MedEsthetics®

THE GUIDE FOR EXCELLENCE IN MEDICAL AESTHETICS

October 2025
Volume 21, Number 7
medestheticsmag.com

Allured business media



Navigating The Wild West Of SUPPLEMENTS AND SPARSE OVERSIGHT

PLUS:

- Reimagining the Modern Beauty Visit
- Weight Loss Meds Reshape Facelifts

Aerolase®
HEALTHY ENERGY FOR ALL SKIN

EXPERT TO EXPERT:

AN INTERVIEW WITH **OLHA MAIKINA, MD, CO-FOUNDER OF ZEMITS**

By Mariah Sanchez,
LE & Founder of Project Esty Academy

In today's rapidly evolving aesthetics industry, leaders who blend science, empathy, and innovation stand out as true visionaries. One such leader is Olha Maikina, MD, medical doctor, co-founder, and Product Director of Zemits. From her early days in medical school to building a global brand that empowers estheticians, Olha's story is one of resilience, adaptation, and unwavering passion for raising industry standards.



Olha Maikina,
MD, Co-Founder of Zemits

About Olha Maikina
Olha Maikina, MD - Co-Founder and Product Director of Zemits Advanced Aesthetics, a global leader in non-invasive technologies. Trained as a medical doctor in Europe, she entered aesthetics with the mission to create safe, effective, and innovative treatments without surgery or downtime. For more than 14 years, she has led the development of key solutions such as HydroDiamond®, Holistic Cold Therapy, AI Skin Scanner, and body remodeling systems. Under her leadership, Zemits grew from a three-person startup into a company of 150+ professionals worldwide. Renowned for her scientific expertise and empathetic leadership, Olha continues to drive industry progress through innovation and education, empowering estheticians with knowledge and tools for success.

Mariah: Olha, how did you transition from medicine into aesthetics?

Olha: In medical school, I dreamed of becoming a plastic surgeon. But during clinical rotations, I realized the emotional toll of surgery was too heavy for me. I wanted to help people achieve their beauty goals without injections or incisions. That's when aesthetics became my calling. I saw a gap - estheticians had excellent technical skills but often lacked deeper knowledge of anatomy and physiology. My goal was to merge medical science with technology. That vision became Zemits, which started with just three people and today employs over 150 professionals worldwide.

Mariah: What challenges did you face expanding Zemits into the U.S.?

Olha: The biggest challenge was adaptation. In Europe, body contouring dominated. In the U.S., facials were the priority. We had to shift focus, introduce new technologies, and educate estheticians about body treatments like endomassage and pressotherapy while heavily investing in facial devices. Cultural differences mattered too. In Ukraine, we emphasized personalized training and long-term client care. Bringing that philosophy into the U.S. helped us raise service standards across the industry.

"We wanted to create treatments that work – without surgery, injections, or downtime"

Mariah: What advice would you give to new estheticians starting their careers?

Olha: Dream big - never settle halfway. Surround yourself with knowledge: books, mentors, advanced education. And most importantly, enjoy the process. Challenges and setbacks are not roadblocks; they are part of growth. Success isn't only about the destination - it's about embracing every step of the journey.

Mariah: Zemits has grown into a global brand. What leadership lessons stand out?

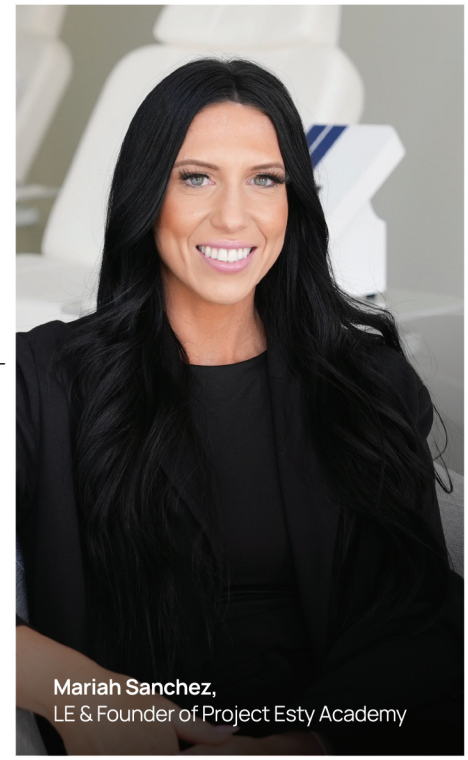
Olha: Two things. First, I learned I don't have to provide all the answers myself - trusting my team and empowering them has been key. Second, I overcame my fear of public speaking. At first, language barriers made me insecure, but the positive feedback from estheticians showed me that my perspective was valuable. Today, I enjoy sharing insights on science, business, and technology.

Mariah: What's next for Zemits?

Olha: Our focus is on innovation and education. We continue to design technologies that deliver real, safe results - such as HydroDiamond®, Holistic Cold Therapy, and advanced body systems—while also empowering estheticians to grow sustainable, profitable businesses. Partnerships with academies like Project Esty make it possible to combine treatment education with business strategy, which is essential for long-term success.

Mariah: Olha, how can I find and connect with you?

Olha: You can find me on Instagram at **@olha.maikina.md** or on our **@zemits.official page.**



Mariah Sanchez,
LE & Founder of Project Esty Academy

About Mariah Sanchez
Mariah Sanchez is a licensed esthetician and founder of Project Esty Academy in Arizona. She created the academy to bridge the gap between beauty school and real-world practice, offering training in treatments, business strategy, and personal branding. Her mission is to help estheticians gain confidence, balance, and financial independence, making her a respected voice in the industry.

powerful. proven. professional

INTELLIGENT RETINOL

When your clients' skin is ready to maximize the benefits of vitamin A, add Environ's award-winning Retinol Serum as an evening booster to their daily vitamin A moisturizer.

Step up to Retinol Serum Forte after one bottle for more intensive results.



What users noticed in only 8 weeks*

100% SKIN LOOKS YOUNGER

94% FINE LINES APPEAR SMOOTHER

94% WRINKLES LESS VISIBLE

94% SMOOTHER-LOOKING TEXTURE

Contact us for more information
DermaConcepts, Exclusive Distributor in the USA
info@dermaconcepts.com • 508.539.8900

*Independent consumer perception study evaluated the effects of Retinol Forte only. 22 volunteers. Topical daily application. 8 weeks. Trialist skins were acclimated to vitamin A.

ENVIRON®
a beautiful skin for a lifetime

www.environskincare.com

EnvironSkinCareUS EnvironSkinCare_us EnvironSkinCare







CONTENTS

October 2025 | Volume 21 | Number 7

RESEARCH

20 Beauty from Within Takes Off
by Jamie O'Toole

44 Newsmakers
by Jamie O'Toole
Debut Invests $20M to Expand AI-Driven Discovery

BUSINESS MANAGEMENT

12 Business Consult
by Caterina Toscano
How Aesthetics Brands Can Use Social to Connect, Not Just Convert

14 Tricoci Reimagines the Modern Beauty Destination
by Jamie O'Toole
Aesthetics Studio Debuts in Oak Brook, Illinois

18 Building Sustainable Scale
by Andy Colbert and Drew Braucht
Investor Readiness in a Rapidly Growing Medspa Market

28 New York Medspa Emerges as Post-Treatment Checkpoint
by Jamie O'Toole
Facials That Support Results Between Appointments

42 Spotlight
by Jamie O'Toole
Medspas Begin Offering Addyi for Low Libido

IN EVERY ISSUE

4 Editor's Eye On The Industry
6 Introductions
10 Latest in Literature
47 Aesthetic Insights
48 Advertiser Index



24

TOOLS AND TECHNIQUES

SPONSORED

8 Regeneration Over Destruction
by Aerolase
Redefining Aesthetic Laser Care

24 6 Things the Internet Is Saying About Preventive Botox
by Mia Barnes

32 Are Facials Just Pampering?
by Jamie O'Toole
Debunking the Myths and Exploring Their Clinical Impact

36 Facelifts for the New Generation
by Johnny Franco and Adam Weinfeld
How Ozempic is Redefining Facial Rejuvenation Trends

40 Details
by Shay Moinuddin
Why Medical Training Is Non-Negotiable in the Era of At-Home Cosmetic Treatments

COMPLEMENTARY CARE

46 Product Roundup
Personalize Aesthetic Journeys

Cover image by ugenepartyzan at Adobe Stock

MedEsthetics
EDITORIAL ADVISORY BOARD



Francis X. Acunzo
founder and CEO of Acara Partners, chief medspa officer of Princeton Medspa Partners



Miguel A. Aristizábal, M.D.
co-founder of the ADEI - Aesthetics & Dermatology Institute, Bogota, Colombia



Joel L. Cohen, M.D.
medical director of AboutSkin Dermatology and DermSurgery, assistant clinical professor of dermatology, University of California, Irvine



Kay Durairaj, M.D.
medical director of Beauty by Dr. Kay, chair of ENT at Huntington Memorial Hospital, clinical professor at UCLA/Olive View Medical Center



Paul Edwards
CEO and co-founder of CEDR Solutions and author of *HR Base Camp*



Michael Gold, M.D.
medical director of Gold Skin Care Center and Tennessee Clinical Research Center, adjunct assistant professor, Meharry Medical College School of Medicine



Sanjay Grover, M.D.
medical director of Grover Aesthetics and Grover Surgical Arts Surgery Center



Omar A. Ibrahimi, M.D.
medical director of the Connecticut Skin Institute



Suzanne Kilmer, M.D.
founder of the Laser and Skin Surgery Center of Northern California, clinical professor, University of California, Davis



Chesahna Kindred, M.D.
founder of Kindred Hair & Skin Center and founder and president of Onyx Medical Society.



Emily Kirby, M.D.
chief of plastic surgery at Texas Health Resources Harris Methodist hospital, founder and medical director of Kirby Plastic Surgery and Kalos Medical Spa



Cheryl Whitman
founder and CEO of Beautiful Forever aesthetic business consulting firm and the Beautiful Forever University training program for medspas



Jaime O'Toole
Associate Managing Editor

jotoole@allured.com
630.344.6074

Facials Meet the Toxin Boom—and the Power of the Narrative



Facials are increasingly valued as supportive treatments that enhance and extend the results of neurotoxin procedures.

As the neurotoxins market increases, especially in the context of aging prevention methods, the October issue highlights the role facials are increasingly playing in post-treatment and pre-treatment regimens—a complement to final results. Facials are commonly seen as a way to nurture the longevity of results, and also contributes to creating an environment that is receptive to the penetration of other modalities.

As estheticians navigate regulations, which we covered in the last issue, their techniques still shine when paired with invasive and medical procedures, seeing themselves more and more in medapas like Elite Aesthetics in New York City, working beside clinicians to create treatment plans that stick. In this issue you'll learn how despite their limited capacity against respectable state regulations, their skills still have a valuable place in medical aesthetics beyond thorough skincare recommendations.

Beside Elite Aesthetics' story as a new medspa with a practice concept that acts as a checkpoint for injectable treatments, we also delve into the explosion of at-home devices like micro-infusion to discuss safety and the importance of caution as technology lands in the hands of skincare connoisseurs.

Within the business consult section, learn about the power of emotional storytelling—social campaigns that meet patients where they are in their self-care journeys and resonate with their individual goals, because selling treatments and displaying menu items only meets patients halfway.

To beauty that lasts,

Jamie O'Toole

Image by Jafree at Adobe Stock

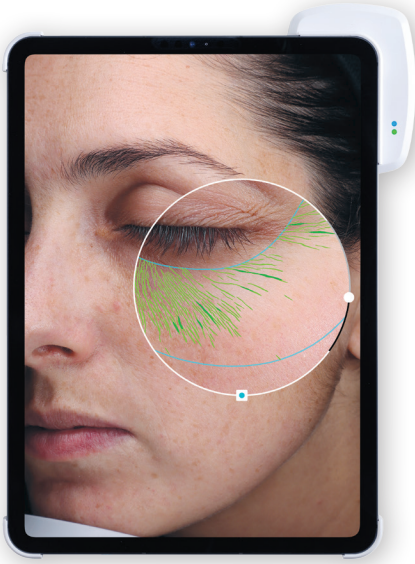
New

NEXA LT®

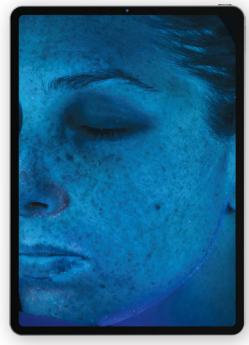


VISIA® analysis.

