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THE GUIDE FOR EXCELL… …AL AESTHETICS

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with Ashley Magovern, MD

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A Transformative 2025

As the incoming associate managing editor for *MedEsthetics*, I'm thrilled to begin 2025 in this new role in which I get to explore the latest trends and findings in the ever-changing realm of medical aesthetics. This year looks especially interesting for medical aesthetics as AI and medtech solutions evolve and M&A activity increases.

The rapid evolution of AI has made minimally invasive treatments more advanced and successful, significantly increasing the capabilities and applications of treatments and making them more accessible and sought-after. With AI able to input patients' unique medical history and data, including their genetics, surgeons will increasingly rely on AI to make real-time decisions in 2025 to improve accurate outcomes and reduce recovery time.

Minimally invasive treatments are attracting individuals who previously avoided medaesthetic procedures due to concerns about pain or downtime. The promise of subtle, natural-looking enhancements, combined with the convenience and minimal risks, is drawing in first-time patients seeking a more approachable and less intrusive way to address their aesthetic goals.

Finally, in 2025, as businesses pursue mergers and acquisitions, many will gain access to cutting-edge technologies that enhance their innovations in aesthetics. By partnering, both small and large companies will be better equipped to meet the growing demand for complex, minimally invasive procedures.

Here's to a transformative 2025, where possibilities are endless,

Jamie O'Toole



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How This Breakthrough Treatment is Changing Aging Forever

reverse®
by aerolase®

Aging gracefully is a goal shared by many, and the path to lasting skin health is constantly being redefined by advances in science. A groundbreaking innovation that combines the precision of laser technology with the power of both corrective and preventative rejuvenation is Reverse by Aerolase®, offering patients a truly transformative approach to achieving radiant, healthy skin.

Understanding the Science Behind Reverse by Aerolase

Reverse by Aerolase combines cutting-edge laser technology to rejuvenate and maintain skin health. Central to its efficacy is integrating 650-microsecond, 1064-nm pulsed Nd:YAG Neo Elite, and the 300-microsecond, 2940-nm Era Elite laser, allowing for deep penetration and controlled thermal delivery. This dual approach helps stimulate collagen production and replace the epidermis, which are crucial for reducing the appearance of fine lines, wrinkles, and overall skin laxity.

Detailed in a new publication (2024), combining the 1064-nm Neo Elite technology with the 2940-nm Era Elite laser achieved enhanced rejuvenation, offering an impressive option for patients seeking treatments with minimal downtime. Furthermore, a new study published in Lasers in Surgery and Medicine (2024) surveyed 50 dermatologists on patient outcomes with the 1064-nm Neo Elite laser. Results demonstrated significant improvements in skin tone, texture, and elasticity, confirming its effectiveness as a noninvasive corrective tool.

Corrective Care: Addressing Present Aging Concerns

Patients often present with visible signs of aging, including fine lines, pigmentation, and sagging skin. Reverse by Aerolase is designed to address these issues by harnessing a targeted approach:

- **Collagen Remodeling:** The 1064-nm wavelength reaches the dermal layer to stimulate collagen synthesis, which helps reduce the appearance of lines and wrinkles. This was supported by Pinski and Mannausa's (2017) presentation at the American Society for Laser Medicine & Surgery Annual Conference, where they showcased how non-ablative rejuvenation with the 650-microsecond pulsed laser significantly improved skin elasticity and smoothness.
- **Neocollagenesis by Aerolase®:** Specifically refers to the formation of new collagen. The Aerolase Neo Elite's energy stimulates the skin to produce new collagen to rejuvenate and repair itself, Geraskova et al (2024).
- **Minimized Pigmentation and Redness:** The laser targets melanin and hemoglobin, effectively reducing hyperpigmentation and vascular issues. As observed in clinical evaluations, patients experienced reduced pigmentation after one session, contributing to a more even and balanced skin tone.


Before Treatment


Immediately After Treatment


Morning After Treatment


5-Days Post Treatment

Preventative Aging: Proactive Maintenance for Youthful Skin

One of the standout features of Reverse by Aerolase is its preventative capabilities. By incorporating routine laser treatments, patients can slow the natural aging process, fostering sustained skin health:

- **Continuous Collagen Stimulation:** Regular treatments keep the skin's collagen production active, maintaining firmness and delaying the formation of deeper wrinkles. The long-term benefits are supported by research from Geraskova et al. (2024), which emphasized that combining microsecond technology with gentle ablation helps sustain skin integrity and youthfulness.
- **Improved Cellular Regeneration:** The unique wavelength combination in a single session prompts the skin's natural regenerative process, promoting healthy cell turnover. The survey in Lasers in Surgery and Medicine also noted that consistent treatments improved skin density over time, which is essential for long-term elasticity and resistance to environmental damage.

For practitioners looking to integrate an advanced laser solution that caters to both immediate corrective needs and long-term preventative care, Reverse by Aerolase presents an invaluable option. By leveraging the dual laser approach in a single treatment session, practitioners can offer patients a comprehensive approach that not only rejuvenates aging skin but also fortifies it against future damage. With clinical support highlighting its efficacy and minimal downtime, Reverse by Aerolase is well-positioned as a superior tool for aesthetic dermatology.

Citations:
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Photos courtesy of Skin Boss Med Spa



Before Treatment | Immediately After Treatment | 3-Days Post Treatment | 5-Days Post Treatment

Photos courtesy of Mariana Grijalva Vazquez, MD

Who's a Candidate for Reverse?

This is the perfect treatment for anyone who is looking to prevent signs of aging and for anyone with visual signs of skin aging. Regain naturally youthful skin and eliminates causative factors of aging through regular annual visits.

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Delivering Purely Transformative Results with Lira Clinical's® EXO-tech™

The fusion of science discovering nature's secrets has harmoniously met with Lira Clinical's® EXO-tech™, consisting of exosomes, peptides, phospholipids and liposolvation technology to achieve clinical correction.

Imagine a skincare technology that's not only innovative but also environmentally conscious, delivering unparalleled results while preserving the skin's natural barrier. The fusion of science discovering nature's secrets has harmoniously met with Lira Clinical's® EXO-tech™. This groundbreaking innovation uses the latest exosomes, peptides, phospholipids and liposolvation technology, redefining how skincare professionals achieve clinical correction for real people, with real results.

The Science Behind Exosomes

At the core of these innovations are bioauthentic exosomes: microscopic extracellular vesicles derived from natural sources. These tiny, membrane-derived messengers are game-changers in skincare, renowned for their ability to enhance cell-to-cell communication and deliver actives where they're needed the most.

Exosomes can be derived from either mammalian or plant sources. Mammalian sourced exosomes offer a broad communication channel for skin cells, like a parent would tell a child to "clean their room."

Plant-sourced exosomes are more specific with their communication and direction. In the same scenario, the parent would tell the child to "make your bed, put your clothes away and vacuum the floor." A defined set of instructions communicated from cell-to-cell provides distinct and measurable results for the practitioner and patient.

Lira Clinical® formulations contain plant-derived exosomes, crafted from upcycled apples. Utilizing alpha hydroxy acids (AHAs) found in apples promotes cellular renewal, reduce hyperpigmentation and leaves the skin smoother and brighter.

This technology is leading the charge in green chemistry as an ideal example of sustainability.



Apples and AHAs – Beauty Powered by Nature

Did you know that apples, long celebrated for their nutritional value, hold a secret for skincare too? Rich in AHAs, apples gently exfoliate the skin, removing dull, dead cells and leaving behind a glowing appearance.

Inspired by chemical peel treatments, AHAs work by reducing calcium ion concentration in the outermost layer of your skin, resulting in shedding and encouraging youthful cell regeneration.

Exosomes in Clinical Skincare:

Precision Targeting – Exosomes ensure actives reach the right skin cells for maximum efficacy.

Skin Regeneration – They encourage cellular renewal, leading to healthier, more radiant skin.

Sustainability – Natural, eco-friendly origins are the foundation of this advanced technology.

Images courtesy of Lira Clinical



Purely Transformative Results with EXO-tech™

Exo originates from the Greek word meaning outside. As the stratum corneum is the outermost layer of skin, EXO-tech™ assists healthy barrier activity. Lira Clinical® elevates the concept of skincare delivery with EXO-tech™, a proprietary platform offering four distinct systems.

Traditional chemical peels wound and damage epidermal bonds, affecting the skin's integrity and longevity. Lira Clinical® expands opportunities with non-traditional philosophies with purely transformative results at the forefront of every product formulation.

Key EXO-tech™ Advantages:

Hydroxysomes® Delivery

Non-liposome, non-nanoparticle microcarriers composed of a calcium and phosphate shell to transport ingredients into the skin. The outer elements are absorbed as micronutrients into the skin as they dissolve once they have created a pathway to the aqueous phase of the skin. You can find Hydroxysomes® technology in Lira Clinical's® PRO Retinal-Plus Treatment and PRO Refining Eye Crème.

Plant-Derived Exosomes Technology

Exosomes deliver results while supporting the skin with green chemistry practices. This sustainable method keeps efficiency high and the environment happy. PRO Refining Eye Crème is the flagship product with more to come in the Lira Clinical® Skincare System.

Phospholipid Delivery

Working with the skin's natural moisturizing factors (NMF), phospholipids enable actives to perform effectively while maintaining hydration and integrity. The BB Collection of global shades offers immediate skin restoration after heaving resurfacing procedures, while protecting skin with broad-spectrum SPF 30 protection, age-defying peptides and buildable color coverage

Liposolvation Technology

Liposolvation is a process to convert a bioactive itself into a lipophilic agent, allowing skin delivery without "dissolving" the stratum corneum. This provides positive bioactivity of active ingredients, while minimizing the opportunity f or inflammation.

