MedEsthetics®

The Guide for Excellence in Medical Aesthetics

Allured business media

April 2026
Volume 22, Number 3
medestheticsmag.com



Holistic Aesthetics In The Beauty Industry

Plus:

- Defining the "Harmonized Face"
- Menopause Goes Mainstream
- How Medspas are Responding to "clean"

Aerolase®
30 YEARS FORWARD

ZEMITS®

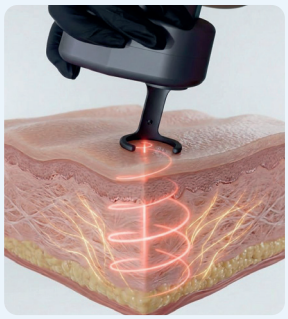
RESULTS Everyone Loves

Fitz IV + Rolling Scars: Controlled Fractional CO_2 With ~70% Structural Correction. No PIH

Rolling acne scars in Fitz IV are not a resurfacing issue.
They are dermal tethering.

1. When fibrotic anchors pull the scar base downward, superficial modalities fail.
2. Elevation requires controlled ablation + disciplined dermal coagulation without overheating melanin-rich skin.

This is the case of Sophia, 38, Fitzpatrick IV treated with a structured fractional CO_2 protocol. The outcome was measurable and pigment-stable.



THE REPRODUCIBLE PROTOCOL

Device: CarbonFrax Pro
Mode: Fractional Ablative
Sessions: 3
Interval: 7 weeks

WHY THIS WORKS IN FITZ IV:

- Energy sufficient for dermal remodeling
- Density without thermal stacking
- Uniform micro-columns

Pigment safety depends on heat behavior, not just lower power.



PROCEDURE EXECUTION

1. Zone-by-zone full-face fractional ablation.
2. Single pass, 10–15% overlap. No re-passing.
3. Continuous air-cooling.
4. Endpoint: uniform erythema + consistent grid.
5. No carbonization.

Thermal control + strict aftercare = pigment stability.

TISSUE RESPONSE & HEALING

Immediately:
- Erythema
- Heat
- Visible ablation grid

Observed:
- Even distribution
- Minimal carbonization
- No hotspots

Days 1–7: Controlled exfoliation
Week 2: Visible tone normalization, early scar elevation

MEASURED OUTCOME AFTER 3 SESSIONS

~70% visible improvement:
This was dermal remodeling — not cosmetic polishing.

- Shallower rolling scars
- Smoother lateral cheeks
- Reduced pigment irregularity
- Increased reflectivity

BEYOND ACNE SCARS

CarbonFrax Pro also supports:

- Acne Scars
- Deep Wrinkles
- Stretch Marks
- Pigmentation
- Skin Laxity
- Benign Lesions
- Intimate Tissue Laxity
- Surgical & Injury Scars
- Pores & Texture Irregularities

WHY THIS PROTOCOL PREVENTED PIH

- **26 W →** sufficient dermal penetration for scar remodeling without excessive heat spread: PIH control in Fitz IV.
- **1.0 ms pulse width →** limited peak thermal load inside each column, reducing central overheating.
- **0.5 mm spacing →** functional density for scar elevation without cumulative thermal injury.
- **7-week interval →** allowed full collagen response before re-treatment, minimizing inflammatory overload.

MEASURED OUTCOME AFTER 3 SESSIONS

$500–$1,200 per session

Monthly potential: $60K–$120K+

ROI: ~2–3 months

Increase revenue per visit

Create high-ticket treatment packages

Position your clinic as full-spectru aesthetic authority

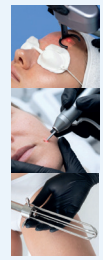
Build annual resurfacing programs

Extend lifetime patient value

No consumables

WHY CARBONFRAX PRO IS DIFFERENT

- **Spiral Microbeam Delivery**
  Lower peak temperature with more uniform intra-spot energy distribution.
- **Advanced Scan Control**
  7 geometries + Normal/Random firing → consistent density without heat accumulation.
- **3-in-1 Platform**
  Resurf® • COFocus® surgical • CarboVRL® 360° intimate.



Scan the QR code to See Full Zemits CarbonFrax Pro Details

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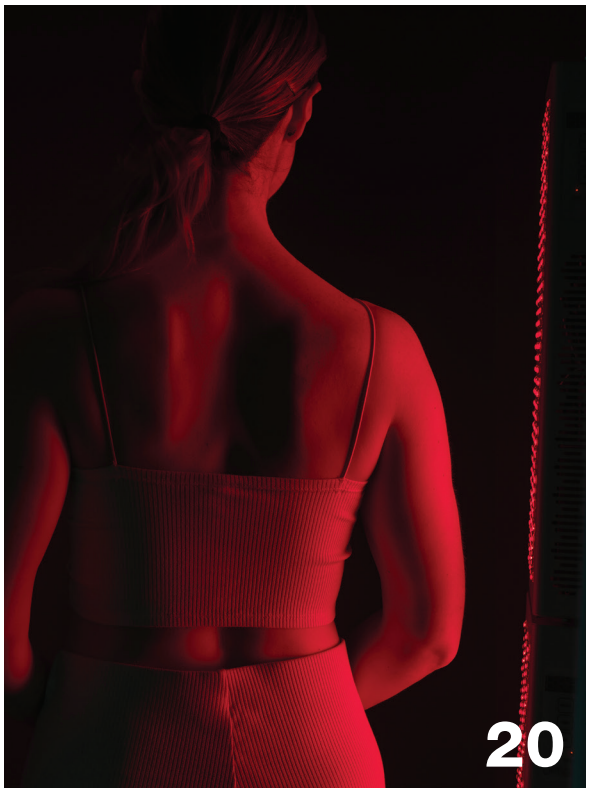





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Beauty, Reimagined: The Rise of Holistic Aesthetics



AAFPRS reports a projected 19 percent increase in facial procedures nationwide.

Spring has sprung. While the world is cleaning house, the aesthetics industry has been undergoing a similar shift — one that emphasizes less invasive procedures, preventative care and minimal toxins: Holistic aesthetics.

Holistic aesthetics is more than a trend, it's a new way of looking at beauty. Studies show that the organic personal care and cosmetics industry continues to experience significant growth, with an expected CAGR of 8.4% from 2025 to 2035[1]. At the same time, consumers are getting younger and seeking less invasive, quicker treatments such as injectables, laser therapies and advanced skincare procedures[2].

Rather than focusing on surface-level concerns, holistic aesthetics treats the whole person — mind, body and spirit. From collagen-stimulating devices and clean medical-grade skincare to emotional regulation and lifestyle changes, practices are adapting to meet patients seeking treatments that align with this broader approach to wellness. It also reflects how clients are viewing aging and how medspas are addressing conditions such as menopause.

In our April issue, we explore what holistic aesthetics actually means in practice — for both providers and patients — and examine the range of treatments and innovations shaping the market today and on the horizon.

That includes a deep dive into the phrase sweeping the industry: "tweakments." With a panel of experts from across the country, we explore everything from injectables and skincare to a broader rethinking of wellness from the inside out. As patients increasingly opt out of major procedures, we break down what that shift means for medspas.

We also speak with AAFPRS president Dr. Anthony E. Brissett, a Mayo-trained facial plastic surgeon, about how holistic aesthetics is reshaping facial plastic surgery. He discusses the growing emphasis on natural results, rising patient interest in facial harmony, the GLP-1 craze and whether these treatments are here to stay.

The issue also explores menopausal aesthetics and how medspas are approaching treatment more comprehensively, moving beyond isolated cosmetic fixes toward whole-body, hormone-aware care. Experts share how their practices are evolving to meet the needs of this growing patient population.

Holistic aesthetics is not only about how often patients are treated or how deeply an instrument penetrates the dermis. It also encompasses emotional regulation, self-care and lifestyle adjustments. In this issue, we provide insights, expert perspectives and industry news to help you deliver the best possible care in your practice.

Joshua Eferighe

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Mesolyfts is an elevated at-home maintenance tool that uses a special applicator with an innovative microneedle to non-invasively deliver peptides, hyaluronic acid, and vitamins into the skin. Designed to enhance ingredient penetration, the delivery system is ideal as the aesthetics industry pivots to minimalist non-invasive and preventive practices. Maintaining medspa results at home is the next step in facial harmony and tools like MesoLyft microneedle can help stimulate signaling pathways that support collagen and extracellular matrix repair.



Groundbreaking Menopause-Focused Hair Loss Clinical Trial Results

43 menopausal-aged women experiencing androgenic alopecia underwent a four-month phase II clinical trial evaluating KilgourMD's treatment serum. The results found regrowth and reduced shedding in a short period of time alongside validated reductions in hair shedding: By day 120, 53% of participants achieved at least a half-grade improvement while 26% showed a full one-grade improvement. Alopecia and female pattern hair loss have a strong association to postmenopausal health, studies have shown. The dermatologist-founded scalp health and hair growth brand's founder & CEO, Dr. James Kilgour, says that is why testing solutions should be designed specifically for that population. Full results are currently undergoing peer review and are expected to be published later this year but the company is hoping it's a meaningful step forward in how menopausal hair loss is treated.



Laser that Enhances

One of the most challenging complications in outpatient care is burn wound infections. Aude Perusseau-Lambert, MD, MSc, PGCert MedEd, MRCS(Ed) introduces painless laser treatment that uses a non-antibiotic strategy to reduce the amount of bacteria in burn wounds. By combining antimicrobial effects with stimulation of tissue repair pathways, the laser safely reduces the bacterial load while stimulating and enhancing the body's own repair mechanisms. While it is laser procedure, there's no additional clinic time or protocol change. The study represents the evolution of light-based therapy and a chance to impact healing speed for the industry as a whole.

Clockwise from top: Courtesy of Mesolyft; by surasak; troyanphoto via Adobe Stock

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INFLAMMATORY RESPONSE IS THE ROOT OF ALMOST EVERYTHING



Inflammation is the common denominator.

Whether your patient presents with acne, melasma, rosacea, post-inflammatory hyperpigmentation, or chronic skin sensitivity, underneath almost every condition you treat is the same fundamental problem: an immune response that has become dysregulated, persistent, or self-perpetuating. The skin is stuck in a state of alarm.

It's worth noting that inflammation itself isn't the enemy. Acute inflammation is essential — it clears pathogens, initiates repair, and drives the wound-healing cascade. The problem is when that response never resolves. Chronic, low-grade inflammation isn't healing; it's a system that has lost its off switch.

For years, clinicians have been forced to treat the symptoms of that alarm with topicals for the redness, chemical agents for the pigment, and antibiotics for the bacteria. But what if the laser itself could address the underlying inflammatory environment and stabilize the skin at its source?

That's the clinical promise, and the clinical reality of the Aerolase Neo.

THE ORIGIN: ENGINEERING EQUITY INTO THE LASER

Chronic low-grade skin inflammation is driven by a predictable cascade: vascular dilation, immune cell recruitment, cytokine release, and oxidative stress. This cycle doesn't just cause visible symptoms — it perpetuates them. Inflamed skin is reactive skin. It resists treatment, flares unpredictably, and rarely holds results.[1]

The key to breaking this cycle lies in the vasculature.

Dilated and dysfunctional blood vessels are a primary driver of cutaneous inflammation. They feed the inflammatory response, sustaining the environment in which acne bacteria proliferate, melanocytes over-produce pigment, and the skin barrier continues to break down. Address the vessels selectively and precisely — without triggering a thermal stress response of their own — and you begin to interrupt the cycle at its root.[1]

This is where pulse duration changes everything.

