

MedEsthetics®

THE GUIDE FOR EXCELLENCE IN MEDICAL AESTHETICS

March 2025
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VITAMIN C AND E FOR UV PROTECTION

with C-Boost Mela Even Cream

Medspas Embrace Budget-Friendly Options to Attract Price-Sensitive Patients

PLUS:

- Baby Facelift's Subtle Revolution
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Tetiana Vasyliuk is the founder of "Laser Time Studios" in Europe and Austin, Texas, USA. With over ten years of experience, Tetiana has successfully treated over 2,000 clients, providing them with a long-lasting solution to unwanted hair. Her individualized approach ensures optimal results by considering skin type, hair structure, and unique physiological factors for every client.



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TETIANA VASYLIUK
Laser Hair Removal Specialist, Austin, TX

CLINICAL EXCELLENCE IN FITZPATRICK IV LASER HAIR REMOVAL:

Courtesy of Tetiana Vasyliuk & Zemits QuiDion QDC Diode Laser

CASE 1: Eliminating Stubborn Hair Growth on the Chin



Client: Female, 37 y.o.

Fitzpatrick Skin Type IV

Treatment Area: Chin

Concerns: Excessive hair growth, requiring frequent shaving, leading to irritation

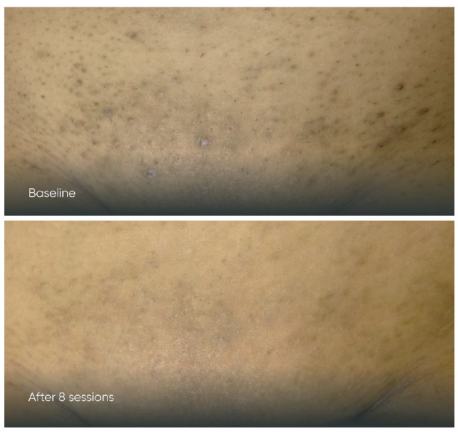
Treatment Plan:
8 sessions performed at 4-6 week intervals

Recommended maintenance:
Personalized skincare routine with moisturizers and SPF protection to maintain results.

Results:

- Hair was successfully removed, eliminating the need for daily shaving.
- The client reported no post-treatment irritation.

CASE 2: Resolving Ingrown Hairs and Folliculitis in the Bikini Area



Client: Female, 35 y.o.

Fitzpatrick Skin Type IV

Treatment Area: Brazilian

Concerns: Chronic ingrown hairs, folliculitis, and inflammation

8 sessions performed at 4-8 week intervals

Recommended maintenance:
One session every 6-8 months to prevent regrowth.

Results:

- Significant reduction in inflammation and complete resolution of ingrown hairs after three sessions.
- Skin texture improved, becoming smoother and more even-toned.

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Safeguarding the Skin from UV Rays



Sun protection is essential for safeguarding the skin from long-term damage caused by harmful UV rays, including hyperpigmentation, wrinkles and signs of premature aging. UV rays penetrate the skin, triggering an inflammatory response. Incorporating bioactive ingredients that support the skin's natural processes has been found to protect the skin from UV damage and restore its health.

Antioxidants, particularly, work by strengthening the skin's natural defenses, repairing damage and reducing the visible signs of sun exposure. As global warming indirectly makes UV rays more intense, sun protection beyond SPF becomes crucial; however, aesthetic treatments and procedures make the skin even more vulnerable to environmental damage, making protection vital.

After aesthetic treatments, the skin is often in a state of recovery, with the outer layers compromised or freshly treated, making it more sensitive to UV radiation. This increased vulnerability can lead to greater risk of irritation, pigmentation change and long-term skin damage if not properly protected from the sun.

Although it's March when you're reading this, UV rays are still prominent in winter, as they can reflect off snow, ice and other surfaces, intensifying exposure. Even on cloudy days or when temperatures are low, UV rays can cause skin damage, making protection essential year-round.

In this issue we delve into ingredients shown to protect against UV rays and support epidermis cell function to prevent discoloration and premature aging.

Cheers to sunny days and winter melting away,

Jamie O'Toole

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VITAMIN C AND E FOR UV PROTECTION:

The Science Behind Focus Care Radiance+ Intense C-Boost Mela Even Cream

by Jamie O'Toole

Environ Skin Care's Focus Care Radiance+ Intense C-Boost Mela Even Cream is formulated to enhance the effects of the skin's natural vitamin C production, targeting the appearance of hyperpigmentation and premature aging caused by UV exposure. Packed with ascorbyl tetraisopalmitate–an oil-soluble derivative of vitamin C that converts into ascorbic acid within the skin–the cream works to support the benefits of the skin's antioxidant defense system against environmental damage and hormonal pigment for complexion radiance.

While vitamin C, an ascorbic acid, is one of the most well-known forms of vitamin C, ascorbyl tetraisopalmitate is the most stable, says Candace Noonan, director of education at DermaConcepts.

Lipid-Soluble vs. Acid-Based Formulas: The Battle for Optimal Vitamin C Activation

Ascorbyl tetraisopalmitate is a form of vitamin C encapsulated in fat, Noonan says—a delivery method scientifically proven to carry 10 times more vitamin C to the skin where it is needed. As a lipid-soluble ingredient, the skin readily accepts ascorbyl tetraisopalmitate in comparison to the acid form of vitamin C, as the skin has a much harder time diffusing it.

A recent JAAD study[1] explains that the acidic form of vitamin C has low skin penetrance, instability due to oxidation and potential irritation. However, faster percutaneous absorption of ascorbyl tetraisopalmitate, due to lipid solubility, has better stability and lower irritancy.

Pigmentation, a natural process in the skin, is influenced by genetics, Noonan says. The body creates pigment daily to shield the skin from environmental factors. However, excessive exposure to elements like sun and UV radiation can push the skin to produce more pigment than usual to protect itself.

"Vitamin C is a crucial ingredient for restoring your skin to its healthy state of balance," says Noonan.

The goal isn't to eliminate pigmentation entirely—a natural and essential process of the skin dictated by your genetics. Noonan says the issue arises when this process becomes overactive, leading to hyperpigmentation, often triggered by hormonal changes or UV exposure.

"By using natural ingredients like vitamin C and vitamin E, the focus shifts to restoring balance and managing the effects of pigmentation production, rather than stopping it altogether," Noonan says.

Supporting the Melanocyte and Keratinocyte Function in the Skin

Keratinocytes are the primary type of cell found in the epidermis, the outermost layer of the skin.

These cells begin in the basal layer, maturing, changing and growing until they ultimately form the "tiles" on the roof of your skin, creating a compact barrier against the environment, Noonan says.

Working in tandem with keratinocytes are melanocytes—pigment-producing cells. Based on genetics, melanocytes generate pigmentation daily to protect the skin from UV

Images courtesy of Environ/DermaConcepts

radiation. Throughout life, Noonan says exposure to sunlight can amplify this process, resulting in increased pigment production.

The Mela Even Cream, containing vitamin C and E, supports the effects of melanocyte and keratinocyte function by providing antioxidant protection, enhancing the benefits of collagen synthesis and healthy cell turnover, maintaining the appearance of the skin's structure and tone, Noonan says.





Antioxidants' Role in UV Exposure Protection

Vitamin C is an essential nutrient, lightening existing pigmentation and acting as a tyrosinase inhibitor, Noonan says—a substance responsible for the production of melanin, helping reduce pigmentation and prevent dark spots on the skin.

"While most pigmentation products focus on this aspect, it's advisable to include more than just this ingredient in your strategy against pigmentation, as there are several steps in the melanogenic process that contribute to pigmentation beyond tyrosinase activation," Noonan says.

As vitamin C neutralizes free radicals generated by sun rays, donating electrons to prevent them from damaging skin cells, the Mela Even Cream also blends vitamin E. Science has shown vitamin E enhances the lipid phase of antioxidant protection, Noonan adds, as the vitamin is essential for keeping the cellular membrane protected.

"[Vitamin E] results in more hydrated-looking skin, improved skin texture appearance, enhanced look of skin elasticity, and protection from harmful effects of UV radiation, leading to a more even-looking complexion," Noonan says.

Usage and Results

Noonan says the cream can be applied to the full face if the damage is extensive, and if the damage is localized, it should be applied to the darkened areas of the skin–used in the morning and evening before moisturizing and using a broad-spectrum sunscreen.

"The commitment required to see results from using the product will vary depending on the severity and cause of the pigmentation," Noonan says.

Sun-damaged skin with an appearance of uneven tone, when treated with the correct products and paired with sun avoidance, may begin to show improvement in as little as three months, she adds. Hormonal pigmentation, however, may take much longer, as the underlying cause must be accurately addressed before topical skincare can truly be effective.

During her third trimester, Noonan developed melasma, a skin condition common in pregnancy that causes dark patches and discoloration. She explains that addressing the hyperpigmentation was a lengthy process, as it first required tackling underlying hormonal imbalances before her skincare regimen could take effect.

"However, I persisted, knowing that the combination of ingredients I was using was not only helping to improve the appearance of pigmentation in the long term but also providing protection and nourishment in the short term to create healthy-looking skin," Noonan says.

Incorporating the Environ's Full Radiance Range along with the Vitamin A step-up system of moisturizers has kept the appearance of Noonan's skin clear for 18 years after developing severe pigmentation, she says.

REFERENCE:

https://www.jaad.org/article/S0190-9622(18)31686-4/abstract



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INTRODUCTIONS



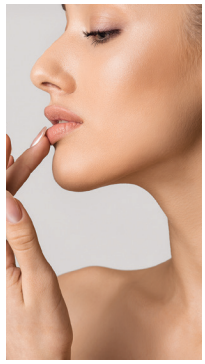
Maypharm Co., Ltd., a medical and dermo-cosmetic product manufacturer based in South Korea, has created the **Hyalmass Aqua-Exosome**, a hybrid filler. The filler combines hyaluronic acid, exosomes and PDRNa (polydeoxyribonucleotide) to address skin hydration, elasticity and regeneration. The Hyalmass Aqua-Exosome filler is packaged in prefilled syringes and stimulates fibroblasts to produce collagen and elastin in the skin.



Hartwater Aesthetics has introduced a new device to their treatment options–the **Glo2Facial**. The Glo2Facial addresses hydration, brightness, acne or signs of aging, offering customized, noninvasive technology within a three-step process: Oxfoliation, lite ultrasound experience and detox.



Young Pharmaceuticals, Inc., a physician-dispensed skin care provider, has announced its product line with LAC2βiome S.r.l., a manufacturer of microbial based products. The InfiniteSkin Microbiome products, born from Young's collaboration with LAC2βiome S.r.l., deliver live beneficial bacteria to the skin. **BIOMEage** is the first product within the line.