Now on your iPad®.



- ☑ Validated, scientifically-proven analysis
- ☑ Tailored AI-generated treatment plans
- ☑ Boost client interaction, satisfaction, and compliance.



True UV (Wood's lamp)



Subsurface RBX® technology using cross-polarized lighting

Your actual age

32

Your TruSkin Age®

37

IMAGING EXCELLENCE FROM

CANFIELD

Check out more on

www.canfieldsci.com

info@canfieldsci.com | canfieldsci | Canfield Scientific | Canfield Scientific | Canfield Scientific

NEXA, VISIA, TruSkin Age, and RBX are registered trademarks of Canfield Scientific, Inc. iPad is a trademark of Apple Inc., registered in the U.S. and other countries.



Exofecta is a topical containing hyaluronic acid and three other ingredients that give it its name, a trifecta, the researchers for this product say: exosomes, human stem cell growth factors and copper peptides. While these ingredients find their way into topicals separately, FactorFive combined these bioactives by using Dynamic Cultured Media for potency and a lyophilized two-part system to preserve the growth factors and exosomes. Designed for professionals to use for post-procedure recovery, the droplets are extracted using a needle-like syringe to draw the contents from the vial.



Exofecta's human adipose stem cell-derived actives are produced in controlled conditions to ensure every treatment contains the same high concentration of growth factors and exosomes. The exosomes act like "messengers" delivering bioactive signals that are meant to trigger cellular repair, collagen remodeling and anti-inflammatory effects.



A recently published study in the journal *Aging* explores how components in young human blood serum can restore youthful properties to skin, but only when bone marrow cells are present.

Using a co-culture system that mimics human circulation, researchers combined a 3D skin model with a 3D bone marrow model. They discovered that young serum alone cannot rejuvenate skin; instead, it stimulates bone marrow cells to secrete proteins that promote skin regeneration, collagen production and reduce cellular aging.

From top: Image courtesy of Factor-5; Image by matucha12 at Adobe Stock


TiZO®
Mineral Sunscreens
& Skincare
Protect.
Repair.
Revitalize.
TiZO
PHOTOCEUTICAL
SKINCARE
ADVANCED
VITAMIN C + E SERUM
RECHARGE
18% THD Ascorbate
Ferulic Acid
Bakuchiol
1 Fl. Oz./29 ml
TiZO
PHOTOCEUTICAL
SKINCARE
AM REPLENISH
Lightly Tinted
SPF 40
MOISTURIZING
MINERAL SUNSCREEN
Ceramides
Antioxidants C & E
Zinc Oxide
Broad Spectrum SPF 40
Net Wt. 1.75 oz. / 50 g
Antioxidants
Animal Test-Free
& Vegan
Reef Friendly
Mineral Sunscreen
Interested in retailing TiZO?
Scan to get started!
Ask about our Private Label Program!
www.tizopro.com
@tizoskin

Aerolase®
HEALTHY ENERGY FOR ALL SKIN


Photo courtest of Dr. Olivier Amar

Regeneration Over Destruction: Redefining Aesthetic Laser Care

neo® + era®

For decades, lasers have defined skin rejuvenation by controlled damage. They burn, ablate, and break down tissue in hopes the body will rebuild itself stronger. While this damage-first model occasionally delivered desired results, it often came with pain, unpredictable healing, extended downtime, and heightened risk for patients with darker skin tones.

Today's aesthetic patients demand something better. They want outcomes without trauma, safety without compromise, and results that reflect a luxury experience.

Aerolase has redefined what's possible with a regenerative-first philosophy. Powered by its two flagship devices, the Neo Elite® (1064nm Nd:YAG, 650-microsecond pulsed laser) and the Era Elite® (2940nm Er:YAG, 300-microsecond pulsed laser), Aerolase® enables true regeneration at both dermal and epidermal levels. Together, these devices form Reverse by Aerolase®, a proprietary protocol designed to *rebuild—not destroy—skin.*

THE REGENERATIVE ROLE OF NEO ELITE

The Neo Elite is unlike any other Nd:YAG laser. With its 650-microsecond pulse duration, it penetrates deeply into the dermis while sparing the epidermis. High fluence is delivered precisely, long enough to target deep chromophores, yet short enough to avoid collateral thermal injury.

Regenerative outcomes:

- **Dermal Collagenesis** – Activates fibroblasts to create new collagen (types I & III), restoring elasticity and firmness.[1]
- **Tone & Texture Renewal** – Corrects vascular and pigment irregularities for even, luminous skin. [2,3]
- **Acne & Inflammation Control** – Reduces sebaceous gland activity and calms inflammation, minimizing active acne and preventing post-inflammatory hyperpigmentation. [4,5]

Why it's different from traditional 1064 lasers: Typical Nd:YAG lasers rely on heat and destruction, often causing pain, downtime, and pigment risk. The Neo Elite's 650-microsecond pulse bypasses the epidermis and activates the skin's regenerative cascade, stimulating fibroblasts and creating a healthier, stronger dermis that looks and functions renewed.

THE RESURFACING PRECISION OF ERA ELITE

Reverse for Aging


Photo Courtesy of Kim Kreations

The Era Elite is an advanced Er:YAG laser engineered for micron-level *precision without collateral damage*. Delivering 300-microsecond pulses, it precisely resurfaces the epidermis while carefully controlling thermal interaction with the dermis to stimulate further remodeling.

Regenerative outcomes:

- **Epidermal Renewal** – Complete resurfacing stimulates fresh cellular growth, creating a smoother texture.
- **Sun Damage Reversal** – Erases photodamage, age spots, and environmental wear with accuracy.
- **Fine Line & Wrinkle Reduction** – Promotes neocollagenesis for visible smoothing and refinement.

How it's different from CO_2 and traditional ablatives: CO_2 and Er:YAG lasers overheated and caused necrosis in surrounding tissue; the Era Elite's 300-microsecond pulses resurface skin with pinpoint precision and minimal thermal spread. The result is safer treatment, faster recovery, and superior cosmetic outcomes, without the collateral damage of traditional ablative lasers.

REVERSE BY AEROLASE®: DUAL-LAYER REGENERATION

When Neo and Era are used sequentially, they form Reverse®, Aerolase's signature regenerative protocol. This comprehensive approach addresses both dermal rejuvenation and epidermal resurfacing without the compromises of traditional resurfacing and rejuvenation.

What makes Reverse transformative:

- **The Ultimate Reset** – Reverse simultaneously regenerates the dermis and resurfaces the epidermis, creating results that feel less like a procedure and more like turning back time on the skin.
- **A Luxury Experience, Not a Surgery** – Treatments are performed comfortably, without anesthesia or numbing, redefining the patient experience as the alternative to painful, destructive procedures. They are safe for all Fitzpatrick skin types I–VI.
- **Always in Season** – Unlike older technologies restricted to "laser season," Reverse is safe year-round—even in sunny destinations—making it ideal for patients who expect access to treatments on their terms.
- **Redefining Recovery** – Patients enjoy dramatic results without the trade-off of prolonged downtime, excessive peeling, or the risk of hyperpigmentation. Healthy skin reemerges within days, not weeks.

From Acne to Aging: A Regenerative Revolution in Aesthetic Care
Aerolase Neo Elite and Era Elite redefine what's possible, delivering renewal across the full spectrum of skin concerns without destruction, downtime, or compromise.

CONDITION	TRADITIONAL CHALLENGE	AEROLASE REGENERATIVE SOLUTION
Acne	Few effective laser options, most destroy the sebaceous gland; systemic meds often required	Neo reduces sebaceous activity, calms inflammation, and minimizes PIH—controlling breakouts while preserving skin integrity
Acne Scars	Harsh resurfacing or fillers often needed; downtime and risk are common	Era remodels scar tissue with micron precision; Neo supports dermal regeneration for smoother, more uniform skin
Aging & Skin Laxity	Ablative lasers or surgery = trauma + downtime	Neo regenerates deep collagen; Era resurfaces wrinkles and fine lines for refreshed, firmer skin
Feminine Wellness	Few safe options for delicate tissue	Neo stimulates collagen, improves elasticity + pigment; Era refines surface comfortably and safely
Pigment Disorders (melasma, sun damage, lentigines, PIH)	Overheat skin, risk rebound hyperpigmentation, especially in skin of color	Neo balances melanin activity + vascular drivers; Era removes photodamage precisely
Rosacea & Redness	Vascular lasers risk irritation, bruising, and scarring	Neo clears vascular irregularities and calms inflammation, restoring barrier health
Scars & Texture (surgical, traumatic, stretch marks)	Conventional lasers depend on deep injury, often inconsistent	Neo primes fibroblasts and reduces inflammation; Era remodels surface for smoother, more even texture
Wounds (Decubitus Ulcers)	Slow to heal, prone to infection and recurrence; limited non-surgical options	Neo accelerates wound healing cascade, reduces inflammation, and stimulates fibroblast-driven repair, while Era aids in controlled resurfacing to promote healthy tissue regeneration

THE REGENERATIVE FUTURE OF AESTHETIC CAREE

The Aerolase Neo Elite and Era Elite are not just new devices; they represent a new category: Regenerative Lasers. By shifting from destruction to regeneration, Aerolase offers aesthetic specialists the opportunity to deliver transformational outcomes aligned with luxury care.

Reverse by Aerolase® is the next evolution of aesthetic medicine, where skin is revived, not displaced. For your patients, it means confidence, comfort, and results. For your practice, it means differentiation, growth, and leadership in the new era of aesthetics.

Era for Surgical Scars



Photo Courtesy of William Watfa, MD

Reverse for Acne Scars



Photo Courtesy of Goddess Aesthetics

Neo Elite for Acne

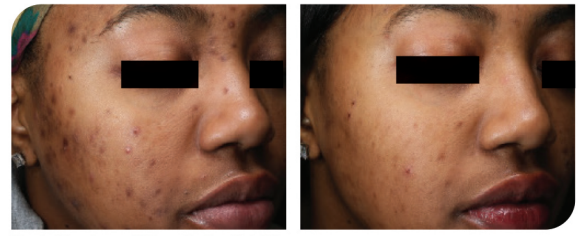


Photo Courtesy of Nazanin Saedi , MD

Citations:

1. Geraskova N.N., Surkichin S.I., Gryazeva N.V., Teplova E.K. New possibilities of using the combination of laser technologies AEROLASE Nd:YAG 1064 nm MicroPulse and Er:YAG 2940 nm in facial skin rejuvenation Efficient Pharmacotherapy. 2024; 20
2. Rose, Amy & Goldberg, David. (2013). Successful Treatment of Facial Telangiectasias Using a Micropulse 1,064-nm Neodymium-Doped Yttrium Aluminum Garnet Laser. Dermatologic surgery : official publication for American Society for Dermatologic Surgery [et al.]. 39. 10.1111/dsu.12185.
3. Kindred, C., et al. Effectiveness of Combination Laser Treatment on Anti-Aging in Skin of Color With a 650-Microsecond 1064nm Nd:YAG and a 300-Microsecond 2940nm Er:YAG in a Single Session. Skin of Color Society Scientific Symposium, 2023
4. Kesty K, Goldberg DJ. 650 usec 1064nm Nd:YAG laser treatment of acne: A double-blind randomized control study. J Cosmet Dermatol. 2020 Sep;19(9):2295-2300. doi: 10.1111/jocd.13480. Epub 2020 May 24. PMID: 32447830.
5. Saedi N, Griffin T Jr, Kelly S. Treatment of Mild to Severe Acne Vulgaris With a 650-Microsecond 1064-nm Nd:YAG Laser. J Drugs Dermatol. 2024 Nov 1;23(11):957-964. doi: 10.36849/JDD.8171. PMID: 39496129.

