Juvederm Groupon specials that she discovered never actually ordered Juvederm. "When you walk into the Juvederm Groupon spa, there is a sign that says, 'Why rent when you can buy?' They convert every Juvederm Groupon into a downpayment on Bellafill. They never have to buy Juvederm," says Dr. Dee.

The Filler Fanatics: We have all seen those pictures of patients with overfilled lips. Thankfully the trend of "pillowy," overfilled lips is passing, but while a good aesthetics practitioner knows when to tell a patient enough filler is enough, there are many medspas that will use as much filler as the patient requests. Dr. Dee states, "Many spas will inject what you will pay for. The nurse injectors are often paid on productivity. They make less if you spend less. This is no incentive to talk you out of a procedure. It is extraordinarily shortsighted. Why? Because the patient will never trust you again. They will tell all their friends: never go to that place. And they will never believe you when you suggest something else that might actually be better for their skin."

"She asked if she had to prepay for fillers. We answered, no; as a matter of fact, we would not even know what to charge without seeing you first. We have to do an assessment in person and have a discussion about your goals before making recommendations...The woman on the phone was floored."

Prepaying for Treatments Sight Unseen: Another practice Dr. Dee came across as she navigated her entrance to the medspa world was businesses that asked patients to prepay a certain amount for treatments before even getting a medical consultation. She related the story of a patient that called her medspa asking about consultations for dermal fillers. "We told her that we have a nominal consultation fee that acts as a credit if any service is booked within 90 days. Then she asked if she had to prepay for fillers. We answered no; as a matter of fact, we would not even know what to charge without seeing you first. We have to do an assessment in person and have a discussion about your goals before making recommendations. We can't even guarantee that you'll even need fillers! The woman on the phone was floored," says Dr. Dee.

The patient then told her about a virtual consultation she had for a spa, which was actually with a salesperson and not a nurse or doctor. In this consultation she was asked to prepay $1,500 to book the filler appointment before she even saw an actual medical provider. She ended up leaving before getting the treatment, despite not being able to get a refund for her prepayment, when she got a bad feeling about the spa and staff after arriving. When Dr. Dee mentioned this story at a medical conference, she was told by a colleague that the spa in question was known for this tactic.

Image by amnaj at Adobe Stock

IF LOOKS COULD KILL: LETHAL LIABILITIES IN MEDSPAS

There are far greater issues than the financial schemes explained above. Many of the loopholes in medspa regulation leave room for serious medical complications and even death from certain aesthetic procedures.

Ommitting Risks: One practice that can lead to major medical complications is the omitting of potential risks associated with certain treatments, such as filler injections. Dr. Dee had a patient walk in for a treatment after deciding not to go through with it at another medspa. When they went over the consent process, "including the (thankfully) rare possibility of vascular occlusion," Dr. Dee noticed, "Her eyes widened at this possibility. The other place simply omitted this from the verbal consent. No doubt, they have it in the written form you must sign to have the procedure. But unless you ask, you won't hear about it from them. We have found that very few patients have ever heard of this before – even patients who have had filler many times in the past."

Disfigurement Post-Treatment Due to Unqualified Staff: A particularly harrowing story involved a patient that wanted her jowls treated, which is an issue of skin laxity due to volume loss. This spa suggested the use of Kybella, a bile acid used to dissolve submental fat under the chin. Dr. Dee relates, "In general, the jowls are not caused by focal accumulation of fat in this area. On the contrary, it is the loss of fat pads in your face over time that contributes to the overall droopiness."

The patient told Dr. Dee of the excruciating pain she experienced during the treatment. This pain ended up being a serious warning of what the patient would experience post-treatment. "It happens that there is a nerve right there, where the jowls form. The first side hurt so much, she was practically jumping off the table. Within a month, she realized the disaster that was emerging on her face. She had two jagged linear divots extending from the corners of her mouth to the sides of her chin. She felt like she looked like an angry witch," says Dr. Dee.

Felonies: You may recall the story we covered on the patients that contracted HIV after getting PRP treatments at a New Mexico spa. This is just one example of the illegal practice of aesthetic medicine and the dangers patients face from treatments being provided by unlicensed individuals. Dr. Dee explains, "To be clear: this salon owner did not have any type of license to practice medicine. It was a dangerous and dirty illegal operation."

The issue of people illegally purchasing filler is also one that puts patients in serious danger and is all too common a practice, in the same vein as the purchase and use of fake Botox. "There is a gray market of direct sales of illegally-imported filler from other countries. So, just because someone is injecting, it does not mean that are



Unqualified staff with insufficient treatment knowledge can result in serious consequences, such as disfigurement.

From top: Image by swanto; A.S. peopleimages.com at Adobe Stock



doing so legally. According to the American Medical Spa Association (presented at a national conference in 2022): Nearly 15% of injections are performed by unlicensed people – aestheticians, medical assistants, etc. One-third of these providers don't have a medical director at all," warns Dr. Dee.