NuFACE, a manufacturer of microcurrent technology, has launched its **FIX MicroWand**. The device is designed to depuff under eyes, plump lips and smooth fine lines within three minutes. The NuFACE device uses microcurrent technology and microspheres for precision to stimulate the surface level of skin. The device includes three treatment modes: eyes, lips and lines.



Revision Skincare has launched its **DermProtect Barrier Defense**, a moisturizer supporting barrier repair by targeting dryness and barrier dysfunction to retain skin moisture and hydration. The DermProtect Barrier Defense was designed for dry, sensitive or mature skin, including perimenopausal and menopausal skin. Made to protect the skin microbiome, the DermProtect retains moisture by regulating the skin's natural 24-hour cycle.

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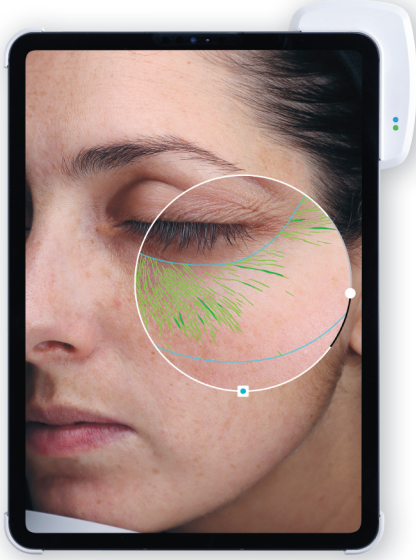

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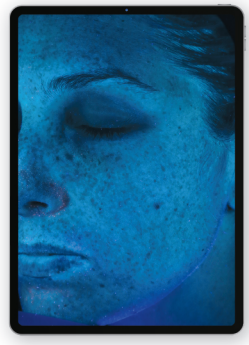

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BUSINESS CONSULT BY TERRI ROSS



Unlocking Untapped Retail Revenue Potential in your Aesthetic Practice

Incorporating retail effectively is a transformative move, one that positions your practice not only as a provider of services, but also as a trusted aesthetic partner in patients' skin care journeys.

In today's landscape of medical aesthetics, the patient experience no longer ends at the treatment chair. Patients increasingly seek a full spectrum of care, with solutions that enhance, extend and maintain their results. This shift creates a huge opportunity for practices to incorporate retail as a core revenue driver, benefiting patients and the practice's bottom line.

Hence my emphasis on the impact of a retail strategy and to provide you with proven steps to transform retail into a powerful, patient-centered revenue stream.

Why Retail Matters in Aesthetics

While aesthetic treatments are integral to your practice's revenue, retail offers a steady, predictable income that can significantly stabilize financial growth. Treatments have scheduling gaps, and patients may cancel or delay appointments. In contrast, a well-established retail operation offers continuous income that doesn't rely on patient scheduling, and provides an avenue to engage patients



From top: Image by Oulaphone; mizina at Adobe Stock

between treatments, keeping your practice and brand top of mind. Retail sales should account for approximately 20% of your total revenue.

Retail can reshape the patient experience by:

Boosting Patient Satisfaction and Treatment Outcomes
High-quality skin care is essential to maximizing treatment results. For example, if a patient has undergone a laser procedure, providing products specifically designed for pre and post procedure can improve healing and results. Not only does this show commitment to the patient's outcome, but it also gives them a reason to trust your expertise and see you as the go-to authority on skin care. When patients achieve better, longer-lasting results, their satisfaction rises, translating to loyalty and positive referrals.

Increasing Profit Margins and Diversifying Revenue
Retail products often carry profit margins of 40-60%, making them an ideal supplement to treatment revenue. While certain treatments might have a low margin due to equipment costs, COGs, labor costs and competitive pricing pressures, retail can fill in those gaps, adding substantial profitability to each patient interaction. A balanced revenue model that includes retail allows for growth, regardless of treatment demand fluctuations.

Strengthening Patient Retention and Loyalty
Practices that offer comprehensive retail options become essential to patients' skin care routines. When patients rely on your practice for their post-treatment and maintenance products, they're more likely to return regularly, creating multiple touchpoints for future appointments. A well-managed retail program makes your practice not just a place for treatments, but a trusted skin care partner that patients depend on year-round.

Building a Retail Strategy: Key Considerations for Success

To be successful, your retail strategy should be treated as a core business element, rather than an afterthought. Here are some key elements of a powerful retail strategy:

Thoughtful Product Selection and Brand Alignment
It's crucial to curate a retail selection that aligns with your treatment menu, brand values and patient needs. Patients trust your medical expertise, so ensure the quality and reputation of each product meets those expectations. Select brands that offer products for varying budgets, but emphasize quality and results. For example, if your practice specializes in anti-aging, select products that highlight these benefits and help patients maximize the impact of treatments, such as injectables or laser resurfacing.



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Additionally, consider each product's clinical efficacy. Does it reflect the clinical standards, trust and result-oriented care that your practice is known for? Clinical efficacy is a cornerstone of product selection, ensuring that each item delivers measurable, evidence-based results that complement your treatments. Prioritizing clinically validated products reinforces patient trust and aligns with the high standards of care your practice upholds.

Creating an Engaging Retail Environment

Your retail environment should be as meticulously designed as your treatment areas. Our team at Terri Ross Consulting often recommends that practices create a dedicated retail space, where products are displayed beautifully and attractively to invite exploration. Use lighting, clean displays and educational signage to help patients easily understand the benefits of each item.

Where possible, incorporate "touch and feel" elements, like samples or mini-demo areas, which allow patients to experience products firsthand. This is particularly useful for practices offering medical-grade skin care, where patients may need reassurance of quality before purchase. Displaying retail items near high-traffic areas, like waiting rooms and checkout desks, increases visibility and accessibility.

Integrating Retail into Every Patient Journey

Patients should encounter retail offerings as a natural part of their experience, starting with the consultation. Encourage providers to discuss product options that align with patient goals and outcomes as part of long-term treatment plans, turning each touchpoint into an opportunity for education and personalized recommendations. For example, after a microneedling session, the provider might suggest specific products to support skin repair and optimize the procedure's effects. This is in alignment with why developing treatment plans is vital to the patient's outcomes.

Driving Repeat Sales with Membership and Loyalty Programs

Loyalty programs keep patients engaged and returning, making your practice an ongoing destination for skin care. Offer exclusive discounts on products or implement a points system where patients earn rewards with every purchase. Membership programs can also include special product bundles that align with treatments, creating a recurring revenue stream while building patient loyalty. When patients feel appreciated and rewarded for their patronage, they're more inclined to choose your practice consistently for their aesthetic needs.



"A well-established retail operation offers continuous income that doesn't rely on patient scheduling, and provides an avenue to engage patients between treatments."

Training Your Team for Retail Success

A trained team is essential for retail success. Educate your team on each product's benefits, its use cases, and how it complements treatments. Create a culture where recommending products feels natural, not "salesy"—encouraging staff to integrate product recommendations in patient education.

Effective training includes role-playing sessions that give staff the opportunity to practice talking confidently about products. Equip them with talking points that position products as solutions rather than purchases, focusing on how these items can enhance results, support healing or prevent future skin concerns. With the right approach, your team becomes trusted advisors, helping patients understand the value of each product.

Marketing Your Retail Offerings: In-Office and Digital Strategies

Retail success relies on strategic marketing that makes patients aware of your offerings. Effective marketing connects the patient's treatment goals to your retail selection.

In-office Marketing Strategies

Use visual merchandising to make an impact. Display promotional materials in areas where patients spend the most time, like waiting rooms or treatment rooms. For example, digital screens or brochures can promote popular products, seasonal specials or exclusive events. Special events, like product launch evenings or "skin care VIP" sessions, are powerful opportunities to showcase retail offerings, generate excitement and increase sales.

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Digital Marketing and E-commerce

To expand reach, use digital platforms like social media, email campaigns and, if possible, an e-commerce option on your website. Social media allows you to educate patients on the benefits of products, share testimonials, and demonstrate how these products support treatment results. Email campaigns can create urgency with seasonal promotions, new arrivals or limited time offers, prompting immediate purchases.

Tracking Success: Metrics and Key Performance Indicators (KPIs) for Retail

Regularly tracking metrics will help refine your retail strategy and help you make data-driven decisions, ensuring it stays aligned with patient needs and practice goals. Here are some KPIs to keep in mind when it comes to retail:

- **Revenue per Patient.** Calculate average retail revenue per patient visit to measure retail's impact on overall revenue.
- **Product Turnover Rate.** Assess how quickly products sell to determine popularity and identify underperformers.
- **Conversion Rate.** Track the percentage of consultations or treatments that result in a retail sale, indicating staff effectiveness.
- **Repeat Purchase Rate**. Monitor how often patients repurchase items, which signals satisfaction and loyalty.

Analyzing these metrics helps you adjust your retail approach for maximum impact, refine inventory and adapt strategies based on patient preferences.

Embracing the Retail Revolution

Incorporating retail effectively is a transformative move, one that positions your practice not only as a provider of services, but also as a trusted aesthetic partner in patients' skin care journeys. By building a thoughtful retail strategy, training your team and engaging patients, you tap into a revenue stream that drives long-term growth and patient satisfaction. 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.





AI is Creating a More Personalized, Efficient and Convenient Medspa Experience

By Francis Acunzo

AI is making waves in medspas, primarily by enhancing the customer experience in several key ways. Think of it as a personalized concierge meets a highly skilled providers.

Artificial intelligence (AI) has become a powerful tool in marketing and operations for various industries, and the medspa sector is no exception. We are seeing the use of AI in content generation, chatbots on websites, social media insights, predictive analysis, and the list goes on.

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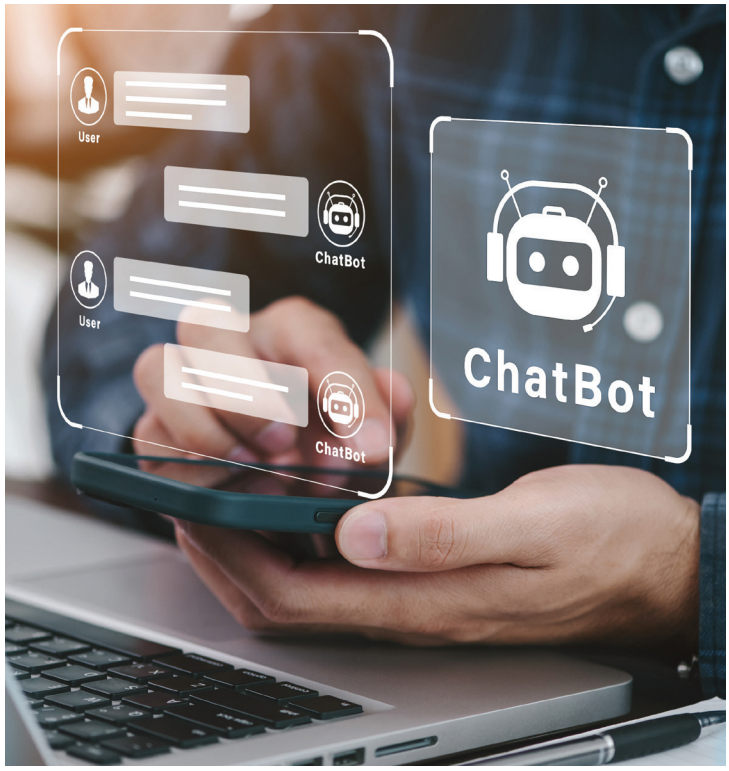
The future of AI in medspas may include, "AI taking over answering the phones at the reception desk, or at a minimum, at least getting sufficient information to direct the call to the right person," says Adam Daniells, CEO of Influx Marketing.

