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THE GUIDE FOR EXCELLENCE IN MEDICAL AESTHETICS

October 2024
Volume 20, Number 7
medestheticsmag.com

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SEAN SAADAT, M.D.
Makes Waves in Aesthetics With His "EternaBeauty" Method

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Permanent Eye Color Change

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- Regenerative Breast Implants
- Establishing a Positive Team Culture

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AESTHETICS VISIONARY: Sean Saadat, M.D.





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Rebecca Lane

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Fall Into Autumn Skin Care

As the leaves begin to change color, so too do the needs of our skin. The transition from summer to fall isn't just about swapping sundresses for sweaters—it's a crucial time for skin health too. The shift in seasons brings a unique set of skin care challenges. Gone are the days of battling excess oil and sun damage. Now, we're facing a new trio of skin care woes: dryness, dullness and sensitivity. Just as we update our wardrobe, our skin care routine also deserves a seasonal refresh. Transitioning one's skin care regimen from addressing summer's heat to fall's crisp air is vital to maintaining skin health and radiance. In order to keep your patients' skin glowing, hydrated and happy as the temperature drops, we need to unpack what products to swap out as we leave behind summer and fall into autumn. Here are my favorite skin care products and personal secrets to maintaining a flawless fall face!



Hydrating Cleanser: TiZO's Gentle Amino Gel Cleanser is a pH-balanced cleanser formulated with a blend of 11 amino acids and antioxidant-rich green tea extract in a light, clear gel to leave skin feeling hydrated, revitalized and radiant. Perfect for colder weather, it effectively removes makeup and impurities without stripping skin of its natural moisture. The unique blend of nourishing ingredients work together to help soothe, promote hydration, rejuvenate skin health and radiance, protect against free radicals and environmental stressors and moisturize the dermis to ensure optimal skin health.
tizoskin.com



Chemical Exfoliant: Epionce's Lytic Tx is a moderate-strength chemical exfoliant that helps cleanse pores, preventing pore-clogging build-up from dead skin cells, rich winter moisturizers and daily dirt and grime, while smoothing the visible appearance of skin texture and imperfections. Daily use helps reduce irritation associated with blemishes and redness, as well as reduce the visible appearance of aging and skin unevenness.
epionce.com



Nourishing Serum: Institut Esthederm's Age Proteom Advanced Serum, formulated with Age Proteom Biotechnology, utilizes a molecule extracted from the *Arthrobacter agilis* bacterium. This antioxidant chaperone molecule diminishes the effects of carbonylation, while preventing irreversible cell and tissue damage. The DNA repair proteins in the skin are protected while the damaging effects of carbonylation caused by environmental factors such as UV damage, blue light and pollution are also deterred, maintaining the biological health and strength of all skin proteins and the skin's natural repair systems.
esthederm.us



Repleneshing Moisturizer: Epionce's Intensive Nourishing Cream provides intense hydration for very dry and photoaged skin. This cream is formulated with ceramides that boost barrier strength and improve skin radiance as well as peptides, and ursolic and azelaic acid complexes. In addition to hydrating the skin, the cream smooths imperfections, reduces irritation and improves skin laxity in the face, neck and chest.
epionce.com

Images courtesy of the manufacturers



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THE ULTIMATE SOLUTION FOR ACNE AND PIGMENTARY DISORDERS

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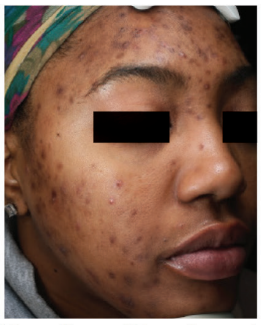
As a skin health professional, you face the ongoing challenge of finding services and products that set your clinic apart and deliver a positive experience for your patients. The Aerolase Neo Elite® stands out in the crowded field of aesthetic medicine as a true game-changer. It's more than just a laser—it's an advanced tool that elevates the standard of care for conditions like acne, rosacea, and melasma. By incorporating the Neo Elite into your practice, you're not just treating skin issues; you're enhancing patient outcomes[1], building lasting relationships, and driving the growth of your business.

The Power of Neo Elite for Acne Treatment:
Acne remains one of the most persistent skin challenges across all age groups. The Neo Elites 650-microsecond technology, allows this 1064nm ND;YAG laser to directly address the three primary causes of acne: sebum production, inflammation, and C. acnes bacteria. It goes beyond simply managing symptoms by targeting acne at its source, offering near-complete clearance and long-lasting results. Cementing the Neo Elite as an invaluable tool in your practice, whether you're treating mild, moderate, or severe acne vulgaris.

Dermatologist-Approved, Clinically Proven:
Top dermatologists, like Dr. Roberta Del Campo and Dr. Nazanin Saedi, have hailed the Neo Elite as a revolutionary treatment in their day to day practices. Dr. Del Campo notes, "The Neo Elite not only calms redness and swelling but also addresses acne at its root, providing patients with significant, lasting results after just a few treatments." Similarly, Dr. Saedi emphasizes the device's ability to deliver faster, more effective results without the pain or downtime associated with traditional lasers.

"This laser treatment offers faster and more effective results than traditional methods. Patients appreciate the immediate improvement and the fact that it's pain-free, which greatly enhances their satisfaction and enthusiasm about the treatments."

A peer-reviewed study on moderate-to-severe acne using the Neo Elite's technology demonstrated an 87% reduction in acne lesions within 90 days post-treatment. This efficacy extends across all skin types, including skin of color, making it a versatile solution for a diverse patient population.[2]



Baseline of Treatment



After 5 Treatments



90 Days Post-Treatment

Photos courtesy of Nazanin Saedi, MD

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Addressing the Physical Sequelae of Acne:

The aftermath of acne often leaves patients dealing with persistent skin concerns like post-inflammatory erythema (PIE), post-inflammatory hyperpigmentation (PIH), and acne scars. The Aerolase Neo Elite® is uniquely equipped to address these challenges effectively, making it a powerful tool in the treatment arsenal for post-acne conditions.

Post-Inflammatory Erythema (PIE):

PIE manifests as redness in the skin due to increased vascularity resulting from acne inflammation. The Neo Elite suppresses this vascularity by reducing inflammation and clearing the pores, allowing normal blood flow to resume. This process helps to diminish the lingering redness, leading to a more even skin tone and improved overall appearance.

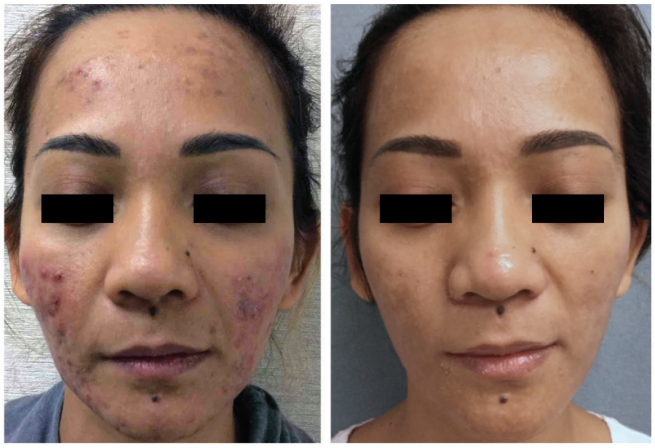

Photo courtesy of David Goldberg, MD

Post-Inflammatory Hyperpigmentation (PIH):

Hyperpigmentation often occurs when the skin overproduces melanin in response to inflammation. The Neo Elite effectively targets and breaks up this excess melanin in the dermis while also suppressing inflammation. By addressing both the pigment and its underlying cause, the Neo Elite offers a comprehensive solution for reducing the dark spots that follow acne, restoring a more uniform complexion.



Photo courtesy of David Goldberg, MD

Acne Scars:

Acne scars can leave a lasting impact on a patient's skin and confidence. The Neo Elite tackles acne scars by bulk heating the water content in the skin, which induces collagen production and remodeling. This process not only smooths out existing scars but also strengthens the skin's structure, leading to a noticeable improvement in skin texture and resilience.



Photo courtesy of Jason Emer, MD



Photo courtesy of Andrew K. Choi ,MD

The Aerolase Neo Elite is more than just a treatment option—it's a powerful tool for transforming your practice. By offering your patients effective, safe, and versatile treatments, you can grow your practice's reputation, enhance patient outcomes, and boost your bottom line. Learn more about how the Neo Elite can become the cornerstone of your practice by visiting our website or contacting a representative today.

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

Scan to find out more or set up a demo

LATEST IN LITERATURE

Top 10 Most Dangerous Cosmetic Surgeries



A new study conducted by Overnight Glasses1-3 determined the most dangerous cosmetic surgeries using key factors such as complication rates, recovery times, types of complications and the severity of complications. These factors were then normalized to a 0-1 scale and compared, with weights assigned depending on their effect on overall risk/danger. The study then calculated the composite score from the final weighted scores for each procedure and ranked them from most to least dangerous in the final total risk index.4 Per Overnight Glasses, the most dangerous cosmetic procedures are as follows.

Eye color change surgery tops the list as the most dangerous cosmetic procedure with a 92.30% complication rate. Not being approved by the FDA yet, this surgery poses high risks of vision loss, glaucoma, and corneal damage. Thigh lifts are the second most dangerous cosmetic procedure, with a 78% complication rate involving risks such as blood clots, infection, and changes in skin sensation. The high complication rate and a recovery period of 4 to 6 weeks make this surgery particularly risky. The Brazilian Butt Lift ranks third, carrying a 37.94% complication rate. Being one of the most popular surgeries, this procedure is famous for the high risk of fat embolism, infection, and other complications. The procedure has 6 to 8 weeks recovery time and significant risks placing the surgery in the top 3 of the ranking.

Body lift procedures come forth with a 42% complication rate. The high risks of infection, wound healing issues, and blood clots, combined with a 4 to 6 weeks recovery time, contribute to its high danger level. Injectable fillers, rank fifth due to a high 64.61% complication rate. Common issues include allergic reactions, infection, and asymmetry. Breast reduction surgery is the sixth most dangerous procedure, with a 38% complication rate. This surgery carries risks of blood clots, infection, and anesthesia complications, with a recovery period of 2 to 4 weeks. Compared to body lifts, breast reductions have a lower complication rate but similar risks.

Butt implants rank seventh, with a 21.60% complication rate. Significant risks include infection, implant displacement, and nerve damage. The recovery time of 4 to 6 weeks, combined with these risks, places it high on the danger list, though it is less risky than the other higher ranked procedures in the list. Breast augmentation comes in eighth, with a 14.40% complication rate. Risks include implant complications, infection, and capsular contracture. Arm lifts rank ninth with a 21.00% complication rate. The procedure carries risks of infection, scarring, and nerve damage, with a recovery time of 2 to 4 weeks. Breast lifts round out the top ten with a 10.40% complication rate. The surgery poses risks of blood clots, infection, and changes in nipple or breast sensation, with a recovery period of 4 to 6 weeks

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BioAktive Reveals Pore-reducing, Skin-smoothing Effects of Lactomaizol Postbiotic

BioAktive's Lactomaizol postbiotic (INCI: Zea Mays (Corn) Kernel Extract (and) Lactobacillus Ferment Lysate Filtrate (and) Lactobacillus/Rice Ferment (and) Glycerin (and) Modified Corn Starch (and) Betaine (and) Xanthan Gum (and) 1,2-Hexanediol (and) Phenethyl Alcohol (and) Propanediol), derived through fermentation, has been shown in vivo to reduce the visible size of pores while smoothing skin, the company reports.

As the company explained, in assessments focused on cleansing efficiency and facial pore size/visibility, Lactomaizol formulas were compared with a placebo and traditional formulations in half-face tests. In terms of cleansing, Lactomaizol (20%) outperformed the placebo, cleansing up to 57% of impurities vs. 15% of impurities with placebo only. The ingredient also reduced the size/visibility of facial pores and improved skin smoothness by 57% — up to 4x the standard formulation.

