

WELCOME TO CCR 2021

#CCRLondon

Surgical & Non-Surgical Trend Report

CCR's all new press conference discussing the industry's current trends in surgical and non-surgical aesthetics, edited by Francesca White, editor of Tatler's annual Beauty & Cosmetic Surgery Guide and beauty editor-at-large.



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INTRODUCTION

Welcome to CCR - introducing your 2021 trend report...

Welcome to this year's CCR! We are thrilled to return and come together again after what has been a long hiatus for all of us. In the most recent global survey by the International Society of Aesthetic Plastic Surgery (ISAPS)[®], the total number of procedures, both surgical and non-surgical, across the world was up by 7.4% since the year previous!. And so as we emerge from the downtime of the pandemic, the industry is seeing an electrifying resurgence.

We have worked with a number of brands, studied the most up to date research and spoken to some of the industry's most reputable practitioners to compile a distillation of the most advanced and impactful offerings currently available, which include anticipated product launches and brand features, together with innovations in technology and developments in best practice, to showcase what's currently trending in surgical and non-surgical aesthetics for 2021-22. We'll hear from notable surgeons and practitioners throughout and learn just how new advancements are working to continuously shape and refine the industry as a whole. Dr Nazim Cerkes, President of the International Society of Aesthetic Plastic Surgery (ISAPS) tells us which trends to look out for:

"As demonstrated by our Global Survey of Aesthetic/Cosmetic Procedures -2020 results out soon- both surgical and non-surgical aesthetic procedures continue to grow worldwide... It is important to note that face and head procedures increased largely within the last year, which makes sense given the popularity of procedures like eyelid surgery and facial injections. Newer procedures like buttock surgery and labiaplasty are also growing at a high rate, these are definitely trends to look out for. We are expecting that results from the 2020 survey to demonstrate our experience of an increase in minimally-invasive procedures, particularly during the COVID-19 pandemic."

Dr Uliana Gout, founder of the LAM clinic in Harley Street gives us an insight into what 2021 has meant for aesthetics...

"I feel 2021 will be remembered as the year we all reflected on safety - especially that of injectables. Having co-published the first global consensus in April 2021 in JDD on Fillers and Covid² it was useful to be able to put some perspective on the arena of fillers and to offer practical guidance to global medical practitioners."

"2021 has also been a year of appreciating the importance of assessing patient psychological health and the importance of acknowledging the impact the Covid pandemic has had on our general well-being and perception of wellness. There has been a strong acknowledgement from the general public and existing as well as new patients of the importance that aesthetic medicine procedures can have on general well-being - reminding us of how important it is to educate and support our patients through their wellness journey."

Within our non-surgical segment, we'll cover the next generation of fillers; the integration of skincare with treatment protocols; changes and innovation in fat-loss systems, a new approach to microneedling, and a fresh look at new solutions to one of the most controversial treatments for the body, the Brazilian butt lift. And for surgical disciplines, we'll discover how mental health leads the way in raising standards and how eyelid surgery has evolved to meet patient needs.

For all of the brands, clinics, experts and practitioners mentioned, please head to the appendix where you'll find official websites and details.



INJECTABLES 2.0

The next generation of fillers and toxins...

As the most popular discipline in non-surgical aesthetics³, let us take you through what is both new and exciting this year and all that it means for injectables. We'll cover both tried and tested and innovative new dermal fillers, take a peek into the world of toxins and hear from some of the industry's most reputable practitioners. For further details on any of the products or studies mentioned, please refer to the end notes or contact the brand directly - information can be found in the appendix.

In the latest Global Survey by the International Society of Aesthetic Plastic Surgery (ISAPS)[®], non-surgical injectable treatments across the world were up by 8.6% since the previous year, with a 15.7% increase in Hyaluronic Acid treatments alone⁴. The number of Google searches relating to Hyaluronic Acid went up by 123% in July of this year at an average of 74,000 times a month, compared to pre-pandemic levels in January 2020⁵ - suggesting an increased interest in its hydrating and plumping properties as we begin to get back to normality. Here in the UK, Hyaluronic Acid treatments make up 34.5% of total non-surgical procedures, second only to botulinum toxin treatments making up 61.3%⁶ - and so it's with this increasing demand that we are able to enjoy such innovation in injectable treatments and welcome these new launches with applaud and excitement for the year ahead.

Ultimate Rejuvenation With Neauvia™

We are very happy to have the official UK launch of Neauvia™ happening with us here at CCR. Their global success and innovation stems from their unique dermal filler - cross-linked with polyethylene glycol (PEG), which boasts a number of advantages for your health and safety such as: a high tolerability profile, allowing the fillers to perfectly integrate into the various anatomical areas; meticulously engineered to provide a specific rheology for precise treatment of individual aesthetics needs to achieve enhanced, long-lasting results⁷.

As the industry becomes more curious on how to get the best out of its products, Neauvia™ has focused time with their own research team to safely integrate a synergistic combination of the use of fillers, cosmeceuticals and energy devices with the promise to 'empower your inner youth'. We'll see more of this approach in combining techniques, skincare and energy delivery devices later in our trend report. Discover the newly launched and flagship protocol, #NLift to restore volume and revitalise the mid-face, and #NRose, the first holistic protocol specifically dedicated for the female intimate area. Based on the premise of this Smart Combination Technology (SCT), Neauvia UK™ invites you to take control of the ageing process with an approach to aesthetics that's both revolutionary and holistic.