Aesthetic Device Growing Pains: As aesthetic devices have joined injectables as treatment tools in the aesthetics arena, as is the case with anything completely new being developed, there were some bumps in the road, to put it mildly. In 2015, CoolSculpting, new technology that the industry and consumers were understandably excited about, as it was the first fat-destroying device that worked, had been integrated into the businesses of so many aesthetic providers that millions of people were getting treatments… and experiencing complications afterward. These could be anything from uneven or wavy results to paradoxical adipose hyperplasia (PAH), which involves the fat growing instead of shrinking. Dr. Dee states, "With PAH, the new fat is rock hard and does not easily respond to traditional treatments (like liposuction) and often must be surgically excised."

However, it wasn't until recently in 2021, that the treatment's possible complications began to make headlines when Linda Evangelista claimed that CoolSculpting left her disfigured and filed a suit against the manufacturers, which was settled in 2022. Dr. Dee adds, "There is also at least one class-action lawsuit claiming the same issue that the supermodel is claiming: CoolSculpting Weight Loss Procedure Customers File Class Action Lawsuit Alleging Bodily Deformation. Meanwhile, the New York Times published an article on April 16, 2023, about how the rate of PAH is actually much higher than Allergan claims: A Beauty Treatment Promised to Zap Fat. For Some, It Brought Disfigurement. Then a week later on April 22, 2023, the Times published their investigation of how often PAH occurs. They contend it could be as much as 50 percent: Just How Rare Is a 'Rare' Side Effect of a Fat-Zapping Procedure?"

MENDING MEDSPA MISTAKES: LOOKING TO THE FUTURE

While the picture Dr. Dee paints of the numerous issues the aesthetics industry currently faces with the lack of medspa regulation is not pretty, she leaves us with a message of hope. There are groups and forces for good in this industry. In response to the death of Jennifer Cleveland on July 13, 2023, after receiving IV therapy at a medspa in Wotham, Texas, AMSPA "put together a task force of stakeholders to design a set of legal guidelines for the industry. They published this set of guidelines to their members at the same time as launching an effort in the Texas legislature to introduce these guidelines into law. There was a massive



"Med Spa Mayhem: The Good, The Bad, and The Ugly Secrets of the Aesthetic Industry" By Dr. Kate Dee.

mutiny among the members. Some members were excited to see the beginnings of self-regulation in the industry. We would like to create a uniform set of laws and standards so that patients know that there are standards that must be met in medical aesthetics. But there was a huge uproar among many spa owners that AMSPA was trying to put them out of business, and many of them left the association."

She offers these two pieces of advice to practitioners:

- Believe in Yourself & Remain Persistent in Your Pursuit of Your Dreams: "I was laughed at by my old radiology group when I proposed starting an aesthetic practice. Instead of being discouraged, I was energized. I took matters into my own hands, securing a location, insurance, and a domain for the business. Believe in yourself and your ideas, even when others may doubt you."
- Find the Right People: "My experience trying to find the right manager for my spa is a lesson for any business owner, about the need to have people who align with your business values and can help you achieve your vision."

Dr. Dee leaves us with food for thought and a call to action, stating, "The best consumer is an informed one. I spend so much time with my patients explaining how everything works because I want them to fully understand the science and know that they want to pursue any treatment they might undergo…Why did I write this book? Many of us in the industry are dumbfounded that there is so much illegal activity in the aesthetics space. I've reached out to attorneys for the city, country and state. They all say that it is not within their purview until a crime is committed, and even then, it has to be a major crime. Botox Bandits often get away with it. Bait and Switch is legal. But death and disfigurement – that's where they draw the line. Well, I think that people need to be informed before that happens. Ask the right questions; do your homework. And keep the conversation going." ME

REFERENCES:

1. Dee, Kate. (2004). "Med Spa Mayhem: The Good, The Bad, and The Ugly Secrets of the Aesthetics Industry". Advantage Books.

Rebecca Lane is the managing editor of *MedEsthetics*.

Image courtesy of Advantage Media Group

DETAILS BY NICOLE FRONTERA



Natural Needle Neck Lift + Neck & Decollete Treatments

Combining various modalities to address aging skin on the neck from every angle, at every age and for every patient's individual needs.

Three years after I trademarked my Natural Needle Lift for the face, I created a separate lift just for the neck. The neck, under the chin and the decollete can be areas of concern for patients of all ages, but especially as the skin ages and people are looking for more intervention and lift in their face, they'll notice the same aging in their neck. The purpose of the Natural Needle Neck Lift is to diminish the appearance of neck bands, tighten skin and increase the production of collagen in the neck area.

