

MedEsthetics®

THE GUIDE FOR EXCELLENCE IN MEDICAL AESTHETICS

November/December 2024
Volume 20, Number 8
medestheticsmag.com

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Raises the Beauty Journey Bar

Top Aesthetic TRENDS OF 2025

PLUS:

- Top 5 Medspa Risks
- Latest Scar Revision Techniques

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AESTHETICS VISIONARIES: Kenneth Rothaus, M.D., & Ilan Szekel





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Incapacitating Inflammaging Invaders

The affect inflammation has on aging and it's role in the aging process has led to a rise in skin care focused on reducing inflammation in the skin and mitigate the damaging effects of age-related inflammation, also known as inflammaging. This helps slow down skin aging caused by inflammaging, restore skin's health and youthful radiance and protect it from further damage. These inflammaging skin care innovations are also particularly useful for post-procedure skin care, helping speed up healing, optimize results and improve patients' post-procedure experience. Here are some impressive inflammaging skin care products that help fight against the insidious inflammation invaders aging our skin.



Avene's **Cicalfate+ Restorative Protective Cream** is a perfect example of the brand's secret inflammation weapon, their Thermal Spring Water, in action, with clinical results demonstrating its ability to restore the skin barrier four times faster and reduce skin discomfort by 80% in 48 hours. The Avene Thermal Spring Water is also available in its pure form as a spray to soothe and calm skin throughout the day, its unique design protecting against oxygenation with 15 different components to insulate the ingredients from any outside contamination.
aveneusa.com



La Roche-Posay's **Cicaplast Gel B5 Skin Protectant** is another inflammaging skin care product utilizing the unique elements found in La Roche-Posay's Thermal Spring Water designed to be used post-procedure to relieve inflammation, protect and calm skin and promote skin healing for optimal results. It is formulated with 21% glycerin, 5% panthenol (provitamin b5) and madecassoside to help promote skin healing, as well as a unique mineral complex [copper + zinc + manganese], HA and Thermal Spring Water.
laroche-posay.us



Velez's line of post-procedure, biotech cellulose **Intense Hydration Masks** are a superweapon against inflammaging and post-procedure inflammation. The masks decrease patients' facial temperature, with thermal images demonstrating an average reduction of 2.2 (ranging between 0.2-6.5) degree Celsius across the board, feelings of heat and pain, as well as downtime. The masks are highly compatible with our skin, comprised of material that is structurally similar to natural skin tissue, and can be layered on top of products to drive ingredients deeper into the skin for optimal results.
velezbyvesna.com



Bioderma's **Sensibio Defensive Serum** utilizes patented anti-aging technology to address age-related inflammation, particularly in sensitive skin. The serum provides intensive nourishment and hydration, as well as patented D.A.F. and defensive technologies to strengthen skin's defenses and tolerance for internal and external stressors related to inflammaging.
bioderma.us



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REGENERATIVE MEDICINE MEETS LASERS: How Reverse® by Aerolase Fits Into The Future of Skin Wellness

As regenerative medicine and aesthetics intersect, dermatology finds itself at the forefront of a new era in skin care. The trend toward non-invasive, regenerative technologies that stimulate the body's own reparative functions is gaining momentum among practitioners and patients alike. Reverse® by Aerolase exemplifies this progression, designed specifically to stimulate collagen production and initiate skin renewal. Through its 650-microsecond Neo Elite Nd:YAG laser combined with the 300-microsecond Era Elite Er:YAG laser, Reverse offers dermatologists a versatile treatment to achieve lasting improvements in skin texture and elasticity, driving patient satisfaction and clinic growth.

The Mechanism of Reverse: Stimulating Collagen for Long-Lasting Results

The Aerolase Neo Elite operates on full-field, high fluence 1064nm delivered in a 650-microsecond pulse duration deeply penetrating the dermis. This technique has shown strong results in activating fibroblasts, cells essential to collagen and elastin production, thus reinforcing the skin's structural integrity over time. A recent survey of 50 dermatologists treating acne patients with this 1064-nm pulsed Nd:YAG laser reported that patients experienced not only a significant reduction in acne but improved skin texture and clarity, demonstrating the laser's multi-functional impact on both texture and inflammation[1].

Studies on the Neo Elite underscore that this wavelength can reach deeper skin layers, promoting neocollagenesis without downtime, which is pivotal for patients looking for results without extensive recovery periods. The 650-microsecond pulse delivers energy precisely, which is key in minimizing thermal damage to surrounding tissues while maximizing the fibroblast response.

The Aerolase Neo Elite specifically aids in producing both type I and type III collagen, which play crucial roles in skin structure and resilience. Type I collagen, the most abundant in the skin, provides tensile strength, while type III collagen, often called "youth collagen," supports elasticity and repair. By reaching deep into the dermis, the Neo Elite stimulates fibroblasts to produce these collagen types, helping to rebuild and strengthen the skin matrix for a more youthful and resilient appearance. This dual collagen response is essential for long-lasting skin texture, firmness, and elasticity improvements. The 300-microsecond 2940nm Era Elite targets wrinkles, texture, pore size, and elasticity in the epidermis and papillary dermis. Due to the proprietary delivery of laser energy into the skin, social downtime is limited to 2–4 days, with results seen within a week.

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According to research from the Lorexinia Clinic, the combination of the Aerolase Neo Elite and the Aerolase Era Elite showed significant improvements in facial skin firmness, tone, and overall rejuvenation[2]. For dermatologists, this technology allows a science-backed, reliable option for patients seeking complete skin rejuvenation in a single, pain-free treatment.

Redefining the Scope of Skin Wellness Through Regenerative Aesthetics

The appeal of regenerative medicine lies in its capacity to encourage natural skin healing processes, setting a higher standard for aesthetic treatments. By focusing on natural regeneration rather than superficial, temporary improvements, Reverse aligns with the dermatology community's shift toward sustainable, health-centric skin treatments. Geraskova et al[2] documented the effects of Reverse by Aerolase in achieving skin rejuvenation, specifically noting improvements in skin firmness, tone, and overall skin texture. These results were attributed to effective collagen stimulation enabled by the precise delivery of microsecond pulses. This combination treatment provided measurable rejuvenation outcomes with minimal downtime, presenting dermatologists with a technique that balances efficacy and patient comfort.

Studies presented at the American Society for Laser Medicine & Surgery highlight the effectiveness of the Aerolase Neo Elite laser in reducing signs of aging and restoring elasticity with minimal patient downtime[3]. In a single session, Reverse can address a range of skin issues, including fine lines, hyperpigmentation, and acne scars, all while building foundational skin health that patients see and feel.

Leading the Charge in Regenerative Aesthetics

The demand for regenerative treatments in dermatology is clear, as patients increasingly seek solutions that yield enduring results without extensive intervention. Reverse by Aerolase embodies this approach, offering dermatologists a scientifically grounded, multi-functional treatment that delivers effective collagen stimulation, driving both immediate and sustained improvements in skin quality.

Reverse by Aerolase not only answers the call for effective, non-invasive treatment options but also pioneers regenerative medicine in dermatology. For clinicians, it's a tool that bridges the gap between regenerative science and patient-centered care, securing its place in the future of skin wellness.

After 1 Reverse® By Aerolase Treatment



Photo courtesy of Dra. Mariana Grijalva

After 1 Reverse® By Aerolase Treatment



Photo courtesy of Skin Boss Med Spa

After 1 Reverse® By Aerolase Treatment



Photo courtesy of Skin Skin Care by Monik

After 1 Reverse® By Aerolase Treatment

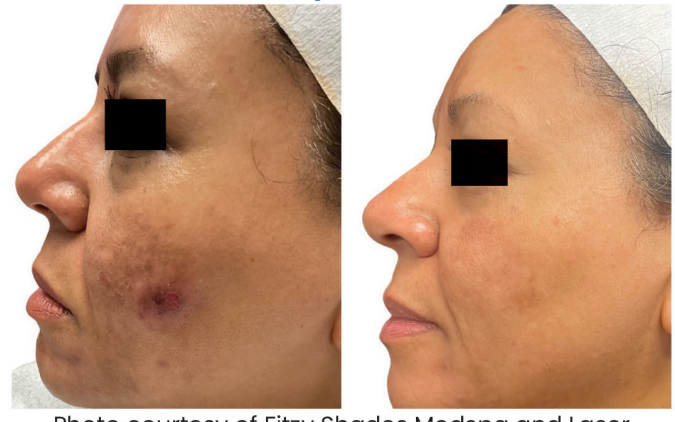

Photo courtesy of Fitzy Shades Medspa and Laser

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. Geraskova, N.N., Surkichin, S.I., Gryazeva, N.V., & Teplova, E.K. "New Possibilities of Using a Combination of Aerolase Nd 1064 nm MicroPulse and Er 2940 nm Laser Technologies in Facial Skin Rejuvenation." Lorexinia Clinic, 2024.

3. Pinski, K.S., & Mannausa, K. "Comprehensive Non-ablative Laser Skin Rejuvenation Using a Novel 650 Microsecond Pulsed Nd 1064nm Laser." Presented at the American Society for Laser Medicine & Surgery Annual Conference, 2017.

Scan to find out more or set up a demo

LATEST IN LITERATURE



Ready To Put Fish Guts On Your Face?

There is a new promising anti-aging ingredient on the block, and though it might not sound desirable, the results are something we should pay attention to. In the American Chemical Society journal *ACS Omega*, researchers reported that molecules found in fish gut bacteria showed both skin-brightening and anti-wrinkle properties.

The microbes from wester Pacific Ocean fish red seabream and the blackhead seabream were first identified in 1992 and 2016, but researchers did not dig into the compounds they made at that time.

That was until Hyo-Jong Lee, Chung Sub Kim and others wanted to see if these bacteria produce any metabolite compounds that could have cosmetic benefits. The team identified 22 molecules made by the gut bacteria of the red seabream and blackhead seabream. They then evaluated each compound's ability to inhibit tyrosinase and collagenase enzymes in lab-grown mouse cells. Three molecules from the red seabream bacteria inhibited both enzymes the best without damaging the cells, making them promising anti-wrinkle and skin-brightening agents for future cosmetic products.







Top 3 Growing Treatment Categories in 2024 & Their Future Market Projections

Injectable treatments, such as neurotoxins and dermal fillers, are the most popular minimally invasive procedures in the medical aesthetics industry. According to recent data, the demand for facial injectables is expected to grow at a CAGR of 10.6% from 2020 to 2027. The global market for dermal fillers expected to reach $10.5 billion by 2026. In particular, hyaluronic acid-based dermal fillers account for over 95% of the global market share.

Recent reports state that the global market for energy-based devices in medical aesthetics is anticipated to reach $7.4 billion by 2026 and the market for beauty devices is projected to reach $11.6 billion by next year. Skin resurfacing and rejuvenation treatments are also expected to rise substantially. The market for laser skin resurfacing procedures is estimated to reach $2.6 billion by 2027, while the market for radiofrequency devices is projected to exceed $14 billion by 2026 and non-invasive skin tightening procedures is expected to reach $1.5 billion by next year. The non-surgical fat reduction procedures market is expected to exceed $2.5 billion by 2025, non-invasive body contouring procedures are expected to grow at a CAGR of 16.4% from 2020 to 2027 and the body sculpting procedures market is expected to grow at a CAGR of 17.3% from 2021 to 2028.

Chemical peels are one of the top five non-surgical aesthetic procedures in the U.S., and the demand for these skin resurfacing and rejuvenation non-surgical skin care services is rising globally. The number of skin care products linked to cosmetic surgery procedures has increased by 35% in recent years and the global skin care market is expected to reach $183.03 billion by next year. Consumer knowledge of the damaging effects our own environment and pollution on our skin health is also rising significantly, with sales of anti-pollution skin care products projected to reach $19.2 billion by 2027.

From top: Image by suchetpong; New Africa; lenbir; New Africa at Adobe Stock



Efficacy of Melasyl for Inhibiting Melanin Synthesis & Preventing UV-Induced Pigmentation

Melasyl, also known as 2-mercaptonicotinoyl glycine (2-MNG), a molecule designed to address localized pigmentation issues that lead to age spots and post-acne marks by inhibiting melanin synthesis and preventing UV-induced pigmentation. One randomized controlled clinical study noted that Melasyl, "prevents UV-induced skin darkening and delayed tanning in healthy subjects." The study demonstrated that 2-MNG in Melasyl stops skin darkening caused by UV rays immediately and over time. The report concluded, "2-MNG inhibited both UV-induced skin pigmentation mechanisms in vivo. The association of 2-MNG with LHA plus MSX showed the highest efficacy on melanin-rich skin with pigmentation induced by UV exposure."