Skin is visibly volumized and hydrated after a clinical treatment, sustaining a healthy barrier working with the skin's essential function. Ask about Exo Mandelic and Exo Retinoid protocols that can be incorporated into your clinical offerings.

EXO-tech™ doesn't just promise results—it delivers them, proving that groundbreaking science and environmental consciousness can work hand in hand.

Why It's Time to Revolutionize Your Skincare

It's no surprise that environmental aggressors like pollution, UV exposure and extreme weather conditions have taken a toll on our skin. The rise of sensitive skin demands a proactive approach that guards the skin's natural defenses, while addressing key concerns like hyperpigmentation, aging, acne and rosacea.

Lira Clinical's® EXO-tech™ offers precisely that—clinically-backed solutions tailored to bring out your best skin without compromise.

See the Results for Yourself

Prioritizing your skin doesn't mean settling for less. With exosomes leading a revolutionary change, your skincare routine stands at the intersection of innovation and sustainability. Whether you're fighting hyperpigmentation, protecting your barrier or just exploring the joys of eco-conscious beauty, Lira Clinical® products promise results you can see and feel.

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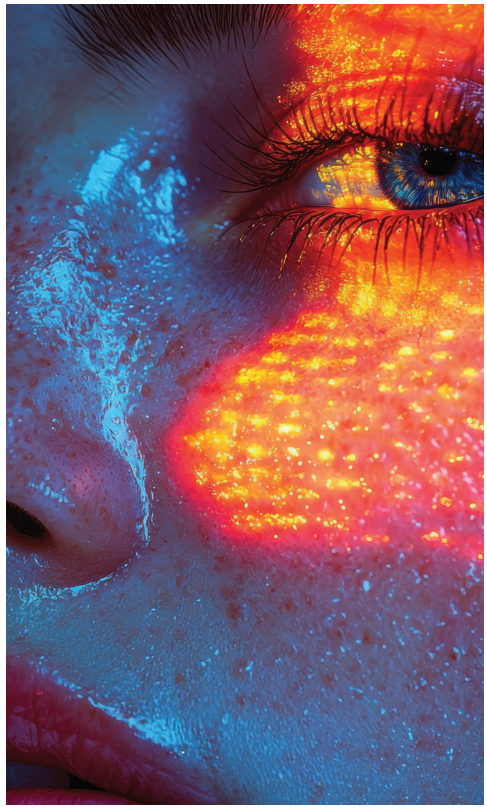
LATEST IN LITERATURE



"Sunxiety" Among Consumers

Veylinx conducted a comprehensive analysis of consumer preferences and price sensitivity regarding standard sunscreen formulations versus innovative variants with enhanced properties. The results illuminate an increasing public cognizance of photoprotection benefits and a demand for multifunctional solar defense products. Formulations incorporating anti-aging components elicit a 49% surge in consumer interest, followed by hydrating variants (33% increase) and those enriched with ascorbic acid (23% rise). These augmented benefits not only amplify demand but also elevate consumers' willingness to invest in superior photoprotection solutions.

While 71% relish solar exposure, 38% experience persistent unease during sun-soaking activities. A significant 60% report heightened photosensitivity, with 41% expressing dermatological apprehension. Recent Google Trends data indicates unprecedented search volumes for "what does skin cancer look like" and "sunscreen" in the United States. These metrics underscore an escalating trepidation surrounding UV exposure and underscore the imperative for sustained public education initiatives. The study's findings elucidate encouraging usage trends: 30% of respondents apply sunscreen daily during festival months, with an additional 21% utilizing it 5-6 times weekly. Moreover, 65% of consumers prefer formulations with SPF exceeding 40, indicating a robust demand for enhanced photoprotection. However, only 27% maintain year-round application, while 32% limit usage to sunny summer days, underscoring the necessity for continued education on perennial sun safety.

Hair Microneedling, Scalp Spas & the Rise of Scalp Wellness



According to a new Spate report, "the fastest growing hair services are scalp spas and hair microneedling," both of which target overall hair wellness via the scalp, particularly thinning and loss. As previously reported, "how to grow hair faster" and "why is my hair falling out" are two leading hair-related online queries. "Ninety-eight percent of respondents agree that healthy-looking and -feeling hair begins with the health of the scalp," noted a 2023 report from The Benchmarking Company. The report added, "According to 99% of those surveyed, she believes that hair health can be impacted by stress, nutrition and underlying health issues. She recognizes that scalp health is a critical component of having a healthy-looking head of hair."

A 2013 study reported that use of Minoxidil alongside a dermaroller treatment enhanced hair growth stimulation, compared to the medication alone. In particular, the technique was found to work well for those experiencing androgenetic alopecia, a progressive hair loss condition. Per Spate, hair microneedling searches have jumped nearly 60% year-over-year, driven by queries for hair growth. The more than 150% year-over-year jump in online searches and more than 29% quarterly increase in TikTok views related scalp spas also reflects interest in a healthy scalp, though for different reasons. Per Spate, interest in pro services is mirrored in the consumer product space, with scalp care SKUs enjoying a 286% jump in average weekly views over the last year.

From top: Image by Magnimage; dtatiana at Adobe Stock



Scar Treatments

Scars, whether from acne, burns, surgical incisions or other sources, are a common concern in medical aesthetics. Scarring can deeply affect a patient's confidence, mental health and quality of life, making effective treatment life-changing for many. We tapped our industry experts to get their insights on the latest trends and innovations in scar treatments.

"The latest trends in aesthetics and scar treatment are more and more focused on integrating regenerative skin care with invasive procedures – and plant exosomes are becoming a powerful player in this arena. Plant-derived exosomes are packed with growth factors, peptides and antioxidants that work synergistically to help accelerate skin renewal following treatments. When combined with microneedling, RF (radiofrequency) microneedling or laser resurfacing, they're showing promising results in enhanced healing, reduced downtime and amplified collagen production following treatment, as well as when combined with potent concentrations of All-Trans Retinol and other collagen stimulators. Microneedling remains a staple for treating acne scars due to its ability to stimulate natural skin repair, especially when paired with exosome enhancement. Fractional lasers and RF microneedling continue to evolve, offering more precise energy delivery that treats deeper scars with minimal surface damage. Additionally, new LED and microcurrent devices are being used post-treatment to soothe the skin and maximize exosome absorption, ultimately yielding smoother, more even skin texture."

—Angelia Inscoe, CEO and Founder of Induction Therapies

"The introduction of laser technology has revolutionized scar management in breast reduction surgery. Where traditional methods like silicone-based products and mechanical massage were once the standard, lasers like those from Aerolase offer a modern, effective alternative. With patient-reported outcomes backing the effectiveness and safety of these lasers, it is clear that Reverse by Aerolase protocol represents a significant step forward in minimizing postoperative scarring and maximizing patient satisfaction. The Reverse by Aerolase protocol harnesses the power of two state-of-the-art lasers: the Neo Elite and the Era Elite. Individually, each device yields remarkable outcomes, but their combined use significantly enhances the appearance of scar tissue, redness, texture and underlying pigment. By incorporating advanced laser technology, this protocol not only enhances the aesthetic outcome but also positively impacts the psychological well-being of patients. We can expect to see the role of laser therapy in postoperative care to become increasingly vital in achieving the best possible results for all patients."

—Aerolase, "Enhancing Confidence: Reverse by Aerolase for Scar Revision in Breast Augmentation & Reduction"

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INTRODUCTIONS



Carmell Cosmetics has innovated a bio-aesthetic skin care range—the **Carmell Secretome**—that utilizes existing biological pathways to replenish the natural building blocks of the skin by harnessing human proteins, peptides and bio-lipids extracted from platelet enriched plasma (PRP), rather than relying on synthetic proteins to support the skin's natural healing function.



Elevai Labs Inc. is expanding from skin care to hair care with its **S-Series Root Renewal System** that contains a three-part shampoo, conditioner and serum combining exosome and mitochondrial technology to target scalp and hair health at the cellular level.



Clothing 2.0, reportedly the first company to produce apparel with natural, pain-relieving properties, has partnered with the Marena Group, who provide medical-grade compression garments. The partnership brings a new innovation to the recovery process: post-surgical garments infused with over-the-counter pain-reliever.



DefenAge, an age-repair skin care company, has introduced an airless, cartridge-based system for the packaging of their **150K Hair Follicle Serum PRO**. The product packaging was designed to uphold the environmental responsibility of brand product waste while delivering an airless, mess-free pump to prevent contaminants.

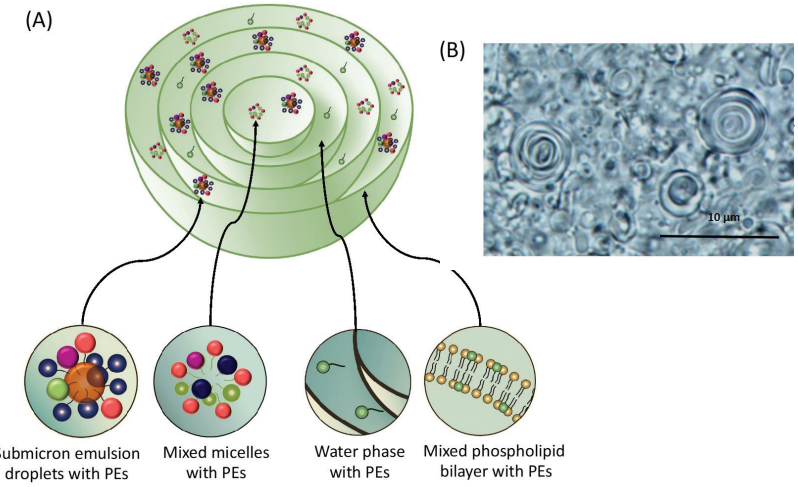
Images courtesy of Manufacturers; Clockwise from top: Image by mraorao; chinnarach at Adobe Stock



Maypharm Co., Ltd., a medical and dermo-cosmetic product manufacturer based in South Korea, has created the **Hyalmass Aqua-Exosome**, a hybrid filler. The filler combines hyaluronic acid, exosomes and PDRNa (polydeoxyribonucleotide)



LPG America has developed a Vitality, Stress, Sleep (VSS) treatment using the **Cellu M6 Alliance System** to target the lymphatic system and improve the effect it has on mental health.