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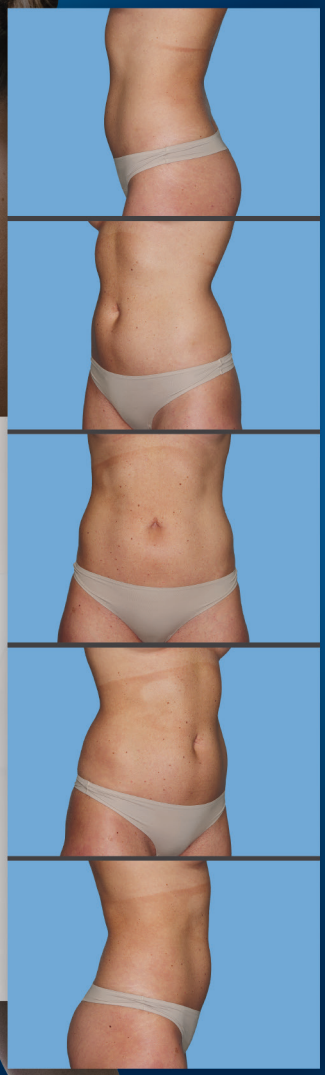

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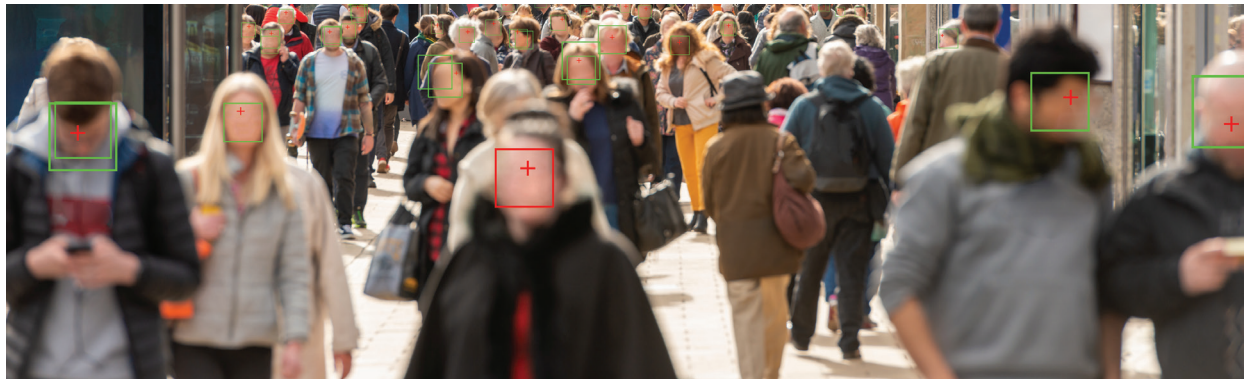


Facial Temperature Can Accurately Predict Age & Metabolic Health

Recent advancements in thermal imaging technology have led to the development of ThermoFace (TF), an innovative method for assessing age and metabolic health. In a recent study published in Cell Metabolism, researchers collected over 2,800 thermal facial images from Han Chinese individuals aged 20-90 years to create this deep learning model. TF demonstrates remarkable accuracy in predicting age, with a mean absolute deviation of approximately 5 years in cross-validation and 5.18 years in an independent cohort.

The power of this new TF model lies in its ability to correlate facial temperature patterns with various metabolic indicators and lifestyle factors. The difference between predicted and chronological age is strongly associated with metabolic parameters, sleep duration and gene expression pathways related to DNA repair, lipolysis and ATPase in the blood transcriptome. Interestingly, this difference is modifiable through lifestyle interventions such as exercise, suggesting potential applications in preventive medicine and personalized health management.

Beyond age prediction, the study revealed this technology shows promise in forecasting metabolic diseases. The model can predict conditions like fatty liver with high accuracy (AUC > 0.80), with the predicted disease probability correlating well with metabolic parameters. This capability opens up new possibilities for rapid, non-invasive screening of metabolic disorders in clinical settings.

Cosmetic Tattoos Can Help Restore Confidence in Skin and Hair Conditions



A new article published in the *Journal of the American Academy of Dermatology* highlights the ways that permanent makeup can be an option for people with certain skin and hair conditions to help restore their confidence by making their conditions less noticeable.

Permanent makeup may be applied with the same technique as traditional tattoos but differ in that they are primarily applied to the face as opposed to images across the body like traditional tattoos. While the most popular procedures include eyeliner, lip liner, and eyebrow coloring, permanent makeup can also be used to camouflage surgical scars, birthmarks and alopecia. Nipple-areola reconstruction is also a popular procedure, usually performed after breast cancer or breast reduction surgery. Permanent makeup may also prove particularly useful for individuals with arthritis, tremors or other medical conditions that make it difficult to apply conventional makeup.

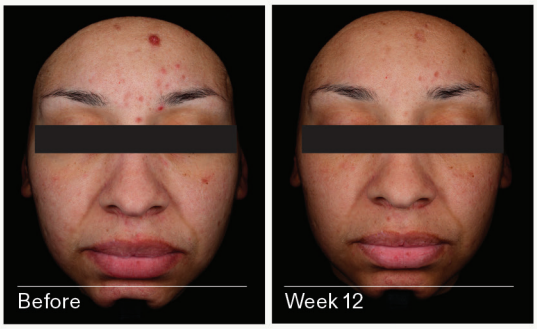
"We often think about permanent makeup being used to enhance a person's lips or eyebrows," said Walter Liszewski, M.D., FAAD, assistant professor of dermatology and preventative medicine at Northwestern Feinberg School of Medicine and co-author of the study. "However, for people with conditions like vitiligo or alopecia, permanent makeup can be transformative. It can be used as a tool to restore confidence and empowers these patients to find a sense of renewed self-assurance with cosmetic results that current medications can't deliver."

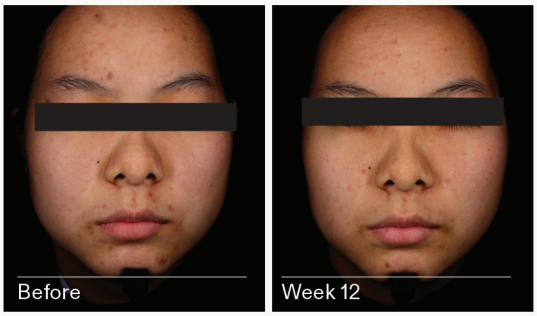
From top: Image by Leszek; Stocked House Studio at Adobe Stock



A whole-body approach to WOMEN'S ACNE.

From the #1 dermatologist-recommended hair growth supplement brand* comes **Nutrafol Clear Skin Nutraceutical**. This 100% drug-free supplement targets key root causes of mild to moderate, non-cystic acne in adult women to deliver **clearer, smoother skin in 4-12 weeks**.[1]





In a 12-week clinical study evaluating the efficacy of Nutrafol Clear Skin Nutraceutical in subjects with non-cystic acne (ages 18-50)[1]:

85% showed improvement in IGA scores for acne severity.

87% showed improvement in non-inflammatory lesion count.

69% showed improvement in inflammatory lesion count.



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These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

*According to IQVIA ProVoice survey for 12 months ending March 31, 2024.

1. Raymond I, et al. SKIN: J Cutan Med. 2024./Nutrafol. Data on file. 2023.

Survey Highlights Adult Skin Care Perceptions & Concerns



Massage Envy has released new survey findings that reveal key U.S. adult consumer skin care perceptions and concerns. Gen Z and young millennial respondents are more likely than to prioritize reducing breakouts/acne (37%), eliminating sun damage (21%), smaller pores (21%) and reducing redness (19%) than older millennial/Gen X (35-54 years old) and boomer (55+ years old) respondents.

Despite skin care concerns, 52% of U.S. adult consumers report not having an at-home skin care routine or spending five minutes or less at-home on skin care daily and 36% of U.S. adult consumers say sun protection is a top three skin care priority, but only 12% of all consumers report wearing sunscreen every day even if they do not go outside.

The information was gathered through an online survey conducted among a national sample consisting of 1,116 U.S. adults, 18 years of age and older, living in the United States completed between April 24-25, 2024 by YouGov.

Nicole Pelishek, VP of service, retail, and supply chain at Massage Envy Franchising, said, "Our survey findings reveal a gap between consumers' concerns and their actual skin care routines. As we approach the heat of summer, estheticians from Massage Envy franchised locations can help address skin care concerns and help members and guests implement a routine that works for their individual needs, leveraging our latest offerings and technologies."

Could Climate Affect Botox Dosage Requirements? New Study Suggests Yes



Recent findings from a comparative cohort study published in *Plastic and Reconstructive Surgery* (July 2024)1 revealed that climate can greatly affect the dosage requirements for the cosmetic use of Botox. Researchers reported, "Botulinum toxin A to the glabella is a popular cosmetic intervention. Functional musculature differences may arise from chronic behavioral adjustment to high sun exposure levels, requiring greater doses. This could affect clinical practice globally." Their findings may change the way practitioners want to consider using Botox and how to adjust the dosage depending on the time of year and individual patient characteristics.

The study included 523 women, aged 35-60 years, who received glabellar botulinum toxin treatments between 2012 and 2019 from a single provider practicing in two different centers, one in the United Kingdom and the other in Malta. Researchers classified the UK center as low sun exposure (winter month treatment) and the Malta center as high sun exposure (summer months), with 292 "high-sun" patients and 231 "low-sun" patients in their corresponding locations, per the study. The participants attended follow-up visits every 3 weeks, receiving additional doses until the treatment achieved full clinical paralysis.

The findings revealed that the "high-sun" group required significantly higher total average doses (29.2 units versus 27.3 units; P = 0.0031) even when researches corrected for age in multivariable analysis (P = 0.00574).

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1 TOPICAL REGENERATIVE HEALING TREATMENT

Regenesis MD's Rejuran Healing Essence, an advanced Korean skin care solution, leverages cutting-edge polynucleotide technology derived from salmon DNA to deliver exceptional results, offering a transformative experience for those seeking a youthful and radiant complexion. The regenerative properties in this treatment enhance hydration, improve texture and significantly reduce the appearance of fine lines and wrinkles.

Contact: rejuranusa.com

2 HYDRATING FACIAL CLEANSER

Topical Skin's Hydrating Facial Cleanser preserves the skin's hydration during cleansing. Cermides, botanicals and oleasomes are all included to support the skin's barrier during cleansing. Ceramide NP, allantoin, algae, amino acids and antioxidants work together to provide essential hydration, maintain skin's moisture balance, support barrier function and leave the skin feeling soft to the touch.

Contact: topicalskin.com

3 REJUVENATING EYE SERUM

Manuka Health Eternal Renewal Regenerating Eye Serum utilizes the bee's sacred secret to eternity, honey and bee venom. The royal jelly heightens hydration and encourages elasticity, with high-grade MGO 800+ mānuka honey and bee venom to nourish and renew the delicate skin around the eye.

Contact: us.manukahealth.com/en

4 SKIN PRIMING MOISTURIZER

Made from a unique blend of peptides, spermidine and polysaccharides, Merit's Great Skin Complex, developed for its immediate and long term hydration and barrier benefits, is derived from an unexpected source: food waste. Designed to fit seamlessly into any routine, Great Skin Priming Moisturizer instantly blurs and preps skin while helping to provide time-release hydration for perfected skin all day.

Contact: meritbeauty.com



Mid-Face Rejuvenation

A recent Kline report revealed that the mid-face is the primary focal point for non-invasive aesthetic treatments. These insights from industry experts can help you stay on top of the latest trends and innovations in mid-face rejuvenation.

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

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

"Although there has been a drastic change in the way we as a culture discuss cosmetic treatments, we have started leaning towards a more natural look. The signature "look" of the 2000's and 2010's was dramatic makeup and pillowy results with cosmetic treatments, as well as dramatic cosmetic makeovers on celebrities. Now, on the heels of the "clean-girl" aesthetic, which plays on a simple, natural makeup look, more and more people are searching for natural-looking treatments that make one's face look "snatched." We can see this best displayed in trending treatments like the fox eye lift, which lifts the eyes towards the temple, giving an upswept appearance, and the buccal fat removal procedure, which hollows out the face, giving a contoured appearance. While these treatments are trendy for creating a makeup-free, contoured look, they can lead to the face aging more quickly, as we know that loss of volume in the face and reabsorption of fat into bone is a part of the aging process that fillers were actually created to reverse. I think trends are shifting to be even more natural than that. The more injectors can educate their clients, and especially the younger ones, on what treatments were created to do and how the aging process works, the more people will prefer a conservative approach to cosmetic treatment. My philosophy is all about maintenance, maintaining natural beauty and never creating an obvious or intentionally "over done" face."