Welcoming Revanesse® to the UK

Staying with the theme of cutting-edge use of Hyaluronic Acid, having finally made its way to the UK market from Canada, Revanesse® by Prolenium® is a Hyaluronic Acid dermal filler like no other - not only in its commitment to using high-quality ingredients and innovative manufacturing techniques, which include a purification process to remove product impurities, but also in its progressive use of spherical particles playing the leading role in results, safety and satisfaction. It's these spherical particles which have a smaller surface area that improve biocompatibility with the body, helping to reduce inflammatory responses such as pain or swelling - allowing for long-lasting results that break down slowly, hold more volume and create dynamic sculpting⁸.

Since nurses account for the largest group of injectors here in the UK, Revanesse® is joined by a nurse advisory group supporting its launch here at CCR and led by Sharon Bennett - aesthetic nurse practitioner and chair of the British Association of Cosmetic Nurses (BACN).

“Safety and performance are key for me. The fact that REVANESSE® has received FDA approval in the US gives me reassurance that it is a safe and reliable product... In clinic, I have been delighted with the results, as have my patients. The uniqueness of the spherical particles makes for a smooth, comfortable injection with low inflammation. I'm loving SHAPE for defined cheekbones and ULTRA for the lips.” - Sharon Bennett

Authentically STYLAGE® Lips Plus

In recent years the term ‘beauty’ has changed for a lot of us, particularly as our whole lives were stripped back to basics during the covid pandemic - the polished, perfected, airbrushed and glamorous idea of beauty is waning as we look to more unfiltered inspiration that captures real-life and our true selves.

Vivacy® are working towards just that it seems, as their latest campaign reveals the embodiment of beauty - with the new face of their brand being them! Employees have become their most coveted critics and for that their definition of beauty is simply authenticity. The aim here is to enhance and not transform, work with your natural features, to preserve and subtly elevate them. Their newest UK launch in aesthetics is STYLAGE® Lips Plus. Using their signature patented technology to create results with elasticity and viscosity, STYLAGE® Lips Plus is a dermal filler made up of cross-linked Hyaluronic Acid with antioxidant, Mannitol and numbing agent, Lidocaine. The product has been developed specifically to add volume and contour the lips for those that are looking for a naturally full result⁹.

The Evolution of Galderma & 25 Years of Restylane

Whilst new brands are emerging throughout the year, Restylane® by Galderma is celebrating its 25 year anniversary. A staple for aesthetics practitioners, Restylane® treatments have been delivered across the world more than 50 million times over. It paved the way back in the nineties as the first non-animal derived Hyaluronic Acid dermal filler to receive European approval and will forever be the first to have secured FDA approval as well. So you may undergo treatments with confidence - knowing that its reliability and clinical efficacy have stood the test of time, still delivering beautiful results.

“25 years of Restylane® - What does it actually mean? For doctors, it means evidence based, clinically reliable and scientifically proven and repeatable results. For patients, it means safety - more than anything else. It means guaranteed results with longevity which maintain the very essence of the individual.” - Dr Kuldeep Minocha

Recognised worldwide as the ‘original pioneer of dermal fillers¹⁰’, Restylane’s® diverse collection of products from Galderma continues to evolve, and whilst they reflect on a bright and brilliant heritage, we’re even more excited to see what may come next, and so on behalf of everyone at CCR - happy 25th anniversary, Restylane®.

New to Galderma’s portfolio is Sculptra®, a new collagen-stimulator product that works to restore the skin’s inner structure and renew its natural firmness over time. Sculptra® activates the body’s natural ability to produce collagen and continues to work for up to 25 months after the last treatments to smooth wrinkles and achieve youthful volume in a beautifully natural way.

“My ethos has always been to make the most of what nature gave you without looking like you’ve had help and Sculptra® is wonderful to have in the clinic’s treatment offerings to do precisely this. Sculptra® is hugely popular amongst our patients who are aiming to slow down the ageing process in their late thirties to mid-fifties. We offer so many solutions to help the look and feel of the skin and Sculptra® is unique in that it provides a great boost of natural collagen production to revitalise the dermis and create a gentle, yet noticeable, refreshed look and ‘Sculptra® Glow’. Sculptra® can be used as the key foundation to an anti-ageing treatment plan and with a bit of commitment produces truly fantastic results.” - Dr Kathryn Taylor-Barnes, Clinical Director, Real You Clinic

The Wonder of Prophilos®

As one of the most talked about injectables in the UK amongst press, consumers and clinicians, the wonder of Prophilos® forges ahead in popularity. With its ability to enhance one’s natural self through hydration, elasticity and overall skin health, the IBSA Derma brand continues to go from strength to strength as their newly announced Prophilos® Body Kit comes to market. The product aims to rediscover beauty in a way that focuses as much on the improvement of skin’s quality on the body as we’re so accustomed to on the face.

The new injectable works using high and low molecular weights of their signature high-concentration of Ultrapure Hyaluronic Acid, produced using a unique, patented process which allows the product to stay within the body for longer. The Prophilos® Body Kit protocol is enhanced by post-treatment cosmetic body patches and cream which work to soothe and moisturise treatment areas whilst prolonging efficacy at home.

Designed to treat the abdomen and upper arms, the result of 2 injectable treatments has been clinically proven to counteract skin laxity, improve surface hydration and skin elasticity. In the abdomen, 4 months after starting the treatment, a 23% statistically significant improvement in skin roughness and laxity was found¹¹. Prophilos® Body offers a new way to improve skin quality as an affordable alternative to body-focused energy devices - we can’t wait to try it out.

