

MedEsthetics®

THE GUIDE FOR EXCELLENCE IN MEDICAL AESTHETICS

Allured business media

September 2024
Volume 20, Number 6
medestheticsmag.com

LILIT GARIBYAN, M.D.
From Immigrant to Inspirational Industry Innovator

Sexual Wellness Revolution: WOMEN'S INTIMATE TREATMENTS

PLUS:
- Prioritizing Rest for Radiant Skin
- Glutathione for Skin Health

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

INDUCTION THERAPIES

DO YOU OFFER TRULY CLEAN BEAUTY

or are you putting your results ***at risk?***

ENDOCRINE DISRUPTORS

PARABENS



COMEDOGENICS

INGREDIENT SOURCES

SCAN to Register!



Join our FREE Webinar!

Learn from CEO, CSO and formulation expert behind Induction Therapies' entire line of clean skincare products – *Angelia Inscoe* – as she guides you through **what to look for** and **how to protect your practice** from potentially harmful formulations in aesthetics. *SCAN the QR code to register!*

DATE: Wednesday, September 25th **TIME:** 12:00 P.M. Eastern Standard Time

Questions? Email us at info@inductiontherapies.com OR call us at 877-746-4407



AESTHETICS VISIONARY: Lilit Garibyan, M.D.





CONTENTS

September 2024 | Volume 20 | Number 6

RESEARCH

8 Latest in Literature
New research for medical aesthetics practitioners

32 From Immigrant to Inspirational Industry Innovator
by Rebecca Lane
AESTHETICS VISIONARY: Lilit Garibyan, M.D.

48 Newsmakers
by Rebecca Lane
Genetic obesity testing is revolutionizing weight loss therapy

BUSINESS MANAGEMENT

13 Trends & Innovations
The latest trends in treatments for the chin, jawline and jowls

14 Business Consult
by Terri Ross
10 tips for determing the right marketing vendor for your practice

18 My Medspa Just Turned Six: 6 Important Lessons I've Learned
by Summer Layton
The six most important lessons I've learned about running a successful medspa

IN EVERY ISSUE

4 Editor's Eye On The Industry

12 Introductions

44 News & Events

46 Advertiser Index

Cover image by Jeremy Francis at Adobe Stock

TOOLS AND TECHNIQUES

SPONSORED

6 The Leader in Acne Therapy
by Aerolase
Leading device-based efficacy: acne clearance with aerolase neo elite

22 Sexual Wellness Revolution in Aesthetics: Cosmetic Treatments for Women
by Rebecca Lane
The current landscape of women's sexual wellness treatments in aesthetics

SPONSORED

30 Introducing the Cellu M6 Alliance: The Newest Endermologie Technology
by LPG America

38 Details
by Rohini Shantharam, M.D.
Embrace beauty sleep: prioritizing rest for radiant skin

COMPLEMENTARY CARE

42 Ingredient Spotlight
by Rebecca Lane
Unlocking the potential of glutathione for skin health

43 Product Roundup
Aesthetic devices & skin care topicals for the chin, jawline and jowls

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

Women's Intimate Skin Care

The increasing recognition of women's sexual well-being in the field of medical aesthetics extends beyond the latest developments in addressing different sexual health issues. The realm of topical intimate skin care products for women is also experiencing considerable growth, offering at-home solutions to support and sustain in-clinic treatments. Brands such as Revision Skincare are introducing intimate skin care products for women that offer moisturization, soothe itching and inflammation and more. With the increasing focus on women's sexual well-being and the surge in treatments and topical products specifically tailored for women's intimate skin care, it is important to stay updated on the latest advancements in professional intimate skin care for women. We are here to help you offer the highest quality care to your female patients with some of the exciting advances in women's intimate skin care for enhancing skin health, even in your patients' most sensitive areas.



Ina Labs provides a range of products for maintaining vaginal health on a daily basis. The founders of this intimate care company are Beri Ridgeway, M.D., an obstetrician-gynecologist, and Susan Goldsberry, a cosmetics and skin care specialist. The brand caters to women, particularly mature women, who seek gentle products for their vulva. The main offerings include a cleanser, balm, oil elixir, hydrating serum and anti-chafe cream that are specifically formulated to be gentle on the vulva.
inalabs.com



Lumisque has recently introduced a new edition of their **CO2LIFT** for Vaginal Care. CO2LIFTV is a painless effective treatment that, with no downtime, addresses vaginal issues associated with aging, childbearing and/or stress. CO2LIFTV helps tightening and lifting using the power of carbon dioxide, enhances circulation, rushing oxygen-rich blood to tissue and eegenerates cells to improve sensitivity and lubrication, with visible results in just three applications.
co2lift.com



Revision Skincare has recently entered the market of intimate skin care by introducing their **V+ Comfort Moisturize**r. This topical treatment has been clinically tested and is specifically designed to provide relief from dryness and irritation of the vulvar skin. The product offers instant and durable moisturization to the vulvar skin without compromising its ability to breathe. It also improves the texture of the skin, making it smoother and more flexible. By promoting the production of collagen, it helps to firm the skin and increase its elasticity. Additionally, the presence of prebiotics assists in maintaining a healthy balance of microbiota on the vulvar skin. This gentle formula is specially designed for sensitive intimate skin, ensuring long-term skin health.
revisionskincare.com

Images courtesy of the manufacturers



NEW

RETINOL REIMAGINED

Discover two intensifying boosters to advance your skin's longevity for life.

Advance your daily dose of vitamin A

Tri-Retinoid Complex
+
Specialized Antioxidants
+
Skin Barrier Boosters
+
Phyto-Retinol Boosters
(Retinol Serum Forte)



Advance your Environ Algorithm™.
Advance the biological youthfulness of skin.

BECOME A STOCKIST NOW
Contact us to find out more.

DermaConcepts, Exclusive Distributor in the USA
info@dermaconcepts.com • 508.539.8900

Interested?
Scan to connect with a Consultant

Connect with the Environ Skin Care Community

www.environskincare.com
EnvironSkinCare EnvironSkinCare Environ Skin Care

ENVIRON®
a beautiful skin for a lifetime

ADVERTORIAL



aerolase®
THE LEADER IN ACNE THERAPY

LEADING DEVICE-BASED EFFICACY: ACNE CLEARANCE WITH AEROLASE NEO ELITE

Clinical research validates that the Aerolase Neo Elite® is the premier device for treating all severities of acne and all skin tones while providing the most positive patient experience in terms of comfort and fast results.

92% of respondents reported that Neo Elite was as effective or more effective than other energy device treatments.[1]

82% consider a Neo Elite as effective or more effective than topical retinoids.[1]

94% of respondents reported that patients or parents had mentioned positive changes in self-perception since the Neo Elite.[1]

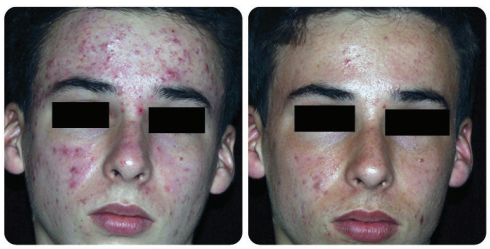
7 Avg treatments per week at $400 per tx with 100% to your practice.[1]

Treatment of Mild to Severe Acne Vulgaris with a 650-Microsecond 1064-nm Nd:YAG Laser[2]
Authors: Nazanin Saedi, MD, Thomas Griffin Jr, MD, Sara Kelly CMA

84% Lesion reduction at the end of treatment.[2]

87% Lesion reduction 90 days post-treatment.[2]

90% Patient satisfaction during and after the treatment.[2]



After 2 Treatments
Photo courtesy of Amy Taub, MD



After 5 Treatments
Photo courtesy of Michael Gold, MD



After 3 Treatments
Photo courtesy of Joyce Imahiyerobo-Ip, MD



After 4 Treatments
Photo courtesy of Shine MD Skin Care

1. (2024), Abstracts. "Response of Acne Patients to Treatment with a 650-Microsecond, 1064-nm, Pulsed Nd:YAG Laser: A Survey of 50 Dermatologists." Surg Med, 56: S5-S185. https://doi.org/10.1002/lsm.23782
2. (2024), Abstracts. "Treatment of Mild to Severe Acne Vulgaris with a 650-Microsecond 1064-nm Nd:YAG Laser." Surg Med, 56: S5-S185. https://doi.org/10.1002/lsm.23782

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

AEROLASE NEO ELITE: REVOLUTIONIZING ACNE TREATMENT

Advanced Technology for Comprehensive Care

Innovative 650-Microsecond Technology:
The Aerolase Neo Elite® utilizes advanced 650-microsecond technology, allowing deep skin penetration to reduce sebum production, suppress inflammation, and destroy C. acnes bacteria. This effectively clears active acne and prevents future breakouts.

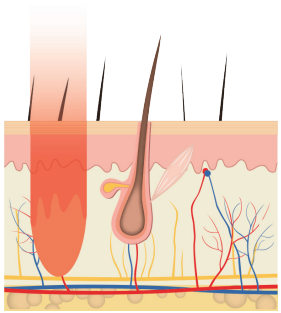


Illustration showcasing the Neo Elite's ability to deliver energy deep into the dermis in a 650-microsecond pulse duration.

Comprehensive Acne Management:
The Neo Elite® treats mild to severe acne and its associated side effects, including inflammatory lesions, post-inflammatory hyperpigmentation (PIH), erythema, and acne scars. It also enhances collagen production, reducing scar visibility.

Versatility Across Skin Types:
Suitable for all skin types, including skin of color, the Neo Elite® delivers safe, effective treatments without the risk of burns, making it an ideal option for diverse patient populations.

Combination with Traditional Therapies:
The Neo Elite® can be used alongside traditional acne treatments like topical retinoids, oral antibiotics, and Accutane, providing faster relief and enhancing overall treatment plans.

Patient and Practice Benefits:
High patient satisfaction is reported due to the immediate and noticeable results, pain-free experience, and minimal downtime.[2] Neo Elite's ease of use, safety, and no consumable costs also make it economically advantageous for dermatology practices.

Clinical Efficacy:
Clinical data supports the Neo having the highest clearance rate compared to other acne lasers,[3,4] with an 87% reduction in lesions at 90 days post-treatment,[2] with significant improvements in PIH, erythema, and acne scars. High patient compliance and satisfaction were noted, with 90% satisfaction after three treatments.[2]

Additional Applications:
Beyond acne, the Neo Elite® effectively treats various skin conditions, offering a broad treatment palette and positive return on investment due to its versatility and cost-effectiveness.

> *I love it for that indication [treating PIH secondary to acne], it works well for residual active acne or residual PIH. We see reduced pigmentation and erythema after one treatment, which keeps patients coming back.*
>
> – Nazanin Saedi, MD



Aerolase Neo Elite® results after 3 treatments
Photos Courtesy of Dr. SK Tan

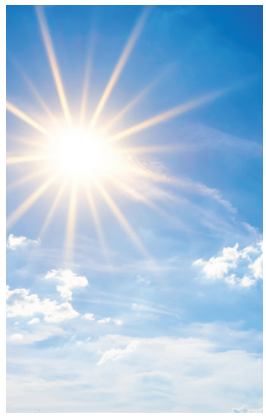


Aerolase Neo Elite® results after 5 treatments
Photos courtesy of Nazanin Saedi, MD

1. LiVDerm. (n.d.). Acne awareness month: Common factors that exacerbate acne symptoms and minimize treatment efficacy. Retrieved from https://www.livderm.org/acne-awareness-month-common-factors-exacerbate-acne-symptoms-minimize-treatment-efficacy/
2. (2024), Abstracts. "Treatment of Mild to Severe Acne Vulgaris with a 650-Microsecond 1064-nm Nd:YAG Laser." Surg Med, 56: S5-S185. https://doi.org/10.1002/lsm.23782.
3. U.S. Food and Drug Administration, Center for Drug Evaluation and Research. Cutera 510(K) K213461 letter, March 24, 2022, from https://www.accessdata.fda.gov/cdrh_docs/pdf21/K213461.pdf
4. Data on file, Accure Acne, Inc. https://accureacne.com/the-accure-acne-laser-system/

Scan to find out more or set up a demo

LATEST IN LITERATURE



Givaudan Active Beauty's Neuroglow Mimics the Sun's Beauty- & Mood-Boosting Properties

Givaudan Active Beauty's Neuroglow the active is designed to mimic the "positive effects of the sun," thereby imparting a healthy glow and good mood. Givaudan's new technology comprises a green fractionation of Persicaria tinctoria, often called Chinese indigo, which is sourced in Provence, France. Neuroglow reportedly boosts melanin production by 126%, mimicking the aesthetic effects of sun exposure. This melanin increase is said to prepare the skin for sun exposure, allowing for a "faster, healthier, more natural and better-protected tan," per Givaudan.

A clinical trial cited by the company reportedly demonstrated a notable phototype shift in 76% of participants in 7 days, shifting from phototype II to phototype III; 40% of these shifted to a darker phototype, IV, compared to 0% in the placebo group. The technology is said to increase the release of beta-endorphins by 43%, vitamin D by 345% and oxytocin by 229%, thereby imparting a sense of well-being, per Givaudan.

Top Skin Concerns & Facial Skin Care Trends for 2024 & Beyond

Mintel projects the U.S. facial care market will surpass $13 billion in 2028, recommending that brands embrace longevity in skin health, the growing acceptance of cosmetic surgery, the benefits of clinical treatments and the mind-body connection to stand out in a competitive market. The average consumer has added a step to the routine since last year, making small regimens less common and more robust regimens the standard. As consumers continue to become more involved with their facial skin care, the category continues to show signs of growth and dynamism, per the report.