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

"Masseter botox is very misunderstood by most providers. I've been looking at the masseter treatment for probably five years now. Think about temporal mandibular joint disorder (TMJ) - where is the joint? The joint is up in the superior aspect of the masseter. However, where do 98% of people inject the masseter? They do three points down the jawline, but the joint is up here, and the masseter muscle stretches from the zygoma to the mandible, posteriorly from the gluteal angle and anteriorly to the notch. It's this massive, thick muscle, so if I only inject the inferior portion of the masseter, what it does is cause the upper pole of the masseter to compensate and work harder, which is going to make it worse. True TMJ disorder treatment requires a global treatment of the masseter, from superior to inferior, lateral to medial, etc. In this manner, you can use less units than what people realize, only using one to two units in each injection site, working from deep to superficial because you want to get the whole thickness."

—Sammi Khalifian, M.D., double board-certified dermatologist and founder and CEO of SOM Aesthetics

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10 Tips to Establish a Positive Team Culture & Become a Strong Leader

Establish a positive team culture and be the leader your team and medical aesthetics practice need to thrive.

Creating a thriving medical aesthetics practice is about more than just offering exceptional treatments. It's about fostering a positive team culture and embodying strong leadership so that your team feels appreciated and respected, which leads to long-term employee retention.

While each of these topics could be a whole day training session, I wanted to take this opportunity to sum up and share my top 10 Tips to establish a positive team culture and become a strong leader in your medical aesthetics practice.

5 Tips to Establish a Positive Team Culture

1. Foster Open Communication

Open communication is the cornerstone of a positive team culture. Encourage your team to express their ideas, concerns and feedback without fear of judgment. Regularly scheduled meetings, open-door policies and anonymous suggestion boxes can help create an environment where everyone feels heard and valued.

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Start with regular team meetings that allow for open dialogue. These meetings should be structured but flexible enough to encourage input from all team members. Use them to discuss progress, address concerns and brainstorm new ideas. An open-door policy, where team members feel free to approach management with issues or suggestions at any time, further strengthens this culture of openness. Anonymous suggestion boxes can be an excellent tool for those who might feel uncomfortable voicing their thoughts openly. When team members know their voices matter, they are more likely to be engaged and committed to the practice's success.

2. Recognize & Reward Contributions

Acknowledging the hard work and achievements of your team is crucial for maintaining high morale. Implement a system for recognizing and rewarding outstanding performance, whether through verbal praise, bonuses or other incentives. Celebrating individual and team successes not only boosts morale but also fosters a sense of belonging and appreciation within the practice.

Recognition can take many forms: a simple thank-you note, public acknowledgment during team meetings or more formal rewards like employee of the month awards, bonuses, or additional time off. The key is consistency and sincerity. Recognize both small and large contributions to ensure everyone feels valued. Regular recognition not only motivates the individual but also sets a positive example for the entire team.

Everyone has their own preferred way to receive recognition. When onboarding a new employee, it's the perfect time to ask them what their work "love language" is or how they feel the most appreciated. Some examples of "love languages" are acts of service (which could be bringing them a surprise lunch), words of affirmation (recognizing them during a staff meeting in front of their peers or privately), gifts (giving them a gift card or an afternoon off with pay) or quality time (perhaps you take them out for lunch and spend time really getting to know them as a person).

3. Promote Professional Development

Investing in the professional growth of your team members shows that you value their contributions and are committed to their long-term success. Offer opportunities for continuing education, training and skill development. Encourage attendance at industry conferences and workshops. By supporting their growth, you are not only enhancing their capabilities but also improving the overall quality of service your practice provides.

Consider implementing a structured professional development program that includes in-house training sessions, online courses and opportunities to attend industry events. Support your team's goals by providing resources for certification programs or advanced degrees. Regularly review progress and set new professional development goals to keep the momentum going. By showing a commitment to their growth, you inspire loyalty and a sense of purpose within your team.

4. Cultivate a Collaborative Environment

Encourage teamwork and collaboration by creating opportunities for team members to work together on projects and initiatives. This can be achieved through team-building exercises, collaborative goal-setting sessions and cross-training. A collaborative environment fosters a sense of camaraderie, enhances problem-solving skills and drives innovation.





Recognizing the hard work and achievements of employees helps maintain high team morale.

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Organize regular team-building activities, both inside and outside the workplace, to strengthen relationships and build trust. Collaborative goal-setting sessions, where the team works together to set and achieve common objectives, can align individual efforts with the practice's overall mission. Cross-training allows team members to learn new skills and understand different roles within the practice, fostering appreciation and cooperation. A collaborative environment encourages the sharing of ideas and best practices, leading to continuous improvement.

5. Prioritize Work-Life Balance

Promoting a healthy work-life balance is essential for maintaining a positive team culture. Ensure your team members have reasonable workloads and provide flexible scheduling options when possible. Encourage regular breaks and time off to prevent burnout. When your team feels supported in balancing their professional and personal lives, they are more likely to be motivated and productive.

Assess workloads regularly to ensure no one is overwhelmed. Implement flexible scheduling options, such as staggered shifts or even the occasional remote workday (clearly depending on their role) to accommodate personal needs. Encourage the use of vacation days and ensure everyone takes regular breaks throughout the day. Promote wellness initiatives, such as fitness programs, stress management workshops or mental health days. By prioritizing work-life balance, you create a supportive environment where your team can thrive both personally and professionally.

5 Tips to Be a Strong Leader

1. Lead by Example

Strong leaders set the tone for their practice by modeling the behavior and values they expect from their team. Demonstrate professionalism, integrity and a strong work ethic in your daily actions. Show empathy and compassion in your interactions with both patients and staff. When your team sees you embodying these qualities, they are more likely to follow suit.

Your actions speak louder than words. If you want your team to be punctual, be the first to arrive at meetings. If you value patient care, demonstrate this in every interaction. Show empathy and understanding, particularly in challenging situations. Displaying integrity by being honest and transparent builds trust. By consistently leading by example, you create a culture of accountability and excellence.

2. Communicate a Clear Vision

A strong leader articulates a clear and compelling vision for the future of the practice. Share your goals and objectives with your team and explain how their roles contribute to the overall mission. Regularly update your team on progress and any changes to the vision. A clear vision provides direction and purpose, motivating your team to strive for excellence.





Strong leaders communicate their vision clearly and find ways to motivate and empower their team to strive for success and thrive at work and in life.

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Begin by defining your vision clearly and concisely. Communicate this vision through various channels, such as meetings and one-on-one discussions. Explain the "why" behind the vision to help your team understand its importance. Set short-term and long-term goals aligned with this vision and regularly review progress. Celebrate milestones and address any obstacles transparently. A clear vision unites the team, giving them a shared purpose and motivating them to work towards common goals.

3. Empower Your Team

Empower your team by giving them the autonomy and resources they need to succeed. Delegate responsibilities and trust your team members to make decisions within their areas of expertise. Provide the necessary tools and support to help them achieve their goals. Empowered team members are more confident, proactive and invested in the practice's success.



Effective delegation involves identifying the strengths of each team member and assigning tasks accordingly. Provide clear instructions and expectations but allow flexibility in how tasks are accomplished. Trust your team to make decisions and solve problems and be available for support when needed. Equip them with the necessary resources, such as training, technology and access to information. Empowered employees feel valued and are more likely to take initiative, contributing to the overall success of the practice.

4. Be Adaptable & Open to Change

The medical aesthetics industry is constantly evolving, and strong leaders must be adaptable and open to change. Stay informed about industry trends and advancements and be willing to pivot your strategies when necessary. Encourage your team to embrace change and view it as an opportunity for growth. By being adaptable, you can navigate challenges and seize new opportunities more effectively.

Stay current with industry developments by attending conferences, reading industry publications and networking with peers. Regularly evaluate your practice's performance and be willing to adjust strategies to improve outcomes. Foster a culture of innovation by encouraging your team to experiment with new ideas and technologies. When changes occur, communicate them clearly and involve your team in the transition process. Adaptability not only ensures the longevity of your practice but also inspires resilience and creativity within your team.



5. Provide Constructive Feedback & Support

Providing regular, constructive feedback is essential for the growth and development of your team. Offer specific, actionable feedback that helps team members improve their performance. Balance criticism with positive reinforcement and always focus on solutions rather than problems. Additionally, be available to provide support and guidance when needed. A strong leader helps their team overcome obstacles and reach their full potential.

Implement a structured feedback system, such as quarterly performance reviews, to provide regular and consistent feedback. When giving feedback, be specific about what is working well and what needs improvement. Use the "sandwich" method: start with positive feedback, address areas for improvement and end with positive reinforcement. Focus on solutions by offering suggestions and resources for improvement. Be available for follow-up discussions and provide ongoing support. Constructive feedback helps your team grow and enhances their performance, ultimately benefiting the entire practice.

By committing to these strategies, you can transform your practice into a place where excellence is the norm, innovation flourishes and every team member feels valued and empowered. The result is not only a successful business but also a rewarding and fulfilling work environment for everyone involved. ME



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CONSTANTLY LEARNING



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NAVIGATING MEDICAL AESTHETICS TRAINING:

Courses, Certifications & Continuing Education

By Rebecca Lane

The medical aesthetics industry is experiencing rapid growth, driven by increasing demand for non-invasive cosmetic procedures. As a result, medical aesthetics courses have become essential for healthcare professionals looking to expand their skill set and enter this lucrative field. These specialized programs offer comprehensive training in cutting-edge techniques, safety protocols and patient care, equipping practitioners with the knowledge and expertise needed to excel in aesthetic medicine.

Navigating the world of medical aesthetics education can be challenging, with numerous options available for medical aesthetics certification and training. We will explore the landscape of aesthetic medicine training for physicians and other healthcare professionals, covering various types of programs, key educational components and factors to consider when selecting a training provider. Additionally, we'll delve into the importance of continuing education and career advancement opportunities in the field, including offerings from respected organizations like the American Academy of Aesthetic Medicine courses.

NAVIGATING CERTIFICATION REQUIREMENTS

State Regulations

The landscape of medical aesthetics certification varies significantly across states, with most lacking specific licensure requirements for aesthetic laser operators. In these jurisdictions, the term "laser technician" carries no formal meaning, and practitioners are typically classified as medical assistants (MAs) with specialized training in laser, light or energy-based devices.[1] This classification subjects them to a higher level of supervision, similar to that of standard MAs.

However, some states have implemented specific certifications for aesthetic laser treatments, particularly for laser hair removal. In these states, licensed or certified laser technicians are permitted to operate within the scope defined by their state's laser certification law.[1] It's crucial for practitioners to familiarize themselves with their state's specific requirements to ensure compliance. California, for instance, has stringent regulations for medspas. The state mandates that medical businesses operate as Professional Corporations owned by physicians.[2] This requirement extends to out-of-state medspas looking to expand into California, necessitating a conversion from LLC to Professional Corporation status.

Professional Association Standards

Professional associations play a vital role in setting standards for the medical aesthetics industry. These organizations often establish codes of ethics and practice guidelines that members are expected to adhere to, supplementing state regulations.

For example, professional associations typically emphasize the importance of evidence-based practice. Members are encouraged to base their treatments on scientific evidence and exercise caution with emerging procedures. When generally recognized standards are absent, practitioners should take responsible steps, including appropriate education, research, training, consultation and supervision to ensure competence and optimize patient safety.[3]

Collaboration and continuous learning are also key aspects of professional standards. Associations often recommend that members seek advice from other professionals when it's in the best interest of patients, refer patients to specialists when needed and stay current with evolving techniques and technologies. Importantly, many professional associations require members to report any professional discipline, whether imposed by a certifying body, regulatory commission, licensing board or professional society. This includes reporting criminal convictions, which may be subject to review by the association's ethics committee.[3]

Malpractice Insurance Considerations

Securing appropriate malpractice insurance is a critical aspect of navigating certification requirements in medical aesthetics. Insurance policies for aesthetic procedures typically cover allegations of medical malpractice for a wide range of non-surgical cosmetic procedures.[4]

Key components of malpractice insurance for aesthetic practitioners often include:

1. **Professional Liability Insurance:** Covers allegations of medical malpractice
2. **Legal Expense Benefit:** Pays for legal fees in covered claims
3. **License Protection Coverage:** Reimburses defense costs for disciplinary charges
4. **Defendant Expense Benefit:** Compensates for lost wages and expenses during trials
5. **Deposition Representation:** Covers attorney fees for required depositions

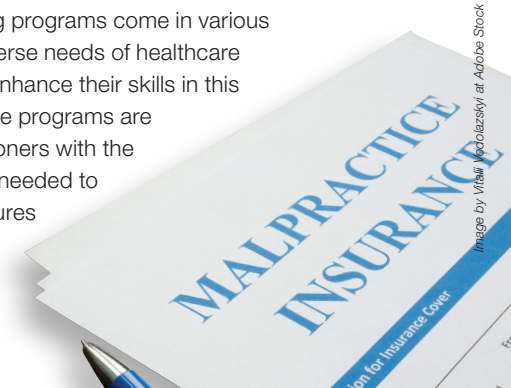
It's important to note that underwriting rules, rates and guidelines can vary significantly between insurance providers.[5] Factors considered in underwriting a medical aesthetics practice include the specific procedures offered, qualifications and experience of practitioners, practice's risk management protocols and claims history.

