MedEsthetics®

THE GUIDE FOR EXCELLENCE IN MEDICAL AESTHETICS

May/June 2025
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- Inclusivity in Professional Aesthetics





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> The Zemits HydroDiamond® technology has completely transformed the way I approach skincare treatments for my clients. It allows me to deliver deeper, more effective results while tailoring each session to individual skin needs.
>
> The HYDRODIAMOND® system by Zemits has truly set my business apart from others in the area. I'm absolutely in love with this machine and the level of care I'm now able to provide. It's elevated my services and client satisfaction in ways I couldn't have imagined.

ASHLEY FORD

Skin Therapist, Wilmington, NC, @thefloridafacialist

Zemits HydroDiamond® Technology has quickly become one of the most sought-after skin exfoliation treatments in the spa world. It's not just another treatment – it's a breakthrough that works for every skin type. Whether used on its own or combined with other therapies, it transforms skin, boosting health, texture, and appearance in ways that other treatments simply can't.

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This isn't just about facials; it's about real, visible results that you can feel and see. Designed to cater to individual needs, the HydroDiamond facial is setting a new standard in professional skincare – and every client is loving every moment of it!

REAL-LIFE TRANSFORMATION WITH HYDRODIAMOND® TECHNOLOGY



Client: Early 40's

Skin Concerns: Sun damage, pigmentation, dull skin tone, uneven texture, dehydration, fine lines

Treatment Frequency: Monthly for 6 months

Number of treatments performed: 6 sessions

Results:

- Improved skin tone and brightness
- Smoother texture and reduced fine lines
- Enhanced hydration and glow
- Minimized appearance of sun damage and pigmentation

The treatment included 6 sessions of Zemits HydroDiamond Facial™ with Zemits Verstand® HD, using Zemits Glass Skin Serums enhanced with Oxygen Therapy and LED Light Therapy.



Client: Late 40's

Skin Concerns: Fine lines, dullness, uneven skin tone, lack of firmness, dehydration

Treatment Frequency: Monthly

Number of treatments performed: 1 session

Results:

- Softened fine lines and a lifted appearance
- Noticeable glow and even skin tone
- Hydrated, bouncy texture

The treatment included 1 session of Zemits HydroDiamond Facial™ with Zemits Verstand® HD, using Zemits Glass Skin Serums enhanced with RF, Oxygen, LED Light Therapy and Cryotherapy.

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CONTENTS

May/June 2025 | Volume 21 | Number 4

RESEARCH

20 Breaking the Silence on Women's Sexual Wellness:
by Jamie O'Toole
New Treatments and Research Empowering Women's Health During Menopause and Beyond

24 Breaking Barriers: Sunshine Botanicals Partners with Ashley DeRamus Foundation
by Jamie O'Toole
Inclusivity in Skincare and Aesthetics

28 Vitality Meets Aesthetics
by Jamie O'Toole
How Hormone and Stem Cell Therapies Are Revolutionizing Regenerative Aging and Beauty Treatments

BUSINESS MANAGEMENT

10 Business Consult
by Derick Downs
Making Medical Aesthetics Accessible with Patient-centered Financing

38 Details
by Glenicia Nosworthy, MD
Equity in Aesthetics Isn't Optional—It's the Path to Better Care

IN EVERY ISSUE

4 Editor's Eye On The Industry

6 Introductions

44 Aesthetic Insights

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TOOLS AND TECHNIQUES

SPONSORED
8 Q&A: How Dermatologist Kim Nichols Integrates Hydrafacial Into Skin Protocols for GLP-1 Patients
by Jamie O'Toole

SPONSORED
14 The New Era of Acne Management
by Aerolase

16 Pressure to Look Perfect
by Jamie O'Toole
How Dating Apps and Social Media Are Driving the Surge in Cosmetic Enhancements

34 The Rise of 'Brotox' and Why More Men Are Embracing Aesthetics
by Azza Halim, MD

40 Image Skincare Launches Vol.U.Lift
by Jamie O'Toole
A Topical Solution for Restoring Volume Loss in Ozempic Face

COMPLEMENTARY CARE

45 Product Roundup
Acne and Multicultural Skincare

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Inclusive Aesthetics: Embracing Diversity in Beauty and Care

Medical aesthetics is a realm of solutions for women and men experiencing a multitude of skin and bodily function concerns. The medical aesthetics industry sees women who've won a fight against breast cancer; women who wish to feel seen and fulfilled intimately; men gaining their confidence back after hair loss, and young people who are driven by looking and feeling their best for years to come online and offline. Cosmetic enhancements are for everyone.

This is why, in a space like aesthetics, inclusivity and diversity is critical. Inclusivity not only entails cognizance of different skin texture and tones depending on race or gender, but also finance options, which you will read about in this issue.

The May/June issue, centered on inclusivity in aesthetics, highlights the significant but often overlooked topic of women's sexual health, emphasizing the need for more research and open, normalized discussions. It also explores the growing trend of men entering the cosmetic treatment space that has often been dominated by women, including the rise of "Brotox."

This all signals a shift in traditional beauty norms and challenging gendered perceptions of self-care.

Given that reconstruction procedures and cosmetic treatments are prevalent in our entire population, regardless of age, class, gender or race, we must acknowledge that care inequity among marginalized groups is widespread. Having a physician with similar experiences has a significant impact on the provision of care[1].

Whether plastic surgeons or aesthetic practitioners are managing a severe burn, breast reconstruction or reversing the effects of facial aging, promoting patient autonomy, cultural competency, individual identity and acknowledging their own implicit biases is vital[1].

Wishing you abundance,

Jamie O'Toole, Associate Managing Editor

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INTRODUCTIONS



Codex Labs, a skintech company harnessing the power of Irish botanicals, has launched its "Ditch the Itch" collection—a trio of Bia topicals and an ingestible designed to manage eczema. The collection includes a lotion, an unscented soap and a supplement aimed at supporting the skin barrier. The name "Bia," meaning "food" in Gaelic, reflects the brand's holistic approach, combining plant-based ingredients for skin and gut nourishment. The over-the-counter collection is being used by physicians in their practices, and Codex Labs is beginning to supply their products at medspas as well.



Candela Corporation, a medical aesthetic device company, announced the launch of the Glacē solution, inspired by the K-beauty trend for "glass skin." The Glacē treatment combines hydrodermabrasion, dual-mode cupping massage and LED technology to deliver skin purification and hydration. The dual-mode cupping massage entails two modes–one to support lymphatic drainage and natural detoxification, and the second providing a temporary sculpted look.



Noon Aesthetics, a medical-grade skincare provider, has commenced a rebranding consisting of an updated logo and packaging design to align with their expanded, refined range of home care products. Noon will present their rebranding at two launch events. The medical-grade products were designed to rejuvenate and revitalize the skin following aesthetic treatments to maximize customized results while minimizing downtime and unwanted side effects.



Young Pharmaceuticals, Inc., a private label and practice-branded skincare developer, has begun accepting cryptocurrency payments for its full line of aesthetic products and technologies. Adopting cryptocurrency in aesthetics could redefine how transactions are processed, especially for high-value treatments and technologies.

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Q&A: How Dermatologist Kim Nichols Integrates Hydrafacial Into Skin Protocols for GLP-1 Patients

by Jamie O'Toole





Kim Nichols, MD, FAAD

Kim Nichols, MD, FAAD has practiced medical and cosmetic dermatology for over 20 years. She has seen skin needs evolve with trends and lifestyle changes, especially as an increasing number of patients use GLP-1 medications for weight loss. As her specialty lies in developing personalized treatment plans that address skin health from the inside out, she has adopted modalities, such as Hydrafacial, to help address an array of GLP-1 induced skin concerns.

The term "Ozempic face" has become common in her consults, inviting a demographic of individuals who are entirely new to aesthetics and looking for solutions that address volume loss in the face. Hydrafacial and its versatility has become a cornerstone in her practice, combining exfoliation, hydration and infusion of active ingredients for GLP-1 patients. The modality–an ideal adjunct to more targeted treatments like injectables–also incorporates lymphatic drainage to help reduce puffiness, detoxify the skin and improve circulation–all essential for GLP-1 patients experiencing skin laxity.

We sat down with Nichols to learn how Hydrafacial, a skin health treatment regimen in her practice, has helped proactively address the anticipated skin changes due to rapid weight loss from GLP-1 use.

What impact have you observed in your patients' skin, particularly regarding laxity and volume, as a result of GLP-1 use? What are the most common skin-related concerns they share with you?

The most noticeable impact is a rapid reduction in facial volume, especially in the cheeks and under-eye area, which creates a more sunken, aged appearance. Skin laxity also increases as fat stores beneath the skin diminish, leading to folds and sagging that many weren't expecting.

Have you noticed a trend of new patients seeking aesthetic treatments for the first time due to skin changes caused by GLP-1 medications? How should professionals in the industry approach this emerging demographic?

Yes, there's a definite trend. We're seeing first-time aesthetic patients who previously didn't prioritize skincare or cosmetic procedures but are now motivated by the skin-related changes that accompany their weight loss. It's important for us as dermatologists to approach this patient-type with education and empathy. Many are still unfamiliar with options and need guidance, not just a single solution.

Do you believe that individuals starting GLP-1 therapy should implement proactive skincare regimens from day one, and if so, why?

Images courtesy of HydraFacial



Unretouched before and after photos of Kim Nichols, MD, FAAD's patient following eight months of GLP-1 medication and monthly Hydrafacial treatments.

Definitely! Starting early allows us to maintain skin integrity and stimulate collagen before significant volume loss occurs. Think of it like preventive maintenance, the sooner we address hydration, elasticity and tone, the better we can preserve a youthful look throughout the weight loss journey.

What led you to incorporate Hydrafacial treatments into your protocol for addressing skin concerns associated with GLP-1 use?

Hydrafacial was a natural fit for my practice because of its multi-functional capabilities. The treatment provides deep hydration, promotes cellular turnover, and helps support the skin's natural barrier which results in the skin feeling firm. These are all essential elements for combatting the effects of rapid volume loss. It's also gentle enough for patients at any stage of their aesthetic journey.