Another published study titled "A Bayesian network meta-analysis of 14 molecules inhibiting UV daylight-induced pigmentation," found that, "The BNMA revealed a rapid and lasting efficacy of 2-MNG 0.5% on the anti-pigmenting and depigmenting phases of the clinical protocol. 2-MNG 0.5% ranked first, with immediate and lasting effect compared to 13 other references."

Could UV Affect Benzene Formation? New Findings in BPO Acne, Rosacea Products



A new study published in the *Journal of Investigative Dermatology* found that of 111 benzoyl peroxide (BPO)-containing products taken off retail shelves and sampled at room temperature, 38 (34%) exceeded the U.S. Food and Drug Administration's (FDA's) conditional benzene limit. Experts from Valisure, Yale and Long Island University tested 111 BPO-containing drug products sampled from the shelves of major retailers in six distinct U.S. regions. Products were assessed at room temperature shortly after being required. Results showed the presence of benzene at levels ranging from 0.16 ppm to 35.30 ppm, as detected by GC-MS. Of the 111 products, 38 (34%) contained levels above the conditionally restricted FDA limit of 2 ppm.

Two of the products with benzene levels higher the FDA limit had passed their expiration dates; one by six months and one by 1.3 years. In the six-month expired sample, levels of 0.62 ± 4% ppm benzene were similar to other samples from the same brand and type. However, the product 1.3 years expired had benzene levels at 10.85 ± 8% ppm, which was significantly greater than other samples from the same brand and type.

A prescription-strength product containing encapsulated BPO was also stability tested at cold (2°C) and elevated temperatures (50°C). No benzene was detected at 2°C whereas high levels formed at 50°C, which per the authors, suggested the encapsulation technology failed to stabilize BPO at higher temperatures, and that cold storage may reduce benzene formation.

From top: Image by Katyart; infinetsoft at Adobe Stock

INTRODUCTIONS













1 ULTHERAPY SKIN REJUVENATION

Merz Aesthetics Ultherapy PRIME is the latest evolution of Ultherapy. With a new, faster and powerful system, the platform's real-time imaging allows aesthetics health care professionals to see each patient's skin and tissue layers to target areas rich with collagen and elastin and treat the skin where patients need it most. Ultherapy PRIME provides a personalized, long-lasting lift with results for up to a year or more and a healthier, younger-looking appearance for all skin types.

Contact: merz.com

2 ARCTIGENIN BRIGHTENING TREATMENT

Epicutis' Arctigenin Brightening Treatment is a clean, clinically proven skin brightening treatment that harnesses the power of proprietary botanical extracts to offer a safe and effective alternative to traditional Vitamin C products. ABSO, derived from burdock seed, works synergistically with HYVIA and Canadian white pine bark to provide a comprehensive brightening solution. This unique formulation ensures that the active ingredients are infused deeply into the skin, maximizing their brightening and spot-reducing benefits.

Contact: epicutis.com

3 HAIR FOLLICLE & SCALP REPAIR

Leveraging a one-of-a-kind delivery system, Hairapy's Densifying Shampoo & Conditioner and Scalp Serum treat the issue of hair loss where it's actually occurring: at the follicular and scalp level. Bioadapt8, Hairapy's clinically proven delivery system and patent pending blend of eight active, completely natural ingredients, shrinks these potent actives, so that they can be directly targeted into the hair follicle. The formulas then work to repair, nourish and strengthen the delicate hair follicles, activating the shift from the rest stage to the growth phase.

Contact: hairapyhaircare.com

4 VAGINAL SKIN SERUM

Vipstick Serum is a multifunctional, innovative serum designed to do more than soothe, hydrate and protect the labia and the surrounding skin—but it does that too! The serum helps restore suppleness and elasticity to aging skin, intensely hydrate and relieve itching, burning and dryness, protect delicate skin from friction, calm irritated, chafed skin and maintain a healthy microbiome balance. It also works to plump the labia and clitoris, enhancing pleasure and arousal by increasing sensitivity.

Contact: hygiene-hero.com

5 EXFOLIATING & BRIGHTENING SCRUB

Skin Script's Raspberry Refining Scrub polishes and energizes the skin with the antioxidants raspberry and marionberry, which brighten skin and soothe skin irritations. Jojoba beads and blue corn meal gently exfoliate to remove surface build-up and provide physical exfoliation while exfoliating and brightening ingredients work in tandem to promote a clear, healthy skin tone.

Contact: skinscriptrx.com

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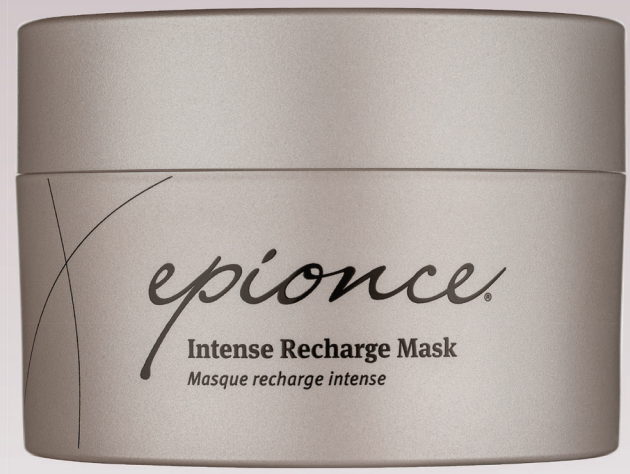

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BUSINESS CONSULT BY BRITTNEY STINNETT, B.S.N., M.S.



Top 5 Medspa Risks & How to Manage Them

As medspa business grows, so do risks. Here's how to manage them.

Last July, a Texas woman received an IV infusion at a local medical spa, a therapy for unclear purposes. Soon thereafter, she had a tightness in her chest, trouble breathing and passed out. Taken to a hospital, she almost immediately died of cardiac arrest, despite CPR efforts.

The autopsy didn't find IV therapy caused her death, though the solution administered wouldn't be expected in a medspa setting. It was administered by a non-medically licensed medspa employee with no physician present at the establishment. No criminal liability was assessed, though the state medical board suspended the medical director's license.

The Downside & Risks of Big Growth

The tragedy was an extreme example of the range of risks in an industry that's riding a huge wave of enthusiasm for health, wellness and extended youthfulness. Responding with services spanning massages, facials and neurotoxin treatments to IV hydration and fat-burning injections, medspas have become a $15 billion industry. Average annual medspa revenues in 2023 hit $1,398,833, up from $1,307,587 in 2022.

Between rapid growth and spotty oversight of a business mainly regulated at the state level, the risks are on the rise. New and continuing medspa operators should be aware of

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them and make risk management a top priority, especially in the face of intensifying scrutiny.

The U.S. Food and Drug Administration, for example, has warned against unlicensed medspas using unlicensed, non-medical staff for treatments, and about some treatment practices themselves, such as mixing products without sterilization and using unapproved fat-dissolving ingredients.

Given this environment, the right insurance broker with extensive expertise in the medspa arena and similar businesses is invaluable. This is the kind of assistance that will help operators identify and manage new and emerging risks, and design optimal insurance coverage against exposures. That should be a top priority in a time of nuclear verdicts.

Top 5 Medspa Risks & How to Manage Them

Given the number of risks in a medical spa business, operators are well-advised to break them down into manageable categories and priorities according to their particular circumstances. Avoid getting overwhelmed by the challenge.

1. Patient Safety

This is a top risk and an essential medspa success factor. The most in-demand treatments often involve medical procedures with serious consequences if not performed correctly. With neurotoxin treatments, it's possible to hit a nerve. With laser procedures come burn risks. Unsanitary equipment and allergic reactions are also risks.

How to Manage the Risk:

- **Staff training:** Comprehensive onboarding, staff training and certification programs are must-have investments for maintaining a safe environment. Employees must be well-versed in their procedures and understand the importance of maintaining a sterile environment.





Reviewing and gathering patient medical history is vital toensure safety and prevent treatment complications.

- **Review patient medical history**: Thorough patient consultations are necessary from the outset to gather detailed medical histories, including any allergies or previous adverse reactions to treatments. They also should be referred to regularly and checked for potential changes.
- **Standardized protocols:** Standardized protocols should be developed and documented for all procedures, with checklists mandated so that every step is followed correctly and consistently.

2. Regulatory Compliance

Medspas must adhere to many federal and state regulations, which can be complex and frequently updated. Non-compliance with federal rules on patient privacy, safety standards or state requirements for ownership or licensing can result in fines, legal action and even closure of the facility.

How to Manage the Risks:

- **Stay informed:** Regularly update your knowledge of local, state and federal regulations for medspas, including licensing requirements, treatment protocols and billing practices.
- **Legal partnerships:** Newcomers to the business may balk at a business attorney's fees, but a legal error can be far more costly. Look for healthcare attorneys with an understanding of medspa regulations for valuable guidance in case of a claim.
- **Internal audits:** Regulatory breaches can be avoided by being proactive and by conducting regular internal audits to identify and quickly address any compliance issues.

Clockwise from top: Image by Rawpixel.com; Lumos sp at Adobe Stock

3. Employee Risk

Employees are crucial to helping a medspa grow, but they also represent a significant risk. This includes risks of hiring unqualified staff, mishandling patient information and harassment. A high priority should be ensuring patient information is handled with high integrity.

How to Manage the Risks:

- **Background checks:** Background checks during the hiring process are mandatory to ensure employees are qualified, present a complete/accurate work history, have proper credentials and demonstrate a history of integrity.
- **Track licensure expiration:** Employees' licenses always must be up to date, especially as the medspa grows.
- **Cyber security training**: Provide ongoing security training to staff to ensure the safe handling of patient information and prevent data breaches.

4. Treatment Risk

The medspa industry continuously introduces new and innovative treatments. But these can pose risks if not performed correctly or if they have unforeseen side effects.

How to Manage the Risks:

- **Certifications and training:** All staff members should receive proper training (including hands-on) and certification for new treatments.
- **Monitoring outcomes:** Treatment outcomes should be monitored regularly with detailed records maintained. Recurring issues must be identified and practices adjusted accordingly.

5. Unreasonable Patient Expectations

Patients often have high expectations for aesthetic treatments. If they're not met, it can lead to dissatisfaction, negative reviews and even legal action.

How to Manage the Risks:

- **Set realistic expectations**: Take the time during initial consultations to explain what each treatment can and cannot achieve.





- **Patient communication:** Clearly communicate potential risks and side effects before administering treatments. Use informed consent forms to document that patients understand and accept these risks.
- **Follow-up care:** Recommend follow-up appointments to assess results and address any concerns. It's also a good way to improve patient satisfaction and loyalty.

It's almost impossible to create a risk-free environment for any business, medical spas included. By being aware of and ready for potential issues, operators will be in a positive position for success. ME



Brittney Stinnett, B.S.N., M.S., is a commercial insurance risk advisor for global insurance brokerage Hub International's Mid-South region. Brittney's passion lies in simplifying insurance and putting control back in her clients' hands. She collaborates with them to develop long-term plans that mitigate risk and directly improve their bottom line.

Brittney holds a bachelor's degree in nursing, and a master's degree in human development and leadership from Murray State University. She uses her educational and clinical experiences to leverage better outcomes for her clients in the healthcare industry. She was named one of the insurance industry's "Rising Stars 2021" by Insurance Business America, and 2025 Big I KY Insurance Association Emerging Leader Chair.

Brittney's talent lies in the deep, technical knowledge of the products she represents, and a heart for helping business owners/leaders succeed. Brittney's network within the insurance industry allows her to assemble strategic resources, perfectly tailored to her clients' unique needs.

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THE FUTURE OF MEDICAL AESTHETICS: TOP EMERGING TRENDS IN 2025

By Rebecca Lane

The future of medical aesthetics is poised to revolutionize the way we approach beauty and self-care. As technology advances at an unprecedented pace, emerging aesthetic treatments are reshaping the landscape of cosmetic procedures. From AI-powered diagnostics to sustainable beauty solutions, the aesthetics industry is on the cusp of a transformation that promises to deliver more personalized, effective and environmentally conscious results.