Juvapen Expert Revolutionising The Anti-Wrinkle Era

Reliability of results is key, not only for professionals carrying out treatments, but for those undergoing them; and as the standard of practitioners and products increases, so do expectations. Not least in the world of toxins, where exact outcomes can be difficult to gauge. With that being said, the increasingly popular trend of micro-dosing botulinum toxin to improve skin tone and texture, and of course to smooth out lines, has come at no better time for Juvapen - the Swiss medical technology company that gift us with Juvapen Expert - the next generation of robotic syringes that is set to revolutionise the anti-wrinkle era.

Since the administration of botulinum toxin is an acute art of expertise and precision in itself, Juvapen Expert comes as a refreshing alternative to manual injections and is designed to streamline and perfect the process. As the industry sees the unwelcome infiltration of ‘botched’ toxins, Juvapen Expert offers peace of mind for meticulous precision whilst achieving effective and pleasing results¹². Practitioners still have complete free rein over an individual’s bespoke aesthetic results, however the device allows them to be more precise when delivering the treatment. Where the control of product flow with manual injections is difficult to regulate, Juvapen Expert accomplishes a continuous and consistent flow that distributes product uniformly, not only to achieve a more reliable and predictable result that prevents both under and over-treating, but also to assist in minimising pain and visible swelling: in fact, 87% of patients found Juvapen injections less painful than manual injections¹³.

“The key to successful treatments with toxin is to ensure consistency in terms of dosage and site of injection. Unfortunately, there is an inherent variability between the way that dosing is provided even by the same practitioner. This unique piece of technology helps to significantly improve repeatability and reliability of injection dosing to ensure the best outcomes. This is particularly useful in situations where there are a range of injectors particularly within larger clinics. I personally work in many of these different environments and this device is highly effective for both single practitioners to ensure repeatability in their outcomes and also those working in larger clinics.” - Mr Daniel Ezra, renowned eye surgeon at Harley Street and Moorfields.



SKINCARE MATTERS

The industry incorporating skincare into treatment protocols is finally trending...

The industry incorporating skincare into treatment protocols is finally trending. Where before, one was simply complementary to the other - perhaps an unspoken rule that you should be doing both and knowing exactly how. Now, integration is key and is becoming paramount in making the most of treatment outcomes, with both the science and expertise to back it. Skincare does matter - and here we'll look over the newest ways in which its seamless integration is beginning to take shape. For further details on any of the products or studies mentioned, please refer to the end notes or contact the brand directly - information can be found in the appendix.

As we gradually emerge from the warped cocoon of the pandemic, some of our newest habits are beginning to stick. Amidst the depths of lockdown, quick-fixes for face-to-face appointments were sprung upon us in the form of awkwardly put together video calls and disjointed e-commerce platforms. Whereas now, more than a year and a half later, the process feels polished, essential and normal.

Embracing Virtual Living With GetHarley

GetHarley was founded before the pandemic, in 2018, but the want and need for it is happening right now more than ever. For those that may not have heard of it, GetHarley is an online platform that connects you with the UK's top skincare professionals (Doctors include the likes of Dr Sophie Shotter and Dr Terry Loong, and expert facialists like Debbie Thomas and Pam Marshall) to discover a personalised product regime through an online consultation from the comfort of absolutely anywhere - and then have it sent to your door as soon as you're ready to embark upon your skin health journey. With the option for follow-up coaching without any form of subscription, it embraces virtual living by making tailored, expert advice accessible, unbiased and simplified.

Lives are becoming busier than ever it seems - for every industry - and so this new-found convenience is everything we needed, we just didn't know it until we paused long enough to try it.

'Powered by knowledge, not hype¹⁴,' this trend is here to stay. With its science-backed, quality brands such as Obagi®, pHformula, Neostrata®, Dr Nina Facial Sculpting, SkinBetter Science, PCA Skin® and Revision Skincare®, usually available in-clinic only, GetHarley is as much a digital experience as an everyday lifeline to attain and maintain healthy skin, eliminating conflicting information and merely too much choice. The new age of skincare consultancy is happening now - during the pandemic there has been a 70% increase in requests for virtual consultations¹⁵ - GetHarley have listened and look as though they're ticking all of the boxes.

"GetHarley makes skincare compliance so easy, even for my busiest patients. Within just a few hours of consultation, patients often get their regimen delivered. If my patients have any questions about a product, GetHarley notifies me immediately so I can be there for my patients in a timely manner." - Dr Nina Bal

SkinCeuticals & Cutera Partner Up

Speaking of integration between fields - science and humanity have proven over the last year more than ever, that unity and cooperation can achieve astounding results, things seem to happen faster and better when we work together. In the true spirit of collaboration over competition, two hero brands in the game have formed a partnership where aesthetics and skincare finally meet - and it's official. An idea that's been floating around for some time, Cutera® and SkinCeuticals have taken the proactive approach to honour their shared ambition for innovation backed by science and evidential research through a very real collaboration that we are incredibly excited about.

The goal is to develop a specialist treatment protocol that delivers optimum results when pairing together specific combinations of SkinCeuticals' cutting edge skincare products with the advanced technology of lasers and energy devices. For good reason, they call it 'Integrated Skincare'. Pairings such as SkinCeuticals' C E Ferulic Antioxidant Serum with fractional ablative and non-ablative laser therapies; has been clinically proven to increase topical uptake of the product by 17 times¹⁶, complement results, reduce downtime and accelerate recovery¹⁷.