How does the Hydrafacial treatment and its technology work, and in what ways does it specifically target concerns such as skin laxity and volume loss, which are often seen in GLP-1 users?

Hydrafacial works through a unique vortex-fusion technology that exfoliates, helps to clear impurities and infuses the skin with targeted serums. When the treatment is paired with boosters that help promote the skin's natural ability to produce collagen and improve skin elasticity, such as peptides or growth factors, it becomes a powerful tool for improving how firm the skin looks and feels and its overall tone. While it doesn't replace volume like injectables, it enhances skin quality so that results from other treatments are more natural-looking, lending itself to our hashtag, #NaturalAtNichols.

Why is it crucial for a patient to begin Hydrafacial treatments as soon as they begin GLP-1 use? How does this early intervention compare to starting treatment after completing GLP-1 use?

Early intervention is key. Addressing skin health in tandem with weight loss helps us maintain collagen and hydration levels, which can prevent the more drastic changes we see post-GLP-1. We tend to see that patients who start treatments early often require fewer corrective procedures later, and their skin tends to rebound more effectively.

Many GLP-1 users seek injectables and laser treatments. How do you combine Hydrafacial with these regimens, and have you found that combining them produces better results?

Absolutely. Hydrafacial treatments prepare the skin, which helps improve its receptivity to other treatments. When the skin is well-hydrated and exfoliated, injectables are more likely to settle more evenly, and laser treatments can penetrate more effectively. It's a synergistic relationship. Hydrafacial treatments enhance results while also helping maintain them between sessions.

Since you've started integrating Hydrafacial treatments with your GLP-1 patients, how frequently do you recommend these treatments, and what long-term benefits have you observed in terms of prevention and skin improvement?

I typically recommend monthly Hydrafacial treatments, though we tailor it based on the patient's needs and stage in their weight loss journey. Long-term, we've observed improved skin texture, reduced dullness and better resilience. Patients also report that their skin feels stronger and more youthful, even as their facial structure evolves.

What advice would you offer other dermatologists who are looking to help patients manage the skin changes caused by GLP-1 medications?

Be proactive, not reactive. Create comprehensive, customized plans that combine prevention and correction. Tools like Hydrafacial treatments can play a crucial role in early care, while injectables and lasers can address more specific concerns. Education is also key! Help patients understand what to expect and how to navigate the changes.

As the industry evolves in response to the growing number of GLP-1 users, what changes do you anticipate in treatment protocols or the types of services offered in aesthetic practices?

We're already seeing a shift toward more holistic, multi-modality approaches. Practices are expanding their offerings to include supportive treatments like Hydrafacial earlier in the aesthetic timeline. I also anticipate more emphasis on regenerative treatments that rebuild collagen and skin structure naturally, as well as patient education to promote proactive care from the start. Look good, feel good, right?

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Making Medical Aesthetics Accessible with Patient-centered Financing

It is becoming increasingly important for practices to create packages and treatment plans that reflect the market and consumer budgets.

Approximately 85% of consumers in major global markets, including the United States, plan to spend money on medical aesthetic procedures in 2025[1]. The Boston Consulting Group (BCG) also reports that since 2019, the industry has grown at a robust rate of 8% per year, projected to reach $27 billion within the next three years. The U.S. is the second fastest growing market at 6% with popular treatments including preventive services, injectables, medical-grade skin care and clinic services. Despite this growth, the industry faces challenges related to costs amid the rising cost of living.

A study by the Rare Group[2] indicates that 78% of consumers considering medical aesthetic treatments over the next year are worried about the economic impact on costs and the market. It is, therefore, becoming increasingly important for practices to create packages and treatment plans that reflect the market and consumer budgets.

The Evolution of Medspa Financing

CareCredit is one of the most well-known solutions in the medical financing space. However, its strict credit requirements have created barriers for many potential

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clients. The application process can take up to 15 minutes only for the customer to find out they're not eligible for financial assistance. It's a limitation that has impacted the medspa's ability to sell higher-priced packages, which form a core part of their business model.

This gap in the market has driven demand for alternative financing solutions that cater specifically to the aesthetics industry. Several new options have become available, benefiting patients and medical practices.

Cherry

Cherry has, according to its platform, a 75% approval rate that's fast and cost-effective, providing patients with access to funds quickly and easily. The solution integrates with electronic medical record systems and offers a unique competitive advantage. It takes less percentage from the total purchase price than their competitors. This makes Cherry an attractive option for medspa owners who want to maximize their revenue while giving customers an affordable and accessible financing plan.

Affirm Pay

Affirm Pay is available through payment processors like Stripe and Square, and it offers a buy-now, pay-later (BNPL) option that allows patients to break their payments up into three manageable payments. The solution has no hidden fees, and the payment plans can be structured to suit the patient's budget.

The BNPL model, like Affirm Pay, has transformed consumer purchasing behavior across the retail sector. These services have established themselves as a viable financing alternative in ecommerce and for the medspa sector, offering a unique and easily accessible solution for customers.

CareCredit

This payment solution is described as a "health and wellness credit card," designed to give people access to flexible financing. As mentioned earlier, it is tricky to get accepted and the application process is lengthy, however, it is an industry stalwart, and its longevity means it is a reliable and trusted option.

Medspa Group Financing

Another option is to look into proprietary financing offered by some of the larger medspa groups that have established their own financing solutions. That said, this is not an option for an independent practice that doesn't have the resources to launch an entire investment arm.



It is becoming increasingly important for practices to create packages and treatment plans that reflect the market and consumer budgets.

From left: Image by crispy; reddish at Adobe Stock

Emerging Apps

Then, there's apps designed specifically for the industry, like WeTreat. This app aligns medical spa treatments with a patient's primary concerns and then creates a personalized journey that includes connecting patients with the right costs and financing plans.

Prioritizing Patient Relationships for Ethical, Quality Care

The goal should be to prioritize long-term patient relationships over volume-driven models, as this is more ethical and ensures the right quality of care, allowing patients and practices to build treatment plans that suit their needs.

The Benefits of Offering Accessible Financing Solutions

There are several benefits to offering patients a variety of financing options. The first is increasing accessibility to your services and treatments. Financing allows patients from diverse economic backgrounds to access effective treatments that would normally be out of reach. You will also find that patients are more likely to invest in a comprehensive treatment package when their payments are manageable. It also reduces chargebacks as customers are less likely to request a refund when they feel in control of their finances.

Then, there is the added benefit of improved patient satisfaction. When payments are broken down into three or five easy chunks, the decision to invest in a treatment becomes more palatable. There's less chance of bill shock and more chance of them feeling that they have made an investment into their well-being.

If you want to achieve optimal results, consider strategically timing your service delivery with payment schedules. So, if someone, for example, purchased a set of five laser treatments or skin tightening treatments, spacing them out over a six-month period to coincide with their term on the finance package ensures people continue to feel value throughout their payment term.

The Compliance Consideration

It's important to remember that while financing does increase accessibility to treatments, it needs to be implemented ethically and within compliance requirements. Medical spa treatments are the practice of medicine, and so, must adhere to the correct protocols:

- Patients need to be medically cleared before purchasing services.
- Treatment plans should be developed by qualified medical professionals and not selected from a menu.
- The "First, do no harm" principle must guide all treatment decisions.



Financing options increases accessibility to services and treatments, and allows patients from diverse economic backgrounds to access effective treatments that would normally be out of reach.

When patients purchase treatments before a medical evaluation, there is a higher chance of chargeback or refund requests, and this can potentially compromise safety. Always recommend the minimal treatments required to yield optimal results, ensure patient goals are realistic and achievable, and be willing to tell a patient if the treatment won't deliver the results they want.

The most successful medspas aren't built on high patient volumes, but on deep relationships with happy customers. You don't need 300 new patients every month, just 300 of the same people coming back for life. When you blend ethics, personalized service and trusted financing options into a package of their own, you can transform patient engagement and business growth. ME

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Before Treatment | After 3 Neo Treatments

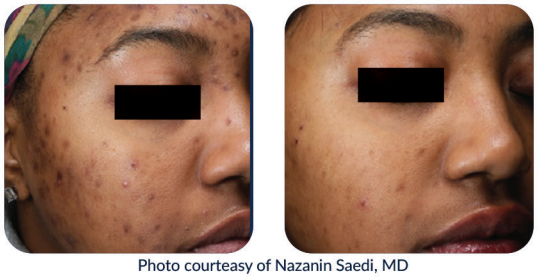

Photo courteasy of Nazanin Saedi, MD

Because it bypasses epidermal melanin, Neo offers unrivaled safety for darker skin tones, providing consistent, transformative results where other devices cannot.

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- No need for numbing or extensive downtime

Patients seeking smoother, clearer skin after battling acne see visible improvements in tone, texture, and clarity — often after just one treatment.

Before Treatment | After 1 Era Treatments



Photo courteasy of William Watfa, MD

Before Treatment | After 2 Neo Treatments



Photo courteasy of One Skin

Reverse the Course of Acne — and Its Effects

Introducing the Aerolase Reverse protocol: A two-layered approach to acne and skin restoration combining the power of Neo® and Era®, Aerolase introduces the Reverse protocol — a comprehensive two-step strategy that targets both the dermis and epidermis.

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This innovation opens a new chapter in customizable skin rejuvenation — offering operators greater flexibility and precision during treatments.

When combined with Neo, the Era Elite Hybrid Fractional lens eliminates lasting signs of acne including acne scars and aids in post-acne skin restoration, allowing clinicians to meet the diverse needs of patients seeking clearer, healthier skin.



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PRESSURE TO LOOK PERFECT:

How Dating Apps and Social Media Are Driving the Surge in Cosmetic Enhancements

By Jamie O'Toole

Since the Covid-19 pandemic, dating apps have reported a significant increase in users, and despite the pandemic being over, individuals continuously seek the wide outreach dating apps offer to find their person anywhere in the world. In fact, dating website eHarmony predicts that more than 70% of relationships will begin online by 2040[1]. However, the "swiping" effect and process of determining compatibility based on looks has made users more conscious of enhancing their features, turning to cosmetic treatments.