Dermalogic Surgery, the journal of the American Society for Dermatologic Surgery, has published clinical data evaluating **Ourself Skincare**'s tiered-release vesicles (TRVs), highlighting that TRVs have the potential to enable the delivery of large, bioactive molecules directly into the epidermis and dermis.

Images courtesy of Manufacturers; Top: Image by Pixel-Shot; chinnarach at Adobe Stock

On My Medspa Radar: In the News

In this new regular dispatch, I'll be checking out some of my favorite topics that are impacting and shaping the medspa industry.

FDA Skepticism Over Unapproved GLP-1 Drugs for Weight Loss

The FDA says the party's over, or is it? If you've seen an unprecedented number of patients in tears lately, it may have something to do with the recent FDA ruling about dispensing compounded alternatives for semaglutide or tirzepatide[1]. On Dec. 19, the FDA changed its ruling in favor of Lilly and Novo Nordlsk and made it abundantly clear to patients of the potential risks.

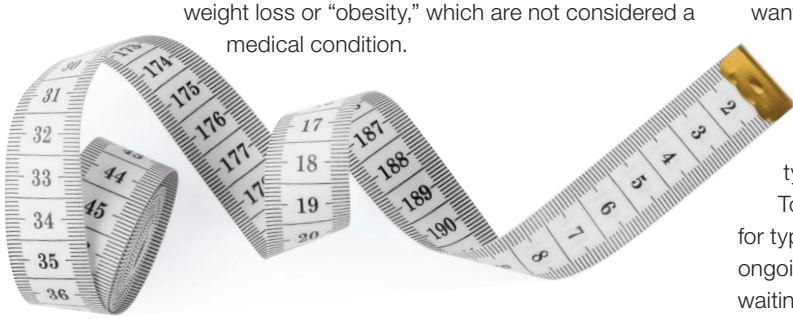


Ozempic provides a similar insulin response to people without type 2 diabetes.

The ruling is as follows:

- For a state-licensed pharmacy under section 503A of the FD&C Act compounding, distributing or dispensing tirzepatide injections within 60 calendar days from today's announcement, until Feb. 18, 2025.
- For outsourcing facilities under section 503B compounding, distributing or dispensing tirzepatide injections within 90 calendar days from today's announcement, until March 19, 2025.

While some insurance plans may cover these medications for diabetic patients or present with other serious conditions, most will decline to approve them for weight loss or "obesity," which are not considered a medical condition.



For example, at the time of this printing, the Single Care "discounted" price for Ozempic at the lowest dosage offered—2 mg/3 ml (0.25 or 0.5 mg/dose)—ranged from $822 at RiteAid all the way up to $962 at Costco Pharmacy.

According to plastic surgeon Mark Schwartz, MD, in New York City, who practices in the tony Upper East Side, "Although compounded GLP-1s may be substantially more affordable for patients, they can come with some risks if they are not monitored properly. To date, the retail price at most pharmacies for patients who are not diabetic and thus, not insured, is cost prohibitive for many people who want these medications."

According to the maker of Ozempic[2] at this time, in a pharmacodynamic study with adults with T2D treated with diet and exercise ± metformin, Ozempic provided a similar insulin response to people without type 2 diabetes.

To date, GLP-1 agonists are not currently FDA-approved for type 1 diabetes treatment. However, the research is ongoing[3]. This may prove to be the answer we have been waiting for to treat patients on-label.

From top: Image by Starmarpro; Andrey_Maksimov at Adobe Stock



Image by LIGHTFIELD STUDIOS at Adobe Stock

L'Oreal and K-Beauty: Perfect Together

In case you haven't been paying attention, Korea has been emerging as a key source for innovation in skin care and trendsetting ingredients at affordable prices. These include the coveted "glass skin" look, unique cleansing balms and refreshing toners, to name a few. In December 2024, L'Oreal Groupe announced its acquisition of the South Korean Dr. G skin care brand, which will be folded into the multinational giant's consumer products division.

New York dermatologist Jane Yoo, MD, FAAD, shares her insights about why this may be a game changer, having seen firsthand how the brand is experienced in her clinic.

"Dr. G is not just another 'me too' brand,'" she says. "They are keen to distinguish themselves in the U.S. market with a forceful presence under the L'Oreal umbrella—it offers something unique and is backed by science."

According to L'Oreal, Dr. G skin care is ranked as the no.1 Korean dermacosmetic brand, "known for providing dermatological solutions that understand the minds of people with skin problems."

According to a 2024 report from Landing, K-beauty's popularity comes down to its "innovative formulations and emphasis on natural ingredients," as well as general affordability, which has made it a favorite of millennials and Gen Z.

Landing reports that, "K-Beauty exports to the U.S. have doubled from $622.3 million in 2020 to $1.2 billion in 2023."[a] ME

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3. https://pmc.ncbi.nlm.nih.gov/articles/PMC5556578/

[a]*https://welcome.landinginternational.com/second-wave-of-k-beauty-report*



Wendy Lewis, president of Wendy Lewis & Co Ltd. (WI@wendylewisco.com), leads the strategic marketing communications firm and is the author of "*Aesthetic Clinic Marketing in the Digital Age*," 2nd edition (CRC Press).

BUSINESS CONSULT BY TERRI ROSS



7 Revenue Optimization Opportunities for Medical Aesthetics in 2025

Fluctuating demand and evolving patient expectations highlights a necessary focus on revenue optimization strategies that ensure sustainable growth in 2025 for medical aesthetics.

Although the medical aesthetics industry experienced a significant growth post-pandemic, a BCG analysis shows the industry can grow at a faster pace by putting the consumer first and focusing on customer service, as revenue and operating expenses grow disproportionately. Fluctuating demand and evolving patient expectations highlights a necessary focus on revenue optimization strategies that ensure sustainable growth in 2025.

By implementing tactical adjustments to pricing, patient engagement, staff training and operational efficiency, medical aesthetic businesses can not only survive but thrive beyond 2025.

Understanding the Current Market Landscape

The aesthetic market has seen immense volatility due to a combination of factors, including economic shifts, supply chain disruptions and changes in consumer behavior. Data from the American Society of Plastic Surgeons (ASPS) and industry reports suggest that patient spending on elective aesthetic treatments has declined (as of 2022), with many practices reporting lower booking rates and overall procedure volumes.

In response to this shift, my team and I advise our medical aesthetic practice clients to pivot by reassessing

Image by ARAMYAN at Adobe Stock

their financial models, enhancing patient experiences and diversifying service offerings. Below are seven practical strategies that can help optimize revenue in the face of these challenges.

1. Diversified and Tiered Pricing Structures

One of the most effective ways to safeguard and boost revenue in the midst of a market-wide downturn is by diversifying and optimizing pricing structures. Offering tiered pricing options can cater to a broader range of patient demographics, ensuring accessibility for budget-conscious patients while providing premium options for those willing to pay more.

How to Implement Tiered Pricing

- **Package services:** Including bundle services in treatment plans helps create value-driven packages that encourage patients to book multiple treatments. For example, combine retail products “pr”’ and “post”, along with a complementary hydrating mask with any laser treatment.
- **Membership programs:** Introduce membership programs offering exclusive discounts, loyalty rewards and perks. These memberships create recurring revenue while promoting patient retention.
- **Developing treatment plans:** During consultations, ensure your providers are trained to combine multiple modalities, which will ensure better treatment outcomes, higher revenue per hour and increased retention.

2. Focus on High-Margin Services

Not all treatments are created equal when it comes to profitability. Understanding which procedures generate the highest profit margins and aligning marketing efforts to promote these treatments can significantly boost revenue.

Actionable Steps to Implement

- **Evaluate treatment profitability:** Regularly assess the profit margins of each service by factoring in both direct costs–including COGs and labor–and indirect costs, such as marketing and overhead. This can help identify which procedures are truly driving profit.
- **Promote high-demand, high-margin treatments:** Focus marketing efforts on treatments like body contouring and laser resurfacing, as they tend to have higher profit margins.

By concentrating on high-margin services, practices can maximize revenue without overextending resources on less profitable treatments.

3. Enhancing Patient Retention and Experience

In a challenging market, retaining existing patients becomes more important than acquiring new ones. Loyal patients not only bring in repeat business but also serve as ambassadors for the practice, promoting it through word-of-mouth and online reviews.

Retention Strategies

- **Refine the patient journey:** From the first consultation to post-treatment follow-ups, every touchpoint in the patient journey should be seamless and personalized. Implementing a comprehensive patient journey roadmap ensures that patients feel valued and understood throughout their treatment process.
- **Loyalty programs:** Develop loyalty programs that reward patients for repeated bookings or referrals. This can include discounts on future treatments, free products, or exclusive access to new services.



Understanding which procedures generate the highest profit margins and aligning marketing efforts to promote these treatments can significantly boost revenue.

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While addressing immediate revenue concerns is critical, practices should also focus on long-term sustainability. Strategic planning helps practices weather economic downturns and remain competitive in an evolving market.

- **Personalized communication:** Use CRM tools to segment your patient databases based on treatment history and preferences. Sending tailored promotions and reminders can significantly increase patient engagement and rebooking rates.