"Clinics we work with are increasingly finding that optimal patient results come from pairing the best medical grade skincare with high-performance energy based treatments. At SkinCeuticals we have a product-based regime to compliment all manner of aesthetic treatments; from Laser to Radio Frequency and injectables, ensuring patients' skin is looked after and appears at its best before, during and after a clinical treatment program." - Michelle Goulbourne - Senior National Sales Manager, SkinCeuticals

We've been waiting for a partnership like this to come along, and it doesn't disappoint. Visit the brands' showcase workshops here at CCR as they reveal and evaluate more results from the collaboration.

Neauvia Pushes The Boundaries

Moreover, Neauvia™ has seen the brand push the boundaries and work towards a complete treatment experience in order to achieve superlative results that combine various aesthetic disciplines with a holistic approach. Driven by its all-encompassing expertise in dermal fillers, cosmeceuticals, FDA approved treatment devices: Zaffiro, Plasma IQ and Sectum, along with other Neauvia™ products soon to enter the UK market, the brand has carefully designed a unique system of complementing protocols and techniques which together work to extend, increase and complete the mental and physical wellbeing of those that undergo treatments. As always, the manner in which they execute their 'Smart Combination Technology' is safe, proven and harmonious. Specifically within the #NLift treatment protocol, a revolutionary synergy between Neauvia device, fillers and cosmeceuticals has resulted in a 101% increase in fibroblasts; a 45% increase in skin hydration; and a 60% increase in skin elasticity after 21 days¹⁸.

New Revox™ Line Relaxer by Revision Skincare Works From Home

For at-home care, from Revision Skincare, Revox™ Line Relaxer synergistically integrates line-relaxing treatments into your skincare regime. As advanced targeted serum, Revox™ Line Relaxer is specifically formulated to work with a neuromodulator. The break-through formula utilises patent-pending technology to optimise anti-wrinkle injectables and deliver clinically proven results to visibly improve the appearance of lines and wrinkles.

Through a 12 week clinical study¹⁹, this wonder serum visibly reduced the appearance of horizontal and vertical expression lines including under-eye lines and improved skin texture and radiance. Using LineRelax™ Technology, Revox™ Line Relaxer delivers dramatic results that go beyond what ordinary serums can offer.

This innovative technology provides a topical infusion of benefits that helps minimise the impact of facial expressions that cause lines to form over time, including forehead and glabellar lines, crow's feet and under-eye lines, nasolabial folds, marionette and vertical lip lines. In addition, Revox™ Line Relaxer contains a blend of three specialised peptides plus two highly efficacious botanical extracts to help reduce the appearance of fine lines and wrinkles and improve the look of skin elasticity.

When Revox™ Line Relaxer was used as a complementary treatment to toxin injections, 93% of subjects showed improvement in the appearance of crow's feet wrinkles and 90% of subjects showed improvement in skin texture in the periorbital area²⁰. And by itself, 97% of subjects showed an improvement in the appearance of expression lines and under-eye lines 15 minutes post-application²¹.

“What pleased me most about this study, was the significant improvement in wrinkles and fine lines in only 12 weeks compared to placebo. Especially in areas such as the under-eye area where patients were applying the study product but were not getting neuromodulator. I think every patient should be using this product. This product is another game changer from Revision Skincare.” - Kimberly Schulz, MD, Board Certified Dermatologist



REDEFINING RADIO FREQUENCY MICRONEEDLING

The trend effortlessly meeting patient demands...

As patient expectations heighten, the demand for quick, minimally invasive treatments that achieve optimum results in beautifully youthful skin increase. Treatments with such definitive expectations are difficult to come by, or are they?

Microneedling is already widely used to address a number of concerns which include fine lines and wrinkles; skin laxity and depleted volume; acne-scarring; stretch-marks; visibly large pores; and uneven skin tone and texture. By causing mild trauma to the skin via ultra-fine sterile needles, microneedling activates the body's natural wound-healing process and stimulates the production of collagen to achieve firmer, tighter skin from within. It's this process that works with the addition of radio frequency technology to heat the dermis layer of the skin at specific temperatures and depths, which has been found to further stimulate significant amounts of collagen, elastin and hyaluronic acid²². The incorporation of these two effective treatments to achieve transformative results comparable to that of surgical face lifts is better known as radio frequency microneedling (RFM).

Though most commonly used to treat the face, RFM can also be used across other areas of the body such as the neck, décolletage and hands. Radio frequency microneedling is an exceptionally safe treatment that usually takes around 30 minutes to perform, it is virtually pain-free and requires little to no downtime with results showing progressively over time as your skin's regenerative cycle works from within. And so as the trend gains momentum, a number of new RFM treatment devices begin to emerge...

"The beautiful aspect of this treatment is that it's all you! The treatment stimulates your own natural collagen, elastin and hyaluronic acid and so achieves a very natural rejuvenation" - Mr Rishi Mandavia

For further details on any of the products or studies mentioned, please refer to the end notes or contact the brand directly - information can be found in the appendix.

Morpheus8 by InMode Redefines Microneedling

Hailed by celebrities such as Kim Kardashian and January Jones, as well as a well-documented and incredible transformation from Judy Murray's recent treatment, Morpheus8 is redefining microneedling skin therapy as we know it.

Highly anticipated, Morpheus8 is an innovative new device by InMode that combines microneedling with fractionated radio frequency to remodel sub-dermal adipose to contour the face and body. Where many radio frequency devices work exclusively in the superficial layers of the skin, prompting many patients to require surgical interventions to address more severe skin laxity and wrinkles, Morpheus8 can safely and uniquely deliver bi-polar radio frequency energy to deeper subcutaneous layers to tighten fat and contract connective tissues for long-lasting, consistent and beautifully natural outcomes as an alternative to surgical face lifts. What's more is that Morpheus8 is safe to use on skin type VI with little risk of post inflammatory hyperpigmentation which can be a complication of creating mild trauma to the skin with other resurfacing methods²³.