I do want to state first and foremost, it's difficult to treat the neck without surgery. Ultimately, when people really complain about their neck, it's a surgical intervention

Image by Protalk-studio at Adobe Stock

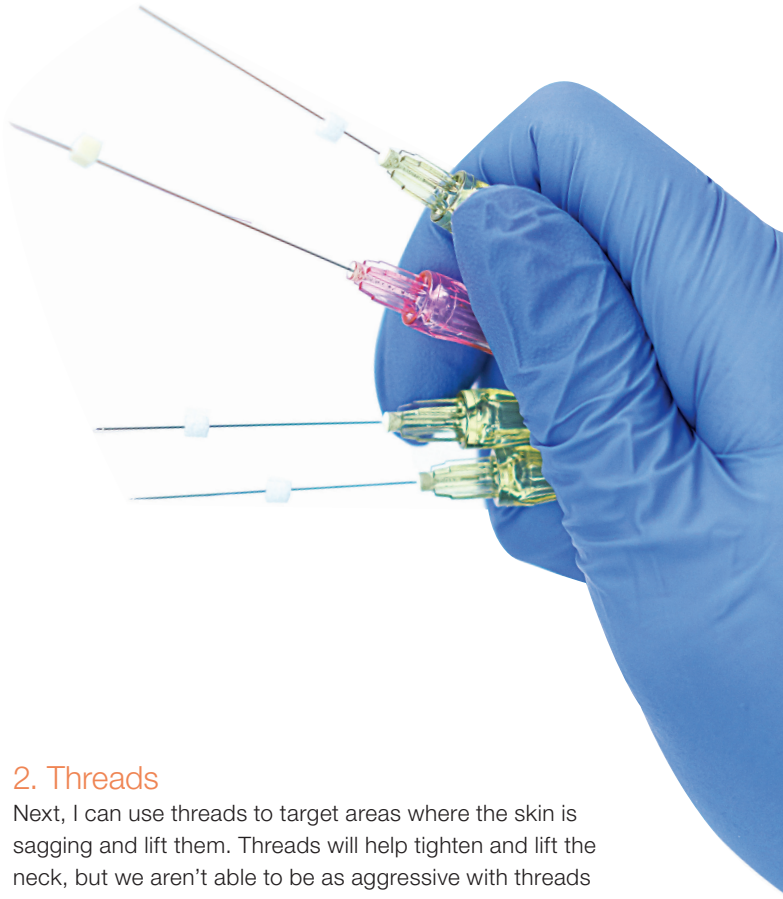
that would make the biggest difference, but not everyone wants to do that or can do that, and we can certainly use preventative measures and make improvements to the neck through different modalities. The reason why I designed the Natural Needle Neck Lift to have so many different modalities is that there is not one change that can address all of the concerns someone might have with their neck - you need to come at different aspects with different tools to address all of the parts of aging skin on the neck.

4 MODALITIES USED IN THE NATURAL NEEDLE NECK LIFT

For the Natural Needle Neck Lift, I look at a combination of four different modalities, used together to build and stimulate the creation of collagen, tighten sagging skin and improve the skin's ability to regenerate lax skin.

1. Micro-Focused Ultrasound (MFU) Therapy

Micro-focused Ultrasound (MFU) therapy is a skin lifting and tightening treatment that we can use on the neck and chest area as well as the face. This is one of the least invasive and least painful treatments to tighten the area; it's a laser but it has no downtime. It targets the same foundational layer that's targeted in a surgical facelift, and uses microcurrent ultrasound technology to heat the structural tissue of the skin and stimulate new collagen in the area. We use ultrasound imaging here to target the areas that can benefit from the tightening specifically, and patients will see their skin lift and firm as a result.



2. Threads

Next, I can use threads to target areas where the skin is sagging and lift them. Threads will help tighten and lift the neck, but we aren't able to be as aggressive with threads in the neck as we are with the face. However, careful placement of a few will help to regenerate laxity in the skin as well as provide that immediate lift, and then we can use other modalities to upkeep the lifting that the threads provide.



From top: image by focusand blur;Tatyana at Adobe Stock



RF & MFU treatments are used to treat varying degrees of laxity.

3. Bio-Stimulating Filler

When I use bio-stimulating filler in the neck, I actually dilute it and use hyperdilute bio-stimulating filler to address texture in the neck. It acts as a collagen-stimulating agent in the neck and helps to retexturize. Depending on the amount of texture in the patient's neck, you may need to provide a few treatments of bio-stimulator to get to the patient's goal. I find that this works really well in combination with MFU when addressing texture in particular. However, some people are looking to address laxity more than texture in the neck, and for those patients, I may not use much bio-stimulator or may not give them multiple treatments, as it won't provide the lifting and tightening as well as threads or other treatments will.

4. Neurotoxin Injections

Neurotoxin injections are a great compliment to the combination of hyperdilute bio-stimulating filler and MFU, as they will provide a bit of tightening around the jawline. This can help with both lifting and texture by creating a Saran Wrap-like effect on the neck near the jaw. By applying neurotoxin intradermally, we can relax the bands in the neck and create a sharper jawline.

NATURAL NEEDLE NECK LIFT + NECK TREATMENTS

Synchronized RF + HIFES Technology

In addition to the Natural Needle Neck Lift, we can use synchronized Radiofrequency (RF) + High-Intensity Facial Electromagnetic Stimulation (HIFES) technology to tighten the lower jaw area and target a double chin. This will address skin laxity under the chin and improve skin density and tone. Radiofrequency remodels and smoothes the skin by heating the dermis and increasing the levels of collagen and elastin fibers. The electromagnetic stimulation technology restores and elevates the support of facial tissues by contracting muscles and increasing the density and quality of muscle structure.