914.345.8300 information@aerolase.com aerolase.com @aerolase

Aerolase®
HEALTHY ENERGY FOR ALL SKIN



Skin Organoids Poised to Personalize Dermatology Treatments, Study Finds

The Journal of the American Academy of Dermatology[1] recently examined skin organoids' implication on the customization of treatment, noting its ability to replicate native skin features and simulate physiological responses. Its capabilities can model disease and skin conditions, innovating regenerative medicine and the possibilities of treating unique skin concerns.

The clinician uncovering these findings, Diala Haykal, MD, reported that skin organoids are three-dimensional skin models created from stem cells, typically through reprogrammed adult skin cells. These cells can replicate native skin features, including stratified epithelium, melanocytes, fibroblasts and immune cells[1].

"Patient derived skin organoids have the potential to transform how we as dermatologists manage and care for patients," said Melda Isaac, MD, board-certified dermatologist at MI Skin.

In vitiligo, melanocyte-rich organoids allow observation of pigment cell destruction and response to targeted therapies. As these organoids closely mimic real human skin, initially used for drug screening, organoids are now applied to study inflammatory conditions like psoriasis and melasma, as well as rare genetic diseases.

Skin organoids, in addition to technologies such as bioprinting and skin-on-a-chip systems that enable the incorporation of microvasculature, mechanical stress and perfusion flow, would allow for analysis of skin responses to topical or systemic therapies. Organoids are shown to assist in tracking keratinocyte response to retinoids or corticosteroids over extended periods[1].

These organoids could support tailored therapies and early intervention as they stimulate real-world skin responses, aiding in replicating wound healing dynamics, microbiome interactions and barrier repair mechanisms, the Journal found—critical domains in dermatology where individualized responses are poorly understood.

"These living tissue models will allow us to personalize therapies for a wide variety of conditions ranging from inflammatory skin diseases such as eczema or psoriasis to wound healing and of course aesthetics," said Isaac.

REFERENCES:

1. https://www.jaad.org/article/S0190-9622(25)02459-4/fulltext?dgcid=raven_jbs_aip_email


MedEsthetics
The Guide for Excellence in Medical Aesthetics
Want to keep receiving your printed magazine?
Then renew today!

BUSINESS CONSULT BY CATERINA TOSCANO, SENIOR DIRECTOR OF MEDIA AT MOONTIDE



In a Scroll-Stopping World, Stories Win: How Aesthetics Brands Can Use Social to Connect, Not Just Convert

In a crowded aesthetics market, brands can stand out by leading with emotional storytelling and human insight—shifting the focus from services to real-life struggles.

When medspa OrangeTwist launched its "Make Time For You" campaign that was awarded the Digiday Media Award for the "Best Multi-Channel Campaign," it did something unusual: it made people laugh. In an industry often defined by aspiration and perfection, the campaign used humor, humanity and the personification of Father Time to spark a conversation about the emotional barriers to self-care. The campaign became a case study in how strategic storytelling and smart media can transform not just perception, but performance.

Whether you're running a single-location medspa or marketing a national aesthetics brand, the truth is, the landscape is noisy and many messages get tuned out. But by focusing on real human insights and meeting customers where they are, your message has a better chance of getting through.

Image by Emgan at Adobe Stock

Here's how brands in the aesthetics space can think differently (and more effectively) about how they connect.

Start With Emotion, Not the Menu

Most marketing in the aesthetics category leads with services or credentials. But the real traction starts when you lead with the emotional friction. For example, the insight that people feel too time-starved for self-care reframes the conversation entirely. Instead of selling Botox, you're addressing burnout, because it's not just about looking better. It's about feeling like you have the bandwidth to even begin.

Stress, exhaustion and constant over-scheduling are part of the reality many potential customers live in. Acknowledging that builds connection. And when you position your brand as the relief, not the chore, you shift perception from luxury to necessity.

Ask yourself:

- What emotional need or cultural truth are we tapping into?
- Is our creative solving a real human problem or just listing features?



Father Time was cast in the campaign as a symbol of many consumers' struggle to prioritize self-care, making the message more relatable and emotionally resonant.

Don't Be Afraid of Bold Concepts

In a crowded space, familiarity often reigns, but breaking through requires fresh thinking. Casting Father Time in OrangeTwist's campaign to symbolize the modern struggle with self-care might sound wild, but it was rooted in real insight. Time, not appearance, was the enemy.

If your concept could run for any other brand, it's probably not distinct enough. Creative bravery, grounded in strategy, is what earns attention and trust.

Media Strategy Deserves Equal Attention

Great creativity can fall flat without the right distribution. The smartest campaigns are just as disciplined about where and how they show up. That starts with access to the right data, because understanding where your audience is in their journey is just as important as what you're saying.

A self-care message hits differently when it appears in moments of pause, not panic. Whether it's on streaming platforms, podcasts, paid social or even dark social, getting the media mix right means prioritizing mindset over just media spend. Relevance drives results, and mindset trumps demographics. Place your message where your audience is most likely to pause and reflect.

Make the Budget Work Smarter

You don't need a massive budget to make an impact, but you do need an integrated mindset. Think beyond a single ad unit. How can that core idea stretch across paid, owned and earned channels? How can a shoot capture content for broadcast and organic social? How can an ad concept become a larger brand narrative? When you plan for the ecosystem from the start, you make your dollars work harder and your message goes further. Integration isn't just efficient. It's essential.

Look for ways to streamline without watering down.

Think Beyond the Treatment Room

The most effective marketing in aesthetics isn't about looking perfect. It's about feeling seen. Consumers want more than a list of treatments. They want to feel understood, and to be met where they're at in their skin or body journeys.

If your brand can speak to their real lives, real challenges and real aspirations, you won't just sell more treatments. You'll build more trust. And in a world where everyone is short on time, that trust is the most valuable currency you can earn. ME



Caterina Toscano is the Senior Director of Media & Influencer at Moontide, where she leads integrated campaign strategy for wellness, beauty, and lifestyle brands. Moontide is an independent media and marketing agency fueled by data, media, creativity and technology to drive meaningful results. The agency was recently named a Webby Awards honoree, and a winner of both the Digiday Media Award for Best Multi-Channel Campaign and received a Top 40 design recognition from Indie Agency News.

Image courtesy of Moontide

TRICOCI Reimagines the Modern Beauty Destination with Aesthetics Studio Debut in Oak Brook

By Jamie O'Toole





Tricoci Aesthetics opens in Oak Brook, blending medical treatments with traditional salon services.

Tricoci Salon and Spa was established in 1977 by Mario Tricoci, expanding with Tricoci University in 2004 for cosmetology and beauty professionals. Since 1977, the beauty space has witnessed a substantial evolution with the rise of medical aesthetics, including energy-based devices, injectables and medical-grade skincare. Aligned with this shift, Tricoci Aesthetics in Oak Brook, Illinois opened in September, signifying the next-generation of beauty, rather than a new emerging brand: where the salon experience now meets medical intervention for many consumers in 2025.

"For decades, we've been trusted to set the standard in beauty and wellness," says Liz Allison, CEO of Tricoci Salon and Spa. "Expanding into aesthetics is the next chapter of that legacy—marrying clinical rigor with the hospitality and artistry that define Tricoci."

Oak Brook: A Natural Launchpad

Primarily based in Illinois with 14 locations, Tricoci decided to open its first aesthetics studio in Oak Brook, located at 284 Oakbrook Center Level 2, due to it being one of their top-performing markets. Introducing aesthetics here felt seamless, Allison recounts. The menu of services offered at the Oak Brook location focuses on minimally invasive treatments specifically, a natural blend to Tricoci's long-standing contribution of gentle, transformative hair and nail care.

Injectables, energy-based skin treatments like BBL and Mox and collagen-boosting microneedling, along with comfort-focused options like Pro-Nox will be featured under Tricoci's roof. Pro-Nox is traditionally known as

Courtesy of Tricoci Aesthetics; Background images by merlin at Adobe Stock



Board-certified nurse practitioners provide science-backed, natural-looking care.

a pain-relieving method, an alternative to pain medication using a combination of nitrous oxide and oxygen gas that can be inhaled by the patient during a procedure to relieve pain or anxiety[1].

"Every service was chosen for its ability to fit seamlessly into clients' routines, extend results and scale across multiple locations," Allison says.

Science-Backed Merges With Style-Focused

Consumers, it appears, view scientific credibility as a core factor of their wellness journey, weaving effective, data-driven solutions that are proven effective into hair, nail and skin care[2]. With intent to expand the aesthetics space to other Tricoci locations in the future, the menu was designed to bridge artistry and science, a destination for receiving a balayage or manicure while also undergoing a BBL treatment as the beauty sector becomes multi-faceted.

Tricoci decided to integrate treatments that are subtle and natural looking—not overdone—because the new studio mixes with the existing spa experience, easily paired with a styling appointment that enhances clients and allows them to feel refreshed after their visit, without altering an appearance.

"Clients are also more educated and intentional," Allison says. "They want protocols that are science-backed, efficacious and safe, [and] that's why our model is taste-led, not trend-led; we've curated a menu built for longevity and anchored in clinical validation, not fleeting fads."

Surface to Cellular: Tricoci's New Standard of Care, All In One Place

Performed by board-certified nurse practitioners with advanced aesthetic training, Triccoci's services create a continuum of care, she adds, from "surface to cellular," that she describes as Tricoci's next expression, as the next-generation of beauty is about "self-investment."

"Tricoci is reimagining the beauty destination as a single, credible home for hair, skin, style and rejuvenation—the future of beauty, all under one roof," Allison says. "Clients will see the same design aesthetic, feel the same hospitality and trust the same culture of excellence, now with advanced medical expertise." ME

REFERENCES:

1. https://www.advanceddermatologypc.com/service/pro-nox/
2. https://www.mckinsey.com/industries/consumer-packaged-goods/our-insights/the-trends-defining-the-1-point-8-trillion-dollar-global-wellness-market-in-2024

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

Courtesy of Tricoci Aesthetics; Background images by merlin at Adobe Stock

MedEsthetics®

The Guide for Excellence in Medical Aesthetics

Tune In!



MedEsthetics'

Multimedia

www.medestheticsmag.com/multimedia

Building Sustainable Scale and Investor Readiness in a Rapidly Growing Medspa Market

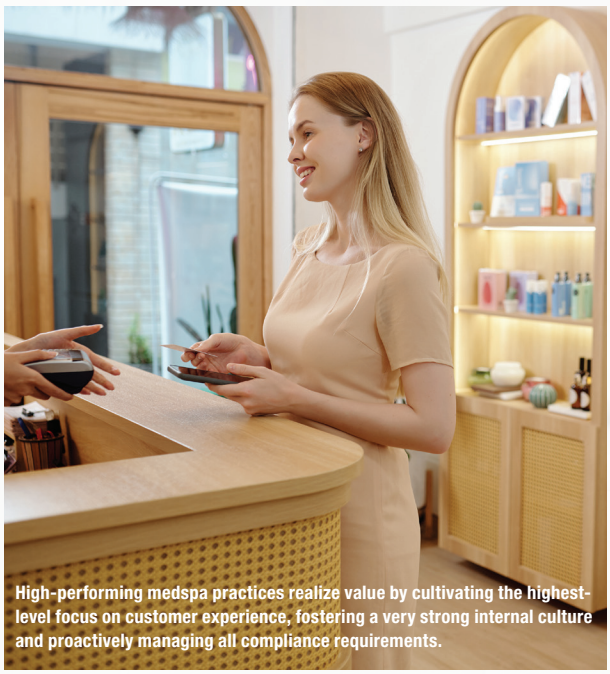
By Andy Colbert, Senior Managing Director and Drew Braucht, Director at Ziegler

The healthcare industry has seen significant change over the last several years, and practices have been forced to evolve how they provide care and most effectively run their business. Medspa practices find themselves in an optimal position as demand increases for non-invasive aesthetic treatments.