"I have been using Morpheus8 for the face and body and my patients are delighted with the results. One of the main advantages is that it can be combined with other surgical or non-surgical treatments for eg. fillers. It is gaining popularity with those patients who would like minimal downtime and subtle results." - Dr Ash Dutta

Cutera's Newest Secret® is Out

After a warm reception in the North American market, Cutera's most recent launch here in the UK welcomed a new addition to their Secret® RFM family, Secret® Pro.

Secret® Pro is a device which uses a pioneering, multi-layered approach to skin rejuvenation by combining the efforts of both CO2 laser techniques and radio frequency microneedling to address skin laxity and firmness and to improve the appearance of post-acne scarring, fine lines and wrinkles. The combination of two varying disciplines within one singular platform allows practitioners to treat patients effectively by working at different depths of the skin: the CO2 laser works gently to target the epidermis and improve the skin's surface, whilst the award-winning Secret® RFM technology penetrates sub-dermal layers to promote collagen production and stimulate the body's own regenerative response from within. Since Secret® Pro has been specifically designed to deliver energy exactly where it's required within the skin, it prevents any unnecessary damage to the skin and reduces downtime to around 3-4 days.

"Whether you're treating deep acne scars, just looking for a little firming or a micro peel, Secret® PRO gives the flexibility to treat all kinds of patient needs. We are able to use the platform for nearly all of our patients. The RFM system allows treatment of all skin types for remodelling and rejuvenation. The fractional CO2 is my go-to for micro peels as well as fractional resurfacing," - Dr Ashish Bhatia, Clinical Dermatology, Feinberg School of Medicine

Flexibility is Key for INTRAcel Pro™

Earlier this year, SmartMed added a new fractional radio frequency microneedling device, INTRAcel Pro™ to their portfolio. The device uniquely uses 49 densely packed needles to penetrate the dermis and deliver targeted and optimised radio frequency energy within the dermal and basal layers for improved skin health and resilience. INTRAcel Pro™ is a flexible and adaptable treatment whereby practitioners are able to not only control and adjust the depth at which the needles penetrate the skin's tissues, but also alter the type of needles being used between both non-invasive and minimally-invasive variables. Bi-polar and mono-polar modes allow the ability to adjust the concentration of energy delivery depending on the patient's skin concerns: bi-polar energy targets skin laxity, scarring and large pores; whereas mono-polar energy can be used to target deeper scar tissue. Used in unison, skin tightening and the reduction of acne-scarring can be achieved with optimum results²⁴.

Tailor Made RFM From Potenza™

For arguably one of the most customisable RFM treatments available, Cynosure's newly launched Potenza™ device is the first and only 4-mode RFM device that's been cleared by the FDA, offering complete versatility to tailor treatment plans specifically for each patient.

The device's mono-polar RF mode delivers energy across a large area of tissue for deep heating and skin tightening through soft tissue coagulation, not only on the face, but anywhere on the body, whilst the bi-polar RF mode offers more concentrated delivery of energy to treat superficial tissue and provide ideal skin rejuvenation. Using Tiger Tip™ technology, the first of its kind, semi-insulated needles allow treatment zones to expand, making for faster treatment durations to meet patient demands.

The Focus Dual Gives Skin Back Its Snap

With advancing technology comes a lot of innovation - not least from Lynton whose radio frequency microneedling device promises to 'give skin back its snap' by lifting, firming and tightening²⁵. The Focus Dual device combines RFM with High Intensity Focused Ultrasound (HIFU) to achieve 'unrivalled results for non-surgical skin tightening'²⁶.

Working at every layer within the skin, 10 different radio frequency settings allow practitioners to customise patients' treatments intricately to address their concerns. The HIFU is able to specifically target fine lines and wrinkles by working at the same depth as surgeons during surgical procedures, thus achieving collagen regeneration within these deeper layers of the skin for optimum results. HIFU treatment is particularly effective in the treatment of sagging skin and when paired with RF microneedling, the results are truly unparalleled²⁷. In addition to overall face-lifting results and improved skin health and texture, the Focus Dual can be used to rejuvenate skin in a way that lifts the eyebrows, reduces eye bags and sculpts the jawline.



ENERGY DELIVERY SYSTEMS

Are all fat-loss systems created equal?

Though the face is a prominent focus in the industry's work, it's time to look towards the body, as research and innovation is bringing with it a new range of non-surgical solutions to our most common concerns. We'll cover weight loss and fat reduction, but also body-contouring and the ways in which we approach them. For further details on any of the products or studies mentioned, please refer to the end notes or contact the brand directly - information can be found in the appendix.

The downtime we all endured throughout 2020 did a lot to us... For many, it gave us the time and motivation to become more active, without distraction and provide a sense of challenge. For many others, it allowed us to rest and self-comfort without the pressure of presentability we were so used to. For all, it made us look inwards, focus on ourselves maybe, and from that, we see an ever-growing knock-on effect of people wanting to tweak their bodies, not least with the advancement of technology over old-fashioned diet and exercise alone.

And with that comes the question many ask, are all fat-loss systems created equal? Well, no. It seems, as the newest devices coming through this year each have their own strengths - the trend is gaining momentum and new technologies are superseding the old for their superior results and safer profile and so it's time to look at what is available to us...