A Harvard Business Review study shows that improving patient retention by just 5% can increase profits by 25%. So, investing in retention strategies remains one of the most cost-effective ways to increase revenue.

4. Maximizing Provider Productivity

A key aspect of revenue optimization is making sure that your providers are operating at maximum productivity. This involves not only improving scheduling but also training staff to enhance consultation and sales techniques.

How to Maximize Provider Efficiency

- **Implement advanced scheduling software:** Sophisticated scheduling systems can help optimize provider and treatment room utilization by minimizing downtime between appointments and maximizing the number of patients seen per day.
- **Sales and consultation training:** Equip your providers with sales techniques that enhance consultation effectiveness. I cannot emphasize enough the importance of sales training for your entire team, specifically training your providers in asking a series of questions, objection handling and the presentation of treatment plans to increase conversion rates and average treatment values.

Every provider and team member should be confident in developing a treatment plan, regardless of the price, and handling objections. This will directly impact revenue.

Increased productivity not only leads to higher revenue per provider but also enhances patient satisfaction by reducing wait times and providing more timely treatments.

5. Leverage Technology and Data Analytics

The use of technology is a cornerstone for optimizing both operations and revenue streams. Practices that utilize data analytics to track key performance indicators (KPIs) are better equipped to make informed decisions that drive growth.

Key Technological Solutions

- **Electronic medical records (EMR):** Capitalizing on the use of a robust EMR system not only streamlines patient care but also tracks financial data, making it easier to assess the profitability of treatments and patient acquisition costs.

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Focusing on long-term sustainability, strategic planning helps practices weather economic downturns and remain competitive in an evolving market.

- **Patient analytics:** Utilize data analytics to track patient demographics, treatment popularity, and ROI on marketing campaigns. Understanding these metrics helps tailor services and marketing strategies to the needs of your most profitable patients.

A 2024 McKinsey report found that businesses utilizing advanced analytics see a 5-10% increase in productivity–underlining the importance of adopting technology to optimize revenue.

6. Optimize Operational Efficiency

Operational inefficiencies can be one of the biggest drains on a practice's profitability. By refining workflows and implementing standard operating procedures (SOPs), practices can cut costs and improve service delivery.

Ways to Enhance Efficiency

- **SOP development:** Standardizing processes for everything from patient intake to post-treatment follow-ups ensures consistency and reduces errors. Efficient workflows save time, reduce staff burnout and increase patient satisfaction.
- **Inventory management:** Implement an automated inventory management system to avoid over-ordering or stockouts of critical supplies, which can lead to missed revenue opportunities.

By optimizing daily operations, practices can reduce waste and improve overall profitability.

7. Prepare for Long-Term Success

While addressing immediate revenue concerns is critical, practices should also focus on long-term sustainability. Strategic planning helps practices weather economic downturns and remain competitive in an evolving market.

Sustainable Growth Strategies

- **Create a 3-5 year strategic plan:** Outline clear revenue targets, operational goals, and growth milestones. A well-structured plan will guide decision-making and ensure the practice stays on track for long-term success.
- **Stay ahead of market trends:** Regularly review market data and adjust service offerings to meet emerging patient demands.

Ensuring Success in 2025

Being proactive and adapting to market changes with data-driven decisions is key to sustaining growth in an ever-evolving landscape. By implementing these strategies, practices can not only survive but continue to grow and succeed in the years ahead. ME



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

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Medspa M&A is Booming: Here's How to Successfully Sell

By diligently preparing your medspa for sale, you can increase its value, attract serious buyers and achieve a successful transaction.

By Francis Acunzo

The medspa industry is experiencing a surge in mergers and acquisitions (M&A) activity. Driven by factors like increased consumer demand for non-invasive cosmetic procedures, the entry of private equity firms and the desire of existing owners to exit the market, acquisitions are becoming increasingly common. Here's how you can prepare your business for acquisition and achieve the optimal sale conditions.

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Key Drivers of Medspa M&A

The medspa M&A market is expected to continue to grow in the coming years (as detailed by Solomon Partners[a]), driven by ongoing industry trends and the increasing involvement of private equity. As the industry evolves, we can expect to see further consolidation, with larger platforms emerging to dominate the market.

In May 2024, we saw Princeton Medspa Partners receive an infusion of $120 million from private equity firm BC Partners, which currently has approximately $40 billion in managed assets. In addition, we saw Medspa Partners and Cosmetic Physician Partners add locations in 2024. All three companies are actively seeking medspas to acquire.

What's driving these growth plans? A few key factors are at play:

Growing Consumer Demand: The aging population, coupled with a rise in social media influence and a greater focus on self-care, has fueled a significant increase in demand for non-surgical cosmetic treatments. This includes procedures like Botox and other toxins, fillers, laser hair removal, and various skin rejuvenation therapies.

Private Equity Investment: Private equity firms are actively investing in the medspa sector, recognizing its high growth potential. These firms bring significant financial resources and operational expertise, enabling acquired companies to expand rapidly.

Exit Strategies for Owners: Many medspa owners are seeking to exit the business, whether through retirement or to pursue other ventures. Acquisitions provide a viable exit strategy, allowing them to monetize their investment and ensure the continued success of their practice.

Consolidation and Scale: Acquisitions enable companies to achieve greater scale, leading to increased bargaining power with suppliers, improved operational efficiency and a stronger market position.

Benefits of Medspa Acquisitions

Expanded Market Reach: Acquiring another practice allows companies to enter new geographic markets or expand their service offerings to a wider customer base.

Increased Revenue and Profitability: Combining patient bases and leveraging economies of scale can significantly boost revenue and profitability.

Access to Talent and Expertise: Acquisitions can provide access to skilled personnel, including experienced practitioners, aestheticians and management teams.

Enhanced Technology and Infrastructure: Acquiring a practice with advanced technology or a strong operational infrastructure can provide a competitive advantage.

Challenges of Medspa Acquisitions

Integration Challenges: Successfully integrating two or more practices can be complex, requiring careful planning and execution to ensure a smooth transition and maintain patient satisfaction.

Cultural Differences: Merging different company cultures can be challenging, requiring effective communication and leadership to ensure a harmonious working environment.

Maintaining Quality of Care: It's crucial to maintain high standards of patient care and safety throughout the acquisition process, while also ensuring regulatory compliance.

Valuation Challenges: Accurately valuing a medspa can be complex, requiring a thorough understanding of the business, its financials and the competitive landscape.

Best Practices for Medspa Sales

Selling a medspa requires careful preparation to maximize its value and attract the right buyer. Here's a breakdown of key steps:

1. Enhance Business Operations:

Streamline Processes: Improve efficiency in areas like scheduling, inventory management and client communication.

Boost Profitability: Analyze financial statements, identify cost-cutting measures and explore new revenue streams (e.g., membership programs, retail sales).

Client Retention: Implement strategies to retain existing clients and attract new ones through loyalty programs, referrals and targeted marketing.

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Employee Training: Ensure staff is well-trained and knowledgeable about procedures, products and client service.

2. Prepare Financial Records:

Gather Financials: Compile 3-5 years of tax returns, profit and loss statements, balance sheets, and cash f low statements.

Clean up Records: Ensure all financial records are accurate, up-to-date and organized.

EBITDA Calculation: Determine your earnings before interest, taxes, depreciation and amortization to provide a clear picture of profitability.

3. Market Your Medspa:

Create a Professional Listing: Develop a compelling listing that highlights the business's strengths, unique selling propositions and growth potential.

Engage a Broker (Optional): Consider hiring a specialized med spa broker who can assist with valuation, marketing and negotiations.

Network: Attend industry events and connect with potential buyers within the healthcare and wellness sectors.

4. Due Diligence Preparation:

Gather Legal Documents: Compile leases, licenses, permits and any relevant contracts.

Prepare for Inspections: Ensure the facility is clean, well-maintained, and compliant with all safety and regulatory standards.

[a]https://solomonpartners.com/wp-content/uploads/2024/04/Solomon-Partners-MedSpa-Market-Overview.pdf



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Address Potential Issues: Identify and proactively address any potential liabilities or challenges that could deter buyers.

5. Negotiate and Close the Sale:

Find the Right Buyer: Select a buyer who aligns with your vision for the business and is financially capable of completing the transaction.

Negotiate Terms: Carefully review and negotiate the terms of the sale agreement, including price, payment structure and any post-sale obligations.

Complete the Transaction: Work with legal and financial professionals to finalize the sale and transfer ownership.

Additional Tips:

Maintain Confidentiality: Keep the sale process confidential to avoid disrupting operations and impacting client relationships.

Highlight Unique Selling Propositions: Emphasize what makes your medspa stand out from the competition (e.g., specialized services, experienced staff, loyal clientele).

Increase your Public Image: It's never too early to begin nurturing your public image. Securing a good public relations firm can be a strong first step toward generating trade and consumer press coverage that will make your business more attractive to potential investors.

Be Patient: Selling a business takes time. Be prepared for the process to take several months or even longer.

By diligently preparing your medspa for sale, you can increase its value, attract serious buyers and achieve a successful transaction. ME



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Manhattan
Dermatology



Images courtesy of Sinclair

A 360-DEGREE APPROACH TO SKIN HEALTH

with Ashley Magovern, M.D.

By Jamie O'Toole

Sponsored By Sinclair North America



Younger consumers focus on maintaining healthy, glowing skin via non-invasive treatments.

"It's about understanding that the skin is a reflection of the body's overall state, and by addressing those deeper issues, we can often achieve better, more lasting results."

Today's patients are looking for a dermatologist who can combine medical expertise with a wellness-driven mindset, blending science, nutrition and preventive care into one practice. For this reason, dermatologist Ashley Magovern, MD, follows a 360-degree approach to skin care at Manhattan Dermatology, pairing natural solutions with the latest science-based treatments.

