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THE GUIDE FOR EXCELLENCE IN MEDICAL AESTHETICS

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OLHA MAIKINA
MD from Europe, Zemits Co-Founder

VISIBLE TRANSFORMATIONS: CLINICAL RESULTS WITH DERMEBOOST™ TECHNOLOGY



Client: 70's y.o.
Skin Concerns: Dullness, loss of elasticity and collagen, dehydration
Number of treatments performed: 1 session

Results: The skin showed a noticeable improvement in radiance, with enhanced elasticity and reduced signs of dehydration. The client reported a more youthful and rejuvenated appearance, feeling 10 years younger.



Courtesy of Diane, Licensed Aesthetician, Amores Spa, Orlando, FL @amores__spa

The treatment included **1 session of DermeBoost™ Facial with Zemits RevitaCollagen MesoSerum,** combined with Skin Script Lemon Zest Enzyme exfoliation, facial Gua Sha massage using Clear choice Hydrating Mask and Korean V-Tox Lift Mask.



Client: 24 y.o.
Skin Concerns: Inflamed acne, redness, uneven skin tone, and texture
Treatment Frequency: 1 treatment per 2 weeks
Number of treatments performed: 2 sessions

Results: Significant reduction in acne inflammation and redness. The skin showed a clearer appearance with visible reduction in acne lesions, smoother texture, and improved overall tone. Pores appeared refined, and the skin felt more hydrated, contributing to a refreshed and revitalized complexion.



Courtesy of Monika Hofmann, Educator, Assessor Skin Specialist, Zemits Expert Provider, Coulsdon, UK, @monika_hofmann_aesthetic

The treatment included **2 sessions DermeBoost™ Facial with Zemits Acnolex MesoSerum,** combined with Zemits HydroDiamond Facial™ and chemical peel.

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Gen Z, Preventive Care and the Evolution of the Aesthetics Industry

The aesthetics industry has always been long sought after for anti-aging procedures and treatments that reverse or delay signs of aging due to hormones, weight loss and the natural process of aging that all of our bodies experience. However, young generations, most notably Gen Z, who've taken an interest in Botox, body contouring, nose jobs and medical grade skin care, are showing a demand in preventive aesthetics that diminish signs of aging before they occur.

These processes happen holistically, with a focus on vitality and longevity, as well as invasively and non-invasively, depending on the goal in mind. No matter what the demographic may be for those seeking aesthetic enhancements though, there's a common interest in every patient: aligning themselves with their self-perception.

This interest is reflected in Merz Aesthetics' Pillars of Confidence study[1] looking at global insights on aesthetics and self-affirmation, surveying 15,000 adults. The findings of the study found that 73% of respondents feel "empowered" after undergoing an aesthetic treatment, 69% seek aesthetic treatments to reflect how they feel inside and 72% said that aesthetic treatments impact how they view themselves. You will read more about these findings in this issue.

Aesthetics empowers people and their confidence no doubt, and as a Gen Z-er myself I can say there is a major focus on appearance in my demographic as our lives take place online and through the lens of a camera for connection, views and exposure and work. I'm happy that aesthetics allows people to feel comfortable in their skin. We are all truly beautiful in our own way despite any enhancements, though, and both perspectives are valid.

Gemclinical, featured in this issue, is a brand that blends crystal vibrational energy with skin care to promote self-affirmation and self-love. Its products are designed to support skin rejuvenation during recovery, particularly after cosmetic treatments. This approach is especially relevant in a time when body image, self-esteem, body dysmorphic disorder and external validation often influence decisions around cosmetic surgery, as studies suggest[2].

A 2021 study[3] demonstrated that a change in cosmetic dermatology over the past two decades lies in the shift from correction and reversal treatments for millennials to preventive measures for Gen Z. It'll be exciting to see how my generation, known for believing in self-love and reclaiming their self confidence and identity, will do to change not only this industry, but also this world, rooted in their digital-first generation power.

Signing off,

Jamie O'Toole

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Dermalogica launched its **Exo Booster**, a bacterial, pro-resolution technology combined with a vegan exosome complex containing approximately 10 billion *Lactobacillus* exosomes in each application. The Exo Booster is an addition to Dermilogica's "pro-treatment" line for redefining post-treatment recovery and skin rejuvenation, a human micro-biome derived exosome treatment for skin recovery after micro injury treatment.



Aesthetic Management Partners (AMP) has launched **NouvaDerm**, a 'total body restoration laser,' responding to the increasing demand for tailored aesthetic solutions using versatile equipment rather than one-size-fits-all approaches. The full body laser customizes treatments to meet individual patient needs using fractional ablative, subablative and non-ablative modes that address various skin concerns across the face and body.



BoselyMD, a hair restoration company, has launched two hair growth serums for men and women, called **"Revive + Hair Densifying Serum."** The formulation stimulates mitochondrial function to reenergize hair follicles and extend the hair growth cycle for thicker hair. Each bottle is a "month supply" that combats hair loss due to hormone imbalances, androgenetic alopecia and stress or weight loss in men and women–common causes of hair thinning and loss–by targeting the anagen hair growth phase.



Moxie, a platform that advises entrepreneurs on how to launch and expand their medspa, has developed its **Compliance Defender** for owners to manage risks associated with regulatory compliance within business standards. This feature is reportedly the first of its kind, allowing medspa owners to stay compliant with evolving business regulations and protect their medical licenses.

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Gen Z in the Aesthetic World: Strategies for Attracting the Next Generation of Patients

Medical aesthetic practices should implement strategies that align with Gen Z's digital fluency and social consciousness to retain this generation.

The aesthetics industry is at a pivotal point, as Gen Z, ages 15-28, emerges as a significant consumer group. Unlike older generations, Gen Z prioritizes self-expression, subtle enhancements and authenticity in their approach to beauty and aesthetics. They have an estimated $360 billion in disposable income and strong influence over their families' purchasing decisions.

Medical aesthetic practices must adopt strategies tailored to meet Gen Z's unique values and preferences. That's why I want to share some actionable strategies and tactical tips for attracting and retaining this digitally savvy, socially conscious generation in your medical aesthetics practice.

Understand What Drives Gen Z in Aesthetics

To attract Gen Z patients, it is important to understand what drives them to seek aesthetic treatments and procedures. Some strategies include:

- **Market Subtle Enhancements.** Focus on treatments like preventative Botox, skin health and acne solutions. Use language that aligns with their preference for natural, gradual improvements, rather than dramatic transformations.
- **Highlight Self-Care Benefits**. Frame your services as investments in self-confidence and wellness, rather than purely aesthetic. Position treatments like

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chemical peels or microneedling as part of a holistic approach to health.

- **Showcase Diverse Results.** Incorporate a wide range of patient stories and before-and-after visuals that represent different ages, skin tones and genders.

Build a Strong Digital Presence

Raised in the era of TikTok trends, Instagram Reels and influencer endorsements, this tech-savvy generation requires medical aesthetic practices to craft a strong online identity—complete with compelling social media strategies, mobile-friendly websites and engaging content that educates and inspires.

A robust digital presence not only positions a practice as modern and relatable, but also builds trust, making it the first choice for Gen Z patients looking to invest in their confidence and self-care.

Social media strategies include:

Posting short-form videos on TikTok and Instagram Reels showcasing patient transformations, FAQs about treatments or "a day in the life of a procedure."

- Follow trending hashtags and use them to amplify your content reach (e.g., #PreventativeBotox, #GlowUpJourney).
- Host Q&A sessions or live streams to answer questions in real time and demystify treatments.

Update your website to ensure it is mobile-friendly, loads quickly and is easy to navigate. Make sure to add a FAQ section tailored to common Gen Z concerns (e.g., is Botox safe for someone in their 20s?)

Finally, you want to embrace reviews. Encourage satisfied patients to leave testimonials on all your social channels. Make sure these review sites are accessible through links on your website and social media.

Prioritize Education and Transparency

Growing up with a world of information at their fingertips, Gen Z expects clear, detailed education about treatments, safety and results. They want to make informed decisions–free from the pressure of hard sales tactics. Educated patients are confident patients, and for Gen Z, that confidence begins with a practice that values open communication.

Tactical tips include:

- **Offer Value-Packed Content.** Create a blog or video series answering questions like "How to build a skin care routine" or "When to start preventative treatments." Use Instagram stories to create quick polls or quizzes, like "Which treatment is right for you?"
- **Simplify Costs.** Provide downloadable treatment guides with cost breakdowns. Train your staff to clearly explain financing options during consultations.
- **Build Trust in Safety.** Share "behind the scenes" videos showing how your practice maintains hygiene standards. Post content about your team's certifications and expertise.

Deliver Personalized and Convenient Experiences

In a world driven by customization and instant gratification, delivering personalized and convenient experiences is key to attracting Gen Z patients to medical aesthetic practices.



Market Subtle Enhancements that focus on treatments like preventative Botox, skin health, and acne solutions for Gen Z.