The Ziegler 2025 Physician Practice Management Outlook[1] foresees significant growth for the Medspa sector over the next ten years. The Medspa industry is expected to reach over $70 billion in market size by 2034[2], underscoring strong demand and revenue potential. Increasing consumer demand for aesthetic and wellness treatments, coupled with expanding demographic adoption, is propelling projected growth.

There are currently over ten thousand Medspa practices in the United States, and a majority of these locations are privately owned. While there has been considerable recent private investment activity across over 30 sponsor platforms with a focus on the sector, only 10% of the Medspa practice market has been consolidated to date, indicating plenty of opportunity for continued investment to scale business operations. With this surging demand and runway for growth, practice owners must be prepared with sustainable strategies to scale their business.

How can practice owners attract investment opportunities while navigating challenges in the broader healthcare and economic landscape?



High-performing medspa practices realize value by cultivating the highest-level focus on customer experience, fostering a very strong internal culture and proactively managing all compliance requirements.

Evolving a Practice Group into a Platform

While Medspa clinics are growing rapidly in size and number, only a few are able to achieve the level of a fully optimized platform. Unlike standalone clinics that operate within the confines of their practice walls, a robust platform features a multi-location reach across key markets and/or state lines, a diverse array of high margin service line offerings, operational capabilities to drive growth and efficiency and a culture dedicated to demonstrating success in delivering the highest quality clinical care and customer experience. These qualities are key to attracting investors, who are looking for a practice platform large enough to fit within their scalable model and opportunities to drive premium value through combined partnership strategies.

Establishing a practice group as a platform is essential for maximizing profitability. When evaluating opportunities for growth, it is best to consider all options at your disposal. Are there new service lines into which you can expand? Is there an option to establish a de novo clinic to ramp up your reach into a new market? Where can you leverage a loyalty program to retain existing customers and enhance member loyalty?

There are a few priority ways to increase revenue in a Medspa practice, including:

- Organic growth driven by net new provider additions and de novo clinics
- Optimizing pricing strategies by adjusting pricing to match market trends

Image by New Africa; DragonImages at Adobe Stock

- Increasing high-margin services by promoting treatments with higher profit margins
- Enhancing patient retention through loyalty programs and post-treatment engagement
- Increasing patient volume through marketing and referral programs
- Improving provider productivity by up-selling and maximizing scheduling efficiency
- Focusing on retail sales; bundle and promote medical-grade skincare products

When Medspa practices look to leverage these different market opportunities, it is also important to consider areas for expense saving, including re-evaluating supply and labor costs, in addition to utilizing offshoring of administrative capabilities.

With the overall growth rate of the market on a fast trajectory, scaling towards a platform model is critical for practice groups, as it puts them in a strong position to broaden and strengthen their overall market presence and position themselves as an appealing asset for investors.

Key Performance Indicators and Industry Benchmarks

Once practice leadership has identified and prioritized opportunities to execute on the practice growth strategy, it is important to establish a set of key performance indicators (KPIs) to focus on developing and optimizing, as well as understand how investors will evaluate these KPIs in benchmarking your practice's performance.

Some of these high-value KPIs may include:

- Revenue per location and growth rates
- Revenue per invoice
- Patient retention and repeat visits
- Provider capacity and opportunity to optimize utilization
- Provider compensation and incentives, ensuring consistency with industry standards
- Patient acquisition costs& conversion rates
- Margin per treatment and consolidated EBITDA profitability margin

High-performing medspa practices realize value by cultivating the highest-level focus on customer experience, fostering a very strong internal culture and proactively managing all compliance requirements. In order to have satisfied, incentivized providers while upholding industry standards, practice owners must create a supportive work environment where providers feel valued beyond financial metrics. These cultural strategies will directly impact KPIs and drive significant value creation for the practice.

As medspa practices continue to build platform value across growth initiatives and focus on operational KPIs, there are a few best practices to follow to best prepare for an investor transaction, such as:

- Providing the highest clinical quality services
- Offering a set of diverse, high-margin services
- Emphasis on provider training& professional development
- Building a strong brand and market reputation
- Effective patient acquisition and retention strategies
- Membership programs to build customer loyalty
- Schedule optimization and resource utilization
- KPI tracking& data-driven decision-making
- Technology innovation and AI enhancement

With all the change we have experienced in the healthcare industry over the last few years, it can be difficult to consistently adapt to best practices and strategies for growth. By distilling the rapidly changing market into a few priority updates and benchmarks for success, Medspa owners will be best equipped to scale their business and position themselves for private investment opportunities, while also prioritizing sustainability and resilience against a rapidly evolving industry landscape. ME

REFERENCES:

1. https://www.ziegler.com/what-we-do/investment-banking/healthcare-organizations/healthcare-services-outsourcing/physician-practice-management-white-paper-download/
2. https://www.globenewswire.com/news-release/2024/03/14/2846439/0/en/Medical-Spa-Market-Projected-to-Surpass-US-70-648-2-Million-by-2034-with-a-6-80-CAGR-Growth-Forecast-Future-Market-Insights-Inc.html



Andrew (Andy) Colbert joined Ziegler in 2006 as a founding member of the Healthcare Investment Banking practice. Colbert specializes in advising physician groups on a spectrum of strategic and financing alternatives including mergers and acquisitions, capital raising transactions and partnership development. He has completed numerous M&A and capital raising transactions for healthcare companies across a wide spectrum of healthcare subsectors including healthcare information technology, physician groups/MSOs (radiology, emergency medicine, anesthesia, hospitalist, etc.), telemedicine, wellness, managed care, provider and payor outsourcing, and revenue cycle management.



Drew Braucht joined Ziegler in 2019. He advises healthcare services and healthcare information technology companies on strategic and financial alternatives including mergers and acquisitions, capital raising, joint ventures, and strategic partnership development. Prior to joining Ziegler, Braucht was a Vice President at Evercore where he focused on M & A and corporate advisory across a range of public and private transactions. Earlier in his career, Braucht worked in healthcare strategy roles at TPG Biotech, IQVIA, The Lewin Group, and the National Institutes of Health (NIH).





Image by Sunlight at Adobe Stock

BEAUTY FROM WITHIN TAKES OFF, Clinicians Shoulder Safety Amid Limited FDA Oversight

By Jamie O'Toole

The holistic wellness sector of aesthetics is rapidly growing with the rise of supplements for hair loss, weight loss and cellulite management among many more that serve to rework physical appearance at a cellular and hormonal level. The surge, an alternative to invasiveness and also a preparation regimen for treatments, factors in nutrition that helps to regenerate vitality. However, experts warn that evidence-based discernment from providers, who house these capsules in their practice, must play a role when delivering these solutions, as FDA approval is limited.



Zhou Nutrition reported that 49% of consumers identified beauty-from-within solutions as the type of new products they're most interested in.

Zhou Nutrition Sees Shift Toward Holistic Beauty, as Consumers and Professionals Embrace Wellness-Driven Solutions

Whole body wellness is a growing interest that Zhou Nutrition is seeing, says director of marketing Caitlin Probst. How the body is feeling and functioning on the inside, in turn expressing itself via the skin is becoming an avenue that many patients now pursue. In fact, drawing from Zhou's 2020 consumer survey, the company reported that 49% of consumers identified beauty-from-within solutions as the type of new products they're most interested in, per a July 29 press release.

Zhou's Body Smooth, a supplement that supports cellulite and texture of the skin, features 120 mg of hyaluronic acid to maintain elasticity and firmness. It also includes 100 mg of Vitamin C, an antioxidant, along with 40 mg of SOD-B Dimpless, a patented ingredient meant to reduce the appearance of cellulite on thighs when combined with a diet and exercise.

The conversation, Probst says, is shifting from solutions that reverse aging to finding ones that optimize overall health, which often starts at a cellular level, to feel good and look good, so that aging doesn't stand a chance.

"We're also seeing more professional beauty practitioners like estheticians, nail technicians, hairstylists and physical trainers understand and promote the nutrients that will help their clients' beauty goals," she adds.

As Nutraceutical Spend Surges, Experts Urge Clinician-Led Guidance Amid Light FDA Oversight in Aesthetic Supplement Market

Erika Sheyn, SVP of aesthetics at Guidepoint Qsight, a provider of healthcare data and analytics, says within the supplements segment of the aesthetics industry, one leading nutraceutical brand saw average patient spend increase by 53% in the last 12 months, ending July 2025, compared to the same period a year earlier, highlighting "strong category momentum."

While using specific nutraceuticals can help repair damaged skin and improve health, researchers suggest clinicians, who use these kinds of mechanisms as a way to enhance healing and clinical results, start by educating patients and only providing high-quality, evidence-based supplements, while continuously following nutrition programs[1].



Background: Image by MarekPhotoDesign at Adobe Stock; From top: Image by ZzGoogglgz; Pongsak at Adobe Stock

This is especially important given the fact that the FDA is limited to postmarket enforcement because unlike drugs that must be proven safe and effective in order to be marketed, there are no provisions in the law for FDA to approve dietary supplements for safety before they reach the consumer[2]. Robbi Grayson, the former director of new practice development at Acara Partners, a medical aesthetic business consulting agency, seconds the fact that clinicians need to provide trusted regimens.

"This limited oversight means that products are first available to consumers and only then regulatory action can occur; basically, reverse methodology," Grayson says.

As the Aesthetic Supplement Market Booms, Providers Navigate Consumer Demand, Regulatory Gaps and the Push for Wellness-Driven Results

In murky waters like these, clinicians are seeing themselves in positions beyond researching and integrating devices that work deeply, or learning a new surgical technique to provide desired results, and have instead stepped into a realm that implores them to understand nutritional ingredients, potentially outside of their typical lens as holistic beauty and medicine becomes a reason why many patients step into practices. Since the FDA-approval of medications like GLP-1 and pre-menopausal pills like Addyi, medspas have become a landing place for pills that work from the inside out.

Plastic surgeon Ran Stark, MD provides his patients with a supplement regimen before surgery. He does this because he has "no way of knowing what patients' nutritional habits are," and he wants them to have the necessary minerals, vitamins and nutrients to optimize healing, support immune function and support the stress surgery can place on the body.

"In an industry that has grown so much, so quickly, it is understandable that regulatory bodies have simply not been able to keep up," Grayson says. "We see things like 'edible cosmetics' and 'beauty from within, [and] we can't rely on governing bodies alone to keep our patients safe; we have to put in the time ourselves."

As Beauty and Wellness Intersect, the Burden Falls on Clinicians to Lead with Integrity in a Lightly Regulated Space

Grayson has been active in the spa, medical spa and aesthetic industry for over thirty years as an owner, consultant and educator, and the rise of supplements in the aesthetics industry has been a positive and powerful thing, only when done safely and ethically, she notes.



While using nutraceuticals can help improve health, researchers suggest clinicians educate patients and only provide evidence-based supplements.

The significant lack of regulation and oversight creates significant risks for patients, as it opens the door to unproven, misbranded or potentially harmful products being administered.

"In my opinion, one of the biggest hurdles is being created by our own industry and peers who choose to forgo the evidence and research and instead offer supplements, treatment plans, etc. that undermine the validity and credibility that can be provided when done right," Grayson says.

The convergence of aesthetics and holistic wellness through supplements marks a powerful shift in how consumers approach beauty: from the inside out. However, this momentum also brings a critical need for informed guidance, clinical discernment and ethical practice, especially in light of limited FDA regulation. As the industry evolves, the responsibility lies with healthcare providers and beauty professionals to prioritize evidence-based approaches that ensure safety, efficacy and long-term wellness for their patients and clients. ME

REFERENCES:

1. https://pubmed.ncbi.nlm.nih.gov/37001000/
2. https://www.fda.gov/food/information-consumers-using-dietary-supplements/questions-and-answers-dietary-supplements#:~:text=In%20general%2C%20FDA%20is%20limited,before%20they%20reach%20the%20consumer.