A Wellness-driven Approach to Comprehensive Skin Care

"It's a truly functional medicine approach to the skin, connecting what's happening inside the body to what we see on the outside," Magovern says, taking into account intrinsic and extrinsic factors such as environment, emotions and lifestyle.

The Glow from Within program at Manhattan Dermatology was designed to analyze nutrition, diet, lifestyle, diagnostic lab results and personal goals. In this way, the program examines gut health, hormone panels and food sensitivity to identify underlying imbalances that could be affecting skin health.

Magovern pays close attention to medical history, factoring in iron and mineral levels, hormone balance and the gut microbiome by reviewing blood panels and diagnostics to uncover imbalances that might be manifesting in the skin.

The tests lend themselves to creating personalized nutrition counseling, supplementation and IV nutrient therapy to enhance overall wellness.

"It's about understanding that the skin is a reflection of the body's overall state, and by addressing those deeper issues, we can often achieve better, more lasting results," Magovern says.

Energy Based Technology Enhances Overall Skin Health

Supplementing the functional medicine approach, Manhattan Dermatology incorporates treatments like infrared and red light therapy to promote skin healing and boost collagen externally.

"That balance—bringing together expertise, empathy and innovation—is what makes our care truly comprehensive," Magovern says.

New technical innovation meets the needs of patients who seek noticeable improvements without extensive downtime, she adds. For instance, non-invasive light and energy-based devices have become essential tools in fulfilling this desire for quicker recovery, Magovern says, delivering strong outcomes while fitting into busy lifestyles.

To target all layers of the skin and accomplish a dewy glow, Magovern says she uses the Sinclair Préime DermaFacial aesthetic facial device to tailor treatment aligned with patients' unique skin. This five-in-one platform combines the Icon AquaB hydradermabrasion, Vibrox microdermabrasion, MicroT microcurrent, Collagen+ radio frequency and UltraB ultrasound technologies for comprehensive skin management. Furthermore, the energy-based device was designed to strengthen plump, glowing skin with no redness post-op.

Meanwhile, Magovern uses Sinclair's EnerJet, a treatment for skin remodeling without the use of needles, to stimulate the skin's natural repair process and deliver "therapeutic compounds" deep into the skin for firmer, more lifted skin.

The dermatologist also utilizes Sinclair's V-FR to improve the firmness and texture of the skin. The device



Advanced Fractional RF for Precise Ablation and Skin Resurfacing.



Ashley Magovern, M.D.

uses radiofrequency to reduce wrinkles, fine lines and acne scars, boosting skin health and tone to help with pigmentation and skin laxity.

"Energy-based treatments have become a cornerstone of our approach because they're effective, versatile and perfect for patients seeking results without major disruptions to their daily lives," says Magovern.

Younger Generations and Social Media Influence on Skin Health

The treatments Magovern provides are in part shaped by the realities of her patients, as well as generational influences.

"With so much of our lives happening on Zoom, FaceTime and social media, [younger] people are noticing their skin in a new way," Magovern says. "It's not just about concerns like wrinkles or pigmentation anymore—it's about wanting to look refreshed and feel confident."

These younger consumers focus on maintaining healthy, glowing skin via non-invasive treatments. Preventive care has also taken the interest of this demographic, Magovern says, a measure taken to get ahead of potential concerns that develop over time in age, utilizing treatments like light therapies and microneedling to prevent and delay signs of aging.

"[Younger people are] treating skin care like long-term maintenance—kind of like going to the gym, but for their skin," Magovern says.

A Thoughtful Approach to Comprehensive Care

It's the complexity of skin, and its reflection of what's happening inside the body, that drew Magovern to dermatology.

"I think a great dermatologist needs to have strong judgment—knowing not just what to treat, but also what not to treat," she says.

In her craft, where treating the skin blends science, artistry and connection, Magovern has realized that it's not the end goal to chase perfection, it's to address changes that may be bothering a patient, big or small, and leave them feeling empowered with knowledge about their skin, to use beyond their visit.

"Whether it's helping them understand a medical condition or guiding them on skin care routines, it's all about giving them tools that really work for their life," Magovern says. "...At the end of the day, it's about helping people feel radiant in their own skin by taking a comprehensive and thoughtful approach to their care." ME

Jamie O'toole is the associate editor of *MedEsthetics.*

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Creating Holistic Treatment Plans Using PRP Therapy

Creating a holistic treatment plan by combining PRP therapy with microneedling and fractional RF microneedling.

By Hong Huynh, R.N.

In the ever-evolving world of skin care and medical aesthetics, finding effective treatments that address a variety of concerns is crucial for achieving healthy, rejuvenated skin. One such innovative treatment is platelet-rich plasma (PRP) therapy, which harnesses the natural healing properties of your blood to promote cell rejuvenation and collagen production. Often used to reduce the appearance of wrinkles, scars and hair thinning, PRP therapy offers a versatile solution for those looking to enhance their skin's overall health and appearance.

There are numerous benefits of PRP therapy, and it's critical to understand how it can be combined with other treatments like microneedling and fractional radiofrequency microneedling to meet each patient's unique needs. These, in combination, represent the importance of a holistic treatment plan to achieve optimal, long-lasting results.



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A centrifuge separates platelets and plasma from other blood components.

What is PRP Therapy?

PRP therapy is the process of extracting the liquid part of blood, known as the plasma, along with platelets, from the other components. To create platelet-rich plasma, we take a blood sample and place it into a device called a centrifuge that rapidly spins the sample, separating out the other components of the blood from the platelets and concentrating them within the plasma. This serum is injected into an isolated area–often, but not exclusively, on the face and scalp—to stimulate the body's natural healing process. This is often used to reduce the appearance of wrinkles and scars, reverse sun damage or to help hair thinning. By increasing the concentration of growth hormones in the injection site, it promotes cell rejuvenation and collagen production.

Creating a Holistic Treatment Plan

When patient concerns are multifaceted, creating a holistic treatment plan can help them get the best results. Concerns like wrinkles, sun damage and skin texture can all be addressed with multiple different treatments, meaning that practitioners and patients are free to choose the option that will work best for a patient's individual body and lifestyle. That also opens up the possibility of using multiple treatments in combination to holistically treat multiple concerns—such as treating both wrinkles and skin texture—and get even better results than if you used just one.

Every person is different and will respond differently to each potential procedure, so medical aesthetics providers can help patients understand their options and create a treatment plan that's unique to them during the consultation process. Starting a patient's treatment with realistic and achievable goals is key to success and satisfaction.

Microneedling

Microneedling, also known as collagen induction therapy, is the process of finely puncturing the skin with very fine needles. This helps to promote collagen production as the skin begins to heal the wounds, reducing the appearance of wrinkles and age spots and smoothing skin.

When used in combination with PRP, this treatment can help further promote the production of collagen in patients' areas of concern. This will enhance and maintain overall results, as both treatments will help skin heal in various ways.

Fractional Radiofrequency Microneedling

Fractional radiofrequency microneedling is a skin-resurfacing technique that uses microneedles that emit radiofrequency waves to promote collagen production in the deepest layers of the skin. It can be used to reshape certain areas of the face and improve contours, which can, in turn, tighten and rejuvenate skin.

This treatment is frequently used to tighten skin and improve overall skin texture and tone, which works well in combination with PRP's rejuvenating effects of enhanced collagen production. By combining these two treatments,



From top: Image by Svitlana; Vladislav; at Adobe Stock

practitioners can improve multiple areas of the patient's skin on a reduced schedule, meet their skin goals sooner and get better overall results.

At-Home Skin Care to Enhance PRP Results

Having a comprehensive skin care routine and using products like cleansers, moisturizers and sunscreens can help enhance the effects of PRP and other skin care treatments. If sun damage is a concern, then ensuring that patients wear a daily SPF can help mitigate future damage and keep their skin fresh.

Staying hydrated and maintaining a healthy diet can also help patients maintain their results from PRP or other treatments. This will help their skin stay healthy and may allow them to go longer before needing further skin treatments to address potential damage.

Achieving Optimal Treatment Results

Achieving optimal treatment results with PRP therapy involves a comprehensive and tailored approach to skin care. By understanding the benefits of PRP in promoting cell rejuvenation and collagen production, patients and practitioners can appreciate its potential to address concerns like wrinkles, scars and hair thinning.

Integrating treatments such as microneedling and fractional radiofrequency microneedling can further enhance these effects, offering a holistic solution to multiple skin concerns. Patient consultations will help patients and medical aesthetics practitioners design a personalized treatment plan, ensuring that each patient's unique needs are met. Additionally, maintaining a diligent at-home skin care routine and healthy lifestyle will maximize and prolong treatment benefits.

With the right combination of professional therapies and daily care, practitioners can help patients achieve and sustain optimal skin health and rejuvenation. ME



Hong Huynh is the co-owner and a Registered Nurse at BCI Clinic, Ottawa's premier medical aesthetics and skincare provider. BCI Clinic has procedures ranging from pain management and healing aid to fat reduction and platelet-rich plasma (PRP) Therapy. Their care goes beyond medical purposes and also provides skin treatments such as facials made to enhance your natural beauty. Hong specializes in creating long-term skincare treatment plans for clients at the clinic.





How REGENERATIVE ESTHETICS Is Transforming Cosmetic Treatments

Esthetic medicine now harnesses the body's innate healing abilities using stem cell therapy, platelet-rich plasma and exosome treatments.