A recent report by Kline+ Company revealed that the medical dispensing skin care market has been growing at a 15% CAGR since 2020, with North America remaining the largest and fastest-growing market. Sell-in sales of professional skin care products in the U.S. are projected to reach nearly $2.5 billion this year. Kline's report suggests the rise of integrated skin care solutions contributes to the market's dynamics. The growing interest from younger generations has spurred the demand for cost-effective treatment alternatives, driving advancements in clinic technologies. Kline noted the increased interest in laser treatments, especially those addressing multiple skin care concerns simultaneously in a single session.

A YouGov survey asked Americans about their skin care routines, the products they're using and how much they're willing to spend on skin care. Women are more likely than men to have a consistent skin care routine, to use a wide variety of products at least daily and to be willing to spend more on products. Per the survey, 50% of Americans say they have a very or somewhat consistent skin care routine, including 20% who say their routine is very consistent. Women (60%) are more likely than men (39%) to say they have a consistent skin-care routine, while 18% of women and 36% of men do not have a skin-care routine at all.

The most-used skin care item is lip balm, with 35% of women and 10% of men saying they use this product multiple times per day. Cleanser is another commonly used item: 7% of men use it multiple times a day and 10% use it once a day. Among women, 19% use cleanser multiple times a day and 24% use it once a day. The survey reports that 17% of men and 46% of women use moisturizer at least once a day. Among respondents, 25% of women and 6% of men have used retinol. Fewer have used facial rollers (18% of women and 5% of men), dermaplaning (11% of women and 2% of men), or LED light therapy (8% of women and 6% of men) as skin care treatments.

Many American consumers are willing to spend a moderate amount on skin care, with 19% saying the maximum amount they would spend on one product is between $11 and $20. Women are willing to spend more than men: 9% of women say they'd spend more than $60 on a product, compared to just 2% of men. Women are more likely than men to have a consistent skin care routine, but the report indicates that women (69%) and men (70%) are equally likely to be very or somewhat satisfied with their skin.



From top: Image by Günter Albers; K.Decor at Adobe Stock

CDC Investigates HIV Infections After Vampire Facials at Unlicensed New Mexico Spa



The US Centers for Disease Control and Prevention (CDC) has shared results from a five-year-long investigation into a now-closed unlicensed spa in New Mexico where at least three clients contracted HIV after receiving platelet-rich plasma (PRP) microneedling facials. The investigation began in 2018 and results were compiled and published by Anna M. Stadelman-Behar, Ph.D., et. al. in an April 2024 edition of the *CDC's Morbidity and Mortality Weekly Report (MMWR)*. Both the New Mexico Department of Health (NMDOH) and CDC identified four former spa clients, and one sexual partner of a spa client, that received HIV infection diagnoses during 2018–2023, despite low reported behavioral risks associated with HIV acquisition. Nucleotide sequence analysis by investigators revealed highly similar HIV strains among all cases.

The CDC investigation identified an HIV cluster associated with the receipt of cosmetic injection services at an unlicensed facility that did not follow recommended infection control procedures or maintain client records. The spa owner had operated without appropriate licenses at multiple locations and did not have an appointment scheduling system that stored client contact information. An on-site inspection of the spa revealed multiple unsafe infection control practices.

Five patients who tested positive for HIV were identified, including four women and one man who was a sexual partner of one of the four women patients and never received any services from the spa. The two patients who were engaged in a sexual relationship had stage 3 or chronic HIV infections, while the other three patients in this cluster had no known social contact with one another and no specific mechanism for transmission among these patients was confirmed. The CDC concluded that contamination from an undetermined source at the spa during the spring and summer of 2018 resulted in HIV-1 transmission to these three patients. Testing has been performed on 198 former clients and their sexual partners from 2018 to 2023. No additional HIV infections were identified, nor were any hepatitis B or hepatitis C infections detected.



Kenvue Publishes New Retinol Efficacy and Tolerability Clinical Data

Kenvue has released new efficacy and tolerability data published in the April edition of *Journal of Drugs in Dermatology* supporting 0.1% retinol as a cosmetic solution to target signs of skin aging. Kenvue's data analysis included six vehicle-controlled studies of 0.1% stabilized bioactive retinol in women aged 30 or older who had mild to moderate signs of photodamage from ultraviolet light. A total of 237 participants received daily treatment with retinol while 234 received vehicle alone. Across all the studies, using a numerical scale, a single dermatologist assessed overall facial photodamage and site-specific photodamages such as forehead wrinkles, crow's feet and dark spots at baseline and at four weeks, eight weeks and 12 weeks. Tolerability was also assessed.

Researchers found that retinol induced greater improvements from baseline in all signs of photoaging compared with vehicle, with changes evident as early as week four and continuing through week 12. The authors concluded retinol and its vehicle were both well tolerated through 12 weeks, with no severe signs of irritation.

From top: Image by rh2010; Екатерина Клищевник at Adobe Stock

The Increasing Neurodiversity Presence in Beauty Industry



A Vagaro survey revealed new insights on the significant presence of neurodivergent professionals in the beauty industry, with 50% of participants identifying as such. The research also showcases the innovative ways salon and spa professionals cater to neurodivergent clients - highlighting the role of technology and software in creating inclusive spaces and the human aspect of nurturing relationships, empathy and understanding.

Per the survey, 27% of participants said they work on a team with a neurodivergent peer and 43% of participants said they offer services specifically tailored to meet the needs of clients who are neurodivergent or on the autism spectrum. Findings indicate that these salon and spa professionals proactively ask about accommodation requests beforehand, offering quieter or noise-reduced options such as quiet hair clippers, an array of lighting options and more.

Per the report, 56% of these providers said technology helps accommodate neurodivergent clients, pointing out that scheduling software plays a crucial role in reducing sensory overload. Respondents said capabilities such as online booking systems, digital check-ins, forms and automated appointment reminders help reduce factors that contribute to overstimulation and streamline the overall experience.

Top Sun Care Trends in 2024

Mintel reports that the U.S. sun care and skin protection market increased by an estimated 7.4% in 2023. Consumers are using more sun care and skin protection, with 44% saying they applied skin protection more this year than they did a year ago. Over three-quarters of consumers wear some form of skin protection and the majority of these consumers wear protection year-round.

The product texture of sun care is important to 39% of Gen Z consumers, only one percentage point behind the level of sun protection. More than three-quarters of sunscreen users would pay more for sunscreen with facial skin care ingredients or benefits, as evident in the popularity of SPF moisturizers. Per the report, 34% of U.S. adults say they are making more of an effort to buy sun care products that aren't harmful to the environment.

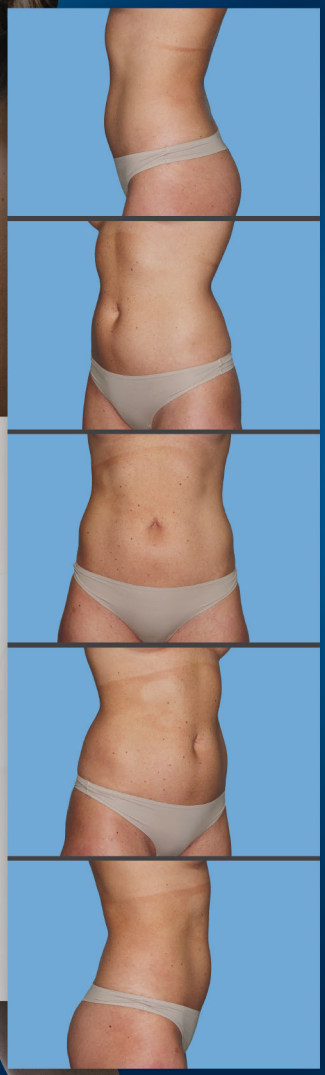
Mintel expects brands in the global sun care industry to promote broad-spectrum sunscreens by highlighting the risks of visible light and infrared (IR) in addition to UVA/UVB. Additionally, there will be an improvement to expand the functionality of sun care, such as enhancing the sensory properties of sun care products by using ingredients with different particle shapes, resulting in ultra-light formulations that aren't sticky or greasy, per the report.



From top: Image by SewcreamStudio; Drazen at Adobe Stock

IntelliStudio®

Standardized studio quality photos made simple



From **facial imaging to full body photography**, the user is guided through the entire photo process.

- ☑ Standardized templates streamline acquiring consistent and repeatable image sets.
- ☑ Capture templates guide patient poses and control camera orientation, zoom, and flashes for friction-free studio photography.
- ☑ Canfield's MatchPose® assures follow-up images are perfectly registered to baseline.

Any user can capture repeatable, perfectly registered before and after images, every time.



IntelliStudio's integrated video capability combined with IntelliStage® automated turntable enables smooth circumferential video for before and after documentation.

Check out more on
www.canfieldsci.com

IMAGING EXCELLENCE FROM
CANFIELD

VISIA® IntelliStage® IntelliStand IntelliStudio® VECTRA 3D HairMetrix® Mirror®

IntelliStudio, IntelliStage, VECTRA, VISIA, HairMetrix, Mirror, and MatchPose are registered trademarks of Canfield Scientific, Inc.

INTRODUCTIONS











1 LASER LIPOLYSIS SYSTEM

Rhein Laser's PowerSculp 1064nm Laser Lipolysis System uniformly targets stubborn fat deposits to reveal a more toned and refined physique. A 60-minute treatment can reduce waist circumference by 10cm.

Contact: rheinlasers.com

2 CARBOXYTHERAPY GEL TREATMENT

Lumisque Skincare's CO2LIFT is a carboxytherapy treatment that uses CO_2 gas in a gel delivery system to bring nutrition, hydration and remove waste from the skin, leaving it brighter, more hydrated and smoother.

Contact: 954.780.8739, co2lift.com

3 DEFENSIVE SKIN SERUM

Bioderma's Sensibio Defensive Serum provides intensive nourishment, hydration and patented D.A.F. and defensive technologies to strengthen skin's defenses and tolerance for internal and external stressors related to inflammaging.

Contact: 877.443.3762, .bioderma.us

4 NON-INVASIVE PELVIC FLOOR THERAPY

Zimmer MedizinSystems' PF Toner*Pro* uses magnetic field therapy to induce targeted pelvic floor muscle contractions, helping build and tone pelvic floor muscles to improve male and female urinary incontinence.

Contact: 800.327.3576, aesthetic.zimmerusa.com

5 ENDERMOLOGIE CELLULITE TREATMENT

LPG America's Cellu M6 Alliance Endermologie System is a non-invasive cellulite treatment that provides multi-dimensional, optimised tissue mobilisation to fight wrinkles, sagging skin, localised resistant fat and cellulite appearance.

Contact: 866.374.9401, lpg-america.com



CHIN, JAWLINE & JOWLS

We tapped our industry experts to get the scoop on the latest trends and innovations in treatments to sculpt, lift and contour the chin, jawline and jowls.

"It is no secret that weddings are a focal point for one's appearance-related concerns. Common themes under this umbrella have long included generalized weight loss and a desire to improve skin tone and quality. In addition to seeing a general increase in the volume of these cases over the past year or so (perhaps related to a return to in-person weddings as Covid fears abate), we have also noticed some specific new wedding prep trends coming to the fore. The emergence of less invasive approaches to common concerns has likely stoked the popularity of pre-nuptial adjustments as well. The chin and jawline also figure prominently in pre-wedding portrait planning. Issues here tend to involve skin laxity, fat excess, or both. For a little excess fat under the chin (the "submental region"), liposuction under local anesthesia is often a great approach. This quick win takes less than an hour, is performed under local anesthesia, and has about two days of social downtime. We like to add ultrasound energy to further tone the region and minimize bruising. In cases of mild to moderate skin laxity, bipolar radiofrequency treatments are a great addition to the procedure."

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

"In the changing world of aesthetics, a new frontier of personalized and integrative approaches, tailored treatments, combined modalities and leveraging of biostimulants is here. The hottest trend revolves around maximizing collagen stimulation and skin rejuvenation treatments. The combination of biostimulants and skin tightening has created a shift in the plastic surgery paradigm of how we used to think about the use of classic fillers. Structural sandwiching is a concept that we have developed at our practice to leverage the concept of the synergistic effect of biostimulants and skin tightening devices. Skin tightening devices, such as RF Microneedling, stimulate collagen superficially while the PLLA or CaHa is injected at a deeper level. The concept behind this treatment method is that the skin is being stimulated above and below the skin. The skin is "sandwiched" between stimulating agents. This structural sandwich concept can be used in a variety of areas, such as the face, neck, buttocks and thighs. The treatments typically involve the use of RF Microneedling and simultaneous biostimulant injections such as PLLA or Hyperdilute CaHa."

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

"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. 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. 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. We can use synchronized Radiofrequency (RF) + High-Intensity Facial Electromagnetic Stimulation (HIFES) technology to tighten the lower jaw area and target a double chin. 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."

—Nicole Frontera, N.P., owner and lead injector of Nicole Frontera Beauty and The Formula

Image by blackday at Adobe Stock

BUSINESS CONSULT BY TERRI ROSS



10 Tips to Determine the Right Marketing Vendor for Your Practice

What you need to know when choosing outside marketing vendors for your aesthetic practice.

As an aesthetic practice owner or manager, you know that the aesthetics industry is highly competitive. Attracting new clients and retaining existing ones requires not only exceptional service but also robust marketing strategies. While some large practices may have a dedicated, in-house marketing specialist, most practices turn to outside marketing vendors for their expertise and strategic resources.

With so many websites, social media, SEO and digital marketing companies out there promoting themselves to the aesthetic industry, it is hard to know if you are choosing the right marketing vendor for your aesthetic practice. Here are 10 tips to keep in mind before you select a marketing company for your practice.

10 Tips to Consider Before Selecting a Marketing Company

1. Understand Your Needs & Goals

Before you start searching for a marketing vendor, it's crucial to have a clear understanding of your needs and goals. What do you hope to achieve with your marketing efforts? Are you looking to increase brand awareness, attract new clients, retain existing ones, promote a new treatment or perhaps all of these? Knowing your objectives will help you have an intellectual dialogue with the vendor to ask the right questions and identify if they have the skill set you need.