THE 650-MICROSECOND TECHNOLOGY DIFFERENCE

The Aerolase Neo operates at a 650-microsecond pulse duration with high energy delivery (4 J/cm² – 255 J/cm²), a parameter that sets it apart from every other Nd:YAG 1064nm laser in clinical use.[2]

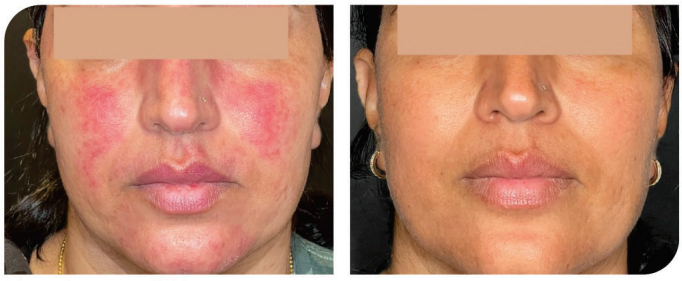
Traditional long-pulse Nd:YAG systems deliver energy over milliseconds, generating heat that spreads beyond the target chromophore and triggers the very inflammatory response you're trying to resolve. And here lies the irony: those treatment-induced

Active Acne



Photo Courtesy of Sarah Ford, LE

Rosacea



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flares aren't productive inflammation. Unlike the controlled acute inflammation that drives collagen remodeling in ablative resurfacing, rebound inflammation from imprecise energy delivery offers no reparative benefit — only reactivity, downtime, and risk. Patients experience pain, and the post-treatment redness and swelling that make treatment of sensitive, reactive, or darker skin tones particularly challenging.

The Neo's short pulse duration enables rapid, selective photothermolysis — delivering energy precisely to the target before it can diffuse into the surrounding tissue. The result is a fundamentally different biologic event: targeted vascular disruption without collateral thermal damage, and without the rebound inflammation that limits other laser platforms.

The skin doesn't just look calmer after treatment. It is calmer at a cellular level.[3]

CLINICAL APPLICATIONS: INFLAMMATION ACROSS INDICATIONS[2,3,4]

Because the Neo works at the level of the inflammatory environment itself, its impact extends across an unusually broad range of indications:

Acne & Active Breakouts: By targeting the sebaceous microvasculature and reducing the blood supply that sustains C. acnes proliferation and excess sebum, the Neo addresses the inflammatory basis of acne, not just the visible lesion. Patients experience a measurable reduction in sebum production, active breakouts, papule formation, and post-inflammatory erythema.

Rosacea: Persistent facial redness and flushing in rosacea patients is fundamentally a vascular and neuro-inflammatory condition. The Neo's 1064nm wavelength selectively targets the ectatic vessels driving chronic erythema, while its atraumatic energy delivery avoids the flare-triggering heat of conventional lasers. Proven safe and effective for Fitzpatrick skin types IV–VI who have historically been excluded from effective laser rosacea therapy.

Melasma & Pigmentary Disorders: Inflammation and UV-induced vascular activity are increasingly recognized as key drivers of melasma. By reducing the vascular stimulus that accelerates melanogenesis, the Neo addresses inflammatory contributors to pigment dysregulation, rather than simply targeting melanin after the fact.

Post-Inflammatory Hyperpigmentation (PIH): For patients whose skin has been through trauma — whether from acne, prior laser treatment, or injury — the Neo's anti-inflammatory mechanism supports PIH clearance without re-triggering the cascade that caused it. This is a critical distinction: treatments that produce productive acute inflammation for remodeling can inadvertently perpetuate PIH in susceptible skin. The Neo's atraumatic profile avoids that trade-off entirely.

Sensitive & Reactive Skin: For patients who describe their skin as "difficult" — reactive to nearly every product or procedure, the Neo offers a recalibration. By systematically reducing vascular reactivity and inflammatory burden, it can help stabilize the skin barrier, making it more receptive to other treatments over time.

SAFE ACROSS ALL SKIN TYPES — BY DESIGN[4]

The Neo's 650-microsecond pulse duration is not simply a performance feature, it's a safety architecture. Because the energy dissipates before thermal diffusion into the epidermis can occur, the risk of post-inflammatory hyperpigmentation, burns, and adverse events in melanin-rich skin is dramatically reduced.[4]

From a clinical standpoint, inflammatory skin conditions disproportionately affect patients with Fitzpatrick Types IV–VI, who have traditionally faced limited safe laser options. The Neo removes effective inflammation-targeted therapy, without traditional compromise.

THE RESULT: STABILIZED SKIN. AMPLIFIED OUTCOMES

When the inflammatory environment is controlled, everything else works better.

Patients on topical regimens see enhanced efficacy. Those pursuing combination protocols experience less reactivity and faster recovery. And patients who have been cycling through treatments without durable results finally begin to hold their progress, because the underlying driver of instability is being addressed.

The Aerolase Neo doesn't just expand your treatment menu. It changes the clinical foundation from which every treatment you perform is launched.

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PIH

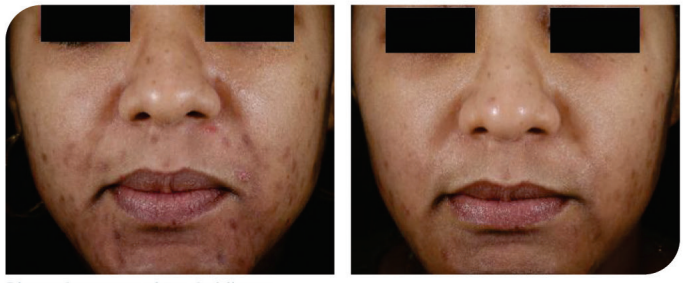

Photo Courtesy of Dr. Goldberg

Melasma



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What the Army Taught Me About Running a Med Spa

If you want to grow your practice, stop looking for the next device or the next marketing hack. Look at your team.

I didn't get into aesthetics because I loved Botox. I got into it because I spent years in the Army learning how to build teams that perform under pressure — and I realized those same principles were missing from most medical practices.

When people hear "Army officer turned med spa owner," they usually assume I'm going to talk about discipline or following orders. That's not what this is about. The Army taught me something more useful than rigid hierarchy: it taught me how to build a culture where every person on the team thinks and acts like a leader, regardless of their title.

That's what I want to share here — three Army-tested frameworks that changed how I run Erasable Med Spa, and how they can change the way you run yours.

Leaders Eat Last — And It's Not a Metaphor

In the Army, officers eat after their soldiers. It's one of those traditions that sounds ceremonial until you understand

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what it actually communicates: your people come first. Their needs, their development, their success — that's your job before your own comfort.

I carried this into Erasable from day one. When a provider has a problem with a patient interaction, I don't ask "what happened?" from behind a desk. I get on the floor. When the front desk team is slammed, I've answered phones. Not because I'm trying to be a hero — because the team needs to see, repeatedly, that nobody is above the work.

This matters more than most practice owners realize. The aesthetics industry has a turnover problem. Injectors leave. Coordinators burn out. Front desk staff cycle through. And in my experience, the number one reason is the same one I saw soldiers leave the service over: they didn't feel like their leadership gave a damn about them.

If your team doesn't believe you'll go to bat for them, they won't go to bat for your patients. It's that simple.

Commander's Intent: Stop Managing, Start Aligning

The Army has a concept called Commander's Intent. It's the two or three sentences at the top of every operations order that describe what success looks like — not how to get there, but what "right" looks like when you arrive.

Here's why that matters: in combat, plans fall apart within minutes of first contact. Radio communication breaks down. Timelines shift. Squads get separated. If soldiers only know the step-by-step plan, they freeze the moment something goes sideways. But if they understand the intent — the purpose behind the mission — they can adapt, improvise, and still achieve the objective.

I use Commander's Intent at Erasable every single day. My providers don't follow scripts. My coordinators don't read from playbooks. Instead, every person on the team knows three things: what our standard of care looks like, what the patient experience should feel like, and what we won't compromise on.

When a new patient walks in nervous about their first filler appointment, my front desk coordinator doesn't need to call me. She already knows the intent: make this person feel safe, informed, and unhurried. She can decide on her own to offer a tour of the treatment room, introduce the provider early, or simply spend an extra five minutes talking through the process. She doesn't need permission because she has clarity.

This is what I call an "azimuth check" — another Army term. An azimuth is a compass direction. In the field, you stop periodically to check your azimuth and make sure you're still headed the right way. In the practice, I check in with my team regularly — not to micromanage, but to ask: are we still pointed at the right objective? Do you have what you need? What's getting in your way?

Most practice owners I meet are drowning in operational decisions that their teams should be making without them. The fix isn't more SOPs. It's clearer intent.

Roles, Responsibilities, and Force Multipliers

The Army is obsessive about knowing who does what. Not in a bureaucratic way — in a survival way. When you're on a patrol and contact happens, there's zero time for "who's supposed to do that?" Every person has a defined role, and they own it completely.

In a med spa, the stakes aren't life and death. But the principle translates directly. Every role in your practice — provider, coordinator, front desk, practice manager — should come with clear ownership, not just a job description that collects dust in an HR folder.

At Erasable, I think of every team member as a potential "force multiplier." That's the Army term for an asset that dramatically increases a unit's effectiveness beyond its size. A good coordinator isn't just scheduling appointments — she's reading patients, identifying upsell opportunities based on their concerns, and catching post-procedure anxiety before it turns into a bad review. A practice manager isn't just balancing the books — she's watching patient flow, identifying bottlenecks, and freeing up providers to do what only they can do.

Here's the thing most owners get wrong: they hire people for a role but never actually give them ownership of that role.

In a med spa, the stakes aren't life and death. But the principle translates directly.



Image by Svitlana at Adobe Stock





Army-tested frameworks can change how you run your MedSpa.

They hover, second-guess, or quietly redo things instead of coaching. In the Army, if I didn't trust my platoon sergeant, that was my failure, not his. Either I trained him wrong, or I hired him wrong. Either way, the fix was on me.

When you treat your team like replaceable parts, you get people who act like replaceable parts. When you give them real ownership and the training to back it up, you get force multipliers.

Train to Win: See One, Do One, Teach One

The Army doesn't believe in "figure it out." The training model is structured, progressive, and relentless: see one, do one, teach one.

You watch someone perform the task. Then you perform it yourself, supervised. Then you teach it to the next person. By the time you've taught it, you own it — not just the mechanics, but the reasoning behind it.

I brought this model into our clinical training at Erasable, but also into non-clinical operations. When we onboard a new front desk team member, they don't just shadow for a week and then get thrown into the deep end. They watch our best coordinator handle patient intake. Then they do it themselves while that coordinator observes and gives real-time feedback. Then, within their first month, they train the next new hire on whatever they've mastered.

That last step — the teaching — is where the real transformation happens. When you ask someone to teach, you're telling them: you're not just an employee, you're a leader on this team. That message changes how people show up to work.

Too many med spas treat training as an expense or an interruption. In the Army, training is the main thing. Everything else — the missions, the deployments, the operations — is just a test of how well you trained. If your team isn't performing, the first question should be: did I train them for this specific situation? If the answer is no, that's not their failure.

The Real Lesson

The aesthetics industry talks a lot about technology, new devices, and treatment trends. All of that matters. But I've watched practices with fewer resources and great teams outperform practices with the flashiest credentials and a revolving door of staff.

The difference is always culture. And culture doesn't happen by accident. It's built through how you lead, how you communicate expectations, how you develop people, and whether you actually mean it when you say "we're a team."

The Army taught me that a small group of well-led, well-trained people who understand the mission will outperform a larger, better-resourced group without those things every single time. That was true in Iraq, and it's true in Tampa.

If you want to grow your practice, stop looking for the next device or the next marketing hack. Look at your team. Ask yourself: do they know the mission? Do they own their roles? Are they trained to win? And do they believe — actually believe — that you have their backs?

If the answer to any of those is no, that's where you start. ME



Michael Zanetti is the Chairman of Erasable Med Spa in Tampa, Florida, a former U.S. Army officer, Bronze Star Medal and Combat Action Badge recipient (Iraq), and an aesthetic industry key opinion leader for Sciton and Nextech. He holds an MBA in Global Management from Thunderbird, an MA in Human Relations from the University of Oklahoma, and a BA in International Studies from VMI.