The Pressure to Put Your Best Face Forward

Anil R. Shah, MD, says the pressure to look like an idealized version of ourselves has never become more important than now. What Shah has noticed is when users alter their photos using software, they tend to not look like their photo in real life, causing potential frustration for a patient and their suitor. In turn, patients have relied on cosmetic enhancements to match the screen to their real face.

"Dating apps are highly competitive because everyone is trying to look the best," Shah says. "The pressure extends to making yourself look like the best version of yourself in real life, [and] cosmetic procedures can do that."

A negative result of dating app use is the pressure to alter one's appearance due to the appearance-oriented nature of the apps. Face-enhancing filters across social media have led women to change their appearance by seeking non-invasive and invasive procedures[2].

A recent study surveyed 308 Australian women aged 18 to 72 and found that nearly half of them had used a dating app in the past two years and one in five reported undergoing at least one cosmetic procedure[2].

Desirable Impression is the New First Impression

"People can look at your picture and swipe on it whether they like it or not," Shah says. "This might seem harsh, but when you're looking at thousands of photos, you may not have time to really get to know someone; [this] puts a really big emphasis on looks."

Getting more attention on a dating app or social media, and feeling more confident as a result, as more users desire you, are some of the reasons why many patients have turned to cosmetic surgery and aesthetics, including men, Shah adds.

Non-surgical procedures, including dermal fillers and anti-wrinkle injections are more common among dating apps users because they have to be repeated and many patients have access to them, Shah says. Breast augmentation and rhinoplasty are common for surgical procedures, but less common overall, he adds.

"More and more men are getting involved as well," Shah says. "They feel the pressure to look as attractive as possible because the ramifications can be beneficial for them."

Body dissatisfaction seems to be the biggest motivator for dating app users seeking aesthetics, though Shah says low self-esteem is not as common in his patient population.



Face-enhancing filters across social media have led women to change their appearance by seeking non-invasive and invasive procedures.

Image by anatolycherkas at Adobe Stock



The "swiping" effect on dating apps and the process of determining compatibility based on looks has made users more conscious of enhancing their features, turning to cosmetic treatments.

The Role Surgeons Play in the Psychological Impact of Aesthetics

Sometimes there is a correlation between self-esteem and cosmetic procedures. Cosmetic surgery is a commonly sought treatment for individuals with body dysmorphic disorder (BDD), with 26%-40% of individuals with BDD pursuing cosmetic surgery[3].

While aesthetic treatments can add fuel to body dysmorphia, cosmetic enhancements have also brought individuals closer to their self-perception and aligning them with their ideal self to present more confidently and securely.

It is important to recognize BDD in cosmetic surgery settings, as it appears that cosmetic procedures are rarely beneficial for those who report results were unsatisfactory[4].

To avoid potentially intensifying body dysmorphia, plastic surgeons and practitioners play a key role in determining the rationale for a procedure to ensure patients do not harm themselves under perceived pressures of society and are in a good space mentally to undergo treatments they desire.

Shah says surgeons conduct a nuanced consultation where they ensure patients are truly trying to improve themselves, and not just trying to make themselves into some sort of "caricature."

It's not inherently bad for patients to want to look better, Shah adds.

"More than 50% of my female rhinoplasty patients end up engaged or married within five years," he says. "I'm not sure that rhinoplasty is the main factor, but sometimes the boost in esteem with a combination of being more attractive can be a nice combination to help them feel their best."

Plastic surgeon Johnny Franco, MD, says aesthetic treatments go beyond just looking good in photos; they're about feeling empowered, confident and radiant in all aspects of their lives, he adds. When patients feel their best, that confidence shines through, making them naturally more attractive and magnetic online and offline.

Many of Franco's patients who are dating turn to non-invasive treatments particularly, like Sofwave, which lifts the skin by stimulating collagen and elastin production. The majority of individuals who wish to look refined offline and online, Franco adds, want to look refreshed with little to no downtime with firmer, smoother skin that reflects the confidence they bring into the dating world.

"With so many patients undergoing life-changing transformations, it's no surprise they're more excited than ever to put themselves out there—whether on dating apps or in real life," Franco says. ME

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Breaking the Silence on Women's Sexual Wellness:

New Treatments and Research Empowering Women's Health During Menopause and Beyond

While research and open dialogue around women's sexual wellness are still developing, dermatologists and wellness brands highlight rejuvenation treatments and remedies for vaginal dryness, low libido and discomfort.

By Jamie O'Toole

Over one-third of women going through perimenopause or menopause face sexual difficulties, including low libido and difficulty achieving orgasm[1]. Despite this, research on women's sexual wellness remains significantly underfunded compared to men's. However, progress is being made.

Vaginal wellness brands and dermatologists are stepping up with research and treatments aimed at addressing these issues, helping to normalize conversations around women's health. As women age and experience collagen depletion, these efforts are paving the way for improved sexual wellness and overall well-being.

There is five times more research into erectile dysfunction, which affects 19% of men, than into premenstrual syndrome, which affects 90% of women[2].

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Alexandra Bowles using the FemTouch laser.

"Just like our skin, the vaginal tissue goes through changes as we age, mainly from collagen loss and hormonal shifts as estrogen decreases due to menopause, childbirth or other factors," says dermatologist Alexandra Bowles, D.O. "Treatments for vaginal rejuvenation help stimulate collagen production, similar to how we treat aging skin, to restore hydration, firmness and overall function."

Aesthetic Treatments for Vaginal Rejuvenation and Function

LASER THERAPY

Dermatologists now offer laser therapy and PRP regenerative treatments to address vaginal concerns like dryness, laxity and discomfort. Bowles said these treatments focus on appearance but also on overall health and comfort, making it a "natural extension" of dermatology.

Femtouch CO_2 laser therapy is one mechanism dermatologists like Bowles use to target the deeper layers of vaginal tissue with precise energy, stimulating collagen and elastin production. Unlike other methods that may just treat the surface, this minimally invasive therapy works beneath the surface to help the tissue regenerate and regain its firmness and elasticity for vaginal function.

Collagen depletion due to estrogen levels impacts sexual pleasure and comfort for women, as collagen provides the necessary elasticity and structure to the vaginal walls, allowing proper lubrication, reducing dryness and maintaining tightness.

Younger patients or those with mild collagen depletion may see faster results with the Femtouch laser, while those who've experienced more significant hormonal changes—like postmenopausal women—may take a little longer to see the full benefits, Bowles says.

"The process might be a bit slower because collagen production can be less responsive as we age or undergo hormonal shifts; however, most people do experience improvements in moisture, tightness and overall comfort within a few months of treatment," Bowles says.

Bowles recommends vaginal rest for five days minimum following the treatment to allow the area to heal.

PLATELET-RICH PLASMA (PRP)

Another method for vaginal collagen production is PRP, or platelet-rich plasma, which uses the body's own growth factors to stimulate healing. It's particularly helpful for treating vaginal dryness, laxity and irritation, and works alongside laser treatments, Bowles says.

Compared to other treatments like creams or hormonal therapies that sometimes offer temporary relief, PRP helps restore natural function by boosting collagen and circulation. It's an alternative for those who want to avoid hormones, but still experience significant improvements in dryness, elasticity and comfort, Bowles adds.

"When combined, laser therapy jump-starts collagen production, and PRP accelerates healing and boosts moisture, creating synergistic effects that make the results more effective and long-lasting," Bowles says.

Both PRP and Femtouch are generally low-risk procedures, with possible temporary redness, mild discomfort or mild swelling afterward, Bowles says. It's important to avoid heavy exercise and sexual activity for a short time after the procedure, with a detailed consultation to understand the best treatment plan for individual needs and goals, she adds.

Bowles says laser and PRP are great for patients with any concerns regarding vaginal rejuvenation, but she recommends starting with laser therapy, as it is low downtime and not painful. The best treatment plan, however, is determined after an in-depth discussion of the patient's concerns and expectations, she adds.

Topical Products Using Science-Backed Technology

Some women may not be able to engage in vaginal rejuvenation treatments.

Vella Bioscience's Women's Pleasure Serum, designed to enhance female sexual arousal and orgasm, took over seven years of research in collaboration with doctors, scientists and women's health advocates that help solve

Image courtesy of Alexandra Bowles



Vella Bioscience's Women's Pleasure Serum

overlooked aspects of female pleasure and well-being—from menstruation to menopause, says Carolyn Wheeler, CEO and Co-Founder of Vella Bioscience.

"When people talk about 'female Viagra' they are also almost always talking about something to enhance our libido," Wheeler says. "But this isn't what Viagra does for a man? Why, when we transfer that conversation to a woman's body, do we make it about our brains?"

She adds that solving issues of female sexual arousal and orgasm has been vastly ignored by investors, government agencies, and in turn, scientific and medical research. Vella products are designed to address a range of issues that women face in sexual health, from arousal difficulties and intimacy challenges to overall sexual comfort.

The Pleasure Serum is a water-based topical lotion. Its technology encapsulates cannabidiol (CBD) in liposomes to effectively deliver a high-payload of CBD to the site of action for maximum bioavailability, Wheeler says.

One of CBD's key benefits, Bowles says, is its ability to interact with the body's endocannabinoid system, which plays a role in regulating pain, inflammation and circulation. By promoting better blood flow and reducing sensitivity, CBD can help ease discomfort, while also supporting hydration and soothing irritation for comfortable arousal.

The serum is applied to the clitoris 15-20 minutes prior to sexual activity.

"The reason why liposomes are required in the formulation is because CBD is a fatty molecule and our bodies are made of water," she adds. "Super simply put, oil and water don't mix, [and] oil-based formulations with CBD aren't able to deliver the amount of CBD that is required to relax smooth muscle, and can't move far past the dermis."