Tactical tips include:

- **Enhance Booking Options.** Add a "Book Now" button to your social media profiles. Implement online scheduling tools that allow patients to select their provider, preferred time slot and consultation in just a few clicks.
- **Use Technology.** Offer virtual consultations for busy Gen Z patients. Invest in skin analysis software or apps that provide a personalized treatment plan based on uploaded photos or in-office scans.
- **Stay Connected Post-Treatment.** Send personalized emails or texts with aftercare instructions, exclusive discounts or reminders for follow-up appointments.

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Embrace Social Responsibility

Embracing social responsibility isn't just a value-driven choice—it's a strategic move for medical aesthetic practices looking to attract Gen Z patients who prioritize brands that align with their ethics and commitment to making a positive impact.

Tactical tips include:

- **Showcase Sustainability.** Highlight eco-friendly initiatives, like using sustainable packaging for skin care products or adopting paperless documentation. Share content about your partnerships with green suppliers or recycling programs.
- **Celebrate Inclusivity.** Use real patients from diverse backgrounds in your marketing campaigns. Train your staff on culturally competent care to ensure all patients feel welcome and respected.
- Promote Giving Back. Organize charity events or offer free educational webinars on topics like skin care or mental health. Partner with local organizations to support community causes.



Promote giving back by organizing charity events or offer free educational webinars on topics like skin care or mental health.

Leverage Influencer Marketing

Leveraging influencer marketing is a game-changer for medical aesthetic practices aiming to attract Gen Z, as this generation relies on trusted online voices to discover, evaluate and connect with brands that resonate with their lifestyle and values.

Tactical tips include:

- **Collaborate with Micro-Influencers.** Choose influencers with 5,000–50,000 followers in the beauty, wellness or self-care niches who genuinely align with your brand. Offer free treatments or exclusive discounts in exchange for authentic reviews or posts about their experience.
- **Encourage User-Generated Content.** Create a branded hashtag (e.g., #GlowWith [YourPracticeName] and ask patients to tag you in their posts. Host a contest where patients can win a free service by sharing their aesthetic journey on social media.
- **Feature Real Patient Stories.** Ask satisfied patients to share video testimonials about their experience and showcase them on social media and your website.

Foster Long-Term Relationships

Fostering long-term relationships is essential for medical aesthetic practices looking to attract and retain Gen Z patients, who value authentic connections and loyalty with brands that consistently meet their needs and evolve alongside them.

Tactical tips include:

- **Loyalty Programs.** Create a points-based system where patients earn rewards for referrals, reviews or multiple treatments. Offer exclusive perks, like early access to new services or discounted skin care products.
- **Regular Communication.** Send targeted emails or texts with tips tailored to their aesthetic goals, like seasonal skin care advice or reminders to book touch-ups. Use personalized messaging to wish them a happy birthday or celebrate a milestone (e.g., 1 year as a patient).
- **Exclusive Gen Z Events.** Host a "Glow Party" where Gen Z patients can learn about treatments in a fun, relaxed environment. Offer on-the-spot consultations and mini-services like skin care analyses or product demonstrations.

Invest in Your Brand's Authenticity

Investing in your brand's authenticity is crucial for attracting Gen Z patients, as this generation seeks genuine, relatable practices that reflect transparency, trustworthiness and a clear commitment to their well-being.

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Post videos introducing your providers, highlighting their expertise and personalities.

Tactical tips include:

- **Create a Relatable Voice.** Use conversational language in your social media captions, blogs and patient communications. Avoid overly technical jargon—focus instead on how treatments can meet their specific goals.
- **Showcase Your Team.** Post videos introducing your providers, highlighting their expertise and personalities. Share fun behind-the-scenes content, like staff celebrations or a "day in the life" of your practice.
- **Adapt Based on Feedback.** Regularly ask for patient feedback through surveys, social media polls or reviews. Act on feedback quickly and publicly thank patients for helping you improve.

Attracting and retaining Gen Z patients is a dynamic process requiring innovation, transparency and an authentic connection to their values. By investing in a strong digital presence, providing education, leveraging social responsibility and delivering personalized experiences, your practice can build lasting relationships with this influential generation.

The key to success lies in staying ahead of trends, embracing technology and consistently demonstrating your commitment to helping patients look and feel their best. 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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Top 2025 Aesthetic Procedure Trends from AAFPRS: GLP-1's Impact, Rhinoplasty Corrections, Rising Male Interest

About 80% of surgeons report a rise in patients seeking rhinoplasty revisions, emphasizing the importance of specialized surgeons.

The American Academy of Facial Plastic and Reconstructive Surgery (AAFPRS), released its findings from 2024 annual survey outcomes, revealing the trends that are projected to set the tone for 2025.

GLP-1 Medications in Plastic Surgery: Growing Concerns Over 'Ozempic Face' and Surgical Outcomes

GLP-1 medications are becoming increasingly accessible outside of healthcare offices and finding themselves in plastic surgery offices, with 10% of AAFPRS members personally prescribing them—a figure that AAPRS anticipates to grow in the coming years, according to a Feb. 4 press release.

While offering GLP-1 in plastic surgery offices has opened doors to patients seeking a promising solution to weight loss, it's also inviting a group of people experiencing 'Ozempic face' according to the release, with facial plastic surgeons reporting a 50% rise in the average number of fat grafting procedures performed over the past year.

However, Patrick Byrne, M.D., president of the AAFPRS, expresses concerns with skin laxity and unpredictable volume loss due to rapid weight loss, as nutritional

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deficiencies can complicate recovery and increase the risk of poor scarring or wound complications. Weight fluctuation after facelifting and necklifting procedures can also impact post-weigh-loss treatments.

"From my experience, both significant weight gain and significant weight loss can negatively impact the long-term results of facelifting and necklifting procedures," Byrne says. "I counsel patients that maintaining a stable weight postoperatively is crucial for preserving their surgical results."

Rhinoplasty Revisions on the Rise: Experts Emphasize the Importance of Specialized Surgeons

About 80% of AAFPRS members report that more than 10% of patients seeking rhinoplasties seek revisions of previous surgeries, according to the release.

"It is well accepted that rhinoplasty is the most challenging cosmetic procedure," says Mark Hamilton, M.D., F.A.C.S, chair, public information committee at AAFPRS. "Often patients will have their first procedure done by surgeons who do plastic surgery over the entire body with no area of focus, and this often leads to a less than desired outcome."

He stresses the importance of opting for a plastic surgeon who specializes in a desired procedure when undergoing rhinoplasties in 2025.



Decreasing levels of estrogen lead to skin thinning and loss of elasticity, as collagen, elastin and hydration all decrease during menopause.



Men increasingly seek out hair transplants, outnumbering women.

Rising Male Interest in Aesthetic Procedures: Hair Transplants, Facelifts and PRP Treatments

Men increasingly seek out hair transplants, outnumbering women, says James Randall Jordan, M.D., AAFPRS board member.

Other common surgeries for men are blepharoplasty, rhinoplasty and facelifts, as 92% of AAFPRS surgeons report male patients in their practice, with these procedures being the most sought out by them, per the release.

PRP treatments continue to gain traction, especially for regenerative processes like hair restoration, Jordan adds.

"There are many options with platelet rich plasma and alternatives like platelet rich fibrin, all of which are loaded with growth factors that may enhance hair growth and skin texture," Jordan says.

Addressing Menopause-Related Changes: Popular Surgical Solutions for Women

According to the release, 28% of AAFPRS members agree that patients seeking treatments reference symptoms of perimenopause- and menopause-related concerns.

Hamilton explains that decreasing levels of estrogen lead to skin thinning and loss of elasticity, as collagen, elastin and hydration all decrease during menopause.

"The most common surgical options for correcting these changes include facelifts to lift the skin of the lower face and neck, brow lifts to rejuvenate the upper third of the face and blepharoplasty to reduce the signs of aging in the eyelid region," Hamilton says. "All of these can be combined with autologous fat grafting to restore lost volume." ME

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

Clockwise from top: Image by Rabizo Anatolii; MohamadFaizal at Adobe Stock



Embracing the Undetectable ERA

Technology and personalization are transforming aesthetic treatments and procedures to achieve more natural-looking results.

By Jamie O'Toole

Whether patients seek invasive surgeries or minimally-invasive "tweakments," there is a common goal: lasting, natural results. Enter the undetectable era of aesthetics as patients express worry about unnatural results and view cosmetic treatments as a part of their beauty maintenance—interested in enhancing and upkeep of their unique features rather than altering them.

Merz Aesthetics' global Pillars of Confidence study, surveying 15,000 adults, indicates that 79% of respondents prefer treatments that enhance rather than alter and 49% of respondents worry about unnatural results[1].