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Not all PDRN (Polydeoxyribonucleotide) is created Equal:

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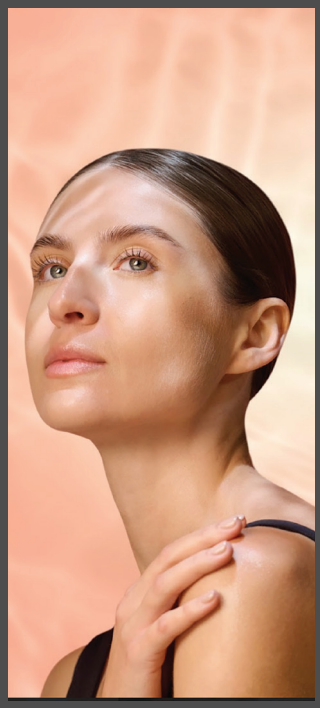

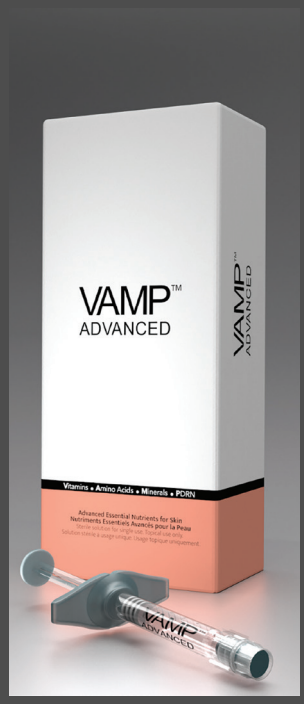

"Salmon sperm facials" may generate intrigue and headlines, but experienced aesthetic practitioners know the real story lies in the science and manufacturing quality of the product. In recent years, PDRN has gained traction as a powerful treatment for those seeking to improve the appearance of skin texture, elasticity, hydration, and visible signs of aging. However, as demand grows, so does variability in formulation quality — and not all PDRN is created equally.

PROLLENIUM® has officially launched VAMP™ Advanced, the next evolution of its highly popular VAMP™, designed to elevate skin revitalization through medical-grade PDRN and a comprehensive nutrient complex.

What Makes PDRN Effective?

PDRN consists of low-molecular-weight DNA fragments that have been shown in clinical research to support skin quality improvement[1]. When properly formulated, PDRN may help skin appear smoother, firmer, and more elastic. For practitioners, the distinction between cosmetic-grade and medical-grade PDRN matters.

What differentiates VAMP™ Advanced is its dual-action approach:

VAMP™ Advanced is a patent-pending, topical sterile bio-revitalizing solution with medical-grade PDRN designed to elevate overall skin quality. Manufactured under stringent GMP standards, VAMP™ Advanced is one of the only PDRN-containing aesthetic treatments produced in North America, reflecting Prollenium's commitment to quality, transparency, and safety.

VAMP™ Advanced is formulated with:

- 11 Vitamins
- 23 Amino acids
- 6 Minerals
- Medical-grade, High-purity PDRN 5 mg/mL
- Hyaluronic acid

Unlike standalone PDRN formulations, VAMP™ Advanced combines optimized low-molecular-weight PDRN with a proprietary micronutrient complex. Engineered for enhanced bioavailability, the PDRN in VAMP™ Advanced is designed to support skin's visible radiance.

Supporting Skin Radiance and Resilience

By supporting visible skin resilience and helping protect the skin's moisture barrier, VAMP™ Advanced can be used post procedures such as microneedling, laser resurfacing, and chemical peels*. PDRN has been studied for its role in supporting skin quality, contributing to skin that looks smoother and firmer. In practice, providers often incorporate PDRN-based treatments to:

- Support skin appearance post-procedure
- Help skin look more even-toned and refreshed
- Enhance skin hydration
- Improve the look of skin texture and elasticity

Why Medical-Grade Standards Matter

As interest in regenerative aesthetics continues to grow, ingredient sourcing and manufacturing standards are increasingly important considerations. Medical-grade PDRN is produced with higher purification standards and strict quality controls. These measures help ensure biocompatibility and consistency — critical factors for providers seeking predictable outcomes and patient safety.

Elevating the Standard of Skin Revitalization

Today's patients are looking for more than temporary surface improvements. They want treatments that support long-term skin health and natural-looking results. PDRN represents a shift toward science-informed skin revitalization — supporting the skin's own visible improvements rather than simply masking surface concerns.

REFERENCE

1. 1. Khan A et al., CJPRS. 2022;4:187.

** VAMP™ Advanced is a topical cosmetic product. Health Care Providers may deem the products more beneficial if administered as a post treatment, following facial rejuvenation procedures.*
It is the Health Care Provider's responsibility to ensure the use of appropriate equipment, technique, and treatment (e.g., dermal rolling, microneedling, laser treatment, etc.), to avoid VAMP™ Advanced passing the stratum corneum.

Images courtesy of Prollenium

IN CONVERSATION WITH DR. BRISSETT:

A look at the **2026 FACIAL PLASTIC SURGERY Trends**

By Joshua Eferighe



Dr. Anthony Brissett

The holistic wave undertaking the medical aesthetics industry has especially impacted facial plastic surgery. The American Academy of Facial Plastic and Reconstructive Surgery (AAFPRS) 2025 Annual Survery of Statistics and Trends notes how subtle approaches with natural-looking outcomes is what's driving the now 19% projected increase in facial procedures nationwide. The AAFPRS report also notes an increased procedural demand for wellness. standard for success.

This holistic approach, which the U.S. Department of Health defines as "whole person healthcare" is being driven by the growing information available for clients and a deeper understanding of how inner beauty interconnects with the outer.

Aesthetic professionals are catching on as well. According to the American Board of Cosmetic Surgery, aesthetic physicians are increasingly becoming experts in health and wellness, with many using holistic techniques like lymphatic drainage massages and IV vitamin therapy to help patients prepare for and recover from surgery. This acknowledges that beauty and health share the same treatment space.

No longer are patients solely seeking facelifts, rhinoplasty (nose reshaping), blepharoplasty (eyelid lift), brow, and neck lifts. Much like other medical aesthetic treatments, patients today care about their overall health and are seeking out treatments that impact their lifestyle, overall health and emotional well-being in addition to their aesthetic goals.

The approach is more than a trend, it's a paradigm shift in how long-term, natural-looking results are achieved today – one that emphasizes combining surgical procedures with regenerative medicine and lifestyle management.

MedEsthetics tapped Houston-based, double board-certified facial plastic and reconstructive surgeon Anthony E. Brissett, MD, FACS to discuss how holistic aesthetics is impacting plastic facial surgery.

Brissett, who became the new AAFPRS president in September of last year, shed light on the surge in facial plastic surgery, the rise of preventative aesthetics and all the other ways holistic aesthetics is showing up in his line of work in a series of Q&A's

The Procedure Boom: A Post-Pandemic Surge

Facial plastic surgery is projected to increase nearly 19% in 2026, marking one of its most significant periods



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The shift from dramatic change to subtle refinement is also a byproduct of an holistic approach to facial plastic surgery.

of growth in recent history, according to data from the AAFPRS. The surge indicates the evolution of how plastic surgery is perceived. Dr. Brissett sheds light on how the perception changed.

"We certainly see that there's an almost 20% increase in patients that are seeking facial surgeries, facial rejuvenation procedures, Dr. Brissett says. I think there's a variety of things: One is that there's much better awareness in terms of facial rejuvenation procedures, facial plastic surgery so more people know about it. Additionally, there's also a greater desire. So not only is there awareness, but there's also a desire and acceptance of people wanting to optimize their appearance.

On Younger Patients & Preventative Strategy

A big part of that shift has been in the age of clients that are now coming in for consultations, as 57% of surgeons report an increase in patients under 30 seeking cosmetic procedures.

"We see people coming into the market at a much younger age, Dr. Brissett says. "We once saw just our grandmothers seeking face rejuvenation procedures, we see people coming in their 20s and 30s that are looking for rejuvenations or wanting to enhance their appearance, and they don't want to wait. They would like to see changes in their current state.

Brissett goes on to say that although physicians are seeing younger patients come in, it's up to professionals to adapt. "There's nothing wrong with starting rejuvenation at a young age," Brissett says. "Sometimes you have to be the guardian of reality, and sometimes you have to protect patients from themselves, because not always what they're looking for is what's going to be in their best interest."

Brissett adds that the best preventative treatments are already available to us. "The best rejuvenation is sunscreen, that's where we start. However, there are patients that certainly decide in their younger years that there's some aspects that they recognize they want to keep control of. So, for example, they may notice that they are starting to see big furrows in between their eyebrows at the age of 20, 21, 22 and rather than wait until those furrows develop, they want to take a more preservation style approach to maintaining the appearance, as opposed to correcting one's appearance. Having said that, we have to balance that with judgment, experience, expertise, ethics and morals and identify what is in the best interest of the patient," he says.

The "Natural Results" Era – Facial Harmony Over Feature Fixing

The shift from dramatic change to subtle refinement is also a byproduct of an holistic approach to facial plastic

Image by bung at Adobe Stock

“The best rejuvenation is sunscreen, that’s where we start.”

surgery. Patients reportedly are more afraid of looking “done” than of downtime or cost. The natural results trend, Dr. Brissett tells us, is an indication that clients want harmonious outcomes over what has previously been overdone results.

“Oftentimes patients come in with one or two things that specifically bother them. ‘I’m concerned with my nose, I’d like to have my upper face or eyelids or brows done, etc.’ Oftentimes there is one specific thing or a couple of things that bring them in, but the nuance of a facial plastic surgeon is to be able to identify what might be bothering them and then provide them with a specified or unique plan that addresses their needs but also ensures that they’re having harmony, balance, symmetry and refinement in their experience themselves,” Brissett says.

“When we look for natural results. We’re thinking of harmony, balance, symmetry – all of those sorts of things that are in line with one’s facial appearance, so that not one aspect of their facial appearance stands out as being unique or different to them. It just brings everything into balance and harmony. That’s really what patients are looking for now,” Dr. Brissett continues.

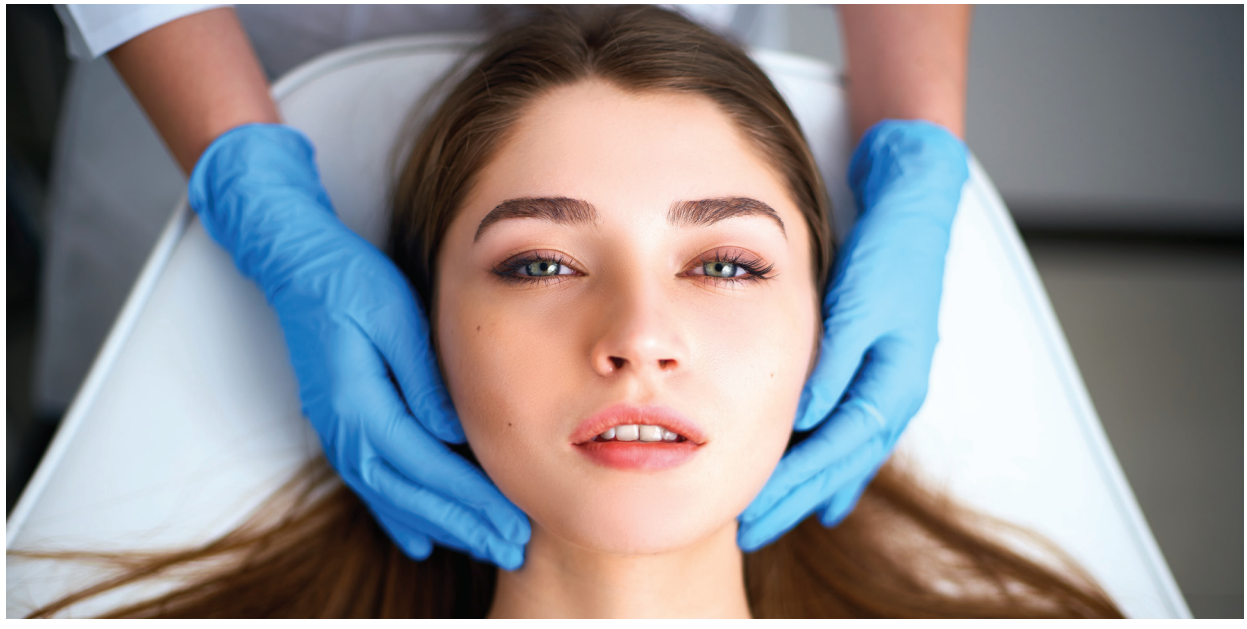
“Some of the things that gave plastic surgery a bad name were patients that were pulled too tight, or patients who had lips that didn’t match their face, or a nose that didn’t match their race or culture. Those sorts of things were a harbinger of having “work” done. Now patients want subtlety. They just want to look good.”