By Rebecca Lane

The field of aesthetic medicine is witnessing a groundbreaking transformation with the emergence of regenerative aesthetics. This innovative approach is revolutionizing the way practitioners address aging and cosmetic concerns, harnessing the body's innate healing abilities to achieve natural-looking results. By utilizing cutting-edge techniques such as stem cell therapy, platelet-rich plasma and exosome treatments, regenerative aesthetics is paving the way for more effective and long-lasting solutions in skin rejuvenation and tissue repair.

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As the demand for non-invasive and natural-looking cosmetic procedures continues to grow, regenerative aesthetics is poised to play a crucial role in shaping the future of the industry. This article delves into the fundamentals of regenerative aesthetics, exploring its key treatments and benefits for patients. It also examines current trends and future prospects in this exciting field, shedding light on how regenerative medicine is set to transform medical and aesthetic dermatology. By understanding the potential of regenerative aesthetics, practitioners and patients alike can make informed decisions about incorporating these advanced techniques into their treatment plans.

The Basics of Regenerative Aesthetics

DEFINING REGENERATIVE AESTHETICS

Regenerative aesthetics is an innovative branch of aesthetic medicine that focuses on harnessing the body's natural healing abilities to address aging and cosmetic concerns. This approach emphasizes the use of nonsurgical treatments to tighten, tone and revitalize the skin, promoting long-term skin health and restoring a youthful appearance. By utilizing natural ingredients and cutting-edge technologies, regenerative aesthetics supports the body's biological healing processes, offering a more holistic and sustainable solution to cosmetic concerns.



As an offshoot of regenerative medicine, regenerative aesthetics aims to enhance the body's innate system for natural repair and healing, particularly in the context of facial aging. This field recognizes that intrinsic aging takes its toll on the body, weakening cells' ability to automatically restore impaired tissue. In response, regenerative treatments offer natural interventions that stimulate cell-to-cell communication, triggering rejuvenation and repair.

Key Principles and Approaches

The fundamental principle of regenerative aesthetics lies in its ability to address a wide range of cosmetic concerns without resorting to invasive surgical procedures. Some of the key issues that regenerative aesthetics can effectively tackle include wrinkles, lax or sagging skin on the face and neck, enlarged facial pores, crepey skin, stretch marks, acne scars and surface discoloration. Additionally, these treatments may be recommended for conditions such as acne breakouts and rosacea.

Several regenerative aesthetic treatments have gained popularity in recent years. These include:

- **Platelet-Rich Plasma (PRP) and Platelet-Rich Fibrin (PRF):** These treatments utilize the patient's own blood components to stimulate tissue regeneration and collagen production.
- **Stem Cell Therapy:** This approach has shown commendable regenerative potential in managing skin issues and regional volumization. Some experts consider stem cell therapy to be a promising future solution for many aesthetic concerns.
- **Nanofat Grafting:** This emerging technique uses adipose tissue for lipomodeling, offering longer-lasting results compared to traditional fat grafting methods.
- **Exosome Treatments:** These cell-derived vesicles play a crucial role in cell signaling and tissue regeneration, making them a valuable tool in regenerative aesthetics.
- **Growth Factor-Based Skincare:** These products contain specific proteins that stimulate cellular growth and repair, promoting skin rejuvenation.
- **Polynucleotides:** These compounds help in tissue repair and regeneration, contributing to overall skin health and appearance.

The effectiveness of regenerative treatments depends on various factors, including the nature of the cosmetic concerns, the patient's age and health history and the provider's expertise. Practitioners often customize treatment strategies based on initial evaluations and detailed discussions of patients' cosmetic goals. Many aesthetic professionals are now adopting a multi-modal approach, combining various regenerative therapies with traditional treatments like injectables to achieve optimal results.

From top: Image by Thongdon_studio; Milos at Adobe Stock

As the field of regenerative aesthetics continues to evolve, it is transforming the landscape of medical and aesthetic dermatology. By offering natural, non-invasive solutions that work in harmony with the body's own healing processes, regenerative aesthetics is paving the way for more effective, long-lasting and holistic approaches to cosmetic enhancement and skin rejuvenation.

Key Regenerative Treatments in Cosmetic Procedures

PLATELET-RICH PLASMA (PRP)

Platelet-rich plasma (PRP) has emerged as a popular regenerative treatment in cosmetic procedures. This innovative approach utilizes the patient's own blood components to stimulate tissue regeneration and collagen production. PRP is created by spinning a blood sample in a centrifuge to concentrate platelets, which contain growth factors and proteins essential for healing and rejuvenation[1].

PRP injections have shown promising results in various aesthetic applications. For facial rejuvenation, PRP can improve skin texture, reduce wrinkles and enhance overall appearance. Studies have demonstrated that PRP can increase dermal elasticity, stimulate hyaluronic acid synthesis and boost collagen production, resulting in smoother and tighter skin[2].

In hair restoration, PRP injections have gained traction as a treatment for male pattern baldness and to stimulate hair growth after transplants. The growth factors in PRP can activate hair follicles and promote new hair growth[1].

STEM CELL THERAPY

Stem cell therapy has shown commendable regenerative potential in aesthetic medicine. These versatile cells have the ability to self-renew and differentiate into various cell types, making them valuable for tissue repair and regeneration. Adipose-derived stem cells, in particular, have gained popularity due to their abundance and ease of collection[3].

In skin rejuvenation, stem cells can promote collagen production, improve skin texture and reduce signs of aging. They have also shown promise in treating androgenetic alopecia and enhancing hair growth[1].

EXOSOMES AND GROWTH FACTORS

Exosomes, tiny vesicles secreted by cells, have emerged as a cutting-edge treatment in regenerative aesthetics. These membrane-bound structures contain growth factors, proteins and genetic material that can influence cellular behavior and promote tissue regeneration[4].

Exosome therapy has shown potential in various aesthetic applications, including skin rejuvenation, scar revision and hair restoration. Studies have demonstrated that exosomes can enhance outcomes in these areas by modulating cellular processes and promoting healing[4].



PRP is created by spinning a blood sample in a centrifuge to concentrate platelets, which contain growth factors and proteins essential for healing and rejuvenation.

Growth factors, often derived from platelet-rich plasma or exosomes, play a crucial role in regenerative aesthetics. These proteins stimulate cell growth, proliferation, and differentiation, contributing to tissue repair and rejuvenation[2].

MICRONEEDLING AND RADIOFREQUENCY

Microneedling, also known as collagen induction therapy, has gained popularity as an effective resurfacing and rejuvenating procedure. This technique uses multiple tiny needles to create microscopic holes in the skin, stimulating collagen and elastin production[5].

Radiofrequency (RF) microneedling combines the benefits of traditional microneedling with the added effect of radiofrequency energy. This innovative treatment delivers RF energy deeper into the dermis, enhancing skin tightening and addressing generalized skin laxity[5].

Studies have shown that RF microneedling can improve skin texture, reduce pore size and effectively treat acne scars. The combination of mechanical stimulation from the needles and thermal energy from RF waves results in more significant collagen remodeling and skin rejuvenation[6].

These key regenerative treatments in cosmetic procedures offer promising solutions for various aesthetic concerns, harnessing the body's natural healing processes to achieve long-lasting results.

Image by Vladislav at Adobe Stock



Radiofrequency (RF) microneedling delivers RF energy deeper into the dermis, enhancing skin tightening and addressing generalized skin laxity.

Benefits of Regenerative Aesthetics for Patients

NON-INVASIVENESS AND SAFETY

Regenerative aesthetics offers patients a range of non-invasive and minimally invasive treatments that harness the body's natural healing abilities. These procedures provide a safer alternative to traditional surgical interventions, minimizing risks and reducing recovery time. Treatments such as platelet-rich plasma (PRP) injections and stem cell therapies utilize the patient's own cells, eliminating the risk of allergic reactions or immune-mediated adverse effects[7]. This approach allows patients to achieve desired results without the discomfort and downtime associated with invasive surgical procedures[8].

LONG-LASTING AND NATURAL RESULTS

One of the most significant advantages of regenerative aesthetics is the potential for long-lasting and natural-looking results. By stimulating the body's own regenerative processes, these treatments can lead to gradual improvements that appear more natural than traditional cosmetic interventions. For instance, autologous fat transfer (AFT) provides permanent results, as the injected fat cells become incorporated into the treated areas[9]. Additionally, the use of exosomes and growth factors in regenerative treatments can enhance outcomes in various aesthetic applications, including skin rejuvenation and hair restoration[7].

IMPROVEMENT IN PSYCHOLOGICAL WELL-BEING

Regenerative aesthetic treatments have a profound impact on patients' psychological well-being. Studies have shown that these procedures can lead to significant improvements in self-esteem, confidence and overall quality of life[10]. Patients often report reduced appearance-related distress and enhanced social functioning following treatment[10]. The positive effects on mental health extend beyond mere physical improvements, with many individuals experiencing a renewed sense of self-appreciation and inner peace[11].

MINIMIZING AGING EFFECTS

Regenerative aesthetics plays a crucial role in addressing the signs of aging by promoting collagen production, reducing wrinkles and improving overall skin function[12]. Treatments such as microneedling and radiofrequency can effectively improve skin texture, reduce pore size and treat acne scars[7]. Moreover, regenerative approaches like stem cell therapies and exosome treatments offer promising solutions for combating age-related changes in the skin and soft tissues[11]. By targeting the underlying causes of aging, these innovative techniques provide patients with a more holistic and sustainable approach to maintaining a youthful appearance.

Current and Future Trends in Regenerative Aesthetics

INNOVATIVE TECHNIQUES AND TOOLS

The field of regenerative aesthetics is experiencing rapid advancements, with innovative techniques and tools emerging to address various cosmetic concerns. One notable development is the use of nanofat grafting, which offers a more natural approach to facial rejuvenation. This technique involves using the patient's own fat tissue, processed to create a fine, injectable substance rich in stem cells and growth factors[14]. Nanofat grafting has shown promise in improving skin texture, reducing wrinkles, and enhancing overall facial appearance.