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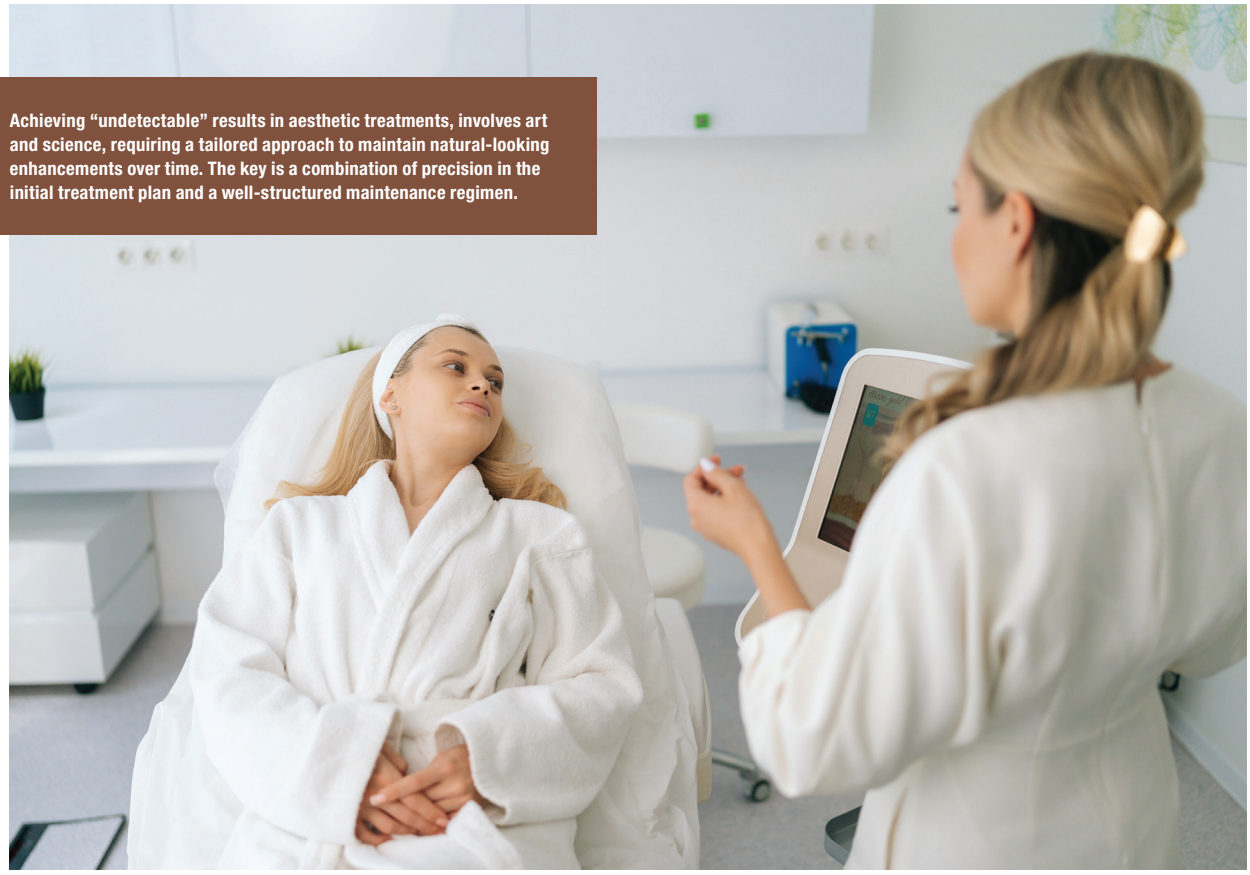

Achieving "undetectable" results in aesthetic treatments, involves art and science, requiring a tailored approach to maintain natural-looking enhancements over time. The key is a combination of precision in the initial treatment plan and a well-structured maintenance regimen.

Driving Precision and Personalization: How Innovation in Technology Enhances Undetectable Aesthetic Surgeries and Treatments

Innovation is at the center of the undetectable trend in aesthetics, says Sara Sangha, Ph.D., associate vice president of medical affairs at Allergan Aesthetics. The demand for minimally invasive surgeries is likely to continue to grow as advancements in techniques and technologies progress, including AI capabilities in precision and personalization.

"Innovations at the point of care and prior to treatment visit, from ultrasound technology and 3D imaging to AI apps, help providers understand and offer customized treatments like never before," Sangha says.

She adds that personalization—customized to address preferences, skin types and microbiome–is paramount when providing aesthetic treatments, as patients move away from a one-size-fits-all ideal of beauty towards embracing individuality and natural-looking results, according to an Allergan Aesthetics report [2]. This cultural shift, she says, drives demand for enhancements that are less obvious and preserve unique facial features.

Achieving "undetectable" results in aesthetic treatments, however, involves art and science, requiring a tailored approach to maintain natural-looking enhancements over time, says Kristy Hamilton, MD, FACS. The key, she says, is a combination of precision in the initial treatment plan and a well-structured maintenance regimen.

Technology capabilities enable precise preoperative planning, particularly in procedures like rhinoplasty and facial rejuvenation, where millimeter-level adjustments make a significant difference, to achieve seamless, undetectable outcomes.

Hamilton says 3D imaging and simulation technologies can allow patients to visualize potential outcomes, helping set realistic expectations. Patients also present images generated from AI or social media filters, helping ensure a better understanding of patient goals and realistic standards, she says.

Allergan Aesthetics found that patients have a desire to look like themselves, just improved, Sangha says.

About 55% of patients surveyed in Allergan's report were interested in filler to treat or minimize the appearance of wrinkles. Only 22% of patients surveyed were actually

Image by dikushin at Adobe Stock

looking to augment their appearance, highlighting the "growing demand for subtle enhancements that compliment and not alter natural features."

Social Media Influence: Millennials and Gen Z Shift Toward Subtle, Preventive Aesthetic Treatments

"Shifting societal beauty standards have also contributed to the change from dramatic transformations to undetectable enhancements," Sangha says. "The desire for 'Instagram vs. reality' congruence also suggests a preference for subtle tweaks."

Aesthetic patients are expressing interest in subtle treatments starting earlier in their life to help avoid dramatic changes later in life–known as preventive aesthetics, Sangha says, that is very popular among the millennials and Gen Z generation.

"Increasingly, I am recommending regenerative medicine modalities to my patients for maintenance such as biostimulators, PDRN, platelet-rich plasma and platelet-rich fibrin, and exosome treatments—in line with the 'collagen banking' concept," Hamilton says. "My approach involves a customized maintenance plan for each patient, incorporating routine assessments to adjust treatments based on their evolving aesthetic needs."

Artistry's Role in Understanding Anatomy to Achieve Undetectable Results

"For surgical procedures, longevity is built into the results by employing advanced techniques that respect natural anatomy, ensuring graceful and natural long-term results–never overdone," Hamilton says.

Hamilton adds that ultrasound is a useful tool to supplement anatomy knowledge to diagnose and accurately identify previous filler placement, and allow for targeting dissolving where appropriate.

"Ultrasound is also helpful intra-operatively when placing fat through minimally invasive techniques to augment muscles of the body, or to safely augment the hips and buttock for subtle, natural curves in the appropriate surgical plane," Hamilton says.

Preventative strategies play a crucial role in maintaining natural results over time post-op, she adds, using consistent skincare, sun protection and undergoing complementary treatments, such as collagen-boosting therapies, to help preserve results.

"The ultimate goal is not just to create a beautiful outcome, but to ensure that it remains harmonious and natural as the patient ages," Hamilton says.

How a Combination of Gradual Treatments Achieves Natural, Timeless Results

Hamilton says the most seamless results are yielded with a combination of most, if not all, of them, explaining that subtle results are actually the product of significant amount of treatments.

Non-surgical treatments, such as injectables, lasers and skin rejuvenation, require periodic touch-ups to sustain their effect. Hamilton recommends annual-to-biannual laser resurfacing for patients, quarterly neurotoxin treatments to soften dynamic lines and "conservative" use of hyaluronic acid fillers for sculpting of the face where appropriate.

"The key is a true facial analysis and individualized plan, frequent treatment and maintenance with a conservative approach," she says. "Less is more at each visit, and gradual enhancements are not detectable."

"The desire for 'Instagram vs. reality' congruence also suggests a preference for subtle tweaks."

By strategically combining non-surgical treatments, patients achieve refreshed, youthful and undetectable results that enhance their natural features rather than alter them, Hamilton adds.

"Once the patient and I have achieved the desired look, then we focus more on regenerative medicine therapies and laser resurfacing to continue building collagen and rejuvenating the tissues without necessarily altering the structure of the face further," Hamilton says. ME

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

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SPRING AESTHETIC TRENDS:

Restorative Treatments, Eye Enhancements and Body Contouring Surge as Warm Weather Approaches

The RealSelf's Real Talk Report highlights key spring trends in aesthetic medicine, including a rise in restorative treatments.

By Jamie O'Toole

Within RealSelf's Real Talk Report, released on Feb. 25, are five key trends aesthetic practitioners and plastic surgeons can anticipate specifically for the spring season as summer approaches.

The Real Talk Report combines data from millions of consumer searches on RealSelf with in-office insights from 17 plastic surgeons and dermatologists practicing in the U.S.



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Within RealSelf's Real Talk Report, released on Feb. 25, are five key trends aesthetic practitioners and plastic surgeons can anticipate specifically for the spring season as summer approaches.

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The Rise of Restorative Treatments and Hybrid Techniques in Aesthetic Medicine

Goretti Ho Taghva, MD, says patients have shown more interest in skin quality and longevity over relying on fillers and neurotoxins. As patients seek more natural solutions for radiant skin, the report says a growing number of practices have begun offering restorative treatments such as PRF, exosomes and PDRN, particularly in combination with microneedling.