We will delve into the cutting-edge developments and aesthetic technology predictions that are set to define the next generation of skin care and beauty enhancements, exploring the rise of non-invasive procedures, the integration of holistic approaches and the shifting demographics of aesthetic patients. Additionally, we'll examine how digital innovations are influencing aesthetic medicine, the trend towards customized treatments and the growing emphasis on eco-friendly practices. Finally, we'll consider the evolving regulatory landscape and its implications for patient safety in this rapidly changing field.

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THE FUTURE OF NON-INVASIVE PROCEDURES

The future of non-invasive procedures in medical aesthetics is marked by advancements in injectables, energy-based devices and minimally invasive body contouring techniques. These emerging aesthetic treatments are revolutionizing the way we approach aging and beauty enhancement.

In the realm of injectables, the latest innovations focus on long-lasting, natural-looking results by integrating advanced hyaluronic acid structures that align with facial features[1]. There is a growing trend toward using natural and sustainable materials in dermal fillers, aligning with environmental consciousness and aesthetics.[1] Personalized, bespoke dermal filler treatments are gaining popularity, offering tailored solutions that enhance specific facial features and meet individual beauty goals.[1]



Personalized dermal filler treatments tailored to enhance specific facial features.

Next-generation biostimulatory dermal fillers not only provide immediate results but also stimulate collagen production, ensuring prolonged youthful effects with less frequent touch-ups.[1] Artificial intelligence (AI) is revolutionizing dermal filler procedures by predicting outcomes more accurately, leading to improved techniques, personalized treatment plans and consistent patient satisfaction.[1]

ADVANCEMENTS IN INJECTABLES & FILLERS

Modern injectable treatments, such as hyaluronic acid fillers and injectable biostimulators, have transformed the area of injectable treatments due to advancements in safety.[1] These cutting-edge fillers enhance skin elasticity, add volume to the face and promote the formation of collagen for long-term advantages.[1] Dermal fillers are now multifunctional, efficiently smoothing wrinkles, restoring volume and enhancing facial contours in a single cosmetic procedure.[1]

The convenience of reversible dermal fillers has also transformed aesthetic medicine. These fillers, made with substances like hyaluronic acid, can be easily dissolved, offering a safer option for individuals concerned about volume loss.[1] Reversible fillers are popular because they offer convenience and flexibility, allowing patients to address volume loss without making permanent changes[1].

NEXT-GENERATION ENERGY-BASED DEVICES

Energy-based devices are evolving to offer facial rejuvenation with natural-looking results. The new trends focus on advanced regenerative and combination devices with multiple modalities in one device that match the specific shapes of individual facial structures.[1] Upcoming forecasts suggest these devices will not only add volume but also boost the production of collagen for lasting benefits.[1]

Secret DUO by Cutera combines dual non-ablative fractional technologies: Secret RF microneedling paired with a 1540 nm erbium glass laser, in one platform.[2] Each modality can be used individually or in combination for highly effective non-ablative facial rejuvenation.[2] This device is used for building collagen, reversing signs of aging and even helping with remodeling scars.[2]



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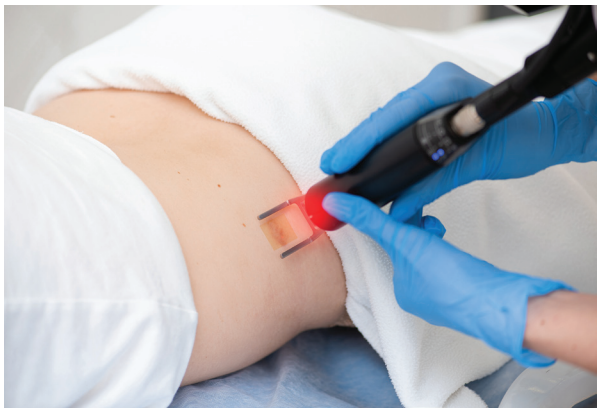

Non-invasive body contouring using next-generation energy-based devices.

NON-INVASIVE BODY CONTOURING TECHNIQUES

In the field of body contouring, non-invasive techniques are gaining popularity as alternatives to traditional surgeries. CoolSculpting was one of the first treatments that launched non-invasive body contouring techniques, a non-invasive treatment that uses cryolipolysis to freeze and eliminate fat cells, offers a way to achieve a slimmer, more sculpted physique without the need for surgery.[3] Patients can see results in as little as three weeks, with full results appearing after two to three months[3].

Radiofrequency treatments have also revolutionized post-fat removal care by primarily focusing on skin tightening.[4] After losing weight or removing fat, skin can sometimes appear loose or saggy. Radiofrequency technology uses energy waves to heat deep layers of skin, promoting new collagen production and improving skin tightness and texture after treatment sessions.[4]

EMERGING ALTERNATIVES TO TRADITIONAL SURGERIES

As technology advances, emerging alternatives to traditional surgeries are becoming more prevalent in the aesthetics industry. Laser therapy presents another option for dealing with unwanted fat and obesity issues without requiring surgery.[4] It targets fatty acids within cells through precise beams of light, causing them to break down.[4] The benefits of recent laser devices, such as Aerolase's Neo Elite, include minimal discomfort and minimal to no downtime requirement for recovery compared to the downtime typically required after surgical procedures.[4]

High-intensity focused ultrasound (HIFU) is another non-surgical alternative gaining popularity. HIFU delivers energy precisely, targeting specific areas for non-surgical facelifts.[4] Unlike traditional methods, HIFU does not harm the skin's surface, allowing plastic surgeons to focus energy on just the right spots without the need to make incisions or use needles.[4] Patients can expect fewer side effects and a quick return to daily activities.[4]

The future of medical aesthetics is poised to offer patients a wide range of non-invasive options for achieving their desired results. As aesthetic technology continues to evolve, personalized aesthetics, AI in beauty, sustainable aesthetics and next-generation skin care formulations will shape the landscape of the aesthetics industry. These beauty tech innovations and emerging aesthetic treatments promise to deliver more effective, convenient and environmentally conscious solutions for those seeking to enhance their appearance without the need for surgery.

HOLISTIC APPROACH TO AESTHETIC TREATMENTS

The future of medical aesthetics is embracing a holistic approach that integrates aesthetic treatments with overall wellness for optimal results. This comprehensive perspective considers the patient's physical, mental and emotional well-being, recognizing that true beauty radiates from within. By addressing the root causes of skin concerns and promoting healthy lifestyle habits, aesthetic practitioners can enhance treatment outcomes and foster long-lasting, natural-looking results.

INTEGRATION WITH OVERALL WELLNESS

Integrating aesthetic treatments with overall wellness is a key trend shaping the future of the industry. Aesthetic practitioners are increasingly collaborating with nutritionists, fitness experts and mental health professionals to develop personalized treatment plans that address both external and internal factors contributing to skin health and aging. This multidisciplinary approach recognizes the interconnectedness of diet, exercise, stress management and skin care in achieving optimal results.[5]

COMBINATION OF SURGICAL & NON-SURGICAL PROCEDURES

The holistic approach to aesthetics also involves strategically combining surgical and non-surgical procedures to achieve patients' desired outcome while minimizing invasiveness and downtime. For example, a patient may undergo a surgical facelift to address significant sagging, followed by non-surgical treatments like dermal fillers and laser resurfacing to refine the results and maintain a youthful appearance over time.[6,7] This combination approach allows for a more natural, gradual enhancement that aligns with the patient's individual needs and goals.

Left to right: Image by Salomonus; Yana Zolotova at Adobe Stock

FOCUS ON SKIN HEALTH & REGENERATIVE AESTHETICS

With a holistic approach to aesthetics, skin health and regenerative aesthetics take center stage. Rather than solely focusing on correcting specific concerns, aesthetic practitioners prioritize improving the overall quality and function of the skin. This involves using advanced skin care products and treatments that stimulate collagen production, enhance cellular turnover and protect against environmental stressors.[8] By optimizing skin health from within, patients can achieve a more radiant, youthful complexion that lasts.

PSYCHOLOGICAL BENEFITS OF AESTHETIC TREATMENTS

The psychological benefits of aesthetic treatments are an integral part of a holistic approach to medical aesthetics. Studies have shown that improving one's appearance can lead to increased self-confidence, reduced anxiety and enhanced social interactions.[9, 10] Aesthetic practitioners who adopt a holistic perspective understand the profound impact their treatments can have on a patient's mental well-being and tailor their approach accordingly. By creating a supportive, nurturing environment and addressing each patient's unique concerns and goals, they can help patients feel more confident and empowered in their own skin.

As the aesthetic industry continues to evolve, the holistic approach to beauty is poised to become the new standard of care. By integrating aesthetic treatments with overall wellness, combining surgical and non-surgical procedures, focusing on skin health and regenerative treatments and recognizing the psychological benefits of aesthetic enhancements, practitioners can deliver transformative results that enhance patients' quality of life from the inside out.



Increasing number of male patients seeking cosmetic treatments.

CHANGING DEMOGRAPHICS OF AESTHETIC PATIENTS

The aesthetics industry is witnessing a significant shift in patient demographics, with younger generations increasingly seeking cosmetic treatments. This trend is driven by a desire to maintain a youthful appearance and prevent signs of aging before they become visible. The concept of prejuvenation, which involves taking proactive measures to slow down the aging process, is gaining popularity among millennials and Gen Z.

INCREASE IN YOUNGER PATIENTS

Aesthetic practices are seeing a notable rise in patients in their 20's and 30's who are interested in non-invasive and minimally invasive procedures. These younger patients are focusing on preventative treatments to maintain their skin's health and appearance. Injectables such as neurotoxins and dermal fillers are particularly popular among this age group, as they offer subtle enhancements without the need for surgery or extensive downtime.[2]

RISE OF MALE CLIENTELE

Another significant change in the aesthetic patient population is the growing number of men seeking cosmetic treatments. Men are becoming more open to the idea of aesthetic enhancements and are increasingly investing in their appearance. Procedures such as neurotoxin injections, dermal fillers and body contouring are gaining popularity among male patients who want to look and feel their best.[2]

EXPANSION OF TREATMENTS FOR DIVERSE ETHNICITIES

As the aesthetics industry evolves, there is a growing recognition of the need for personalized treatments that cater to the unique needs and preferences of diverse ethnicities. Aesthetic practitioners are expanding their expertise to address the specific concerns of patients with different skin types and facial features, as well as the differences in how different ethnic phenotypes age. This includes developing specialized techniques and products that are tailored to the unique characteristics of various ethnic groups, ensuring optimal results and patient satisfaction.

PREJUVENATION TRENDS

Prejuvenation, the proactive approach to preventing signs of aging, is a major trend among younger aesthetic patients. This involves adopting a comprehensive skin care regimen, protecting the skin from sun damage and incorporating non-invasive treatments such as chemical peels, microneedling and laser resurfacing into their routine. By taking

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preventative measures early on, patients aim to maintain a youthful appearance and delay the need for more invasive procedures later in life.

As the aesthetics industry continues to evolve, it is crucial for practitioners to stay attuned to the changing demographics and preferences of their patients. By offering a wide range of personalized treatments and embracing the concept of prejuvenation, aesthetics professionals can meet the growing demand for natural-looking, age-defying results among a diverse patient population.

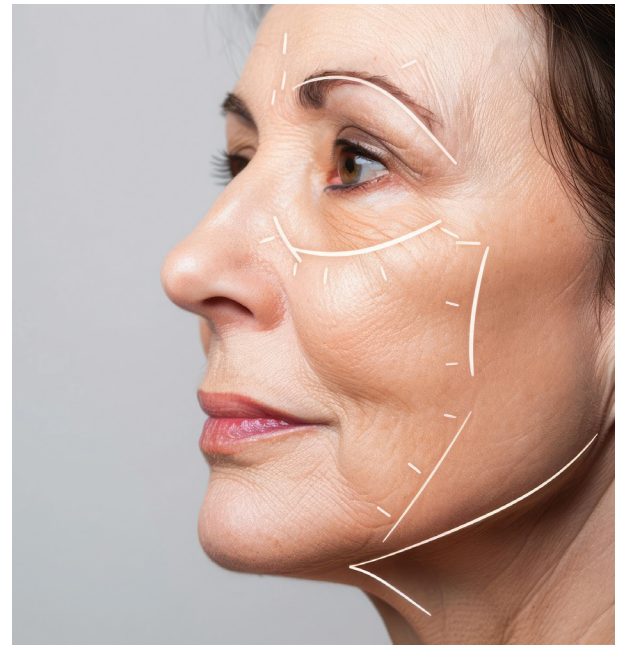
AESTHETIC MEDICINE IN THE DIGITAL AGE

The rapid evolution of digital technologies is transforming aesthetic medicine, offering practitioners innovative tools to enhance patient care and streamline practice management. Telemedicine platforms have emerged as a game-changer, enabling virtual consultations that provide convenience and accessibility for patients while maintaining the personalized touch of face-to-face interactions.[11] These platforms seamlessly integrate with existing practice management systems, allowing for efficient scheduling, secure data storage and seamless communication between practitioners and patients.