Bowles says that, although CBD does not stimulate collagen production like laser therapy or PRP, it can work well alongside these treatments by enhancing overall comfort and tissue relaxation. For patients looking for a natural approach to vaginal wellness, CBD can be a valuable addition to their routine, she adds.

In addition, Vella has designed lubricants, including Super Slip and Slide and the Intimate Elixir, providing supreme hydration and moisturization through hyaluronic acid, squalane and sea buckthorn oil, to reduce friction and increase pleasure, Wheeler says.

"These products are backed by both pre-clinical and clinical research, and serve to empower women in their sexual health journey and to claim their right to pleasure," she adds.

The Importance of Vaginal Wellness Research and Rejuvenative Solutions for Women

Wheeler says, the more words we have to describe our bodies, the better they will be taken care of, fueling her mission to find solutions that women are missing due to lack of research.

"Vella provides women with not only the products they need to live more fulfilling lives, but also the information they deserve to better understand their bodies," she adds.

What excites Wheeler the most about the development of research and solutions for women's wellness is AI's capability of mapping the vulva and diagnosing vulvar conditions.

"Doctors, including OB/GYNs, are not even taught in medical training about how to talk to patients about their sexual health," Wheeler says. "The challenge is immense, but the opportunity is even more immense."

To garner more conversation on women's sexual wellness, Vella is partnering with organizations and non-profits that support female sexual empowerment and research in the effort to normalize these conversations in the media, in homes and in clinics.

"We are still in the early stages of uncovering the full scope of what female sexual wellness means, [with] so many aspects still largely misinformed and understudied, such as vulvodynia, vestibulitis and hormone replacement therapy," Wheeler says. "While men's sexual health has been well-researched for decades, women's health issues—like sexual arousal, pain during intercourse and hormonal changes—have only recently begun to receive the attention they deserve." ME

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Image courtesy of Vella Bioscience



BREAKING BARRIERS:

Sunshine Botanicals Partners with Ashley DeRamus Foundation to Elevate Inclusivity in Skincare and Aesthetics

By Jamie O'Toole



Ashley DeRamus

What began as a commonality between two forces helping the North Carolina community following Hurricane Helene, blossomed into Sunshine Botanicals partnering with the Ashley DeRamus Foundation to foster representation in aesthetics. This partnership empowers individuals with Down syndrome by positioning DeRamus as an entrepreneur and advocate, as she takes part in the clinical process and production of skin care to show individuals with special needs that they can too.

Image courtesy of Sunshine Botanicals March 21 Press Release ; Image by sderbane at Adobe Stock

"At Sunshine Botanicals, we believe that true corrective skincare is an inside job—one that goes beyond topical treatments to address nutrition, gut health and overall well-being," says Emily Fritchey, founder and CEO of Sunshine Botanicals. "This philosophy aligns perfectly with the Ashley DeRamus Foundation's mission to empower individuals with Down syndrome by supporting their unique needs, including those related to skin health."

The Ashley Deramus Foundation works to empower and support individuals with Down syndrome by promoting inclusion, raising awareness and providing resources for education, employment and independent living. Sunshine Botanicals is a skincare brand that focuses on creating natural, plant-based products designed to nourish and rejuvenate the skin.

as DeRamus learns the art of corrective skincare and how to match ingredients to specific skin conditions, giving her the knowledge and confidence to become a voice in her community.

"I want this partnership to show people, especially with Down syndrome and special needs, that they don't have to be limited in their dreams," DeRamus says. "Whenever we succeed, it makes others see that they can do something they didn't think was possible and gives them confidence to try."

While DeRamus will have the opportunity to empower individuals with special needs, DeRamus will also educate individuals on how to care for their skin and embrace self-care by creating her own line in Sunshine Botanicals: The Ashley DeRamus Collection.

The Ashley DeRamus Collection was created with a clear mission: to provide clean, effective skincare solutions tailored to the unique needs of individuals with Down syndrome and special needs while empowering them with knowledge and confidence to care for themselves.

The partnership launched its global mission at the United Nations on March 21, World Down Syndrome Day. This collaboration creates skincare for individuals who deserve solutions designed for the unique gut and skin concerns, but also focuses on showing people with special needs that they are capable of being independent and creating breakthroughs in their distinct passions.

Empowering Individuals with Special Needs: Why Representation Matters in Holistic Skincare and Aesthetics

Representation matters in every industry, Fritchey says, but it is especially important in skin care and aesthetics, as self-care and confidence are at the root of these solutions.

As this partnership stands for inclusion, it's meant to work toward transforming the aesthetics industry, Fritchey adds, making it more accessible and representative of the people brands serve, like individuals with special needs,

"By including individuals with Down syndrome in the skincare industry, we break stereotypes and show the world that beauty is diverse, inclusive and for everyone," Fritchey says. "This representation helps foster self-esteem, encourages personal empowerment and opens doors to career opportunities that may not have been traditionally considered."

The Ashley DeRamus Collection: Addressing Unique Skincare Needs for Individuals with Down Syndrome

Individuals with Down syndrome experience specific skin concerns due to a combination of genetic, immune and physiological factors that impact their gut and reflect on their skin. These individuals tend to display rosacea, extreme dryness, sensitivity and compromised barrier function.

An NLM study found that dermatologic conditions are also found to be increased in patients with Down syndrome,

"I live my motto every day: 'Don't let anyone tell you what you can't do–show them what you can do.' I hope I inspire others to live my motto every day, too."



The Sunshine Botanicals X Ashley DeRamus Foundation partnership positions DeRamus as an entrepreneur and advocate, as she takes part in the process of producing skincare to show individuals with special needs that they can too.

Image courtesy of Sunshine Botanicals March 21 Press Release

including folliculitis, alopecia areata and psoriasis[1].

DeRamus' collection includes six products to address these unique skin concerns, including ones for redness, detoxification and hydration.

"I hope people will see how vibrant and healthy their skin can be using truly natural products," DeRamus says. "I want them to see how good they feel when their skin is taken care of with holistic herbs and botanicals, and how great the results really are when you use the healing power of nature to feel beautiful and shine."

Sunshine Botanical's goal, Fritchey says, is to create a ripple effect—encouraging beauty brands to move beyond superficial fixes and embrace solutions for long-term skin health.

"I live my motto every day: 'Don't let anyone tell you what you can't do–show them what you can do,'" DeRamus says. "I hope I inspire others to live my motto every day, too."

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



VITALITY MEETS AESTHETICS:

How Hormone and Stem Cell Therapies Are Influencing Regenerative Aging and Beauty Treatments

By Jamie O'Toole

Aesthetic practices and physicians have begun offering treatments that focus on wellness and vitality, addressing health concerns at their core while enhancing external appearance, working from the inside-out. These treatments, including hormone therapy, weight loss and stem cell therapy, promote long-term and youthful outcomes that often get disrupted by health conditions and the aging process.

"There is a growing interest in women's wellness services, particularly hormone therapy optimization, weight management and sexual health," says Lesley Silvestre, director of customer success at Zenoti. "Patients are increasingly prioritizing preventative care and regenerative medicine, seeking treatments that not only enhance their external appearance but also improve their internal health and overall well-being."

Image by Galaxy_love_design at Adobe Stock

Vitality Meets Aesthetics: How Hormone and Stem Cell Therapies Are Revolutionizing Regenerative Aging and Beauty Treatments



Hormones have a big impact on skin aging because they affect elasticity, moisture and texture.

Hormone Therapy: Reversing Skin Aging and Enhancing Overall Well-being Through Personalized Treatments

Justin Pulliam is the founder of VidaVital Medical, a healthcare organization specializing in hormone therapies, sexual health and wellness for men and women. He says hormones have a big impact on skin aging because they affect elasticity, moisture and texture. Growth hormones, thyroid hormones and testosterone all support healthy skin after menopause, he adds.

"When these levels drop, people frequently feel fine wrinkles, lack of firmness, dull skin and slower skin cell turnover," Pulliam says. "By increasing circulation, boosting collagen synthesis and encouraging cell regeneration, hormone therapy aids in reestablishing equilibrium and produces…youthfulness by addressing the underlying cause of premature aging rather than just fixing damage."

Restoring estrogen levels through hormone therapy, conducted at VidaVital, improves skin moisture, suppleness and collagen synthesis while also improving mood, metabolism and energy levels to help a patient feel their best, thereby reflecting on the outside and indirectly meeting the aesthetic expectiations of patients.

"Beyond appearance, hormone therapy is essential for enhancing quality of life and enabling people to feel and perform at their peak," Pulliam says.

He warns that hormone therapy could cause side effects like mood swings, acne, fluid retention or mild blood pressure fluctuations, but are uncommon when therapy is appropriately controlled. He says optimal dosage and care required for long-term health and lifespan are given to every patient at VidaVital through a personalized approach, as menopause hormone therapy should be tailored to each person[1]. Reviewing hormone therapy regularly with the healthcare professional to make sure the benefits still outweigh the risks throughout the treatment is also recommended[1].