The Emerald™ Laser Revolution

As we look ahead, the new Emerald Laser™ by Erchonia is revolutionising the way in which we approach the future of body sculpting. In the modern world, we've become accustomed to strive for the elimination of fat cells, but as we've seen with cases of PAH, this conventional avenue can cause counterproductive results where the body works to over-compensate for its loss. The Emerald Laser™ works, not by the eradication of fat cells, but by shrinking them using specific wavelengths of harmless light energy, extracting the liquid within them to drain via the lymphatic system. The body recognises this change and follows suit, stimulating a response that creates an overall leaner, healthier composition to neighbouring fat cells. The treatment is quick, non-invasive and involves zero downtime or reported side-effects. Uniquely, the Emerald Laser™ is the first laser that's been granted FDA clearance for overall body circumference reduction in patients with small pockets of fat, and those with a BMI of up to 40 - devices that tackle such high BMIs are very hard to come by. The results are clear, definitive and impressive.

The Emerald Laser™ is the newest addition to Dr Munir Somji's clinic:

"When I describe the Emerald Laser™ to patients, they can't believe that you simply have to lie down under a machine, and it will do all the hard work for you. I also really like the fact that it works in tandem with the patient's body to help to improve their general health and wellbeing, empowering the body to repair, rejuvenate and restore itself by harnessing the body's ability to function at a higher level through cellular activity. Overall, I believe it's the most flexible all-round solution on the market today. It's enormously effective technology and it doesn't use excessive heat or cooling - something that's really different to other machines within the category."

Revive Your Inner Wellbeing

As a country typically used to battling with fad diets, social media pressure and busy every day lives, it seems we are almost always in high anticipation for a refreshing new attitude to weight loss...

Dr Natalie Geary's new clinic GoFigure! promises to 'revive your inner wellbeing' by combining affordable medical weight loss programmes with exercise, nutrition and physiology entirely tailored to you. Dr Geary's training has focused a lot on understanding how the health of the gut can impact our ability to lose weight, along with brain health and microbiome. In addition to cutting-edge aesthetic and body sculpting treatments, she works to provide an all-encompassing approach to weight loss to achieve both a healthy body *and* mind. Natalie's wealth of knowledge welcomes a fresh outlook on combining disciplines; and unapologetically recognises that the time has come to harness new advancements in body-sculpting technology to assist in weight loss programmes as the norm.

Energy devices lead the way in GoFigure!'s aesthetic segment of the bespoke treatment plans which also include personalised nutrition and supplement programmes to create an overall holistic protocol that naturally enhances the body and embraces who you are. The world's leading devices are used in synergy to deliver exceptional results and waive the need for surgical procedures or any downtime.

Not least, the Emerald Laser™, which we know intends to change the future in how body-sculpting treatments are delivered, working uniquely across the whole body. But also Vanquish Me™ - targeting stubborn areas and fat cells specifically with acute precision using multipolar radio-frequency energy, breaking them down quickly whilst preserving neighbouring tissues. And the new BTL Unison - an answer to many prayers and the first of its kind, this energy device combines powerful radio-frequency with acoustic wave technology to uniquely treat all causes of cellulite effectively, for a proven result executed both carefully and safely.

According to the International Society of Aesthetic Plastic Surgery's (ISAPS)[®] most recent Global Survey, non-surgical fat reduction was positioned in the top 5 procedures across the world²⁸. With its prevalence amongst patients and its advancement of knowledge and technology, we are sure that the use of cutting-edge fat loss systems will become a lasting interest far beyond the trends of 2021.

"Body treatments and helping patients sculpt, tone and tackle cellulite is a big part of our business and it's only growing more with technologies being launched with their ever-increasing capabilities. We work only with those devices that are clinically proven and provide exceptional results. I cannot see this side of our treatment menu declining any time soon. We are happy to be able to provide great results and are always interested in the latest proven technology hitting the UK market" - Dr Galyna Selezneva, the Body Doctor at the Dr Rita Rakus Clinic



THE BBL REWIND

Surgical and non-surgical solutions to the Copacabana curves...

From energy devices to injectables and more invasive treatments, the BBL is getting a rewind. Controversial, contoured and complicated - The Brazilian Butt Lift - is it everything we thought it would be? Well, perhaps not quite, but the desire to achieve the contoured, hourglass shape amongst women not only on Copacabana beach, but all over the globe remains. A continuously burgeoning trend, buttock augmentations and lifts are the fastest growing cosmetic surgeries in the world²⁹. The Instagram era continues to feed the idea of accentuated curves, a carved waist and peachy buttocks, however with well-documented issues surrounding its safety profile, the controversy of the BBL makes way for a number of alternative, non-surgical solutions... For further details on any of the products or studies mentioned, please refer to the end notes or contact the brand directly - information can be found in the appendix.

Non-Surgical Solutions

Surgical intervention is not the only answer to achieve the look of the Brazilian Butt Lift. Particularly to restore volume loss in the buttocks, non-surgical treatments are becoming more and more available and are increasingly prevalent in the UK's portfolio of body treatments for those who are looking for slightly more subtle or corrective results.

Dr Sarah Tonks - founder of the Lovely Clinic in Chelsea, has been speaking to us about some of the various solutions to look out for... Using a combination of body contouring treatments that work to achieve symmetry, lift and plump the buttocks, you can achieve a look inspired by the BBL - like Celluform™ or Aqualyx® to reduce fat around the buttock area, then enhancing and adding volume by using products like Lanluma®. Working as a supplement to these combinations, energy devices such as EmSculpt® help to tone the muscles and complete the look, of course in conjunction with a healthy lifestyle to maintain results.