AI is making waves in medspas, primarily by enhancing the customer experience in several key ways. Think of it as a personalized concierge meets a highly skilled provider.

Let's examine some key ways AI can be utilized within a medspa:



Personalized Marketing

AI can analyze client data (such as age, skin type, treatment history and preferences) to create highly personalized marketing campaigns. This could involve sending personalized email promotions or tailoring social media ads to individuals based on their specific interests. For example:

- A client who frequently books facials could be targeted with offers for new anti-aging treatments.
- AI-powered tools can segment your client base and help you understand which treatments are most popular among specific demographics.



Chatbots can answer frequently asked questions, assist with appointment bookings, and offer general information on services.

Chatbots for Customer Engagement

AI chatbots can be integrated into websites and social media platforms to provide instant responses to potential clients. These chatbots can answer frequently asked questions, assist with appointment bookings, and offer general information on services. By engaging customers in real time, chatbots can help increase conversion rates and boost satisfaction.

For instance, a chatbot could answer questions about recovery times for different procedures or recommend services based on skin type or concerns.

Predictive Analytics for Demand Forecasting

AI can analyze trends in customer behavior, seasonality, and previous booking patterns to predict demand for specific treatments. By forecasting which services will be in demand at certain times, a medspa can optimize its staff schedule and inventory, ensuring they have the right resources available.

For example, AI might predict that body contouring services will spike during the spring and early summer months, helping prepare promotional campaigns or special offers ahead of time.

AI can analyze trends in client preferences and treatment effectiveness to help medspas optimize their service offerings and inventory management. This ensures they are offering the most in-demand treatments and products.

Gary Bufalo, chief people and partnership officer at Princeton Medspa Partners, states, "we utilize AI to look at industry averages and trends just to get benchmarks."

Social Media Insights

AI tools can help medspas track engagement on social media to understand what types of content are resonating most with their audience. Through its analysis, AI can assess customer feedback on posts or ads, giving valuable insights into what works and what doesn't.

Image by Deemerwha studio at Adobe Stock

AI can also identify trending beauty and skin care topics and suggest content ideas that align with current conversations.

Automated Content Creation

AI-powered tools can generate blog posts, newsletters and social media content, saving time and ensuring consistency in messaging. These tools can also optimize content based on SEO trends, ensuring higher visibility and engagement.

For instance, an AI tool might automatically generate blog posts on topics like "Top 5 Treatments for Winter Skin" or "What to Expect from a Laser Hair Removal Session." You can also request that the appropriate keywords be embedded into this content.

Customer Retention and Loyalty Programs

AI can help medspas design more effective customer loyalty programs by identifying the services customers are most likely to repeat. Based on this, AI can generate special offers, discounts or rewards to encourage return visits.

It can also send personalized reminders for appointments, like follow-up treatments or seasonal promotions, ensuring clients keep coming back.

Ad Targeting and Optimization

AI-driven tools can improve ad targeting and optimization, particularly in paid social media or search engine ads. By analyzing vast amounts of data, AI can help medspas serve ads to the most relevant audiences, ensuring better ROI.

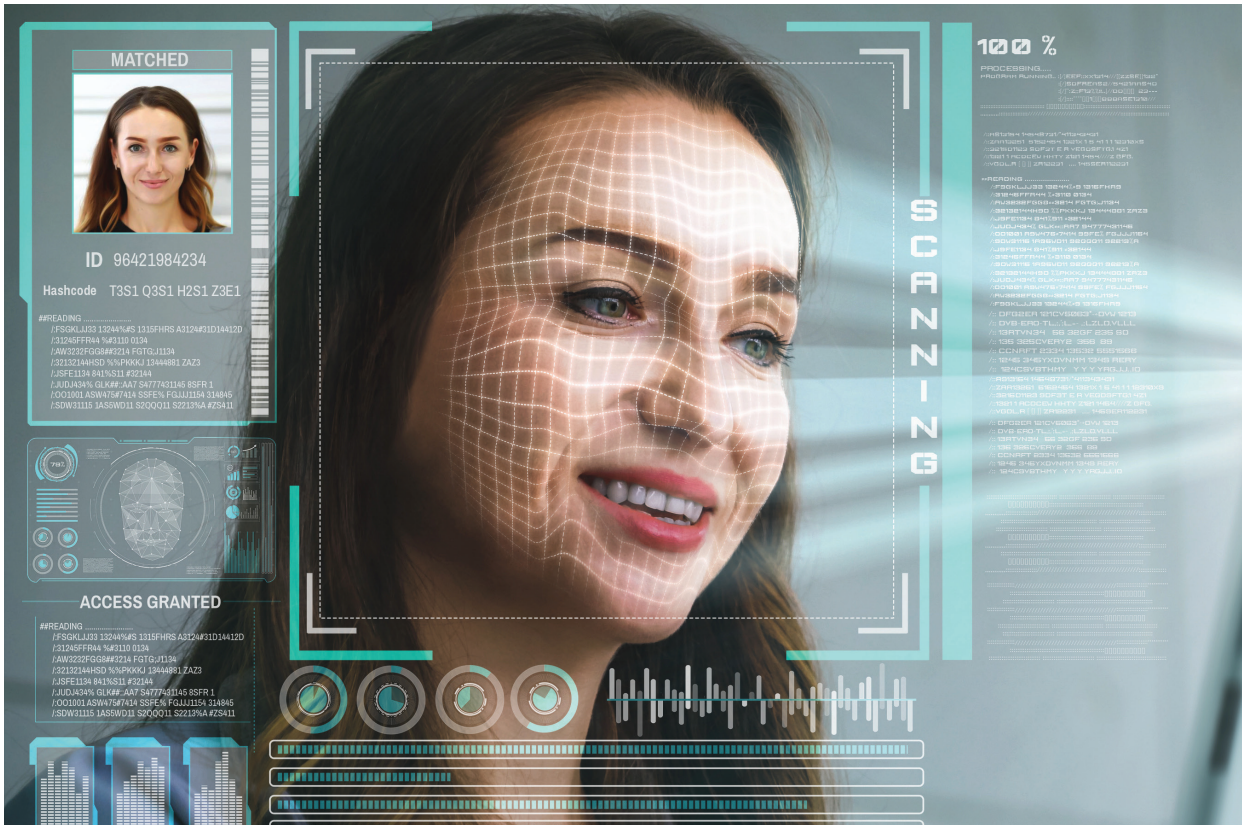
For example, using AI to target women aged 30-50 interested in anti-aging treatments or those who have engaged with similar beauty brands online.

Voice Search Optimization

With the rise of voice search through assistants like Siri, Alexa or Google Assistant, AI tools can help optimize a medspa's website for voice queries. This ensures that potential customers who ask voice-activated devices for "the best Botox near me" or "facial treatments in [city]" will find your medspa's services easily.

Voice Recognition

Scott Burgess, director of marketing for Symplast, a software/EMR system in the medspa industry, believes, "AI has made taking notes/charting something of the past; AI now automatically records the provider/client conversation and stores it in the appropriate file under the client's name."



AI can analyze trends in customer behavior, seasonality, and previous booking patterns to predict demand for specific treatments.

Image by Summit Art Creations at Adobe Stock



Chatbots can answer frequently asked questions, assist with appointment bookings, and offer general information on services.

Plastic surgeon Ron Stark, M.D., actively uses this feature and believes it has made him much more efficient with his time.

Image Recognition and Analysis

AI can also be used for image analysis, particularly when it comes to showing results of treatments. For example, AI can power before-and-after image comparisons or use visual AI tools to show a potential client how a specific treatment might affect their skin. This can be used as part of a promotional campaign or on your website to illustrate the effectiveness of various services.

Review and Reputation Management

AI can help medspas track and manage online reviews and feedback across platforms (Google, Yelp, Facebook, etc.). It can automatically alert staff to new reviews, helping them respond quickly and appropriately. AI can also analyze sentiment in reviews to identify common issues that need to be addressed or highlight areas for improvement.

Email and SMS Marketing Automation

AI can optimize email and SMS marketing campaigns by determining the best times to send messages, crafting subject lines that increase open rates, and segmenting your audience for more relevant offers. AI also can personalize the content of these messages based on user data.

For example, a client who previously booked a facial could receive an email offering a discount on a follow-up skin care treatment.

Improved Booking and Scheduling

AI-powered chatbots can handle appointment scheduling, answer frequently asked questions, and even send reminders. This streamlines the booking process for clients and frees staff to focus on personalized care.



In summary, AI provides medspas with a wide array of tools to enhance customer experience, improve marketing efficiency, and drive business growth. By implementing AI in strategic ways, a medspa can better engage with clients, stay ahead of trends and increase their marketing ROI.

Essentially, AI is helping medspas move towards a more personalized, efficient and convenient experience for their clients. ME



Francis X. Acunzo (facunzo@acarapartners.com) is the co-founder and CEO of Acara Partners, a consulting agency for the aesthetic medical industry, and a senior adviser to the board of directors at Princeton Medspa Partners, an industry consolidation group that currently owns and operates 14 medical spas throughout the country. Acunzo also holds a seat on the MedEsthetics Editorial Advisory Board and was recently presented the Lifetime Achievement Award by The Aesthetic Guide and the 'Distinguished Partner Award' by Sciton. He is an experienced public speaker for aesthetic medical industry events, a regular contributor to publications and a guest on podcasts and radio broadcasts. Acunzo and his wife, Colleen, launched the very first medical spa 25 years ago through the merger of their Boston-based spa company and a leading laser company. Acunzo has extensive experience with medspa acquisitions, being involved in the execution of over 28 acquisitions involving 76 locations.

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Chic MD Platform Connects Solo Estheticians with Medical-grade Skin Care & Education

By Jamie O'Toole



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. The founder says ordering medical-grade products poses challenges for solo estheticians who she says are a growing force in the esthetics industry, driven by autonomy, higher earnings and personalized client care.