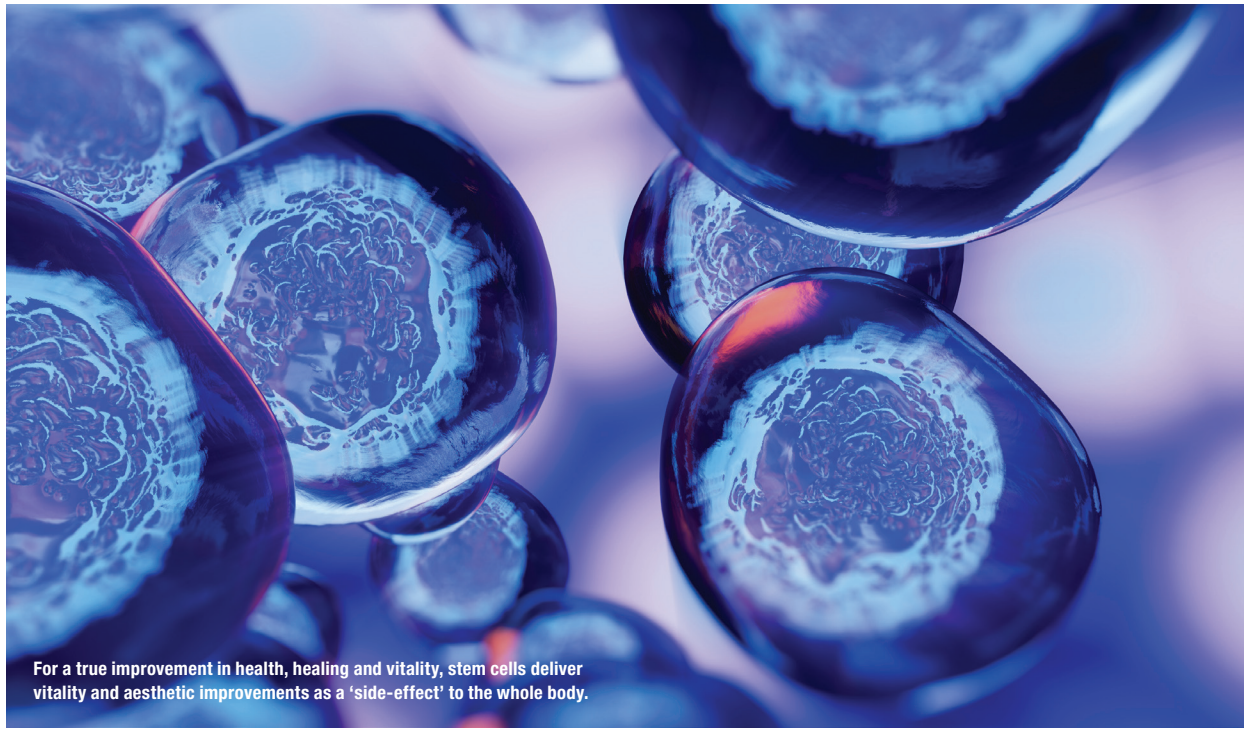
The future of aesthetics, Pulliam says, will include customized hormone and peptide treatments–regenerative medicine combined with aesthetic procedures using AI and cutting-edge diagnostics.

"A comprehensive approach that combines hormone optimization, diet and exercise will further transform how people view aging," Pulliam says. "Hormone therapy will be essential to proactive aging as the medical aesthetics sector develops further, enabling people to appear and feel their best for many years to come."



Stem cell treatment can lead to a healthier dermis, fibroseptal meshwork, superficial fat layer and the underlying muscles– necessary components for youthful skin.

Clockwise from top: Image by angellodeco; Lulurasch at Adobe Stock



For a true improvement in health, healing and vitality, stem cells deliver vitality and aesthetic improvements as a 'side-effect' to the whole body.

Stem Cell Therapy: A Revolutionary Approach to Enhancing Vitality, Health and Youthful Skin from the Inside Out

Stem cell therapy has become a technique used in aesthetics due to the cells' ability to self-renew and differentiate into other cell types, stimulating the body's natural healing processes for tissue repair, regeneration and the restoration of skin. This therapy has formed a foundation for their use in regenerative medicine and cosmetic dermatology[2].

Cosmetic surgeon Thomas Su, MD is the founder of Quantum VSEL, where him and his team pioneer stem cell therapy by harnessing the body's VSEL stem cells using Strachan-Ovokaitys Node Generator laser technology. He says botox and fillers are more like fancy make-up, commonly used for a quick enhancement in youthful facial features. Stem cells, however, have the ability to make us younger, he says, as patients increasingly express an interest in "living longer."

"Traditional cosmetic procedures may make us look better and create an emotional sense of well being, but they are not really promoting better health," Su says.

For a true improvement in health and healing, stem cells deliver vitality and aesthetic improvements as a 'side-effect' to the whole body, Su says, by stimulating collagen production to maintain skin elasticity and repair damage. VSEL stem cells in particular are regenerative cells found in platelet-rich plasma (PRP). Discovered in 2005, they remain in a dormant "one-day-old" state and can transorm into any tissue, ready to mobilize and repair tissue when the body detects damage.

Stem cells can differentiate into many different cell lines and support different cell types and functions within the skin. All the components of the skin, including keratin, melanin, fibroblasts, immune cells, collagen and elastin all contribute to skin health, texture and function, Su says, and all these functions can benefit from stem cell therapy.

He warns, however, that while stem cell treatments do treat the largest organ in the body–the skin–from the inside, it requires a commitment of ongoing treatments to achieve and maintain aesthetic results. Currently, stem cell treatments are between $5,000-15,000 per treatment, so it is not easily affordable yet, he adds.

As a cosmetic surgeon of 20 years, Su says he believes that although vitality in aesthetics is becoming popular, vanity is still here to stay. Botox, fillers and traditional cosmetic procedures will continue to play the main role in looking younger, but stem cell treatments are beginning to play a role in aesthetics, though their effects are not as immediate or dramatic.

The skin is the largest organ of the body and its health depends on many components and factors. Su says the health and radiance of the skin must be considered on a

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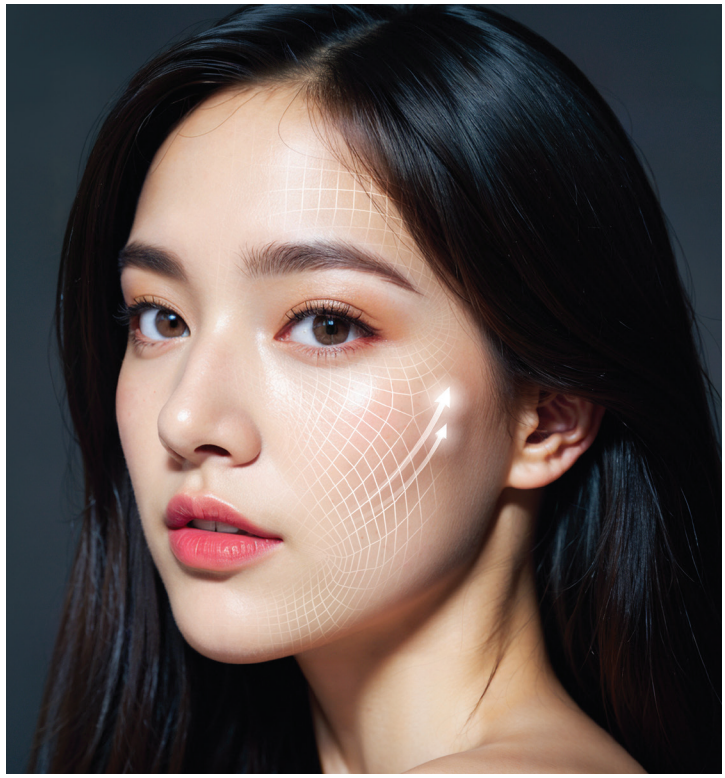

Aesthetic practices and physicians have begun offering treatments that focus on wellness and vitality that refelect aesthetically.

cellular level to achieve the best aesthetic look. Stem cells, because they can help to achieve better overall cellular health of the skin, should be something that is considered as part of a long-term health and beauty plan, Su adds.

"Stem cells can be a useful part of feeling and looking younger that works differently than botox and fillers," Su says. "While botox and fillers may give the impression of a more youthful appearance, the dermal and subdermal structures are not really any younger or healthier with their use."

Stem cell treatment can lead to a healthier dermis, fibroseptal meshwork, superficial fat layer and the underlying muscles, he says–necessary components to have more youthful skin, and the essential structure for a toned and firm look long-term.

Practice Management: Meeting the Demand for Longevity and Well-being in Modern Medspas

Eric Casaburi founded Serotonin Anti-Aging to provide treatments that support health, longevity and a high quality of life because there is a demand for services that are more focused on well-being and less focused on cosmetics, he says.

"We have seen an increase in the number of clients coming in, particularly younger demographics, asking about treatments that cater to longevity and vitality," Casaburi says. "Longevity and healthy aging is not a new concept, but as more data emerges around the impact of internal imbalances on external appearance and health issues, more people are starting to listen."

While he does offer aesthetic treatments for wrinkle reduction and body sculpting, Serotonin focuses on treatments like hormone replacement therapy that address internal imbalances causing external symptoms and challenges as well.

"It's important that medspas are investing the right resources into bringing these types of treatments to their businesses," Casaburi says. "Treatments like HRT and age management require extensive knowledge and education, and it's not something that you can decide to bring into your service menu one day without the proper preparation."

Silvestre assists medspas with expanding their services to meet consumer demands. The treatments she's increasingly seen medspas offer for vitality include peptide therapy, cell growth, weight loss, muscle recovery, anti-aging and metabolic health, as well as platelet-rich plasma therapy. AI tools and data-driven personalization have led to growth in biometric tracking and wearable health devices, she says, allowing medspas to create personalized treatment plans.