H. William Song, MD, has seen renewed interest in classic treatments like the vampire facelift, combining fillers with PRP. The vampire facelift name is in inspiration of the modern vampire: "sexy and forever youthful, obtaining power from the blood," Song says.

The process of a vampire facelift involves combining hyaluronic acid with PRP, using a small amount of filler and strategically laying it down to act as a "scaffold," exactly where the surgeon intends for the extra volume to form.



H. William Song, MD, has seen renewed interest in classic treatments like the vampire facelift, combining fillers with PRP.



Upper and lower blepharoplasty demand will grow in spring, specifically among men.

"We then place the PRP on top of it to signal natural collagen to form around the filler, kind of like the way a coral reef forms around a sunken ship," Song says. "Because it is the patient's own collagen, and the body knows not to make too much, we get a very natural looking volumization that lasts longer than the filler by itself."

He says instead of surgically stretching unhealthy skin or "stuffing it" with artificial fillers to smooth out the wrinkles, regenerating a patient's own collagen has immediate effects, and results continue over time as the collagen and new blood supply forms to create healthier skin.

Surge in Popularity for Blepharoplasty: Men and Women Turning to Subtle, Long-Lasting Eye Enhancements

RealSelf projects upper and lower blepharoplasty demand to grow in spring, specifically among men, demonstrating a 324% year-over-year increase, as the most-searched procedure on RealSelf in 2025 thus far.

Dilip Madnani, MD, FACS, says men are increasingly seeking blepharoplasty because "the aging Hollywood and sports stars of our generation don't seem to be aging as much as the other generations, so the secret's out that small surgical tweaks can improve appearance without going all out with big changes."

The report states that upper blepharoplasty will be popular among women who are "mindful" of evolving makeup trends that emphasize a defined eyelid contour. For those interested in correcting lower eyelid hollowness or bags, Madnani predicts more people favoring permanent results achieved with surgery than use of fillers.

Clockwise from right: Image by Rabizo Anatolii; VisionPro at Adobe Stock



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Downsized breasts and "internal bras" will also be a common patient request this spring, RealSelf reports, as patients look for enhanced support and comfort.

Spring's Facial Rejuvenation Surge: The Rise of Combined Lift Procedures for Natural, Long-Lasting Results

RealSelf reports facial rejuvenation to be one of the "biggest" trends for spring, as more people seek out deep plane facelifts or mini lifts, particularly combining them with complementary procedures such as lip lifts, fat transfer and chin liposuction to sculpt and rejuvenate the entire face and neck.

Shahram Salemy, MD says she believes patients are having combined facial procedures to achieve results that appear more harmonious and even synergistic when combined with a facelift.

"For example, in many cases the results of upper eyelid surgery combined with a brow lift create a more balanced, youthful appearance than either alone," Salemy says. "In addition, patients prefer a single procedure and single recovery versus multiple procedures, if at all possible."

RealSelf reports that patients realize that modern facelift techniques look more natural than fillers, with far more longevity. Salemy says the trend away from fillers may be tied into patients wanting results that can be more predictable in the long term.

"In most cases, we know how facelifts and fat transfers tend to behave in the long term, but the long term results of fillers may be less predictable," Salemy says. "I think patients can get nice results with either, but it takes a conversation with your surgeon to determine what is going to work best to meet your goals."

Rising Demand for Tummy Tucks, Lifts, and Makeovers as Summer Nears

Body contouring procedures become more sought out in the spring as summer approaches. Per the report, plastic surgeons say tummy tucks, body lifts, brachioplasties, thigh lifts and full mommy makeovers are anticipated as the weather becomes warmer.

Suzette Miranda, MD, points to GLP-1s driving the demand for surgical body contouring, as more patients experience excess skin following rapid weight loss.

Downsized Breasts and 'Internal Bras' for Enhanced Support and Proportionate Shape

Downsized breasts and "internal bras" will also be a common patient request this spring, RealSelf reports, as patients look for enhanced support and comfort, lower implant complications and perkier, more proportionate shaped breasts.

Urmen Desai, MD, says the desire to downsize reflects celebrity-driven trends and an increased focus on fitness, wellness and long-term health. ME

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



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Merz Aesthetics Launches Ultherapy Prime:

A Personalized, Non-Surgical 'Tweakment' Solution



Merz Ultherapy Prime unveiled at IMCAS 2025 in Paris.

By Jamie O'Toole

Merz Aesthetics has unveiled Ultherapy Prime, an evolution of the Ultherapy treatment, designed to enhance facial appearance and promote healthier skin. Catering to the rising popularity of non-invasive, non-surgical "tweakments," this launch is rooted in insights from Merz's Pillars of Confidence research study that highlights the vital role self-perception plays in aesthetics.

Merz's Pillars of Confidence Study Reveals the Empowering Impact of Aesthetic Treatments on Self-Perception and Confidence

Merz's Pillars of Confidence study[1] looks at global insights on aesthetics and self-affirmation, surveying 15,000 adults. The survey consisted of 25% men and 75% female, across 15 countries aged 21-75, who have had an aesthetic treatment in the past or are open to having one in the near future.

The study found that 73% of respondents feel "empowered" after undergoing an aesthetic treatment, 69% seek aesthetic treatments to reflect how they feel inside and 72% said that aesthetic treatments impact how they view themselves.

"Our Pillars of Confidence research shows what we anecdotally knew to be true—that aesthetic treatments appear to do more than just enhance our appearance; they can help people feel empowered and support their self-confidence journey," says Bob Rhatigan, CEO of Merz Aesthetics.

Responding to the Results: Ultherapy Prime Non-Surgical Aesthetic Treatments with Real-Time Visualization and Personalization

In comparison to the previous model–Ultherapy–the Ultherapy Prime technology allows practitioners to see patients' anatomy in real time to target tissue and personalize treatments–lifting the neck, chin and brow–in the effort to meet the needs demonstrated in the survey: aligning patients'self-perception non-invasively.

Patrick Urban, president of North America Merz Aesthetics, says as patients express a growing interest in tweakments, Merz Aesthetics has integrated Ultherapy Prime. Ultherapy Prime was integrated to meet these needs, as the device can be personalized to lift the skin and improve lines and wrinkles.

Ultherapy Prime, an FDA-approved, non-invasive device, focuses ultrasound energy to lift and tighten the skin, stimulating collagen production and improving skin elasticity. The Ultherapy Prime features a 35% larger screen at 19 inches, and an ultrasound field that is 10 inches, according to Merz's Ultherapy EPaper[2].

The Ultherapy Prime microfocused ultrasound treatment creates thermal coagulation points to reach the collagen and elastin-rich tissue layers without damaging the skin's surface. The treatment includes three phases: Temporary Inflammation; Proliferation; and Maturation and Remodeling.

"Ultherapy Prime is the only FDA-cleared non-invasive skin lifting treatment with real-time visualization," Urban says. "The platform's unique micro-focused ultrasound technology can target deeper skin layers…and allows aesthetics healthcare professionals to target the right collagen and elastin-rich layers of the tissue at multiple depths, delivering consistent and precise energy."

Treatment Phases: From Inflammation to Collagen Remodeling for Long-Lasting Regenerative Results

Healing occurs in three phases to complete the regenerative process. Phase 1 (Temporary Inflammation) involves macrophages breaking down injured tissue and releasing cytokines to attract fibroblasts.

Phase 2 (Proliferation) sees fibroblasts creating type III collagen and other mediators essential for rebuilding the collagen matrix. Phase 3 (Maturation & Remodeling) replaces type III collagen with stronger type I collagen, forming durable cross-links that provide lifting and tightening effects lasting up to a year or more.

What Have Aesthetic Practitioners Experienced?

Jennifer Levine, a double board-certified facial plastic surgeon, says she has used Ultherapy Prime in her practice for about a year and has found an improvement in visualization compared to the previous model, Ultherapy, making it a "gold standard" for skin tightening in her practice.



Ultherapy Prime, an FDA-approved, non-invasive device, focuses ultrasound energy to lift and tighten the skin, stimulating collagen production and improving skin elasticity.

"I like it, especially because it involves visualization, and we're able to target a deeper layer of tissue, which is the one that I would lift if I were doing a face lift as well as a layer even more superficially than that–so it's a bi-level treatment with visualization, [making] it very precise," she says.

The layer Levine is referring to is the SMAS, or superficial musculoaponeurotic system. Ultherapy Prime employs microfocused ultrasound using a transducer to precisely deliver energy to a specific layer, producing collagen and elastin, without treating the intervening layers, Levine adds.

"The treatment time is shorter, the treatment is more comfortable for the patients, and we're getting improved results," Levine says. "The ultrasound screen is much bigger, so patients can actually see [themselves] as you're doing the treatment." ME

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

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THE OZEMPIFICATION OF AESTHETICS: How GLP-1 Medications Are Transforming the Industry

GLP-1 medications are reshaping aesthetics by introducing new patient demographics and treatment demands.