Synchronized RF + HIFES is the modality I reach for when I have younger patients looking to address their neck area. For someone who has more fullness in their lower chin area and is looking to reduce the visibility of a fat pad under their chin to get that more structured jawline, this treatment works beautifully here. Younger people likely won't need anything as invasive to create that result.

Image by Svitlana at Adobe Stock

I can use this with older patients too, but older patients who are looking to address sagging and laxity will need a more aggressive initial treatment for structure. After a Natural Needle Neck Lift, synchronized RF + HIFES treatments every few months can help keep that area tight and maintain their results.

Subdermal RF

For those looking to address deeper skin laxity in the neck, decollete, jaw and below the chin, novel subdermal RF using Subdermal Induced Heat Technology (SIH) can be used for skin tightening. This innovative technology precisely directs radiofrequency energy below the skin's surface, producing significant heat without harming the epidermal layer. This energy induces an immediate tightening of lax collagen fibers under the skin. It starts a biochemical process that stimulates fibroblasts to produce new collagen and elastin, essential for skin firmness and elasticity. The treatment is nonsurgical, but it is one of the more invasive treatments we offer.

This would be a better option for someone with more aggressive laxity in the neck, often at a more advanced age. It will tighten the neck from the inside versus the outside, so it will tighten the skin there more aggressively. Any treatment will need to be maintained, so I may start an older patient with subdermal RF to really tighten the skin there, and then a year later have them come back for a Natural Needle Lift and go in with MFU to keep their results up.

NATURAL NEEDLE NECK LIFT + DECOLLETE TREATMENTS

Subdermal RF can be used in the chest and decollete area as well, and again could be an option for a patient who needs to address laxity aggressively. It's one of the most aggressive skin-tightening treatments we can use before surgical intervention.

I like the hyperdilute bio-stimulating filler and MFU combination for decollete areas as well. Because the bio-stimulator is diluted and thinner, it can be used over larger areas and is a great way to improve the texture of skin over the entire neck and chest area. ME



Nicknamed "The Queen of Injectables" by her clients, **Nicole Frontera** is the owner and lead injector of both Nicole Frontera Beauty and The Formula, both medical spas that prides themselves on offering the best care for its clients. As a board-certified esthetician with 15 years of experience, Nicole's offices are always offering the most up-to-date treatments. Her journey into beauty started in the ICU unit of a hospital, where she gained unique insight into aesthetics' ability to change a patients life, and she still works as a plastic surgeon's first assistant. She is a master in the art and science of facial rejuvenation and is one of the top medical spa experts on the New York scene right now.



Image by focusandblur at Adobe Stock

Threads can be used to help tighten and lift the neck.



Tony Scianna
Associate Editor

4 Hair Loss Solutions I Wish I Knew About In My Mid-20's

Associate editor Tony Scianna shares four innovative hair loss treatments he wish he had tried when he started to lose his hair.

Male pattern baldness happens to a lot of guys, but that doesn't make it any easier when it happens to you. While a lot of guys will slowly lose their hair over time as they age, many others must deal with this difficult transition in their 20's. When my hair started thinning out in my mid-20's, I appropriately panicked. The only solutions I knew about at the time were Rogaine or expensive hair transplants. I could only put the metaphorical Band-Aid on the crown of my head so many times before the effort felt futile. I've been shaving my head ever since. While I have come to accept that, if I could go back, or if I was losing my hair right now, I would want to get ahead of it. In hindsight, I wish I had tried one of these four innovative hair loss treatments.



1. HappyHead Super Capsules

Minoxidil has been the standard treatment for thinning hair, and is featured in leading OTC hair loss products like Rogaine. While it was originally synthesized as an antihypertensive drug, it became popular as a treatment for hair loss after clinical trials noticed hirsutism and hypertrichosis among the potential drug side effects.

HappyHead Super Capsules are designed to help regrow lost hair and prevent further hair loss within three to six months of daily use. The treatment contains finasteride, minoxidil and vitamin D, and is advertised as "the strongest FDA-approved, prescription hair regrowth medicine in a single daily capsule."

happyhead.com



2. PDOgro from Bauman Medical

PDOgro is a hair regrowth procedure that utilizes polydioxanone threads. It is performed by hair restoration physician Alan J. Bauman, M.D., at Bauman Medical. Hair regrowth in patients suffering from androgenetic alopecia has been observed in patients who had PDO threads inserted into their scalp.