For physicians working in medspas, it's crucial to clearly delineate their activities within the spa from those in other settings. When applying for coverage through a medical aesthetics practice policy, physicians should limit their exposure bases to what is actually performed at and on behalf of the medical aesthetics practice. This includes specifying the number of hours worked, treatments administered and any supervision duties.[5]

Carefully navigating these certification requirements, state regulations, professional standards and insurance considerations allows medical aesthetics practitioners to ensure they're operating within legal and ethical boundaries while protecting their practice and patients.

TYPES OF MEDICAL AESTHETICS TRAINING PROGRAMS

Medical aesthetics training programs come in various formats to cater to the diverse needs of healthcare professionals seeking to enhance their skills in this rapidly growing field. These programs are designed to equip practitioners with the knowledge and expertise needed to perform aesthetic procedures safely and effectively.



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Certification Courses

Certification courses serve as an excellent starting point for medical practitioners looking to enter the field of aesthetic medicine. These courses offer a comprehensive introduction to key concepts and techniques in medical aesthetics.

The American Board of Aesthetic Medicine (ABAM) provides certified training courses in aesthetic medicine, focusing on basic and advanced injectables, laser treatments, chemical peels, thread lifts and regenerative medicine. These courses are conducted by experienced physician instructors, who are experts in their respective specialties, ensuring high-quality education and training.[6]

Specialized courses such as ones in botulinum toxin training and dermal filler certification, are offered by training providers. These programs are generally open to licensed healthcare professionals, including Registered Nurses (RN), Nurse Practitioners (NP), Physician Assistants (PA), Physicians (MD & DO) and Dentists (DDS & DMD).[7] Some certification courses are structured into different levels to accommodate varying skill levels:[8]

1. **Preparatory Courses:** These courses provide a foundation in aesthetic medicine principles. Examples include courses such as Introduction to Aesthetics, Botox Training, Dermal Fillers Training and the Business of Aesthetics.
2. **Hands-on Training:** These courses offer practical experience and may include hybrid or virtual options, such as Aesthetics Training 101 Hybrid courses, Aesthetics 101 Virtual and Botulinum Toxins (BOTOX) Virtual Certification Programs.
3. **Advanced Courses:** For practitioners with prior experience, advanced courses focus on specific techniques such as Jawline and Chin Enhancement, Forehead Contouring with Dermal Fillers, Non-Surgical Rhinoplasty Training, Vector Facelift by Dermal Fillers and Botox for Migraines.

Diploma Programs

Diploma programs in medical aesthetics offer a more comprehensive and in-depth educational experience compared to certification courses. These programs are designed to help practitioners develop advanced clinical knowledge and critical awareness of the principles of aesthetic medicine and treatment options.[9] These programs build upon the foundation laid by certification courses and provide a more extensive exploration of various aesthetic procedures and their applications.

Master Classes

Master classes represent the highest level of specialized training in medical aesthetics. These courses are typically designed for experienced practitioners looking to refine their skills or learn cutting-edge techniques in specific areas of aesthetic medicine. Advanced courses offered by various training providers can be considered as master classes. For example:[8]

1. **Advanced Liposuction Training:** This course covers liposuction case presentations and techniques, followed by hands-on training and observation.
2. **Facial Mannequin Training Program:** This program allows practitioners to perfect their techniques and treatment plans while practicing on facial mannequins.

These master classes often feature small class sizes to ensure personalized attention and optimal learning outcomes. The field of medical aesthetics offers a wide range of training programs to suit the needs of various healthcare professionals. From introductory certification courses to advanced diploma programs and specialized master classes, these educational opportunities provide the necessary skills and knowledge to excel in aesthetic medicine.

KEY COMPONENTS OF MEDICAL AESTHETICS EDUCATION

Theoretical Knowledge

Aesthetic medicine, a field where art and science converge, has evolved at an ever faster rate in recent years.[10] The demand for skilled professionals who can deliver precision and personalized results is soaring, making comprehensive education essential. A solid foundation in theoretical knowledge forms the cornerstone of medical aesthetics training. Theoretical courses cover a wide range of topics, including facial anatomy and aging processes, blood vessel and nerve anatomy, principles of facial rejuvenation, understanding of neurotoxins and dermal fillers, patient assessment techniques and treatment planning.

These courses provide practitioners with a comprehensive understanding of the underlying principles that guide aesthetic procedures. For instance, the Introduction to Aesthetics course offered by some institutions helps practitioners master basic facial principles such as the aging process, anatomy, facial dimensions and the primary principles of rejuvenation.[8]

Hands-On Practice

While theoretical knowledge is crucial, hands-on practice is equally vital in medical aesthetics education. Tristan Mehta, M.D., an expert in the field, emphasizes the significance of practical skills, stating, “One of the things I’m fixated on

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in medical aesthetics is the actual skill you have holding a syringe with a needle or with a cannula."[11]

Hands-on learning allows practitioners to sharpen injection skills, boost confidence for real-life situations, gain real-world experience and develop practical skills in various aesthetic procedures and techniques.[10] Many training programs offer hands-on courses that provide opportunities for practical experience. For example, certain hybrid training courses combine classroom learning with in-office practice on mannequins and live models.[8] This approach allows trainees to apply theoretical knowledge in a controlled environment, bridging the gap between theory and hands-on expertise.

Dr. Mehta advises, "Your job as an injector is to accept that there's going to be a huge variety of patient types."[11] Hands-on training under expert supervision allows practitioners to encounter diverse patient types and presentations, better preparing them for independent practice.

Live Demonstrations

Live demonstrations form a crucial component of medical aesthetics education, offering trainees the opportunity to observe expert practitioners in action. These demonstrations provide invaluable insights into real-world applications of techniques and patient care. Such events allow trainees to witness expert consultation techniques, precise injection methods, patient interaction and management and real-time problem-solving. Live demonstrations also offer opportunities for interactive learning. Many programs incorporate Q&A sessions or allow trainees to ask questions during the procedure, enhancing the learning experience.

Some training providers emphasize the importance of hands-on training with expert trainers.[12] This approach ensures that trainees receive immediate feedback, allowing for real-time adjustments and improvements.

A well-rounded education in aesthetic medicine combines theoretical knowledge, hands-on practice and live demonstrations. This comprehensive approach equips practitioners with the skills, confidence and expertise needed to succeed in this competitive field. As Dr. Mehta aptly puts it, "Your approach has to be so finessed that you're always minimizing the risk of variability,"[11] highlighting the importance of thorough training in achieving consistent, optimal results.

CHOOSING THE RIGHT TRAINING PROVIDER

Selecting an appropriate training provider is crucial for medical professionals seeking to enter or advance in medical aesthetics. Several key factors should be considered to ensure a comprehensive and high-quality educational experience.

Accreditation

Accreditation serves as a cornerstone in medical training, ensuring that programs meet rigorous standards necessary for professional practice. This is particularly important in the sensitive field of aesthetics. While traditional accrediting bodies may not cover medical aesthetics specifically, the need for comprehensive education and rigorous oversight remains paramount.[13]

When evaluating potential training providers, practitioners should prioritize programs that promote high standards and adhere to the latest health and safety regulations.[13] The International Educational Board for Dermatology, Aesthetics and Medical Sciences (IEBDAMS) is a leading global body that grants credentials and accreditations to aesthetic and cosmetic surgery studies. IEBDAMS offers international accreditation to colleges, educational institutions and training organizations providing certification courses, diplomas and degrees in aesthetics and cosmetic surgery. IEBDAMS assesses institutions based on several parameters:[14]

1. **Academic Quality and Integrity**
2. **Teaching Staff Qualification**
3. **Delivery of Programs**
4. **Student Services**
5. **Website design and performance**

This accreditation confirms that the institution's internal quality systems, educational curriculum and overall organization meet IEBDAMS standards.

Faculty Expertise

The expertise of instructors plays a crucial role in the effectiveness of medical aesthetics training programs. Qualified instructors bring practical experience and industry knowledge that is invaluable to trainees. When selecting a training provider, it's essential to consider the experience level of the instructors, including how long they've been in the field and their ratings.[13]

For medical aesthetics training programs to be truly effective, faculty members should not only be experienced but also actively engaged in the medical aesthetics industry. This ongoing practice allows them to offer students the most current insights, integrating cutting-edge trends and real-world case studies into the curriculum.[13]

The American Academy of Aesthetic Medicine (AAAM), for instance, boasts a worldwide faculty of experts in their respective fields. With a track record of training more than 20,000 physicians across 30 countries in 25 years, AAAM has established itself as a global leader in aesthetic medicine training since 1999.[15]



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Course Curriculum

A well-designed curriculum is key to providing comprehensive training in medical aesthetics. When evaluating course offerings, practitioners should look for programs that cover a range of essential topics. According to industry experts, an effective curriculum should focus on the anatomy and physiology of the body parts involved in injections, understanding of products and pharmacology, techniques for administration, proper documentation requirements and management of adverse outcomes.[13]

Additionally, the curriculum should be based on the latest discoveries, research and authentic sources in the field of aesthetic medicine. Practitioners should look for programs that offer refresher courses on fundamental topics like anatomy and physiology, as these can enhance understanding of aesthetic procedures.[16] The American Academy of Aesthetic Medicine offers a comprehensive curriculum structure:

1. **Level 1 Certificate Course:** Covers theories, live demonstrations and hands-on training
2. **Level 2 Diploma Course:** Focuses on advanced topics such as cosmetic dermatology, advanced injectables, complication management, sclerotherapy, anti-aging medicine and mesotherapy
3. **Master Courses:** Specialized training in areas like thread lifting, hair loss management, hair transplant and liposuction, as well as platelet-rich plasma and stem cell therapy[15]

Hands-on training is a crucial component of any aesthetic medicine program. Practical experience in a clinical setting provides students with opportunities to encounter a variety of cases, helping them navigate potential challenges they may face in their practice.[13] Look for programs that offer extensive hands-on training led by industry experts, preferably in small class sizes to facilitate one-on-one learning.[17]

By carefully considering factors such as accreditation, faculty expertise and course curriculum, medical aesthetics professionals can make informed decisions when choosing a training provider, ensuring they receive high-quality education that prepares them for success in this dynamic field.

CONTINUING EDUCATION & CAREER ADVANCEMENT IN AESTHETICS

The field of medical aesthetics has experienced significant growth, leading to an increased demand for comprehensive training programs. Medical professionals looking to enter or advance in this field now have a wide range of options to consider, from certificate courses to diploma programs and specialized master classes. These educational opportunities provide the necessary skills and knowledge to excel in aesthetic medicine, covering essential topics such as facial anatomy, injection techniques and patient care.

To succeed in this dynamic and rapidly evolving field, practitioners must carefully choose their training providers, taking into account factors like accreditation, faculty expertise and course curriculum. By investing in high-quality education and staying up-to-date with the latest advancements, practitioners can position themselves to thrive in the exciting and ever-evolving world of medical aesthetics. This commitment to ongoing learning and skill development not only benefits individual practitioners but also contributes to the overall advancement of the field, ensuring optimal patient care, safety and results for patients seeking aesthetic treatments. ME

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KERATOPIGMENTATION: A REVOLUTIONARY APPROACH TO PERMANENT EYE COLOR CHANGE

An innovative new technique utilizing laser tattooing to permanently change eye color.