Coquin says these professionals sometimes juggle multiple roles, including business owner, service provider, social media manager and inventory coordinator, and often work in compact spaces of about 120 square feet.

"High opening order costs and minimums are often infeasible, both financially and logistically, given [solo esthetician's] smaller client base and limited storage," Coquin says. "Excess inventory not only strains budgets but also risks expiration and unnecessary expenses for storage solutions."

Chic MD members gain access to resources, including a sales channel that allows commission on medical-grade skin care products without inventory or minimums, according to a Dec. 5 announcement.

On the education front, members can access educational content such as product knowledge, sales techniques and business skills delivered through podcast-style interviews, short videos and coaching sessions led by Coquin, per the announcement.

"Our platform lets solo estheticians focus on exceptional client care while simplifying product sales and eliminating unnecessary financial burdens," Coquin says.

She says that, unlike traditional medical spas with support staff, marketing budgets and product reps, estheticians who manage independently need more than their basic school education to succeed long term. This includes education from various experts to keep them up-to-date on the latest research and techniques.

Utilizing Chic MD begins with completing a formal application on the Chic MD website, Coquin explains, which will then be reviewed to determine whether the applicant qualifies for the education and sales package or would benefit more from a "preliminary education-only membership."

Chic MD evaluates whether licenses are in good standing and factors in experience, treatment room quality, range of services offered, associated skills and product exposure, Coquin says. Once the esthetician is approved, they complete a "sufficient" amount of coursework to unlock the product sales portal that enables them to earn commission on client purchases, she adds.



Riley Wakefield, licensed esthetician and Chic MD employee.

Chic MD offers 24 product lines for solo estheticians to access, featuring medical-grade skin care, skin care tools, hair growth supplements and makeup, Coquin says.

"From in-depth videos to comprehensive information sheets … our on-demand resources allow solo estheticians to learn at their own pace," she adds.

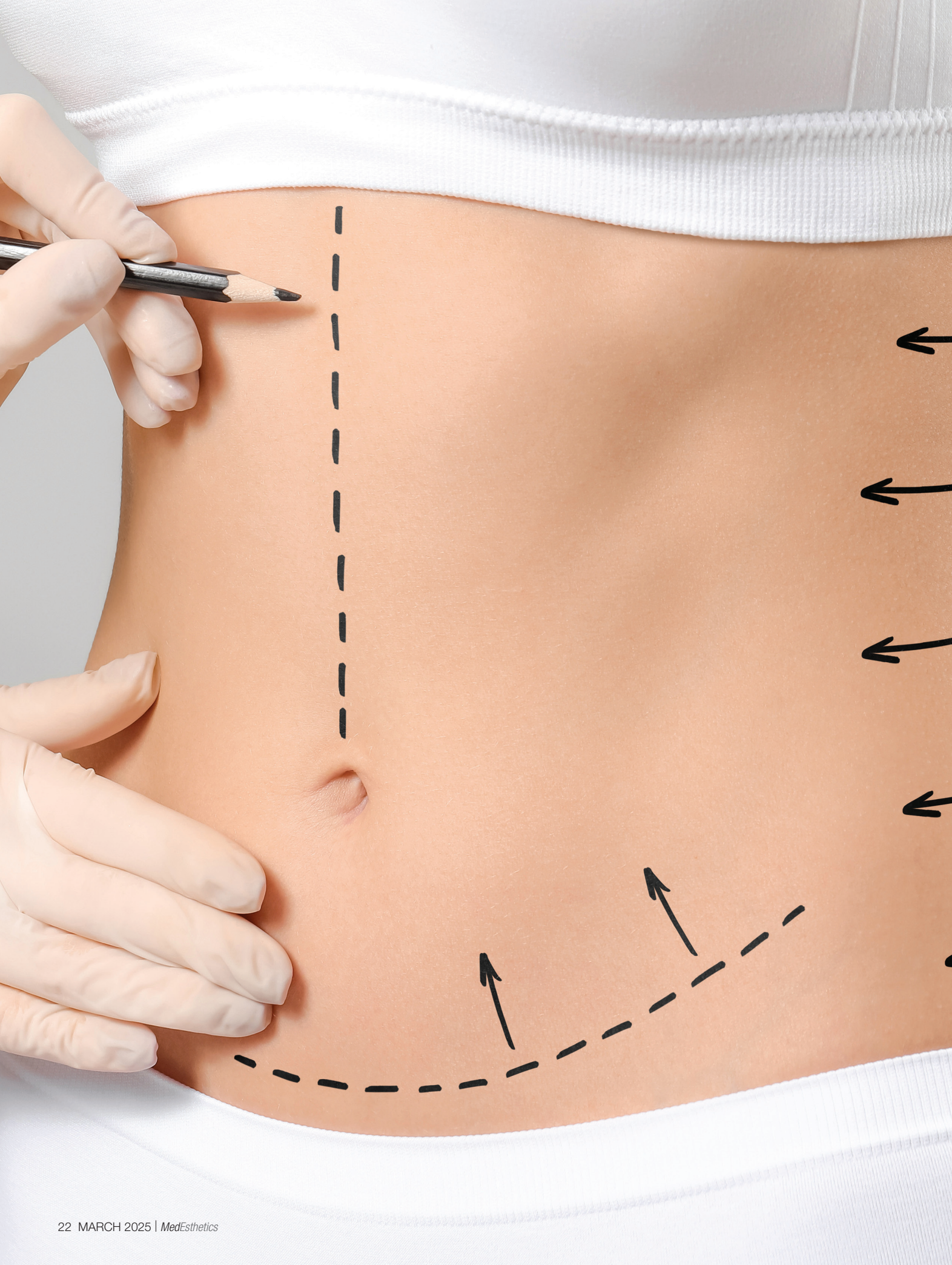
The Chic MD podcast discusses a wide range of topics, Coquin says, addressing gaps left by traditional esthetics education and covering subjects like treating melanin-rich skin, repairing the skin barrier, overcoming imposter syndrome and effective sales strategies.

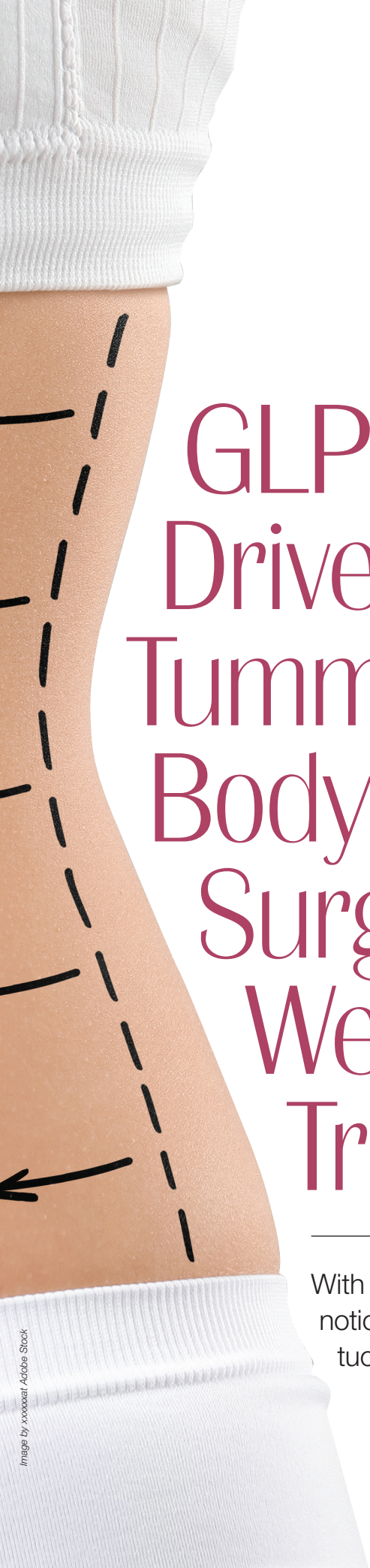
Chic MD has taken interest from the Gen Z demographic, Coquin says, who are drawn to career paths that offer flexibility and work-life balance; meanwhile, she says, mid-level estheticians, who are satisfied with the businesses they've built, are eager to expand their income streams and offerings.

"After years of working in traditional medical spa settings, they're seeking more independence and exploring the solo esthetician path," Coquin says. "This shift reflects the increasing recognition of the solo model as a viable and rewarding career option." ME

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

Courtesy of ChicMD; Background image by Igor Dudchak at Adobe Stock





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GLP-1 Medications Drive Surge in Tummy Tucks and Body Contouring Surgeries Amid Weight Loss Trends

By Jamie O'Toole

With the rise of GLP-1's popularity, there has been a noticeable increase in demand for procedures like tummy tucks, body lifts, and thigh lifts per an NLM study.

GLP-1 Medications Drive Surge in Tummy Tucks and Body Contouring Surgeries Amid Weight Loss Trends

With the rise of GLP-1's popularity, there has been a noticeable increase in demand for body contouring procedures like tummy tucks, body lifts and thigh lifts, per an NLM study. This surge is largely driven by the development of skin laxity in areas such as the abdomen, thighs, arms and buttocks. Traditionally sought after following bariatric surgery or pregnancy, tummy tucks have now taken on renewed significance in cosmetic surgery.

"GLP-1s are giving more people an opportunity at drastic weight loss without having to undergo bariatric surgery," says plastic surgeon Siamak Agha, M.D., Ph.D., FACS. "GLP-1s are also causing those who don't quite qualify for bariatric surgery to lose weight more easily."

An NLM study[1] demonstrated a link between the use of GLP-1 and an increase in subsequent body contouring surgeries, such as tummy tucks. Although GLP-1 medications can be used after a body contour procedure, it is recommended to wait to undergo the procedure after desired weight-loss is achieved, Agha says.



There might be concern regarding the effectiveness and longevity of a tummy tuck if GLP-1 usage continues and more weight is shed.

Continued Weight Loss Post-Surgery Can Affect Tummy Tuck Results

"If someone has already had a tummy tuck and then loses weight through any method, they may see some change in their initial surgical result," says Agha. "Depending on the patient, weight loss may enhance the results; however, a significant weight loss may cause more laxity, causing the initial tight tummy tuck to be more loose."

There might be concern regarding the effectiveness and longevity of a tummy tuck if GLP-1 usage continues and more weight is shed, as more weight loss after the procedure makes the skin unable to shrink as much, and leads to loose or sagging skin after further weight loss.

When to Consider a Revision Tummy Tuck

If significant weight loss occurs after body contouring through a tummy tuck, a patient may need a revision tummy tuck. Agha says weight changes that are 15 pounds or less may not affect a tummy tuck as much as more weight loss would.

"If the patient feels they cannot maintain their weight after tummy tuck, the patient would benefit from finding the right GLP-1 dose for them to continue on," Agha says.