The PDOgro procedure using MasterThreads for hair regrowth may help prevent or reduce the need for hair transplantation. They may also be used for stopping, slowing or reversing hair loss in conjunction with other treatments such as minoxidil, finasteride, low-level laser therapy, PRP and other cell therapy treatments.

baumanmedical.com



3. KeraLase

KeraLase is a scalp health treatment that uses Lutronic's LaseMD Ultra Laser to create micro-channels in the scalp that can better absorb the active ingredients in KeraFactorMD, a serum by SkinQRI formulated with proprietary biomimetic synthetic versions of growth factors and proteins that restore scalp and follicle health. These micro-channels created with the 1927nm wavelength can produce 5 to 7 times higher absorption of the nanoliposomes found in the KeraFactorMD serum.

mykerafactor.com



4. Hair Prescriptives (HPx) Men's Hair Care System

This full men's range of botanically based, clinically proven hair care uses scientifically proven treatments that make strands thicker and fuller. The Ekakshi Oil Complex in all Hair Prescriptives products includes oil from the rare one-eyed coconut, which is clinically proven to increase blood flow and oxygen levels to the scalp. HPx Ekakshi Oil Complex Active Hair & Scalp Serum can be an ideal add-on service for male clients concerned about hair shedding and thinning, and can also be done once a week at home for added benefits.

hairprescriptives.com

Images courtesy of the Manufacturers

Fountain of Youth

Hair restoration treatments are a highly sought-after commodity in medical aesthetics, reflecting a consumer desire to reverse and maintain any signs of natural aging. These products are made specifically for patients concerned with their thinning hair or scalp health.



Induction Therapies **PX⁷ Plant-Exo Recovery System** features a cutting-edge formula that penetrates deep into the skin and scalp, nurturing conditions for revitalized hair follicles and improved regeneration following aesthetic hair restoration treatments. Plant-derived exosomes work synergistically with copper tripeptides to stimulate healthy hair growth and strengthen strands from within.

Contact: inductiontherapies.com



Young Pharmaceuticals **TheraZinc** is a creme shampoo available under private label containing 1.92% zinc pyrithione and fortified with vitamin B5, lactic acid, tea tree oil and replenishing amino acids. It can be used to treat dandruff and seborrheic dermatitis for a healthy scalp. It has no fragrance and is propylene glycol-free and paraben-free.

Contact: 800.874.9686, youngpharm.com



VALISURE FILES CITIZEN PETITION ON BENZOYL PEROXIDE PRODUCTS

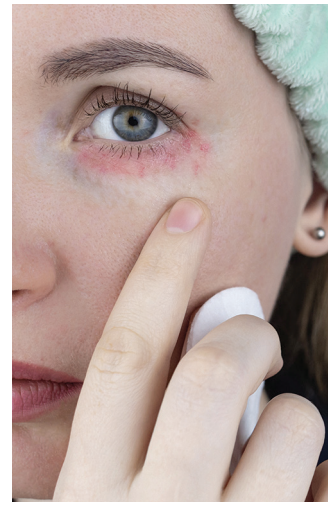
Valisure has filed a Citizen Petition on Benzene in Benzoyl Peroxide Drug Products after testing revealed that benzene can form in high levels in benzoyl peroxide (BPO) acne treatment products. Valisure's credibility has been questioned by medical experts and the FDA, while Valisure's findings over the last year are behind several class action suits and sunscreen, dry shampoo and benzene findings. A letter from the FDA to Valisure, dated Dec. 5, 2022, highlighted "methodological deficiencies" and "analytic descrepancies" in the company's testing. According to Regulatory Focus (RF), in response to the letter, Valisure said its testing activities are only for informational and marketing use and not for regulatory purposes, and that it is not "subject to the cGMP standards set forth by the FDA." Until there is further guidance from the FDA and verification of the safety and stability of BPO products, the American Acne and Rosacea Society (AARS) has recommended that patients work with their dermatologist or healthcare provider to determine what course to take. There is currently no formal mandate to stop the use of BPO, although switching to another treatment may be a potential option for some.

FDA'S 2025 BUDGET PROPOSAL INCLUDES LARGEST REORGANIZATION IN AGENCY HISTORY

A major agency-wide reorganization of the FDA's budget affecting cosmetics, regulatory affairs and medical products, among other elements, was recently proposed by Commissioner Robert M. Califf, M.D. to the Subcommittee of Agriculture, Rural Development, Food and Drug Administration and Related Agencies. The FDA's FY 2025 budget proposal included more than $12 million to tackle supply chain issues across all product areas, which Califf labeled the FDA's largest reorganization in its history and will impact nearly half of the agency's 18,000 employees. The approval of the FDA's 2025 budget proposal was announced May 30, 2024, with the formal notice of the full list of changes published on the Federal Register notice Monday, June 3, 2024. The implementation of this major reorganization involving "modernization efforts for establishing a unified human foods program, new model for field operations and more" is currently planned for October 1, 2024.

GENETIC TEST PREDICTS PATIENT RESPONSE TO SEMAGLUTIDE FOR WEIGHT LOSS

A recent study presented on May 20, 2024, at the Digestive Disease Week (DDW) 2024 annual meeting (abstract 638) explored a potential test for predicting patient response to semaglutide for weight loss. The authors used a commercially available test that looks for 40 genetic variants used to identify individuals with the "hungry gut" obesity phenotype to demonstrate the correlation between people with the "hungry gut" phenotype and patients that were most responsive to semaglutide for weight management. The study included 84 adult patients receiving weight loss treatment at Mayo Clinic, who were prescribed GLP-1 semaglutide medication. While there were no noticeable differences between the hungry gut positive and hungry gut negative groups' weight loss at 3 and 6 months, by 9 months, the difference in responsiveness began to increase. According to the study, at 9 months, patients in the positive group lost 14.4% of their total body weight compared to 10.3% lost in the negative group (P = .045). After 12 months, the positive group had lost a total of 19.5%, while the negative group lost a total of 10.0% (P = .01), confirming the genetic test's efficacy in predicting patient response to semaglutide for weight loss.