When defining success, however, Dr. Brissett offers a formula he believes lends to the best results. “I’ve seen lots of patients that are happy with their outcomes, but their outcomes, to me are maybe not necessarily what I would describe as being optimized. Sometimes they can be exaggerated and out of line with what is appropriate for their faces or even their bodies. We see that, and so when we define success – success comes together: When you have a happy patient and a happy surgeon and they, together, realize they’ve been able to achieve the outcomes they’re looking looking for, and that allows them to feel that their life has been improved as a result.”

The Rise of Regenerative & Volume Restoration

GLP-1-related facial volume loss has drastically reshaped facial plastic surgery, as use of weight-loss

Dr. Brissett says what clients today are looking for is symetrical results.



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Dr. Brissett sees a more permanent shift toward surgical volume restoration.

supplements has spiked the demand for facial balancing. Clients whose initial goal was weight loss, however, provide yet another opportunity for physicians to offer holistic, full-body wellness, as clients come in seeking procedures that will make them look and feel the way they intended.

Dr. Brissett goes on to say that GLP-1 use is one of the current areas of research he's been conducting within his research department. According to Brissett, it's not just being able to recognize that there is volume loss, but rating it, grading it, categorizing it, and determining how these GLP-1's are affecting clients. He says physicians should research the trend to better serve their clients, as he sees use of the gut hormone medication expanding.

"I think that we need to better understand how these GLP-1's and other weight loss related medicines and aspects are impacting facial appearance," Dr. Brissett says. "Flashback to the early 2000s when patients were started on protease inhibitors that had HIV, they had significant amounts of volume loss in their face, and that was a hallmark for patients that were undergoing HIV treatment. In fact, my group was one of the initial groups to create a grading scale to evaluate and treat these patients. My speculation is going to be that there will be ongoing volume loss in the in the face of significant weight loss, and we're going to need to be able to manage that, and that's why we see an increase in fat transfer in many ways, in order to camouflage and help to enhance the appearance in this scenario."

On a larger scale, Dr. Brissett sees a more permanent shift toward surgical volume restoration as weight-loss medications become long-term lifestyle treatments.

"I think that fat grafting ends up being just one option within the armamentarium of volumization," says Dr. Brissett. "Fat grafting has a lot of advantages, but there's also some downsides as well. The technology in relationship to fillers has certainly expanded over the years as well.

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So I think that there's going to be a place for both of those types of treatments. But the key, again, is to have judgment and experience and determine who is going to be the best patient to be able to receive the appropriate type of intervention as well."

The Expanding Male Patient Base

Another trend facial plastic surgeons have been witnessing is the rise of the 'brotox', as the gender gap is narrowing across many procedures.

"I do identify that men are approaching the consultation differently. They're oftentimes more aware or less aware of what they'd like to have done. So either they're very aware, and they say, 'you know what, I don't want this turkey neck,' or, you know, 'I'm not happy with my hairline,' or, you know, 'I want my nose changed,' and they know exactly what they want done – they can sometimes be very decisive. Or there are others who come in and say, 'I know that I want something, and my partner has sent me in and I like how they're looking, so tell me what you think I might need to do, to look more youthful.' So, sometimes they don't really know. They just know that they would like to look on the outside as they feel on the outside, and they just want that to match. So it's a continum. But sometimes they're much more decisive and sometimes they're to be directed and pushed into a path that they feel is appropriate," Brissett notes.

The Holistic Aesthetic Practice

Recognition and research of how holistic aesthetics impacts procedures and treatment is only one half of the task at hand for medical aesthetic professionals. The business side – how physicians plan on incorporating skin health, lifestyle, and emotional wellbeing into a surgical consultation – is another. Dr. Brissett says it's imperative to marry the two for a lasting business model.

"We're certainly seeing a focus on health and wellness, and as it relates to the kind of longevity and the impact that can have in relationship to quality of life. And we see individuals, plastic surgeons in general, incorporating that into all aspects of their practice. I mean, we see facial plastic surgeons that develop practices that are not just facial plastic surgery but wellness and well being and spa like experience as well. We see facial plastic surgeons incorporating many aspects of wellness into their practices. So it could be skin care, it could be diet and nutrition, it could be medical spas. I think all of those aspects come together,including the micropeptides and regenerative aspects of medicine. So I think that now we're seeing, you know, an explosion of all worlds coming together in order to treat the patient holistically, even mental health.

It goes beyond appearance. Appearance is only one aspect of who we are and what we offer, and we're expanding that aspect of offerings to be more of an offering about health and wellness. Health and wellness again, come together with appearance, providing some of those aspects as well. And so it can be, we can, as facial plastic surgeons, offer more to our patients than we have, as opposed to just surgical or office based treatments. And so again, it can be diet, it can be nutrition, it can be regenerative medicine. It can be mental health and mental wellness. It can include a variety of other aspects that all come together."

Dr. Brissett says a true holistic approach takes everything into consideration – patients, health and wellness. He also says it's about looking at where patients may be in relationship to their continuum through life. "And so if they are perimenopausal, we're looking at where they are in terms of hormonal balance and endocrine if we're also looking at some unique aspects in relationship to skin care and optimizing, and not just optimizing, but also creating unique treatments that are catered towards their unique skin types and skin care needs. Additionally, we are looking at options that might be non surgical within the office that allow for not just correction, but also prevention as well as maintenance," he says.

Technology & AI-Driven Personalization

When asked to look ahead five or 10 years as to what will define the next era of facial plastic surgery, Dr. Brissett says to look at automation and personalized care.

"I think that technology is going to be where we move in the future. I think that artificial intelligence is going to have a huge role in terms of who we are and what we offer patients. And I think that customizable healthcare, customizable rejuvenation, customizable skincare and other aspects are going to be able to really go in that direction very well. It's not going to be cookie cutter in relation to what patients are offered. It's going to be customizable in relationship to what their genetic predisposition may be," Dr. Brissett says.

Joshua Eferighe is the associate managing editor of *MedEsthetics.*

Image courtesy of the author

BIO-ARCHITECTURE AND THE LIGHT:

Why Photobiomodulation Is the New Foundation for Holistic Aesthetics

Dr. Jamie Bovay, DPT

Red light therapy, or photobiomodulation, is emerging as a foundational non-invasive tool in aesthetic medicine, driven by the growing intersection of longevity science and aesthetics. Its popularity is due to the treatment's ability to support cellular health, with some clinicians championing it for both skin health and recovery. According to Dr. Bovay, a physical therapist specializing in longevity and performance, the treatment's profound effects begin at the cellular level.

Dr Jamie Bovay, DPT and owner of KinetikChain Denver Physical Therapy and Unstoppable Red Light Health and Wellness. His facility integrates red light therapy to support cellular health, reduce inflammation, speed tissue healing, and patients using regular sessions report faster recovery, improved sleep, mood, energy, and athletic performance.

"In my practice we look at the body through the lens of Bio-Architecture. Many people view "aesthetics" as a surface-level pursuit, but as a physical therapist focused on longevity, I know that what happens on the surface is simply a reflection of the cellular integrity within the body. This is why non-invasive therapies like red light therapy (RLT)—or photobiomodulation—have moved from the athletic training room into the core of sophisticated skin and longevity routines," Dr. Bovay writes.

Rad Dr. Bovay's full assessment of the treatment and how his practice has responded to the growing trend.

Intro by Joshua Eferighe

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Non-invasive devices allow for "pre-juvenation"—building a biological 401k for the skin.

The Cellular Intersection: Recovery Meets Aesthetics

The overlap between athletic recovery and aesthetic skin health is found within our cells, and more specifically within the mitochondria, which are the powerhouse of our cells. When I use red light to treat an athlete's tendon or muscle, I am utilizing specific wavelengths (typically 630nm to 850nm) to stimulate the mithochondria, which in turn increases ATP (cellular energy) production and reduces oxidative stress—the "biological rust" that leads to both injury and aging.

For the skin, this same cellular "recharge" translates into increased collagen production and improved fibroblast activity that leads to less wrinkles and tighter looking skin. I like to say that what we do in physical therapy works on the body from the outside in, whereas what we are doing with red light works on the body from the inside out. We aren't just "fixing" a symptom; we are upgrading the cell's ability to repair itself. Whether you are recovering from a marathon or a sunburn, the underlying requirement is the same: cellular energy and reduced inflammation.

The Shift Toward Device-Based Wellness

Patients are increasingly gravitating toward less invasive treatments like RLT before considering invasive cosmetic procedures because they are looking for whole body health, fewer potential downsides, and greater convenience. Since RLT performs all these functions and allows many additional health benefits it is being used more and more. Modern patients are savvy; they understand that a facelift on a tired body doesn't yield the same results as a body that is structurally and cellularly sound all over, as well as looks great.

Non-invasive devices allow for "pre-juvenation"—building a biological 401k for the skin. By addressing the vascular highway and inflammation through light therapy, patients can delay or even avoid more aggressive interventions.

Protocols for the 100-Year Body

In a longevity-focused routine, consistency beats intensity. For my patients, red light therapy is treated as a maintenance habit, much like Zone 2 cardio or strength training.

- Frequency: 3–5 sessions per week.
- Duration: 10–20 minutes, depending on the irradiance (light power) of the device.
- Integration: Many of our high-performers incorporate RLT into their morning routine—pairing it with nasal breathing to shift the nervous system into a parasympathetic (repair) state.

Final Takeaway

The future of aesthetics is holistic and preventative. By utilizing light-based therapies as well as general improvements in health and wellness, we aren't just chasing a glow; we are engineering a more resilient, structurally sound body. When you solve for cellular health, the aesthetic benefits become an inevitable byproduct of a body that is built to last.



Dr. Jamie Bovay, DPT, is the owner of KinetikChain Denver Physical Therapy and Unstoppable Red Light Health and Wellness. His clinics integrate red light therapy to support cellular health, reduce inflammation, and accelerate tissue healing. Patients report faster recovery, better sleep, improved mood and energy, and enhanced athletic performance.

Bovay helps high-performers engineer a "100-Year Body." As a Physical Therapist and longevity specialist, he focuses on Bio-Architecture—building a body that thrives into its eighth, ninth, and tenth decades. He is the founder of KinetikChain and author of *Adding Insight to Injury*, moving beyond conventional health advice to address the mechanical and systemic "invisible risks" that accelerate aging.

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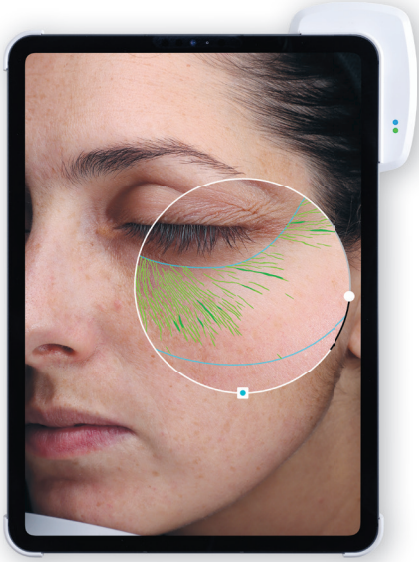

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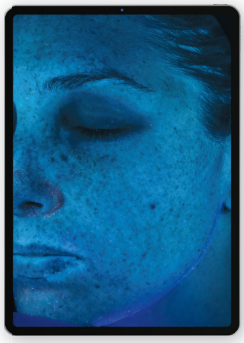

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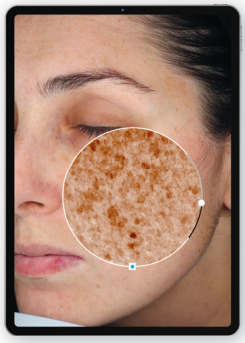

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HOLISTIC AESTHETICS AND THE SHIFT TOWARD FACIAL HARMONY

Dr. Vishal Patel BDS MSc provides Op-ed on natural results

How "Natural Results" Have Evolved

The definition of natural results has shifted considerably in the last five years.