Agha says skin tightening and body contour procedures have increasingly been sought after with GLP-1 use. A tummy tuck may benefit someone with excessive skin following rapid weight loss, he says, whereas patients who do not experience skin laxity after GLP-1 use and maintain muscle tone with exercise often seek noninvasive procedures like radiofrequency and other tightening treatments.

Timing Matters: When to Undergo a Tummy Tuck

It's recommended that patients reach their weight loss goal before undergoing a procedure like a tummy tuck, as it's important for patients to maintain a stable weight to preserve the results. Significant weight fluctuations of 10-20 pounds or more following a tummy tuck could potentially alter the contour.

"A tummy tuck would complement the results of [GLP-1] fat loss by excising and tightening the loose skin," Agha says. "This, in turn, can motivate the patient to continue to lead a healthy lifestyle with exercise and proper nutrition, with or without the further assistance of GLP-1's." ME

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

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THE BABY FACELIFT'S SUBTLE REVOLUTION

Offering quick recovery times, minimal scarring, lasting effects and a natural look, celebrities' favorite procedure is catching on for good reason.

By Anil Shah, MD FACS



Image by puhkha Adobe Stock

So, your favorite celebrity looks better than ever—not thanks to fillers or threads, but a new kind of surgery they're turning to at a younger age than ever before. The "baby facelift" has become the go-to solution for those in their 30s and 40s seeking natural, long-lasting results without the downtime or dramatic changes of traditional facelifts.



For individuals seeking long-term solutions, a baby facelift—focused on releasing and lifting tissues—is the answer.

The baby facelift, an evolution of the mini facelift, directly addresses the growing demand for minimally invasive solutions that deliver real results where other approaches—such as threads, radiofrequency and fillers—often fall short.

Unlike threads, which provide temporary lifting, or radiofrequency and fillers that tighten or volumize, the baby facelift achieves noticeable and sustainable outcomes by directly addressing the root cause of sagging: tissue displacement.

What sets the baby facelift apart in 2025 is how it combines subtlety with effectiveness. With shorter recovery times, minimal scars and lasting effects, it's designed for a younger, high-performing demographic looking for a reliable, proven solution to early signs of aging.

WHAT SETS A BABY FACELIFT APART?

The baby facelift makes sense anatomically, as it restores fallen tissues to their proper position rather than relying on temporary fixes like threads, fillers, or devices. While these minimally invasive options may offer minor improvements, they often fail to provide the sustainable results some patients need.

For individuals seeking long-term solutions, a baby facelift—focused on releasing and lifting tissues—is the answer.

Diminished scarring is another advantage.

A traditional facelift involves a continuous scar: in front of the ear, behind the ear and into the hairline. This totals about 26 cm of scarring. Mini facelifts save approximately 10 cm of scar length. A well-executed baby facelift goes even further, with scars hidden just behind the hairline and the remainder concealed in the hair. The result? Virtually invisible scars that are concealed in areas that are almost impossible to see.

These advanced techniques didn't exist 15 years ago. The use of technologies like endoscopes, as well as a better understanding of the releasing of key ligaments in the face to allow repositioning, has become a game changer. Today, aesthetics have revolutionized, enabling people to look younger and more attractive than ever, without the stigma of visible scars.

DOWNTIME: A BARRIER BROKEN

Traditional facelifts require extensive recovery—sometimes up to three months. In contrast, baby facelifts leverage smaller incisions and newer, minimally invasive techniques. Many patients find themselves back to shopping, socializing, and daily routines within a week. There's a whole host of recuperation techniques available to patients that didn't exist years ago, including photo biomodulation, supplements to accelerate healing and lasers that diminish bruising quickly.

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Baby Facelift Before and After

A WORD OF CAUTION ON BABY FACELIFTS

Not every surgeon is skilled at adapting facelift techniques for younger patients, and using traditional methods on youthful faces can lead to unintended consequences.

Younger individuals often experience more visible scars due to over-healing, where fibroblasts continue repairing a scar even after it has fully healed. In contrast, older patients tend to develop thinner, flatter scars.

To address this, placing scars discreetly within hair-bearing areas or behind the ears ensures a more natural and stealthy appearance, aligning with the goal of effortless youth.

AGING ON YOUR OWN TERMS

Maintaining a youthful appearance isn't about reversing time but embracing a process of slowing down the visible effects of aging. This philosophy resonates strongly in the growing demand for procedures like the baby facelift—a refined approach to aesthetics designed for individuals who prioritize longevity and natural results.

The typical baby facelift patient is a high-performing individual, usually females in their late 30s to mid-40s. These patients come from youth-driven fields, such as media or entertainment, or work in professions where appearance plays a pivotal role. Many have spent years focused on their careers and now want to invest in themselves.

Interestingly, this trend mirrors a cultural insight long understood in South Korea: looking your best with a little nip and tuck can yield better outcomes in both work and love. For these patients, the goal is not to look drastically different but to subtly restore their natural vibrancy.

While some prefer minimally invasive treatments like fillers or thread lifts due to their convenience, as a plastic surgeon, I emphasize that surgical procedures, such as the baby facelift, often provide longer-lasting, more comprehensive results. Unlike temporary fixes, a well-executed surgery can yield natural-looking results with minimal scars and downtime—qualities that appeal to today's discerning patients.

Most baby facelift patients are women facing the relentless beauty standard of "looking like yourself forever." While some claim to embrace aging gracefully, all it takes is a dramatic transformation—like Lindsay Lohan's—to make others rethink their stance.

With innovative techniques and a deeper understanding of individual needs, delaying the signs of aging is becoming less about choosing one path over another and more about finding the right combination of solutions tailored to the individual. ME



Anil Shah, MD, FACS, is considered one of the best plastic surgeons in Chicago, specializing in rhinoplasty, facelift, and eyelift. Shah's techniques represent the state of the art in facial plastic surgery. He has published over 50 scientific articles within the field of plastic surgery. Shah has written three landmark articles about facial anatomy, revolutionizing the way plastic surgery is performed. He has been recognized in Marquis' Who's Who in America as well as Best of US as one of the best facial plastic surgeons in the world.

Shah is considered to be an Expert in Facial plastic surgery.

His practice is fully devoted to facial plastic surgery. He is known for his analytical approach and technical excellence. His goal is to create natural-appearing final results. He performs State-of-the-Art, minimally invasive facial plastic surgery, which can maximize results while minimizing recovery time.

In addition to his state of the art practice in Chicago, he also has industry leading offices in Winnetka, IL and New York City.

Images courtesy of Anil Sha



The Future of Plastic Surgery: Combining Cutting-Edge Technology with Artistic Expertise for Superior Results

From AI-assisted procedures to bio-engineered materials, emerging technologies are reshaping how surgeons approach reconstructive and cosmetic procedures.

By Siamak Agha, M.D., Ph.D., FACS

Plastic surgery has always been a delicate balance of science and artistry, but new advancements are transforming the field at an unprecedented rate. From AI-assisted procedures to bio-engineered materials, emerging technologies are reshaping how surgeons approach reconstructive and cosmetic procedures. Yet, while these innovations drive efficiency and precision, the role of artistic expertise remains irreplaceable in achieving natural, life-enhancing outcomes.

At the same time, the rapid evolution of cosmetic medicine raises important ethical considerations. As procedures become more accessible and customizable, patient safety and realistic expectations remain a key priority.

Image by Beauty Hero at Adobe Stock



Emerging Technologies Redefining Plastic Surgery

Technology is revolutionizing plastic surgery in ways that would have seemed like science fiction just a decade ago. Surgeons now have access to tools that improve precision, reduce recovery time and offer patients more personalized results. AI and 3D imaging [1], for example, allow patients to visualize potential outcomes before undergoing surgery. These advancements also help surgeons refine their techniques, ensuring procedures align with each patient's unique anatomy and aesthetic goals.

Minimally invasive techniques are changing the landscape of cosmetic procedures. Laser and ultrasound-assisted treatment can sculpt and tighten tissue [2] without the need for extensive incisions, offering faster recovery times and less risk of complications. Regenerative medicine, including stem cell therapies and bio-engineered implants, opens new possibilities in plastic surgery, and has evolved with regenerative cell enhancements that improve volume retention and healing.

Innovative surgical approaches are also pushing the boundaries of what is possible. For example, the dermal bra breast lift offers a longer-lasting and more natural-looking solution for breast lifts by reinforcing internal support.

These advancements are not just about aesthetics — they also improve function, reduce downtime and provide long-term benefits for patients seeking cosmetic and reconstructive procedures.

The Artistry in Achieving Life-Changing Outcomes

Technology may enhance surgical precision, but plastic surgery is not merely a mechanical process. The best outcomes require a deep understanding of human anatomy, proportion and symmetry—an expertise no algorithm can replace.

Skilled plastic surgeons approach their work like artists. A rhinoplasty, for example, involves sculpting nasal structures in a way that complements a patient's facial features, rather than following a one-size-fits-all blueprint. Similarly, body contouring requires an artistic eye to shape and define curves in a way that looks both natural and proportional.

Beyond aesthetics, artistry also plays a role in reconstructive procedures. Whether restoring a breast after a mastectomy or correcting congenital deformities, the ability to blend form and function sets exceptional surgeons apart.

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From AI-assisted procedures to bio-engineered materials, emerging technologies are reshaping how surgeons approach reconstructive and cosmetic procedures.



Ethical Considerations in the Evolution of Cosmetic Medicine

As plastic surgery becomes more advanced, the ethical implications of these innovations cannot be ignored. The rise of social media, AI-generated beauty standards and increasing accessibility to procedures have created new challenges for patients and practitioners.

Informed decision-making is essential, as technology enables more personalized outcomes, but can also create unrealistic expectations. AI-driven imaging may present idealized projections, but ethical surgeons ensure that patients understand the practical limitations and potential risks of any procedure.

The psychological impact of cosmetic enhancements must also be carefully considered. Procedures should be a personal choice, rather than a response to societal pressures. Responsible practitioners take the time to assess a patient's motivation and mental well-being before approaching elective surgeries.

Another critical factor is regulating merging techniques. As new materials and procedures enter the market, maintaining high safety standards is essential. Surgeons must navigate the fine line between innovation and unproven trends, ensuring patients receive procedures backed by scientific research and clinical success.

The Future of Plastic Surgery is a Blend of Science and Art

The future of plastic surgery lies in the seamless integration of technological innovation with human expertise. While AI, robotics and regenerative medicine are reshaping the field, the artistic touch of a skilled surgeon remains indispensable.

As these advancements continue to unfold, the industry must prioritize not only superior aesthetic results, but also ethical responsibility and patient well-being. The evolution of plastic surgery is not just about looking better—it's about achieving outcomes that enhance confidence, improve quality of life, and reflect the individuality of each patient.