ADVERSE REACTIONS FROM COUNTERFEIT BOTOX SPREAD ACROSS U.S.

Reports from several U.S. states of harmful reactions to counterfeit or mishandled botulinum toxin injections has prompted the Centers for Disease Control and Prevention (CDC) and the Food and Drug Administration (FDA) to investigate the unverified sources of the product and issue warnings on injectables safety. As of April 18, 2024, a total of 22 people from 11 states have reported harmful reactions after receiving botulinum toxin injections from unlicensed or untrained individuals or in non-healthcare settings, such as homes and spas, per the CDC. Harmful reactions occurred on dates ranging from November 4, 2023, to March 31, 2024. States reporting these reactions include California, Colorado, Florida, Illinois, Kentucky, Nebraska, New Jersey, New York, Tennessee, Texas and Washington.

From top: Image by luchschenF; Siniehina at Adobe Stock



NAOS X HAUT.AI'S SKIN OBSERVER TOOL FOR PERSONALIZED BEAUTY

NAOS, home to Bioderma and Institut Esthederm, has collaborated with Haut.AI to launch the Skin Observer, a new AI-driven skin analysis tool that generates personalized skin care ritual recommendations for every skin type. The system, developed in collaboration with dermatologists, reportedly adjusts routines and step-by-step guidance based on user preferences and shifting skin needs. The system taps Haut.AI's algorithms, which draw on more than 150 data points to generate comprehensive, clinical-grade skin analyses. Skin Observer will debut in Latin America and expand globally in 2024, spanning NAOS and its brand platforms, including Bioderma, Etat Pur and Institut Esthederm.

FDA ISSUES WARNING ON CERTAIN OTC ANALGESIC TOPICAL PRODUCTS



The U.S. Food and Drug Administration (FDA) has issued a warning to consumers not to use certain over-the-counter analgesic (pain relief) products that are marketed for topical use to relieve pain before, during or after certain cosmetic procedures, such as microdermabrasion, laser hair removal, tattooing and piercing. The agency issued warning letters to six companies for marketing these products in violation of federal law. Some of these products are labeled to contain ingredients, such as lidocaine, at concentrations that are higher than what is permitted for over-the-counter, topical pain relief products. When these products that contain high concentrations of lidocaine intended to be used before or during certain cosmetic procedures are applied in ways that could lead to increased absorption of the drug product through the skin, it may lead to serious injury such as irregular heartbeat, seizures and breathing difficulties. These products may also interact with medications or dietary supplements a consumer is taking. The FDA is aware of reports of adverse events related to these products and encourages consumers and health care professionals to report any adverse events with use of any drug to the MedWatch Adverse Event Reporting program so the agency can take action to protect the public from any unsafe products.

ECRI'S LIST OF TECHNOLOGY SAFETY HAZARDS INCLUDES AT-HOME MEDICAL DEVICES MISUSE

The misuse of at-home medical devices topped ECRI's list of the top 10 safety hazards related to technology. Other medial aesthetics-related concerns included the mishandling of AI and data safety. ECRI reports that many medical devices, such as infusion pumps and ventilators, that are designed for use by healthcare professionals in a controlled clinical environment may be too complex for laypeople to use safely and effectively. The home setting can also introduce environmental limitations that impact device operation. Severe harm can result if patients or their caregivers do not fully understand how to use a device and troubleshoot problems that arise. ECRI noted that there are a multitude of examples of patient harm in the home setting, from medication errors that resulted from a switch to an unfamiliar infusion pump to tragic fatalities that occurred when a ventilator alarm failed to activate, or when a venous needle became dislodged during hemodialysis.

EVENTS

July 11-23, The Aesthetic Cruise 2024, Oceania Cruises Vista, Contact: 888.278.7776, www.meetings.theaestheticsociety.org

August 1-4, 2024 MAPS Biennial Scientific Meeting, the Grand Hotel on Mackinac Island, Michigan, Contact: www.michiganacademyofplasticsurgeons.com

August 10-11, The Indie 4.0 Roundtable Summit, A Virtual Meeting, Contact: 650.692.0467, www.indieaestheticsurgerysummit.com

August 15-18, 2024 Aesthetic Extender Symposium, Fontainebleau Miami Beach, Miami Beach, Florida, Contact: Krystie P. Lennox at info@aestheticextendersymposium.com, www.aestheticextendersymposium.com

August 23-25, Masters of Aesthetics 10th Annual Symposium, Hilton San Diego Bayfront, San Diego, California, Contact: 858.926.0697, www.moasandiego.org