Pretty Poly-L-Lactic Acid

As for new and exciting - the eagerly awaited arrival of Lanluma® sees a new beginning in biostimulating injectables - fresh to the market, Lanluma® uses PLLA (poly-L-lactic acid) to stimulate the natural activation of collagen renewal deep within tissues to smooth, shape and sculpt the body from within³⁰. Uniquely adaptable for use upon both the face and the body, results begin to appear gradually over a number of weeks post-treatment sessions.

For the body, Lanluma® prides itself on being a non-invasive alternative to body contouring surgeries; where the treatment can be carried out in under an hour using just local anaesthetic and requires minimal downtime. Lanluma's® clever technology allows the body to do the work for you across various treatment sites, from rejuvenating and tightening the neck, arms, décolletage and thighs, to increasing fullness and adding volume to enhance your natural curves. With results lasting up to 2 years³¹, its rejuvenating properties naturally accentuate and plump the area over 2-4 treatment sessions with indications for treatment that include sagging or flat bottoms, 'hip dips' and depleted volume. Equally the product can work to address concerns upon the skin's surface, it can be used correctively to minimise the appearance of cellulite and dimples and even reduce natural or post-surgical cases of atrophy, lipotrophy and postpartum body anxieties.

With more varied body contouring treatments to achieve a sculpted silhouette inspired by the Brazilian Butt Lift becoming readily available, and the end to the travel industry's long hiatus bringing with it a likely desire to feel beach-ready in time for next year's holidays, it's just about time we hit play on the BBL rewind for 2021.



BEAUTY REALLY ISN'T ONLY SKIN DEEP

Practitioners lead the way in mental health responsibilities...

Bridging the gap between non-surgical and surgical procedures is the psychological wellbeing of patients - working in the best interests of patients' mental and physical welfare is imperative for practitioners. The total number of surgical procedures increased by 7.1% compared to the previous year in the most recent Global Survey by the International Society of Aesthetic Plastic Surgery (ISAPS)³², and so the responsibility of understanding patients' motives for undergoing surgery is a key topic among practitioners. And as the awareness of the importance of mental health continues to amplify across the globe, cosmetic surgeons here are working to raise standards and improve the understanding of how to psychologically assess, treat and manage patients effectively. For further details on any of studies mentioned, please refer to the end notes or contact the brand directly - information can be found in the appendix.

Of course, broadly speaking, cosmetic surgery is undergone by choice to alter one's appearance. In most cases, people choose to endure elective surgery to address a physical concern that they are psychologically unhappy about - be it even only slightly, the desire to go through with it is to improve, not only how they look, but how they feel as well.

Collaborative Research With The Harley Academy

The Harley Academy, together with the Centre for Appearance Research at the University of the West of England (UWE), and Triskelion in Norway, understand that although most cosmetic surgery is undergone because of psychological reasons, the pre-procedural assessments, to ascertain the likely psychological benefits of the procedures for the client and how to manage expectations, are still lacking.

For many patients, the idea of surgery is a quick fix to a problem seemingly rooted within their appearance, but as the levels of body image dissatisfaction and distress continue to increase in the UK and across the world as a whole³³, so does the number of cosmetic procedures being carried out³⁴. It's these physical and personal complexities which are treated through plastic surgery, that often have underlying psychological causes which are left untreated, leading to patient dissatisfaction or further mental health concerns and complexities.

This collaboration is working to assess the feasibility and acceptability of an evidence-based framework for psychological assessment and follow-up to become a part of routine practice in treatments that alter the appearance of prospective patients. Through on-going research, the partnership's aim is to generate the data necessary to improve understanding of the psychological benefits and risks of cosmetic procedures, definitive assessment tools, recommendations for appropriate client management and accompanying training materials for cosmetic practitioners.

The focus intends to cover the susceptibility to a number of post-procedural psychological concerns in addition to body dysmorphia disorder, which is often the focal point for practitioners during patient consultations and assessments. Prof. Nichola Rumsey's evidence³⁵ now shows the higher prevalence of a much broader range of psychological vulnerabilities in addition to body dysmorphia disorder in people seeking cosmetic procedures. These include anxiety, depression, stress, eating disorders and other body-image difficulties.

As this collaborative research project begins to take shape through faculty training at Harley Academy's clinic in Moorgate, Dr Tristan Mehta, clinic founder, executive chairman and facilitator of the partnership gives us his thoughts:

“We are in dire need of a validated consultation tool which will allow us to predict psychological outcomes from our treatments and protect vulnerable patients who would otherwise have a poor prognosis. As such, we are happy to be among the pioneers of this project which could have such a positive impact on patient wellbeing in the aesthetics industry.”

Psychological Skills For Surgeons

Further to this collective appeal among the UK's cosmetic surgeons for a more comprehensive and structured framework for psychological assessment, comes a new initiative to provide exactly that. Devised by the British Association of Aesthetic Plastic Surgeons (BAAPS), the newly launched course 'Psychological Skills for Surgeons' by Dr Joy MacInnes and Dr Esther Hansen, aims to equip cosmetic surgeons with the skills to respond to psychological factors in patient consultations.

By way of improving surgeons' understanding of patient psychology, their overall assessment works to protect the mental wellbeing of their patients, both before and after surgery.