Truthfully, the most successful plastic surgeons will be those who embrace both science and artistry, and who care about the patient as a whole. Precision and technology may drive efficiency, but the surgeon's experience, vision and ability to understand human form will determine the final result.

Patients seeking procedures in the future should consider not only the latest innovations but also the expertise and artistic skills of the professionals performing them. The true future of plastic surgery will always be defined by the ability to merge cutting-edge advancements with a deep respect for the human body and the unique identity of each individual. ME

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Siamak Agha, a Cambridge-trained M.D./Ph.D., is redefining the art of plastic surgery with groundbreaking techniques like the three-dimensional facelift, spiral tight lift, internal dermal bra breast reshaping and high-definition tummy tuck. A trusted expert for celebrity clients and global patients, Dr. Agha is known for creating life-changing transformations that look natural and stunning. With over 15 years of experience and a passion for innovation, he has earned two international patents in gene therapy and regularly shares his expertise on trending aesthetic procedures, cutting-edge technology, biohacking, and the psychology of beauty. Featured in People Magazine, E News, Bravo TV, and Yahoo Entertainment, Dr. Agha is the go-to authority on everything from modern body contouring to the rise of cosmetic tourism. At The Aesthetic Center in Newport Beach, he combines personalized care with advanced treatments, offering virtual consultations and a world-class experience for those seeking confidence and beauty.

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Dangene Medical Spa

Full Body Customized Treatments





Dangene Enterprise

Dangene Enterprise, founder of Dangene medspa, created personalized treatments that integrate a head-to-toe analysis, targeting signs of skin conditions above and below the neck.

Images courtesy of Dangene Medspa

By Jamie O'Toole

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, saw that many plastic surgeons and dermatologists focus solely on the face, and rarely the neck. In response, Enterprise created personalized treatments that integrate a head-to-toe analysis, targeting signs of skin conditions above and below the neck.

Evolving Past a One-size-fits-all Approach

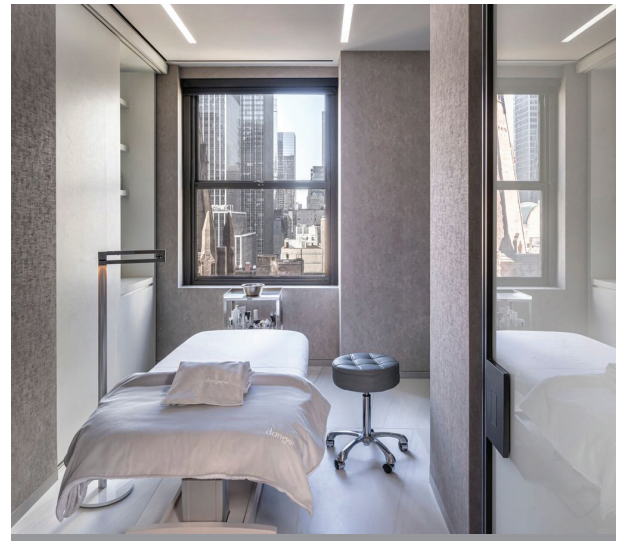
Enterprise says age, diet and sleeping habits can affect the skin; therefore, given how many factors can impact it, the skin can be treated in more complex ways than one-size fits all, she explains.

As an independent facialist in the early 1990s, Enterprise realized—similar to dental and medical care—a medical aesthetic professional should design a course of action for every inch of a patient's skin. This personalization process allows the patient to remove themselves from having to select their treatments, Enterprise says.

Enterprise's head-to-toe analysis examines a patient's unique physical anatomy, she says. While each consultation starts with asking the client what brings them in and what the differences they've noticed in their skin, Enterprise and her team assess the skin's overall health, focusing on texture, hydration, volume loss, tone and the degree of sun damage to design a head-to-toe, customized skin care treatment.

"As we age, imperfections can appear on our chests, backs, arms, hands in the form of dark spots or uneven texture," says the medspa founder. "Head-to-toe skin care treatments truly eradicate visible signs of aging both above and below the neck."

She adds, "For our anti-aging clients, we encourage them to share photos of their face and body from a time when they felt their physical best [to] help us establish a baseline to understand how far they've progressed."



In today's medspa environment, caring for clients requires bespoke treatments, not menus.

Doctors and nurses at Dangene determine whether fillers or biostimulators may be beneficial for the face or body, while laser technicians select the best devices for each skin type, Enterprise says. "Wellness experts" at the spa address hormonal imbalances and stress-related aging or acne, she adds.

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



Enterprise says she integrated head-to-toe analysis in her medspa—focusing on the entire body—because skin aging occurs due to intrinsic and extrinsic factors.

Images courtesy of Dangene Medspa



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.

"Aging-related changes in the body can affect the structure and appearance of the face, such as through posture, hydration levels or the overall tone of the skin," Enterprise says.

Prior to 2020, Enterprise only offered the signature skin rejuvenation treatments, a medical-grade approach that leveraged devices and modalities to address a wide range of skin conditions.

"We took a significant step forward by introducing an à la carte menu of services," Dangene says.

The Personalized Head-to-Toe Experience

A patient at Dangene, who will remain anonymous, first came to the spa after a friend recommended it to her. She said she didn't know what to pursue for treatment, except what her friend had gotten done.

Prior to visiting Danegene, the patient said spas she's visited before put her in the "driver's seat," asking her to pick from the menu for them to perform the service.

"[Dangene] pointed out how different my back and chest and arms looked from my face in the mirror and I couldn't believe it," the patient says. "Dangene takes the guess work out…even my skin care regimen was laid out for me."

Enterprise says the comprehensive care her spa provides helps clients feel more self-possessed.

Prioritizing Skin Health

"Skin care and cosmetics often take a backseat to exercise and healthy diets, despite the fact that the skin is the body's largest and most visible organ," says Dangene. "Why do we stigmatize prioritizing its health when we invest so much in other aspects of our well-being?" ME

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

DETAILS BY ERIC W. ANDERSON, MD



Beyond the Neck: a Head to Toe Approach to Aesthetics and Skin Care

Enter the era of holistic aesthetic medicine—a head-to-toe approach that incorporates cutting-edge bio-regenerative technologies to foster a comprehensive, rejuvenated look across the entire body.

For decades, skin care and aesthetic treatments have focused almost exclusively on the face and neck, with countless routines, products and procedures urging us to preserve and rejuvenate these areas. But as practitioners, we must ask ourselves—what about the other 80% of the body? Can we truly achieve harmonious, natural-looking results by addressing only the face and neck?

I remember my parents and grandparents diligently washing, applying serums, masks and moisturizing throughout my childhood. Then came preventative skin care with UV protection added to your routine—science-backed and widely supported. Still, nothing beyond the neck was mentioned.

The truth is, the rest of the body's skin often gets neglected, creating an imbalance where youthful faces meet sun-damaged hands or laxity in the abdomen and beyond. Enter the era of holistic aesthetic medicine—a head-to-toe approach that incorporates cutting-edge bio-regenerative technologies to foster a comprehensive, rejuvenated look across the entire body.

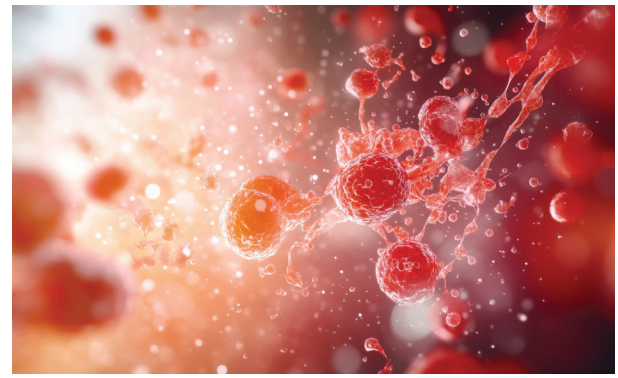
Image by Prostock-studio at Adobe Stock

The year 2025 marks this pivotal shift. No longer will we "renovate just one room in the house." By resurfacing, filling, lasering and hydrating only the face and neck, we neglect the real estate below, resulting in mummified hands and sun-weathered bodies. It's time to enter a new era where preventing and reversing aging involves the same level of care below the neck as above it.

Bioregenerative Technologies Redefine Aesthetics

Over the last 15 years, bioregenerative treatments have transformed our ability to repair, resurface and rejuvenate skin without compromising a patient's unique features. Sculptra, Radiesse, ultrasound-based therapy, platelet-rich plasma (PRP), polynucleotides (PN), exosomes and more have unlocked innovative ways to stimulate the body's natural healing mechanisms. Unlike approaches that risk overtreating patients or delivering unnatural results (lest we forget "pillow face"), bioregenerative medicine emphasizes subtle, long-lasting improvement.

The year 2025 is all about applying the amazing frontier of aesthetic bioregenerative medicine to the entire body. The most notable implementation beyond the neck includes biostimulators (Sculptra and Radiesse) utilized on the dorsum of the hands, abdomen and hips/buttocks. The same areas can also be treated with light and ultrasound-based therapies to lift and tighten by stimulating collagen.



Sculptra, Radiesse, ultrasound-based therapy, platelet-rich plasma (PRP), polynucleotides (PN), exosomes and more have unlocked innovative ways to stimulate the body's natural healing mechanisms.

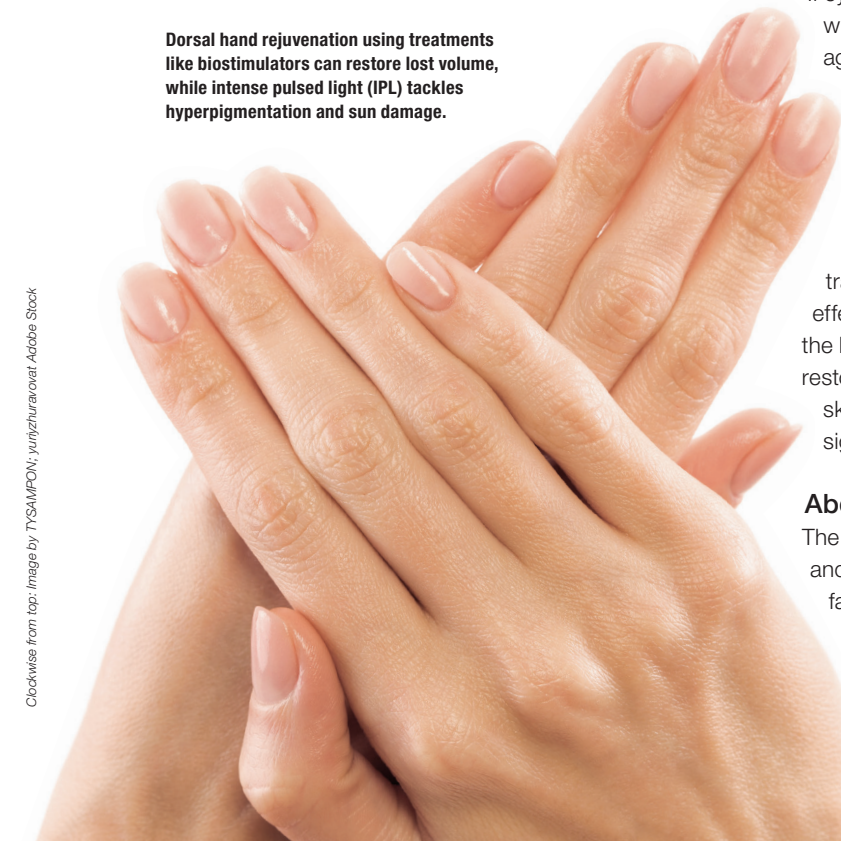
Although these therapies cannot replace surgery when it is necessary, they serve as an excellent complement. Achieving a patient's aesthetic goals often requires a multi-treatment, staged approach. The key is ensuring patients still look like themselves—just refreshed, rejuvenated and natural. By expanding the scope of aesthetic treatments beyond the face and neck, bioregenerative techniques allow us to deliver balanced, confident results for patients eager to feel good in their own skin from head to toe.