Aesthetic success was once measured by visible enhancement. Larger lips, pronounced cheek projection, and strong contouring were frequently requested in plastic surgery's inception, leading to what is now seen as overdone procedures. Like hair in the '80s, everything was done big. It's how lip fillers became referred to as "duck lips", how over-plucked eyebrows became known as "scream brows," and how heavy contouring earned the nickname "clown cheeks".

Today, the most successful aesthetic treatments are often the ones people cannot detect: A phase III clinical study published in the Journal of Cosmetic Dermatology indicated that proceeding onabotulinumtoxinA (Botox Cosmetic) treatment, approximately 90.5% of patients reported high satisfaction with the natural appearance of their results. Additionally, over 80% of these patients maintained this high level of satisfaction with their natural-looking results throughout the 12-month period[2].

To put it simply, patients are now arriving to consultations with a different vocabulary. They say things like: "I just want to look like myself but well rested." Or: "People keep telling me I look great, but they can't figure out why." That, in essence, is the new benchmark.

This means medspa owners and physicians alike must meet clients where they're at presently and adopt a more nuanced understanding of facial ageing. This means seeing ageing as more than the evidence of wrinkles but as a structural process involving bone remodeling, ligament laxity, redistribution of fat compartments, and gradual changes in skin quality. Each of these age at its own pace and require measured and tailored responses.

Subtle interventions tend to produce the most natural results. Rather than aggressively amplifying a single area, clinicians are increasingly focused on restoring proportion, balance, and skin vitality. The face is treated not as a collection of features, but as an integrated whole.

Preventative Aesthetics and the Younger Patient

Another noticeable shift is that patients are entering aesthetic care earlier.

Many people in their late twenties and early thirties are now exploring preventative strategies: conservative neuromodulator use, collagen-stimulating treatments, and medical-grade skincare. According to recent surveys, a growing number of facial plastic surgeons report an increase in patients under thirty seeking cosmetic procedures or injectables[1].

This reflects a broader cultural shift toward longevity and preventative medicine. Patients are more aware than ever of the lifestyle factors that influence ageing; sleep quality, stress management, diet, and environmental exposures. They understand that glowing skin reflects metabolic health, and that calm eyes reflect a regulated nervous system.

However, the rise of preventative aesthetics also requires careful ethical judgement.

There is a difference between informed choice and social pressure. Clinicians must ensure treatments are driven by genuine patient motivation rather than algorithm driven anxiety or filtered selfies. A thoughtful consultation should explore not only clinical goals but also emotional wellbeing and the patient's understanding of normal ageing.



Rather than enhancing isolated features, clinicians are looking at the face as an integrated structure

Preventative care should not mean doing more treatments. It should mean choosing the right interventions at the right time and sometimes choosing nothing at all.

"We are moving away from treating isolated features and toward treating the face as an integrated biological system. Skin, bone structure, fat compartments, and lifestyle all influence aesthetic outcomes."

Integration: Where Surgery, Devices, and Regeneratives Meet

Holistic aesthetics is also reshaping how treatment plans are structured.

Rather than choosing between surgical and non-surgical approaches, clinicians increasingly combine them in thoughtful sequences. Surgery may address deeper structural ageing lifting and repositioning tissues that have descended over time. Energy based devices then refine skin texture and stimulate collagen. Regenerative treatments support long-term tissue health from within[4].

Platelet-rich plasma (PRP), exosomes, collagen-stimulating biostimulators, and laser resurfacing are increasingly used alongside traditional procedures to improve skin thickness, elasticity, and radiance. This layered strategy often allows for more refined outcomes and can reduce the need for aggressive intervention.

There is artistry in this sequencing. Knowing when to treat, when to wait, and how different modalities interact requires experience and restraint. The goal is not to do everything, but to do what is necessary and nothing more.

Patients sense this approach. They appreciate when a clinician recommends fewer treatments, longer intervals, or simply time. Trust, after all, is the foundation of any lasting therapeutic relationship.

The GLP-1 Revolution and Facial Volume Changes

No discussion of modern aesthetics would be complete without addressing the rapid rise of GLP-1 weight-loss medications.

Significant weight loss can lead to noticeable reductions in facial fat, particularly in the midface and temple regions. Recent surveys indicate that a majority of facial plastic surgeons have seen an increase in patients seeking treatment related to rapid weight loss—a significant jump from previous years[1].

While these medications offer important metabolic benefits, they can accelerate the appearance of facial volume loss and, in some cases, premature ageing. The phenomenon popularly known as "Ozempic face" reflects genuine physiological changes: when fat diminishes rapidly, underlying structures become more prominent, and skin may appear looser.

In these cases, aesthetic treatment must focus on restoring structural balance while maintaining a natural appearance. Fat grafting, biostimulatory agents, and hyaluronic acid fillers each have a role, depending on the patient's goals and anatomy. Timing also matters: early intervention, before significant laxity develops, offers non-surgical options a realistic chance of success[3].

Yet here too, clinical nuance is essential. Some patients welcome a leaner, more angular appearance and are unbothered by findings a clinician might instinctively want to correct. The essential question remains simple but powerful: *What bothers you?* That single question should guide every treatment decision.

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The Return to Facial Harmony

Perhaps the most meaningful shift in modern aesthetics is the renewed focus on facial harmony.

Rather than enhancing isolated features, clinicians are looking at the face as an integrated structure; forehead, midface, jawline, and skin quality working together. A face that appears balanced, healthy, and expressive is almost always perceived as more attractive than one that has simply been augmented.

This understanding has deep roots. Across cultures and centuries, human beings have consistently rated faces as more attractive when features are in proportion to one another. Chin projection affects how the nose is perceived; jawline definition influences how the neck ages; temple volume shapes how the eyes appear. Everything connects.

Interestingly, consultations are also revealing broader psychological motivations. Many patients are seeking confidence and alignment with their identity rather than dramatic cosmetic change. They want to feel like themselves just more fully expressed.

I remember a gentleman in his early fifties who arrived with a list of concerns. After twenty minutes of conversation, he paused and said quietly: "The truth is, I just don't recognize the person in the mirror anymore." That moment stays with me because it wasn't about vanity. It was about disconnection. And that, I think, is what many patients are really trying to resolve.

Male patients in particular are increasingly entering aesthetic care, often requesting subtle refinement rather than obvious enhancement. Research suggests men care more about looking less tired and remaining competitive professionally than achieving idealized features. Many arrive after watching someone in their life transform and reclaim their confidence[1].

The gender divide is narrowing across multiple procedures, and that trend is likely to continue.

Many patients are seeking confidence and alignment with their identity rather than dramatic cosmetic change.



Image by JENOCHE at Adobe Stock; courtesy of the author

What Endures

Ultimately, the future of aesthetics may be less about altering appearance and more about supporting overall wellbeing.

A person who sleeps well, exercises regularly, manages stress, and receives thoughtful aesthetic care will almost always look healthier than someone relying solely on cosmetic procedures. This is not speculation; it is biology. The skin reflects what is happening internally. Inflammation, hormonal imbalance, and chronic stress all leave their marks.

The most compelling aesthetic outcome today is not a perfectly altered face.

It is a person who looks vital, balanced, and completely comfortable in their own skin.

Someone who moves through the world with ease, whose face reflects their life experience without apology, whose presence feels warm rather than performed. That is what patients are truly seeking not youth preserved in amber, but vitality expressed fully.

And that, I believe, is the most hopeful direction aesthetic medicine could take.

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Dr Vishal Patel is a dentist with a Master's in Restorative and Aesthetic Dentistry and advanced training in facial aesthetics from the Harley Academy and IFAAS. With over 20 years of experience, he founded Dental & Wellness in Islington, London where he combines injectables, laser treatments, and holistic wellness to deliver natural, patient-centred results.



MENOPAUSE GOES MAINSTREAM:

A New Era of Aesthetic and Hormone Care

by Joshua Eferighe

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Cultural normalization, patient advocacy, subtle preventative approaches

Menopause treatment has never been as prevalent in aesthetic medicine as it is today. While visible signs of aging, like wrinkles, laxity, and thinning skin, have always been the focal point for physicians, the intention of hormonal treatment has been seen and handled separately until now.

According to the AAFPRS 2025 study, 45% of facial plastic surgeons report they're seeing more patients come in for menopause or perimenopause aesthetic treatments — a significant rise from 28% the year prior[1]. It's an uptick some industry professionals say is a result of a larger societal pivot.

"For decades menopause was minimized or medicalized in a way that left many women feeling dismissed," Kate Bache tells *MedEsthetics*. Bache is the founder of Health & Her and Chief Innovation & Marketing Officer of Venture Life. Health & Her is an organization that aims to empower women to take control of their menopausal health. "What's changed is a broader cultural shift towards women advocating for better health outcomes across midlife. Social media, workplace menopause policies, improved medical education, and high-profile voices sharing lived experience have all helped normalize the conversation. Importantly, menopause is no longer framed as a niche issue, but as a universal life stage that affects wellbeing, confidence, and long term health," Bache said.

Post-Black Box – Regulatory change, hormone therapy adoption, longevity medicine

The medical landscape is also undergoing a major transition thanks to new regulatory developments. In February 2026, the U.S. Food and Drug Administration officially removed black box warnings on certain hormone therapies, ending a long-standing era of medical caution regarding menopausal treatment[2]. Many med spa professionals believe the move is revolutionary in that it may normalize hormone optimization as part of long-term health management.

"The FDA's February 2026 removal of those outdated black box warnings has been huge," Dr. Hema Jonnalagadda, a founding physician at Advocare Montgomery Gynecology, Plymouth Meeting, PA. tells *MedEsthetics*. "It lets us start earlier to protect facial fat distribution, skin thickness, and blood flow. Patients see better hydration and elasticity, so fillers and biostimulators last longer and we often need less volume overall for great regenerative results."

These changes are transforming how aesthetic practitioners view menopausal patient care, shifting concentration from solely cosmetic interventions to a more integrated approach that addresses the underlying biology of aging."



Clinicians can combine internal optimization with precise, preventative aesthetic interventions to slow age-related tissue changes.

"Skin aging during menopause is influenced by multiple factors including hormones, metabolic health, inflammation, sleep quality, and nutrition," double board-certified OBGYN and gynecologic oncologist, Dr. Lorna A. Brudie adds. "Aesthetic care often incorporates lifestyle strategies such as resistance training, adequate protein intake, stress management, and medical-grade skincare to support the skin barrier and collagen production," Brudie continued. This more holistic framework is increasingly resonating with patients who want subtle, sustainable improvements rather than dramatic aesthetic transformations. "When internal health and external treatments are aligned, patients tend to achieve more natural and sustainable aesthetic outcomes," Dr. Brudie adds.

With hormone therapies now safer and more widely adopted, clinicians can combine internal optimization with precise, preventative aesthetic interventions to slow age-related tissue changes.

Preventative & Age-Stratified Aesthetics – Microdosed neurotoxins, RF, sculpting, skin boosters

Aesthetic practitioners have taken heed to the industry's growing awareness around menopause-related changes, shifting from a reactive model to one focused on early interventions. As a response, health professionals are increasingly emphasizing biological therapies, like peptides, that improve skin health and structural integrity over time[3]. Many providers are also expanding treatment conversations to include lifestyle and metabolic factors that influence how the body ages.