By Johnny Franco

The aesthetic industry is undergoing a significant transformation due to GLP-1 medications like Ozempic, Wegovy and Mounjaro. Initially designed for diabetes and weight loss management, these medications have become some of the most impactful pharmaceutical advancements in recent history.



Beyond their metabolic benefits, these medications are reshaping aesthetics by introducing new patient demographics and treatment demands. Rapid weight loss often results in skin laxity and volume loss–concerns traditionally associated with aging, but are now prevalent among younger individuals. This shift, referred to as the Ozempification of aesthetics, is redefining patient needs and driving demand for innovative aesthetic solutions.
Changing Patient Demographics & Treatment Needs



Younger skin responds well to regenerative treatments, making biostimulants and collagen-boosting therapies effective in restoring lost volume and improving skin texture.

YOUNGER PATIENTS WITH MATURE CONCERNS

With the rise of GLP medications, younger patients in their 20s and 30s are now presenting with skin laxity, volume depletion and body contouring needs. Previously, younger patients primarily sought treatments like Botox and fillers. Today, they are increasingly interested in skin-tightening procedures, energy-based devices, and biostimulants to address the effects of rapid weight loss.

Fortunately, younger skin responds exceptionally well to regenerative treatments, making biostimulants and collagen-boosting therapies particularly effective in restoring lost volume and improving skin texture.

THE EMERGENCE OF AESTHETIC-NAÏVE PATIENTS

Weight Loss as a Gateway to Aesthetic Treatments

Many patients initially seek medical weight loss treatments with little knowledge of aesthetic procedures. However, as they lose weight, they begin to notice loose skin, volume depletion and contour irregularities, prompting them to explore aesthetic solutions.

This offers both an opportunity and a responsibility for aesthetic providers. By introducing proactive treatment strategies, such as the "Ozempic face prevention" plan, prior to starting GLP medications, patients can achieve optimal results. These plans help maintain facial volume and skin integrity, ensuring a healthier, more balanced appearance throughout their weight loss journey. Educating these aesthetic-naïve patients about their options ensures they achieve results that align with their overall wellness goals.

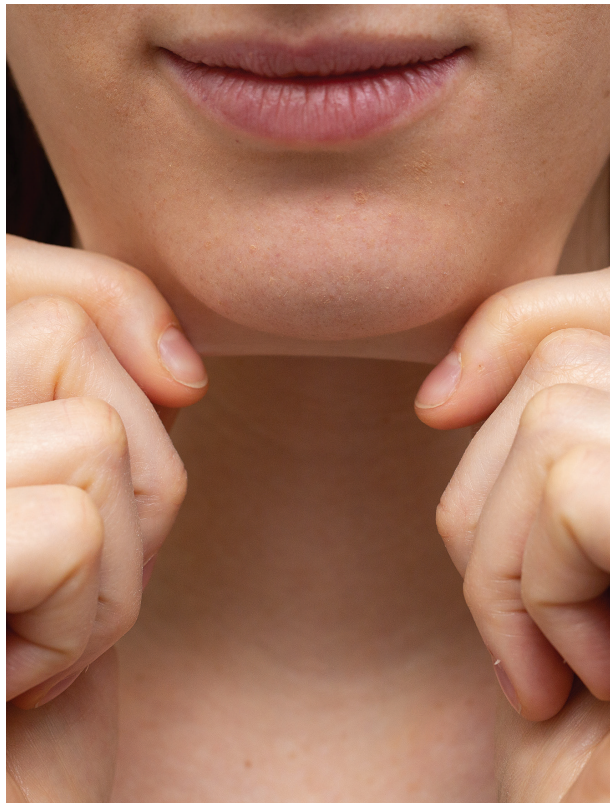
Addressing the "Ozempic Face" and "Ozempic Butt" Phenomena

Rapid weight loss often leads to "Ozempic face," a pop culture term that has gained widespread recognition. It has become so prominent that it is the most visited page on our website, highlighting its relevance to patients. Ozempic face is characterized by facial hollowing and sagging, while "Ozempic butt" involves volume loss and skin laxity in the buttocks and thighs.

Unlike past trends dominated by Brazilian butt lifts (BBLs), many patients today seek subtle, non-surgical solutions to improve shape and texture without excessive augmentation. Treatments like Sculptra, Radiesse and hyperdilute biostimulants, combined with energy-based skin tightening, offer natural-looking enhancements.



Clockwise from top: Image by Monkey Business; K.KStock at Adobe Stock



Rapid weight loss due to GLP-1 often results in skin laxity and volume lossconcerns traditionally associated with aging, but are now prevalent among younger individuals.

OPPORTUNITIES & RESPONSIBILITIES FOR AESTHETIC PROVIDERS

Educating & Guiding New Patients

The influx of new patients unfamiliar with aesthetic treatments requires practitioners to act as trusted advisors. Providers should focus on:

- Transparent communication about treatment options
- Setting realistic expectations for results and maintenance
- Developing personalized, long-term aesthetic plans

Innovative Treatment Combinations

To effectively treat these patients, practitioners must move beyond traditional protocols. The most effective approaches involve:

- Biostimulants for volume restoration and collagen stimulation
- Energy-based skin-tightening devices for improved elasticity and texture
- Surgical excision when necessary for significant skin redundancy

This holistic, multimodal approach is essential for addressing the aesthetic concerns associated with dramatic weight loss.

TRANSFORMATION OF SURGICAL PROCEDURES

Younger Patients Seeking Surgical Interventions

A surprising shift in the industry is the growing demand for surgical interventions among younger patients. Facelifts, body lifts and other procedures—once reserved for older individuals—are now sought by those in their 20s and 30s who have lost significant weight.

While non-surgical treatments are beneficial, they may not be sufficient for excess skin removal. In such cases, lower facelifts, arm lifts and circumferential body lifts are becoming more common and widely accepted.

The Future of Aesthetics in the Ozempic Era

The Ozempification of aesthetics is more than a passing trend; it is a fundamental shift in aesthetic medicine. As this transformation unfolds, providers must adapt by:

- Educating patients about available treatments and setting clear expectations
- Developing new treatment protocols that cater to younger patients with mature skin concerns
- Creating long-term aesthetic plans that evolve with patients over decades
- Emphasizing body contouring and skin-tightening solutions to meet changing patient demands

Aesthetic providers who embrace these changes will be well-positioned to guide patients through this evolving landscape. Given that the weight loss journey is long and complex, integrating aesthetics early on can enhance patient outcomes by ensuring a more balanced and natural transformation. The ripple effects of the Ozempification of aesthetics will shape the industry for years to come. 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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Plastic Surgeons Weigh in on Best Treatment Options for HOLLOW TEMPLES

Associated with Ozempic Face

The use of Ozempic for weight loss can lead to “Ozempic face,” causing hollow temples and accelerated facial aging, with dermal fillers being the most common treatment for volume loss.

By Jamie O’Toole

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 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.

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Dermal Fillers Projected to be the Leading Hollow Temple Treatment

"The only solution to volume loss in the temples, other than weight gain, would be either injectable volume replacement in the form of fillers or fat, or a physical implant," says Jordan, a double board certified facial plastic surgeon in Jackson, Mississippi and AAFPRS Group VP, Public & Regulatory Affairs.

Dermal fillers, he says, are the most common treatment due to their relative ease compared to surgical procedures, as implants are permanent, while fillers last about 1-2 years (up from 6-9 months in the past). He says he expects there to be even longer-lasting dermal fillers available in the near future, however.

"Even longer lasting fillers are still under development and may offer 3-5 years of improvement while still being reversible," Jordan says.

compared to other solutions. He claims fillers will be the first choice of treatment for those experiencing hollow temples in 2025, as it is the "easiest way."

Real collagen products are not available in the U.S. market, only collagen stimulators like Sculptra, Roesken says. Stimulators contain synthetic substances that are "very helpful" in distinct facial areas, he adds.

The Sculptra requires a series of injections about one month apart, Jordan says, and may last for 2-3 years.

Because Ozempic causes a "global loss of volume," Jordan says larger volume fillers such as Sculptra or lipofilling offer longer lasting improvement than hyaluronic acid fillers.

"Some patients may not want the downtime or expense associated with [Sculptra or lipofilling] and choose hyaluronic acid fillers for a quicker more predictable boost," Jordan says.



"Some patients may not want the downtime or expense associated with [Sculptra or lipofilling] and choose hyaluronic acid fillers for a quicker more predictable boost."

Jordan says there are currently two types of dermal fillers in the United States: hyaluronic acid gels, such as Galderma's Restylane, Allergen's Juvederm, Teoxane's RHA lines of fillers and Galderma's Sculptra—a poly-l-lactic acid injectable that stimulates collagen.

Hyaluronic Acid, Sulptura and Lipofilling: Which Stands Out for Ozempic Face Hollow Temples?

"The hyaluronic acid gels yield an instant result, while Sculptra takes several months to generate collagen and is typically a series of injections, but may last longer than the [hyaluronic acid] gels," Jordan says.

Plastic surgeon Frank Roesken, MD, says he prefers hyaluronic acid injections, as it poses fewer side effects

Lipofilling—a process that involves removal from the abdomen via liposuction and injecting it into the temporal area—is less commonly used due to its unpredictable nature, Jordan says.