Image by Olivier Le Moal at Adobe Stock

©2024 Candela Corporation. This material contains registered and unregistered trademarks, trade-names, service marks and brand names of Candela Corporation and its affiliates. All other trademarks are the property of their respective owners. All rights reserved.

Radiofrequency Microneedling: The Matrix™ Way



Correct, maintain and restore skin like never before with Matrix™



Before | After 1 months, 2 treatments

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



Before | After 1 months, 2 treatments

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

SCAN ME

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

candelamedical.com | **800.733.8550**

CANDELA®
Science. Results. Trust.



Take time to define your short-term and long-term marketing goals. Make a list of the specific services you need (e.g., SEO, social media management, email marketing, content creation) so that you don't waste resources on services you don't need now. Make sure you consider your budget and how much you're willing to invest in marketing. On average, marketing spend should be about 10% of your operating costs – higher if you are a new practice.

2. Research Potential Vendors

Once you've identified your needs, start researching potential marketing vendors. Look for vendors that specialize in the aesthetic industry, as they will have a better understanding of your market, target audience, unique challenges and opportunities within the aesthetic industry, so they can offer insights that a general marketing firm might not. Be sure to ask for references, case studies or testimonials from other aesthetic practices

3. Evaluate Their Services

Not all marketing vendors offer the same services, so it's important to evaluate what each vendor provides. Some vendors may specialize in certain areas like website design or SEO, while others offer comprehensive marketing solutions. Make sure to ask about their approach and strategies for each service they provide. Find out if they are going to tailor their services to your individual needs or they have only one package to offer. Ask what their Unique Value Proposition is. In other words, how do they differ from other marketing firms and why should you choose them?

4. Assess Their Communication & Reporting and Technology Capabilities

Effective communication is essential when working with an outside vendor. You want a vendor who keeps you informed, listens to your feedback and provides regular updates on the progress of your marketing campaigns. Make sure to ask them about their communication process and how frequently you will get updates. Find out how often you will receive reports on the success of campaigns they are running for you. In today's digital age, marketing heavily relies on technology. The right vendor should use advanced analytic tools and platforms to track campaign performance to optimize their marketing strategies. You will want to get monthly reports on metrics such as lead generation and conversion rates, open rates and click throughs for email campaigns, website conversion rates, social media engagement, etc. Frequent meetings allow you to see what is working and what is not, so adjustments can be made quickly.

5. Evaluate Their Creativity & Innovation

Marketing is not just about following best practices; it's also about being creative and innovative. A good marketing vendor should bring fresh ideas and unique strategies to help your practice stand out. Ask to review some of their past campaigns for creativity and originality. Evaluate how open they are to experimenting with new ideas or trying new approaches. Do they seem like a cookie cutter company or out-of-the-box thinkers?



Research and evaluate potential vendors to gauge if they will provide what you are looking for in a marketer for your practice.

From top: Image by Pixel-Shot; DC Studio1at Adobe Stock

6. Consider Their Reputation & Reliability

The reputation and reliability of a marketing vendor are critical. You want to work with a vendor who is known for delivering results and maintaining high standards of professionalism. I always advise checking online reviews and their ratings. Again, ask for references from past clients. Ensure they have a good track record on meeting deadlines and achieve goals.

7. Evaluate Their Pricing & Value

While cost should not be the sole determining factor, it's important to consider pricing and make sure you're getting value for your money. The cheapest option is not always the best, and investing in quality marketing services can yield higher returns. The right marketing company is actually an investment, not an expense, as it will help you get more patients in the door.

Make sure to compare the pricing structure of different vendors once you receive their bids. Understand what is included in their pricing (e.g., number of campaigns, types of services). Evaluate the potential ROI of their services.

8. Look for Long-Term Partnership Potential

Choosing a marketing vendor is not just about meeting immediate needs; it's about building a long-term partnership. Look for vendors who are interested in your long-term success and are willing to grow with your practice. Ask them what their long-term vision is for your practice's marketing. Make sure they are committed to continuous improvement and staying updated with industry changes. Look for vendors who offer ongoing support and consultations when requested.

9. Review Contract Terms Carefully

Before finalizing any agreement, review the contract terms carefully. Ensure you understand all the terms and conditions, including the scope of work, payment terms and termination clauses. You want to make sure the contract clearly outlines the services provided. Be clear on the payment schedule and any additional fees. Finally, check for flexibility in case you need to modify the agreement in the future.



10. Trust Your Instincts

Finally, trust your instincts. After evaluating all the bids, it's important to choose a vendor that feels like the right fit for your practice. A good working relationship is based on trust and mutual respect. Ask yourself: What is my comfort level with this vendor? Do you feel confident they will deliver results? Do they share your same values and vision?



Always review the contract terms carefully before finalizing any agreement.

Conclusion

Selecting the right marketing vendor for your aesthetic practice is a critical decision that can significantly impact your practice's growth and success. However, let me preface that you can have the right marketing, but if your team lacks in training, you are wasting money if they can't convert the patient. By understanding your needs, researching potential vendors, evaluating their services and expertise and considering long-term partnership potential, you can make an informed decision.

Remember, the right vendor should not only meet your current marketing needs but also help you achieve your future goals. With the right partner, your aesthetic practice can thrive in a competitive market and attract the clients you need for continued growth. ME



Terri Ross a world-renowned, strategic practice growth consultant, author, international speaker, Podcast Host of "In Touch With Terri" and high-performance sales coach for both medical aesthetic practices and Fortune 500 medical aesthetic companies. She is the Founder and CEO of Terri Ross Consulting and the Co-Founder of The Aesthetic Success.

From top: Image by Jacob Lund; Olivier Le Moal at Adobe Stock



Image by rogerphoto at Adobe Stock



My MedSpa Just Turned Six.

Here are the 6 Most Important Lessons I've Learned.

The six most important lessons I've learned about running a successful and patient/client-centric medspa.

By Summer Layton

I was a frustrated consumer. That's where my story begins. I was looking for a different kind of skin care experience—one that was holistic, rooted in science, and prioritized clinical-grade treatments and long-term skin health. I was looking, in short, for a skin care experience that actually focused on caring for my skin.

No matter where I looked, I couldn't find it. No place offered the kind of experience I was after. I knew I wasn't the only one looking, either. Throughout my personal and professional circles, I encountered countless women searching in vain for a different kind of skin care experience. Before long, what is today Habit Med Spa and Facial Bar was born.

My MedSpa Just Turned Six. Here are the 6 Most Important Lessons I've Learned.



Focus on educating clients rather than influencing them to forge a relationship built on trust.

When I decided to open Habit in 2017, I didn't know exactly where the journey would take me. I just knew in my heart that I was onto something. Over six incredible years later, Habit has become one of the fastest-growing medspas in the Richmond, Virginia area. I've learned so many lessons along the way; lessons I love to pass on to others. These are the six most important lessons I've learned about running a successful and patient/client-centric medspa:

1. Having a Brand Promise You Truly Believe In Comes First and Foremost

If you're serious about making it in this industry, you need a brand promise that defines your business and drives every aspect of your decision-making. The first part is easy enough; it's the second part that makes it truly meaningful, and that's the part that requires relentless work and dedication.

In the case of my own medspa, staying true to our brand promise means that every time we make a business decision, invest in equipment, interact with a patient or recommend a treatment, we never waver from our focus on holistic skin health. If it's not clinical-grade and rooted in science, we're not going to do it.

The promise itself isn't necessarily what's important. It's the commitment to embedding that promise into everything you do and every decision you make that matters.

2. Educating Clients is Far More Important Than Influencing Them

I get it, it's 2024, and everyone wants to be an influencer. But here's what we've learned over the years about clients: they have no interest in being influenced. None. Zero. What they want is education. They want to understand what you're recommending, why you're recommending it and why it's right for them. That's one of the many reasons we have a nurse practitioner specializing in dermatology on our team, to help our clients feel informed about the investment they're making in the health of their skin.

The best client relationships are those forged through trust, education and the feeling that the client is in control of their destiny. So, with everything from the content of your website to the way you speak to clients during consultations (and not just initial consultations; your most loyal clients crave education just as much as your newest ones), always focus on educating rather than influencing.

3. The Client Experience You Create is as Important as the Treatments You Provide

The most successful medspas are not necessarily those providing the best and most effective treatments, but rather those providing the best client experience. Certainly, the quality and efficacy of your treatments and services are a huge part of that experience – but they're only part.

Every touchpoint contributes to a memorable client experience. Everything you do impacts the degree to which a client feels seen, heard, valued and understood. That means from the moment a client books an appointment with you to the moment they walk out the door and beyond, the entire experience has to be seamless.

I refer to this as adhering to the gold standard of service. Have we given them directions on where to park? Do we greet them warmly and by name when they arrive? Are we ready for them as soon as they walk through the door? Do we know what they like to drink? Did we follow up after their last visit to see how they were feeling? For all the thought and care that goes into your treatments, the same level of care has to go into your client experience.

Image by Kokio_Studio at Adobe Stock



The design and decor of your space can help your client get into the right frame of mind and optimize their experience.

4. The Right Technology Can Make Your Business; The Wrong Technology Can Break It

I'll admit it: when I first became a medspa owner, I underestimated the impact technology plays in delivering a seamless client experience. Sure, I knew we needed the latest and greatest when it came to our treatment tech, but I didn't think of software the same way. Over time though, I came to learn that the right software technology can make or break your business.

After all, what good are effective treatments if clients can't book appointments online? What good is having a highly trained and experienced staff if you can't keep track of who is coming in and when? What difference does it make if your marketing and branding are amazing if you constantly inconvenience clients by making them wait around or ask them for the same payment information for the fifth time?

We learned our lesson and invested in a modern client experience platform to streamline tasks such as online scheduling, client messaging and payment processing. I can't tell you what platform is the right fit for your business, but I can tell you that your client experience is only as good as the technology powering it.

5. Everything About Your Environment & Decor Matters

I'm not here to tell you what the "right" furniture and color scheme is for your practice. I am here to tell you though that environment and decor matter, maybe a lot more than you think. Our job is to send people away looking and feeling their best, and the layout and design of your space play an enormous role in helping your clients get into the right frame of mind to make that happen. At my medspa, we prioritize a luxurious, minimalist aesthetic; one free of clutter and with lots of white space to help relax the mind. Whatever design aesthetic you land on, ensure it reflects the feeling you want to evoke when a client walks in the door.

6. Embracing Change is Mandatory

No matter how well you've planned, sooner or later, change comes; quite possibly big, scary, uncomfortable change. For example, we used to be called Sugar & Hive Facial Bar + Med Spa. I loved the name. I loved the brand. But a few years back, for reasons that could fill an entirely separate article, we needed an extensive rebrand, including a name change.

Was a change of that magnitude scary? Heck yes, it was. I lost countless hours of sleep thinking about it. But would we be where we are today had we not embraced it? Not a chance. Maybe you won't have to embrace one quite that big but change is almost certainly in your future. It's up to you to be ready.

The Journey is the Best Part

Bonus Tip: Owning a medspa is nothing if not a journey — mostly rewarding, often exhausting, sometimes exasperating, sometimes exhilarating. Wherever you are on your own journey, make time to stop and appreciate it. The journey, after all, is the best part. ME



Summer Layton is the founder and visionary behind Habit Med Spa and Facial Bar in Richmond, Virginia. Summer isn't just a spa owner; she's a beauty enthusiast who built her business through the eyes of consumer. Since opening Habit 7 years ago, Summer has been leading and revolutionizing the way consumers think about skin health, viewing her business through the lens of an avid beauty consumer to create a truly unique experience for her clients and patients. By merging traditional esthetics with a clinical approach skincare wrapped in a luxury client experience, Habit has evolved to become the leading skincare clinic in the Central Virginia region.

Image by PoppyPix at Adobe Stock



The Sexual Wellness Revolution in Aesthetics:

COSMETIC TREATMENTS FOR WOMEN

By Rebecca Lane

In recent years, the quest for sexual wellness has moved beyond the confines of traditional medicine to embrace a universe of cosmetic treatments designed specifically for women. This surge in interest underscores a broader cultural recognition of the importance of sexual health as a vital component of overall well-being. With advancements in aesthetic gynecology, women are now empowered to seek solutions that enhance sexual function, alleviate sexual dysfunction and boost sexual satisfaction through both non-invasive and minimally invasive techniques, as well as surgical procedures.

This evolution marks a significant shift towards acknowledging and addressing women's sexual health needs with the same vigor as other aspects of physical and mental health. As we delve into the intricacies of sexual wellness, we will explore the latest in cosmetic treatments available to women, including hormone therapy, labiaplasty, vaginal rejuvenation and more.

Image by Mikhaylovskiy at Adobe Stock

SEXUAL WELLNESS: A COMPREHENSIVE APPROACH

Sexual wellness extends beyond merely avoiding diseases or dysfunctions; it encompasses a holistic approach that includes pleasure, satisfaction and a respectful understanding of sexuality. According to the World Health Organization, sexual health is integral to the overall well-being of individuals and communities, emphasizing the need for a positive approach to sexual relationships and experiences, free from coercion, discrimination and violence.[1] Sexual wellness involves not only physical health but also psychological and emotional aspects. It is defined as the experience of sexuality in a way that is satisfying and safe, which includes access to sexual health information and services and the ability to have pleasurable sexual experiences.