"Microdosing neuromodulators and prioritizing biostimulation allows us to slow visible aging without dramatically altering facial identity," Caroline Stogner, a PA-C, Board-Certified PA & Advanced Aesthetic Injector says. "I'm using more collagen-stimulating injectables and energy-based devices to support tissue quality, especially in patients navigating hormonal decline," she continued. Caroline is not the only one.

"These tools are game-changers for my menopausal patients: low-dose neuromodulators smooth lines subtly, fractional RF and skin boosters rebuild collagen gently, and sculpting like HIFEM or cryolipolysis targets laxity without drama. They fit perfectly into staged, low-downtime prevention that keeps results natural and sustainable as hormones shift," said Dr. Jonnalagadda.

Dr. Soma Mandal, the medical director at Women's Health, tells MedEsthetics she's witnessed much of the same. "I'm seeing growing interest in subtle, preventative approaches rather than dramatic corrections. Microdosed neuromodulators and conservative volumization help maintain structure while preserving natural expression. Energy-based devices such as radiofrequency treatments and collagen-stimulating procedures are particularly helpful during perimenopause and early menopause, when collagen loss begins to accelerate," Dr. Soma Mandal said.

Other physicians are noticing the same, highlighting a growing focus in maintaining tissue health before more noticeable changes emerge. "Preventative aesthetic care now focuses on maintaining tissue health through smaller, more precise interventions delivered earlier. Technologies such as radiofrequency and skin boosters can stimulate collagen and improve dermal hydration, allowing us to preserve skin structure over time rather than trying to correct more advanced changes later," Dr. Brudie says. "By pairing these minimally invasive interventions with broader

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lifestyle and wellness strategies, clinicians can offer patients a truly integrated approach to aging gracefully."

Holistic & Emotional Dimensions – Lifestyle integration, botanical + medical-grade products

Beyond procedures and devices, menopause is an all-encompassing experience. That's why patients are looking for strategies that support overall wellbeing as much as skin health. In response, clinicians are increasingly integrating lifestyle guidance, like nutrition, exercise, and targeted botanical or medical-grade products alongside aesthetic treatments.

This holistic approach addresses both internal health and external results, helping patients maintain hydration, elasticity, and confidence while navigating hormonal changes.

"Menopause is a whole-body transition, so I encourage patients to think beyond procedures. Strength training, adequate protein intake, sleep optimization, and stress management meaningfully affect skin and body composition. Barrier-supportive skincare and thoughtfully selected botanical products can also help address the dryness and sensitivity many women experience at this stage," says Dr. Mandal.



Patients are looking for support in nutrition, exercise, and targeted botanical or medical-grade products alongside aesthetic treatments.







Menopausal care today is about bridging the gap between internal health and aesthetic results. This approach helps patients maintain vibrant, resilient skin and renewed confidence through every hormonal shift.

"Concentrating on the gut microbiome is imperative at all stages in life. Everyone needs 6 glasses of water, 8 hours of sleep, a multivitamin, a probiotic, no sugar, no dairy, daily exercise including weight bearing exercise and breath work for beautiful skin as well as maximum body functioning," said Purvisha Patel, MD, board-certified dermatologist and Mohs surgeon.

Other clinicians say lifestyle and metabolic health play a similarly critical role in how skin ages during menopause. "Skin aging during menopause is influenced by multiple factors including hormones, metabolic health, inflammation, sleep quality, and nutrition. For that reason, aesthetic care

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often incorporates lifestyle strategies such as resistance training, adequate protein intake, stress management, and medical-grade skincare to support the skin barrier and collagen production. When internal health and external treatments are aligned, patients tend to achieve more natural and sustainable aesthetic outcomes," added Dr. Brudie.

Mariana Vergara, NP-C is an aesthetics medicine expert in Beverly Hills who has worked with countless women, including Eva Mendes and Miranda Kerr and her cousin, Sofia Vergara.

According to Vergara, as we age, our skin barrier becomes weaker which leads to dryness and irritation. Additionally, our cell turnover is slower, leading to the accumulation of more dead skin cells and causing the skin to appear more dull. While a weaker skin barrier comes with age, she says a routine as simple as as moisturizing with products that have true ingredients like ceramides and hyaluronic acid is the key.

"Moisturize daily with these basic ingredients, which will help replenish the oils and bring moisture to the skin," says Mariana. Vergara also emphasizes that SPF should be worn daily to prevent UV damage, which can further weaken the skin barrier and that combinding a good at-home skincare routine with medical grade treatments is ideal for further skin barrier repair and to help stimulate collagen. "While aging is beautiful, it is possible to slow some of the visible signs of aging should one choose to go that route. Treatments like dermal fillers and skin boosters can give your skin a youthful appearance and contour and energy-based devices like lasers can be done to maintain the texture of the skin, to control the inflammation and to address pigmentation problems over time," Vergara continued.

Menopausal aesthetics isn't just a trend in aesthetic medicine, it's fundamentally reshaping how we approach aging. As the research continues to strengthen and the stigma continues to disappears, expect to see clinics follow suite. ME

Joshua Eferighe is the associate managing editor of *MedEsthetics.*

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FROM THE OPERATING ROOM TO THE PRACTICE: WHY SURGEON LEADERSHIP MATTERS

By Dr. Sybile Val, Board-Certified Plastic Surgeon, ARTISAN – Member Surgeon, Olympus Cosmetic Group

For many women, confidence changes over time. Pregnancy, weight loss, stress, and simply getting older can all change how we see ourselves, sometimes in ways we do not recognize. As a board-certified plastic surgeon in Atlanta, I have spent years caring for women at every stage of life. What I have learned is that plastic surgery is not about chasing perfection. It is about helping women feel like themselves again, whether that means restoring their body after childbirth, addressing changes after weight loss, or choosing subtle, non-surgical treatments that help them feel renewed.



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My role is to perform procedures, but more importantly, to listen, guide, and support women in making choices that feel right for them. That mindset shapes how I care for my patients and the standards I bring to my work every day.

As more women feel empowered to prioritize themselves, demand for aesthetic care has accelerated in ways few of us could have predicted. Women today are making thoughtful, informed decisions about how they want to look and feel at different stages of life. What was once whispered about is now openly discussed, researched, and approached with intention. This mindset shift has meaningfully reshaped the plastic surgery landscape.

Across the globe, the cosmetic surgery market is projected to grow from roughly $85.83 billion in 2025 to more than $160 billion by 2034, with North America accounting for approximately 36 percent of that growth. In 2024 alone, plastic surgeons performed more than 17.4 million surgical and 20.5 million non-surgical procedures worldwide, with nearly 1.6 million cosmetic surgeries and 28.5 million minimally invasive treatments performed in the United States.

This level of growth reflects women's increasing willingness to invest in themselves — but it also raises an important question for those of us inside the operating room: how do we meet rising demand without compromising safety, artistry, or the patient-physician relationship that defines high-quality plastic surgery?

The Power of Female Leadership & Collective Wisdom

Within our practice, leadership isn't defined by a single person, but by the strength of a team. At ARTISAN, I have the privilege of working alongside talented female surgeons who bring diverse experiences and perspectives. This collective leadership ensures that decisions are grounded in shared values and that our patients always benefit from a multifaceted approach. Being part of a broader surgeon-led group like Olympus Cosmetic Group means we can collaborate at a level that would be hard to achieve in a standalone practice. We share best practices, consult each other on complex cases, and coordinate resources to maintain the highest standards of care. That synergy — strong leadership within a larger network of surgeons — allows us to innovate and support one another while keeping the patient at the center.

Research underscores the importance of surgeons having a meaningful voice in shaping their practice environment. A recent study found that surgeon-led organizations achieve notably higher patient-experience ratings compared with those led by non-physicians. The message for us is clear: when surgeons — particularly women who understand their patients' unique needs — work together, quality, morale, and efficiency all improve.

My colleagues and I bring rigorous training and ethical standards to every procedure, but excellence in patient care depends on more than credentials alone. It requires continuous dialogue, shared accountability, and the willingness to challenge one another in pursuit of better outcomes. Through the Artisan–Olympus partnership, regular case reviews and shared continuing-education sessions allow us to refine techniques, pressure-test decisions, and stay ahead of evolving best practices. For patients, that means their surgeon is not only qualified, but supported by a trusted network of peers who hold each

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other to the same high standards. This structure preserves autonomy in the operating room while strengthening the judgment behind every recommendation.

Scaling Thoughtfully, Without Losing the Human Touch

Clinical skill alone does not guarantee a thriving practice. At Artisan, our female-led leadership team invests in systems that free surgeons to focus on patients: digital consults, streamlined scheduling, transparent workflows, and a data platform shared with our Olympus peers. We track patient satisfaction scores, time-to-treatment, and follow-up compliance across all partner practices. This collective data allows us to see which innovations are working and where adjustments are needed. When a surge in eyelid surgeries and liposuction among younger women emerged, we coordinated with other surgeons in our network to meet demand safely and efficiently. Having a shared operating system enables us to deliver personalized care at scale without compromising quality.

Independence should not mean isolation. In our network, surgeons, anesthesiologists, nurses, and aesthetic specialists all contribute to an empowering culture. We celebrate successes, address complications, and innovate together. Peer-to-peer collaboration accelerates learning and prevents avoidable mistakes. Studies show that surgeon satisfaction is highest when they feel autonomous yet supported, have a voice in decision-making, and have access to necessary resources. By sharing leadership responsibilities across a female-led team and staying connected to the larger Olympus community, we ensure that every patient benefits from a deep well of knowledge and experience. This unified culture is good for morale, but more importantly, it's a strategic advantage that attracts top talent and fosters long-term resilience.

Meeting Patients Where They Are

True growth requires adapting to local market dynamics and patient expectations. While North America's leadership in plastic surgery reflects advanced infrastructure and cultural acceptance, every community has its own pace and its own needs.

In Atlanta, many of my patients are busy professionals balancing careers, families, and full lives. They want to look refreshed and confident without feeling "overdone." Others are mothers hoping to reconnect with their bodies after childbirth or women celebrating significant weight loss and the journey it represents. What they share is not a desire for perfection, but a desire to feel confident and at peace in their own skin. I believe aging gracefully requires intention and a thoughtful plan — one rooted in listening, trust, and personalization.

The aesthetic surgery landscape will continue to evolve, but the heart of the work remains unchanged. Physician-led, board-certified practices consistently deliver stronger outcomes and deeper trust because they prioritize people over volume. At its core, aesthetic surgery focuses on restoring confidence, honoring personal journeys, and helping patients feel like themselves again. ME



Dr. Val is a Castle Connolly Top Doctor and has spent more than a decade caring for women at every stage of life. Her approach blends surgical expertise with a strong emphasis on trust, personalization, and long-term patient relationships.

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TWEAKMENTS HERE TO STAY? EXPERTS WEIGH IN ON THE SHIFT FROM CORRECTIVE TO PREVENTIVE

by Joshua Eferighe

MedEsthetics talked to expert plastic surgeons and med spa professionals across the country to give more insight to this shift for insight on how they're confronting the industry change.

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The beauty industry's growing interest in holistic care has not only been evidenced by client investment in more meaningful wellness practices — like intergrating diet and nutrition into skin regime pactices or stress and cortisol management, to name a few — but in how treatments are approached: Nationwide facial procedures have risen with request for less invasive procedures.

According to the American Academy of Facial Plastic and Reconstructive Surgery (AAFPRS) there's an almost 20% increase in patients seeking facial rejuvenation procedures. The study also found that non-invasive treatments accounted for 80% of all procedures. From laser facials and sculpting RF sessions to neurotoxins, fillers, and neuromodulators, clients are booking treatments that have less skin disruption, downtime, and recovery. It's a shift from corrective interventions to preventative, minimally invasive maintenance or "tweakments" as they've been called.