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

Image by yanadjan at Adobe Stock



6 Things the Internet Is Saying About PREVENTIVE BOTOX

By Mia Barnes



Image by ActionGP at Adobe Stock

Preventive Botox is no longer just a celebrity secret—it's the skin care industry's rising star. From TikTok testimonials to dermatologist-backed articles, everyone's talking about the pros, cons and what this trend means for the future of aging. Here's what the internet is saying and what you need to know.

1. It's Not Just for Wrinkles Anymore

Once seen strictly as a reactive fix for deep-set lines, Botox is now getting a rebrand as a proactive tool in long-term skin care planning. Clients in their mid-to-late 20s are booking consultations not because they have wrinkles, but because they want to avoid them altogether.

This shift is backed by dermatologists who argue that strategic early use of Botox can help "train" facial muscles and prevent deep creases from forming in the first place. If you're a skin care professional, it's worth considering how to guide clients through this trend with a focus on timing, dosage and realistic outcomes.

2. TikTok Is Driving Curiosity

If you've heard the term "preventive Botox," chances are your clients have too, and probably on TikTok. The platform has exploded with 20-somethings sharing their injection journeys, before-and-afters and hot takes on aging. While this visibility is driving traffic into medical spas, it's also spreading a lot of misinformation.

Some influencers oversimplify the science or promote a "better safe than sorry" mentality that can lead to over-treatment. Your job is to stay a few steps ahead. Offering accurate, easy-to-understand education can build trust and help your spa stand out in a sea of viral noise.



Preventative Botox is further delineating the different schools of thought when it comes to well-aging and longevity, and where the balance between proactive measures and unnecessary procedures rests.

3. The Medical Community Is Still Split

While preventive Botox has its fans, it's far from universally embraced by the medical and aesthetic communities. Some dermatologists support early intervention, while others warn against unnecessary treatments, citing a lack of long-term studies.



While preventive Botox has its fans, it's far from universally embraced by the medical and aesthetic communities.

Clockwise from top: Courtesy of Antonio Diaz; Image by Prostock-studio at Adobe Stock



One of the biggest takeaways from the preventive Botox trend is that clients aren't looking for cookie-cutter treatments.

Some compare it to fixing something that hasn't yet broken, especially when wrinkle formation depends on factors such as genetics, lifestyle and skin care habits. For spa professionals, the takeaway is clear—don't sell the hype. Use your knowledge and training to guide clients through the gray areas. Help them make informed decisions based on their unique needs, not internet trends.

4. Clients Want Personalization

One of the biggest takeaways from the preventive Botox trend is that clients aren't looking for cookie-cutter treatments—they want personalization backed by expertise. Many are seeking providers who understand facial anatomy, movement patterns and how to create subtle, natural-looking results.

Botox can be most effective when tailored to an individual's muscle activity rather than a one-size-fits-all approach. As a spa professional, offering (or referring to) providers who emphasize individualization can position your business as both modern and mindful—especially for clients who are new to injectables and nervous about looking "frozen."

5. It's Shaping the Future of Anti-Aging

Preventive Botox is no longer a fringe idea—it's a gateway into broader anti-aging conversations and services. As younger clients explore early aesthetic interventions, many become more open to long-term skin care plans, from advanced facials and microneedling to medical-grade skin care routines.

For spas and medspas, this is a golden opportunity to position your business as a trusted hub for lifelong skin health. Whether you offer Botox directly or not, being able to speak confidently about it and how it fits into a holistic anti-aging strategy can set your services apart and encourage client loyalty over time.

6. The Conversation About Aging Is Evolving

The rise of preventive Botox isn't just about needles—it's part of a bigger cultural shift in how aging is viewed. Younger generations are rejecting the idea that skin care is only reactive, embracing aging as something to approach with intention, not fear.

This is where spa professionals can shine and help clients understand the difference between self-care and self-correction. By reframing Botox and other treatments as tools for confidence rather than quick fixes, you create a space where clients feel empowered to age on their own terms—gracefully, confidently and with the right support system behind them.

A Wrinkle in Time

Preventive Botox might be trending, but it's more than just internet buzz—it's a signal that the future of skin care is proactive, personalized and evolving fast. Whether you're offering injectables or simply fielding client questions, staying informed positions you as a trusted authority in an ever-changing industry. Read between the (fine) lines, keep your education sharp and you'll be ahead of the curve and the crease. ME



Mia Barnes is a freelance writer covering beauty, skincare and wellness. As Founder and Editor in Chief of *Body+Mind Magazine*, she shares her insights on holistic well-being and healthy living.

Image by Irina Flamingo at Adobe Stock

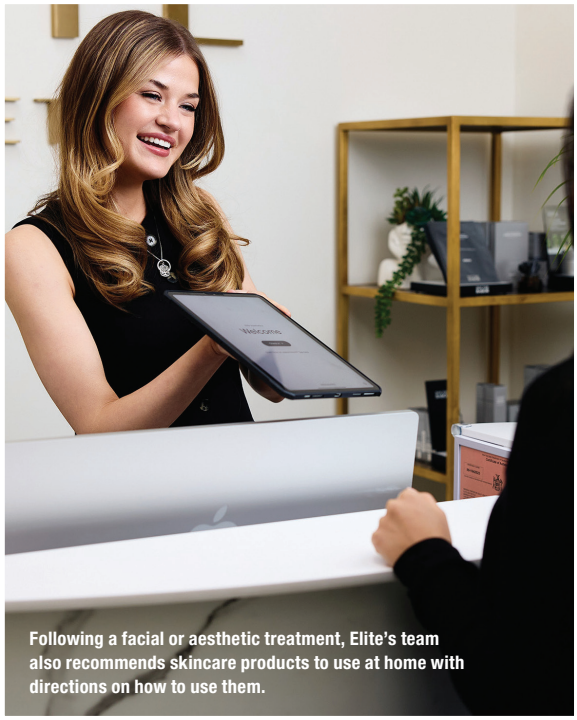




Background: Image by jjfarq at Adobe Stock; Images courtesy of Elite Aesthetics

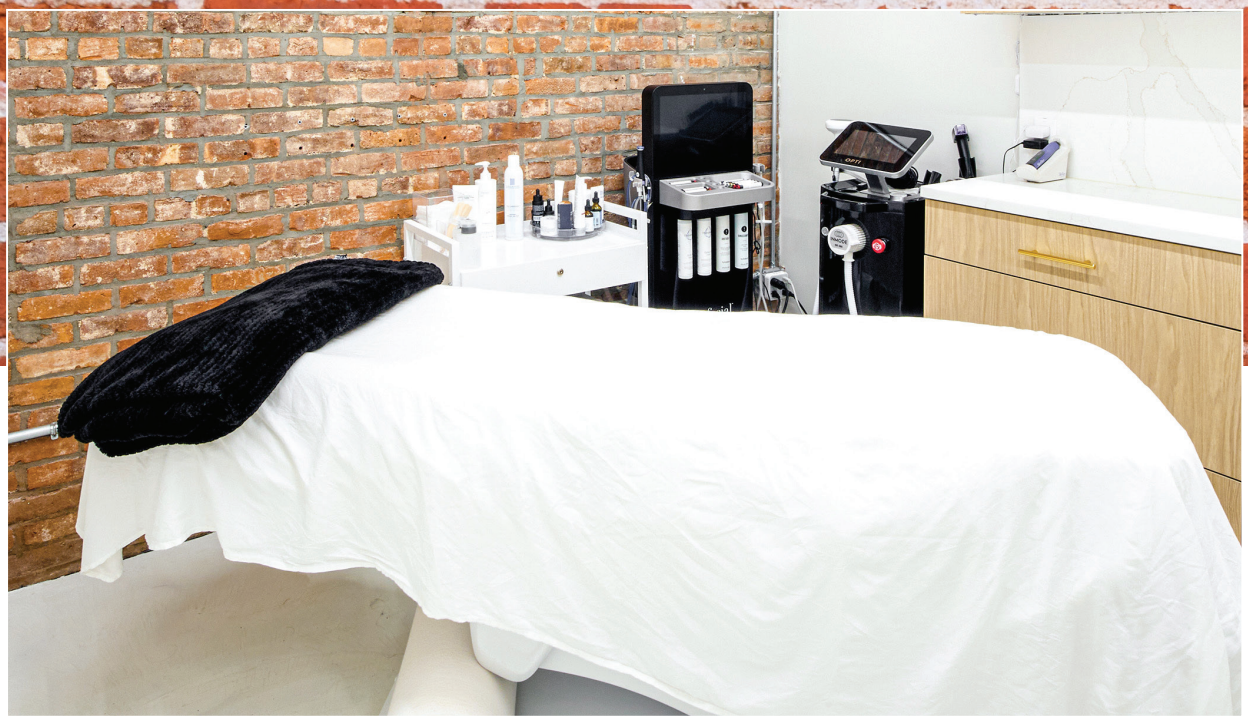
New York Medspa Emerges as Post-Treatment Checkpoint with Facials That Support Results Between Appointments

By Jamie O'Toole



Following a facial or aesthetic treatment, Elite's team also recommends skincare products to use at home with directions on how to use them.

Elite Aesthetics, a medspa that opened in New York City in July, acts as a transitional hub, a next-stop after undergoing injectables and other aesthetic treatments with three signature facials that are personalized according to a patient's goals, skin type and history of treatments. Accompanied by lymphatic massage and modalities like LED therapy, these facials were designed with the intent to rejuvenate throughout the onset of results and prolong enhancements in between appointments.



Customized Facials to Complement Modern Aesthetic Treatments

Elite's suite will consist of customized facials that aim to cleanse and restore the skin's vitality, factoring in that most people are receiving other types of treatments, like injectables, nowadays, in addition to their skin care efforts and need a specialized regimen. Techniques include microcurrent therapy, microdermabrasion and deep tissue massage to stimulate collagen, boost circulation and promote elasticity, per a July 17 press release.

"Over time, the treatments compound to produce increased collagen stimulation and muscle memory, and increased longevity of Botox and filler results," says founder Mariesa Porter, MSN, APRN.

By offering modalities that target the skin in its vulnerable state after treatments, Porter says facials act as an important component to nurture levels of invasiveness like Botox and support the end result as the skin heals. Personalizing the facials begins with analysis and discussion about a patient's concerns to deliver refined skin texture, smaller pores and lifted skin—elements that help extend the effectiveness of aesthetic results.

Elite's Three Signature Facials

Emphasizing Elite's value of holistic beauty, Porter says the facials, while curated to unfold the onset of treatments and foster recovery, allows patients to mentally unwind as well. Elite has three signature facials, including the Elite Signature Glow Facial, a 60-minute deep cleansing treatment that features double cleansing, microdermabrasion, extractions and a detoxifying mask.



Elite provides three main facials: the Elite Signature Glow Facial, Elite Lift Facial, and Elite Luxe Facial, each combining cleansing, massage and modalities like LED therapy.

The Elite Lift Facial is a 60-minute anti-aging treatment using microcurrent technology to lift, tone and sculpt facial muscles while improving skin texture. The facial includes microdermabrasion as well, a cooling cryo mask and massage techniques for toning. Elite's 90-minute facial, Elite Luxe Facial, combines deep cleansing, microcurrent lifting, microdermabrasion, LED therapy and extended massage.

Background: Image by jferq at Adobe Stock; Images courtesy of Elite Aesthetics



While curated to unfold the onset of treatments, Elite's facials allow patients to mentally unwind as well.

"They're designed specifically to enhance and amplify the effects of other treatments," Porter says."Our aesthetician works closely with our injectable practitioners to formulate a plan that involves both injectables and facials to amplify the results of each."

Sustaining Results Through Combined Modalities

Microdermabrasion, a core part of these three facials, helps increase blood flow and circulation to keep the skin looking vital and sustain improvements. But lymphatic drainage and massage techniques also play a role in increasing blood flow, reducing swelling and bruising and helping accelerate healing.

Injectables like Botox and filler, will also be in-house—Elite's team of estheticians, who power the facials, and nurse practitioners, who facilitate injectables, interconnect to practice treatments that account for the skin's elasticity and collagen production, as volume and suppleness contribute to the overall look and success of filler and Botox.