Common Issues Faced by Women

Women encounter numerous sexual health challenges throughout their lives, from hormonal changes to physical conditions, that affect sexual function. Common issues include sexual dysfunction, where nearly half of all women experience persistent problems such as low sex drive, difficulty achieving orgasm or pain during intercourse. Factors contributing to these problems can range from heart disease and diabetes to psychological issues like stress and anxiety. Additionally, life stages such as pregnancy, childbirth and menopause bring their own sets of challenges, often leading to decreased sensitivity, vaginal dryness or reduced libido.[2]

Addressing these challenges requires a multifaceted approach. For instance, topical or oral medications can alleviate pain caused by vaginal dryness, while therapies like pelvic muscle exercises or hormonal treatments can help restore sexual function during menopause or after childbirth.[3] Moreover, understanding and treating the underlying health conditions affecting sexual wellness is crucial, as they can significantly impact a woman's quality of life and ability to enjoy and engage in sexual activity.

Through a comprehensive approach that addresses both the physical and emotional aspects of sexual wellness, women can achieve a healthier, more satisfying sexual life. This approach not only enhances individual well-being but also strengthens the relationships and overall quality of life, affirming the importance of sexual health as a fundamental human right.

LATEST NON-SURGICAL COSMETIC TREATMENTS FOR WOMEN

Hormone Therapies

Hormone therapies continue to play a crucial role in addressing sexual wellness, particularly for women experiencing menopausal symptoms that affect their sexual health. These treatments have evolved significantly, offering more personalized and effective options for managing hormonal imbalances and their associated symptoms.

Estrogen and progestogen therapy remains a cornerstone in treating menopausal symptoms that impact sexual function. Recent studies have shown that this combination slightly improves sexual function by alleviating symptoms of the genitourinary syndrome of menopause, which includes vaginal dryness and discomfort during sexual activity.[4] The benefits extend beyond symptom relief, as hormone therapy can also help maintain vaginal health, elasticity and lubrication, all of which contribute to improved sexual experiences.

Bioidentical hormone replacement therapy (BHRT) has gained significant traction in recent years. This approach uses hormones that are chemically identical to those produced by the human body, offering a more natural alternative to traditional hormone therapies. Bioidentical pellet therapy, in particular, has shown promising results in supporting overall sexual wellness.[5] This method involves the subcutaneous insertion of small pellets that release hormones steadily over time, ensuring consistent hormone levels and potentially reducing the fluctuations often associated with other forms of hormone therapy.



Image by MargoJohnsonVA at Adobe Stock

Laser & RF Treatments

Laser and radiofrequency (RF) treatments are at the forefront of non-surgical options for enhancing sexual wellness. These treatments not only address aesthetic concerns but also enhance the functional aspects of sexual health, such as vaginal rejuvenation.

RF treatment devices utilize radiofrequency energy to stimulate collagen production in the vaginal area.[6] This process, known as neocollagenesis, can improve the firmness and elasticity of vaginal tissues, potentially enhancing sexual sensation and addressing issues like mild to moderate vaginal laxity. The treatment is minimally invasive and typically requires little to no downtime, making it an attractive option for many women.

Fractional CO_2 lasers offer another approach to vaginal rejuvenation.[7] These lasers create microscopic channels in the vaginal tissue, triggering the body's healing response and promoting the production of new collagen and elastin. This can lead to improved vaginal tone, increased lubrication and enhanced sexual satisfaction.

Both laser and RF treatments have shown promising results in addressing various aspects of sexual wellness, including vaginal laxity, decreased sensation during intercourse, stress urinary incontinence, vaginal dryness and mild to moderate pelvic organ prolapse. It's crucial for practitioners to select the most appropriate technology based on the patient's specific concerns and overall health status. Additionally, a series of treatments is often recommended to achieve optimal results, with maintenance sessions potentially required to sustain the benefits over time.

Acoustic Wave Therapy & Improving Blood Flow

Acoustic wave therapy (AWT) has gained significant popularity in recent years for its effectiveness in improving blood flow and stimulating tissue repair in the context of sexual wellness. This non-invasive treatment uses low-intensity shock waves to enhance vaginal sensitivity and lubrication, which are crucial factors in sexual satisfaction.[8] The mechanism of action for AWT involves several processes:

- **Neovascularization:** The shock waves stimulate the formation of new blood vessels, improving blood flow to the treated area.
- **Stem Cell Activation:** AWT can activate dormant stem cells, promoting tissue regeneration and repair.
- **Growth Factor Release:** The treatment triggers the release of growth factors, which play a crucial role in tissue healing and regeneration.

These processes collectively contribute to improved vaginal health and function. Women undergoing AWT often report increased sensitivity, enhanced lubrication and improved overall sexual satisfaction.[9] One of the key advantages of AWT is its ability to provide long-term results by addressing underlying issues rather than just treating symptoms. This comprehensive approach makes it an attractive option for women seeking sustainable improvements in their sexual wellness. A series of treatments is typically recommended to achieve optimal results. The number of sessions may vary depending on the individual's specific concerns and response to treatment.



Radiofrequency treatments stimulate collagen production in the vaginal area.

Pelvic Floor Therapy

Pelvic floor therapy has emerged as an essential treatment for improving sexual function, particularly for women with conditions like vaginal tightness or incontinence that can affect sexual health. Various exercises and techniques are used to strengthen or relax the pelvic floor muscles, enhancing sexual pleasure and function. The integration of biofeedback helps patients gain better control over these muscles, contributing to improved sexual interactions.[10] Some more recent technological innovations in pelvic floor therapy include:

- **Biofeedback:** This technique uses sensors to provide visual or auditory feedback about muscle activity, helping patients gain better control over their pelvic floor muscles.
- **Electrical Stimulation (EMS) & Electromagnetic Fields Technology (EMF):** In some cases, mild electrical currents may be used to stimulate and strengthen

Image by Elena at Adobe Stock



Pelvic floor therapy with biofeedback has proven particularly beneficial for addressing sexual health concerns.

weak pelvic floor muscles. Zimmer MedizinSystems' PF Toner*Pro*, which utilizes EMF, is one of the newer devices surfacing that helps address patients' sexual health needs. Most importantly, it is an effective, non-invasive treatment for urinary incontinence, that happen to also benefit problems with sexual function at the same time.

The integration of biofeedback into pelvic floor therapy has been particularly beneficial, as it helps patients visualize their muscle contractions and relaxations, leading to more effective exercises and faster progress.[11] Pelvic floor therapy can address a wide range of sexual health concerns, including painful intercourse (dyspareunia), vaginismus (involuntary muscle spasms), decreased sexual sensation, urinary or fecal incontinence and pelvic organ prolapse.

Nipple Filler Procedures

Nipple filler procedures have emerged as a popular cosmetic treatment for women wishing to enhance the appearance of their nipples. These procedures involve the injection of hyaluronic acid-based fillers to achieve a more pronounced and aesthetically pleasing nipple contour. While primarily sought for cosmetic reasons, nipple filler procedures can have a significant impact on a woman's self-confidence and body image, which are integral components of sexual wellness. Many women report feeling more comfortable and confident in intimate situations following the treatment.[12] The treatment can address various concerns, including flat or inverted nipples, asymmetry between nipples, loss of nipple projection due to aging or breastfeeding and desire for enhanced nipple sensitivity.

The procedure is typically quick, with minimal discomfort and downtime. Results can last anywhere from 12 to 18 months, depending on the type of filler used and individual factors.[13] It's crucial for practitioners to conduct thorough consultations before performing nipple filler procedures, discussing the patient's goals, expectations and any potential risks or complications. Proper technique and sterile conditions are essential to minimize the risk of infection or other adverse effects.

COSMETIC GYNAECOLOGY: SURGICAL PROCEDURES FOR SEXUAL WELLNESS

Vaginal Rejuvenation

Vaginal rejuvenation encompasses various surgical procedures aimed at restoring vaginal functionality and appearance. This can include labiaplasty, vaginoplasty to tighten the vaginal canal, clitoral hood reduction and more. These procedures not only enhance cosmetic appearance but also address functional issues like urinary incontinence or reduced vaginal tightness due to aging or childbirth.[17] The surgeries generally involve sedation or anesthesia, with a focus on minimizing recovery time and maximizing patient satisfaction with sexual function and self-esteem post-procedure.[18] Common procedures under the umbrella of vaginal rejuvenation include:

- **Vaginoplasty:** This surgical procedure tightens the vaginal canal, often to address laxity resulting from childbirth or aging.
- **Labiaplasty:** This procedure reshapes or reduces the labia minora or majora.
- **Clitoral Hood Reduction:** This involves removing excess tissue covering the clitoris to potentially enhance sexual sensation.
- **Perineoplasty:** This procedure repairs and tightens the perineum, the area between the vagina and anus.
- **Non-surgical Treatments:** These may include laser treatments, radiofrequency therapies or injectable treatments to improve vaginal tissue quality and function.

The goals of vaginal rejuvenation procedures typically include:

- **Enhancing Sexual Satisfaction:** By improving vaginal tightness and sensation
- **Addressing Urinary Incontinence:** Particularly stress incontinence related to weakened pelvic floor muscles
- **Improving Aesthetic Appearance:** For women concerned about the look of their external genitalia
- **Alleviating Discomfort:** Such as that caused by labial hypertrophy or vaginal laxity
- **Boosting Self-Confidence:** Many women report improved body image and self-esteem following these procedures.

It's important to note that while these procedures can

Image by Ilustrissima at Adobe Stock

offer significant benefits, they also carry risks. Potential complications can include infection, scarring, altered sensation and dissatisfaction with aesthetic results. Therefore, thorough patient education and informed consent are crucial.

Recovery times vary depending on the specific procedure(s) performed. Surgical interventions typically require several weeks of healing time, during which patients should avoid sexual activity and strenuous exercise. Non-surgical treatments often have minimal downtime, with patients able to resume normal activities shortly after the procedure.

Labiaplasty

Labiaplasty is a pivotal procedure in cosmetic gynecology, aimed at enhancing the labial appearance and resolving functional discomfort. Often performed to create symmetry, reduce size or correct abnormalities, labiaplasty can significantly improve comfort, particularly after childbirth or due to changes from aging.[14] The procedure involves either a trim technique, where excess skin is removed, or a wedge technique, which reduces tissue while hiding scars away from the labial edge.[15] Benefits extend beyond aesthetics, including reduced chafing during physical activities and improved hygiene, which may decrease the likelihood of urinary tract infections or yeast infections.[16] The primary reasons women opt for labiaplasty include:

- **Discomfort During Physical Activities:** Excess labial tissue can cause chafing or irritation during exercise, cycling or other activities.
- **Pain During Intercourse:** Enlarged labia may cause pain or discomfort during sexual activity.
- **Difficulty with Personal Hygiene:** Excess labial tissue can make maintaining proper hygiene challenging.
- **Aesthetic Concerns:** Some women feel self-conscious about the appearance of their labia and seek a more "tucked in" look.
- **Asymmetry Correction:** Natural asymmetry or changes due to childbirth or aging can be addressed.

The procedure typically involves one of two main techniques:

- **Trim Technique:** This method involves removing excess labial tissue along the edge of the labia minora. It's straightforward and results in a natural-looking edge but may leave a visible scar along the rim.
- **Wedge Technique:** A V-shaped wedge of tissue is removed from the thickest part of the labia, and the edges are sutured together. This technique preserves the natural labial edge and often results in less visible scarring.

The choice between these techniques depends on the patient's anatomy, desired outcome and the surgeon's expertise. Both methods can be effective in achieving the desired results. Recovery from labiaplasty typically takes 4-6 weeks, during which patients should avoid strenuous activities and sexual intercourse. Proper post-operative care is essential for optimal healing and results.

Clitoral Hood Reduction

Clitoral hood reduction, or clitoral unhooding, involves the removal of excess tissue covering the clitoris, which can enhance sexual pleasure by making the clitoris more accessible.[20] This procedure is often performed alongside labiaplasty and can be tailored to individual needs to

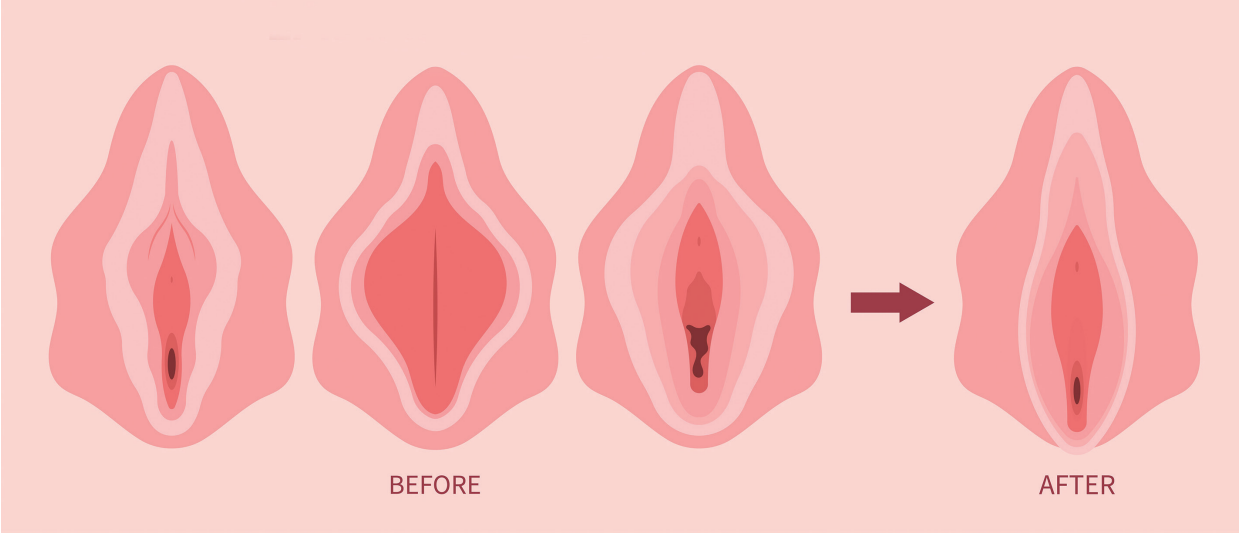


Image by Pepermprom at Adobe Stock

Labiaplasty

improve both the aesthetic and functional aspects of the genitalia.[19] Risks are minimal and typically involve standard surgical risks such as infection or nerve damage, but the procedure is highly valued for its ability to improve comfort and sexual satisfaction.[21] Reasons women might consider clitoral hood reduction include difficulty achieving orgasm due to decreased clitoral sensitivity, discomfort or irritation caused by excess hood tissue during sexual activity or daily activities, aesthetic concerns about the appearance of the external genitalia and asymmetry of the clitoral hood.