"I think we'll see the aesthetics industry evolve in the same way things like fitness and weight loss did back in the 70s and 80s," Casaburi says. "As more research came out…the fitness industry underwent a significant transformation that has brought us to where we are today–you can go to different boutique gyms for specific forms of exercise, [and] I think we're seeing something very similar right now in the medspa industry around aesthetics, health and longevity." ME

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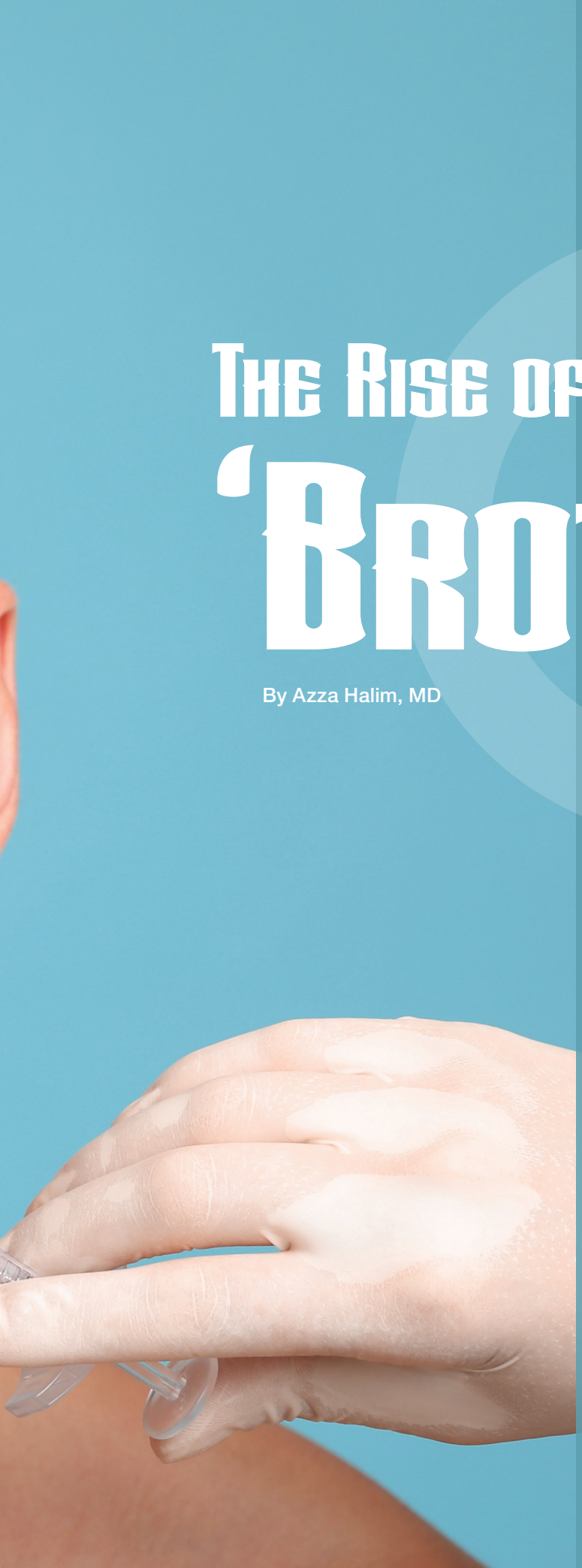
The Rise of 'Brotox'

and Why More Men Are Embracing Aesthetics

By Azza Halim, MD



In recent years, something really exciting has been happening in the world of cosmetic treatments—men are increasingly seeking out procedures like Botox, a trend that's been humorously dubbed "brotox." While Botox was once mostly associated with women, more and more men are turning to aesthetic treatments to maintain a youthful appearance, enhance their facial features, and just feel good about the way they look. This shift represents a change in how we think about beauty, self-care and, most importantly, masculinity.

As a multi-specialist physician, I've seen firsthand how attitudes toward cosmetic treatments are evolving. In this piece, I'll talk about why more men are choosing Botox and other non-invasive procedures, how I approach treatments for my male patients, and how medical aesthetics—once a field dominated by women—is now becoming more inclusive for men.

Why Botox Is Gaining Popularity Among Men

Botox has been a staple in the aesthetic world for years, helping to smooth out fine lines and wrinkles. For a long time, women were the primary demographic for Botox, but things have changed. According to recent reports[1], over 400,000 men in the U.S. alone now get Botox every year, and that number is rising. This increasing interest in Botox among men is not just a passing trend; it's part of a larger cultural shift.

One of the biggest reasons Botox has become popular with men is the change in how we think about masculinity. Today, men are more open to taking care of their appearance. Whether it's grooming, fitness or even skincare, it's no longer seen as "unmanly" to focus on self-care. Many men are now just as invested in looking youthful and refreshed as women, especially in a society where appearance can impact everything from professional success to personal confidence.

More men are realizing the pressure to look their best in photos, especially with the rise of influencer culture. This has led to an increased awareness of cosmetic procedures as a way to look more polished and fresh.

- **Quick Results with Minimal Effort:** Men appreciate that Botox is non-surgical, relatively painless and offers results that last a few months. Unlike a facelift or other invasive procedures, Botox doesn't require weeks of recovery, and it's much less intimidating. It's a simple, efficient way to look younger with minimal effort.
- **Changing Attitudes About Masculinity:** The definition of masculinity has broadened significantly in recent years. There's no longer a strict expectation for men to avoid self-care or beauty treatments. Many men now feel comfortable doing things to enhance their looks, whether it's a new haircut, skincare routine or a little Botox. It's part of a growing acceptance that beauty is for everyone.

"The best part is that men no longer have to worry about whether a treatment is "too feminine" or "unmanly." Aesthetic medicine is for everyone, regardless of gender."

Another reason Botox is appealing to men is its minimal invasiveness. Men tend to appreciate treatments that don't require a lot of downtime or recovery. Botox is quick, easy and doesn't require any major commitment, which makes it an attractive option for men with busy lives. Most people return to work the same day, and the results are noticeable without being over-the-top, which is often exactly what men are looking for.

What Exactly Is Driving Men to Try Botox?

So, why are more men turning to Botox? The reasons vary, but there are a few key factors that come up over and over in conversations with my male patients:

- **Maintaining a Professional Image**: Men, especially in competitive industries like finance, entertainment or even tech, are increasingly conscious of their appearance and how it impacts their professional success. Looking younger or more energized can give them an edge in meetings or interviews. Botox helps smooth away those crow's feet or forehead lines that can make a person appear tired or older than they are.
- **Social Media Influence**: Platforms like Instagram and TikTok have made image a huge part of everyday life.



Men, especially in competitive industries, are increasingly conscious of their appearance and how it impacts their professional success.

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How I Approach Botox for My Male Patients

As a multi-specialist physician, I work with a variety of patients, and each person has their own unique needs and goals when it comes to aesthetic treatments. When it comes to Botox, I find that men often have slightly different expectations than women.

For starters, men tend to have stronger, more defined facial muscles, which means the approach to Botox has to be a little more customized. If you overdo it on Botox with male patients, it can sometimes create a look that's too soft or even feminized, which most men don't want. The key is subtlety. Botox can still smooth out wrinkles and soften lines without changing the natural look of a person's face.

Another factor I consider is age. Younger men often come to me looking for preventative Botox, hoping to stop wrinkles before they even start. Older men, on the other hand, might be looking for Botox to help reverse the signs of aging. Both approaches require a different technique, and I always make sure to personalize the treatment based on the patient's age, skin type and overall aesthetic goals.

What Other Treatments Are Men Interested In?

While Botox is the most popular treatment among my male patients, it's not the only option they're considering. There's been an increase in interest in other non-invasive procedures like dermal fillers, laser treatments and body contouring.

- **Dermal Fillers:** Men are using fillers to restore volume in areas like the cheeks or under the eyes. As we age, we naturally lose volume in our faces, and this can make us look more tired or worn out. Dermal fillers are a great option for men who want to restore that youthful fullness without looking "done" or over-the-top.
- **Laser Skin Treatments:** Laser treatments are also gaining popularity with men who want to address things like sun damage, acne scars or general skin texture. Men who spend a lot of time outdoors, especially, find lasers to be a great way to refresh their skin without invasive surgery.
- **Body Contouring:** Procedures like CoolSculpting, which help eliminate stubborn fat without surgery, are becoming increasingly common among men who want to improve their physique. It's a great way for men to target those last few inches of fat that won't budge with diet and exercise.

A More Inclusive Approach to Aesthetics

Historically, aesthetics were seen as something mostly for women, but things have changed. As more men embrace treatments like Botox and dermal fillers, the medical aesthetics field is becoming much more inclusive. It's exciting to see more men feeling comfortable with the idea of taking care of their appearance and making decisions about what makes them feel confident.



Men tend to appreciate treatments that don't require a lot of downtime or recovery.

As a multi-specialist physician, I'm proud to be part of this shift. I love that more men are taking the time to focus on their aesthetic needs, and I'm here to help them do so in a way that feels natural and empowering. The best part is that men no longer have to worry about whether a treatment is "too feminine" or "unmanly." Aesthetic medicine is for everyone, regardless of gender.

In conclusion, the rise of "brotox" is just one sign of how the landscape of medical aesthetics is changing. Men are increasingly seeking out Botox and other treatments to maintain their youthful look, feel good about their appearance, and keep up with the demands of modern life. As more men embrace these treatments, the industry will continue to adapt and become more inclusive, offering tailored solutions for everyone. ME

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Azza Halim, MD is a leading, board-certified anesthesiologist and physician with a focus in aesthetic medicine, anti- aging treatments and regenerative medicine. Halim has a diverse background in medicine and wears many hats, making her a foremost source on a variety of topics within the wellness and beauty space. She is a national medical director for hospital, surgical and aesthetic practice startups, runs her own medical consulting company and is a national educator and KOL for various companies, having spoken at conferences such as A4M, Boston BioLife, Empire Medical Training and Kimera Labs. Her revolutionary, trademarked procedures for cellulite have been presented at the Aesthetics Everything, the Global Aesthetics Conference and the Global Virtual Aesthetics Summit.

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DETAILS BY GLENICIA NOSWORTHY, MD



Equity in Aesthetics Isn't Optional—It's the Path to Better Care

When practitioners truly understand the biology of different skin types and the cultural context behind each patient's goals, the care becomes more accurate, more respectful and ultimately more effective.

Aesthetics is a unique blend of science, creativity and identity. It is where medicine meets the deeply personal journey of how we choose to show up in the world. Historically, the field has reflected only a narrow definition of beauty–one that centers lighter skin tones and Eurocentric features, leaving many feeling unseen or excluded.

In my work as a physician focused on regenerative medicine, aesthetics and internal wellness, I witness firsthand how these longstanding gaps in representation affect patient care. People with darker skin tones are still more likely to be misdiagnosed, overlooked or offered limited treatment options simply because training, research

Image by Alexander Chaykin at Adobe Stock

and tools were not designed with them in mind. This is not just a missed opportunity. It is a serious clinical shortcoming that compromises outcomes and trust.

Cultural competency should never be considered extra. It is essential. When practitioners truly understand the biology of different skin types and the cultural context behind each patient's goals, the care becomes more accurate, more respectful and ultimately more effective. It is how we move from generic treatment to deeply personalized care.