Artificial intelligence (AI) is another groundbreaking technology reshaping the future of medical aesthetics. AI-powered treatment planning software analyzes patient data, including skin type, age and treatment history, to generate personalized recommendations and predict outcomes.[12] This technology empowers practitioners to make data-driven decisions, optimizing results and minimizing risks. Furthermore, AI algorithms can process vast amounts of data from clinical studies and real-world evidence, continuously learning and refining treatment protocols to stay at the forefront of emerging aesthetic treatments.

Virtual and augmented reality (VR/AR) technologies are revolutionizing patient education and informed consent processes. Immersive VR simulations allow patients to visualize potential treatment outcomes, enhancing their understanding of procedures and setting realistic expectations.[13] AR applications overlay digital information onto the patient's skin, providing real-time guidance for practitioners during treatments, improving precision and consistency. These cutting-edge technologies not only elevate the patient experience but also serve as powerful marketing tools, showcasing a practice's commitment to innovation and patient-centric care.

Online platforms for practitioner-patient communication are essential components of the digital transformation in aesthetic medicine. Secure messaging systems facilitate ongoing dialog between appointments, allowing patients to ask questions, report concerns and receive timely support.[14] These platforms also enable practitioners to send personalized treatment reminders, aftercare instructions and educational materials, fostering patient engagement and adherence to treatment plans. By leveraging digital communication tools, aesthetic practices can build stronger relationships with their patients, leading to increased satisfaction and loyalty.



AI will make increasingly precise, individually tailored treatments the norm.

As the aesthetics industry embraces the digital age, practitioners who adopt these transformative technologies will be well-positioned to thrive in an increasingly competitive landscape. By harnessing the power of telemedicine, AI, VR/AR and online communication platforms, medical aesthetics professionals can deliver exceptional, personalized care that meets the evolving needs and expectations of their patients. The future of medical aesthetics lies in the seamless integration of cutting-edge digital technologies with the artistry and expertise of skilled practitioners, ushering in a new era of precision, efficiency and patient-centric care.

PERSONALIZATION & CUSTOMIZATION IN AESTHETICS

The emerging aesthetic treatments in the future of medical aesthetics will increasingly focus on personalization and customization. Tailored treatment plans will become the norm, taking into account each patient's unique skin type, concerns and aesthetic goals. Aesthetic practitioners will leverage advanced diagnostic tools and AI algorithms to analyze skin at a cellular level, identifying specific areas that require targeted interventions.[12]

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Genetic and biomarker-based approaches will play a significant role in personalized aesthetics. By understanding an individual's genetic predispositions and specific biomarkers, aesthetic professionals can develop highly targeted treatments that address the root causes of skin aging and other concerns.[5] This precise approach will lead to more effective outcomes and higher patient satisfaction.

3D printing technology will revolutionize the field of aesthetic medicine, enabling the creation of custom implants and prosthetics that perfectly match a patient's anatomy.[13] From facial implants to breast reconstruction, 3D-printed solutions are designed to offer unparalleled precision and natural-looking results. This personalized approach will minimize complications and recovery time while maximizing patient comfort and satisfaction.

Biodegradable and eco-friendly product development is a key trend in the aesthetics industry. Companies are investing in research to create products that are not only effective but also have a minimal impact on the environment. This includes using sustainable packaging materials, such as recycled plastics or biodegradable options, and formulating products with natural, organic and ethically sourced ingredients.[12]

Aesthetic clinics and medspas are also implementing sustainable practices to reduce their carbon footprint and appeal to eco-conscious patients. This can involve using energy-efficient equipment, reducing water consumption and properly disposing of medical waste. Some practices are even incorporating renewable energy sources, such as solar panels, to power their facilities.[15]

"By analyzing a patients' skin microbiome, lifestyle factors and environmental exposures, aesthetic practitioners will be able to create bespoke skin care routines that optimize skin health and prevent premature aging."

Personalized skin care regimens will become increasingly sophisticated, thanks to advancements in AI and data analytics. By analyzing a patient's skin microbiome, lifestyle factors and environmental exposures, aesthetic practitioners will be able to create bespoke skin care routines that optimize skin health and prevent premature aging.[8] These next-generation skin care solutions will be tailored to each individual's unique needs, ensuring maximum efficacy and long-lasting results.

SUSTAINABILITY & ECO-FRIENDLY PRACTICES IN AESTHETICS

The future of medical aesthetics is increasingly focused on sustainability and eco-friendly practices. As consumers become more environmentally conscious, they are seeking out aesthetic treatments and products that align with their values. Aesthetic practices and product manufacturers are responding by adopting biodegradable and eco-friendly product development, sustainable practices in clinics and medspas, ethical sourcing of ingredients and reducing the environmental impact of treatments.

Ethical sourcing of ingredients is another critical aspect of sustainability in the aesthetics industry. Consumers are demanding transparency in the supply chain, ensuring that ingredients are obtained in a responsible and ethical manner. This includes sourcing from suppliers who adhere to fair labor practices, support local communities and minimize their environmental impact.[16]

Reducing the environmental impact of treatments is an ongoing challenge in the aesthetic industry. However, advancements in technology are enabling more efficient and eco-friendly procedures. For example, the development of energy-efficient lasers and light-based devices can reduce power consumption during treatments. Additionally, the use of biodegradable or reusable materials, such as patient drapes and supplies, can significantly decrease waste generation.[12]

As the aesthetics industry continues to evolve, sustainability and eco-friendly practices will become increasingly important. By embracing these values and implementing environmentally responsible solutions, aesthetic professionals can not only contribute to a greener

future but also attract a growing segment of consumers who prioritize sustainability in their personal care choices. The integration of eco-friendly practices into the future of medical aesthetics is a win-win scenario, benefitting both the environment and the long-term success of the industry.

REGULATORY LANDSCAPE & SAFETY CONSIDERATIONS

The future of medical aesthetics is increasingly shaped by the evolving regulatory landscape and safety considerations. As emerging aesthetic treatments and personalized aesthetics gain popularity, regulatory bodies are taking steps to ensure patient safety and establish clear guidelines for practitioners. In different regions, regulations are adapting to address the unique challenges posed by AI in beauty, sustainable aesthetics and next-generation skin care formulations.[9]

The importance of practitioner training and certification cannot be overstated in the context of the future of medical aesthetics. As beauty tech innovations continue to advance, it is crucial that aesthetic providers possess the necessary skills and knowledge to safely and effectively administer treatments. Rigorous training programs and certification requirements help to ensure that practitioners meet the highest standards of competence and professionalism.[10]

Patient safety protocols are at the forefront of the aesthetics industry's priorities. As the demand for preventative and age-defying treatments and personalized aesthetics grows, it is essential to implement robust safety measures to minimize risks and adverse events. This includes thorough patient screening, informed consent processes and adherence to evidence-based practices. Aesthetic technology predictions underscore the need for ongoing research and monitoring to identify and mitigate potential safety concerns.[10]

The ethical use of new technologies, such as AI in beauty and personalized aesthetics, is a critical consideration in the future of medical aesthetics. As these technologies become more sophisticated and widely adopted, it is important to ensure that they are used responsibly and in the best interests of patients. This involves addressing issues of privacy, data security and potential biases in AI algorithms.[9] By prioritizing ethical considerations, the aesthetics industry can foster trust and confidence among patients and stakeholders.



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FINAL THOUGHTS

The future of medical aesthetics is set to transform the beauty and self-care industry. From AI-powered diagnostics to sustainable solutions, the aesthetics field is on the brink of a revolution that promises more personalized, effective and environmentally conscious results. The integration of cutting-edge technologies with holistic approaches and the changing demographics of aesthetic patients are shaping a new landscape where innovation meets individual needs.

As we look ahead, the aesthetics industry faces both exciting opportunities and important challenges. The emphasis on personalization, sustainability and safety will continue to drive advancements in treatments and practices. At the same time, the evolving regulatory landscape will play a crucial role to ensure patient well-being and ethical use of new technologies. These developments pave the way for a future where aesthetic medicine not only enhances physical appearance but also contributes to overall wellness and self-confidence. ME

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Rebecca Lane is the managing editor of *MedEsthetics*.





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SCAR REVISION TECHNIQUES: EXPLORING THE LATEST TREATMENT INNOVATIONS

The latest innovations in devices, regenerative medicine, combination treatments and more.

By Rebecca Lane

Scars can significantly impact a persons appearance and self-esteem, making scar revision techniques a crucial aspect of aesthetic medicine. The field of scar management has seen remarkable advancements, offering new hope to patients seeking to improve the appearance of various types of scars, including keloid, hypertrophic, atrophic and contracture scars. With the emergence of innovative technologies and treatment modalities, aesthetic practitioners and cosmetic doctors now have a wider array of options to address their patients' concerns effectively.

Recent developments in scar revision techniques encompass a range of approaches, from minimally invasive procedures to cutting-edge regenerative therapies. These include advancements in microneedling, laser therapy and the use of hydrogels for improved scar healing. Additionally, the integration of platelet-rich plasma, stem cell therapy and growth factor treatments has opened up new possibilities for tissue remodeling and skin regeneration. As the field continues to evolve, personalized treatment plans are becoming increasingly important, allowing practitioners to tailor interventions to each patient's unique needs and scar characteristics.

UNDERSTANDING SCAR TYPES & FORMATION

Scars are a natural part of the body's healing process after an injury. The appearance and treatment of scars depends on multiple factors, including the depth and size of the wound, the location of the injury and the individual's age, heredity, sex and ethnicity.[1] Scars can be broadly classified into different types such as hypertrophic scars, keloid scars, atrophic scars and contracture scars. Each type has distinct characteristics that influence the choice of scar revision techniques and scar management approaches.

Types of Scars

Hypertrophic Scars: Hypertrophic scars are raised, red and sometimes itchy scars that remain within the original boundaries of the injury. They often improve on their own over time or with the help of steroid treatment.

Keloid Scars: Keloid scars are larger, raised scars that grow beyond the edges of the original wound and can continue to grow indefinitely. They are more common in people with darker skin and certain areas of the body like the chest, shoulders and earlobes.

Atrophic Scars: Atrophic scars have a sunken or pitted appearance and are often caused by acne or chickenpox.

Contracture Scars: Contracture scars result from burns and pull the edges of the skin together, restricting movement.

Scar Formation Process

The process of scar formation involves three main phases: inflammation, proliferation and remodeling. During the inflammatory phase, the body works to clean the wound, fight infection and begin the healing process. In the proliferative phase, new tissue is built with collagen and extracellular matrix. The remodeling phase involves collagen remodeling and can last for several months.[2]



Subcision and dermal fillers treatments for depressed scars.

Factors Influencing Scar Formation

Factors that influence scar development include the depth and size of the wound, the blood supply to the area and the thickness and color of the skin.[1] Infection, age, nutritional status and other illnesses such as diabetes can also impact the healing process. Personalized treatment plans that take into account these individual factors can help optimize scar healing and appearance. Advancements in scar revision techniques like laser therapy, microneedling and stem cell therapy are expanding the options available for effective scar management and skin regeneration.

MINIMALLY INVASIVE TECHNIQUES FOR SCAR MODIFICATION

Minimally invasive techniques for scar revision have gained popularity in recent years due to their ability to improve scar appearance with minimal downtime and reduced risk of complications compared to traditional surgical methods. These techniques target the underlying causes of scar formation, such as collagen disorganization and loss of volume, to promote tissue remodeling and skin regeneration.

Subcision & Needling Techniques

Subcision and needling techniques are effective minimally invasive methods for treating depressed scars, particularly rolling and boxcar acne scars. Subcision involves using a hypodermic needle or specialized cannula to break up the fibrous bands that tether the scar to the underlying tissue, allowing the skin to lift and diminish the appearance of the depression.[3] Microneedling, also known as collagen induction therapy, creates controlled micro-injuries in the skin using fine needles, stimulating the production of collagen and elastin.[3] These techniques can be combined with other scar management approaches, such as platelet-rich plasma (PRP) or dermal fillers, to enhance results.