The procedure is often performed in conjunction with labiaplasty but can be done as a standalone surgery. The surgery is generally quick, often taking less than an hour to complete. Recovery time is typically 4-6 weeks, during which patients should avoid sexual activity and strenuous exercise. Benefits of clitoral hood reduction may include increased clitoral sensitivity and easier arousal, enhanced sexual satisfaction and easier orgasm achievement, improved comfort during sexual activity and daily life, better aesthetic appearance of the external genitalia and increased self-confidence and body image. However, it's crucial to note that while many women report positive outcomes, the procedure is not without risks. Potential complications can include infection, scarring, altered sensation (either increased or decreased), dissatisfaction with aesthetic results and in rare cases, damage to the clitoral nerves.

SPECIALIZED TREATMENT OPTIONS

PRP and Exosome Therapies

Platelet-Rich Plasma (PRP) and exosome therapies are revolutionizing the field of regenerative medicine, offering new possibilities for enhancing sexual wellness. PRP, derived from a patient's own blood, concentrates growth factors that stimulate the body's natural healing response when injected into the genital area. This process not only promotes tissue regeneration but also enhances blood flow, which is crucial for sexual health.[22] Key benefits of PRP therapy for sexual wellness include increased vaginal sensitivity, enhanced natural lubrication, improved orgasm intensity and frequency, potential relief from urinary incontinence and possible improvement in symptoms of lichen sclerosus.

The application of exosome therapy in treating sexual health issues is gaining traction in clinical practice. Exosome therapy has been used to improve vaginal health, increase sensitivity and address issues such as vaginal dryness and atrophy. Exosomes, small vesicles from mesenchymal stem cells, extend these benefits further. They carry proteins and genetic material that boost tissue regeneration and improve cellular communication. The application of exosomes has been shown to significantly enhance circulation, a key factor



PRP and exosome therapies are regenerative options for enhancing sexual wellness.

for sexual function, and support tissue functionality at a cellular level.[23] Proper blood flow is crucial for optimal sexual function in both men and women. Adequate circulation contributes to vaginal lubrication and clitoral sensitivity. Exosomes have been shown to promote angiogenesis, the formation of new blood vessels, and improve the function of existing vasculature. This enhancement in circulation can lead to improved sexual response and overall genital health.

Comparatively, exosomes contain a higher concentration of regenerative properties than PRP, making them a potent choice for treating sexual health issues.[23] At a cellular level, exosomes support tissue functionality through multiple mechanisms. They can stimulate the proliferation and differentiation of local stem cells, promoting tissue repair and regeneration. Additionally, exosomes have been observed to modulate the immune response, reducing inflammation and creating a more favorable environment for tissue healing. This multi-faceted approach to cellular rejuvenation makes exosome therapy a promising option for addressing various aspects of sexual dysfunction.

When compared to other regenerative therapies like Platelet-Rich Plasma (PRP), exosomes demonstrate several advantages. While both treatments harness the body's natural healing processes, exosomes contain a higher concentration of regenerative properties. This increased potency is due to the diverse array of growth factors, cytokines and genetic material present in exosomes, which can directly influence cellular behavior and tissue repair processes.

Image by HB511 at Adobe Stock

PowerSculp FDA

1060nm Laser Lipolysis System

—FDA & Clinically Proven

80% OFF



- 4 oversized hand-free 1060nm laser diode applicators
- Pain-free nonsurgical and noninvasive treatment
- Contact-sensing technology ensures safe and effective procedure
- Zero downtime post treatment
- Faster treatment time generates higher profit



Does It Work?

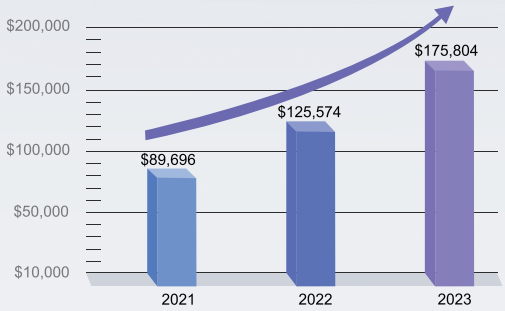
Yes! Backed by clinical studies, 60-minute PowerSculp laser treatment can reduce waist circumference by 10cm.



* Results shown above are after 2 treatments.

Is It Profitable?

Yes. Research shows that beauty clinics purchasing PowerSculp devices see an average annual return increase of 40% per clinic.



TOP MEDICAL AESTHETICS EQUIPMENT PROVIDER IN APAC 2024

Rhein Laser

USA OFFICE:
3257 NW 7TH AVE CIR Miami, FL 33127

Service in USA

Contact us:
info@rheinlasers.com
www.rheinlasers.com

Both PRP and exosome therapies are minimally invasive, typically requiring little to no downtime. However, it's important to note that while many patients report positive outcomes, more research is needed to fully understand the long-term efficacy and safety of these treatments. Practitioners should carefully select patients for these therapies, considering factors such as overall health, specific sexual wellness concerns and realistic expectations. It's also crucial to use proper techniques and sterile conditions to minimize the risk of complications.

Stem Cell Procedures

Stem cell therapy represents a cutting-edge approach in treating sexual dysfunction and enhancing sexual wellness. Utilizing the regenerative capabilities of stem cells, this treatment improves libido, sexual function and overall sexual satisfaction.[24] The regenerative effects of stem cells in the vaginal area can address multiple issues simultaneously. For instance, women experiencing vaginal atrophy, a common condition in postmenopausal women characterized by thinning and drying of the vaginal walls, may benefit from the tissue-regenerating properties of stem cells. The therapy can help restore vaginal tissue health, improve elasticity and enhance natural lubrication, leading to more comfortable and satisfying sexual experiences.

For women, stem cell therapy includes injections into the vaginal wall and clitoris. Clitoral injections of stem cells aim to enhance sensitivity and improve sexual response. By promoting tissue regeneration and improving blood flow to the clitoral region, stem cell therapy may help women achieve stronger and more frequent orgasms. This can be particularly beneficial for women who have experienced a decrease in clitoral sensitivity due to aging, hormonal changes or other factors. The therapy not only addresses symptoms but also fundamentally rejuvenates sexual function by enhancing the structural integrity of sexual organs.[24] This comprehensive approach can lead to improvements in overall genital health, potentially addressing issues such as urinary incontinence, which can often coexist with sexual dysfunction.



Image by Studio Romantic at Adobe Stock

Personalized treatment plans help meet the unique needs of each patient.

The advent of regenerative therapies such as PRP, exosomes and stem cells marks an exciting new frontier in the treatment of sexual dysfunction and the enhancement of sexual wellness. The integration of these advanced therapies into sexual health protocols represents a paradigm shift in how we approach sexual dysfunction. Rather than merely treating symptoms, these regenerative therapies aim to restore and rejuvenate the tissues and functions essential for healthy sexual response, providing hope for individuals who may not have found success with traditional treatments. This holistic approach acknowledges the complex interplay of physical, hormonal and neurological factors that contribute to sexual health and satisfaction.

COMBINING TREATMENTS FOR BEST RESULTS

Personalized Treatment Plans

The development of personalized treatment plans represents a paradigm shift in healthcare, focusing on prevention, prediction and proactive strategies. These plans are meticulously tailored to meet the unique needs of each individual, considering their medical history, lifestyle and specific health objectives. This personalized approach not only enhances patient engagement and satisfaction, but also proves to be more cost-effective. By predicting the most effective treatments for each patient, healthcare providers can avoid the inefficiencies of traditional trial and error methods.[25]

Given the wide array of treatment options available, developing a personalized treatment plan is crucial for achieving optimal results in sexual wellness. A comprehensive approach should consider the individual's specific concerns, medical history and desired outcomes. By tailoring treatments to the individual, practitioners can address the unique needs of each patient, leading to more satisfactory outcomes and improved overall sexual health.[26]

Integrated Therapeutic Approaches

The holistic and functional strategies employed by National Wellness Group exemplify the integrated therapeutic approaches in treating conditions that affect sexual wellness. Recognizing the complex interplay of physical, emotional and environmental factors, these treatments are designed to address the root causes of health issues.

The comprehensive treatment plans may include hormone therapy, PRP therapy and lifestyle interventions tailored to enhance overall health and sexual function.[26]

Furthermore, by combining cognitive-behavioral therapy (CBT) and mindfulness-based cognitive therapy (MBCT), patients are offered a robust framework for improving sexual function and satisfaction. These therapies allow individuals to address psychological factors associated with sexual dysfunction, providing tools to manage stress and improve emotional well-being.[27]

The integration of personalized treatment plans with holistic therapeutic approaches provides a comprehensive pathway for individuals seeking to enhance their sexual wellness. This synergy of treatments ensures that all aspects of the individual's health are considered, leading to more effective and sustainable outcomes.



CONCLUSION

The field of women's sexual wellness has evolved dramatically, offering a wide range of innovative treatments to address various aspects of sexual health and function. From hormone therapies and non-invasive procedures to surgical options and cutting-edge regenerative treatments, women now have more choices than ever to enhance their sexual well-being. As research continues and technologies advance, we can expect even more sophisticated and effective treatments to emerge, further empowering women to take control of their sexual health and enjoy fulfilling, satisfying sexual experiences throughout their lives.[27]

One thing that grows increasingly evident upon examination of the rapidly evolving field of women's sexual wellness is the transformative potential of aesthetic gynecology and related treatments in not only addressing but also normalizing women's sexual health concerns. As we navigate forward, the encouragement for women to seek tailored, comprehensive care, and the industry's continuous innovation, suggests a promising horizon for sexual wellness. By fostering an informed, supportive community, we pave the way for future research, developments and a more profound understanding of sexual wellness as an integral part of women's health, self-confidence and, in turn, quality of life. ME

REFERENCES

1. https://www.who.int/health-topics/sexual-health
2. https://www.webmd.com/women/sexual-dysfunction-women
3. https://www.urologygroup.com/4-common-female-sexual-health-issues/
4. https://www.ncbi.nlm.nih.gov/pmc/articles/PMC10227948/
5. https://www.advancedimagemedspa.com/blog/hormone-replacement-therapy-and-its-role-in-womens-sexual-wellness/
6. https://www.laserskinsurgery.com/expert-dermatologists-name-8-best-lasers-and-devices-for-skin-tightening/
7. https://www.laserskinsurgery.com/radio-frequency-rf-skin-treatments-101-all-you-need-to-know/
8. https://www.jillgibsonmd.com/body-contouring-sexual-health-prp/sexual-health-using-acoustic-wave-therapy/
9. https://dynamicspinesport.com/effectiveness-of-acoustic-wave-therapy/
10. https://www.gwpfit.com/improve-your-sex-life-with-pelvic-health-physical-therapy/
11. https://www.menopause.org/for-women/menopauseflashes/sexual-health/for-better-sex-3-ways-to-strengthen-your-pelvic-floor
12. https://www.healthline.com/health/nipple-injections
13. https://www.egrari.com/non-invasive-center/procedures/designer-nipples/
14. https://vivaeve.com/7-benefits-of-labiaplasty-the-reasons-to-have-one/
15. https://www.drlevinobgyn.com/2023/09/01/labiaplasty-a-closer-look-at-the-procedure-and-its-benefits/
16. https://www.westlakedermatology.com/blog/7-benefits-of-labiaplasty-explained/
17. https://my.clevelandclinic.org/health/treatments/17761-energy-based-treatments-and-vaginal-rejuvenation
18. https://my.clevelandclinic.org/health/procedures/21572-vaginoplasty
19. https://my.clevelandclinic.org/health/treatments/22259-clitoral-hood-reduction
20. https://www.aestheticgynecologyofwny.com/blog/is-clitoral-hood-reduction-surgery-the-right-step-for-you-cost-and-benefits
21. https://www.plasticsurgery.org/news/blog/adding-a-clitoral-hood-reduction-to-your-labiaplasty-procedure
22. https://luxuramedspa.com/services/womens-sexual-wellness-shot/
23. https://hormonesandwellness.com/revolutionizing-wellness-exosomes-vs-prp-in-enhancing-sexual-well-being/
24. https://stemcellmedicalcenter.com/sexual-wellness-and-stem-cells/
25. https://r2medicalclinic.com/benefits-of-personalized-treatment-plans/
26. https://www.nationalwellnessgroup.com/sexual-wellness/
27. https://www.ncbi.nlm.nih.gov/pmc/articles/PMC9144766/

Rebecca Lane is the managing editor of *MedEsthetics*.

Image by scentrio at Adobe Stock

INTRODUCING CELLU M6 ALLIANCE® THE NEWEST ENDERMOLOGIE® TECHNOLOGY



LPG® endermologie® is a patented FDA cleared technology from France that offers non-invasive therapies with no downtime or known side effects. The proprietary technique of cellular stimulation through mechanical massage targets the connective tissues of the body and face, including skin, muscle, blood and lymphatic circulation.

Our new advanced technology, Cellu M6 Alliance®, was designed for deep tissue mobilization for beauty, wellness, and aesthetic applications to offer the maximum advantages in one compact system. Non-invasive treatments can be combined with other modalities for a variety of cost-effective protocols to deliver results without discomfort or downtime for your clients.



Before



After 20 sessions

For Linda Murray LMT CLT, owner of Dynamic Rebalance Massage in Chicago, Il, endermologie® has helped to grow her business dramatically. “endermologie® has revolutionized my business, particularly in post-cosmetic surgery recovery and scar treatment. As Certified Lymphedema Therapists, we address lymphedema edema by correcting interstitial space, which is crucial for improving lymphatic flow and overall comfort for our clients.”