He adds, "This is an operative procedure with a reputation for less than predictable results, but when successful is essentially permanent."

With the unpredictability of lipofilling, Jordan and Roesken say injectable fillers will remain at the forefront of treating temporal area volume loss due to their ease of use as Ozempic for weight loss leads to an increase in these treatments. ME

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

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Empowering Beauty From Within:

Knesko's Fusion of Gemstone Energy for Skin Rejuvenation

By Jamie O'Toole



Lejla Cas, Founder of Knesko Skin

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Knesko Skin, founded by Lejla Cas and her husband, combines advanced skin care with Gemclinical technology, harnessing the healing energy of gemstones to promote chakra balance. By aligning inner well-being with outer beauty, Knesko delivers skin care solutions that rejuvenate the skin while nurturing the soul. The belief that true skin rejuvenation and healing begins from within is at the heart of the company's approach, blending the ancient wisdom of gemstones and its vibrational energy with skin care formulations.

Empowering Beauty from Within: Knesko's Fusion of Gemstone Energy for Skin Rejuvenation



Rose Quartz Eye Mask

"Each gemstone emits a vibration–their crystalline structure is believed to generate subtle electromagnetic fields that balance the chakras, or energy centers aligned along the spine according to eastern holistic medicine," Cas says.

Gemstones contain vibrations, and our bodies are made up of the same minerals found in crystals, Cas says. The philosophy of modern crystal healing is based on the Chinese concept of life-energy and the Hindu or Buddhist concept of chakras, said to connect the physical and supernatural elements of the body for healing[1].

Knesko skin care formulations are not just for metaphysical healing, Cas says, but also for performance. The brand's peptide complex uses a gold delivery system to improve the stability and time-releasing capabilities of collagen stimulating amino acids, while gemstones add a different skin benefit to the formulation that transforms the skin, she adds.

Balancing Skin and Soul: How Cas Blends Spirituality and Skin Care for Inner and Outer Healing

As an esthetician, Cas experienced constant stress, much like her clients, she says. Being a "reiki master," she leaned on her spiritual tools to stay centered as life became overwhelming, believing that beautiful skin starts within, so she blended the power of spirituality with her love of skin care to not only heal the skin, but heal it within.

Stress can have a large impact on how our skin ages. Stress hormones break down the collagen and elastin in skin, interfering with rejuvenation, which can speed up the aging process and cause fine lines and wrinkles[2].



"Each gemstone and mineral connects with a different chakra to promote a sense of well-being from within," Cas says. "For example, rose quartz, often associated with love and self-compassion, may encourage emotional healing, while amethyst is known for its calming and protective qualities."

Cas says by including these ingredients, Knesko products not only nourish the skin but also to create a sense of stability and grounding with every use to heal the soul within, thereby reflecting on the outside.

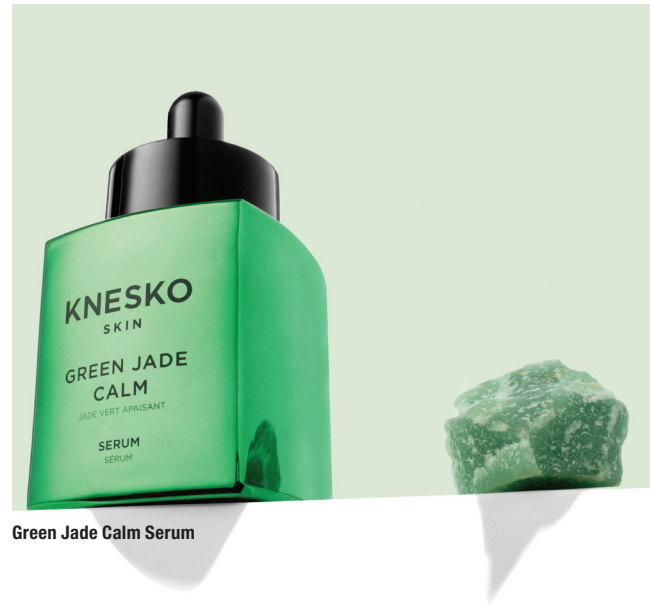
Medical Aesthetics Linked to Self-Perception: How Gemclinical Technology and Mindful Skin Care Foster Inner Wellness

An NLM study[3] found that the physical status, BMI of the patient, psychological status and the personality of the patient—representing stress, body image, self-esteem, body dysmorphic disorder and confirmatory—can affect the decision of seeking cosmetic surgery, showing the link between aesthetic treatments aligning with self-perception.

"Mind-body-spirit wellness is just as important in medical aesthetics as it is in resort settings," Cas says. "Put simply, when we feel calm and radiant, our skin tends to reflect that."

Cas says she built Gemclinical technology to blend with regenerative skin ingredients to turn a daily routine into an act of self-love, helping find inner balance and set the tone for a more mindful day.

Each Knesko collection features an uplifting affirmation, such as "I am grateful" for Green Jade; "I honor my intuition" for Gold; "I am protected" for Amethyst and "I



Green Jade Calm Serum

Images courtesy of Knesko; Image by Tyscan at Adobe Stock



Knesko recently partnered with Cupid Lips to enhance cosmetic procedures, producing face, eye and lip masks for post procedure care.

am connected" for Diamond, aligning with the energetic properties of the gemstones and their corresponding chakras, Cas says.

She adds, "As you recite these affirmations during your mask or serum ritual, you cultivate a deeper sense of mindfulness, balance and connection, transforming your skin care routine into a powerful act of self-care and healing."

Post Aesthetic Treatment Healing: How Knesko Masks Support Skin Recovery with Gemstone Therapy and Collagen–Infused Care

"Some medical aesthetic procedures can be painful, and experiencing downtime can be stressful, and Knesko post care can help calm the spirit with gemstone therapy and enjoying the welcome cooling relief of a collagen mask," Cas says.

To improve recovery post treatment and procedures, it is recommended to use a Knesko mask each day post procedure, or as recommended by the practitioner, Cas says. The serums strengthen, protect and regenerate the skin, she adds.

The Gold Repair and Green Jade Calm collections are ideal for compromised skin in need of extra gentle but reparative care, Cas says.

"Knesko masks not only use the power of gemstones and Reiki-charged products as part of a luxury wellness offering within a medical aesthetic setting, but they are also formulated with hydrogel that creates a pH perfect environment for skin to regenerate and heal," Cas says.

Knesko recently partnered with Cupid Lips to enhance cosmetic procedures[4], producing face, eye and lip masks for post procedure care of corner lifts, mucosal treatments and scar modulation techniques.

Cas concludes, "In addition to our use of bioavailable marine collagen and blend of perfectly balanced active ingredients, the masks are ideal post procedure and as patient after care to reduce inflammation and speed up recovery time for after injectables like Sculptra or fillers, microneedling and laser therapies." ME

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DETAILS BY JAMES Y. WANG, MD



Beyond Wrinkles: How Neurotoxins Are Transforming Dermatology

Neurotoxins, long recognized for their ability to smooth dynamic wrinkles, are now emerging as a groundbreaking treatment for inflammatory skin conditions.

Neurotoxins, long recognized for their ability to smooth dynamic wrinkles, are now emerging as a groundbreaking treatment for inflammatory skin conditions. Traditionally associated with aesthetics, these agents are being investigated for their potential to modulate inflammatory pathways in conditions such as rosacea, eczema and psoriasis. Recent studies suggest that neurotoxins possess anti-inflammatory properties, positioning them as promising candidates for managing chronic skin diseases. By influencing neurotransmitter release and immune responses, neurotoxins could offer relief for patients with limited therapeutic options.

The Science Behind Neurotoxins and Inflammation

Neurotoxins function by blocking the release of acetylcholine[a] at neuromuscular junctions, leading to temporary muscle relaxation. However, research indicates

Image by New Africa at Adobe Stock

they also affect neurogenic inflammation–a process where nerve-derived signals contribute to skin disorders. This revelation has sparked growing interest in their application beyond aesthetics.

Traditional treatments for inflammatory skin conditions, such as topical steroids and immunosuppressants, often have significant side effects, including skin thinning, systemic absorption risks and long-term immune suppression. In contrast, neurotoxins offer a targeted approach by modulating specific inflammatory pathways without broadly suppressing the immune system. This makes them an appealing alternative for patients who experience side effects or inadequate responses to conventional therapies.

Neurotoxins and Their Effects on Inflammatory Skin Conditions

Rosacea

Rosacea, a chronic inflammatory skin disorder characterized by facial redness and visible blood vessels, has been linked to neurogenic inflammation. Recent studies suggest botulinum toxin may help reduce the erythema and flushing associated with rosacea by inhibiting the release of vasodilatory neuropeptides, such as substance P[a] and calcitonin gene-related peptide (CGRP). Clinical trials have shown that microdoses of botulinum toxin injected intradermally can significantly decrease persistent facial redness, offering a potential alternative to traditional therapies like laser treatments and topical medications.