By Rebecca Lane

Have you ever wondered if it's possible to change your eye color permanently? Keratopigmentation, a groundbreaking procedure in ophthalmology, is making waves in the field of medical aesthetics. This innovative technique impacts how individuals perceive eye color alteration, offering a long-lasting solution for those seeking to modify the appearance of their iris. As the demand for personalized aesthetic treatments continues to grow, keratopigmentation has emerged as a topic of interest for both medical professionals and patients alike.

The keratopigmentation procedure involves the careful application of biocompatible pigments to the cornea. As we explore the intricacies of keratopigmentation, including its process, potential benefits and associated risks, we'll discover the impact on the industry and the revolution this procedure represents in permanent eye color change. We'll also delve into the cost considerations, success rates and safety concerns practitioners should keep in mind. By examining this cutting-edge technique, we can shed light on and better understand its potential to transform the landscape of ophthalmic cosmetic procedures.



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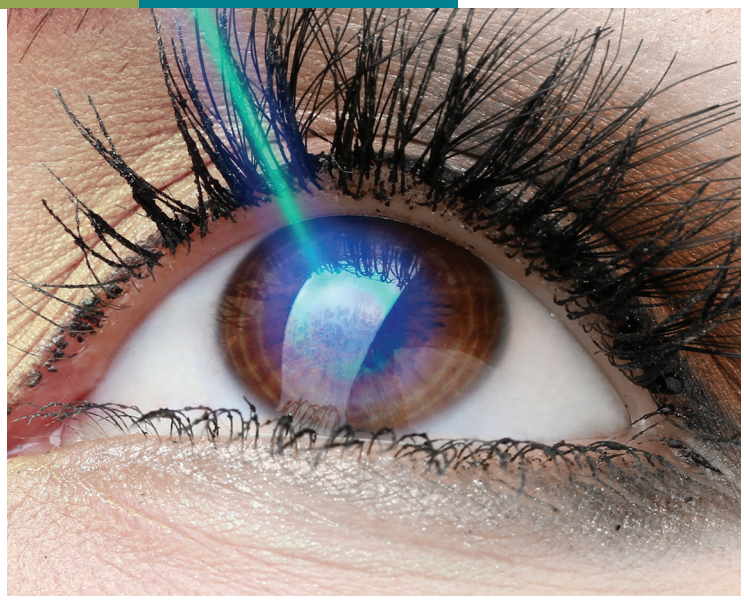

WHAT IS KERATOPIGMENTATION?

Keratopigmentation, also known as corneal tattooing, is a revolutionary procedure designed to permanently change the apparent color of the eye.[1] In recent years, keratopigmentation has gained popularity for both cosmetic and therapeutic purposes.[2] The procedure involves placing specially colored pigments into the superficial cornea. A highly experienced surgeon uses advanced bladeless femtosecond laser technology to create meticulously crafted corneal channels in a circular fashion around the pupil. These channels are customized according to each individual's corneal anatomy, with proper centering and symmetry being crucial for natural-appearing results.[1]

KERATOPIGMENTATION VS. TRADITIONAL METHODS

To understand the significance of keratopigmentation, it's essential to compare it with traditional methods of eye color modification.

Colored Contact Lenses

Colored contact lenses have long been a popular choice for those seeking to change their eye color temporarily, offering a wide range of color options, including natural-looking shades and more dramatic, theatrical effects. They are generally considered the safest option for altering eye color, especially when prescribed by an eye care professional. However, non-prescription cosmetic lenses carry a higher risk of complications and should be avoided.[2]

Iris Implants

Iris implants, initially developed for medical purposes, have been adapted for cosmetic use. The procedure involves inserting an artificial iris made of silicone through a slit in the eye. While FDA-approved for patients with iris defects due to injury or birth defects, their use for purely cosmetic reasons has raised serious concerns amongst medical professionals.[3]

Complications associated with cosmetic iris implants can be severe and even vision-threatening. These include reduced vision or blindness, elevated intraocular pressure leading to glaucoma, cataract formation and corneal damage that may necessitate a transplant.[3] Due to these risks, many medical professionals consider the implantation of cosmetic iris implants to be malpractice.[4]

Laser Iris Lightening

Laser iris depigmentation is an emerging technique that uses a frequency-doubled 532-nm wavelength neodymium:YAG laser to remove pigment from the iris. While it appears to be safer than cosmetic implants, this method is not without its risks. Cases of iris perforation have been reported, and its effectiveness on dark-pigmented eyes is limited, often requiring multiple sessions with minimal noticeable results.[5]

In contrast, keratopigmentation, particularly femtosecond-assisted cosmetic keratopigmentation (FLAK), has shown promising results. Studies have reported excellent stability of pigmentation patterns over time, with no signs of ocular toxicity or significant changes in vision.[4] A prospective study of 79 eyes with an average follow-up of 29 months revealed a high rate of patient satisfaction (92.5%) and no significant changes in topographic, pachymetric or refractive values.[4]



Colored contacts are the safest option for changing one's eye color.

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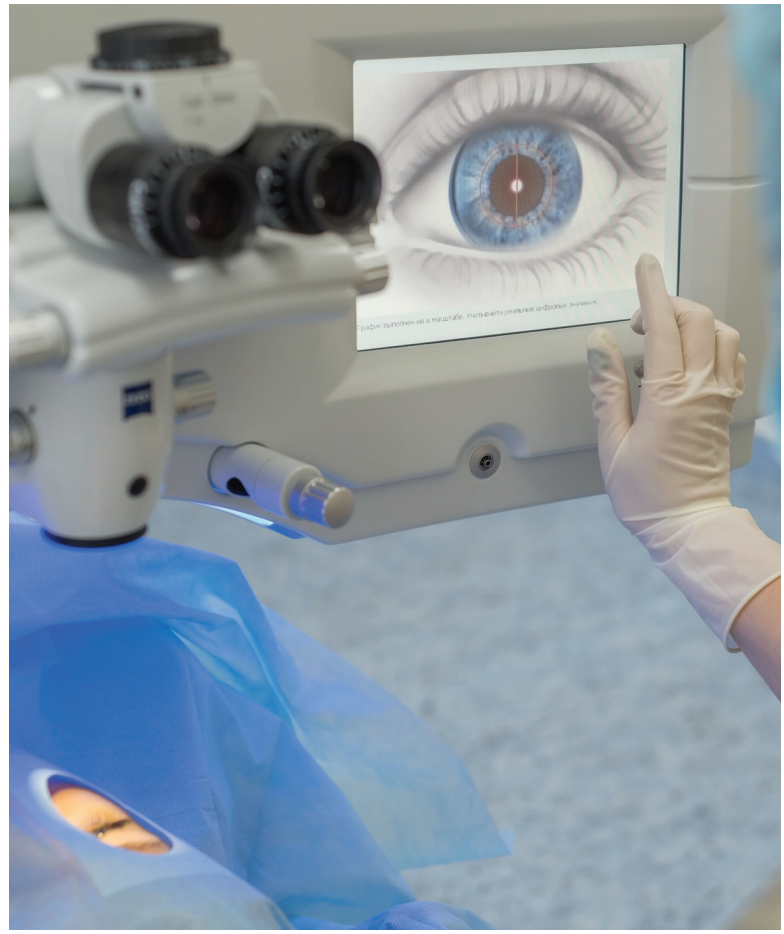
THE KERATOPIGMENTATION PROCEDURE

Preparation

Before the actual keratopigmentation procedure, a qualified ophthalmologist experienced in this specialized procedure performs a comprehensive consultation. During this initial meeting, practitioners should discuss the patient's motivations, expectations and overall eye health. A thorough pre-operative evaluation follows to assess the condition of the cornea, iris and general eye health to determine patient suitability for the procedure.[5]

The patient then selects their desired iris color. Practitioners should make sure to set proper patient expectations, ensuring they understand that the final result may be influenced by their natural eye pigmentation.[5] Before proceeding with the surgery, the patient signs an informed consent form, acknowledging the potential risks, benefits and complications associated with keratopigmentation.



Ensuring proper centering and symmetry of pigment is crucial for natural-appearing results.

The Surgery Process

Keratopigmentation is typically performed under local anesthesia, ensuring patient comfort throughout the procedure.[5] The surgery utilizes advanced bladeless femtosecond laser technology, specifically the VisuMax laser (Zeiss), to create meticulously crafted corneal channels.[1] The procedure is performed as follows:

- The surgeon marks the center of the cornea and designates the pupil diameter using a specialized marker.[2]
- Using a femtosecond laser, the surgeon creates a micro-tunnel in the corneal stroma, the middle layer of the cornea.[6]
- The surgeon then injects specially prepared color pigment particles into these channels using a fine cannula.[2]
- The pigment is carefully placed in a circular fashion around the pupil, with proper centering and symmetry being crucial for natural-appearing results.[1]

The entire process takes roughly 25-40 minutes for both eyes, and doesn't affect the internal structures of the eye or involve an eye implant.[1]

Recovery & Post-Procedure Care

Post-procedure, discussing and providing detailed instructions for eye care during the healing process is vital to prevent complications. Practitioners may prescribe eye drops or medications to prevent infection and reduce inflammation.[5] In the first 24 hours following the procedure, patients might experience mild discomfort, which can be managed with over-the-counter pain relievers and soothing eye drops provided by the clinic.[1]

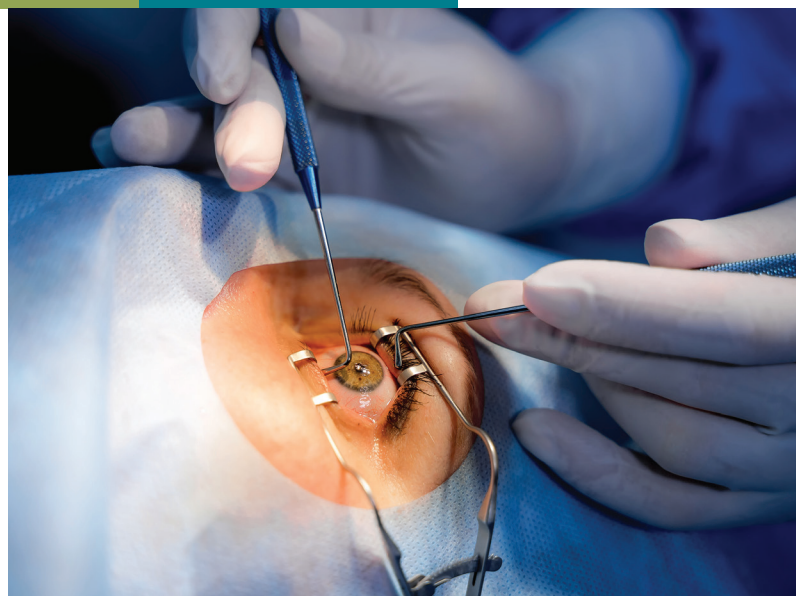
Sensitivity to bright light may occur within the first 24-72 hours post-procedure. Patients are typically prescribed two types of eye drops: one to prevent infection and another to aid in the healing of the eye surface.[1]

Follow-up appointments with patients to monitor the eye's healing progress helps ensure no complications arise.[5] The results of keratopigmentation are immediate, but it is important to emphasize that full recovery and stabilization of the new eye color may take some time.[6]

CONTROVERSY SURROUNDING KERATOPIGMENTATION

Keratopigmentation has sparked significant debate within the medical community and among regulatory agencies. While the procedure has shown promise in addressing certain functional and cosmetic eye issues, it has also raised concerns about safety, ethics and long-term effects.

Image by Алексей Доненко at Adobe Stock



Concerns Within the Medical Community

The American Academy of Ophthalmology (AAO) issued a warning against keratopigmentation, citing a range of potential risks.6 Possible risks include:

- Corneal damage leading to cloudiness, warpage, fluid leakage and vision loss
- Light sensitivity
- Inflammatory reactions to the dye, including uveitis or blood vessel growth into the cornea
- Bacterial or fungal infections resulting in corneal scarring or vision loss
- Uneven distribution of the dye
- Dye leakage into the eye
- Color fading due to dye movement

These concerns highlight the need for caution when considering keratopigmentation for cosmetic purposes. The AAO recommends colored contact lenses as a safer alternative for those seeking to change their eye color, emphasizing that these should be prescribed and fitted by qualified eye health professionals.[7]

Regulatory Status

Keratopigmentation is not currently FDA-approved, raising questions about its safety and efficacy.[6] This lack of regulatory approval means that the procedure is not covered by insurance, making it a potentially costly option for patients. The absence of official oversight has led to concerns about the standardization of techniques and the qualifications of practitioners performing the procedure.