“We use this advanced technology for pre- and post-plastic surgery recovery to significantly enhance patient outcomes. We prepare patients for liposuction by targeting lipedema fibrotic adipose tissue, improving skin tone, and reducing fibrosis that surrounds fat cells fat. This technique has proven to be very effective at simplifying the surgeon's tasks, and the results speak for themselves,” she says. “Our clients, as well as the surgeons we work with, consistently report high levels of satisfaction and noticeable improvements in their recovery and results. This non-invasive approach using endermologie® technology has become essential for us to deliver the best care in modern aesthetics”.

Courtesy of LPG America



The versatility of the Cellu M6 Alliance® device adds to the exceptional value that can be achieved in your practice or medspa.

Dr. Sandra Miller, PT DPT, Physical Therapist and Co-Owner of Integrated Fitness, incorporated the Cellu M6 Alliance® device into her practice in Davie, FL. "Whether our clients want to lose weight, build strength, or live a pain-free life, our personalized, integrated programs deliver results, not empty promises."

"We continue to see medical improvements from the LPG® device even when our clients use it for its aesthetic advantages. Some clients who come to us to sculpt their waist and tummy, also get relief from lower back pain and stomach issues for days after their treatments. It has been very rewarding to have a tool that my team can use to replicate the treatment with the medical head," she explains.

"I also use our Cellu M6 Alliance® for drainage of the sinuses for clients who have allergies or congestion, and they often don't need to take medication. This system has been a blessing for our clients with chronically tight hamstrings and hips. We are able to penetrate deeper and improve mobility with residual effects for many days after treatments, so they can progress with their fitness programs."

Cellu M6 Alliance® Advantages

- *Proven technology with over 165 scientific studies.*
- *Multi-dimensional tissue mobilization reactivates fat release, and improves skin quality.*
- *Body treatments can improve skin tone, reduce cellulite, release localized resistant fat.*
- *Facial treatments help to reduce fine lines and wrinkles, and brighten skin tone.*
- *In-person training opportunities available.*
- *Increase customer loyalty and ROI with age-defying body sculpting results and frequent client visits*



Before | After 20 sessions | Before | After 15 sessions

To learn more about how the LPG® America team is ready to support your success with our best-in-class technology, reach out at 866-374-9401.

Learn more about the newest LPG® technology, https://www.lpg-america.com

Take advantage of these special offers for a limited time exclusively for MedEsthetics readers:

Add the NEW endermologie® device in your practice for as low as **$800 a month***.
Instant savings up to **$11,000****

Ask about our special Trade-In conditions**** on prior generations of LPG® Devices.

SCAN HERE TO TAKE ADVANTAGE OF THE EXCLUSIVE OFFER FOR MEDESTHETICS READERS



Image by Martin Mecnarowski / Janeberry / gopixa at Adobe Stock

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



Lilit Garibyan, M.D., Ph.D.

From Immigrant to INSPIRATIONAL INDUSTRY INNOVATOR

Lilit Garibyan, M.D., Ph.D., Assistant Professor of Dermatology at Harvard Medical School and a Physician-Scientist at the Wellman Center for Photomedicine at MGH, spoke of her immigration to the United States from Armenia at 12 years old and determination to help others through medicine as an adult at this year's ASLMS Celebration of Women in Energy-Based Devices. In her presentation, "From Curiosity to Excellence: A Journey from Immigrant to Innovator," Dr. Garibyan highlighted how the, "power of curiosity, passion and perseverance helped me get through insurmountable odds to become a Harvard-educated and trained physician-scientist, humanitarian, innovator and trailblazer of a new field of injectable cooling."[5]

A Young Girl's Dream

In 1991, as the Soviet Union crumbled, a 12-year-old girl named Lilit Garibyan boarded a plane with her family, leaving behind the familiar streets of Yerevan, Armenia. Fearing that her younger brother would be forced into military service amid their nation's growing war, the family left their home for Glendale, California, home to a large Armenian community, in the United States. Little did young Lilit know that this journey would be the first step towards becoming a groundbreaking scientist and humanitarian.

"I remember clutching my mother's hand as we stepped off the plane," Dr. Garibyan recalls. "Everything was so different, so overwhelming. But even then, I felt a spark of excitement for what the future might hold."

Overcoming Adversity Through Curiosity

Arriving in America with limited English skills and facing socioeconomic challenges, Dr. Garibyan could have easily been discouraged. She still recalls the disorientation of her first months in America, particularly at school, as she wrestled to learn an entirely new language. What was meant to be a brief stay, turned into years, rife with economic and cultural challenges.

Despite the daunting language barrier and growing up with socioeconomic challenges, Dr. Garibyan chose to persevere and allowed herself to be open to adventure and her curiosity to push her to learn new things and have new experiences, rather than let adversity dim her light. She chose to view these obstacles as opportunities for growth.

"Every new word I learned, every cultural difference I encountered, it all fueled my curiosity," she explains. "I realized that my immigrant experience wasn't a disadvantage, but a unique lens through which I could view the world."

This insatiable curiosity would become the driving force behind her remarkable career. Despite being advise by a high school guidance counselor that her best bet would be to apply for community college, Garibyan applied and was accepted into the University of California, Los Angeles, where she earned her bachelor's degree in 2007 in Microbiology and Molecular Genetics.

It was here that she first dipped her toes into the world of cutting-edge research, spending a monumental summer at the University of California at San Francisco lab of Donald Ganem, a Harvard Medical School alumnus, which also happened to be the lab of none other than Dr. James Watson, co-discoverer of the double helix structure of DNA.

"Working with Dr. Watson was like stepping into the pages of a science textbook," Dr. Garibyan reminisces. "It showed me that with hard work and passion, even the most groundbreaking discoveries were within reach."



Harvard University

Dr. Ganem urged her to then apply to Harvard's M.D./Ph.D. program. Her exceptional work at UCLA, graduating with departmental, college and Latin honors (summa cum laude) in addition to her work with Dr. Watson, opened doors to Harvard Medical School, where she would go on to earn both her M.D. and Ph.D. in experimental pathology/immunology in 2009.

"Working with Dr. Watson was like stepping into the pages of a science textbook showed me that with hard work and passion, even the most groundbreaking discoveries were within reach."

While not an easy journey, the adversity and challenges Dr. Garibyan faced fueled her curiosity and tenacity to push boundaries and find new and better treatments for patients suffering from debilitating and chronic skin conditions.

She completed her dermatology residency at Harvard/MGH Combined Dermatology Residency Program in Boston, MA. After residency, Dr. Garibyan completed postdoctoral fellowship training at the Wellman Center for Photomedicine under the expert guidance of Dr. Rox Anderson.[6]

Image by Marcio at Adobe Stock







Face of Angel 2019 trip to Armenia

Beyond the Lab: Magic Wand Initiative & Face of Angel

Dr. Garibyan's impact extends far beyond her impressive scientific innovations. After her residency in dermatology, it was a chance encounter with a high school friend working as a fellow with Dr. Anderson at MGH's Wellman Center that led her to begin working with him. Excited by the idea of conducting translational research that could directly impact patients' lives, Garibyan joined Dr. Anderson's lab, a decision that would prove pivotal to her path and career choices in the years to come.

Dr. Anderson and Dr. Garibyan later joined forces, both faculty at Harvard Medical School and Massachusetts General Hospital in Boston, to create the Magic Wand Initiative (MWI). "As physician-scientists, they share a deep passion for improving patients' lives with innovative solutions. Dr. Garibyan is the co-founder and the Director of the Magic Wand Initiative and the "Virtual Magic Wand" programs, which teach the process of innovation to clinicians. These internationally-recognized programs empower, engage, and teach healthcare professionals on how to identify unmet needs and collaborate to identify and implement solutions to problems."[4]

In 2013, she founded Face of Angel, a non-profit organization dedicated to improving dermatological care in Armenia. She has dedicated significant efforts to her non-profit, which works to improve the standard of care and bring current laser devices and treatments to people in Armenia that need it for life-altering chronic skin diseases as well as burn scars from laser treatments with old equipment. "I never forgot where I came from," Dr. Garibyan says. "Face of Angel is my way of giving back to the country that shaped my early years."

The Armenia program grew out of Anderson's earlier efforts in Vietnam, where he and colleagues performed laser surgery for the same vascular problems as in the Armenia program. Dr. Garibyan met an Armenian plastic surgeon who was visiting Boston University and who'd spent some time at Anderson's lab. After seeing their work, he urged them to bring their expertise with laser surgery for vascular abnormalities to Armenia.[7]

"Rox said, 'OK, let's go,'" Dr. Garibyan said. "I was like, 'What? I have to ask my boss.' He said, 'I am your boss.' So I said, 'Yes, we should go.'"

One condition, in particular, that was highlighted by their work in Armenia was port wine stains and the severe lack of adequate treatment for the condition. Failure to treat this condition can lead to serious complications, including blindness, cognitive issues or bleeding and functional challenges in affected body parts, especially the hand and foot. However, according to Dr. Garibyan, the most common and, frequently, the most debilitating effects on patient quality of life are often psychological.

"The psychological impact is huge," said Dr. Garibyan. "Kids don't want to go outside. They don't want to interact with others as they feel embarrassed. They're ostracized because they appear different from others."

These barriers to treatment are what Dr. Garibyan, Face of Angel and the Magic Wand Initiative seek to eliminate. The group made their first trip to Armenia in 2013 and have currently donated six lasers. "It was emotional to go back after being away for 22 years, to see the country you came from. I saw my relatives," Dr. Garibyan said. "I hadn't gone back because I wanted to go back when I could give something back. I didn't just want to go say, 'Hi, I'm Lilit. Nice to see you again.'"

"The first day we saw over 70 consultations. There were so many people wanting to be seen for scars and vascular anomalies," Dr. Garibyan said. "We had to use our creativity

Images courtesy of Lilit Garibyan, M.D., Ph.D.



> "Our work with Face of Angel is a reminder of why I became a doctor in the first place, it's about making a tangible difference in people's lives, one patient at a time."

and imagination. We were only given the dentist's room to work out of, so we divided the room into three sections: pre-op, treatment, and post-op."

Since its inception, the organization has made significant strides, including:

- Donated six state-of-the-art lasers to Armenian hospitals
- Trained local doctors in advanced dermatological techniques
- Treated hundreds of patients with chronic skin conditions and burn scars

"I was really happy because I had now created something where I could meaningfully give back," said Dr. Garibyan. "Our work with Face of Angel is a reminder of why I became a doctor in the first place," she shares. "It's about making a tangible difference in people's lives, one patient at a time."

Revolutionizing Dermatology: The Birth of Injectable Cooling

Today, Dr. Garibyan serves as an Assistant Professor of Dermatology at Harvard Medical School and a Physician-Scientist at the Wellman Center for Photomedicine at Massachusetts General Hospital. But her most exciting work lies in a field she pioneered herself: injectable cooling.

Her incredible strength and perseverance led Dr. Garibyan to take an unintended side effect and challenge of refining coolsculpting technology and see the other possibilities this "problem" presented to improve treatment in another area. Realizing the opportunity to take this element of one technology and use it as a treatment for pain, Dr. Garibyan developed an injectable ice-slurry that can be used to provide targeted and long-lasting pain relief, thus creating an entirely new field of injectable cooling.

"It all started with an unintended side effect," Dr. Garibyan explains. While working on refining coolsculpting technology, she noticed an interesting phenomenon. "What others saw as a problem, I saw as potential. I asked myself: could we use this cooling effect to treat pain?"

This moment of insight led to the development of an injectable coolant able to reduce pain by numbing nerves without using the extreme cold typically used in cryotherapy, thus providing targeted, long-lasting pain relief.

According to one clinical study, "Cutaneous pain is a common symptom of many dermatological and nondermatological diseases. The majority of cutaneous pain is nociceptive pain caused by thermal (such as burns due to heat or radiation), chemical (such as toxins) and inflammatory processes. Neuropathic skin pain caused by a lesion or disease of the somatosensory nervous system is also frequently seen in patients with postherpetic neuralgia and surgical trauma (to nerves and tissue around the surgical site)."[1]



Neural Ice can treat cutaneous & neuropathic skin pain.

From top: image by JackF; Rabizo Anatolii at Adobe Stock

This new injectable coolant will revolutionize the treatment of cutaneous pain as well as neuropathic skin pain, both of which are significant factors for patients with various skin conditions, as well as for patients experiencing post-procedure pain. To put it lightly, this revolutionary treatment has the potential to transform countless patients' lives. Dr. Garibyan hopes this groundbreaking pain treatment will reduce or entirely eliminate the need for opioids, thus helping fight the deadly opioid epidemic ravaging the nation and countless lives.

Breakthrough Recognition, Achievements & Impact

In October 2023, Brixton Biosciences, the company manufacturing Dr. Garibyan's innovation, announced that Neural Ice Therapy had received Breakthrough Device Designation from the FDA. This recognition underscores the treatment's potential to address crucial unmet needs in pain management.[2]



A Message of Hope & Inspiration

Dr. Garibyan's journey from a young immigrant to a Harvard-educated physician-scientist and innovator is a testament to the power of curiosity, grit, and compassion. Her story serves as an inspiration to aspiring scientists, immigrants, and anyone facing seemingly insurmountable odds.

"Embrace your curiosity," Dr. Garibyan advises. "Let it guide you to ask questions, seek answers, and push boundaries. And remember, your unique experiences – even the challenges – can be your greatest strength."

"Embrace your curiosity. Let it guide you to ask questions, seek answers, and push boundaries. And remember, your unique experiences - even the challenges - can be your greatest strength."