The AAFPRS reports that "tweakments" are trending among the Gen Z populations, with 75% of facial plastic surgeons reporting an increase in demand from clients under 30-years-old. The report goes on to suggest that these minimally invasive treatments can provide lower health risks post-operation, resulting in shorter recovery times and a boost in a patient's mental health, as opposed to traditional cosmetic surgeries which often lead to extended hospital stays. This not only heightens postoperative risks but boosts patients' mental health. Board-certified dermatologist, Dr. Roberta Del Campo says her clients at Skin Laundry are investing in these frequent non-invasive treatments that target collagen stimulation and strengthen the skin barrier. According to Dr. Campo there's been an uptick in preventative neuromodulators, like microdosing "SkinTox" regimes for pore refinement and glass skin glow and the use of peptides, exosomes, and PDRN boosters layered into maintenance treatments.

MedEsthetics talked to expert plastic surgeons and med spa professionals across the country to give more insight to this shift for insight on how they're confronting the industry change.

Rise of Preventative Aesthetics

Dr. Eleonora Fedonenko of Laser Skin Care in Los Angeles has been in medicine for nearly thirty years and practiced internal medicine before specializing in cosmetic dermatology. She says the biggest change she's seen are in patients who no longer walk in with the deadline of an event.

"They schedule standing appointments each month the same way they would schedule a dental cleaning. Low-downtime laser resurfacing and RF sculpting rebuild the collagen slowly and it's this slow accumulation that helps keep skin firm rather than one





A 2024 AAFRPS report states that non-invasive treatments accounted for 80% of all procedures.

aggressive session that leaves you hiding at home for a week," she says.

Doctors on the east coast are also witnessing a change in patient behavior. "Most patients I see in Morristown are not chasing perfection. They're chasing familiarity and confidence," says Dr. Joni Jefferson. Dr. Jefferson is a medical director and owner of the Jersey-based med spa Zen Aesthetics. "Subtle, well-planned aesthetic treatments respect a person's natural structure and expressions. That preserves the sense of self, which is critical for emotional well-being. Overly aggressive or dramatic changes can create a disconnect—patients may look better on paper but feel less like themselves," Dr. Jefferson says.

Shawna Chrisman, who is a nurse practitioner and the founder of Destination Aesthetics Medical Spa, has also been seeing an uptick in preventative treatment.

"The services we're able to offer patients from a non-invasive, non surgical option, has just really, truly evolved within a five year period," Shawna says. She goes on to say that, in the past, the industry was hyper focused on things like baby botox, noting that the term prejuvenation was buzzing. Today, she's noticed that the term has been largely abandoned because people are just more proactive.

"Now it's just preventative wellness and healthcare medicine, meaning we're focusing more on the inside. So treatments that might be defined as getting hormone replacement therapy, and it could just be with one hormone, versus what people would maybe say just an external feature that they like to tweak. So now it's like almost an internal tweak, because we know more about gut health. We know there's an integration of peptides, which is really hot right now. So the word tweakments has really evolved in internal and external treatments, whereas before, it just used to be external treatments, Chrisman continues."

Science Behind the Glow – Collagen, Peptides, Exosomes, Microdosing Neuromodulators

Peptides are fundamental building blocks in the make-up of crucial body proteins, like collagen and elastin. These short chain amino acids play important roles in cellular signaling, hormone regulation and tissue repair. Found in foods and produced naturally by our bodies, they've become popular in the beauty industry to boost skin firmness and in medicine for muscle growth and metabolism.

Marsha Amelina is the founder of Visage Sculpture—a cosmetic clinic in Boston focusing on non-surgical face shaping. She also the inventor of MesoLyft — a line of clean, concentrated serums paired with a gentle micro-

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needling applicator that allows the products, like peptides, to penetrate faster and deeper.

Amelina tells *MedEsthetics* peptides have "been around forever" and work by penetrating the skin. She also compares the effect of peptides on the skin to how a hair conditioner works on hair, saying they instantly make the skin "supple," "silky smooth," and "hydrated".

"I'm excited about peptides, I think it's such an interesting area," Marsha says. "There are peptides that heal you from the inside. There are peptides that make you young forever. There are peptides that help you deal with hormonal changes like epitalon; and the coolest thing I'm excited about is patches. Nobody likes injections and it's so hard to sustain. It's hard to go to a spa and let someone inject you once a week. I personally wouldn't want to. I don't even want to inject myself once a week. I don't see this happening for the rest of my very long happy life. But a patch, I would put a patch somewhere on my neck or somewhere in my body. So those teeny tiny needles that Mesolyft has in its applicator, they're incorporated into some patches and once they're on your skin, they help transdermal delivery of the drug or peptide," Marsha explains.

Exosomes are tiny vesicles that facilitate cell communication and transport various molecules, including growth factors and proteins. NYC Board-Certified Dermatologist Dr. Michele Green says that, like peptides, exosomes are vital in skin rejuvenation as they promote cellular repair, reduce inflammation, and enhancing overall skin texture. "By delivering these beneficial compounds directly to skin cells, exosomes can significantly accelerate healing and improve skin tone," Dr. Green said.

Similarly, Polydeoxyribonucleotide (PDRN), which is a DNA-based regenerative compound derived from salmon sperm, promotes tissue regeneration and hydration. It does this by stimulating the production of collagen and elastin, which are essential for maintaining skin structure and firmness. This treatment not only aids in healing damaged skin but also helps maintain moisture levels, resulting in a plumper, more hydrated look.

Dr. Green warns, however, that not all supplements are the same. "While these treatments are gaining popularity, it is important to note that certain peptides are FDA-approved, whereas exosomes and PDRN are not FDA-approved. When seeking skin care treatments, it is best to consult a board-certified dermatologist to ensure safety and efficacy," she says.

"More clients are stepping away from obvious volume and choosing softer, more refined results, even if that means dissolving previous work. It's no longer about

Minimally invasive treatments can provide lower health risks post-operation.



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Practices are already becoming more intentional about what they stock and recommend.

looking enhanced, but about looking like yourself on your best day," Dr. Green says.

"This shift shows that true aesthetics is not about how much we can add, but how subtly we can enhance. Sometimes that starts with taking a step back," Anastasia Korchacha, an aesthetician at Fam Beauty London and Fresha partner, added.

Device-Driven Maintenance – Nanofractional RF, Multi-Polar RF + PEMF sculpting, comparative efficacy

Much like Marsha's Mesolyft, technologies are more organic based and barrier-friendly as post-procedure recovery becomes a point of emphasis for the med spa industry.

"I'm seeing a growing shift toward cleaner, barrier-friendly formulations that prioritize calming ingredients, microbiome support and skin barrier repair, " Marlee Bruno, MMS, PA-C, of Mind Body & Soul Medical, tells *MedEsthetics*. "When the skin is recovering from an advanced treatment, the goal is to minimize unnecessary irritation while optimizing healing and results. Bio-derived and physiologically compatible topicals are becoming a much larger part of post-treatment protocols because they help the skin recover faster, maintain its integrity and ultimately enhance the overall outcome of the procedure."

"Yeah, devices will always be a foundational platform to in the field of esthetics, there are more and more devices that are coming out that create amazing outcomes with less downtime than before," Chrisman notes in agreement. "We all kind of grew up with the big CO two lasers — I mean, 24/7 vinegar soaks and all of these things. Well, now we have technology that can give really similar outcomes with much less downtime."

"It's very important to understand the science behind it," Marsha adds. There are devices like NuFace that use microcurrent that stimulate muscle contraction and they train your face to be contracted and lifted. Does it work? Again, I've seen some of my clients do it, so clinically I've seen it work, but you have to use it every day. There are devices that heat your skin and there's many ways of doing it: There's home lasers and then there's some lasers in the office where you pay a lot more money, but it's a bit more painful and you get a little bit more redness but faster results that uses heat and it's different type of wavelength. There's infrared; there's a near infrared and there's red light — It's a lot of information," she says.

"Tik-Tok has been a huge influence, especially to the younger generation. I would say," Chrisman says. "They're coming into our office specifically asking for services and retail products by brand name based on what they've seen influencers use, or what they've seen advertised, and kind of what's in their algorithm."

Dr. Jefferson has her clientele broken down to a science, telling *MedEsthetics* she starts with anatomy and priorities, not with the device.

During a consultation at she looks at:

- **Nanofractional RF:** "I use this for patients who need texture improvement, mild tightening, and pore refinement, especially if I want to avoid the risks and downtime ofmore aggressive lasers. It's great for acne scarring, crepiness, and early to moderate collagen loss."
- **Multi-polar RF + PEMF sculpting:** "I reach for this when the main concern is mild to moderate laxity, contour softening, or early jowling. Multi-polar RF heats the tissue to stimulate collagen, while PEMF (pulsed electromagnetic fields) helps with circulation and cellular activity. It's ideal for patients who want firming and contour support without surgery."

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- **Laser resurfacing:** "I consider lasers when there is a strong component of sun damage, pigment, fine lines, or more pronounced texture issues—especially around the eyes and mouth. I choose the specific laser and intensity based on skin tone and how much downtime a patient can realistically tolerate. Often the "right" choice is a sequence or combination over time rather than one device trying to do everything."

Social-Driven Subtlety

While the demand for delicate refined and nuanced procedures is a response to the excessive, overdone practices in the past, there has also been a cultural shift socially that has played a part as well. Patients today are navigating a real-time juxtaposition: They want improvement, only unnoticeable. The appeal is a result of a growing emphasis on moderation — an aesthetic adherence not only shaped by medical guidance but by the powerful influence of social media.

"Social media is a double-edged sword. On one hand, it can create unrealistic expectations—filters, editing, and angles can make results look smoother, tighter, or more dramatic than what's possible or healthy in real life. On the other hand, it has also opened up honest conversations about subtle, maintenance-focused aesthetics," Dr. Jefferson said.

"More patients now come in understanding terms like "preventative botox," "skin cycling,"or "collagen banking." They've seen before-and-after's and are familiar with the idea of small, incremental changes over time. They're also more aware of what not to do—overfilled lips, frozen foreheads, and trend-driven procedures. In my consultations, I spend time helping patients sort through what they've seen online, clarifying what's realistic for their anatomy and age, explaining which treatments are appropriate and which are simply trends, and reframing the goal from "Instagram face" to healthy, natural, and sustainable results. When used thoughtfully, social media can be a helpful educational tool. The key is grounding those expectations in medical reality and ethical practice,"Dr. Jefferson continued.

"Beauty standards are not fixed; they constantly change, heavily influenced by social media and celebrity culture," Dr. Green says. "Currently, there is a major shift toward embracing natural beauty, with a focus on a fresh, polished look rather than heavily sculpted or overly artificial enhancements. People are increasingly seeking beauty routines that highlight their natural features rather than hide them. The rise of influencers and celebrities who celebrate their imperfections has driven this change, encouraging a more relatable, genuine approach to beauty. Additionally, the focus on wellness and self-care is a key part of this trend. Many now see beauty as a holistic sense of health that includes mental, emotional, and physical well-being, further valuing understated elegance over more theatrical corrections."

Integrating Tweakments

Today, professional, device-based treatments and daily, home-based topical skincare are not mutually exclusive. The next phase of preventative aesthetics is expected to focus on non-invasive, transdermal delivery systems, such as patches, to make the administration of peptides more sustainable and convenient for long-term use. Marsha's MesoLyft is a good example.

"I think MesoLyft is a maintenance tool. So maybe you see a provider for Botox twice a year. Maybe you see your laser provider once a year to remove the sunspots and tighten the neck and in between MesoLyft," Marsha says.

"But it doesn't substitute those skin tightening procedures. It doesn't substitute those laser procedures at a medspa. And it certainly doesn't substitute botox. It can delay the necessity for botox and lasers but I think one goes hand in hand with the other," Marsha says.

"Practices are already becoming more intentional about what they stock and recommend. In the next decade, I think we're going to see more high-performance aesthetics paired with smarter, cleaner recovery protocols. We're heading towards an era of regeneration, where the goal is to support the skin's ecosystem rather than freezing it in time," she continues.

ME

Joshua Eferighe is the associate managing editor of *MedEsthetics*.



The demand for delicate refined and nuanced procedures is also a response to a social shift culturally.