Dermal Fillers for Atrophic Scars

Atrophic scars, characterized by a loss of volume, can be effectively treated using dermal fillers. Hyaluronic acid fillers are particularly well-suited for this purpose due to their biocompatibility, reversibility and ability to promote scar healing.[5,6] By strategically injecting hyaluronic acid fillers into the scar tissue, practitioners can restore volume, improve skin texture and create a more even skin surface. The longevity of the results depends on the specific filler used and the individual's response to treatment, with some patients experiencing improvements lasting up to 24 months.[5]

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Chemical Reconstruction of Skin Scars (CROSS)

Chemical reconstruction of skin scars (CROSS) is a technique that involves the focal application of high-concentration trichloroacetic acid (TCA) to the base of atrophic scars. The TCA induces a localized inflammatory response, stimulating collagen production and leading to the elevation of the scar base.[7] CROSS is particularly effective for treating ice pick and boxcar scars, with patients typically requiring multiple treatment sessions for optimal results. The procedure is well-tolerated, with minimal downtime and a low risk of complications when performed by experienced practitioners.

ADVANCEMENTS IN ENERGY-BASED DEVICES

Energy-based devices have revolutionized scar revision techniques, offering precise and targeted treatment options for various types of scars.

Radiofrequency Microneedling

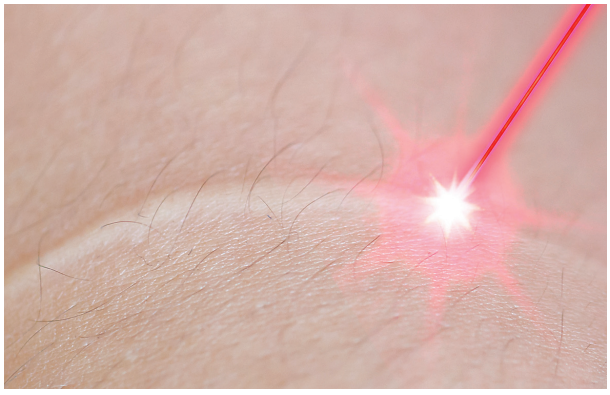
Radiofrequency microneedling, a combination of radiofrequency energy and microneedling, has emerged as a promising modality for scar remodeling. This technique delivers controlled thermal energy to the dermis, stimulating collagen production and improving scar texture and pliability.[9] Studies have demonstrated that radiofrequency microneedling can significantly reduce scar height, erythema and hardness, with high patient satisfaction rates.[10]



Ultrasound therapy for targeting deep scar tissue.

Ultrasound Therapy

Ultrasound therapy is another innovative approach for targeting deep scar tissue. High-intensity focused ultrasound (HIFU) can penetrate deeper into the dermis compared to other energy-based devices, allowing for precise treatment of hypertrophic and keloid scars.[11] HIFU induces coagulative necrosis and tissue remodeling, leading to a reduction in scar volume and improvement in scar appearance.[11] This non-invasive technique has shown promise in treating challenging scars that have not responded to other treatments.



Laser therapies are widely used for scar revision.

Light-Based Treatments

Light-based treatments, such as intense pulsed light (IPL) and photodynamic therapy (PDT), have also been employed for scar management. IPL can improve scar pigmentation and texture by selectively targeting hemoglobin and melanin in the scar tissue.[12] PDT, which involves the application of a photosensitizing agent followed by light activation, has been used to treat hypertrophic and keloid scars. The photodynamic effect leads to the destruction of abnormal scar tissue and the promotion of collagen remodeling.[13]

Laser Therapies

Fractional lasers, both ablative and non-ablative, continue to be widely used for scar revision. Ablative fractional lasers, such as CO_2 and Er:YAG lasers, create microscopic thermal zones of injury in the scar tissue, inducing a wound healing response and collagen remodeling.[14] Non-ablative fractional lasers, like the 1550nm erbium-glass laser, provide a gentler approach, heating the dermis without causing surface ablation.[15] These fractional techniques allow for the treatment of larger scar areas with reduced downtime compared to traditional ablative lasers.

Advancements in energy-based devices have expanded the options for scar revision, allowing for personalized treatment plans based on scar type, location and patient preferences. Combination therapies, such as the use of different laser wavelengths or the integration of energy-based devices with other scar management techniques like platelet-rich plasma or stem cell therapy, have shown synergistic effects in improving scar appearance and function.[14,16]

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REGENERATIVE MEDICINE IN SCAR MANAGEMENT

Regenerative medicine has emerged as a promising approach for scar management, offering novel strategies to promote tissue regeneration and minimize scarring.

Stem Cell & Platelet-Rich Plasma Therapies

Stem cell and platelet-rich plasma (PRP) therapies have shown potential in enhancing the wound healing process and improving scar appearance. Stem cells, particularly mesenchymal stem cells (MSCs), possess the ability to differentiate into various cell types and secrete growth factors that stimulate tissue repair.[17] MSCs can be derived from various sources, including bone marrow, adipose tissue and umbilical cord blood. When applied to the wound bed, MSCs have been shown to promote angiogenesis, collagen synthesis and tissue remodeling, leading to improved scar quality.[18]

PRP is another regenerative therapy that has gained attention in scar management. PRP is a concentrated source of autologous platelets and growth factors, including platelet-derived growth factor (PDGF), transforming growth factor-beta (TGFβ) and vascular endothelial growth factor (VEGF).[19] When injected into the scar tissue or applied topically, PRP releases these growth factors, which stimulate fibroblast proliferation, collagen production and neovascularization. Clinical studies have demonstrated the efficacy of PRP in improving the appearance of atrophic acne scars, hypertrophic scars and keloid scars.[20]

Micro-Autologous Fat Transfer

Micro-autologous fat transfer, also known as lipofilling or fat grafting, is a technique that involves harvesting small amounts of the patient's own fat, processing it and injecting it into the scar tissue to restore volume and improve skin quality. The procedure harnesses the regenerative properties of adipose-derived stem cells (ADSCs) present in the grafted fat, which promote tissue remodeling, neovascularization and skin regeneration.[8] Micro-autologous fat transfer can be used to treat a wide range of scar types, including atrophic, hypertrophic and contracture scars, with long-lasting results and minimal donor site morbidity.[8]

Growth Factors

Growth factor treatments have also shown promise in scar management. Topical application of recombinant human epidermal growth factor (rhEGF) has been found to accelerate wound healing and reduce scar formation in animal models and human studies.[21] EGF promotes keratinocyte proliferation and migration, leading to faster re-epithelialization and improved scar appearance. Similarly,



CO_2 laser treatment for scar revision.



Combine synergistic therapies like laser & topical therapies enhances results.

TGF-β3, an isoform of TGF-β, has been identified as a key mediator of scarless wound healing in fetal skin. Exogenous application of TGF-β3 or inhibition of TGF-β1 and TGF-β2 has shown potential in reducing scar formation and promoting regenerative healing in preclinical studies.[22]

Bioengineered Skin Substitutes

Bioengineered skin substitutes, such as dermal regeneration templates and cell-seeded scaffolds, represent another avenue for scar management. These substitutes provide a three-dimensional matrix that supports cell infiltration, vascularization and tissue remodeling. Dermal regeneration templates, such as Integra® and Matriderm®, have been used in the treatment of severe burns and traumatic scars.[23] These templates act as a scaffold for dermal regeneration, allowing for the formation of a neodermis with improved scar quality. Cell-seeded scaffolds, which incorporate autologous or allogeneic cells, such as fibroblasts and keratinocytes, have also shown promise in promoting tissue regeneration and reducing scar formation.[24]

PERSONALIZED TREATMENT STRATEGIES FOR OPTIMAL RESULTS

Scar revision techniques should be tailored to each patient's unique scar characteristics, skin type and treatment goals to achieve the best possible outcomes. A comprehensive assessment of the scar, including its type, location, size and

From top: Image by Pratiwi; Quality Stock Arts at Adobe Stock

maturity, is crucial for developing a personalized treatment plan.[25] Keloid and hypertrophic scars, for instance, may require different approaches compared to atrophic or contracture scars.

Customized Treatment Plans

Customizing treatment plans based on scar type and patient factors is essential for optimizing results. For example, microneedling combined with platelet-rich plasma may be an effective option for atrophic acne scars, while laser therapy, such as fractional CO_2 laser resurfacing, may be more suitable for hypertrophic scars.[14,16] Additionally, the patient's age, skin color and overall health should be considered when selecting the most appropriate scar management techniques.

Combination Treatments

Combining multiple modalities can lead to synergistic effects and improved outcomes in scar revision. A multi-modal approach may involve the use of topical treatments, such as silicone gels or sheets, in conjunction with minimally invasive procedures like microneedling or laser therapy. Intralesional injections of corticosteroids, 5-fluorouracil or other agents can be used as adjunctive therapies to enhance the efficacy of other scar revision techniques.[25]

Furthermore, the integration of regenerative medicine approaches, such as platelet-rich plasma, stem cell therapy or growth factor therapy, can promote tissue remodeling and skin regeneration, leading to better scar appearance and texture.[14,16] Gene editing techniques, although still in the early stages of research, may also hold promise for the future of scar management by targeting specific genes involved in abnormal scar formation.

Post-Treatment & Long-Term Care

Post-treatment care and long-term management are crucial for maintaining the results of scar revision procedures. Patients should be advised to protect the treated area from sun exposure, maintain proper wound care and follow a healthy lifestyle to support optimal healing. Regular follow-up visits with the treating physician are essential to monitor progress, address any concerns and make necessary adjustments to the treatment plan.

In conclusion, personalized treatment strategies that take into account individual scar characteristics, patient factors and a combination of scar management techniques are key to achieving the best possible outcomes in scar revision. A multi-disciplinary approach involving dermatologists, plastic surgeons and other healthcare professionals can ensure comprehensive care and optimal results for patients seeking to improve the appearance and function of their scars.

The Big Picture

The field of scar revision has seen remarkable progress, offering aesthetic practitioners and cosmetic dermatologists a wide array of techniques to address various scar types. From minimally invasive procedures like microneedling and dermal fillers to advanced energy-based devices and regenerative therapies, these innovations have a significant impact on scar management outcomes. The scientific understanding behind these techniques, such as collagen remodeling and tissue regeneration, provides a solid foundation for their effectiveness in improving scar appearance and function.

To wrap up, personalized treatment strategies are key to achieving optimal results in scar revision. By tailoring approaches to each patient's unique scar characteristics and combining multiple modalities, practitioners can enhance outcomes and patient satisfaction. As research continues to advance, the future of scar management looks promising, with potential breakthroughs in gene editing and regenerative medicine on the horizon. This ongoing evolution in scar revision techniques empowers aesthetic practitioners to offer increasingly effective solutions for their patients' scar-related concerns. ME

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Rebecca Lane is the managing editor of *MedEsthetics.*

TELO LABS

Raises the Beauty Journey Bar

Kenneth Rothaus, M.D., & Ilan Szekely Reimagine Patients' Lifelong Beauty Journey with The Telo-12 Protocol.

By Rebecca Lane

As modern consumers live longer, they're turning to aesthetic procedures as a form of self-care, prioritizing natural-looking results, where less is more and age is just a number. However, many medspas and clinics fail to deliver in key areas like transparency, access to top clinicians, proven treatments and a focus on prejuvenation rather than artful preservation. Telo Labs co-founders Kenneth Rothaus, M.D., and Ilan Szekely recognized a need to address these gaps with a highly personal, patient-centric approach, bucking the passing trends and setting a new industry standard. As the aesthetics industry's focus on longevity and aging gracefully rises, Telo Labs rises to the fore by tapping into the growing demand for long-term, preventive and personalized care. They offer a holistic approach to each patient's lifelong beauty journey rather than short-term fixes or passing fads.