Head to Toe Target Areas

Hands

If eyes are the window to the soul, aesthetic experts will tell you hands are windows into (revealing one's) age. The skin on the back of the hands becomes thin and crepey over time, often accompanied by sun-induced pigmentation. Dorsal hand rejuvenation using treatments like biostimulators can restore lost volume, while intense pulsed light (IPL) tackles hyperpigmentation and sun damage.

For patients seeking longer-lasting solutions, fat transfer using a patient's own tissue proves highly effective. By carefully injecting only the healthiest fat into the hands, we can achieve natural-looking, permanent restoration. These treatments don't just rejuvenate the skin—they preserve the patient's story without the telltale signs of aging.



Dorsal hand rejuvenation using treatments like biostimulators can restore lost volume, while intense pulsed light (IPL) tackles hyperpigmentation and sun damage.

Abdomen

The abdomen is a common area of concern, as its size and shape can change significantly over time due to factors like weight fluctuations, pregnancy or years of UV exposure. These fluctuations create stretchmarks in the skin and irregular bands of scar tissue that can be pink, red, purple or brown. Stretchmarks are

Clockwise from top: Image by TYSAMPON; yuriyzhuravovat Adobe Stock

notoriously difficult to treat. However, they respond well to the combination treatment of biostimulation and fractional, non-ablative lasers to restore form and function.

Treatments like these open the doors to not just restored skin but a renewed sense of confidence that radiates inward and outward.

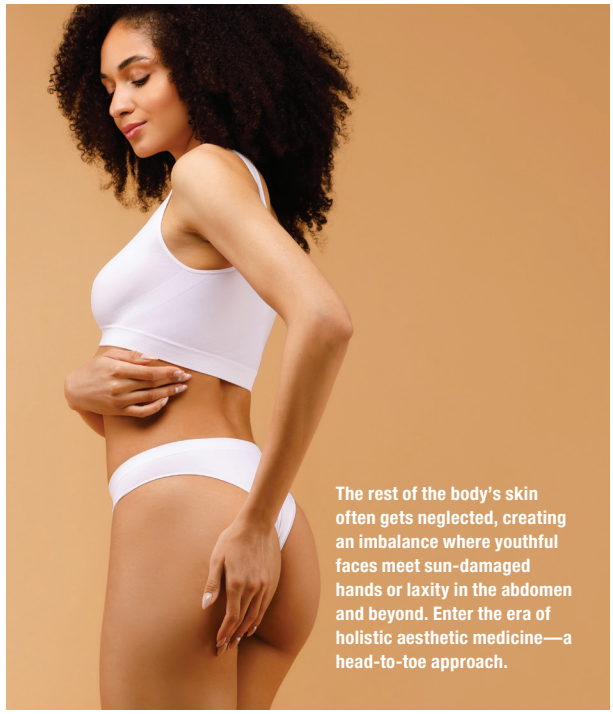
Hips/Buttocks

The desire for improved contour of the buttocks and correction of 'hip dips' has commonly been treated with fat transfer. This is the gold standard for correction and can be completed subtly and conservatively. However, patients less interested in surgical interventions or those lacking enough donor fat for transfer benefit from regenerative options. Biostimulators in the hips/buttocks correct inconsistencies and subtly improve the overall contour.

For more comprehensive results, pairing biostimulators with devices like Avéli, which targets tethered cellulite bands, optimizes both contour and skin health. Together, these therapies allow patients to address aesthetic concerns in the office with minimal recovery and long-lasting improvements.

Bringing it All Together

This comprehensive approach doesn't dilute or replace surgical interventions where needed. Instead, it complements traditional treatments, giving us a layered toolkit for achieving the best outcomes. As a fellowship-trained plastic surgeon, I have also applied these principles to my surgical practice. I cannot perform life-changing surgeries to remove or reshape the skin and expect proper healing without ensuring pre-operative nourishment.



The rest of the body's skin often gets neglected, creating an imbalance where youthful faces meet sun-damaged hands or laxity in the abdomen and beyond. Enter the era of holistic aesthetic medicine—a head-to-toe approach.

Our role as practitioners goes beyond delivering treatments—it's about educating patients to see their skin as interconnected. Sun protection, hydration, minimally invasive systems, and strong aftercare routines are just as vital for the abdomen or hands as they are for the face and neck.

With bioregenerative technologies leading the way, we're transforming aesthetics. The focus is no longer just on reversing facial aging, but on restoring balance and beauty from head to toe. This whole-body revolution allows patients to look and feel natural, redefining aging with innovation and elegance.

Gone are the days of cookie-cutter solutions and one-size-fits-all treatments. Patients now seek holistic care for health, beauty, and confidence, wanting to be treated as whole individuals, rather than a collection of parts. ME



Eric W. Anderson, MD.,is a leading specialist in breast and body plastic surgery at Impressions Chicago, helping patients achieve transformative results. His expertise spans a wide range of procedures, including breast augmentation, tummy tucks, mommy makeovers, liposuction, and body contouring. Anderson's extensive training, combined with his commitment to delivering natural, beautiful outcomes, makes him a standout surgeon in the field.

Certified by the American Board of Surgery and board-eligible for the American Board of Plastic Surgery, Anderson's qualifications reflect his dedication to the highest standards of care. He completed a fellowship in Plastic Surgery at the University of Utah, along with a residency in General Surgery at the University of Louisville, where he trained alongside renowned experts in the field. This comprehensive background allows him to perform complex surgeries with precision, offering patients world-class results.

Anderson's approach is patient-centered, emphasizing the importance of personalized care and natural results that enhance everyone's unique body. Whether it's a breast lift, body contouring, or a complete mommy makeover, he tailors every treatment plan to meet the specific goals and desires of his patients. His passion for combining reconstructive and aesthetic techniques ensures results that not only look great but also improve overall function. As an active member of respected organizations like the American College of Surgeons and the International Society of Aesthetic Plastic Surgeons, Anderson is continually engaged with the latest innovations in plastic surgery. His dedication to excellence ensures that patients receive the best possible care, with results that boost both confidence and quality of life.

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IT Intelligent Treatment Launches SomaCell: A Non-Surgical, Pain-Free Facelift and Body Contouring Solution

IT Intelligent Treatment, a medical aesthetic clinic in New York, has unveiled the groundbreaking SomaCell – a non-surgical, pain-free solution for facelifts and body contouring.

"Our goal is to provide a natural treatment that is not dermal wounding, provides easily reproducible results, would treat all Fitzpatrick [skin tones][a], does not need pain management or sun withdrawal time, [and] SomaCell meets… these goals."

IT Intelligent Treatment, a medical aesthetic clinic in New York, recently launched SomaCell, a non-surgical device delivering pain-free facelifts and body contouring, at its facility.

Kim Laudati, founder and president of SomaCell, says SomaCell restores facial contours without damaging the skin, unlike traditional treatments that rely on heat-induced dermal wounding.

"[SomaCell] repairs and restores facial contours without utilizing heat to dermally wound and damage the skin," Laudati says.

SomaCell is also effective for body treatments, Laudati says, reducing the appearance of cellulite by increasing "metabolic activity, improving blood flow and enhancing lymphatic drainage to tighten and lift the skin."

SomaCell was introduced through IT Intelligent Treatment because it is synergistic with many existing surgical alternatives, including neurotoxins, laser treatment, RF, RF/MN, IPL and Biologics, Laudati adds.

Laudati developed SomaCell to treat connective tissue disorders such as laxity, wrinkles and sagging, while enhancing skin quality by stimulating a natural, regenerative response without pain, downtime or limitations on sun exposure.

"Our goal is to provide a natural treatment that is not dermal wounding, provides easily reproducible results, would treat all Fitzpatrick [skin tones][a], does not need pain management or sun withdrawal time, [and] SomaCell meets… these goals," Laudati says. ME

aThe Fitzpatrick skin type scale classifies skin into six categories based on its response to UV light, ranging from Type I (very fair, always burns) to Type VI (very dark, rarely burns).

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

Image courtesy of the manufacturers

Body Contouring and Sun Protection

Body contouring and sun protection products are key to achieving and maintaining flawless, radiant skin.



ColorLogix **100% Clear Mineral Powder Sunscreen + Foundation** combines lightweight, crease-resistant protection with the convenience of a self-dispensing brush. Ideal for hot, humid climates, this vegan, reef-safe formula offers broad-spectrum UVA/UVB defense with 25% zinc oxide, while soothing skin and protecting against pollution. Mica adds a radiant, soft-focus glow, silica absorbs excess oil for a matte finish, and sericite ensures a smooth, non-clogging application.
Contact: inductiontherapies.com



Delivering precision optics for high-resolution three-dimensional images, the all-in-one hand-held **VECTRA H2** is ideal for face, breast, and body aesthetics. Simulate removing or adding volume and get automated circumference and volume measurements for body contouring, only possible with 3D technology and 360° imaging. Visualize the degree of contour change with a color distance map and one-click volume difference measurement.
Contact: 973.434.1200, canfieldsci.com



TiZO Skincare's **Tinted Moisturizing Serum** lends deep hydration, buildable sheer coverage, and all-mineral SPF 30 protection in one. It is designed to enhance skin tone, restore moisture, and protect against UV damage, containing hyaluronic acid, glycerin and ceramides, as well as zinc oxide and vitamins C and E.
Contact: info@tizoskin.com



Induction Therapies' **Smoothing and Contouring Cream** is a professional-grade solution crafted to complement body contouring procedures. Powered by caffeine, taurine, and carnitine, it visibly reduces the look of cellulite, firms skin, and refines texture. All-Trans Retinol supports collagen production, while zinc, copper, and oat protein condition and smooth for a rejuvenated feel.
Contact: inductiontherapies.com



DermaConcepts Environ Skin Care **Body EssentiA Tri-Complex Contouring Cream** is a scientifically advanced body cream that contains a powerful tri-complex of intelligent ingredients to assist in improving the appearance of dimpled and unevenly textured skin, while nourishing for a silky soft after-feel.
Contact: DermaConcepts.com



SensiShade, a post-procedure broad spectrum sunscreen, is a broad-spectrum SPF 50+ sunscreen containing 18% zinc oxide plus natural squalane in a tinted, anhydrous gel. The soothing, ointment-like vehicle is perfect for post-procedure or ultra-sensitive skin types and helps reduce the appearance of redness.
Contact: 800.874.9686, skinluma.com

Image courtesy of the manufacturers

GLP-1 USE IS INCREASING DEMAND FOR MINIMALLY INVASIVE AESTHETIC TREATMENTS



Going into 2025, Allergan Aesthetics has taken notice of patients who've engaged in medical weight loss being more interested in aesthetics afterwards–specifically treatments that retain a natural look. Innovation in minimally invasive treatments that address "after" concerns, including skin care and muscle building therapies, will not only enhance the initial goal, weight loss, but also enable the next: undetectable, minimally invasive outcomes that align with their natural self.