In clinical studies, animal models have demonstrated the remarkable capability of this treatment to provide relief for three months or more, offering a simple and effective solution to address crucial unmet needs in the field of pain management. In one study, the injectable Neural Ice demonstrated the ability for targeted treatments through "tissue selectivity for peripheral nerves in a rat sciatic nerve model,"[3] and another study demonstrated that this selective cryoneurolysis using Neural Ice provided "long-lasting, reduced mechanical pain sensitivity in a rat sciatic nerve model."[1]

Dr. Garibyan's groundbreaking work has not gone unnoticed. Her achievements include:

- Multiple patents filed for her injectable cooling technology
- Numerous research breakthroughs in dermatology and pain management
- Recognition from the scientific community, including the American Society for Laser Medicine and Surgery (ASLMS)

"Each recognition is a reminder of the power of curiosity and perseverance," Dr. Garibyan reflects. "But the true reward is seeing the impact on patients' lives."

As she continues to pioneer new treatments and touch lives through her humanitarian work, Dr. Garibyan remains true to the words of Albert Einstein: "The important thing is not to stop questioning."

Dr. Lilit Garibyan's story reminds us that great innovations often come from unexpected places and that with curiosity as our compass and perseverance as our fuel, we can overcome seemingly insurmountable odds and all have the potential to change the world – one innovation, one patient, one act of kindness at a time. Her work in injectable cooling and her humanitarian efforts are changing lives and inspiring the next generation of medical innovators. ME

REFERENCES:

1. https://doi.org/10.1016/j.jid.2022.07.018
2. https://www.brixtonbio.com/news-2/breakthrough-designation
3. https://pubmed.ncbi.nlm.nih.gov/31977524/
4. http://www.magicwandinitiative.org/
5. https://www.aslms.org/annual-conference-2024/for-attendees/program/special-speakers
6. https://wellman.massgeneral.org/faculty-anderson-pi.htm
7. MGH Wellman Center physicians bring treatment to Armenia — Harvard Gazette

Rebecca Lane is the managing editor of *MedEsthetics*.

Image by arayabandit at Adobe Stock

DETAILS BY ROHINI SHANTHARAM, M.D.



Embrace Beauty Sleep: Prioritizing Rest for Radiant Skin

How prioritizing sleep can positively affect your skin health.

In the quest for radiant, youthful skin, medical and cosmetic professionals often explore an array of skin care products and treatments to achieve that elusive glow for their patients. However, amidst the myriad of serums, creams and procedures, there's one simple, often overlooked secret to unlocking vibrant skin: prioritizing sleep. As we delve deeper into the science behind skin care, it becomes increasingly evident that the quality and quantity of sleep profoundly impact the health and appearance of our skin, an insight essential for aesthetic practitioners to share with their patients.

The Benefits of Sleep for Skin Health

In our fast-paced society, sleep is frequently sacrificed for productivity, work commitments or late-night scrolling through screens. However, what many fail to realize is that adequate

Image by catawa at Adobe Stock



sleep is not a luxury but a necessity for overall well-being, including skin health. Research has shown that during sleep, our body undergoes crucial processes of repair, regeneration and detoxification, all of which are essential for maintaining healthy skin.

One of the most significant benefits of prioritizing sleep is its role in collagen production. Collagen, often dubbed the "fountain of youth," is a protein responsible for maintaining skin's elasticity and firmness. As we age, collagen production naturally declines, leading to wrinkles, fine lines and sagging skin. However, studies have demonstrated that adequate sleep promotes collagen synthesis, helping to preserve skin elasticity and reduce the visible signs of aging.

Sleep deprivation has been linked to increased levels of the stress hormone cortisol, which can break down collagen and lead to increased inflammation in the skin. This inflammation can exacerbate conditions such as acne, psoriasis and eczema, making the skin appear red and irritated. By ensuring that patients are well-rested, medical professionals can help mitigate these inflammatory responses and improve the overall health and appearance of the skin.

A lack of sleep also compromises the skin's ability to retain moisture, resulting in dryness, dullness and impaired skin barrier function. This can leave the skin more susceptible to environmental aggressors, such as pollution and UV radiation, further accelerating skin aging and damage. Conversely, adequate sleep promotes optimal hydration levels within the skin, leading to a plump, luminous complexion.

In addition to its direct effects on skin health, sleep plays a crucial role in regulating our immune system. A well-rested body is better equipped to fend off infections and inflammation, helping to prevent common skin ailments and promote faster healing of wounds and blemishes.



Maintaining a consistent sleep schedule and getting the recommended hours of sleep are crucial to sleep quality and skin health.

From top: image by creativefamily; New Africa at Adobe Stock

During the deeper stages of sleep, the body increases blood flow to the skin, which aids in the repair of damage caused by UV exposure and other environmental factors. This enhanced blood flow helps deliver essential nutrients and oxygen to skin cells, promoting cell turnover and giving the skin a healthy glow.

5 Tactics for Improving Sleep

Given the undeniable impact of sleep on skin health, medical and cosmetic professionals must prioritize restful sleep as an integral part of their recommendations. Incorporating good sleep habits can significantly improve the quality and duration of sleep for patients.

1. Maintaining a Consistent Sleep Schedule

Going to bed and waking up at the same time every day helps regulate the body's internal clock, making it easier to fall asleep and wake up naturally.

2. Creating a Relaxing Bedtime Routine

Establishing a pre-sleep routine, such as reading a book, taking a warm bath or practicing relaxation techniques, can signal the body that it's time to wind down.

3. Optimizing the Sleep Environment

Ensuring the bedroom is cool, dark and quiet can create an ideal sleep environment. Investing in a comfortable mattress and pillows can also enhance sleep quality.

4. Practicing Stress-Reducing Techniques

Techniques such as mindfulness meditation, gentle yoga or deep-breathing exercises can help calm the mind and promote deeper, more restorative sleep.

5. Recommended Hours of Sleep for Adults

Adults are generally recommended to get 7 to 9 hours of sleep per night to maintain optimal health and well-being. This range allows for adequate physical and mental recovery, supporting cognitive function, mood regulation and overall physical health. Consistently getting less than the recommended amount of sleep can lead to a host of health issues, including increased risk of chronic conditions such as heart disease, diabetes and obesity. Prioritizing sleep is crucial for maintaining a balanced and healthy lifestyle.



A nighttime skin care routine can help support and optimize skin's repair processes during sleep.

Treatments to Complement Good Sleep Habits

Some products and treatments can complement good sleep habits and enhance their benefits, supporting the skin's natural repair processes during sleep.

Recommending a nighttime skin care routine that includes hydrating serums and creams can help support the skin's natural repair processes during sleep. Ingredients like hyaluronic acid, retinol and peptides can work synergistically with the body's regenerative activities to optimize skin health.



Incorporating essential oils such as lavender, chamomile and sandalwood into your bedtime routine can promote relaxation and improve sleep quality. These calming scents can be used in diffusers, as pillow sprays or added to a warm bath before bed. By creating a soothing environment, aromatherapy can enhance the restorative effects of sleep, helping both the mind and body to unwind and rejuvenate overnight.

Professionals can also suggest using silk pillowcases to reduce friction and prevent hair breakage and skin irritation.

The notion of "beauty sleep" is not merely a cliché but a scientifically backed concept that underscores the profound connection between sleep and skin health. By recognizing the importance of adequate sleep and making it a priority in our lives, we can harness its transformative power to achieve radiant, youthful skin from within. Medical and cosmetic professionals, in particular, have a unique opportunity to advocate for this natural, cost-effective and highly beneficial aspect of skin care. Integrating sleep education into patient consultations and treatment plans can help patients achieve their aesthetic goals more effectively and sustainably.

The importance of sleep for skin health cannot be overstated. Recognizing and addressing the impact of sleep on the skin can lead to better patient outcomes and more successful skin care treatments. Let's embrace the beauty of sleep and allow our skin, and that of our patients, to flourish in its restorative embrace. By making sleep a cornerstone of our skin care advice, we can unlock a natural, powerful tool for achieving the radiant, youthful skin that so many seek. ME

REFERENCES:
1. National Sleep Foundation
2. The Journal of Clinical and Aesthetic Dermatology
3. Harvard Health



Dr. Rohini Shantharam is a highly regarded board-certified dermatologist specializing in cosmetic dermatology, practicing in Fresno, CA. Renowned for her expertise, she graduated with honors from Virginia Commonwealth University and earned her medical degree from the esteemed Medical College of Virginia. Dr. Shantharam's focus lies in advanced injectables, thread lifts, and state-of-the-art laser technologies, bolstered by her extensive residency and a prestigious fellowship. Her notable research on Renuvion technology's effects after liposuction underscores her authority in the field. Revered for her bespoke approach, she prioritizes natural, impeccable results, earning acclaim for her adept communication and vast knowledge. Formerly mentoring future dermatologists at Brown University, Dr. Shantharam contributes to dermatological advancements through publications and presentations at national conferences. A member of respected societies like the American Academy of Dermatology and American Society for Dermatologic Surgery. Her personal interests in family, travel, and cultural pursuits mirror her multifaceted nature.

From top: image by Svitlana; kolesnikovserg at Adobe Stock

GLOBAL BEAUTY
PRIVATE LABEL SKINCARE

Exclusive Products, Loyal Patients

Medical Grade Private Label Skincare with Expert Support

Scale Your Practice with Private Label.

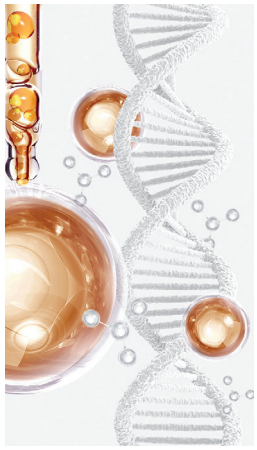
For over a decade Global Beauty has been providing Med Spas and other skincare professionals with a full range of medical-grade skincare products for retail and backbar.

- ✓ Low Minimums
- ✓ Premium Packaging
- ✓ Custom Samples
- ✓ Retail & Backbar
- ✓ 40+ Formulas
- ✓ Marketing Support



888-659-7546
globalbeauty.net

How to Grow Your Practice
Scan to Learn More



Unlocking the Potential of Glutathione for Skin Health

In the realm of skin care, glutathione for skin has emerged as a powerful ingredient gaining significant attention.

Glutathione, a potent antioxidant naturally produced by the body, has shown remarkable potential in addressing various skin concerns. From its ability to brighten complexion to its role in combating oxidative stress, glutathione uses for skin have piqued the interest of both skin care professionals and enthusiasts alike. As the demand for effective skin care solutions grows, understanding the benefits of glutathione for skin becomes increasingly crucial.

Glutathione, a powerful antioxidant naturally occurring in the skin, plays a crucial role in defending against visible signs of environmental damage. This tripeptide, composed of cysteine, glutamic acid, and glycine, has gained significant attention in the skin care industry for its multifaceted benefits.[2] Research has shown that glutathione can interrupt an enzyme within the skin's surface layers that triggers hyperpigmentation.[1] By inhibiting tyrosinase, the enzyme responsible for melanin production, glutathione helps regulate pigmentation and promote a more even skin tone.[3] Studies have demonstrated that when applied directly to dark spots, glutathione improved the appearance of sun-exposed areas.[1]

Glutathione contributes to maintaining skin elasticity and combating age-related changes, stimulating tissue repair and regeneration and promoting the production of new, healthy skin cells. This helps reduce the appearance of fine lines and wrinkles while increasing skin's overall resilience and suppleness. A potent antioxidant, glutathione neutralizes free radicals, protecting the skin from oxidative stress caused by environmental factors. This helps safeguard collagen and elastin proteins to prevent premature aging and maintain skin's firmness and elasticity.[3]

Topical glutathione formulations, typically containing 1-2%, are popular for targeted skin benefits.[4] These products, including serums and creams, deliver glutathione directly to the skin, offering a safe and effective method for improving skin health.[3] A study found that a 2% glutathione cream, when applied twice daily for 10 weeks, significantly improved the melanin index on dark spots.[1]

Oral glutathione supplements can help achieve 1-2 shades of skin lightening when combined with other treatments.[4] These supplements are generally recognized as safe by the FDA and can assist in tackling uneven skin tone. However, oral supplements may take 4 to 8 weeks to provide visible results.

Professional glutathione treatments include intravenous (IV) infusions and combination therapies. IV glutathione treatments, while fast-acting, come with higher risks and costs. Alternatively, glutathione can be integrated into comprehensive skin care regimens alongside treatments like combination peels and picosecond lasers for enhanced results.4 These professional treatments often combine glutathione with other beneficial ingredients (Vitamin C, Niacinimide, HA) to maximize its skin-brightening and anti-aging effects.[5]

Glutathione has proven to be a game-changer in skin care, offering a wide range of benefits for skin health. Its ability to brighten complexion, combat signs of aging and protect against environmental damage makes it a valuable asset in skin care routines. ME

REFERENCES

1. www.paulaschoice.com/expert-advice/skincare-advice/ingredient-spotlight/glutathione-for-skin.html
2. https://drdavidjack.com/blogs/beauty/what-is-glutathione-and-why-does-my-skin-love-it
3. https://cityskinclinic.com/glutathione-skin-benefits
4. https://melasmaclinic.com.au/glutathione
5. https://sublimelife.in/blogs/sublime-stories/skincare-ingredients-can-be-used-together-inci-to-be-avoided-together

Rebecca Lane is the managing editor of *MedEsthetics.*

Image by Thongden_studio at Adobe Stock

Chin, Jawline & Jowls

As we age and lose volume in our face, that increased skin laxity results in less definition of the chin and jawline, and jowls. This hallmark sign of aging is one that drives the ever-growing demand for treatments to tighten, firm, contour and restore patients' youthful, sculpted chin and jawline. These products are especially designed to address the unique concerns of the chin, jawline and jowls.