Ethical Considerations

The rise in popularity of keratopigmentation on social media platforms has raised ethical concerns within the medical community. Many individuals are pursuing the procedure for purely cosmetic reasons, rather than addressing serious health issues.[7] This trend has led to medical professionals expressing concern about the appropriateness of performing potentially risky procedures solely for aesthetic purposes.

Moreover, the permanent nature of keratopigmentation stands in stark contrast to safer, temporary alternatives like colored contact lenses. This irreversibility adds weight to the ethical considerations surrounding the procedure, as patients must carefully weigh the long-term implications of their decision.[6]

As the controversy surrounding keratopigmentation continues, it remains crucial for practitioners to carefully weigh the benefits and risks for each individual patient seeking this procedure and discuss the seriousness of this irreversible procedure and its risks before coming to a final decision.

PATIENT EXPERIENCES

Success Stories

Keratopigmentation has had a significant impact on many patients' lives. One individual reported feeling transformed after the procedure, stating that it changed their life.[6] The dramatic difference in eye color, from brown to green or blue, has led some patients to feel like different people externally, even if they remain the same inside.[6] A patient who had previously undergone unsuccessful laser depigmentation found keratopigmentation to be a safer option for achieving a more dramatic change.[8]

Reported Complications

While many patients report positive experiences, some have encountered complications. In a study of 204 patients, 12% experienced complications, primarily consisting of light sensitivity and some fading of the pigment. Another study involving 40 patients found that roughly one-third reported light sensitivity.[9]

Common post-operative symptoms include pain (81% of patients), dry eyes (76%), glare (56%), red eyes (67%) and tingling (71%). However, these symptoms were generally temporary, with approximately 50% of cases resolving within 48 hours for pain, tingling, glare and red eyes.[5] Dry eye symptoms typically lasted longer, with an average duration of 7 days for patients experiencing symptoms longer than 48 hours.

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Overall Satisfaction Rates

Despite potential complications, patient satisfaction rates for keratopigmentation appear to be high. In one study, the average satisfaction score with the aesthetic result was 8.1 out of 10.5 Patients also reported an average improvement in well-being of 2.8 on a scale of 0 to 4 following the procedure. Another study found an average postoperative patient satisfaction score of 4.18 out of 5 points.[10]

The high satisfaction rates may be linked to the transformative nature of the procedure. Many patients report feeling more comfortable with their appearance after keratopigmentation.6 However, it's important to note that some patients (around 7%) opt for additional procedures to adjust the shade.[9]

FINAL THOUGHTS

Keratopigmentation has certainly made a noticeable impact on the fields of ophthalmology and aesthetics, offering a permanent solution for eye color change. While it shows promise in addressing certain functional and cosmetic issues, it also raises concerns about safety and ethics. The high satisfaction rates among patients highlight its transformative potential, but the reported complications and lack of FDA approval underscore the need for caution.

As research continues, it's crucial to carefully weigh the risks and benefits of this procedure. The ongoing debate within the medical community is helping to encourage further studies and potentially lead to safer, more refined techniques. For now, though, exploring temporary options like colored contact lenses under professional guidance remains a safer alternative for patients interested in altering their eye color. ME

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The «EternaBeauty» Method:

PIONEERING NEW STANDARDS IN AESTHETICS

Sean Saadat, M.D., Is Making Waves In Beverly Hills With His “EternaBeauty” Method.

By Rebecca Lane

In the realm of aesthetic medicine, Dr. Sean Saadat stands out as a pioneer, reshaping the landscape of plastic surgery with his innovative approach and unwavering commitment to patient care. As a Beverly Hills plastic surgeon, Dr. Saadat has gained recognition for his artistic skills and dedication to safety, setting new standards in procedures ranging from rhinoplasty and facial rejuvenation to body contouring and mommy makeovers. His unique blend of technical expertise and aesthetic vision has made him a sought-after professional in the field.

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Image courtesy of Sean Saadat, M.D; Background: Image by nimon_t at Adobe Stock

Dr. Saadat’s journey in plastic surgery is marked by groundbreaking techniques and a patient-centric approach that puts individual needs at the forefront. We will delve into the development of his signature EternaBeauty method, his mastery of complex, specialized procedures and his philosophy of personalized care. From his innovative surgical techniques to his use of advanced fillers and BBL procedures, Dr. Saadat’s work showcases a commitment to enhancing unique beauty while prioritizing patient safety and satisfaction.



DR. SEAN SAADAT’S JOURNEY TO PLASTIC SURGERY

Early Aspirations

Dr. Sean Saadat’s path to becoming a renowned plastic surgeon began at a remarkably young age. At just 8 years old, he started dreaming of a career in plastic surgery.[1] This early fascination stemmed from his desire to combine his artistic inclinations with scientific rigor, a unique blend that would later define his approach to aesthetic medicine. Dr. Saadat’s early aspirations set the stage for a career dedicated to enhancing beauty through medical expertise.

Educational Background

Dr. Saadat’s academic journey was marked by exceptional achievement and determination. Demonstrating his commitment to his chosen field, he graduated high school a year ahead of his peers. This accelerated progress allowed him to enter an early admission medical school program, showcasing his dedication and aptitude for medical studies. Dr. Saadat’s educational pursuits culminated in receiving his M.D. from George Washington University at the age of 25. This accomplishment not only highlights his academic prowess but also his efficiency and determination in pursuing his goals.

Training at UCLA

Following his medical school education, Dr. Saadat embarked on a rigorous plastic surgery residency at UCLA. This prestigious program provided him with the opportunity to study under some of the world’s most renowned aesthetic and reconstructive surgeons. The UCLA residency program, known for its comprehensive training, has been shaping skilled plastic surgeons for over 60 years.[2] This environment ensured that Dr. Saadat was exposed to the latest techniques and technologies in the field.

During his chief years in residency, Dr. Saadat demonstrated exceptional surgical skills and dedication to his craft. He completed over 150 rhinoplasties, along with numerous facelifts and facial aesthetic procedures.[1] This extensive hands-on experience laid the foundation for his expertise in facial rejuvenation and body contouring.[3]

Dr. Saadat’s commitment to excellence during his residency did not go unnoticed. At the conclusion of his chief year, he was honored with two prestigious awards from his colleagues: the “Best Resident Teaching Award” and the “Best Resident Research Award.”[1] These accolades underscore his ability to not only excel in surgical skills but also to contribute to the education of his peers and advance the field through research.

Furthermore, Dr. Saadat’s academic contributions during his training were significant. He authored 18 publications throughout his residency, including a notable work titled “Making the Subjective Objective: Machine Learning and Rhinoplasty.” This research demonstrates his forward-thinking approach to plastic surgery, integrating cutting-edge technology with traditional surgical techniques.

Dr. Saadat’s journey from an aspiring 8-year-old to a UCLA-trained plastic surgeon exemplifies his dedication, skill and innovative spirit. His comprehensive training and exceptional achievements during residency prepared him to offer a wide range of innovative procedures when he built his Beverly Hills practice.[3] Dr. Saadat’s unique blend of artistic vision and technical expertise, honed through years of rigorous education and training, positions him as a leading figure in the field of aesthetic medicine.

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THE "ETERNABEAUTY" METHOD

Dr. Sean Saadat's innovative 'EternaBeauty' method represents a paradigm shift in the field of aesthetic medicine. This approach is dedicated to assisting patients in achieving natural-looking and lasting results that enhance their beauty at every stage of life. The method encompasses a holistic perspective on beauty, personalized lifetime planning and a commitment to natural-looking outcomes.

Holistic Approach to Beauty

Dr. Saadat's philosophy extends beyond mere physical alterations. He views each patient as a unique work of art, considering their journey on a personal level. "I believe in a holistic approach to beauty," Dr. Saadat explains. "The 'EternaBeauty' method is about understanding each patient's unique goals, lifestyle and aspirations and then creating a highly personalized plan that empowers patients to look and feel their best, no matter their age."[3]

This comprehensive approach involves getting to know patients on a deep level, both physically and psychologically. By understanding their personality type, profession and aspirations, Dr. Saadat can achieve results that truly reflect their inner beauty on the outside. He emphasizes, "Enhancing beauty goes beyond physical transformation. It involves understanding every aspect that is a part of who my patients are and the lives they lead to achieve results that reflect their inner essence with the best possible result."

Personalized Lifetime Beauty Planning

The "EternaBeauty" method places significant emphasis on planning for long-term aesthetic goals, rather than focusing solely on immediate results.[3] This approach ensures that patients retain their individuality while achieving optimum aesthetic enhancement. Dr. Saadat's commitment to personalized care is evident in his statement: "As a plastic surgeon, I don't just see my patients as physical forms to be altered. I consider each individual a work of art, and I take their journey personally. My goal is to develop customized plans that enhance their natural beauty and help them look and feel their best at every stage of life."

This personalized approach, which Dr. Saadat refers to as "Uniquely You," encompasses everything from consultations and evaluations to pre-operative care, surgery and post-operative care. The team at Dr. Sean Plastic Surgery leverages the most advanced techniques and technology to create each patient's vision with precision and perfection.

Natural-Looking Results

A cornerstone of the "EternaBeauty" method is the commitment to natural-looking outcomes. Dr. Saadat's artistic vision and technical expertise come together to ensure that patients achieve optimum aesthetic enhancement while maintaining their unique features.[3] He views beauty as a living canvas, using his skill to bring to life the unique essence of each patient's natural beauty.

Dr. Saadat's approach to post-operative care further supports the achievement of natural-looking results. His team assists with pain management and healing protocols, while patient coordinators help with follow-ups to ensure quality aftercare. This comprehensive care strategy contributes to the longevity and naturalness of his patients' surgical outcomes.

Innovative Techniques & Specializations

Dr. Sean Saadat's expertise in plastic surgery encompasses a wide range of innovative techniques and specializations, reflecting his commitment to advancing the field and providing cutting-edge care to his patients. His practice offers a comprehensive array of procedures, leveraging the most advanced techniques and technology to create each patient's vision with precision and perfection.



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Advanced Rhinoplasty

Dr. Saadat’s proficiency in rhinoplasty is particularly noteworthy. During his chief years in residency, he completed over 150 rhinoplasties, demonstrating his early mastery of this complex procedure.[4] His expertise in rhinoplasty extends beyond traditional techniques, as evidenced by his research titled “Making the Subjective Objective: Machine Learning and Rhinoplasty.” This innovative approach integrates cutting-edge technology with surgical skill, potentially revolutionizing how rhinoplasty outcomes are evaluated and achieved.

One of the advanced techniques Dr. Saadat employs is Preservation Rhinoplasty, a revolutionary approach that focuses on maintaining the nose’s natural features while making subtle adjustments. This technique offers several benefits, including:[5]

1. Maintaining a natural appearance by preserving underlying structures
2. Enhancing nasal function alongside aesthetics
3. Reducing the risk of complications due to its minimally invasive nature
4. Shortening recovery time with minimal swelling and bruising
5. Ensuring long-term stability and reducing the need for revision surgeries

Facial Rejuvenation

Dr. Saadat’s expertise in facial rejuvenation encompasses a variety of procedures designed to enhance and restore youthful features. He is an expert in several advanced facial rejuvenation techniques, including Deep Plane Facelifts, Blepharoplasty (Eyelid Surgery), Brow/Forehead Lift, Fat Transfer, Neck Lift and Chin Augmentation. These procedures are performed with meticulous attention to detail, reflecting Dr. Saadat’s commitment to achieving natural-looking results that harmonize with each patient’s unique facial features.



Preservation rhinoplasty is one of Dr. Saadat’s revolutionary advanced techniques he employs as a noted expert in this complex procedure .

Body Contouring

In addition to facial procedures, Dr. Saadat specializes in advanced body contouring techniques. He offers patients a comprehensive range of body sculpting procedures, including Mommy Makeovers, Tummy Tucks, Liposuction, BBL (Brazilian Butt Lift) with Fat Transfer, Breast Augmentation (using implants or fat transfer), Breast Lift (Mastopexy) and Breast Reduction.