Another cutting-edge approach gaining traction is the use of exosomes in regenerative treatments. Exosomes, tiny vesicles secreted by cells, contain growth factors and genetic material that can influence cellular behavior and promote tissue regeneration[15]. These cell-derived structures have shown potential in various aesthetic applications, including skin rejuvenation, scar revision, and hair restoration.

MARKET DEMAND AND PATIENT PREFERENCES

The demand for regenerative aesthetic treatments continues to grow, driven by patients seeking natural-looking results with minimal downtime. According to recent data, the regenerative aesthetics exosome products market is predicted to grow at an impressive 35.5% CAGR during the forecast period from 2024 to 2031[16]. This rapid growth reflects the increasing popularity of these innovative treatments among consumers.

Image by Svitlana at Adobe Stock

Patients are increasingly drawn to regenerative approaches that not only enhance their appearance but also promote long-term skin health. The concept of "precision cosmetic medicine" is gaining momentum, with treatments tailored to each individual's genetic makeup and specific needs[17]. This personalized approach aligns with the growing trend of holistic wellness and the desire for sustainable, long-lasting results.

FUTURE DIRECTIONS AND RESEARCH

The future of regenerative aesthetics looks promising, with ongoing research exploring new avenues for treatment. One area of focus is the development of gene editing techniques, such as CRISPR-based technology, which could potentially target multiple pathways of aging[17]. This approach holds the potential to slow down or even reverse tissue senescence, offering a revolutionary solution for facial rejuvenation.

Another exciting area of research involves the use of artificial intelligence (AI) in regenerative aesthetics. AI could streamline the design and testing of new therapies, predict treatment outcomes and personalize treatment plans based on individual patient characteristics[12]. This integration of technology with regenerative medicine has the potential to enhance the efficacy and precision of aesthetic treatments.

As the field continues to evolve, there is a growing emphasis on standardization and regulation. The International Society for Stem Cell Research (ISSCR) has set global standards for stem cell research and clinical translation, emphasizing the importance of high-quality cell processing and good manufacturing practices[14]. These guidelines aim to ensure the safety and efficacy of regenerative treatments, providing a framework for responsible innovation in the field.

In conclusion, the landscape of regenerative aesthetics is rapidly evolving, with innovative techniques, growing market demand and promising research directions shaping the future of cosmetic treatments. As these advancements continue, patients can look forward to more effective, personalized, and natural-looking solutions for their aesthetic concerns.

Conclusion

Regenerative aesthetics is causing a revolution in the world of cosmetic treatments, offering a fresh approach to address aging and beauty concerns. By harnessing the body's natural healing abilities, these innovative techniques provide patients with safe, non-invasive options that yield long-lasting and natural-looking results. The use of cutting-edge treatments like stem cell therapy, platelet-rich plasma, and exosomes has an impact on not just physical appearance but also patients' overall well-being and confidence.



Growth factors, often derived from platelet-rich plasma or exosomes, stimulate cell growth, proliferation and differentiation.

As the field continues to grow, we're seeing exciting developments in techniques and tools, along with a rising demand for these natural solutions. Looking ahead, the future of regenerative aesthetics seems bright, with ongoing research into gene editing and AI-assisted treatments promising even more groundbreaking advancements. This evolving landscape offers hope for more effective, personalized, and holistic approaches to beauty and skin health, paving the way for a new era in aesthetic medicine. ME

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The ‘Snatched’ Silhouette: Revolutionizing Body Contouring with Rib Repositioning

By reshaping the skeletal framework, rib repositioning achieves results that are natural, elegant and harmonious with the patient’s overall body contour.

Body contouring was one of the hottest aesthetic trends of 2024, yet some are seeking further refinement to achieve the coveted “snatched” silhouette, leading them to seek rib repositioning.

Body contouring was one of the hottest aesthetic trends of 2024, especially in the wake of the weight loss revolution. Patients are embracing their fabulous new looks, yet some are seeking further refinement to achieve the coveted “snatched” silhouette. For years, individuals with naturally square or boxy frames often heard there wasn’t much to be done structurally beyond traditional methods. That is, until now.

Enter rib repositioning—a cutting-edge, minimally invasive procedure that reshapes the waistline by targeting the lower ribs (10th, 11th and 12th). This innovative approach offers a safe and effective way to achieve a sleeker, more contoured figure without the long recovery times or risks associated with traditional rib removal surgeries.

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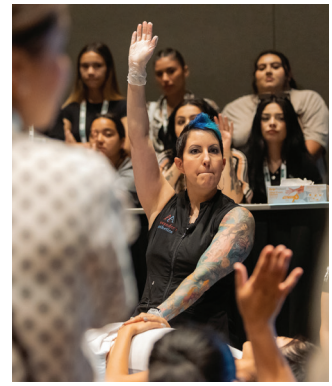

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How Rib Repositioning Works

The secret to rib repositioning lies in advanced ultrasonic technology. Through a small incision, typically no larger than a liposuction port, surgeons gain access to the targeted ribs. Using precise ultrasonic tools, they create a controlled "greenstick fracture" on one side of the rib, allowing it to be gently repositioned inward. This technique narrows the waist by up to 1-2 inches on each side, creating a beautifully tapered and athletic appearance.

Unlike older, more invasive methods that were associated with extensive recovery and significant risks, this new approach is far more refined. By reshaping the skeletal framework, rib repositioning achieves results that are natural, elegant and harmonious with the patient's overall body contour.



Goodbye to Overfilling, Hello to Sculpted Sophistication

In the past, body contouring often focused on adding volume—whether through fat transfers to the buttocks or hips—to create exaggerated curves. Today's aesthetic trends have shifted dramatically.

Patients are now prioritizing a sleek, balanced look, often described as the "pilates body": fit, toned and naturally fabulous. Rib repositioning is perfectly aligned with this modern aesthetic, offering subtle but striking results that enhance the body's natural shape.

*A greenstick fracture occurs when a bone bends and cracks but does not break into separate pieces.

By refining the waistline and creating smooth transitions between the torso and hips, rib repositioning helps patients achieve a proportionate and athletic appearance. For some, this procedure may be combined with targeted fat transfer for additional contouring. For others, rib repositioning alone delivers the transformational results they desire.

Why Rib Repositioning is a Game-Changer

What makes rib repositioning so exciting is its ability to address an area that was previously thought to be untouchable—the skeletal framework. Much like the evolution of facial aesthetics, where the emphasis has shifted from overfilling to sculpting and contouring, body aesthetics are now embracing refinement and balance.

Rib repositioning provides a groundbreaking way to achieve a look that is both dramatic and natural, offering patients a new level of confidence in their appearance.

"By refining the waistline and creating smooth transitions between the torso and hips, rib repositioning helps patients achieve a proportionate and athletic appearance."

If your patient has worked hard to achieve their ideal body but feel their frame still holds them back, rib repositioning could be the perfect solution. With its minimally invasive approach and incredible results, this innovative procedure is reshaping more than waistlines—it's reshaping what's possible in aesthetic medicine. ME



Johnny Franco, M.D., is a board-certified plastic surgeon and owner of Austin Plastic Surgeon with an impressive history of publications, presentations, and accolades, including the Merck Index Award and the Walter S. Haven Prize. He is an active member of the American Society of Plastic Surgeons, the American Society of Aesthetic Plastic Surgeons, and the Austin Society of Plastic and Reconstructive Surgeons. He is currently Clinical Faculty at The University of Texas Dell Medical School. He also is a reviewer for the Aesthetic Journal and Annals of Plastic Surgery, where he reviews articles for publication from other plastic surgeons worldwide.

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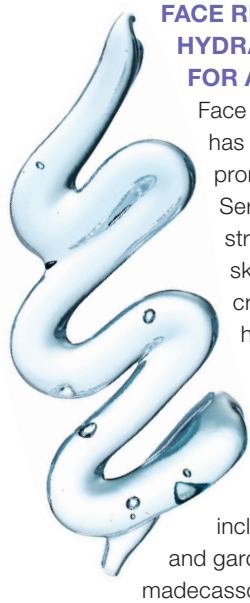
DR. MIAMI: BLISS IMAGINE ENABLES PATIENTS TO VISUALIZE RESULTS BEFORE COMMITMENT, MATCHES SURGEON ACCORDING TO BUDGET, GOALS



Bliss, an online platform designed to pair patients with a surgeon based on preferences and budget, has reportedly produced the first AI-generated visualization tool, Bliss Imagine, for patients to see outcomes before the commitment. The Bliss Imagine feature conjures a preview of a patient's potential results, setting realistic expectations before they invest in consultations. The Bliss platform also allows patients to design their profile according to skin conditions, desired aesthetic outcomes and budget parameters to align their needs with the applicable surgeon who can achieve their vision, within their own individual parameters. Patients will also have the opportunity to fill out a detailed questionnaire to determine their preferences.

FACE REALITY DEVELOPS BARRIER HYDRATING GEL BACKED BY PLANTS FOR ACNE-PRONE SKIN



Face Reality, an acne skin care brand, has created a lightweight gel for acne-prone skin, the HydraRemedy Gel Serum, which focuses on hydration to strengthen its barrier and support the skin microbiome. The solution was crafted for all skin types, containing hyaluronic acid, a "tri- recovery complex" and "phyto-ceutical blend." The Tri-Recovery Complex includes beta glucan, ceramides and prebiotics. The phyto-ceutical blend integrates plant-based ingredients including bisabolol, arnica montana and gardenia flower extracts, asiatic acid, madecassoside and asiaticoside, derived from the centella asiatica plant.