Porter says combining modalities like LED light and microcurrent was a result of scientific research that looked at how these treatments enhance the effects of other aesthetic procedures. "The reason we wanted to combine these two treatments together is that a combination of science-based treatments and your own personalized plan will give you the best results that are long-lasting," she says.

From Treatment Room to Home Routine

Elite's estheticians and nurse practitioners work to weave skincare's ability to reinforce enhancements, and beyond in-house injectables paired with facials, Elite's team also recommends skincare products to use at home with directions on how to use them.

"We have a specific protocol for what we do in-house, and we show you specifically which products to use and how to use them at home," Porter says. "Just as we believe in balance and harmony in our injectable procedures, we wanted to carry that philosophy over into our facial treatments as well." ME

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



Image by oneinchpunch at Adobe Stock



ARE FACIALS JUST PAMPERING?

Debunking the Myths and Exploring Their Clinical Impact

Discover common myths about facials and its functional role in clinical aesthetics—showing how facials prepare the skin and support recovery.

By Jamie O'Toole

Facials are sometimes perceived as less effective than surgical procedures or high-tech aesthetic treatments that target deeper layers of the skin. However, the crucial role that surface-level skin treatments play in preparing the skin for deeper penetration is frequently overlooked. The extraction and absorption techniques used in facials help recalibrate the skin's environment, making the results of other treatments more effective and longer-lasting.

Misconceptions about facials persist, including the belief that they are incompatible with medical treatments, have no measurable benefits or exist solely for leisure. This article examines some of the most common myths surrounding facials in clinical settings, drawing on expert insight and current practice trends to clarify their role in modern skincare protocols.



While facials shouldn't be performed immediately after injectable treatments, they can be beneficial about two weeks afterward.

Facials Don't Affect the Results of Advanced Procedures

This is false, esthetician Trina Renea says.

Facials are certainly reserved for pampering, and are separate from aesthetic treatments, but if the top epidermal layers of the skin are freshly exfoliated, the pores are cleaned out and the skin is deeply hydrated before any of these treatments, the skin will not only take aesthetic treatments better, but the skin will heal faster too, Renea explains.

The main goal of a basic facial is to exfoliate, extract and hydrate the skin. An aesthetic treatment, however, includes options like microcurrent, microdermabrasion, LED lights and microneedling that probe deeper with the proficiency to reverse or correct unwanted features. A facial is typically performed before and after to prepare and repair the skin.

While seen as a cautionary, optional resort to heal the skin after invasiveness or prepare it for targeted results, facials are shown to prolong the effects of aesthetic treatments. "Facials significantly influence the results of advanced procedures; they complement each other," Renea says. "Remember, the skin is a living and breathing organ, and if it's in good health, it's going to repair better and faster."

You Shouldn't Get Facials Around Injectable Appointments

Around injectable appointments is okay, even beneficial, but not directly after.

Although facials do benefit most aesthetic treatments to create a healthy and advantageous environment for technology to perform well, Renea advises patients not to get them around injectable appointments. The timing is what matters. After a more intensive resurfacing treatment like injectables, Renea suggests clients come in about two weeks later for a facial.

This allows estheticians to gently clear away any remaining dry or flaky skin, deeply hydrate and nourish the skin, so it bounces back to compliment the fullness after injectables. When it comes to injectables, facials don't directly affect the results because injectables work beneath the surface, while facials treat the outer layers of the skin. The two do, however, work together as part of a well-rounded skincare plan—addressing what's underneath and what's on top—to achieve a cohesive look.

The founder of Elite Aesthetics, Mariesa Porter, MSN, APRN, designed her medspa concept to specifically

> *"Facials significantly influence the results of advanced procedures; they complement each other."*

Image by oneinchpunch at Adobe Stock



Integrating a facial into a clinical setting changes its direction beyond luxurious leisure.

support injectables and other aesthetic treatments with facials. Porter says in between receiving injectable treatments, it's important to maintain the tone of the skin and promote circulation. Lymphatic drainage and specific massage techniques along with microdermabrasion help increase blood flow and keep the skin looking vital between appointments, while increasing longevity.

Facials Are Only for Relaxation, Not Results

While there are clinical studies indicating that the cerebral, cardiac, respiratory and muscular relaxation induced by facial skincare was 42%, 13%, 12% and 17% higher than that induced by the resting condition[1], integrating a facial into a clinical setting changes its direction beyond luxurious leisure.

Relaxing facials do exist; however, results-oriented clinical facials allow the relaxation aspect and also the detoxification aspect that cleanses environmental pollutants and cleans the pores to allow technologies to penetrate deeper and effectively without blemishes or irregularities clouding its entry through the skin barrier.

Facials are mainly cosmetic because they target the upper layers of the epidermis. In a medical office, undergoing a facial by an esthetician who's working beside a clinician and their procedure process changes the direction and purpose of the facial techniques completely, helping to outline a facial that prepares the patient's skin according to the medical plan and directions of clinician oversight.

"The aesthetician not only cares for the skin before treatments but also aids in healing afterward and trains patients to use in-office products that support skin repair."

"The aesthetician not only cares for the skin before treatments but also aids in healing afterward and trains patients to use in-office products that support skin repair," Renea says. "The combined efforts of these two professionals enhances the overall success of a clinical practice."

Though sometimes misunderstood as purely indulgent, facials serve a far more functional role in clinical aesthetics. When performed with intention and integrated into a medical treatment plan, facials become a strategic tool. The outdated myths around facials are gradually being replaced with a deeper understanding: that healthy, well-prepped skin is essential to achieving lasting cosmetic results. ME

REFERENCES:

1. https://pubmed.ncbi.nlm.nih.gov/36872851/

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

Image by Vladislav at Adobe Stock





FACELIFTS for the NEW GENERATION:

How Ozempic is Redefining Facial Rejuvenation Trends

GLP-1 medications are driving a surge in facelifts among younger people, who are turning to surgical solutions to restore facial structure and balance.

By Johnny Franco, MD & Adam Weinfeld, MD

In the world of aesthetics, trends evolve, but few have transformed the industry as rapidly as the rise of the "20-year-old facelift." Once considered a procedure reserved for patients in their 50s and 60s, facelifts are now gaining popularity among younger patients—many in their 20s and 30s—who are experiencing facial aging in an entirely new way.

Image by Viacheslav Yakobchuk at Adobe Stock

Why the Shift? The Ozempification of Aesthetics

The GLP-1 medication revolution—led by Ozempic, Wegovy and Mounjaro—has redefined weight loss, allowing patients to shed pounds quickly and dramatically. While this has been life-changing for health and confidence, it has also reshaped how we think about plastic surgery.

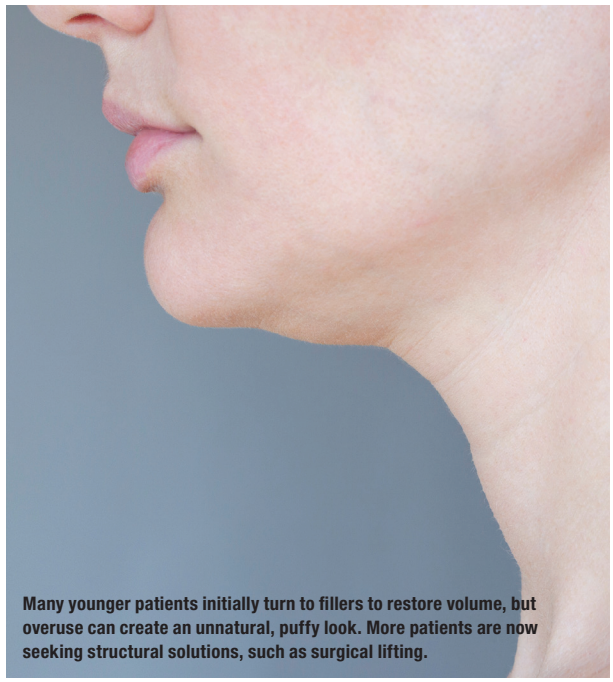
In the past, surgical facelifts were primarily sought out due to natural aging. Now, however, younger patients are experiencing facial deflation and sagging due to weight loss. The Ozempification of aesthetics has changed the paradigm of plastic surgery, shifting the focus toward restoring structure and balance rather than simply addressing aging.

Patients today are looking for longer-lasting solutions that move away from excessive filler use, instead focusing on lifting, repositioning and sculpting the face. This shift is why facelifts—whether traditional or minimally invasive—will be one of the hottest treatments of 2025.

The Impact of Weight Loss on Facial Aesthetics

Losing a significant amount of weight—whether through lifestyle changes, bariatric surgery or GLP-1 medications—often leads to dramatic changes in facial structure. These changes can be especially noticeable in younger patients, leading them to seek customized solutions for facial rejuvenation.

One of the primary concerns following significant weight loss is deflation and volume loss. Facial fat provides structure and youthful fullness. With rapid weight loss, the deep fat pads shrink, leading to a hollow, tired appearance, especially in the cheeks, temples and jawline.



Many younger patients initially turn to fillers to restore volume, but overuse can create an unnatural, puffy look. More patients are now seeking structural solutions, such as surgical lifting.

Another major issue is skin laxity and sagging. The skin, which was once stretched over fuller facial contours, may not retract completely, leading to loose skin in the jawline, neck and midface.

Many younger patients initially turn to fillers to restore volume, but overuse can create an unnatural, puffy look. More patients are now seeking structural solutions, such as surgical lifting, to reposition tissue rather than simply adding volume.

These changes have reshaped the way plastic surgeons approach facial rejuvenation, leading to a demand for more tailored solutions.

Why Facelifts Are Becoming the Hottest Trend of 2025

Historically, facelifts were about turning back time—addressing deep wrinkles, loose skin and the natural aging process. But today's facelift patients are not just aging—they're changing.

Younger patients want structure, not just volume. Instead of simply adding filler, patients are looking for more permanent solutions to restore jawline definition, midface fullness and skin elasticity.

Minimally invasive options aren't always enough. While energy-based devices and injectables can help, some patients need more than skin tightening—they need true repositioning of facial tissues.

Facelifts are no longer just for older patients. The new wave of facelifts is customized to fit a patient's individual concerns, regardless of age.

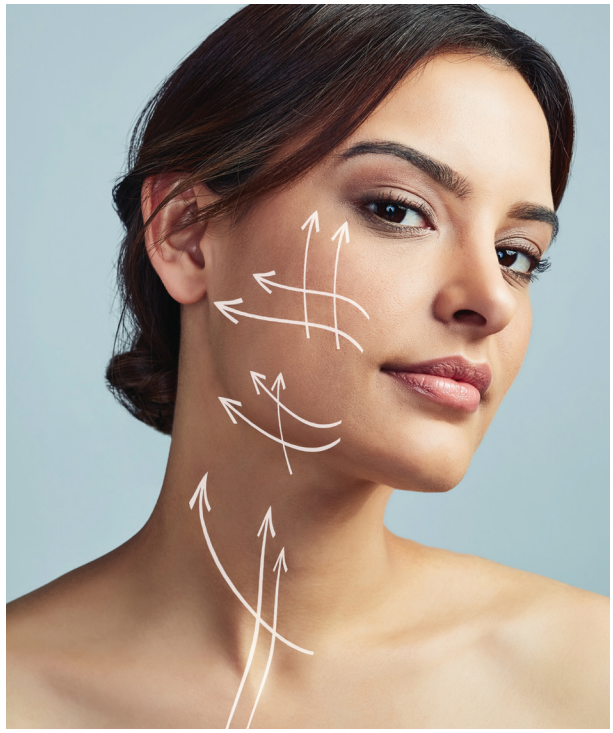
The result is a modernized approach to facelifts that focuses on natural-looking results, precision and long-term beauty.

Tailoring Facial Rejuvenation for the Ozempic Generation

The modern facelift is no longer just for anti-aging—it's for restoring balance. The next generation of facelifts is designed to:

- Reposition soft tissue rather than just adding volume.
- Tighten loose skin while maintaining a natural, youthful look.
- Enhance jawline and cheek contours without excessive fullness.
- Use regenerative treatments to improve skin quality and elasticity.
- Depending on the severity of volume loss and skin laxity, different treatment approaches can be used.