Eczema

Eczema involves a complex interplay between immune dysregulation and nerve signaling. Botulinum toxin has been shown to reduce itch (pruritus) by inhibiting the release of pruritogenic neurotransmitters. Early studies indicate that patients with chronic eczema experienced a reduction in itching and inflammation following botulinum toxin injections. While larger clinical trials are needed, these findings suggest a novel treatment strategy for patients struggling with persistent eczema.

Psoriasis

Psoriasis, an autoimmune disorder characterized by rapid skin cell proliferation and chronic inflammation, has also been explored as a candidate for neurotoxin therapy. While treatments like corticosteroids[a] and biologics offer varying efficacy, some patients continue to experience flare-ups and treatment resistance. Botulinum toxin may exert anti-inflammatory effects by inhibiting pro-inflammatory cytokines, such as tumor necrosis factor-alpha (TNF-α) and interleukin-17 (IL-17). Preliminary research suggests localized injections of botulinum toxin could reduce psoriasis plaques, potentially enhancing existing treatment regimens.



Neurotoxins, long recognized for their ability to smooth dynamic wrinkles, are now emerging as a groundbreaking treatment for inflammatory skin conditions.

Enhancing Neurotoxin Treatments with the Right Skincare

While neurotoxins show promise in reducing inflammation and improving chronic skin conditions, their effects can be maximized when paired with the right skincare regimen. Epicutis, the only EWG-verified professional skincare line on the market, is specifically designed to combat inflammation at its source, making it an ideal complement to neurotoxin treatments. Unlike many conventional products that contain irritating ingredients, Epicutis focuses on minimal, science-backed formulations that soothe skin and repair its barrier.

The patented TSC molecule, found in the Epicutis Lipid Serum, is particularly effective at calming inflammation, locking in hydration and protecting collagen—key factors in reducing the skin stress. Neurotoxin treatments can cause temporary redness or irritation, making post-procedure care essential for maximizing results. Epicutis' Lipid Serum works beneath the surface to soothe post-treatment redness and prevent collagen breakdown at a cellular level. The Lipid Recovery Mask delivers an ultra-concentrated dose of TSC, instantly calming the skin in just 10 minutes—making it an ideal post-procedure product for neurotoxin-treated

Image by Alessandro Grandini at Adobe Stock/



Research indicates that neurotoxins also affect neurogenic inflammation–a process where nerve-derived signals contribute to skin disorders.

patients. Additionally, the HYVIA Crème supports the skin barrier, ensuring long-term hydration and resilience, further enhancing the benefits of neurotoxin treatments.

The Future of Neurotoxin Therapy in Dermatology

Recent clinical studies have begun exploring the efficacy of neurotoxins in treating inflammatory skin diseases. A 2021 study published in the Journal of Dermatological Science found that botulinum toxin injections significantly reduced facial erythema and inflammation in patients with moderate to severe rosacea, with minimal side effects. Similarly, ongoing trials assessing neurotoxin therapy in psoriasis patients have shown early signs of improvement in lesion severity and symptom relief.

While the potential of neurotoxins in inflammatory skin diseases is promising, several challenges must be addressed before widespread clinical adoption. Optimal dosing and injection techniques need to be determined to maximize therapeutic benefits while minimizing adverse effects. Additionally, larger-scale clinical trials are necessary to validate early observations and establish standardized treatment protocols.

Regulatory approval remains another hurdle. Since botulinum toxin is primarily approved for aesthetic and neuromuscular applications, dermatologists will need to advocate for expanded indications based on robust clinical evidence. Patient accessibility and cost considerations will also play a crucial role in determining the feasibility of neurotoxin treatments for inflammatory skin conditions.

Conclusion

Neurotoxins represent an exciting frontier in dermatology, with potential applications far beyond wrinkle reduction. Their ability to modulate inflammatory pathways opens up new possibilities for treating chronic skin conditions, such as rosacea, eczema and psoriasis. By pairing these treatments with anti-inflammatory skincare like Epicutis, dermatologists can further enhance outcomes, reducing inflammation and supporting long-term skin health. As research continues to evolve, neurotoxins may soon become a powerful tool in the fight against persistent inflammatory skin diseases. Through continued study and clinical innovation, we can pave the way for more effective, targeted and patient-friendly treatment options. ME



James Y. Wang, MD is a Harvard and UCLA-trained double board-certified dermatologist and dermatopathologist. He specializes in diagnosing and treating skin cancers, psoriasis, eczema and acne. He is also an expert in anti-aging skin care, injectables, as well as laser treatments for scars, sunspots and broken blood vessels. He has been named each year as Superdoctor, Top Doctor, and Top Dermatologist in various publications in the Los Angeles area. Wang is also the owner of Metropolis Dermatology with five locations in California.

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Galderma's Relfydess Shows Promising Results in Treating Frown Lines and Crow's Feet in Phase IIIb Trial, Presented at IMCAS



Baseline | Day 1 | Month 1 | Month 4

Galderma Labs conducted a clinical trial examining the effectiveness of its Relfydess (RelabotulinumtoxinA), a liquid neuromodulator using Pearl technology in treating glabellar lines, also known as "frown lines," and lateral canthal lines, or "crow's feet." The analysis of the trial was presented at the 2025 International Master Course on Aging Science (IMCAS), according to a Jan. 31 press release.

"While neuromodulators have been used to improve wrinkles for more than 30 years, there has been a historic lack of innovation in this time, meaning patients and healthcare professionals have had to settle for traditional manufacturing and reconstitution processes that can limit performance, ease-of-use and reliability," says Baldo Scassellati Sforzolini, global head of research and development at Galderma.

The "phase IIIb Relax" clinical trial was multicenter, randomized, double-blind and placebo-controlled, designed to evaluate the long-lasting efficacy and satisfaction of Relfydess in 132 adults with moderate-to-severe frown lines over a 12-month period, per the release.

Within the liquid neuromodulator, Galderma uses precipitation-free extraction and activity-preserving refined liquid (Pearl) technology designed to preserve molecule integrity to deliver a highly active, innovative, complex-free molecule to frown lines.

"This advanced technology, with a unique, multi-step purification process, eliminates precipitation and freeze-drying steps associated with traditional methods, keeping the core molecule in a liquid state throughout," Sforzolini says. "It is designed to carefully remove complexing proteins and impurities…with the aim of optimizing both activity and purity to produce a highly active formulation… [that] enables simple volumetric dosing, without reconstitution…"

The data collected from the clinical trial showed that 39% of patients reported improvements for frown lines and 34% reported improvements for crow's feet at day one, Sforzolini says. About 75% of patients maintained improvements for six months in frown lines. After one month post-treatment, 96% achieved none-or-mild frown lines and crow's feet–sustained for six months in nearly a quarter of patients, he adds.

"First results from our phase IIIb Relax study presented at the IMCAS 2025 annual congress in January reinforce the phase III Ready data, showing Relfydess' six-month clinical effect and rapid onset as soon as day one," Sforzolini says. ME

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

Image courtesy of Galderma Labs


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CUPID LIPS ENHANCES POST-TREATMENT CARE WITH KNESKO'S GEMCLINICAL SKIN CARE TECHNOLOGY



Cupid Lips has integrated Knesko's Gemclinical skin care technology to improve hydration, firmness and repair post lip treatment. Knesko's face, eye and lip masks will be used post procedure for Cupid Lips' plastic surgery lip enhancements, including corner lifts, mucosal treatments and scar modulation techniques. The masks, used for at-home care, are meant to improve skin health and healing.

TEOXANE EXPANDS INTO U.S. SKIN CARE MARKET WITH NEW DERMOCOSMETICS LINE FEATURING RESILIENT HYALURONIC ACID TECHNOLOGY

The Swiss brand Teoxane, a provider of dermal fillers specializing in hyaluronic acid solutions, has announced its dermocosmetics line powered by Resilient Hyaluronic Acid technology. The line marks the brand's entry into the U.S. skin care market. Developed in collaboration with healthcare professionals, the dermocosmetics line was designed to address skin concerns including hydration, appearances of wrinkles, uneven pigmentation and skin texture.



ALLERGAN AESTHETICS LAUNCHES AA SIGNATURE PROGRAM

Allergan Aesthetics, an AbbVie Company, has unveiled its AA Signature program in response to a growing demand for personalized, patient-centric aesthetic solutions. The AA Signature approach focuses on patient needs frequently seen in clinical practice for patients achieving bespoke signature looks. The program addresses needs including lift, definition and skin quality.

BTL LAUNCHES EXOMIND: FDA-CLEARED NON-INVASIVE BRAIN STIMULATION FOR MENTAL WELLNESS WITHOUT PHARMACEUTICALS

BTL has introduced its Exomind, powered by ExoTMS technology. The Exomind is a non-invasive brain stimulation treatment designed to improve mental and emotional well-being by stimulating neural pathways. The ExoTMS technology stimulates the areas of the brain that regulate mood, helping restore normal brain activity and enhance neuronal connection without pharmaceuticals.

GENEO UNITED UNVEILS FDA-CLEARED RF PRO MODALITY, ENHANCING GLO2FACIAL DEVICE



Geneo United, a beauty technology provider, has introduced the latest innovation for the Geneo X device, the RF Pro modality. The RF Pro technology is a noninvasive anti-aging step within the Glo2Facial that targets the dermis layer of the skin to boost collagen production and restore elastin for wrinkle reduction.