From top: Image by benjamas; Beauty Hero at Adobe Stock

AD INDEX

Aerolase Laser Skin Health 6-7
aerolase.com

Induction Therapies 1
collagenpin.com

Young Pharmaceuticals, Inc...... C4
youngpharm.com



MedEsthetics
medestheticsmag.com

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

SOCIAL MEDIA
Social Media Specialist Emmanuel Henderson | 1-630-344-6020/ehenderson@allured.com

ADVERTISING SALES
Business Development Manager Barbara Carreon | 1-630-344-6066/bcarreon@allured.com
Advertising Production Manager Kasia Smialkowski | 1-630-344-6025/ksmialkowski@allured.com
Advertising Production/ Business Intelligence Specialist Ethan Grisham | 1-630-344-6068/egrisham@allured.com

AUDIENCE DEVELOPMENT
Audience Development Manager Sam Attebery | 1-630-344-6027/sattebery@allured.com
Customer Service 1-847-559-7557/customerservice@nailpro.com

DESIGN
Assistant Design Manager James Fergus
Graphic Designer Laura Fenwick
Digital Production Specialist Kyle Torain

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

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

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

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

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

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

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

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

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

Copyright 2024: Reproduction in whole or in part without permission is strictly prohibited.

MedEsthetics is a registered trademark of Allured Publishing Corporation.

Never miss an issue. Subscribe to *MedEsthetics*

It's FREE!
to Qualified Subscribers

medestheticsmag.com/subscribe

The Guide for Excellence in Medical Aesthetics



Find out about the latest innovations and treatment techniques revolutionizing medical aesthetics

MedEstheticsmag.com

Investigating the Reports of Adverse Reactions from Fake Botox



What you need to know about the reports of harmful reactions from counterfeit Botox injections.

Reports from several U.S. states of harmful reactions to counterfeit or mishandled botulinum toxin injections have prompted the CDC and FDA to investigate the unverified sources of the product and issue warnings on injectables safety.[1]

As of May 2024, a total of 15 people from 9 states reported harmful reactions after receiving injections with counterfeit products, products from unverified sources or from individuals who were not following state or local requirements, per the CDC. Common symptoms include blurry vision, drooping eyelids, fatigue and dry mouth, among others.

"These treatments are among the most common cosmetic procedures performed worldwide, which, unfortunately, leads to illegal and dangerous practices," said Alex Sobel, D.O., FAACS, president of the American Academy of Cosmetic Surgery. "Physicians, practices, Allergan/AbbVie, the FDA and the public must work together for the safe enjoyment of Botox and other neuromodulators."

All reports came from females, ranging in age from 25 to 59 years, with a median age of 41 years. Overall, 11 people were hospitalized and six were treated with botulism antitoxin because of concerns that the botulinum toxin could have spread beyond the injection site. Of seven people tested for botulism, all had negative tests.

"Misleading advertising can play a role in getting treatment from unlicensed practices," said Danielle Oyasu, N.P., B.S.N., R.N., founder and CEO of Beautifully New. "In this scenario, these providers may falsely claim to be experts in administering Botox without having the qualifications or medical training. I have also seen people use completely unrealistic before-and-after photos to exaggerate the benefits of a Botox procedure. If the cost of the procedure appears too good to be true, it's not worth the risk."

The FDA previously issued guidance in 2023, recommending that anyone considering a neurotoxin or dermal filler should consult with a licensed provider experienced in injecting dermal fillers, knowledgeable about fillers, anatomy, managing complications and the risks and benefits of treatment.

The American Society for Dermatologic Surgery Association (ASDSA) is calling on states to strengthen patient safety through increased oversight of medical care in all settings. The ASDSA stated that these reported cases highlight the need for increased public protection measures, such as the recommendations in the ASDSA's "Medical Spa Safety Act," to ensure patients' safety.

ASDSA president Seth Matarasso, M.D., stated, "ASDSA takes the safety of patients very seriously, and we urge states to consider this in regulating medical practice in all settings of care. It is important to make sure all patients receive FDA-approved products and not counterfeit or otherwise unsafe treatments. Lack of regulation and enforcement has enabled many to offer medical procedures for cosmetic purposes outside of their training and expertise."

The CDC recommends that medical providers encourage patients to receive injections only from licensed providers trained in the proper administration of FDA-approved botulinum toxin, preferably in a licensed or accredited healthcare setting. Some states have a tool that allows patients to check if a provider or location has the appropriate license.