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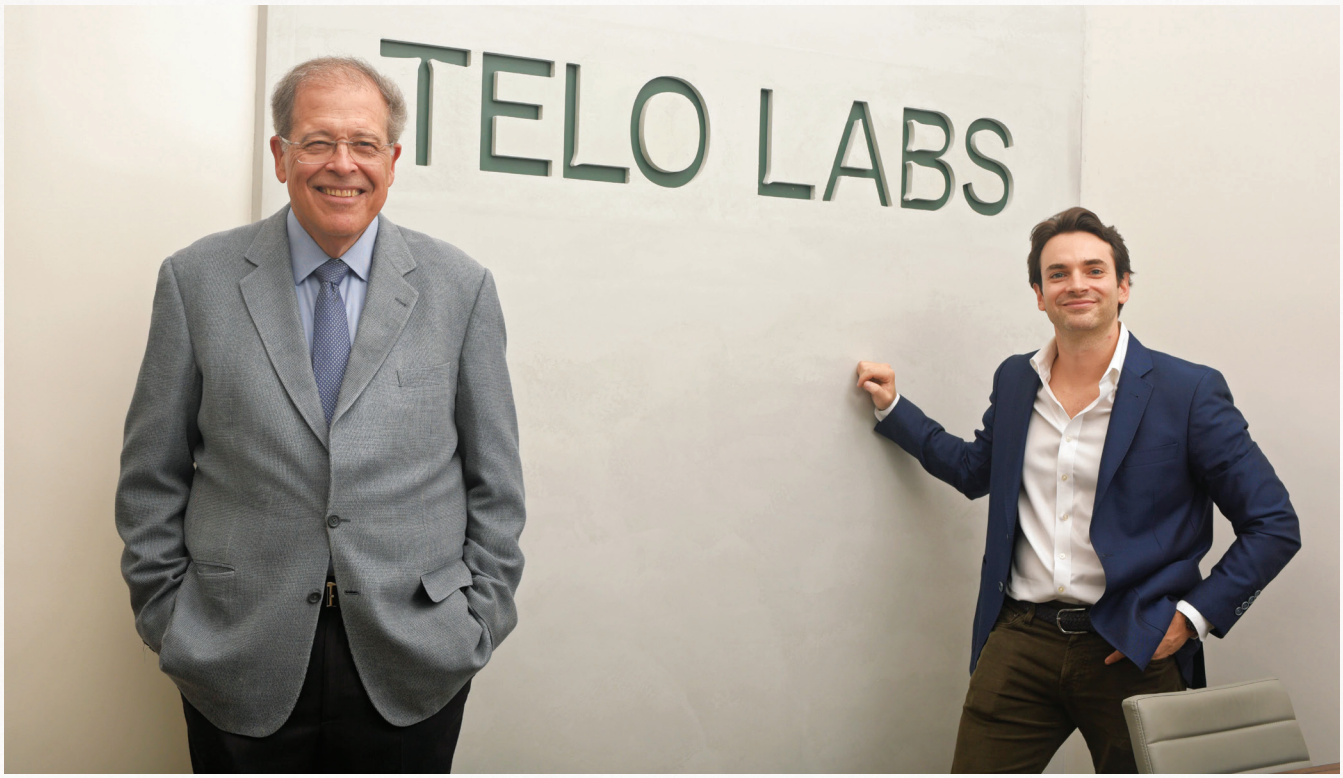

Dr. Kenneth Rothaus & Ilan Szekely

The Dynamic Duo Behind Telo Labs

A world-renowned board-certified plastic surgeon with over three decades of experience, Kenneth Rothaus, M.D., has earned a reputation for producing exceptional results for his patients. Having conducted cutting edge clinical research in the field of plastic surgery, he has several scientific patents under his name and unmatched experience in numerous surgical, minimally invasive and non-invasive cosmetic treatments and techniques.

After graduating with honors from both Yale College and Harvard Medical School, Dr. Rothaus went on to train for his surgical internship and residency at the New York Presbyterian Columbia Medical Center. He then did his residency in plastic surgery at the New York Hospital-Cornell University Medical Center, and completed a microsurgical fellowship before returning as an attending staff and faculty member.

Dr. Rothaus' deep care for the wants and needs of his patients has pushed him to provide the best possible patient experience and seek to develop strong doctor-patient relationships based on communication and trust.

Before he joined forces with Dr. Rothaus, Ilan Szekely earned his undergraduate degree from Yale University in 2011 and his MBA from Harvard Business School in 2018.

"I feel like I am pursuing my own immigrant American Dream story. Growing up in Venezuela, I always aspired to build a future in the U.S., especially as the political landscape back home became increasingly unstable. Being accepted into Yale for college was my golden ticket to building a life here, and I'm incredibly grateful for that opportunity," shares Szekeley.

Szekely initially began his career in the world of investment, serving on several boards of directors, one of which was a skin care manufacturing company that ignited his passion for skin care and longevity. His previous position was at a large private equity firm where he was part of the senior investment team covering healthcare, consumer and other industries.

Szekely explains, "A major influence in my life was my grandfather, a doctor and Holocaust survivor who fled to Latin America. He was so dedicated to medicine that he studied it twice—once in Germany and again in Latin America (in Spanish!) after the Nazis invalidated his degree. His resilience and passion left a strong mark on me, and I grew up in a family that prioritized preventive healthcare and held deep respect for clinical professionals."

Building a Forward-Thinking Practice: A New Approach to Aesthetic Care

In 2023, Dr. Rothaus and Szekely founded Telo Labs, their New York-based aesthetic clinic. The pair were inspired by the need to address a pervasive issue they noticed in

Images courtesy of Telo Labs; Background image by Kamjana at Adobe Stock

aesthetics, and one that was present in many medspas and aesthetic practices. These businesses favored the needs of their owners and practitioners over their patients, rarely offering holistic, long-term treatment plans in favor of one and done services that prioritized treatments that could be completed in a single, one day visit.

"In my career as a healthcare investor, I had an eye-opening moment when my older brother (by nine years!) visited me in NYC, and people kept assuming he was the younger one. That made me pause and think hard about my own lifestyle choices. I realized skin care needed to be as important to me as sleep, diet and exercise. But when I looked around, I couldn't find a clinic that felt science-driven, accessible and welcoming of all genders. Around this time, I reconnected with a family friend, Dr. Ken Rothaus, a highly respected plastic surgeon and pioneer in his field." states Szekely.

Dr. Rothaus and Szekely built Telo Labs to provide a patient-centric solution to this issue, prioritizing patients first through elevated service and precisely architected, expert aesthetics. Their goal was to create an aesthetic clinic that offered patients long-term treatment plans that scientifically and artfully identified the best way to combine high-tech devices, advanced injectables and at-home skin care regimens for each patient's individual needs.



By combining Dr. Rothaus' top-tier medical expertise with Szekely's strategic business insight, they developed a science-first, patient-centric clinic. Rather than prioritizing technologies and treatments that simply follow a trend, they focus on researching what services are safest, most effective and comfortable for their patients. Dr. Rothaus and Szekely have reimagined patients' long-term aesthetic journey to provide an highly personalized approach that guides patients through life's different stages, helping them preserve their skin's longevity and age gracefully. Rigorously proven aesthetic devices and injectable treatments, combined with holistic skin care plans and concierge-level hospitality are what sets this practice apart from the "dime a dozen" trend-followers and single day, short-term treatment providers.

Taking their mission one step further, the team chose to utilize a chic, gender-neutral design that created an inclusive and welcoming space for every patient that walks in the door.

Szekely shares, "Together, we envisioned Telo Labs as a place that prioritizes skin longevity and healthy aging in an environment that's sophisticated, welcoming, and designed for everyone. The clinic's design mirrors this vision: it blends modern, clinical precision with a warm, gender-neutral ambiance that feels approachable and elevates the experience."

Reimagining Patients' Long-Term Beauty Journey

"We noticed that many practices incentivize staff to give as much treatment as possible in a single visit. This often leads to patients looking overdone," observes Szekely. "At Telo, we think this is backwards. Our philosophy is that small interventions over time produce the best results over the long-term by slowing down the signs of aging."

As Telo Labs' Chief Medical Officer, Dr. Rothaus is in charge of making sure the clinical staff is up to snuff, training them in advanced injection techniques and handpicking each high-tech device, as well as integrating them into the appropriate protocol for how to best use them.

Szekely states, "I love working with my team. We are extremely selective in our recruiting and only hire A-players. And when you're part of a high-caliber team, you level up yourself. Together, we derive a lot of satisfaction from seeing people boost their confidence with our results."



With his 35 plus years of experience in aesthetics, both surgical and non-surgical, Dr. Rothaus is uniquely suited to identifying the treatments and devices that work, the ones that are merely part of a passing trend and how to best combine them to provide each patient the specific treatment plan and protocol for optimal long-term results.

"Our devices are powerful tools but they're only as good as how you use them. We adjust the settings to each person to get the best results with little to no downtime, based on our extensive understanding of energy physics and medicine," explains Dr. Rothaus.

Telo Labs' carefully curated collection of treatments must first passed a rigorous screening process, with each potential treatment evaluated across three critical rubrics:

- **Safety First:** Patient well-being is prioritized above all else. Dr. Rothaus has only incorporated treatments with proven safety records.
- **Powerful Results:** Telo Labs is staunchly committed to delivering noticeable, lasting improvements, selecting treatments for their ability to create significant positive changes.
- **Patient Comfort:** They are dedicated to making their patients as comfortable as possible, believing that beauty shouldn't come at the cost of excessive discomfort. Dr. Rothaus favors treatments that minimize patient discomfort while not compromising patient results.

This meticulous screening process bucks the trend and focuses on a treatments underlying features rather than its marketing budget, rejecting treatments lacking rigorously proven efficacy and safety. Rather than offer patients what is most popular, Telo Labs aims to provide patients with only the very best treatments.

"What makes Telo Labs different is our commitment to lasting, natural-looking results, embodied in our Telo-12 Protocol," states Szekely. "The concept came from realizing that small, non-invasive treatments over time yield the most natural, sustained outcomes. So rather than focusing on sporadic, one-time services, we provide patients with a year-long plan for continuous, noticeable improvement."

The Telo-12 Protocol: Personalized Approach to Aging Gracefully

In the realm of aesthetic medicine, personalized care is paramount. The Telo-12 Protocol stands as a prime example of this approach, offering patients a comprehensive, tailored plan for skin longevity.

Szekely states, "The Telo-12 Protocol is a 12-month roadmap that's uniquely tailored to each patient. It fosters a partnership that emphasizes longevity and overall skin health, easing the pressure to do too much in one visit. It's good for the patient, who can take a balanced approach to treatments, and it's good for us as we build trusted, long-term relationships with each client."

Understanding the Telo-12 Protocol

Let's delve deeper into this innovative protocol and explore how it combines in-clinic treatments with at-home care to achieve optimal results.

1. Diagnosis & Initial Consultation

"The Telo-12 Protocol kicks off with a complimentary consultation with a nurse practitioner, where we take a deep dive into each patient's unique needs and goals," explains Szekely.

The journey begins with a thorough assessment each patient's unique aesthetic needs and goals:

- **Concerns:** During the consultation, patients are asked about their specific skin and aesthetic concerns.
- **Lifestyle:** Patients' daily routines and habits are considered to ensure the plan fits seamlessly into their life.
- **Budget:** Telo Labs works within patients' financial comfort zone to create a realistic and sustainable plan.
- **Goals:** Patients' aesthetic aspirations are at the heart of this initial consultation and vital to creating their Telo-12 Protocol treatment plan.

During this consultation, the various treatment options

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"Patients leave with a detailed, written plan they can review and adjust with us as needed. This way, we're not just here for a single appointment but to make their beauty journey more seamless and thoughtful."

are explained, diving into which treatments will naturally complement patients' features, ensuring they are fully informed and comfortable with the proposed plan.

2. Develop Telo-12 Protocol

Szekely states, "From there, we design a 12-month plan that strategically combines treatments like injectables, biostimulators, lasers and advanced devices to maximize results and ensure they complement one another."

The 12-month plan is formulated based on three key goal types:

PREVENTATIVE: These treatments are designed to delay the onset of aging signs, helping patients maintain a youthful appearance for longer.

- **Neurotoxin Injections:** Targeted applications in the upper face to prevent fine lines and wrinkles
- **Laser Facials:** Standard Laser Facial, Laser Facial combined with an Antioxidant Mask and CO_2 Facial in combination with a Peel

RESTORE: This category focuses on reversing existing signs of aging and damage.

- Advanced Devices: CO_2 Resurfacing Laser, RF Microneedling and EMS Muscle Toning
- Biostimulators: Injectable Biostimulators, PRP (Platelet-Rich Plasma) and Exosomes
- Dermal Fillers: Targeted treatments for marionette lines, nasolabial folds and perioral areas, wrinkle and line smoothing, mid-face and cheek volume restoration, as well as Filler Dissolver for adjustments or corrections

ENHANCE: These treatments are designed to harmonize facial features, improving symmetry and contouring.