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ALEXIS LAUREN Expands Medspa Reach with Membership Model and Franchise Launch

Luxury medspa brand ALEXIS LAUREN expands its growth strategy with a new franchise model and membership program designed to drive client loyalty and recurring revenue.

Founded in 2022 by CEO Alexis Renda, beauty collective and luxury medspa ALEXIS LAUREN, has been making headlines in the medspa market with business strategy initiatives that are great case studies for wellness, and medspa operations.

On Jan. 12, the Florida-based medspa brand launched its franchise opportunity for beauty and wellness entrepreneurs, making the brand a beauty collective. The line now operates as a business model where multiple beauty and wellness professionals offer their services together under one brand or location.

The franchise model projects an average unit volume of $1.89 million per location, according to the Jan. 12 press release. With two corporate locations in the Miami area, ALEXIS LAUREN now opens it's doors to franchise partners aligned with the brand's values.

Soon after, on February 23, the ultra-luxe, female founder-led brand launched its proprietary membership-driven model called The Vault in response to the rapidly expanding medspa market. Designed to transform client loyalty into predictable, recurring revenue, The Vault goes beyond the traditional pay-per-treatment approach, introducing a structured program that strengthens long-term engagement while creating greater financial stability for franchise partners.

The Vault allows clients to deposit monthly credits to use toward any treatment or product at exclusive pricing, shifting the medspa experience from occasional visits to consistent, long-term engagement. Unlike traditional gym-style memberships where unused sessions expire, every dollar deposited into The Vault belongs to the client. Credits roll over automatically, creating what the brand calls "a self-care bank for your skin."

"Listening to our clients, we've discovered that wellness and results thrive through consistency. The Vault is an intentional approach tailored to each of our client's needs. Through personalized appointment plans, we help clients maintain their routines and consistently achieve their desired outcomes. This approach not only enhances client loyalty but also converts it into predictable, recurring revenue for our franchise partners, supporting their growth and success," Alexis Renda tells *MedEsthetics*.

With the Vault's gym membership model and franchising opportunities, ALEXIS LAUREN is innovating the medspa business landscape, signaling both innovation in client retention and scalable growth. For smaller medspas looking to scale, she gives this advice: "Start by prioritizing routine and consistency rather than just selling individual treatments. Incentivize with thoughtful perks like product or service discounts but keep the structure simple. Track client engagement, listen closely to their preferences and adjust offerings based on behavior."

The Vault Highlights

- **Contribute to Your Vault: Clients add monthly credits to their personal Vault, and every dollar stays theirs to use on any service or product, with built-in savings and perks.**
- **Zero Hidden Fees: Every dollar goes toward treatments or products.**
- **No Expiration: Unused Vault credits roll over automatically, giving clients complete control**
- **Exclusives: Discounts on facials, injectables, microneedling, lasers, and birthday perks.** ME

Joshua Eferighe is the associate managing editor of *MedEsthetics*.

Image courtesy of Alexis Renda

Holistic Innovations

These launches reflect a growing focus on integrated beauty solutions that support skin health, treatment planning and overall wellness.



A.G.E. Interrupter Ultra Serum is the newest addition to the A.G.E. franchise, designed to lift, tighten, and complement professional ultrasound treatments by stimulating four layers of collagen for maximum elasticity. This serum is formulated with 30% Proxylane and 4.6% Wild Fruit Flavonoids to protect against glycation while boosting collagen production, and enriched with Rhamnose and Gentiana Lutea Root Extract to not only enhance skin firmness but also provide soothing anti-inflammatory benefits for a radiant, youthful complexion.



Price: $185, available at physicians' offices nationwide and SkinCeuticals.com beginning August 4, 2025.

Contact: skinceuticals@abmc-us.com



VISIA® Facial Imaging System – now in 3D for masterful communication and effortless conversions. VISIA® 3D is the only system with instant capture delivering 3D with standard, cross-polarized, and UV lighting modes, and also includes video capture. Equipped for more injectables, more energy-based treatments, and, of course, VISIA Skin Analysis. Personalize aesthetic treatment plans utilizing Canfield's Industry Brand Library. Engage clients and grow your business with compelling visuals and objective analysis.

Contact: 973.434.1200, info@canfieldsci.com

Primient's Zemea® Propanediol is expanding its hair color portfolio with the launch of the new Color Care Collection. Building on its 2025 debut — which introduced vibrant, eco-chic formulations developed with Zemea® propanediol and Sensient Arianor®'s water-soluble basic cationic dyes — the brand now takes the next step with a dedicated Color Care line. These formulations are designed to deepen and deposit color, boost gloss and shine, combat dryness and damage, and promote scalp health.

The collection includes seven new products:

- **Purest Base Clarifying Shampoo** — delivers moisture while enhancing color deposition.
- **Chroma-Cashmere Deposit Shampoo** — a creamy, moisturizing shampoo specifically formulated for damaged color-treated hair.
- **Silk Infusing Zemea® Color Conditioner** — a high-performance rinse-off conditioner for textured hair.
- **Satin Strands Stay-In Treatment** — a luxury leave-in conditioner for textured hair.
- **Vervain Vitality Scalp Serum** — provides triple-action moisturization while improving scalp circulation and nourishing hair follicles.
- **Oil-Free Scalp Oil** — a pre-shampoo treatment that hydrates and restores moisture balance for dry scalps.
- **Clear Scalp Spray** — an oil-free formula that moisturizes and smooths the scalp, strengthens hair, and prevents breakage.

The Zemea® Color Care Collection reflects on the brand's unwavering commitment to health, safety, and cruelty-free Clean Beauty — delivering formulations that perform without compromise. For hair color manufacturers, R&D formulators, and brand designers, these products offer a powerful foundation for creating offerings that preserve color vibrancy, support hair health, and meet the demands of today's conscious consumer

Contact: 866.404.7933, marjorie.morris@primient.com

Images courtesy of the manufacturers



SPANISH REGENERATIVE AESTHETIC BRAND EXPANDING INTO THE MIDDLE EAST

The global demand for regenerative and minimally invasive aesthetic treatments continues to grow rapidly, particularly in the Middle East. Spanish professional cosmetic brand PROMIRALL is responding to this demand by expanding its presence in the region through scientific collaboration, education, and advanced professional formulations.

Developed and manufactured in Spain in collaboration with certified laboratories, PROMIRALL focuses on professional cosmetic solutions designed for non-invasive aesthetic protocols. The brand offers sterile single-dose formulations combining innovative active ingredients such as PDRN technology, exosome-inspired complexes, organic silicon, DMAE, and hyaluronic acid, aimed at supporting skin regeneration, hydration, and dermal vitality. "Ultimately, PROMIRALL represents a next generation alternative to traditional aesthetic approaches, positioning itself as a premium, science driven solution that aligns with the growing demand for regenerative and evidence based treatments," Dr. Mohammad Abu AlHaj, PharmD, an international authority in regenerative aesthetics, tells *MedEsthetics*.

POWERFUL ADVANCES IN BURN CARE: GENTLE, PAINLESS LASER TREATMENT SHOWN TO REDUCE BACTERIA IN BURN WOUNDS

On Friday, February 27, the American Society for Laser Medicine and Surgery, Inc. released a study stating that gentle, painless laser treatment can reduce the amount of bacteria in burn wounds.

Burn wound infection remains one of the most challenging complications in outpatient burn care, driving delayed healing, repeated hospital visits, and increased healthcare costs.

Published in the Lasers in Surgery and Medicine Journal (LMS), this prospective clinical study demonstrates that a single, brief photobiomodulation session reduced bacterial load by 64%, with 91% of wounds showing stable or improved microbial profiles; all delivered seamlessly within routine dressing appointments.



"Burn wounds are prone to infection, delayed healing, and scarring," says Aude Perusseau-Lambert, MD, MSc, PGCert MedEd, MRCS(Ed), who led the study. "Our study shows that photobiomodulation can safely reduce the bacterial load while stimulating and enhancing the body's own repair mechanisms: offering a powerful, non-antibiotic advance in burn care."

'BROTOX' ON THE RISE: MALE INJECTABLE APPOINTMENTS INCREASE BY 76%

While women continue to dominate the majority of injectable bookings, 2025 showed a marked change in how men are engaging with aesthetics. A study conducted by energy-based device manufacturer Cynosure Lutronic shows a 70% rise in aesthetic treatments among men, driven primarily by late Gen Z and early Millennial men aged 26-34. This increase is spurred largely by changing public perception and societal conversation.

Once taboo, today injectables are more openly spoken about, lessening the stigma and turning the category into one aligned with selfcare categories. Annabelle Taurua, beauty expert at Fresha, notes, "The rise in male participation in aesthetic treatments reflects a broader acceptance of self-care among men. More and more, we're seeing men prioritise their appearance and wellbeing."



Images courtesy of manufacturers



Spring Cleaning:

How Salons Are Responding to the Organic Market Boom

"Clean" is the new norm in medical aesthetics. While the food and nutrition industry have long been impacted — you see it with health concious labeling and brands' promise of organically processed goods — that same awareness is now permeating the beauty industry, as clients are more informed: 2025 Research from Future Market Insights reports that the global valuation of the organic personal care market size is expected to grow at a CAGR of 8.4% over the 2025 to 2035 and reach USD 76.4 billion by 2035.

The beauty and aesthetics industry now demands natural products without adverse outcomes, as advances in extraction technology and botanical formulation have made organic personal care products more effective and appealing. From clarity in labeling to third-party certifications, here's how some salons are handling this newfound terrain.

From "Natural" to Transparency-How ingredient scrutiny is reshaping spa product standards.

Jacquelyn Ramsey is the founder and formulator at WoodSprite Organic Body. She says when she launched 26 years ago, consumers hadn't yet thought about what went into their skincare products.

"Today that dynamic has shifted dramatically. Consumers and spa clients are far more aware of ingredient integrity and actively seek out organic, plant-based, and holistic skincare. Many clients now expect treatments that align with wellness, sustainability, and overall health.

But a new and more complex challenge has emerged in its place: Authenticity and differentiation. The market has become saturated with "clean" and "natural" claims, and those terms can mean almost anything. When ingredients are thoughtfully sourced and properly formulated, plant-based skincare can deliver both therapeutic results and the sensory experience that makes spa treatments so meaningful."

Wellness Moves Into the Treatment Room

Jacquelyn Rodriguez is the founder of Enlightened Styles Holistic Salon Academy and Author of Changeworthy: How to Build a Salon That Honors People and the Planet. She says clean beauty is no longer a niche request in professional salons and spas but that it's become an expectation.

After 14 years running a clean and sustainable salon, she sees more clients walk through the door specifically asking about ingredients, sourcing, and the overall health impact of the services they receive.

"At Enlightened Styles we work across skin, scalp, and hair, so we see firsthand how connected these systems are. Clients are no longer only focused on how their hair looks or how their skin appears. They are asking deeper questions about inflammation, scalp health, product buildup, and the long-term effects of the ingredients used in professional treatments. For many of them, a salon or spa visit is no longer just cosmetic. It is part of their overall wellness routine.

Today, advances in botanical science, fermentation, and barrier-supportive ingredients are allowing brands to create professional products that deliver results while still maintaining safer ingredient profiles. That has made it much easier for salons and medspas to adopt clean alternatives without compromising treatment outcomes."

Results-Driven Care Meets the Clean Movement

Lacey McCrary, APRN-CNP is a nurse practitioner and co-owner of BellaDerma Aesthetics and Wellness in Shawnee, Oklahoma. She says while she's seeing a heightened demand for "clean" in the medspa care industry," clean" they still want a product that deliver results.

"In my practice, 2026 aesthetics is trending toward collagen-building and overall skin health, with biostimulators like Sculptra and hyper-dilute Radiesse and collagen-producing devices such as radiofrequency (including Xerf) playing a bigger role alongside medical-grade skincare. That puts "performance-driven" routines and recovery-focused skin support at the center of treatment planning, which aligns well with a holistic lens in professional settings."

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Image courtesy of Jacquelyn Ramsey

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