Dr. Saadat’s approach to body contouring is characterized by his artistic vision and technical expertise. He views beauty as a living canvas, using his skill to bring to life the unique essence of each patient’s natural beauty.4 To complement his surgical procedures, Dr. Saadat also offers non-surgical treatments such as neurotoxins and fillers. These minimally invasive options provide patients with additional ways to enhance their appearance and maintain their results.

Dr. Saadat’s innovative techniques and wide-ranging specializations are underpinned by his commitment to patient safety and personalized care. His expertise, honed through years of training and practice, allows him to offer a truly comprehensive approach to aesthetic medicine, catering to diverse patient needs and preferences.

PATIENT-CENTRIC APPROACH

Understanding Patient Goals

Dr. Sean Saadat’s approach to plastic surgery is deeply rooted in understanding each patient’s unique aspirations and concerns. He believes in a holistic approach to beauty, emphasizing the importance of comprehending not just the physical aspects but also the psychological and emotional dimensions of his patients’ desires.[6] “I believe in a holistic approach to beauty,” Dr. Saadat explains. “The ‘EternaBeauty’ method is about understanding each patient’s unique goals, lifestyle and aspirations, and then creating a highly personalized plan that empowers patients to look and feel their best, no matter their age.”

This comprehensive understanding extends beyond mere physical alterations. Dr. Saadat views each patient as a unique work of art, considering their journey on a personal level. He strives to understand every aspect of his patients’ lives, including their personality, profession and aspirations, to achieve results that truly reflect their inner beauty on the outside.

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Tailored Treatment Plans

Based on this deep understanding of patient goals, Dr. Saadat develops highly customized treatment plans. His "Uniquely You" approach encompasses everything from consultations and evaluations to pre-operative care, surgery, and post-operative care. This personalized strategy leverages the most advanced techniques and technology to carefully design each patient's aesthetic treatment plan with the utmost precision and an eye for perfection in its execution.

Dr. Saadat's commitment to personalized care is evident, with him expressing his personal investment in each patient's journey. "My goal is to develop customized plans that enhance their natural beauty and help them look and feel their best at every stage of life."

Empowering Patient Confidence

A crucial aspect of Dr. Saadat's patient-centric approach is his focus on empowering patients and boosting their confidence. He recognizes that plastic surgery can have profound psychological and emotional impacts on patients. As noted by Dr. DeLuca-Pytell, a colleague in the field, "Being able to make changes through plastic surgery provides mental wellness for so many people."[7]

Dr. Saadat's approach aligns with this perspective, as he states, "I believe that true beauty comes from within. I am dedicated to empowering my patients to embrace and express their unique beauty with confidence."

This focus on patient empowerment is supported by recent research, which suggests that connecting to social media and online resources can lead to increased patient autonomy and better decision-making in plastic and reconstructive surgery.[8]

To further empower his patients, Dr. Saadat encourages open communication and ensures that patients have realistic expectations. He advises patients to consider long-term results and be prepared for the possibility of future maintenance procedures or revisions.[9] This transparent approach helps patients make informed decisions and feel more confident about their choices. By combining his technical expertise with a deep understanding of patient goals, tailored treatment plans and a focus on empowering patient confidence, Dr. Saadat exemplifies a truly patient-centric approach in the field of plastic surgery.

Setting New Standards of Beauty & Patient Care

Dr. Sean Saadat's innovative approach to plastic surgery has a significant influence on the field of aesthetic medicine. His "EternaBeauty" method, which combines a holistic view of beauty with personalized lifetime planning, sets a new standard for patient care. Dr. Saadat's commitment to natural-looking results and his use of cutting-edge techniques in procedures like rhinoplasty and facial rejuvenation showcase his dedication to enhancing unique beauty while prioritizing patient safety and satisfaction.



For medical aesthetics professionals, Dr. Saadat's work offers valuable insights to improve their practice. His patient-centric approach, which focuses on understanding individual goals and creating tailored treatment plans, serves as a model for empowering patient confidence. As the field of plastic surgery continues to evolve, Dr. Saadat's innovative techniques and unwavering commitment to personalized care pave the way for exciting future advancements in aesthetic medicine. ME

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Rebecca Lane is the managing editor of *MedEsthetics*.

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Phytomelatonin & Skin's Circadian Rhythm

Optimizing skin health using the skin's circadian rhythm.

One of the particularly exciting developments in the skin care world to emerge in recent years is the use of phytomelatonin in skin care products. This plant-derived compound, closely related to the human sleep hormone melatonin, has caught the attention of medical aesthetics professionals due to its potential to revolutionize skin health.

The skin, like other organs, has its own circadian rhythm. This 24-hour cycle influences various skin functions, including transepidermal water loss, keratinocyte proliferation and blood flow. Skin permeability peaks in the evening, while DNA repair activity is highest in the morning.[1] These rhythms are controlled by clock genes in skin cells, which respond to environmental cues such as light and temperature.[2]

Phytomelatonin has shown promising effects on skin health and the regulation of skin function. Understanding the skin's circadian rhythm can help optimize skin care routines. For instance, skin absorption of topical medications is highest around 4 AM. Evening application of moisturizers and treatments may be more beneficial due to increased skin permeability at night.[1] Incorporating phytomelatonin into nighttime skin care routines could potentially enhance its regenerative and protective effects on the skin.

Phytomelatonin demonstrates remarkable efficacy in neutralizing a wide array of free radicals, including hydroxyl, alkoxy and peroxy radicals. Its antioxidant properties extend to non-radical oxidants such as hydrogen peroxide and singlet oxygen. This comprehensive free radical scavenging activity has a significant impact on protecting DNA from oxidative damage.[4] Research indicates that phytomelatonin enhances DNA repair capacity. Cells pretreated with melatonin exhibit significantly shorter Olive tail moments upon mutagen exposure, suggesting improved DNA repair. Phytomelatonin affects key genes involved in DNA damage responsive pathways, including CEP152 and N4BP2L2, which are associated with genomic integrity maintenance and DNA damage checkpoint control.[5]

Phytomelatonin contributes to skin barrier function by activating nuclear factor erythroid 2-related factor 2 (Nrf2), which protects keratinocytes against UVR-induced oxidative stress. This activation leads to the expression of antioxidative and cytoprotective proteins, including heme oxygenase-1 and glutathione peroxidase. In addition, phytomelatonin's ability to cross cell membranes and reach mitochondria helps maintain mitochondrial homeostasis, crucial for skin health.[6]

Recent studies have shown promising results for phytomelatonin in treating various dermatological conditions. Research indicates its potential in addressing androgenetic alopecia and telogen effluvium, with one study demonstrating increased hair density and decreased hair loss in humans using melatonin-loaded nanostructured lipid carriers. Additionally, phytomelatonin's anti-inflammatory properties suggest possible applications in managing rosacea and other inflammatory skin disorders.[3]

The unique properties of phytomelatonin open up possibilities for personalized skin care solutions. Research has shown that phytomelatonin can triple the vitality of skin cells in laboratory settings.[7] This finding, combined with its ability to promote cellular changes associated with skin regeneration, suggests potential for highly effective anti-aging formulations tailored to individual skin types and concerns.

To top it off, innovative delivery systems are enhancing phytomelatonin's efficacy in skin care. Nanoformulations, such as niosomes and liposomes, have demonstrated improved skin penetration and sustained release of phytomelatonin. One study reported that melatonin-loaded ethosomes achieved 70.71% entrapment efficiency, surpassing liposomes (49.2%) and resulting in better skin drug deposition and tolerability. These advanced delivery methods hold promise for maximizing phytomelatonin's benefits in future skin care products. ME

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Attacking Acne

Acne is a common skin concern among patients across the spectrum. Thankfully, there are a plethora of targeted solutions for staging an all-out attack on acne. Here are some of our favorite products for battling tedious and unsightly acne attacks.



VISIA® Facial Imaging System, powered by advanced AI tools, captures high-resolution, standardized images of the skin, delivering in-depth analysis of both surface and subsurface features. Canfield's RBX® Technology separates the unique color signatures of Red and Brown skin components for unequaled visualization of conditions that result in color concentration, such as spider veins, hyperpigmentation, inflammation and other conditions. Offer clients an unprecedented view of their skin, as well as personalize treatment plans with Canfield's Industry Brand Library and inspire proactive skin care through before-and-after comparisons.
Contact: 973-434-1200, canfieldsci.com



The **Neo Elite** laser device by Aerolase offers an effective, tolerable acne treatment for patients of all ages and skin types using advanced 650-microsecond technology. The Neo Elite allows deep skin penetration to reduce sebum production, suppress inflammation and destroy C. acnes bacteria, clearing current acne and preventing future breakouts.
Contact: aerolase.com



Young Pharmaceutical's **BAK Day Care Oil** uses probiotics to balance the skin microbiome and improve skin health to make the skin calmer, softer and stronger. Use with other BAK probiotic skin care products to maintain the skin's microbiome, protect, calm and strengthen skin's natural defense system.
Contact: youngpharma.com



The Collagen P.I.N. from Induction Therapies is designed to improve the look of facial acne scars in adults, delivering a better treatment experience for microneedling patients. Procedures last as little as 30 minutes and can be spaced up to four weeks apart for smoother, brighter and healthier-looking skin.
Contact: collagenpin.com



Environ's **DF Machine** uses the combined power of low-frequency sonophoresis and pulsed iontophoresis to enhance treatments for the appearance of problematic skin and anti-aging concerns. The professional DF Machine and the home DF Mobile enhance the effectiveness of topical treatments to drive active ingredients deeper into the skin and optimize treatment results.
Contact: environskincare.com



TiZO's **Advanced Vitamin C + E Serum**, is rich in antioxidants to help defend the skin from free radical damage that can occur from environmental hazards. Ferulic acid and bakuchiol help firm skin and visibly reduce the signs of premature aging.
Contact: tizoskin.com



Solta's **Clear + Brilliant** laser treatment uses effective yet gentle laser energy to stimulate new collagen production and help improve skin texture, elasticity, minimize pore appearance and improve the overall appearance of skin.
Contact: clearandbrilliant.com



Alastair Carruthers, FRCPC

IN MEMORIAM: HONORING THE LEGACY OF DR. ALASTAIR CARRUTHERS

The ASDS announced the passing of Alastair Carruthers, FRCPC, a pioneer in the field of medical aesthetics and esteemed member of the medical community, whose contributions left an indelible mark on the field of Dermatology. Born on June 4, 1945, in Bebington, Cheshire, UK, to Dr. Benjamin and Mrs. Barbara Carruthers, Alastair left this world peacefully on Aug. 19, 2024, in Vancouver, after a courageous battle with Parkinson's Disease.

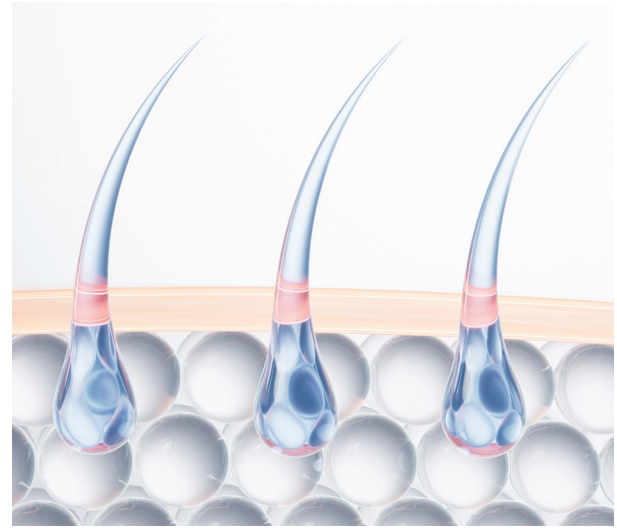
Per the ASDS official announcement: Alongside his wife, Dr. Jean Carruthers, Alastair led the discovery of the cosmetic use of botulinum toxin A, a significant advancement in dermatologic treatment. In 1987, the couple shared medical office space. Jean, an ophthalmologist, used a dilute solution of botulinum toxin to manage a patient with uncontrollable blinking. After the treatment, they discovered the wrinkle-relaxing effects of the toxin. Through years of additional research, they presented their results at the 1991 ASDS Annual Meeting, and by 1993, the new treatment was sweeping the cosmetic medicine arena. BOTOX was the first FDA-approved treatment of its kind — beginning with its 2002 approval for treating glabellar lines. This revolutionary cosmetic procedure represented an evolution in aesthetic medicine and inspired a whole new genre of injectable cosmetic treatment options. The Carruthers are largely to credit for making BOTOX a household name and his passing leaves a deep void for many of his colleagues.