PLANT-DERIVED ISOFLAVONES SHOW EFFECTIVENESS IN YOUNG PHARMACEUTICALS TREATMENT FOR MENOPAUSAL SKIN

Young Pharmaceuticals, a product developer for dispensing dermatologists, has formulated a topical solution with soy isoflavones for estrogen-deficient skin, a common issue found in perimenopausal and menopausal skin: the RevEstro Balancing Night Cream. The RevEstro combines soy isoflavones with a growth factor and barrier replenishing lipids to deeply hydrate and fortify the skin barrier. The cream contains niacinamide, a form of vitamin B3 to enhance barrier function for improved hydration, while vitamins C, E and ferulic acid ester combined with peptides support the production of structural proteins such as collagen and elastin.

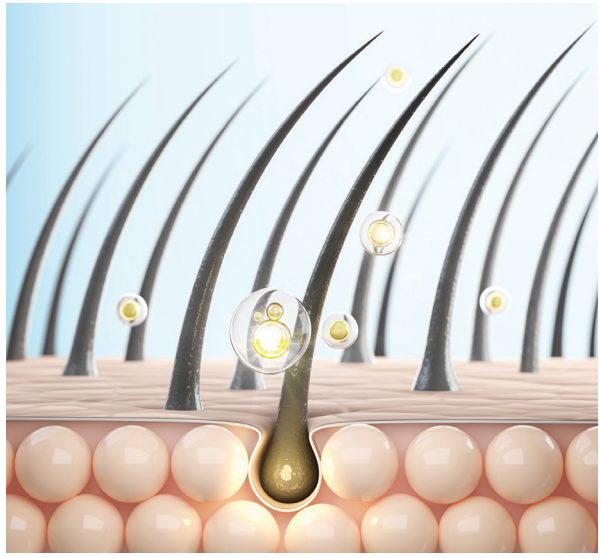
CHIC MD PLATFORM CONNECTS SOLO ESTHETICIANS WITH MEDICAL-GRADE SKIN CARE & EDUCATION



Helen Coquin founded Chic MD, an online sales and education platform, to provide solo estheticians access to medical-grade skin care products and business training in the effort to bridge the gaps solo estheticians experience in the development of their careers. Chic MD members gain access to 24 product lines, featuring medical-grade skin care, skin care tools, hair growth supplements and makeup resources, as well as a sales channel that allows commission. On the education front, members can access product knowledge, sales techniques and business skills delivered through podcast-style interviews, short videos and coaching sessions.

CLOCKWISE FROM TOP: IMAGE COURTESY OF BLISS; IMAGE BY INSTA_PHOTOS; KAEDEEZIGN AT ADOBE STOCK

ELEVAI LABS ENTERS HAIR CARE MARKET, LAUNCHES ROOT RENEWAL SYSTEM



Elevai Labs Inc. is expanding from skin care to hair care with its S-Series Root Renewal System that contains a three-part shampoo, conditioner and serum combining exosome and mitochondrial technology to target scalp and hair health at the cellular level. The Root Renewal system has shown effectiveness in hair thinning, reducing scalp inflammation and recovery of dormant hair follicles.

ABBVIE COMPANY LAUNCHES BUSINESS EDUCATION FOR PRODUCT PROVIDERS

Allergan Aesthetics, an AbbVie company, has launched a free online business education curriculum for providers, an addition to their digital Allergen Medical Institute. The business education curriculum includes four courses with e-training, each under 30 minutes. The courses address key business principles based on a clinic's tenure to sustain business growth and patient loyalty for providers by supporting the use and knowledge of Allergan Aesthetics products.

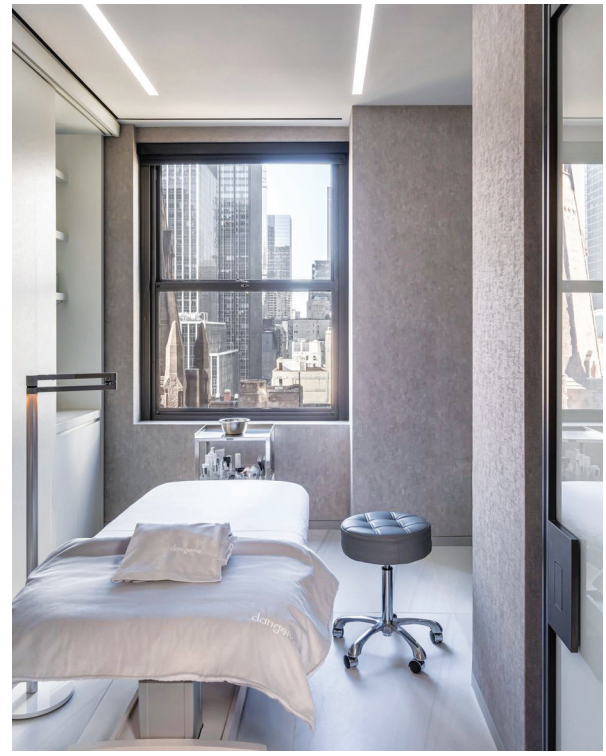
AESTHETIC PARTNERS LAUNCHES AP ACADEMY FOR NEW & SEASONED MEDICAL AESTHETIC PRACTITIONERS

Aesthetic Partners, a company that partners with plastic surgery and medical aesthetic practices to support their business development professionally and financially, has launched its AP Academy. The program was created to build technical skills while creating career opportunities and leadership growth for medical aesthetic practitioners. The modules cover topics of aesthetic medicine, operational excellence and customer service.

OURSELF'S TIERED-RELEASE VESICLES REPORTEDLY EFFECTIVE IN DELIVERING INGREDIENTS TO DERMIS

Dermalogic Surgery, the journal of the American Society for Dermatologic Surgery, has published clinical data evaluating Ourself Skincare's tiered-release vesicles (TRVs), highlighting that TRVs have the potential to enable the delivery of large, bioactive molecules directly into the epidermis and dermis. TRVs provide deep ingredient delivery, sending larger molecules and peptides directly to the outer layer of the skin to improve loss of volume, lines and wrinkles, and uneven pigmentation.

DANGENE MEDICAL SPA FULL BODY CUSTOMIZED TREATMENTS



In today's medspa environment, caring for clients requires bespoke treatments, not menus. Dangene Enterprise, a former LA facialist and founder of Dangene medspa in New York, created personalized treatments that integrate a head-to-toe analysis, targeting signs of skin conditions above and below the neck. Enterprise says she integrated head-to-toe analysis in her medspa—focusing on the entire body—because skin aging occurs due to both intrinsic factors, such as genetics, age and gravity, as well as extrinsic factors, including lifestyle, behaviors and environmental exposure. All of these reveal themselves in an array of skin conditions all over the body.

CLOCKWISE FROM TOP: IMAGE BY ANUSORN AT ADOBE STOCK; IMAGE COURTESY OF DANGENE MEDSPA

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Why the Medical Aesthetics and Med Tech Industries May See Further M&A Consolidation

Merger activity occurs when two entities consolidate into one, whereas an acquisition involves one company taking over ownership of another. Madison Dini, a partner in commercial and business litigation practice law, says M&A activity will most likely take place in the medical aesthetics industry due to the current landscape consisting of manufacturers and technology providers all competing for the same customer base, leading to economic pressures and missed revenue targets, she adds.

"In this environment, M&A becomes a necessary tool for companies looking to acquire competitors, streamline operations and maintain growth trajectories," Dini says. "Consolidation would allow market leaders to emerge stronger and better positioned for long-term success."

Statista reported that mergers and acquisitions have become integral to corporate growth as companies gain access to new markets and enhance technological capabilities. Laurel Mintz, founder of Elevate My Brand, says specifically in medical aesthetics, there has been less space for the 'little guy' as the cost of doing business has increased significantly.

"I feel that only those who are multi-unit and even national in scale have the resources to maintain staff, marketing and source the best trends in the industry," Mintz says.

How Big Guys Vs. Little Guys Thrive in M&A Activity

With M&A activity expanding market reach and allowing access to new technologies, consolidation, Dini says, anticipates greater opportunities for existing business owners to buy into larger entities or join multi-practice ownership structures.

Consolidation could allow smaller businesses to align with larger organizations to leverage capital, operational support and scalability, Dini adds. Mintz says independent practitioners struggle with machine and real estate expenses as they grow their consumer base, which is a 'barrier to entry' that larger businesses do not face.

While small businesses gain an advantage of survival, Mintz says, larger businesses are able to launch markets in areas they're unfamiliar.

"Buyouts for smaller struggling companies can be a good thing for those who are trying to exit and oftentimes these are earn out deals or acquihire situations," Mintz says. "[T]his is especially helpful for larger companies looking to launch in markets they are unfamiliar or unknown in."

Dini adds that while it may make standalone ownership more challenging, it creates pathways for growth and stability within larger, well-capitalized networks.

Broader Offerings Appeal to Patients and Practitioners in 2025

With technology quickly advancing, particularly as AI integrates into precision accuracy and personalization features, the medtech industry may expect an uptick in M&A activity. This activity will also be spurred on as larger businesses invest in smaller ones to access cutting-edge technology and products to offer a broader, more extensive menu of treatment options that address an array of conditions to a wide range of patients in a competitive market.

In 2025, Dini expects medspas and plastic surgeons to focus on maximizing their investments in companies that offer more than just capital equipment, prioritizing partnerships with businesses that deliver diverse revenue streams, recurring income opportunities and comprehensive service offerings.

"For patients, this M&A activity will likely result in expanded treatment options, enhanced access to innovative technologies and improved service delivery as providers leverage economies of scale to offer a broader range of high-quality solutions," Dini says. ME

Jamie O'Toole is the associate managing editor of *MedEsthetics.*

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