Image by Angelina at Adobe Stock



In the past, surgical facelifts were primarily sought out due to natural aging. Now, however, younger patients are experiencing facial deflation and sagging due to weight loss.

Minimally Invasive Options for Mild to Moderate Changes

For younger patients with mild skin laxity and volume loss, non-surgical treatments can provide noticeable results without major surgery.

- **Radiofrequency & Microneedling (Morpheus8, Sofwave)** – Stimulates collagen to tighten loose skin.
- **Injectables (Hyaluronic Acid & Bio-Stimulators)** – Add structural support without overfilling.
- **Thread Lifts & MyEllevate** – Lift and reposition sagging tissue with minimal downtime.
- **Fat Grafting (NanoFat & MicroFat)** – Restores volume naturally and enhances skin quality.

Deep Plane and Customized Facelifts for Moderate to Severe Cases

For patients with significant skin laxity and volume loss, non-surgical treatments may not be enough. In these cases, a facelift offers the most dramatic and long-lasting results.

- **Deep Plane Facelift** – Lifts sagging skin and underlying muscles to restore natural structure.
- **Neck Lift** – Removes excess skin and tightens the jawline for a sleeker, youthful contour.
- **Fat Transfer with Facelift** – Replaces lost volume strategically for a balanced, natural look.

By customizing the facelift approach, we can preserve a patient's natural beauty while ensuring a refreshed, youthful look that lasts for years to come.

The Future of Facial Rejuvenation: The End of One-Size-Fits-All Aesthetics

The 20-year-old facelift is not about chasing youth—it's about restoring harmony and confidence. Instead of the outdated, one-size-fits-all facelift, today's plastic surgeons have access to a full spectrum of treatments that can be customized based on age, weight loss history and aesthetic goals.

Final Thoughts: The Future of Aesthetics in the Ozempic Era

The Ozempic era has redefined the aesthetic landscape, and facelifts are at the forefront of this evolution. As younger patients seek longer-lasting, structural solutions to facial changes caused by weight loss, we expect facelifts to be one of the most sought-after treatments of 2025. 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.



Adam Weinfeld, MD is a board-certified plastic surgeon in Austin, Texas. Though he performs a wide range of procedures across the face, breast, and body (including breast reconstruction, gender affirmation surgery, and body contouring), he is best known for his work performing nose jobs, facelifts, and neck lifts.

Weinfeld was inspired at a young age by plastic surgery's ability to not just improve patients' lives but make them happier by enhancing their appearance. That inspiration has motivated Weinfeld's work ever since he graduated with his MD from Baylor College of Medicine, and is one **o**f the many reasons he takes significant time to get to know every patient individually — so he can best understand how to make them happy.

He is recognized throughout the Austin area and beyond for his compassionate, ethical, and professional nature as well as his broad knowledge base and highly technical skills.

Image by SometimesNever/peopleimages.com at Adobe Stock

DETAILS SHAY MOINUDDIN MHA, RN, CANS



Why Medical Training Is Non-Negotiable in the Era of At-Home Cosmetic Treatments

As demand for injectables and microneedling surges, so do the risks of untrained hands and unsafe practices. Before you book that "quick fix," here's what you need to know to protect your skin.

In recent years, the popularity of cosmetic injectables, microneedling and other minimally invasive treatments has skyrocketed. These procedures are often marketed as quick, safe and virtually painless solutions for rejuvenation. However, the growing demand* has also given rise to a troubling trend: individuals without proper medical training offering injection services, or the ability to purchase invasive cosmetic treatments, like micro-infusion, for at-home use.

While cosmetic injectables may seem simple on the surface, they are in fact medical procedures that carry significant risks when performed incorrectly. This is why rigorous medical training is not only advisable, but essential for anyone administering cosmetic injections.

Image by Nargizf at Adobe Stock



Cosmetic injections are medical procedures, not beauty treatments. Without proper training, serious complications like blindness, stroke or infection can occur.

The Medical Complexity of Cosmetic Injections

Injectable treatments are not just about targeting wrinkles or restoring volume; they involve navigating the intricate anatomy of the face. Beneath the skin lies a delicate network of blood vessels, nerves and muscles. A lay person with insufficient training may not fully understand this complexity and could inadvertently cause serious complications. For example, injecting filler into a blood vessel can lead to vascular occlusion, which can cause skin necrosis, blindness or even stroke.

Medical professionals receive years of education in anatomy and physiology, equipping them with the knowledge necessary to avoid high-risk areas and to recognize early warning signs of complications. This deep understanding of the body cannot be replaced by a short training course or online tutorial.

Why Medical Training Matters in a World of At-Home Devices

When complications occur from cosmetic treatments, a qualified medical professional is able to recognize issues immediately and respond appropriately. People without adequate medical training oftentimes don't recognize serious medical complications until they become more serious in nature. Adverse events such as allergic reactions, infection or vascular compromise require rapid, evidence-based intervention.

For instance, if a patient develops signs of vascular occlusion, a medically trained injector will know how to administer hyaluronidase, a dissolving agent for hyaluronic acid fillers, to restore blood flow. Someone without medical training may not recognize the severity of the situation or know the correct treatment protocol, leaving you at risk of permanent damage.

Any time the skin is punctured, there is a risk of infection. Proper injection technique requires more than just skill with a needle—it demands strict adherence to medical standards of sterility and hygiene. Medical training instills knowledge of infection control practices such as aseptic technique, appropriate handling of injectable materials, and disposal of sharps.

Microneedling: More Than Just a Beauty Trend

Neglecting these protocols can result in serious infections, some of which may spread beyond the treatment area and require hospitalization. A medically trained injector understands the importance of maintaining a sterile environment and follows the necessary procedures to protect patient safety.

Microneedling is not just a beauty treatment—it's a medical-grade skin procedure. At-home versions often lack the sterility, precision and professional oversight needed to keep it safe. The risks include infection, scarring, pigmentation issues and even permanent skin damage.

For anyone interested in microneedling, it's safest to have it done by a qualified professional who can customize the treatment, maintain hygiene standards and manage any complications that arise. ME



Shay Moinuddin MHA, RN, CANS has over 15 years of clinical experience in the aesthetic industry and has worked with renowned Plastic Surgeon Julius Few since 2008. She is a highly experienced and trained nurse injector, laser specialist and skincare clinician with an established base of loyal patients in Chicago and Los Angeles. In addition to her clinical responsibilities, Shay manages the daily operations of The Few Institute Skin Clinic in Chicago.

She has received extensive training injecting all brands of FDA-approved dermal fillers and neurotoxins. Her aesthetic credentials include the elite Physician Extender and Aesthetic Nurse Specialist certifications, serving as the gold standard for non-physician injectors

** In its most recent member survey, the American Academy of Facial Plastic and Reconstructive Surgery detailed that one in four surgeons anticipate that GLP-1 medications will drive a growing demand for non-surgical treatments, such as injectable fillers and skin tightening procedures, as patients seek less invasive options to manage these aesthetic changes*

Image by dadakko at Adobe Stock



Medspas Begin Offering Addyi for Low Libido as FDA Weighs Post-Menopausal Approval

Medspas are increasingly adopting Addyi, a libido-boosting medication for women, as it awaits FDA approval for use in postmenopausal patients—marking a shift toward comprehensive sexual wellness care alongside aesthetic treatments.

Sprout Pharmaceuticals, the manufacturers behind Addyi, a FDA-approved pill for pre-menopausal women experiencing low sexual desire, has gained priority review by the FDA for the pill's implication on post-menopause. Given the aesthetic industry's portfolio of treatments, designated to address vaginal health and hormonal shifts, this medication is already seeing itself in practices, as medspas increasingly become a one-stop for medications, like GLP-1, that address biological concerns connected to outward comfort and appearance.

Addressing an Underserved Need in Women's Sexual Health

Menopause affects women's sexual health vastly, as lower estrogen levels can lead to vaginal dryness and discomfort, and the mood changes associated

Image by oneinchpunch at Adobe Stock

sometimes affect women's libido. Despite this fact, in the United States, the National Institutes of Health (NIH) allocates 11% of its budget to women's health research[1], and women's sexual health is widely understudied compared to men.

Maral Malekzadeh, DO offers the medication at The Well Westlake, a gynecology office in Cleveland, where she is co-owner and director of clinical operations. For her pre-menopausal patients expressing low sexual desire, Malekzadeh first reviews non-pharmacologic strategies, then discusses Addyi as an option for those who meet the criteria. She reports that feedback has been mixed but often positive, with women noting gradual improvement in spontaneous sexual desire and greater satisfaction within 4-8 weeks.

"For those who do not see improvement, it is important to address other contributing factors, including relationship dynamics and lifestyle influences," she says.

benefited from estrogen or who cannot use hormone therapy, Malekzadeh adds.

"Sexual desire is ageless, [and] access to care should be too," says Cindy Eckert, founder and CEO of Sprout Pharmaceuticals. "Priority review brings us closer to expanding access and empowering more women with a science-backed, FDA approved solution for their sexual wellness."

From Premenopausal Use to Potential Postmenopausal Expansion in Medspas

Per a July 24 press release, Addyi originally received FDA approval for pre-menopausal women in 2015, and adoption was slow at first, but recent efforts have increased accessibility and awareness that we now see in medspas, Malekzadeh says. After reviewing, Health Canada also approved Addyi with expanded use in women that have gone through menopause.



"For those who do not see improvement, it is important to address other contributing factors, including relationship dynamics and lifestyle influences."

Medspas Begin Rolling Out Addyi as a Non-Hormonal Option for Sexual Wellness

Addyi works by increasing dopamine and norepinephrine while lowering serotonin—helping to rebalance the brain signals that influence sexual desire, Malekzadeh explains. In menopause, changes in sexual desire are often linked to hormonal shifts and other factors that are best addressed with treatments such as hormone therapy or other targeted interventions.

Medical aesthetics has long offered services that women seek to address changes caused by menopause, including laser vaginal rejuvenation, hormonal replacement therapy and radiofrequency treatments for vaginal tightness and moisture, as well as PRP injections to enhance sensitivity and reduce dryness. Aesthetic practices have begun to rollout Addyi for pre-menopause low libido, including Shot Bar Medspa in Chicago, as well as Alma Medspa and Pink Medspa in Missouri, to name a few.

Addyi works very differently from hormone treatments. Instead of replacing hormones such as estrogen, it affects brain chemicals that are linked to sexual desire. Research suggests that Addyi may help some post-menopausal women, especially those who have not

"The ideal candidate is a woman who previously had a normal level of sexual desire that has since declined," Malekzadeh says. "Her loss of desire is not caused by relationship issues, another medical condition or medication side effects, [and] she has no contraindications, such as heavy alcohol use, certain liver conditions and is open to a daily medication that may take several weeks to show results."