TIZO **Ultra Zinc Body & Face Sunscreen** is a moisturizing all-mineral sunscreen for the neck, face and body, and is suitable for all skin types and tones. Sheer and virtually invisible, it smooths onto the skin, leaving a soft, elegant finish.
Contact: 800.332.5536, tizoskin.com



Necture Cream by Induction Therapies is an anti-aging, skin-firming solution with all-trans retinol and a blend of botanical ingredients. With nightly application, tighten, firm and condition aged skin around the face, jawline and neck to improve skin softness, texture and tone in 2-4 weeks of consistent use. Suitable for other areas of the body including backs of hands, thighs, arms and glutes for visibly smoother, more youthful looking skin.
Contact: 877.746.4407, inductiontherapies.com



The Aerolase **Neo Elite** is the ultimate tool for skin health, utilizing advanced 650-microsecond technology to treat all skin types with no downtime. This innovative device excels in providing optimal results for various skin conditions, including acne, melasma and aging skin. Dermatologists and aesthetic practitioners trust the Neo Elite® for its unparalleled efficacy and patient comfort. Its versatility and efficiency make it a standout choice, ensuring superior care and satisfaction.
Contact: aerolase.com



Global Beauty Private Label Skincare **Face & Neck Moisturizing Cream** stimulates collagen synthesis while promoting radiant, even skin, providing a rejuvenating experience. This advanced day/night cream is also infused with potent antioxidants to combat free-radicalinduced damage.
Contact: globalbeauty.net



The all-in-one hand-held **VECTRA H2** by Canfield Scientific is ideal for facial aesthetics, delivering precision optics for high-resolution three-dimensional images. Assess, educate and simulate outcomes to show patients the exciting possibilities of their anticipated aesthetic procedures with Sculptor 3D software. Simulate realistic 3D results for facial contouring, chin augmentation, injectables and more. Canfield's proprietary Automated Markerless Tracking provides a dynamic assessment of skin surface changes to refine treatment techniques.
Contact: 973.434.1200, canfieldsci.com

Images courtesy of the Manufacturers



HIF-1 ALPHA PROTEIN IN THE INTERLEUKIN PATHWAY CAUSES INFLAMMATION IN PSORIASIS

A May 2024 study published in the Immunity journal found that an activated protein within a certain biological pathway causes inflammation in skin suffering from psoriasis. The promising discovery can lead to improved therapies for inflammatory skin diseases.

The experiment analyzed results from mice and human skin tissue samples from people with psoriasis. Researchers at NYU Langone Health found that the interleukin-17 (IL-17) pathway, whose activity is blocked by existing anti-inflammatory drugs, activates a protein called hypoxia-inducible factor 1-alpha (HIF-1-alpha) in psoriasis. Researchers say that IL-17 has long been known to be active in inflammation, but the role of HIF-1-alpha has until now been unclear. The research team also found that HIF-1-alpha lets inflamed skin cells more actively break down sugar for energy, supporting their metabolism and producing a waste product called lactate. When consumed by inflammatory T cells, lactate triggers the production of IL-17, fueling even more inflammation.

MARY KAY REVEALS FINDINGS ON ANTI-AGING POLLUTION AND VIRTUAL SKIN SCREENINGS



Mary Kay recently revealed the results of two breakthrough research studies: first, an antioxidant treatment that can diminish the visible effects of pollution and aging on human skin; and second, a focus on the applications of computational tools to accurately predict the safety and potential reactions of human skin to various cosmetic ingredients. These findings were shared by Mary Kay scientists at the 2024 Society of Investigative Dermatology (SID) meeting in Dallas, Texas.

Mary Kay's research into the effects of air pollution on skin, conducted through multiple academic collaborations since 2016, revealed that an antioxidant blend of resveratrol, niacinamide, and oligopeptide-1 protects natural skin surface lipids from oxidative damage caused by particulate matter (PM) and UV radiation, both alone and combined. Additionally, this blend has been found to prevent free radical formation induced by blue light, demonstrating its potential to mitigate the detrimental effects of multiple environmental stressors on the skin.

Furthermore, Mary Kay is leveraging computational toxicology tools to enhance ingredient safety assessment of cosmetic and personal care ingredients. This innovative approach involves the use of advanced computational methods to predict the safety and potential toxicity of ingredients at an early stage, significantly reducing the need for extensive laboratory testing.



LIRA CLINICAL RECEIVES PRESIDENTIAL 'E' AWARD FOR INCREASING US EXPORTS

Lira Clinical has been awarded a Presidential "E" Award for its contribution to increasing U.S. exports. The awards were presented by Diane Farrell, Under Secretary of Commerce for International Trade, at the Herbert C. Hoover Building of the Department of Commerce. The "E" Award is presented to American companies that have demonstrated a sustained increase in overseas sales over four years. Award winners are nominated by the International Trade Administration's (ITA) U.S. Commercial Service, part of the U.S. Department of Commerce. The President's "E" Award was created by Executive Order in 1961 and is the highest recognition an organization can receive for significantly contributing to U.S. exports. This year, 30 companies spanning various industrial sectors were selected to receive the "E" Award.

KOSÉ IS DEVELOPING PERSONALIZED SKIN CARE USING CONSUMERS' OWN IPS CELLS

Kosé is partnering with I Peace, Inc. and Reju, Inc. to develop personalized beauty products comprising iPSF (an induced pluripotent stem [iPS] cell extract) derived from customers' own blood-drawn cells. This process will reportedly optimize dosages and textures for each consumer; finished products will reportedly be "provided through medical institutions under medical supervision," per Kosé. By the end of 2024, iPSF-based formulations will

Clockwise from top: image by IlIRusya; agenturfotografin; jirsak; phat at Adobe Stock

commence demonstrating testing in Japan. The initiative supports the rise of regenerative, longevity-focused beauty. Under the new Kosé initiative, partner Japanese medical institutions will oversee the collection of somatic cells from customers' blood.

From that point, the process is projected to involve the iPS specialist, I Peace, who will leverage biotech to affordably cultivate clinical-grade iPS cells based on each user's somatic cells; the cell generation process reportedly "rejuvenates" iPS cells, thereby providing cellular activity levels to consumers on par with their younger selves (I Peace offers iPS cell banking services for individuals, enabling them to store their own iPS cells for personalized disease treatment in the future and other applications). Reju will then extract and refine growth factors and other components from cultivated iPS cells to generate what is called an iPSF cell extract, which is believed to support cell rejuvenation and longevity. Kosé will then take the iPSF extracts and applies them in the appropriate dosage in personalized skin care formulations tooled to the preferences of each individual; iPSF extracts derived from customers' own cells boost biocompatibility, minimizing the risk of adverse reactions, per Kosé.

DEBUT AND L'ORÉAL ARE DEVELOPING 12+ BIOIDENTICAL, BIOBASED SUBSTITUTIONS FOR CONVENTIONAL COSMETIC INGREDIENTS



California-based biotech firm Debut is developing more than a dozen bioidentical biobased ingredients to replace conventionally produced/sourced materials in L'Oréal products across skin, hair, color cosmetics and fragrance. Previously, in June of 2023, Debut raised a $34 million Series B funding round led by BOLD, the venture capital fund of L'Oréal. Debut has also launched its own in-house proof-of-concept brand, Deinde. In the latest stage of the companies' partnership, Debut will produce swap-in ingredients produced via fermentation and cell-free technology. The project aligns with L'Oreal's ambition to adopt 95% biobased ingredients by 2030. The partnership comes amid an upswing in "clean swaps" in the beauty space, substituting purportedly safer, more sustainable ingredients for conventional technologies without negatively impacting performance.



VYTRUS BIOTECH DEVELOPS PLANT EXOSOMES, PRESENTS CUSTOMIZABLE EXOSOMIC PEPTIDES

Vytrus Biotech has leveraged its biotech expertise to develop intact plant exosomes for skin and hair care applications; in relation, it has patented the concept of Exosomic Peptides. As the company explains, exosomes (aka ectosomes) are small extracellular vesicles (sEVs) bound by a lipid membrane that hold and protect key "natural biological communicators" for skin care and health benefits — i.e., DNA, RNA, lipids, proteins, cytokines, heat shock proteins, enzymes, antioxidants and other bioactives. These entities, including an array of plant peptides (which the company refers to as Exosomic Peptides), can be manipulated for desired skin and hair benefits.

The company's plant cell cultures reportedly show a high exosome concentration (i.e., billions of exosomes/mL). In addition, it is possible to customize and guide the plant cells to produce different kinds of exosomes for skin and hair care. In addition, as noted, the company delved into the depths of natural plant exosomes and identified "an astonishing diversity of plant peptides," coined by Vytrus as Exosomic Peptides. Per the company, its exosome products offer a cocktail of these natural plant peptides for anti-aging, anti-inflammatory and anti-wrinkle activities, among others.

EVENTS

September 5-8 Aesthetic Next 6.0, Hilton Anatole, Dallas, Texas, Contact: tickets@aestheticrecord.com, 214.444.8775, aestheticnext.com

September 8-9 *Face & Body Skin Care Show* 2024, SAFE Credit Union Convention Center, Sacramento, California, Contact: faceandbody@allured.com, faceandbody.com

September 25-29 ISPAN 2024, Sheraton San Diego Hotel & Marina, San Diego, California, Contact: meeting@ispan.org, ispan.org/meeting

September 26-29 Plastic Surgery the Meeting 2024, San Diego Convention Center, San Diego, California, Contact: PSTMsupport@plasticsurgery.org, 800.766.4955, plasticsurgerythemeeting.com

Left to right: Image by beeboys; Warm_Right at Adobe Stock

AD INDEX

Aerolase Laser Skin Health 6-7
aerolase.com

Candela 15
candelamedical.com

Canfield Imaging Systems 11
canfieldsci.com

Environ Skin Care 5
dermaconcepts.com

Fallene Ltd. 47
tizofusion.com

Global Beauty Private Label / Control Corrective 41
globalbeauty.net

Induction Therapies 1
collagenpin.com

LPG America 30-31
endosystems.us

Rhein Laser 29
rheinlasers.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

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.



THINKING ABOUT PRIVATE LABEL?

Make your mineral sunscreen the best.

Proceuticals® is professional-grade Private Label Suncare and Skincare from the maker of TIZO®.

With over 30+ years of experience perfecting mineral sunscreens, our formulations are the industry gold standard – lightweight, elegant and highly protective. The quality your clients expect.

PROCEUTICALS
PRIVATE LABEL by TiZO

- Fast turnaround
- Professional design assistance
- Low minimums

For more information call or visit us at:
www.proceuticalspl.com · 800-332-5536

SCAN TO LEARN MORE!



Genetic Obesity Testing is Revolutionizing Weight Loss Therapy

Genetic testing for obesity phenotypes is evolving from research to reality, revolutionizing personalized weight loss therapy for patients and practitioners.

A genetic test for the "hungry gut" obesity phenotype may effectively predict patient response to semaglutide for weight loss, according to a study presented at Digestive Disease Week 2024.[2] Researchers at Mayo Clinic used a machine learning genetic risk score to classify 84 adult patients as "hungry gut" positive (n=51) or negative (n=33), then tracked their total body weight loss over 12 months of semaglutide treatment. While weight loss was similar at 3 and 6 months, significant differences emerged by 9 months and at 12 months, the disparity increased to a total of 19.5% vs. 10.0% total body weight loss (P = .01), respectively.

Genetic tests like this will help eliminate much of the guesswork for practitioners, enabling clinicians to more quickly identify optimal treatments for individual patients. "We can now tell with confidence who is going to respond to semaglutide," said Andres Acosta, M.D., Ph.D., Associate Professor of Medicine at Mayo Clinic. "For nonresponders, we can think about other interventions or medications that we have available."

The emergence of a genetic obesity test is now becoming a reality for patients and practitioners with the recent partnership between Phenomix Sciences, a precision medicine biotech company and creators of the MyPhenome genetic obesity test, and Hello Alpha, a telehealth platform. More than 1 in 4 U.S. women (27.5%) are overweight or obese, and most struggle throughout their lives with complex, individual hormonal changes and societal pressures that affect their weight.[1] "Women face challenges of weight gain particularly with polycystic ovary syndrome (PCOS), pregnancy and menopause," says Mary T. Jacobson, M.D., Chief Medical Officer at Hello Alpha.

This collaboration will give Hello Alpha patients access to the MyPhenome genetic obesity test, a saliva test that identifies a patient's obesity phenotype, including "hungry gut" (accelerated gastric emptying), "hungry brain" (consuming too many calories without feeling full) and "emotional hunger" (eating in response to emotional triggers). "Obesity is a complex disease that, much like women's health, needs to be treated holistically," said Gloria Lau, CEO of Hello Alpha. "By combining this personalized approach to weight loss with the convenience of telehealth, we're poised to address a key issue in women's health across the U.S."

In addition, a recent U.S. weight loss survey of 475 current or former weight loss patients explored the evolving preferences for obesity treatment and how patients receive this information. The survey revealed that 66% of patients surveyed prefer a clinical care provider's guidance to manage their weight loss, 62% are interested in learning more about their condition through genetic testing and want an obesity intervention tailored to their genetic findings and 53% are willing to pay for a genetic obesity test.

"We've seen that there is no 'one-size-fits all' solution, even with new and effective medications, and the average patient with obesity is now expressing a growing curiosity about the root causes of obesity," said Mark Bagnall, CEO of Phenomix Sciences.

This personalized approach to obesity treatment highlights the importance of utilizing genetic testing in obesity management and precision medicine's potential to change patient lives and society as a whole. ME

REFERENCES:

1. www.niddk.nih.gov/health-information/health-statistics/overweight-obesity
2. www.medscape.com/viewarticle/genetic-test-can-predict-response-semaglutide-weight-loss-2024a10009k6

Rebecca Lane is the managing editor of *MedEsthetics.*

Image by VisualProduction at Adobe Stock

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

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.