CROWN LABORATORIES/REVANCE MERGER TO FORM AESTHETICS & SKIN CARE GIANT

Crown Laboratories, Inc. and Revance Therapeutics, Inc. are set to merge into a single enterprise valued $924 million. The move unites skin care and aesthetics expertise, bringing together brands such as Daxxify (toxin), the RHA Collection (filler), SkinPen (microneedling), PanOxyl (acne), Blue Lizard (sunscreen) and StriVectin (anti-aging). Here's what the deal could mean for the companies.

The merger will be executed by Crown acquiring all outstanding shares of Revance's common stock. Revance will then be wholly owned by Crown and Revance's stock will no longer be publicly traded on Nasdaq. This combined organization will reportedly have a reach of about 10,000 medical professionals, mass retailers, specialty retailers, club retailers and an ecommerce channel. Furthermore, Crown and Revance will be able to innovate across the organizations for new product development leveraging an integrated manufacturing operation.

REGENERATIVE HAIR LOSS TREATMENT TARGETS DORMANT FOLLICLE STEM CELLS



Pelage Pharmaceuticals, a clinical-stage regenerative medicine company, has initiated its Phase 2a trial for PP405, a topical small molecule designed to treat androgenetic alopecia. The study will evaluate safety and efficacy in 60 diverse participants, including both women and men. The company has secured $14 million in Series A-1 financing, led by GV, following positive Phase 1 results. This funding will accelerate the clinical program for this innovative hair loss treatment.

PP405 targets the metabolic processes regulating hair follicle stem cell activation. It aims to reactivate dormant processes and restore the hair growth cycle in androgenetic alopecia, where follicles and stem cells remain intact despite disrupted growth cycles. Phase 1 results showed PP405 was well-tolerated with significant stem cell activation. Currently in Phase 2a clinical evaluation (NCT06393452), PP405 assesses safety and efficacy in adults with androgenetic alopecia. The Phase 2a trial (NCT06393452) is a randomized, placebo-controlled study open to participants of all skin phototypes and hair types.

AESTHETIC NEXT 6.0 "#WEGOTYOURSIX": AN IMMERSIVE EDUCATIONAL EXPERIENCE

Aesthetic Next returned for its 6th annual event this September 5-8, 2024, with pre-conference education beginning September 4th, featuring the theme "#WeGotYourSix." This year's conference, powered by

From top: Image courtesy of xxxxxxxxxx; Image by Vink Fan at Adobe Stock

Aesthetic Record, provided an unparalleled immersive experience for the entire practice, with educational tracks for everyone from practitioners to support staff.

Aesthetic Record, an all-in-one EMR & Practice Management Solution, partnered with Aesthetic Next, bringing its commitment to supporting aesthetic practices to life. This partnership truly embodies the #WeGotYourSix" mission, exposing brands to conference attendees as well as the entire Aesthetic Record customer base.

Aesthetic Next is built upon and dedicated to their mission to empower medical aesthetics professionals through exceptional, comprehensive and unbiased education. The conference seeks to provide transformative educational experiences and enhance global patient care through its dynamic and engaging educational platform with sessions covering the latest trends, technologies and best practices in aesthetics.

'SUNBURNING' TO HEAL ACNE IS THE LATEST TERRIFYING TIKTOK TREND



Recently, the Daily Mail highlighted the "insane" TikTok trend of intentionally sunburning skin to heal acne and boost immunity. You read right. According to the source, some influencers are both urging people to stop wearing sunscreen "for a health boost" and to sunburn skin to subsequently heal acne. Dermatologists and other experts are warning consumers against it but frankly, we found this terrifying and reached out to industry experts to uncover the truth — and the rationale behind this behavior.

Among the offending influencers promoting the practice of sunburning to heal acne is @melissanelsonn on TikTok, who shared with some 450K followers a short video of herself at the beach using the "sun & saltwater to burn off all my acne," she wrote. The video currently has 97,000+ views but that's not the scariest part. If you scan the comments, many viewers agreed this helps their acne.

NEXTGEN ACTIVES LAUNCHES BUZZY APINOL360 PROPOLIS-DERIVED RETINOL ALTERNATIVE



NextGen Actives has launched Apinol360 (INCI: PEG-8 (and) Soybean Lecithin (and) Propolis Extract), an anti-inflammaging active positioned as a natural, safe alternative to retinol. Per the company, the ingredient offers superior anti-aging benefits without the harsh side effects of traditional retinoids, such as skin dryness and irritation. Described as an antioxidant and antimicrobial "powerhouse," the product has been clinically proven at 1.5% to reduce lines and wrinkles by more than 35% within 28 days.

The ingredient is derived from propolis, revered for its healing properties and infused with four essential phenolic components: p-coumaric acid, trans-ferulic acid, caffeic acid and caffeic acid phenethyl ester (CAPE). ApiotiX Technologies' patented non-alcoholic extraction process is employed to ensure these bioactive compounds are isolated and preserved at the highest purity, NextGen Actives reports. The result is a 15% concentrated solution that is "meticulously blended" in PEG-400 and lecithin to ensure the stability of Apinol360 and to enhance its delivery.

EVENTS

October 12-13, The Aesthetic Society's Business of Launching Your Practice, Renaissance Dallas, Dallas, Texas, Contact: 562.799.2356, registrar@theaestheticsociety.org, www.meetings.theaestheticsociety.org/residents

October 17-20, 2024 ASDS Annual Meeting, Rosen Shingle Creek, Orlando, Florida, Contact: 847-956-0900, education@asds.net, www.asds.net/medical-professionals/annual-meeting

October 18-20, NCSPS & VASPS 2024 Annual Scientific Meeting, The Greenbriar, White Sulfur Springs, West Virginia, Contact: 435-200-8272, Susan Russell at srussell@hdplanit.com, www.ncsps.com/annual-meeting

October 23-26, 82nd ASA Annual Meeting, Palmer House Hotel, Chicago, Illinois, Contact: Christopher Bartel at bartelcj@appstate.edu or Anthony Cross at anthony.cross@txstate.edu, www.aesthetics-online.org/events/EventDetails.aspx?id=1611686

Clockwise from top: Image by soupstock; kanyapat at Adobe Stock



MODEL AND ACTUAL PATIENT

INDICATION

Clear + Brilliant® laser system (1440nm and 1927nm handpieces) is indicated for dermatological procedures requiring the coagulation of soft tissue and general skin resurfacing.

IMPORTANT SAFETY INFORMATION

• The following contraindications are routine for many laser treatments and may also be associated with non-ablative Clear + Brilliant® laser system treatments. Pre-screening should include, but not be limited to:
  - o Diagnosis / possibility of actinic keratosis, melasma, rosacea, or other significant skin conditions (e.g., skin cancer, active infections, cold sores, open wounds, rashes, burns, inflammation, eczema, psoriasis);
  - o Predisposition to keloid formation or excessive scarring.
  - o Diagnosis of a condition that may compromise the immune system, such as HIV, lupus, scleroderma, or systemic infections.
  - o Known sensitivity to light or if photosensitizing agents or medications are being taken.

A BRILLIANT ADDITION

FOR YOUR FACIAL PATIENTS

- 70% of people planning to get facials are interested in resurfacing treatments.*
- Similar to facials, it can be part of a routine skin care regimen to help your patients maintain healthy-looking skin**.
- Treatments are delegable†, affordable, gentle†† and quick¥.

*Data from survey of 420 people likely to get a facial in the next 12 months, ROI Rocket, May 2024.
**As part of the physician's consultation.
†Check delegable restrictions for your jurisdiction.
††Use topical anesthetic before treatment, if needed. Apply and remove following the manufacturer's directions and allow the skin to dry prior to treatment.
¥Total appointment and treatment time may vary.

clear + brilliant® laser

o Systemic steroids (e.g., prednisone, dexamethasone), which should be rigorously avoided prior to and throughout the course of treatment.
o Use of retinoids, which should be avoided for at least 2 weeks prior to and during treatment.
o Patients undergoing isotretinoin acne treatment or with drugs in a similar class.
o Whether skin is still recovering from a cosmetic procedure, such as a chemical or mechanical peel, or laser resurfacing; and
o Whether botulinum toxin injections, or dermal fillers (such as collagen) have occurred within the past 2 weeks.
o Expected responses to treatment include, Erythema, Edema, Itching or Dryness, Increased Skin Sensitivity, Pain, or Discomfort, and Petechiae.

Improper use of Clear + Brilliant® may cause personal injury or damage to the system.
See the Operator Manual for detailed directions, proper use, and full risk and safety information. For additional product information visit www.clearandbrilliant.com/hcp.

CAUTION: Federal (USA) law restricts this device to the sale by or on the order of a physician.

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Regenerative Breast Implants Will Soon Be a Reality

CollPlant & Stratasys initiate the pre-clinical study of revolutionary 3D printed 200cc regenerative implants.

Currently the global breast implant market is estimated to be $3 billion, while breast reconstruction and augmentation procedures represent the second most common plastic surgery procedure performed worldwide. The most common procedures utilize synthetic breast implantations made of silicone, an artificial substitution for natural regenerated tissue with a risk of complications.

Back in 2022, we began looking into CollPlant's 3D bioprinted regenerative breast implant program. CollPlant's innovative 3D bioprinted regenerative breast implants aim to address challenges associated with silicone implants and autologous fat transfer. Later that year, CollPlant announced the launch of Collink.3D 90, a recombinant human collagen (rhCollagen)-based bioink for use in a variety of 3D bioprinting applications.

Bioinks are crucial in tissue engineering, requiring specific mechanical properties to mimic target tissues while ensuring cell viability. CollPlant CEO, Yehiel Tal, commented, "We believe our bioinks deliver a favorable alternative to existing commercial bioinks owing to their high bio-functionality, rheological properties and high purity."

Now, in a significant step forward in the advancement of regenerative medicine, CollPlant Biotechnologies and Stratasys Ltd. announced the commencement of a pre-clinical study with 200cc commercial-sized regenerative implants printed on a Stratasys Origin 3D printer. These novel implants aim to regenerate natural breast tissue without immune response, potentially revolutionizing both reconstructive and aesthetic procedures in the $3 billion breast implant market.

Since announcing their collaboration in April 2023, Stratasys has adapted the Origin printer to print the regenerative implants, and CollPlant successfully managed to 3D-print them at 200ccs, per CollPlant. The collaboration, focused on the development of a bioprinting solution for CollPlant's breast implants, in addition to finding solutions to scale-up the implant's fabrication process, has proven to be successful thus far. The pre-clinical study will assess the implants' ability to promote natural breast tissue growth and biodegradation over time, with initial results expected in early 2025.

"This pre-clinical study marks a significant step forward in our effort to provide patients with care using regenerative medicine instead of traditional implants," said Stratasys CEO Dr. Yoav Zeif. "CollPlant's work is truly inspiring, and our collaboration exemplifies how Stratasys partners with customers to push the timeline and the boundaries of innovation. Together, we are driven by a shared mission to challenge the status quo and find new ways to improve lives and advance healthcare."

Earlier this year, CollPlant announced additional positive data from its previous pre-clinical studies that are currently underway, including neovascularization, tissue ingrowth and initial biodegradation without adverse reactions.

Yehiel Tal, CEO of CollPlant, commented, "We are extremely happy about the progress we've made with our breast implants program, and with Stratasys' successful achievement to develop a printer that enables us to print a commercial-size implant with high resolution and optimal physical properties. The combined pioneering technologies of both companies is expected to streamline the development and production process so that we have the most efficient means to produce our regenerative breast implants. We believe that our rhCollagen-based regenerative implant has the potential to overcome the challenges of existing breast procedures that use silicone implants or autologous fat transfer, thereby significantly improving patient outcomes."

This innovative approach to natural-looking breast implants could address risks associated with silicone breast implants, offering a safer alternative for patients seeking breast augmentation or reconstruction. The collaboration exemplifies the potential of bioprinting technology in advancing patient-centered, safety-focused healthcare solutions. ME

Rebecca Lane is the managing editor of *MedEsthetics.*

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