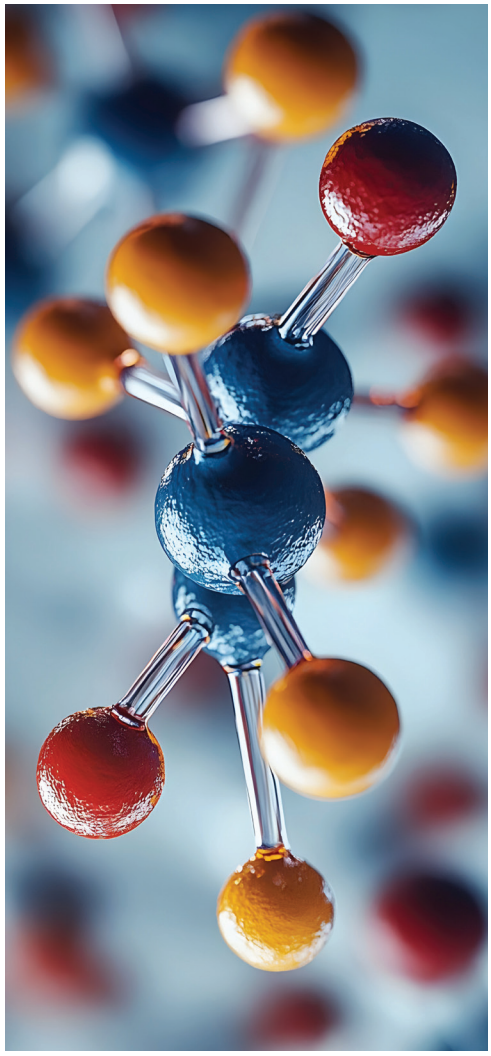
While Addyi has traditionally been associated with pre-menopausal use, its potential application for post-menopausal women in the U.S., following Canada's expansion, represents a meaningful shift as medspas increasingly integrate medical treatments that address internal biological changes. Addyi could become a valuable option for women navigating the sexual health challenges of menopause in addition to aesthetic treatments. ME

REFERENCES:

1. https://www.mckinsey.com/mhi/our-insights/closing-the-womens-health-gap-a-1-trillion-dollar-opportunity-to-improve-lives-and-economies?utm_source=chatgpt.com

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

Image courtesy of Addyi



Debut Invests $20M to Expand AI-Driven Discovery of Bio-Based Beauty Ingredients

What if AI could unlock the secrets of skin health hidden in billions of untapped molecules? A U.S.-based biotech company just took a major step in making that a reality — and it could change the future of beauty formulations as we know them.

Debut, a U.S. based beauty biotech company, invested $20 million to accelerate its platform that uses AI to screen upward of 50 billion ingredients, exploring the 99.999% of unknown molecules that can optimize skin health and longevity. This would allow the company to predict the efficacy of ingredients and scale the formulations in the U.S. and Asia.

In January, Debut launched the AI platform, BeautyORB, leading the biotech company to uncover three clinically tested and bio-based ingredients. In wake of this launch and now a new investment to take it further, predictive capabilities of Debut's skin health datasets recently surpassed publicly available datasets, per an August 26 press release, achieving 99% data consistency.

"AI combined with an understanding of skin biology enables the creation of custom formulation solutions for different geographies that has previously not been possible," said Joshua Britton, PhD, founder and CEO of Debut.

The three ingredients BeautyORB was able to discover included DermCeutical InflammagePRO for inflammaging, DermCeutical Barrier RepairPRO for epidermal barrier repair and DermCeutical LongevityPRO for cellular longevity.

The January 28 press release claims that BeautyORB will create two biotech ingredients each year, and the investment builds on and facilitates this progress—giving other beauty brands access to clinical claims and product innovation.

"With our advanced AI platform and understanding of skin biology, we can rapidly create brand new ingredients through computational compound prediction," Britton said. "This allows us to activate specific aspects of skin biology while also discovering new or improved cellular pathways for enhanced clinical claims." ME

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

Image by GontaGanti at Adobe Stock


MedEsthetics
The Guide for Excellence in Medical Aesthetics
Want to keep receiving your printed magazine?
Then renew today!

Personalize Aesthetic Journeys

Introduce clients to the future of personalized care with Canfield's NEXA® LT for advanced skin analysis, a nourishing Prebiotic Cleanser and Nutrafol's vegan supplement for fuller hair.



Canfield's new **NEXA ® LT** combines the consultative power of Canfield's VISIA® with the convenience of an iPad®. With NEXA LT, capture high resolution, standardized facial images and effortlessly identify your client's skin concerns with precise feature detection and advanced quantitative analysis. Powered by advanced AI tools, visualize: Emerging Brown Spots, Visible Pores, Texture, Clogged Pores, Red Areas, Surface Spots, Wrinkles, Fine lines, UV Damage and TruSkin Age®. Communicate with meaningful before-and-afters and seamlessly convert consultations into tailored treatment plans.
Contact: info@canfieldsci.com, canfieldsci.com



Young Pharmaceutical's **Prebiotic Cleanser** is a gentle oil cleanser with 70% natural Sunflower Seed and Sweet Almond oils. It's ideal for normal to drier skin types and those undergoing procedures that cause dryness. It contains the prebiotic fruit sugar Inulin to nourish the skin's microbiome.
Contact: youngpharm.com



Nutrafol **Women's Vegan Hair Growth Nutraceutical** is a daily hair growth supplement, physician-formulated for women leading a plant-based lifestyle with standardized, all-vegan ingredients that target root causes of thinning such as stress, nutritional gaps and gut health for faster-growing, thicker, fuller, stronger hair.
Contact: support@nutrafol.com, nutrafol.com

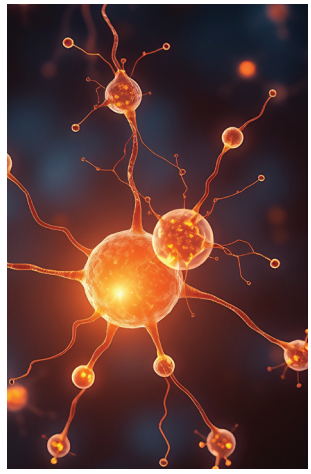
AMOREPACIFIC FINDS 'BLUE' PDRN FROM MICROALGAE MATCHES SALMON FOR SKIN REGENERATION



Amorepacific recently published findings on polydeoxyribonucleotides (PDRNs) derived from Chlorella protothecoides, a type of microalgae. The research highlights the potential of this sustainable, non-animal alternative in promoting skin regeneration and wound healing.

The study introduced BluePDRN, the company's microalgae-derived formulation, that demonstrated wound-healing effects equivalent to conventional salmon-based versions. Notably, per the authors, the molecules are approximately 1/20th the size of their salmon-derived counterparts. These smaller compounds boosted collagen production and angiogenesis.

ROBLES BIOCEUTICS TAPS INNOVIGEN TO SCALE GLOWSELLE, A STEM CELL–ACTIVATED SKINCARE INNOVATION



Since Robles BioCeutics' discovery that activating stem cells in the lab with toll-like receptor agonists tricks the stem cell to believe that there is tissue injury, leading to the development of its Glowselle formulation, the company has partnered with Innovigen. This manufacturing company is a California-based formulation and production manufacturer specializing in cellular and cosmetic GMP production.

In Sept. 2024, Robles filed a patent application, and in its wake, this partnership agreement marks the company's first product, GlowSelle's, entry to the market. Glowselle, developed in collaboration with dermatology and biotechnology clinicians, replicates an injury signal in the lab, activating the body's own stem cells to help produce essential growth factors and exosomes naturally. When isolated from "activated" stem cells, it possesses higher regenerative activity showing up to 10 times higher production of therapeutic exosomes and growth factors compared to standard adipose-derived stem cells.

COLLAGEN WRAPS CAN'T COMPETE WITH CLINICAL TREATMENTS—BUT SKIMS MAY STILL CHANGE RECOVERY CULTURE



Kim Kardashian, a celebrity that has gained attention for a physique that leaves people wondering what she does, is also known for creating a clothing line, Skims. Its apparel is designed to bring the sculpting to consumers, without the appointment. By using textile technology that shapes a person's form, Skims has now developed a chin wrap used to define the jawline with its infusion of collagen. But would the wrap truly work without medical interference?

Plastic surgeon Johnny Franco, MD says the wrap probably won't trigger new collagen growth or sculpt a more defined jawline on its own in comparison to medical devices and injectables that stimulate collagen production, but it could encourage the next step of aesthetic treatments that sometimes gets lost in translation or overlooked: recovery.

Clockwise from top: Image by tchoknit; Yakobchuk Olena; kaiyuan at Adobe Stock

AD INDEX

Aerolase Laser Skin Health C1, 8-9
aerolase.com

Canfield Imaging Systems..... 5
canfieldsci.com

Environ Skin Care... 1
dermaconcepts.com

Fallene Ltd..... 7
tizofusion.com

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

Zemits..... C2
zemits.us



MedEsthetics
medestheticsmag.com

EDITORIAL
Content Director Emmanuel Henderson | 1-630-344-6020/ehenderson@allured.com
Associate Managing Editor Jamie O'Toole | 1-630-344-6074/jotoole@allured.com

ADVERTISING SALES
Group Publisher Jeb Gleason-Allured | 1-630-344-6069/jallured@allured.com
Business Development Manager Perri Polowy | 630-344-6075/ppolowy@allured.com
Advertising Production Manager Kasia Smialkowski | 1-630-344-6025/ksmialkowski@allured.com
Business Intelligence Specialist Ethan Grisham | 1-630-344-6068/egrisham@allured.com

AUDIENCE DEVELOPMENT
Audience Development Manager Sam Attebery | 1-630-344-6027/sattebery@allured.com
Customer Service 1-847-559-7557/customerservice@medestheticsmag.com

DESIGN
Assistant Design Manager James Fergus
Graphic Designer Laura Fenwick

CORPORATE
Partner & CEO George Fox
Partner & President Janet Ludwig
Marketing & Creative Director Kim Fry
Digital Products Director Joe Sarko
Finance Director Joseph Mumbu

OTHER ALLURED PRODUCTS
Beauty Launchpad magazine
Cosmetics & Toiletries magazine
Global Cosmetic Industry magazine
Perfumer & Flavorist+ magazine
Skin Inc. magazine
Beauty Accelerate
C&T Alle Awards
Flavorcon

Allured Business Media
1-630-653-2155
336 Gundersen Drive, Suite D
Carol Stream, IL 60188-2403 USA
www.Allured.com

For Subscriptions: Subscribe online: *www.medestheticsmag.com/subscribe*
For both the US and internationally, telephone: 1-847-559-7551
(8 AM–4:30 PM Central, Mon-Fri)f
E-mail: customerservice@medestheticsmag.com
Address: *MedEsthetics*, PO Box 3009, Northbrook, IL 60065-3009

Print subscriptions: Available free to qualified individuals located in the United States.
All other countries may subscribe to the digital edition.

Change of address: In ordering a change of address, give both the old and new addresses. Allow two months for change to become effective. The publisher will attempt to handle unsolicited articles with care, but the magazine assumes no responsibility for them. Materials will be returned only if accompanied by a self-addressed envelope with return postage. Address inquiries regarding editorial policy and writer guidelines to the editor. The acceptance of advertising does not necessarily carry the endorsement of the publisher.

MedEsthetics (ISSN 1937-2140) is published eight times per year as Jan./Feb., March, April, May/June, July/Aug., Sept., Oct., and Nov./Dec. issues by Allured Business Media.
Address: *MedEsthetics*, 336 Gundersen Drive, Suite D, Carol Stream IL 60188-2403.
www.medestheticsmag.com
All correspondence regarding business, editorial, advertising and production should be sent to *MedEsthetics*, 336 Gundersen Drive, Suite D, Carol Stream, IL 60188-2403. Periodicals postage paid at Carol Stream, IL and additional mailing offices.

POSTMASTER: Please send address changes to *MedEsthetics*, PO Box 3009, Northbrook, IL 60065-3009.

Allured Business Media makes all attempts to publish accurate information; however, this publication may contain technical inaccuracies or typographical errors. The reader assumes all risks concerning the suitability and accuracy of the information within this publication. Allured Business Media assumes no responsibility for and disclaims all liability for any such inaccuracies, errors or omissions in this publication and in other documentation referred to within or affiliated with this publication.

Copyright 2025: Reproduction in whole or in part without permission is strictly prohibited.

MedEsthetics is a registered trademark of Allured Publishing Corporation.

















WE'RE...SKIN, HAIR, NAILS and FRAGRANCE

For...Scientists, Business Owners, Brand Managers and More

SKIN INC.
GLOBAL COSMETIC INDUSTRY
Cosmetics & Toiletries
perfumer & flavorist
MedEsthetics
BEAUTY LAUNCHPAD

Allured Brands, from head to toe.

Allured business media


It's alive.
INTRODUCING
THE FIRST LIVE
TOPICAL PROBIOTIC
FOR PRIVATE-LABEL
DISPENSING
FOR INFORMATION
AND SAMPLES EMAIL
INFO@YOUNGPHARM.COM
YOUNG®
PHARMACEUTICALS