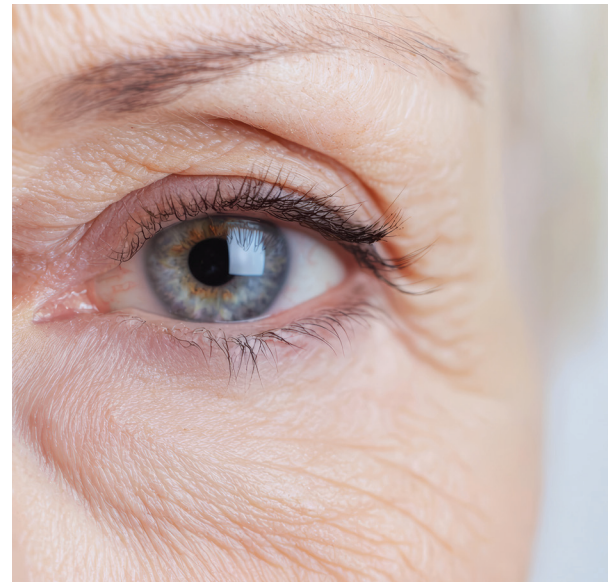


AESTHETIC PARTNERS LAUNCHES AP ACADEMY FOR NEW & SEASONED MEDICAL AESTHETIC PRACTITIONERS

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, creating career opportunities and leadership growth for medical aesthetic practitioners. The modules cover topics of aesthetic medicine, operational excellence and customer service. The curriculum within the modules is tailored to each clinic position, with eight distinct tracks and more than 300 courses, including hands-on training sessions.

PLASTIC SURGEONS WEIGH IN ON BEST TREATMENT OPTIONS FOR HOLLOW TEMPLES ASSOCIATED WITH OZEMPIC FACE

The temples can begin to hollow with age as the face loses volume, but hollowing can also occur as a result of "Ozempic face." In fact, a recent *Aesthetic Surgery Journal* study demonstrated that massive weight loss, an effect of Ozempic use, causes accelerated facial aging, manifested through fat "devolumization," like hollow temples, and increased skin laxity. Plastic surgeon J. Randall Jordan, MD, FACS, expects that as GLP-1 is increasingly used for weight loss in 2025, fillers will remain the mainstay of treating temporal volume loss. However, he foresees these solutions becoming more long lasting in the future.



CARMELL COSMETICS ACQUIRES ELEVAI LABS, EXPANDS PHYSICIAN-DISPENSED SKIN CARE MARKET REACH

Amidst projected surges in the physician-dispensed skin care market, Carmell Cosmetics has acquired Elevai Labs, a manufacturer of physician-dispensed, exosome-based products, to deepen Carmell's advancement: secretomes. According to Straits Research, the physician dispensed market size was valued at $10.7 billion in 2023 and is estimated to reach $23.83 billion by 2032, growing at a CAGR of 8.3%. Patients have shown increased interest in clinically proven skin care, particularly blending regenerative medicine that addresses signs of aging and rejuvenates without invasiveness. Carmell's acquisition of Elevai combines Carmell's "built by biology" philosophy with Elevai's exosomes to replenish and stimulate the body's natural regenerative processes.

Clockwise from top: image by Wirnon Jacob Lund at adobe stock; Wirnon courtesy of Aesthetic Partners

GLP-1 MEDICATION SERVICES ARE DRIVING MEDSPA AND AESTHETIC PHYSICIAN OFFICE REVENUE GROWTH



Recent data from Guidepoint Qsight reveals that GLP-1 medications for weight loss have reshaped the aesthetics market, with revenue at practices offering GLP-1 treatments increasing by an average of 9%, compared to a 2% decline at practices that did not offer these drugs. GLP-1 use also introduces consumers into the world of medspa services. In fact, Guidepoint Qsight data found that about 40% of GLP-1 medspa patients in 2024 were completely new to those practices. GLP-1 medications now contribute approximately 15% of monthly revenue at practices offering them, according to the data.

NATURAL-LOOKING AESTHETIC TRENDS DRIVE GROWTH OF ENERGY-BASED DEVICES IN 2023, NARROWING THE GAP WITH DERMAL FILLERS

New Data from Qsight Market View reveals that U.S. patients spent $3.08 billion on energy-based devices (EBD) procedures in 2023—nearly matching dermal fillers' $3.18 billion. EBD procedures are set to close the spending gap with dermal fillers, solidifying their position as a preferred choice for achieving natural-looking cosmetic results.

GALDERMA STUDY: RESTYLANE + SCULPTRA RESTORE FACIAL VOLUME FROM WEIGHT LOSS



A recent trial conducted by Galderma concluded that the Restylane Lyft or Contour injectable fillers, in combination with the Sculptra injectables, improve facial volume loss associated with medication-driven weight loss.



Clockwise from top: Image by denphumiat adobe stock; courtesy of Galderma



Medspas Embrace Budget-Friendly Options to Attract Price-Sensitive Patients, Offering One-Stop Wellness and Skin Care Solutions

Medspas are increasingly implementing budget-friendly options to cater to price-sensitive clients, becoming a "one-stop destination", particularly for Gen Z and millennials who are more interested in non-invasive wellness programs and skin care.

Medspas are increasingly implementing budget-friendly options to cater to price-sensitive clients, becoming a "one-stop destination", particularly for Gen Z and millennials who are more interested in non-invasive wellness programs and skin care, eliciting in-house results at home on a tight budget. A recent NLM study found that 62.3% of plastic surgeons classify their patients as "moderately price-sensitive," with 30.6% describing them as "very price-sensitive".[1]

"The biggest risk associated with being price-sensitive is not achieving optimal results while still spending money," says plastic surgeon Lucie Capek, MD. "To be

Image by Kanyakarn at Adobe Stock

effective, most non-surgical treatments require a significant commitment to a series of visits, along with home skin care, and then additional treatments to maintain the results and protect the investment over time."

She says the key to retaining clients within their respected budget is diversification. As medical aesthetic and cosmetic treatments are often out-of-pocket expenses, offering a range of highly effective services along with regular education and communication matters, Capek adds.

Skin Care Invites Treatment and Package Options

Sai Swaroop, Kline's beauty and wellbeing industry manager, says tightened budgets in recent years have made consumers more discerning with their purchases.

"Often the best place to start your aesthetic journey on a limited budget is with a full skin care evaluation by a qualified expert who will provide a comprehensive home skin care treatment plan while you are saving up for those larger ticket procedures," says Capek.

About 40% of surveyed physicians expect patients to spend more on professional skin care products in 2025, up from 31% last year, according to Kline's 2024 Physician-Dispensed Skin Care: U.S. Perception and Satisfaction Survey.[2]

Younger generations have especially become more informed with at-home skin care innovations, finding alternatives to their in-office treatments at a fraction of the cost while replicating results, Swaroop says. Physicians should lean into education, he adds, to demonstrate the "superior" outcome of in-house treatments compared to at-home products, and how at-home products can maximize in-office treatments.

Capek says the guidance of an expert medical esthetician is essential to also include a comprehensive home skin care regimen to optimize results cost effectively.

According to Kline's Survey,[3] Millennials and Gen Z now account for 46% of patients seeking non-surgical aesthetic treatments, who are more open to a variety of services like skin care regimen and upkeep, as these groups often favor regular maintenance and advanced facials.

"Physicians can consider procedure pairing benefits and leveraging available clinicals from professional skin care brands that show how at-home products can maximize the outcomes of advanced in-office treatments," says Swaroop.

Broad Menus that Address Array of Conditions

While skin care can be incorporated into the recovery and longevity of treatments, attracting patients to in-office menu options, Swaroop says a broader menu creates more opportunities for bundling, offering cost-saving options for clients as they become increasingly interested in wellness programs.

According to Kline's Survey, the integration of wellness services — such as weight loss, hair growth and overall health — is an emerging trend. About 20% of surveyed physicians plan to offer wellness programs by 2025, introducing bundled promotions and forming in-office partnerships with wellness companies to attract a broader audience.

"Innovation, the introduction of new professional skin care brands, and fresh outlet concepts offering expanded services will also boost consumers' willingness to spend," says Swaroop.

Richard Purvis, CEO of Skin Moderne, says offering unique, efficacious treatments that are safe and have no down time, while delivering optimal results increases client retention within the client budget.

How Plastic Surgeons Approach Cost Sensitivity

Capek says her practice has curated a menu of paired treatments that address the most common patient concerns, offered together as a package that includes a discount compared to doing each treatment separately. She says not only is this treatment combo more effective at getting the patient major results, but by packaging them together and paying upfront, the patient will see significant savings.

Purvis has implemented tiered pricing, along with introductory packages–cost-effective bundles for first-time clients to lower the barrier to entry. He says membership, financing and group plans also expands options for price sensitive patients.

"Consumer priorities are evolving, and physicians are recognizing opportunities in these shifting interests," says Swaroop. "As holistic aesthetics, longevity, and health prevention gain more focus, we anticipate [wellness programs and diversified menus] will become a standard offering… as practices transform into one-stop destinations for essential services." ME

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

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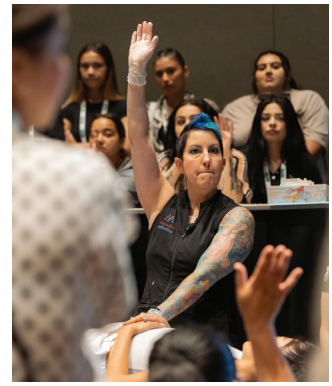

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