Cultural competency isn't just about what you say. It starts the moment a patient walks into the room. I make a point to sit at or below eye level, maintain gentle eye contact, and create a welcoming energy. These small things help patients feel more comfortable, less judged, and more likely to open up. When someone feels safe, they don't filter their words. They'll tell you what's really on their mind, which is so important for getting to the heart of what they are hoping to achieve.

Instead of jumping in with suggestions, I always start by asking, "What brings you in today?" or "What do you see when you look in the mirror?" That way, I'm not pointing out things they hadn't even considered. My job isn't to add to anyone's insecurities. When I do give a professional opinion, I keep it grounded in their concerns, and I try to make it feel more like a conversation than a critique. It's a delicate balance between guiding and respecting where they're coming from.



Image by Seventyfour at Adobe Stock

"Equity in aesthetics isn't just about inclusion; it is about transformation. And that begins with us."

A lot of people are hesitant to admit when they don't understand something, especially in a clinical setting. So I slow things down and check in often by asking, "Does that make sense?" or "Any questions so far?" Sometimes I'll even ask them to repeat something back just to make sure we're really on the same page. I see it as an investment. The more a patient understands, the more confident they feel, and that trust always shows in the results.

Equally important is honoring patient autonomy. In aesthetics, we have a responsibility to listen before we lead. It is not about fitting people into a mold. It is about supporting them in their own vision of beauty and wellness. That kind of partnership transforms the experience for both the patient and the provider.

We are in a powerful moment of change. As medicine and aesthetics continue to evolve, our approach must evolve too. When inclusivity and cultural awareness are built into every level of care, we do not just improve outcomes. We reshape the future of the field for the better. Equity in aesthetics isn't just about inclusion; it is about transformation. And that begins with us. ME



Dr. Glenicia Nosworthy, MD (aka "Dr. Glen") is a pioneering Internal Medicine and Aesthetic Physician, wellness entrepreneur, and the visionary behind the Glo By Glen. As a pioneer in holistic beauty and integrative healthcare, Dr. Glen has redefined the approach to facial aesthetics—focusing on beauty from the inside out.


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Image Skincare Launches VOL.U.LIFT:

A Topical Solution for Restoring Volume Loss in Ozempic Face

By Jamie O'Toole



Image courtesy of Image Skincare

Image Skincare, producer of medical-grade skincare like its Max collection that contains peptides and plant stem cells for skin rejuvenation, has developed a topical solution designed to address skin volume depletion following Ozempic use. The product, Vol.U.Lift, addresses "Ozempic face" concerns at home.

Image Skincare products were founded by Janna Ronert with the intention to create clean skincare. Image's line of products are physician-formulated for skincare professionals–a project that began with a single hydrating serum that Janna Ronert conjured in her kitchen. Prior to formulating skincare, she was a trained esthetician who struggled with rosacea for years.

"From the start of Image Skincare, it was always my goal to ensure our formulas were scientifically proven to perform, and the Max collection is no different," Janna Ronert said.

Image Skincare Launches Vol.U.Lift: A Topical Solution for Restoring Volume Loss in Ozempic Face



Janna and Marc Ronerts, the minds behind Image Skincare.

Behind the development of Image's innovations are a team of chemists, physicians and skincare professionals, like Janna Ronert's husband, Marc Ronert, MD, whose knowledge in aesthetics as a plastic surgeon created the Vol.U.Lift.

Addressing the Surge in GLP-1 Usage and Its Impact on Skin

"I'm witnessing firsthand the surge in GLP-1 usage for weight loss and the unexpected impact it has on skin health," Marc Ronert says. "While these medications are effective in helping patients achieve a healthier weight, they also contribute to the loss of muscle and connective tissue, leading to noticeable changes in skin firmness and elasticity, ultimately giving facial skin a sunken, deflated appearance."

The Vol.U.Lift, a GLP-1 "skin rebound complex," built by XOSM technology, addresses the 4Ds: deflation, deep wrinkles, dehydration and density loss.

While GLP-1 users have relied on treatments such as facelifts and skin tightening, as well as dermal fillers for effective solutions that restore volume following rapid weight loss, this is a topical at-home care to address the effects of GLP-1 on the skin.

Vol.U.Lift: A Targeted Solution for Skin Rejuvenation

When developing Vol.U.Lift, the Image team hand-selected the ingredients, including its volumizing complex derived from plants, and its XOSM technology that works to boost the formula performance of encapsulated antioxidants that are meant to improve the signs of aging.

"The formula also benefits from clinically-proven hyaluronic acid silanol, plant collagen fragments, bakuchiol and l-ornithine amino acids that work synergistically to improve skin," Marc Ronert adds.

The XOSM technology is an encapsulation technology, Marc Ronert explains, allowing antioxidants, including ectoine, vitamin C and astaxanthin-rich micro-algae to penetrate deeper into the skin to address the 4Ds. The XOSM technology was designed with skin sensitivity in mind, delivering active ingredients effectively while minimizing the risk of irritation.

The ingredients that specifically promote plumpness within the topical is l-ornithine amino acid, shown to improve the appearance of sunken, deflated skin. Bakuchiol, additionally, reduces lines and wrinkles while improving the appearance of skin firmness and texture quality.

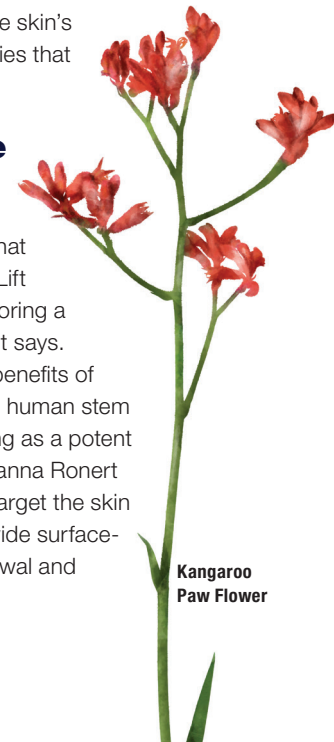
Hyaluronic acid silanol provides hydration, Marc Ronert adds, to restore the appearance of volume. Plant collagen fragments within the topical treatment are biomimetic to human collagen fragments that lift skin and improve sagging and deflated skin, he explains. Finally, kangaroo paw extract, the flower of an endemic Australian plant, contains rutin and fructose that acts as a firming agent by targeting sagging skin.

Kangaroo paw flower is rich in linoleic acid. Linoleic acid has the ability to help strengthen the skin's natural barrier with regenerating properties that can combat fine lines and wrinkles[1].

How Image Skincare Harnesses the Power of Plants

"By addressing the structural changes that occur beneath the skin's surface, Vol.U.Lift effectively plumps and lifts the skin, restoring a more youthful appearance," Marc Ronert says.

Image Skincare is rooted in the rich benefits of plants. Plant stem cells, an alternative to human stem cells, are within the Max collection, acting as a potent antioxidant with regenerative benefits, Janna Ronert says. While human stem cell injections target the skin from within, topical plant stem cells provide surface-level rejuvenation by promoting cell renewal and enhancing skin elasticity, she adds.



Kangaroo Paw Flower

Image courtesy of Image Skincare; Image by Rawpixel.com at Adobe Stock



Vol.U.Lift can be used in tandem with fillers since it is a topical treatment. In fact, using Vol.U.Lift in conjunction with professional procedures will enhance results of volume restoration.

"In the Max collection, we use plant stem cells that mimic the regenerative properties of human cells—helping to restore firmness, reduce wrinkles and improve overall skin tone with consistent use," Janna Ronert says.

The Image team selected the peptides acetyl hexapeptide-8, palmitoyl tripeptide-1 and acetyl octapeptide-3 for the Max collection to target specific aging concerns—from firming the skin to reducing wrinkle depth.

"We found that by combining advanced peptides with plant-derived stem cells, we were able to create a range of effective, non-irritating products that strengthen the skin, boost collagen production and improve overall resilience," Janna Ronert says.

How to Use Vol.U.Lift for Maximum Benefits

Clinical trials for the Volulift are underway, though participants see initial results in two weeks, Marc Ronert says. Early data shows skin firmness increasing on average by 10%, skin transepidermal water loss decreasing by 10% and hydration increasing by 20%, demonstrating the product's volumizing effects, he adds.

The Vol.U.Lift can be used by patients who are considering GLP-1 use, and patients who've already undergone or are still taking the weight loss drug. The product is most effective if used twice a day, Marc Ronert says–in the morning and evening. It should be applied to the full face, jawline and neck–where skin sagging tends to present with Ozempic use.

Although Vol.U.Lift stands out from fillers as a topical solution for volume loss, Vol.U.Lift can be used in tandem with fillers since it is a topical treatment, Marc Ronert explains. In fact, using Vol.U.Lift in conjunction with professional procedures will enhance results of volume restoration, he says.

While Vol.U.Lift can deliver improvements as a standalone treatment, he says, particularly for those in the early stages of volume loss, Marc Ronert recommends patients with more pronounced sagging combining Vol.U.Lift with professional treatments like fillers, microneedling or skin-tightening for optimal results.

"While we are still in the preliminary phases of clinical testing, patients who experience facial volume loss due to GLP-1 treatments have already reported improvements with Vol.U.Lift," Marc Ronert says. "Many see enhanced skin plumpness, improved elasticity and a reduction in hollowed or sagging areas." ME

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

Image courtesy of Image Skincare



SKIN MODERNE'S NANOFUSION & ULTRAFUSION TECHNOLOGY BOOSTS INGREDIENT ABSORPTION, COMPARABLE TO MICRONEEDLING

Skin Moderne recently conducted a demo showcasing the NanoFusion and the UltraFusion ultrasound technology to demonstrate how it achieves the comparable results of microneedling without needles and pain by enhancing the delivery of biocompatible skin care. The NanoFusion creates temporary micro-channels in the skin's surface for delivery and absorption of potent serums, while UltraFusion contains 10MZ ultrasound therapy to stimulate collagen production.