OBAGI LAUNCHES NEW PRODUCTS IN SUZANOBAGIMD COLLECTION

Obagi, a medical-grade skin care brand, has launched two new products in its Suzanobagimd collection, developed by dermatologist Suzan Obagi, chief medical director at Obagi, due to her research in addressing hyperpigmentation and skin sensitivity. Within the medical-grade skin care line is the Super Antioxidant Serum and Moisture Restore.



Clockwise from top: Image byartmim; ChesterAlive9; janvier at Adobe Stock; Image courtesy of obagi

Neck & Décolleté Care

Products that work to boost collagen, improve skin texture, reduce fine lines and discoloration and restore a smooth, youthful appearance.



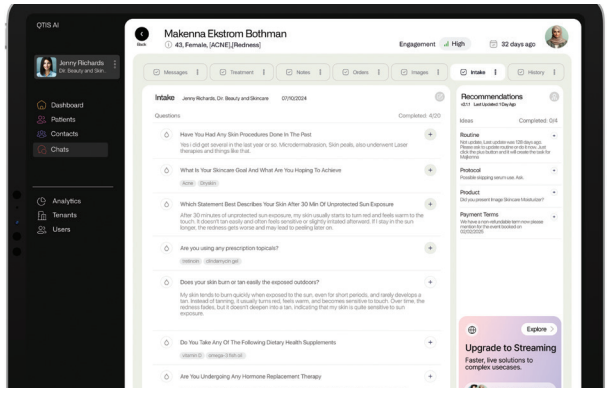
Private Label Skincare's **Face & Neck Moisturizing Cream** treats neck and décolleté. This advanced day/night cream stimulates collagen synthesis, promotes an even, radiant complexion, and combats free radical damage with potent antioxidants. Formulated with peptides, lactic acid, kojic acid, licorice root, hyaluronic acid, and green tea, it helps reduce fine lines and discoloration while enhancing elasticity.
Contact: info@globalbeauty.net, globalbeauty.net



Nexage GF from Young Pharmaceuticals is a retexturing balm explicitly designed for the neck area to smooth and improve skin texture, fine lines and wrinkles and reduce the appearance of redness. The formulation includes gentle retinoid ester Hydroxypinacolone retinoate (HPR), vitamins C and E, ferulic acid ester, emollients and peptides combined with non-mammalian growth factor Kinetin. It is fragrance-free, paraben-free and propylene glycol-free.
Contact: 800-874-9686, skinluma.com

AI in Aesthetics: Enhancing Personalization, Precision and Patient Comfort With Practitioner Expertise

AI has become a powerful tool for predictions and analytics in many areas of medicine, including aesthetics–mapping procedure outcomes and providing tailored care–making cosmetic surgeries more promising and patients more comfortable with committing to minimally invasive and invasive procedures. It has also become a tool in providing educational materials and answering patient questions based on physician insights.



Generative AI platform Trinity Aesthetics uses to tailor its bespoke services.

The Rising Demand for Personalized Aesthetic Treatments: How AI Enhances Practitioner Expertise and Tailors Patient Care

Patients have shown demand for bespoke services that align with their self-perceptions and personal goals, says Joseph Panetta, CEO of Trinity Aesthetics, LLC. This allows practitioners to lean into tailored results at the hand of their individual artistry and expertise.

"Consumers seek bespoke services – tailored to them and their specific needs versus 'off-the-shelf' or 'out of the box' solutions meant to fit masses," Panetta says. "It stems from a desire to feel special."

A McKinsey report [1] found that approximately 20% of consumers in the United Kingdom and the United States and 30% in China look for personalized products and services that use biometric data to provide recommendations.

Trinity Aesthetics features a generative AI platform to learn about a patient and customize treatment plans by scanning the face, a patient's interactions and language, questions, concerns and more, Panetta says.

"We keep the cosmetic derm or plastic surgeon in the middle and arm them with all patient data—we're adding to their delivery, not taking anything away," Panetta says.

Arleen Lamba, founder of GLO30, uses GLOria, an AI-powered algorithm, to analyze the skin for personalized product and treatment recommendations from Glo30 practitioners.

"GLOria's AI technology assesses skin health through a combination of real-time imaging, historical treatment data and our proprietary algorithms…[to analyze] skin tone, texture and tightness," Lamba says. "The algorithm identifies patterns in pigmentation, hydration levels and elasticity, allowing it to recommend the most effective treatments based on the guest's evolving skincare needs."

The algorithm customizes treatments by analyzing thousands of data points across a patient's skin, including hydration, collagen density, pore refinement and fine lines. These insights then become precise treatment recommendations.



GLOria's AI technology assesses skin health through a combination of real-time imaging, historical treatment data and our proprietary algorithms.

Images courtesy of manufacturers

CLICK ON ARROW ABOVE TO VIEW VIDEO

"While AI enhances precision, human expertise remains essential," Lamba says. "Factors like lifestyle habits, stress and internal health influences may not be fully captured by AI alone, which is why GLO30 pairs cutting-edge technology with expert estheticians and providers."

As individual practitioner expertise and artistry play a key role in supporting AI accuracy, GLOria subjective assessments tailors recommendations to a patient's skin needs for faster, more predictable outcomes, improved treatment consistency, and a data-driven roadmap to achieving long-term skin goals, Lamba says.

"AI doesn't replace human expertise—it enhances it, allowing GLO30 providers to focus on delivering personalized care with greater accuracy and efficiency," she adds.

Enhancing Cosmetic Procedure Research with AI: How Persana's Chatbot Personalizes Patient Interactions and Improves Precision

Jamieson Yee is the COO of Persana, a resource for connecting patients to an aesthetic physician who specializes in their desired procedure.

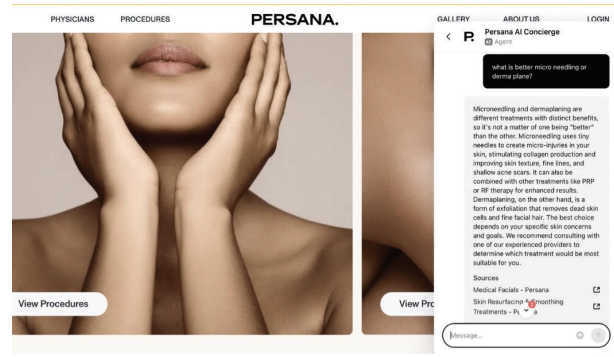
Persana uses an AI chatbot to enhance the process of researching cosmetic procedures, Yee says. Persana can train the AI chatbot on comprehensive procedure education pages authored by Persana physicians to deliver personalized responses to individual questions. The chatbot can compare and contrast various procedures simultaneously, he adds.

"We also use advanced Natural Language Processing (NLP) to ensure that the AI understands the context of a question, ensuring that the responses are relevant and precise," Yee says. "While the AI provides responses at scale, internally, we always review and refine the AI's training data and outputs to maintain accuracy and reliability."

The Future of AI in Medicine and Aesthetics: Enhancing Diagnostics and Treatment Planning While Upholding the Art of Human Expertise

Yee says he's confident that AI-assisted diagnostic tools will improve medicine, recognizing skin lesions that may be cancerous to interpreting radiographs, CTs and MRIs. In the nonsurgical aesthetics realm, AI can consider the patient's aesthetic goals, identify their current skin conditions and suggest certain treatments.

However, he says, a trained practitioner will be needed to evaluate AI-assisted analysis and offer their own recommendations based on their real-world expertise.



Persana uses an AI chatbot to enhance the process of researching cosmetic procedures by training the AI Chatbot on comprehensive procedure education pages authored by Persana physicians.

"The art of plastic surgery comes from not just the technical ability but the predictive wisdom of the surgeon to deliver natural and long-lasting results," Yee says. "Though improved AI-assisted simulation models may allow surgeons to better tailor their surgical planning, at least for now, it will not replace the artistic execution and decision-making that often take place in real-time during surgery." ME

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

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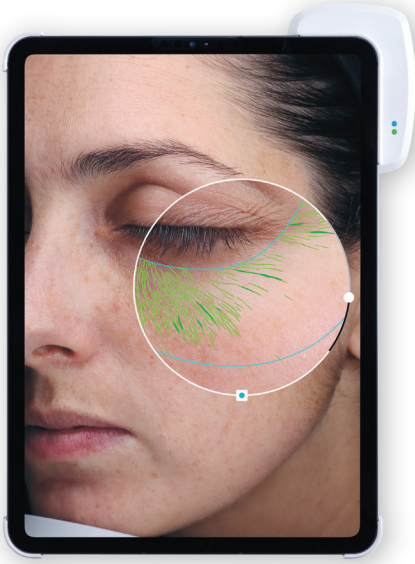

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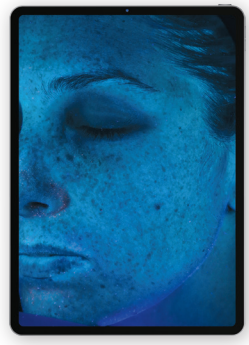

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