- **Dermal Fillers:** Jawline contouring for a more defined profile, chin augmentation and neck line smoothing
- **Botox Applications**: Lip flip for a subtle pout enhancement, underarm sweating reduction and specialized treatments for areas like the masseter (jaw slimming), platysmal neck bands, trapezius, nose lift, gummy smile correction and more

3. Start Treatment(s), Maintain Results & Follow-Ups

Patients are provided with a detailed treatment plan, as well as at-home skin care regimens and complementary supplements. However, their journey doesn't stop there. Telo Labs continues to help patients maintain their results by tracking their journey and conducting regular follow-ups to ensure patients continue to care for and love their appearance and feel beautiful as they age gracefully.

"Patients leave with a detailed, written plan they can review and adjust with us as needed. This way, we're not just here for a single appointment but to make their beauty journey more seamless and thoughtful," shares Szekely.

Looking Towards the Future

Despite their immense success so far, Dr. Rothaus and Szekely still see exciting opportunities for Telo Labs to take advantage of the numerous innovations continuing to emerge in the growing field of medical aesthetics. We will definitely be seeing more of this power team and their impact on this industry in the future.

"The future of aesthetics is incredibly exciting. We're seeing major advancements, like AI-driven skin analysis and the use of exosomes for cell rejuvenation. Lasers continue to evolve, becoming ever more precise, and their applications continue to grow, giving us new ways to slow down visible signs of aging. And while we're still in the early innings of widespread use of GLP-1 agonists like Ozempic, their impact on aesthetics is likely to be significant, both by expanding the number of people open to aesthetic treatments and changing the needs of those treatments like addressing laxity. Ultimately, my goal for Telo Labs is to lead in skin longevity by embracing technology, education and innovative treatments that make high-quality care accessible," says Szekely.

Szekely gives one final piece of advise for those interested in building their own aesthetic practice or medspa. He shares, "My advice is twofold: do your own research and prioritize patient comfort. When adding a new service or device, dive into the clinical studies yourself—evaluate the evidence, the study's design, and if you have doubts, move on. Patients assess treatments not just on price and downtime but also on comfort. Make sure the experience is tolerable; it's a big factor in determining if they find the treatment to be 'worth it'." ME

Rebecca Lane is the managing editor of *MedEsthetics.*

DETAILS BY MARIA QUAGLIARDI



Contact Thermography: A Revolutionary Tool In The Detection & Treatment of Cellulite

Detecting temperature variations on the skin's surface to enhance diagnosis and treatment of cellulite.

Cellulite, medically referred to as Edematous Fibro-Sclerotic Panniculopathy (E.F.S.P.) or liposclerosis, is a common yet complex condition that affects millions of people, primarily women. Traditionally, cellulite has been dismissed as merely a cosmetic issue, but in reality, it is a reflection of deeper physiological processes involving disruptions in the skin's connective tissue and microcirculation.

Cellulite's treatment and management have long posed a challenge due to its progressive nature and the difficulty in detecting early signs before visible changes occur on the skin. Conventional methods, such as visual assessments or manual palpation, often detect cellulite only when it has reached an advanced stage, where treatment becomes more difficult and less effective. However, the advent of contact thermography is revolutionizing the way cellulite is diagnosed and treated. By detecting and classifying cellulite at its earliest stages, this non-invasive tool allows for timely and personalized interventions that can significantly improve outcomes for clients.

Image courtesy of IPS

Understanding Cellulite: What Is It?

Cellulite develops as a result of metabolic and microcirculatory issues in the skin and subcutaneous tissue. When these processes are disrupted, fat cells become enlarged and the surrounding connective tissue becomes stiff, leading to the characteristic lumpy, dimpled skin texture, often found on the thighs, hips and buttocks. While cellulite does not pose a direct health risk, it can lead to physical discomfort and emotional distress for those affected.

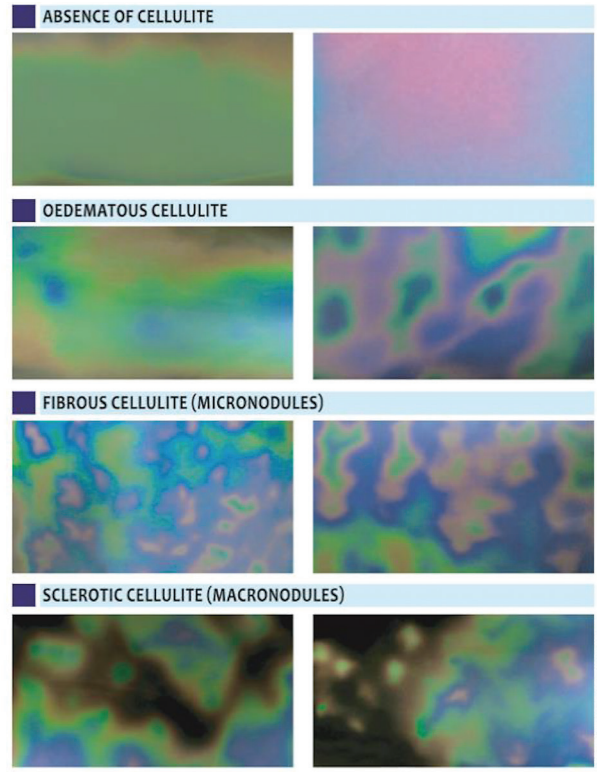
The condition progresses through several distinct stages:

- **Edematous Stage:** The initial phase is characterized by water retention and swelling due to poor lymphatic drainage and circulation. Although at the beginning there are no visible skin changes, the underlying tissues are already beginning to show signs of disfunction.
- **Fibrous Stage:** During this phase, the collagen fibers surrounding the fat cells begin to harden, restricting the flow of fluids and nutrients. The skin starts to take on the "orange peel" appearance, with noticeable dimpling and textural changes.
- **Sclerotic Stage:** This is the most advanced and severe stage, where the hardened connective tissues form painful nodules beneath the skin. The skin develops a "mattress-like" texture, and treatment becomes much more difficult. In some cases, this stage can be irreversible.

Given the progressive nature of cellulite, early detection is key to preventing the condition from worsening and ensuring that treatment can be both effective and minimally invasive.



Clockwise from top: Image courtesy of IPS; Image by junky_jess at Adobe Stock



Different stages of cellulite progression.

How Contact Thermography Helps in Cellulite Detection & Management

Contact thermography offers a groundbreaking approach to diagnosing and managing cellulite by detecting temperature variations on the skin's surface. It works by using thermographic plates that map these temperature differences, highlighting areas with altered blood flow or microcirculation, which correspond to different stages of cellulite. The procedure is painless, non-invasive and provides immediate results. Below are some of the key ways that contact thermography is transforming cellulite care:

1. Early Detection

One of the most significant advantages of contact thermography is its ability to detect cellulite even before it becomes visible. Traditional methods rely on detecting physical changes like dimpling, which often occur at later stages. By identifying early-stage cellulite, aesthetics professionals can intervene sooner, potentially preventing the condition from progressing to more severe forms.

2. Stage Classification

Thermographic imaging can differentiate between the three main stages of cellulite: edematous, fibrous and sclerotic. This distinction is critical because each stage requires a

different treatment approach. For instance, treatments targeting fluid retention may be effective in the early edematous stage but ineffective in the fibrous or sclerotic stages, where the focus shifts to breaking down hardened collagen fibers.

3. Personalized Treatment Plans

The detailed information provided by contact thermography allows for highly personalized treatment protocols. Aesthetic and medical professionals can tailor their interventions to the specific stage and severity of the condition. For example, early-stage cellulite may respond well to lymphatic drainage techniques or manual massage, while more advanced stages may require the use of specialized machines or other technologies that target fibrosis and hardened tissues.

4. Progress Monitoring

Another significant benefit of contact thermography is its ability to track changes over time. By performing periodic thermographic assessments, specialists can monitor the efficacy of treatments, adjusting protocols as needed to ensure optimal results. This ability to objectively measure progress provides both the client and the beauty expert with valuable insights into the effectiveness of the treatment plan.

5. Patient Engagement

Contact thermography is also a powerful tool for client involvement. By visually showing clients the thermal maps of their affected areas, aesthetics professionals can help them better understand their condition and the need for specific treatments. This transparency reinforces trust and improves client compliance, as they can see for themselves the impact of both the condition and the treatment.

6. AI Integration for Enhanced Accuracy

Modern contact thermography systems now incorporate artificial intelligence (AI) to enhance the accuracy and speed of diagnoses. AI algorithms can automatically interpret thermographic images, identifying patterns and anomalies that correspond to different stages of cellulite. This not only reduces the margin for human error but also ensures consistent, objective evaluations across different clients and sessions. The integration of AI is particularly useful in busy clinical or aesthetic settings, where time and precision are critical.

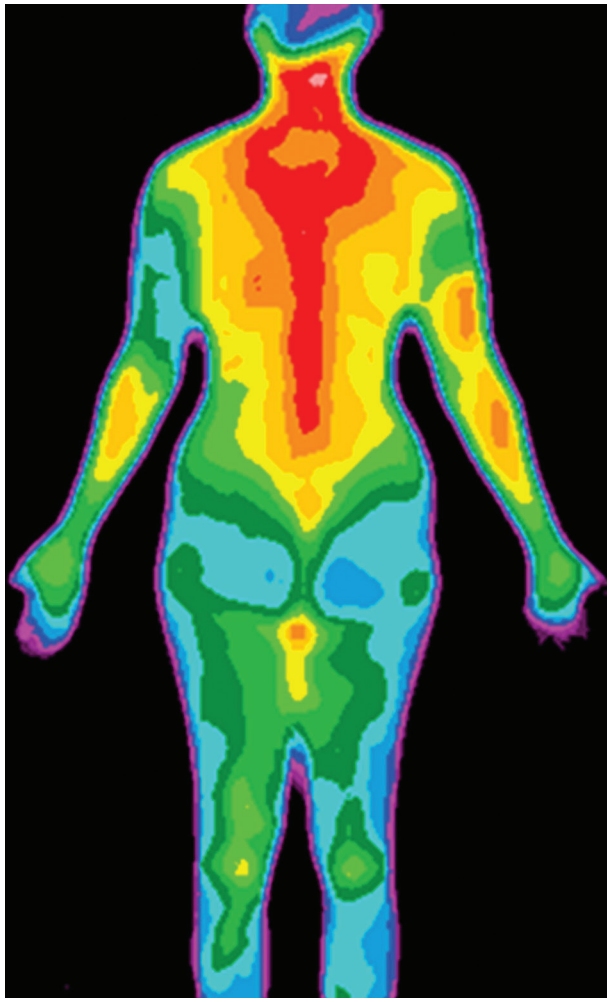
The Science Behind Contact Thermography

The underlying principle of contact thermography is based on detecting variations in skin temperature, which correspond to different physiological changes occurring beneath the surface. Areas affected by cellulite often exhibit reduced blood flow, especially in the more advanced fibrous or sclerotic stages, leading to cooler temperatures. Conversely, areas with venous stasis or fluid retention, commonly seen in the edematous stage, tend to appear warmer.



Thermographic imaging allows for precisely tailored treatment plans, honing in on the specific areas and severity of cellulite development.

Image courtesy of iPS



Thermal mapping of variations in skin temperature.

This thermal mapping provides a clear, visual representation of the areas where cellulite is most pronounced and at what stage it currently exists. The resulting images help aesthetics professionals make informed decisions about which treatments will be most effective for each client, based on the specific characteristics of their condition.

Advancing Cellulite Treatment with Contact Thermography

Contact thermography represents a significant advancement in cellulite treatment, offering several distinct advantages over traditional diagnostic methods. By enabling the early detection of cellulite and providing detailed insights into its progression, this tool allows for the development of more effective and personalized treatment plans.

Moreover, the ability to monitor changes in real-time empowers both clients and practitioners by providing concrete evidence of treatment success. Clients can feel reassured knowing that their treatment is making a tangible difference, while practitioners can refine and optimize their approach based on objective data.

The incorporation of AI into modern thermography systems is another exciting development, making the process faster, more accurate and easier to integrate into clinical and aesthetic practices. With continued advancements in technology, it is likely that contact thermography will become an indispensable tool for aesthetic and healthcare professionals dealing with cellulite.

Conclusion

Cellulite, once regarded as a purely cosmetic concern, is now recognized as a complex condition involving significant changes in connective tissue and microcirculation. Early detection and intervention are crucial in managing cellulite effectively, and contact thermography offers an innovative solution to this challenge. By detecting subtle temperature variations on the skin's surface, contact thermography allows for the identification and classification of cellulite at its earliest stages, enabling more targeted and effective treatments.