"Individuals seeking more than basic aesthetic treatments or skin care must opt for physician-based practices, even if it comes at a higher cost," explains Cynthia Elliott, M.D., owner and primary practitioner of Skinspirations. "As the complexity of a procedure increases, and with it, the potential for complications, it becomes crucial for individuals to prioritize a physician for their treatment." ME

REFERENCES:

1. https://www.cdc.gov/botulism/outbreaks/harmful-reactions-botox-injections/details.html

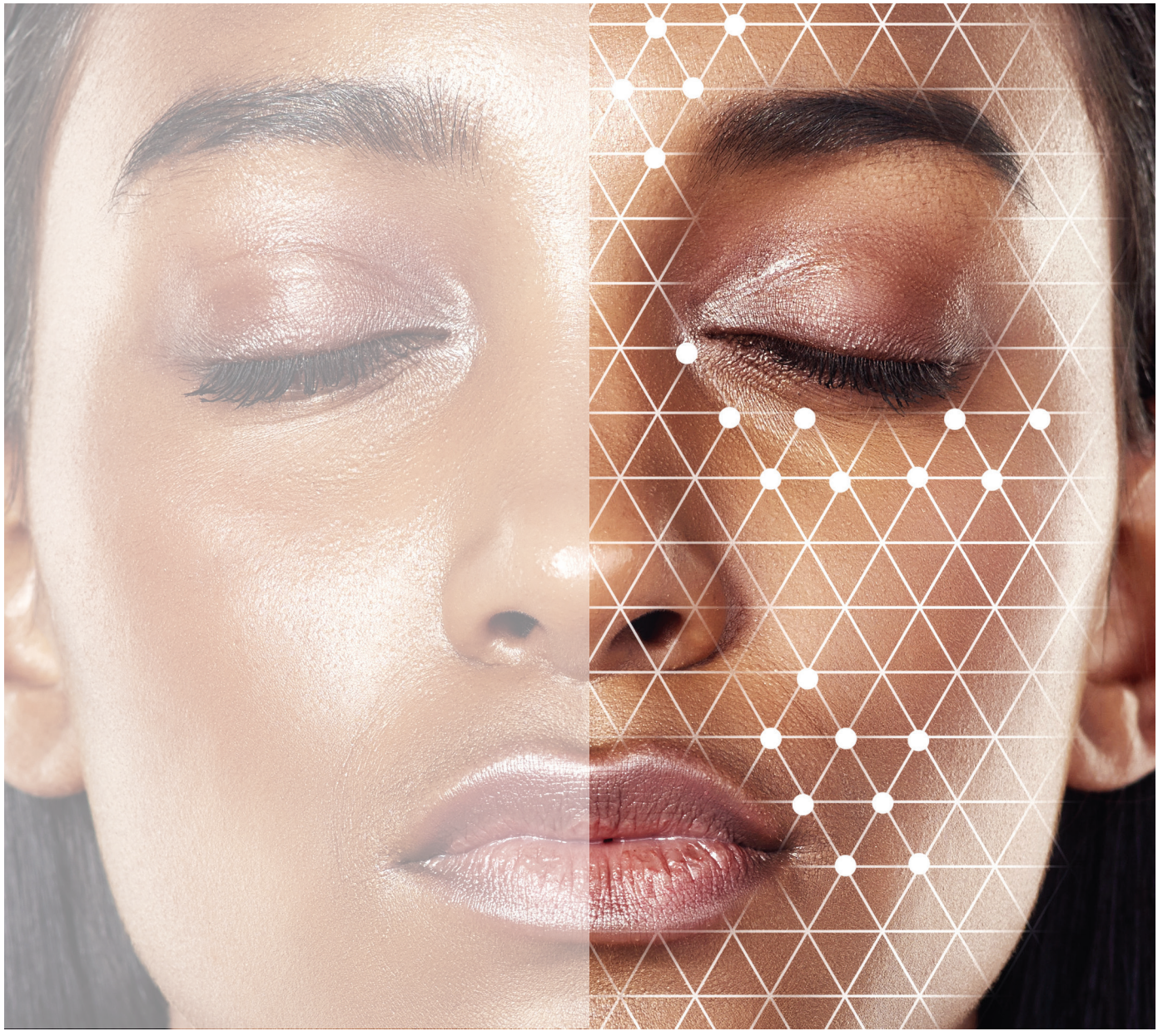


Tony Scianna is the associate editor of *MedEsthetics.*

Image by Rawpixel.com at Adobe Stock

NEXT GEN BEAUTY

Next Gen Beauty at ***Face & Body*** is all about pushing boundaries in art and innovation to bring professional beauty into the future.
We will see you there!



FACE & BODY®
SKIN CARE SHOW

SEPTEMBER 8-9, 2024 SACRAMENTO, CALIFORNIA

Nourish your skin with Oxygen.



Light, silky phospholipid vehicle moisturizes and helps replenish the natural lipid barrier

Use as a daily moisturizer that improves the appearance of wrinkles

Fragrance Free
Propylene Glycol Free
Paraben Free
Cruelty Free
Vegan

Ideal for smokers, frequent flyers, dull and dry texture

Let the skin breathe with this multi-functional daily moisturizer. Our innovative process combines high-energy ultrasound with pure Oxygen to create nourishing micro-bubbles inside the DeepO2 emulsion. On application, billions of these tiny bubbles create an oxygen-rich environment that helps restore and rejuvenate. Available under private label exclusively to dispensing physicians.

YOUNG® PHARMACEUTICALS

Contact us at youngpharm.com or call 800-874-9686 to learn more.