CROWN AESTHETICS HAS UNVEILED A NEW DIRECT-TO-CONSUMER CAMPAIGN FOR SKINPEN, TITLED "FEEL SEEN."



Crown Aesthetics has unveiled a new direct-to-consumer campaign for SkinPen, the first FDA-cleared microneedling device. Titled "Feel Seen," the campaign features a compelling film series that highlights personal stories from individuals who have used the SkinPen. By sharing these relatable experiences, the campaign aims to connect with consumers who may identify with similar skin concerns and inspire them to consider SkinPen as a solution.

EMFACE BY BTL AESTHETICS SURPASSES ONE MILLION TREATMENTS, UNVEILS NEW EYE APPLICATOR FOR FULL-FACE REJUVENATION



Developed by BTL Aesthetics, Emface, a non-invasive facial treatment, reportedly became the fastest procedure of its kind to surpass one million treatments worldworldwide in less than two years. Originally treating the cheeks, forehead and submentum area, BTL launched the eye applicator on April 1 to deliver a full face-lift with the Emface device.

CARMELL CORPORATION REBRANDS AS LONGEVITY HEALTH HOLDINGS, EXPANDS FOCUS ON BIO-AESTHETICS, DIAGNOSTICS AND NUTRITION



Following Carmell Corporation's acquisition of Elevai Labs to align with its bio-centric approach to aesthetics and skin rejuvenation, the corporation has rebranded to become Longevity Health Holdings. This rebrand reflects the company's plans to expand into potential new segments such as diagnostics and nutrition in the future.

"Our rebranding to Longevity Health Holdings signifies a strategic shift towards a more comprehensive approach to healthy aging," says Rajiv Shukla, CEO of Carmell. "This new identity encompasses not only bio-aesthetics, but also positions us for future expansion into diagnostics and nutrition."

DEKA LASH EXPANDS WITH NEW 'FACE AESTHETICS' STUDIO OFFERING NON-INVASIVE BEAUTY TREATMENTS



Deka Lash, known for lash extensions, lash lifts, brow and facial services, has announced the launch of its "Face Aesthetics" studio. Deka's aesthetics studio will offer non-invasive facial aesthetic treatments, including neurotoxin treatments and lip fillers, conducted by licensed aestheticians and registered nurses.

Images courtesy of manufacturers

Targeted Acne Care and Multicultural Skin Solutions

Acne is a common skin concern, and multicultural skin products are designed to address concerns that cater to the diverse needs of different skin tones and types.



The **Aerolase Neo** employs advanced 650-microsecond laser technology to effectively treat all acne severities across all skin types and tones, safely penetrating the skin without being absorbed by epidermal melanin, eliminating the risk of hyperpigmentation or burns. It targets and reduces excess sebum production, suppresses inflammation and destroys the P. acnes bacteria, addressing the primary causes of acne. Additionally, the laser stimulates collagen production, aiding in the reduction of acne scars and enhancing skin radiance.
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Images courtesy of manufacturers

Lipo 360: A Circumferential, Customized Approach to Leg Contouring for Balanced Results Compared to Traditional Liposuction

Advancements like Lipo 360 have revolutionized body contouring, offering a more comprehensive approach that sculpts entire areas—particularly the legs.

Traditional liposuction has long been the go-to solution for targeted fat removal, often focusing on small, isolated patches of fat. Advancements like Lipo 360 have revolutionized body contouring, offering a more comprehensive approach that sculpts entire areas—particularly the legs, as women experience extensive fat distribution with age—for more symmetrical results. Unlike traditional liposuction, which targets specific problem zones, Lipo 360 treats the entire circumference.

"The cosmetic surgery solutions that have been available for decades are basically liposuction … and thigh lifts for loose skin," says Thomas Su, MD, a surgeon at ArtLipo. "However, liposuction has been available only to women who have small isolated patches limited to the inner thigh, outer thigh and the inner knee bulge."

Lipo 360: A Comprehensive Approach to Leg Contouring

According to Expert Body Sculpt[1], Lipo 360 treats the entire targeted body part in a 360-degree manner, providing balanced results, in comparison to traditional liposuction that targets specific problem areas for precise sculpting.

Lipo 360, specifically for the legs, targets the entire circumference, including the thighs, inner thighs and outer legs, creating a more balanced shape, while traditional liposuction may focus on smaller, isolated areas of the legs. Opting for traditional liposuction or Lipo 360 depends entirely on the patient's individual goals, Su says.

Su says, typically, the women who've not been good candidates for traditional liposuction experience extensive fat involving the whole thigh, whole knee or lower legs, making them better candidates for Lipo360 to target all areas in one procedure.

"These surgeries often treat five times as much area and remove five times as much fat as a traditional lipo surgery," Su says. "While it may not be best for women with small pockets of fat, it provides the most comprehensive and transformative results for women with a medium to larger thickness of fat that surrounds the entire leg."

The main benefit of Lipo 360 is it's not limited to small "patch-like" areas on a single side of the leg, but is done circumferentially or all the way around, Su adds. Unlike traditional liposuction intended for "debulking," Su says Lipo 360 shapes and tightens large areas in a more sculptural way to achieve a complete and slender look for legs, as the appearance of excess fat can affect more than one area of the leg.



Image by Coka at Adobe Stock

Lipo 360 of the Legs vs. Traditional Liposuction

Typically patients who receive traditional liposuction are not awake during the procedure as they undergo general anesthesia; however, Lipo 360 allows the patient to remain awake by using local anesthesia. The procedure works around the entire leg, so the patient will have to move into different positions that allow the surgeon to reach all the way around the knee, Su says.

Lipo 360, due to its ability to target more than one area compared to liposuction, the treatment of the legs is customized to each individual, Su says.

"Some women have much fuller thighs and normal knees and lower legs. Others have a thicker mid leg with a bulky knee area [and] the last area is the lower leg where some women have either larger calves, or a thicker cuff around the ankle," Su says. "It is up to the surgeon to give recommendations based upon the patient's desired look, [but] the important thing is that any or all areas can be included compared to the very limited patch areas offered by traditional lipo."

Recovery: What to Expect and Why It Takes Longer Than Traditional Liposuction

Lipo360 recovery tends to be a bit more longer than traditional liposuction, Su says, because it targets a larger area, often requiring more downtime and careful post-operative care. While both procedures involve swelling, bruising and the need for compression garments, Lipo 360 may take longer to heal due to the broader scope of treatment.

Patients can return to work within a few days to a week, but swelling will take 3-6 months to resolve, Su says. Exercise is usually restricted for one month and a compression garment is worn for several weeks to months.

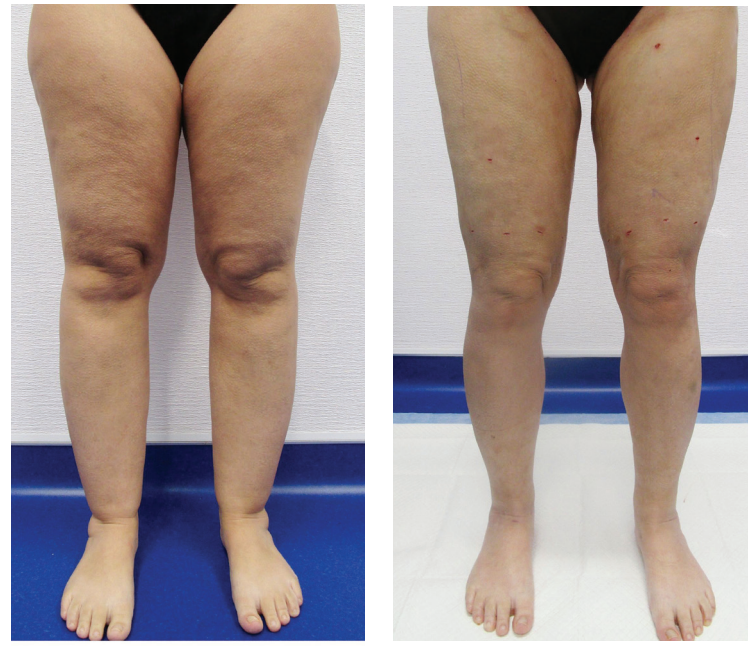
Lipo 360 of the leg can be broken up into different regions, Su adds, such as an upper thigh 360, knee 360 and calves/ankles 360. These areas can also be combined.

Because this is a much more difficult type of liposuction, Su says it is crucial to find the right surgeon who specializes in this method.

Candidate Qualifications: Safe for Patients of All Ages with Proper Evaluation

When performed awake, Lipo 360 of the knee and legs is a low risk procedure for most patients and can be done safely as long as there are no major health problems. This allows even older patients with good health in their 60's to have large 360 areas done, Su says.

"With more advanced age or medical conditions, the surgeon must determine what risk is a cutoff," she adds. "If doing a smaller area such as a knee 360, even a patient in their 70's can be done safely and get a huge benefit."



Lipo 360, specifically for the legs, targets the entire circumference, including the thighs, inner thighs and outer legs, creating a more balanced shape.

Su does virtual consultations where patients send in their photos and ask questions, as well as complete a preoperative evaluation completed prior to having surgery. Before beginning the procedure, Su will draw along the selected area to show what the anticipated result will look like.

"The knees are a very important part of having beautiful legs as most women recognize, but have been highly underemphasized by most cosmetic surgeons," Su says. "As women age the knees often gain fat deposits that can be seen as a bulge on the inner knee, but importantly it also can cause bulges on the front and sides." ME

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

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AD INDEX

Aerolase Laser Skin Health C1, 14-15
aerolase.com

Fallene Ltd..... C3
tizoskin.com

Global Beauty Private Label / Control Corrective 1
globalbeauty.net

Hydrafacial. 8-9
hydrafacial.com

Induction Therapies 5
collagenpin.com

Nutrafol..... 7
nutrafol.com

Young Pharmaceuticals, Inc...... C4
youngpharm.com

Zemits...... C2
zemits.us



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