As this technology continues to evolve, with the integration of AI and other cutting-edge features, contact thermography is set to revolutionize the field of cellulite management, offering new hope to millions of people looking for effective ways to address this common condition. ME



Maria Quagliardi is a seasoned professional in product management and business development at IPS, an Italian company founded in Milan in 1976. Her collaboration with IPS began in the late 1980s, and over the course of her career, she has gained extensive expertise in the use of contact thermography and its application in the aesthetic field.

During the 1990s, Maria had the opportunity to work with Professor S.B. Curri, a renowned dermatologist who conducted pioneering research on the use of contact thermography in aesthetics. This experience further enriched her knowledge deepening her understanding of the technology's applications and potential.

Maria has also contributed to the filing of IPS patents related to contact thermography aesthetic applications.

Throughout her career, she has delivered numerous presentations and led roundtables on contact thermography, sharing her knowledge of its uses and benefits. Most recently, she presented at the International Esthetics, Cosmetics & Spa Conference (IECSC) in Las Vegas in June 2023, where she addressed a global audience of professionals in the beauty and wellness industry.

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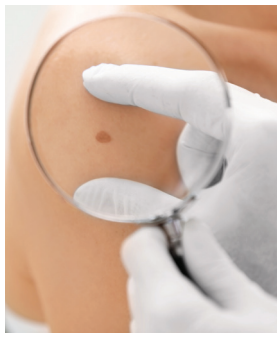
HAUT.AI'S NEWLY PATENTED SKIN ATLAS DELIVERS ANONYMOUS SKIN ANALYSES



In an era of daily digital privacy crises, Haut.AI has focused on delivering anonymous skin analyses via its newly patented Skin Atlas system. By adding this functionality, the company aims to uphold high data privacy standards and consumer trust anywhere the system is used. It also renders skin analysis for personalized experiences more accessible, reliable and safe for a wider array of brands.

The feature "anonymizes facial images by removing all personal identifiers," including backgrounds, eyes, mouths and hair, as well as any other non-skin related data before any analyses are conducted. The privacy features notably have no impact on the accuracy of analyses in e-commerce and clinical settings, per Haut.AI. When high quality images of consumers are submitted to the cloud for analysis, Haut.AI's anonymization technology reportedly "strips ... facial images of all personal identifiers and non-skin-related data, leaving only the essential skin pixels for analysis."

All images are standardized by detecting facial key points, per the company. The system's algorithms segment and reconstruct the face's skin regions, transforming them into a "Skin Atlas" format that supports "rapid and secure processing," according to the company. The final outcome is a set of personalized skin care recommendations.



PUSH FOR U.S. SURGEON GENERAL TO RENEW SKIN CANCER CALL TO ACTION

The American Society for Dermatologic Surgery Association (ASDSA), along with the American Academy of Dermatology Association (AAD), the National Council on Skin Cancer Prevention (NCSCP), and 21 other prominent dermatologic associations and skin cancer prevention organizations, are urging the U.S. Surgeon General to revive the Call to Action to Prevent Skin Cancer. With the alarming statistic that one in five Americans is expected to develop skin cancer before reaching 70 years of age, this malignancy represents an urgent public health concern affecting millions nationwide.

In 2014, U.S. Surgeon General Dr. Boris Lushniak issued a crucial Call to Action, mobilizing all Americans to combat skin cancer and declaring it a public health crisis. While the 2014 initiative yielded positive outcomes, skin cancer remains the most prevalent cancer in the United States, with nearly 5.5 million cases diagnosed annually – surpassing the combined incidence of breast, colon, lung and prostate cancers. Recognizing the ongoing threat to Americans' health, organizations dedicated to skin cancer education, prevention, and research are imploring the Surgeon General to reinstate the Call to Action and implement comprehensive skin cancer prevention strategies. In response to these concerning statistics, the Centers for Disease Control and Prevention (CDC) has advocated for enhanced sun protection measures for both children and adults, including the promotion of sunscreen use and protective clothing.



JUVEDERM VOLUMA XC FOR TEMPLE HOLLOWING NATIONWIDE LAUNCH

Allergan Aesthetics, an AbbVie company, heralds the nationwide release of JUVÉDERM VOLUMA XC for addressing temple hollowing. Following its March 2024 FDA approval, JUVÉDERM VOLUMA XC emerges as the pioneering hyaluronic acid (HA) filler sanctioned for treating moderate to severe temple hollowing in adults over 21. The JUVÉDERM Collection of Fillers, preferred by patients and providers alike, now offers the most comprehensive range of treatment indications to fulfill patients' aesthetic aspirations.

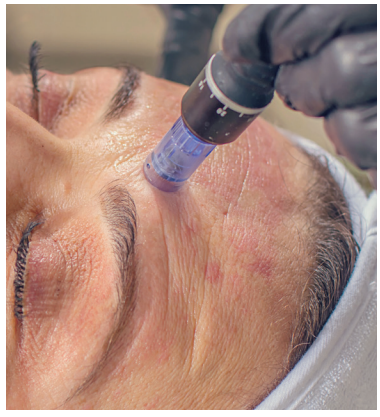
JUVÉDERM VOLUMA XC, is a key component of the JUVÉDERM Collection of Fillers. It provides natural-looking results, with approximately 90% of patients reported satisfaction with the natural appearance and feel of their temples three months post-treatment. Over 85% of patients noted overall aesthetic enhancement one month after treatment, with results persisting up to 13 months. 98% of patients who received temple treatment would recommend it to others. JUVÉDERM VOLUMA XC for temples demonstrates an acceptable safety profile and is approved for adults of all Fitzpatrick skin types over 21 years of age.

Clockwie from top: Image by puhhha; Vladislav; Africa Studio at Adobe Stock

DERMSQUARED & ADVANCED DERMATOLOGY ANNOUNCE STRATEGIC ALLIANCE

Advanced Dermatology, a distinguished network of dermatology practices, is collaborating with Dermsquared, the foremost dermatology education, information and services platform, to provide access to state-of-the-art personalized support for each of its clinicians via a digitally-enabled, proprietary platform. This centralized digital hub will house tailored educational content and tools to empower each clinician in delivering optimal patient care. The offerings will encompass in-person conference access, virtual live and on-demand programs, digital products and other utilities facilitating bidirectional communication between offices to share best practices.

Dr. Matt Leavitt, Executive Chairman and Founder of Advanced Dermatology and Cosmetic Surgery, stated, "We believe this collaboration with Dermsquared will expedite our ability to address the critical needs of our clinicians seeking education, information, and innovative solutions to advance their patient care capabilities. In partnership with Dermsquared, Advanced Dermatology will leverage the extensive expertise of our dermatology professional community in service of our mission to elevate patient care."



CANDELA MATRIX PRO RF FDA CLEARANCE FOR FACIAL WRINKLES

Candela Corporation, a leading global medical aesthetic device company, has received FDA 510(k) clearance for its Matrix system's Matrix Pro RF microneedling applicator for treating facial wrinkles in patients with Fitzpatrick Skin Types I-IV. This innovative radiofrequency (RF) platform offers comprehensive skin treatments through three distinct RF energy modalities. The Matrix Pro applicator utilizes short pulse RF microneedling to stimulate collagen and elastin production, reducing facial wrinkles. Its Depth Intelligence technology, real-time impedance monitoring, and ultra-thin microneedles deliver precise energy at multiple skin depths in a single insertion. FDA clearance was based on a retrospective study of 32 subjects, demonstrating clinically meaningful improvement in facial wrinkle appearance. Notably, 94% of participants rated their outcomes as 'much improved' or 'very much improved.'

3D BIOPRINTED REGENERATIVE BREAST IMPLANTS COMMENCE PRE-CLINICAL STUDY



CollPlant Biotechnologies, a pioneering regenerative and aesthetics medicine company, and Stratasys Ltd., a leader in polymer 3D printing solutions, announced the commencement of a pre-clinical study with 200cc commercial-sized regenerative implants printed on a Stratasys Origin 3D printer.

CollPlant's novel breast implants have been designed to regenerate an individual's natural breast tissue without eliciting an immune response and could provide a revolutionary alternative for both reconstructive and aesthetic procedures, which represents a significant portion of the overall $3 billion addressable breast implant market.

Since announcing their collaboration in April of 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 a successful one thus far, particularly in light of this recent announcement.

EVENTS

November 13–16, 2024 Medical Aesthetic Professionals Meeting, Fairmont Scottsdale Princess, Scottsdale, Arizona, Contact: Dee Smith at dee@gaconference.com, www.themapmeeting.com

November 7-10, Global Aesthetics Conference 2024, Loews Miami Beach Hotel, Miami, Florida, Contact: 877-220-1783, www.globalaestheticsconference.com

December 4–8, 4S Summit—The Aesthetic Success, Hyatt Centric, Fort Lauderdale, Florida, Contact: 424-666-9517, info@4ssummit.com, www.4ssummit.com

Clockwise from top: Image by scharfsinn86; allexxandarx 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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C. *Total paid and/or requested distribution*	5,081	3,970
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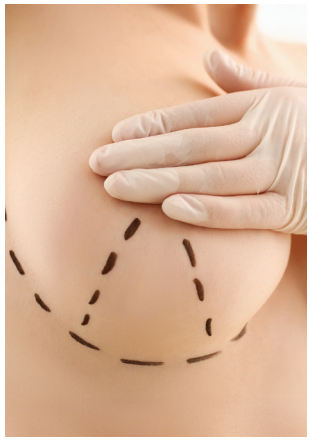

Motiva Revolutionizes Breast Implant Safety & Appearance

Newly FDA approved Motiva Implants enhance aesthetic outcomes while significantly reducing complications.

Recent data on breast augmentation surgery from Worldmetrix.org reveals a general mortality rate of 0.13%, with the United States reporting 20.7 fatalities per 100,000 procedures. Approximately one out of every 7,392 women dies within 30 days following breast augmentation. Furthermore, the death rate associated with complications from breast augmentation surgery that necessitate hospital readmission stands at about 0.22%.

Newly FDA approved Motiva Implants offer a safer alternative for breast enhancement procedures, demonstrating notably reduced rates of complications in comparison to existing breast implant options, while also delivering improved outcomes and visual appeal.

"With the FDA approval last week, we are experiencing high demand for Motiva Implants — both from surgeons and patients," said Juan José Chacón-Quirós, Founder and Chief Executive Officer of Establishment Labs. "The FDA approval came as we were attending the annual conference of the American Society of Plastic Surgeons. The response was overwhelming, and our team has already talked to more than 400 plastic surgeons post announcement. Since approval, we have already doubled our team to 25 sales reps across the United States, and our story of real innovation, backed by science and data, is resonating strongly."

The recent FDA approval of Motiva SmoothSilk Ergonomix and Motiva SmoothSilk Round breast implants for initial and reconstructive breast enhancement has paved the way for groundbreaking surgeries in the United States. Two board-certified plastic surgeons have taken the lead in performing these procedures: M. Bradley Calobrace, M.D., and Caroline A. Glicksman, M.D.. These medical professionals have become the pioneers in utilizing the newly sanctioned implants for breast augmentation operations within the country, marking a significant advancement in the field of plastic surgery.

"I have many patients that have been waiting a long time for Motiva approval, in some cases, for years," said Dr. Calobrace. "I was delighted to perform one of the first Motiva breast augmentations in the United States. The innovation in these devices not only enhances aesthetics outcomes, but also significantly lowers the rates of the complications we see with other devices. Motiva implants are a game changer."

The SmoothSilk surface technology incorporated in Motiva Implants has been shown to minimize post-operative inflammation and enhance biocompatibility. By addressing these concerns associated with current breast implant options, Motiva Implants' advanced safety features represent a significant step forward in meeting the need for safer breast augmentation alternatives, helping to mitigate the risks linked to the procedure.

In addition, the two implant styles available enhance the aesthetic appearance and results of breast augmentation procedures. The Motiva SmoothSilk Ergonomix is engineered to mimic natural breast tissue in feel, behavior and movement. It features a distinctive ergonomic form that adjusts to body movements, maintaining a teardrop shape while standing and a round shape when reclined. In contrast, the Motiva SmoothSilk Round Implants offer enhanced upper breast volume and suppleness, consistently retaining a full round shape regardless of body position.

"The plastic surgery community has waited more than a decade to offer breast augmentation patients in the United States something truly new," said Dr. Glicksman, Medical Director of the Motiva U.S. IDE Study and a clinical trial investigator. "Now, we can confidently offer our patients implants that have consistently shown low complication rates and high patient satisfaction." ME

Rebecca Lane is the managing editor of *MedEsthetics*.

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