We've all been asked, be it from a hairdressing appointment to a plastic surgery consultation, what we are looking to achieve as clients. Many of our concerns and ideas are influenced heavily by what we see around us; from discerning peers and airbrushed celebrity trends to the overly filtered world of social media - all together building an expectation in our mind as to what could be achieved with some help from the experts. But it's these high-expectations that often build anticipation of an outcome which is both unrealistic and unachievable, thus resulting in disappointment or dissatisfaction.

Part of the skills course centres around the patient-surgeon relationship and works to build the skills required to uncover patient aspirations clearly and manage expectations effectively for realistic treatment plans which bring about peace of mind and patient satisfaction.

Then, it focuses on exploring what the patient considers to be the physical function of the surgery, exploring its psychological impact and considers the psychosocial expectations of the patient, addressing how to set boundaries with regard to onward referrals, second opinions and treatment refusals. Followed by the protocol by which dissatisfaction with surgery, psychological distress and mental health concerns, both previous and ongoing, are acknowledged and responded to.

The course also covers a segment on evaluating patients in respect of body dysmorphia disorder - which we know from the previous research project, is a prevalent concern amidst cosmetic surgeons - and how to effectively refer them to a psychological professional if necessary.

BAAPS Council Member Miss Caroline Payne explains its importance:

“Carrying out a thorough psychological assessment before any surgery is crucial... One of the hardest things to deal with is how to say no to patients and this course teaches us how to set those boundaries, when to ask for second opinions, when to ask for onward referrals. As plastic surgeons it is crucial to have a real insight into the psychological as well as surgical aspects of caring for patients undergoing aesthetic surgery and an appreciation of when referral to a clinical psychologist may be in a patients' best interests rather than surgery.”

Since the rise of cosmetic surgery in recent years, bad press and horror stories often overshadow its presence in the public eye and the wonderfully responsible work of our country's leading practitioners. But it's incredibly clear to see here, that mental health awareness leads the way in protecting patients' best interests well beyond accepting all willingness, pressure and impulse to go under the knife. It is these high standards that we celebrate our industry's continued care and devotion to make people feel even better than they look.



FROM TREATMENT TO 'TWEAKMENT'

The impeccable evolution of rejuvenating eyelid surgery...

Cosmetics treatments have never been as accessible and as popular as they are right now, not least for treatments which address concerns around the eyes. According to the latest global survey by the International Society of Aesthetic Plastic Surgery (ISAPS)[®], eyelid surgery is in the top 3 most popular surgical procedures for both men and women, as of 2019³⁶. For further details on any of the products or studies mentioned, please refer to the end notes or contact the brand directly - information can be found in the appendix.

A number of common concerns such as: crows feet, hooded eyelids, sagging skin, puffy eyelids and under-eye bags - whether they present as a consequence of ageing or simply as a natural predisposition - are often treated by non-surgical, temporary solutions such as PDO thread lifts, botulinum toxin injections, tear trough dermal filler treatments, microneedling, energy delivery therapy and of course topical skincare by way of expert facials or at-home regimes. Many may feel that the treatment goes far enough to eradicate their concerns, but the 14.5% rise in eyelid surgery³⁷ would also suggest that many do not. The rise indicates a growing desire to rejuvenate the eye area with a permanent solution, and hence procedures for the eyes take centre stage in our surgical trends for facial treatments in 2021.

The Gliding Brow & Laser Lash Lifts

The skin around our eyes is incredibly delicate, the structure is complex and thus surgery is intricate and must be carried out with absolute precision and know-how. Mr Daniel Ezra, renowned eye surgeon at Harley Street and Moorfields specialises in blepharoplasty (eyelid surgery) and has been speaking to us about the various surgeries which are particularly popular at the moment...

“Interest continues to grow in augmenting upper eyelid blepharoplasty with brow lifting. It is widely now recognised that modulating the brow is an essential for the enhancement the results of upper lid blepharoplasty. Brow lifting can be one of the most difficult procedures to perform in aesthetic surgery and there have recently been new techniques such as the gliding brow lift which has generated significant interest. In addition to this, there has also been a resurgence in the use of the direct brow lift which had previously been considered to be a more old-fashioned approach but in fact has excellent outcomes with modified approaches to reduce scarring.”

The gliding brow lift is a technique which uses minimal incisions to elevate and augment the placement of the brow with precision, stability and minimal scarring; resulting in an effective and pleasing outcome where the eye area is lifted and rejuvenated. Additionally Mr Ezra describes many of his patients opting to receive a non-surgical laser eyelash lift to complement blepharoplasty. Performed using a CO2 laser which tightens the skin at the base of the eyelashes, the treatment makes them appear naturally longer and lustrous to achieve a more youthful and refreshed look to the face overall.

New advancements in lower-lid surgery are happening too. Where the focus was once the removal of excess tissue causing concerns like sagging skin, the approach has now evolved to preserve it. Through methods that work to reorganise, tighten and lift the lower eyelid tissue, the procedure reveals a more naturally restored appearance, and by combining disciplines for the most effective outcome, this lower lid surgery is often paired with laser resurfacing technology for a complete and comprehensive treatment working to assist in skin tightening.

In regard to addressing more specific complexities of the eye area which can have damaging effects of patients' mental wellbeing, such as oedema and heavy under-eye bags, Mr Ezra reveals one of the anticipated developments of the past year he's most excited about...

"The introduction of Endolift® laser as a potential treatment for malar oedema and malar bags. These are one of the most persistent and difficult aesthetic areas to treat. Endolift® is an innovative energy delivery technology that is minimally invasive and delivered through a small puncture underneath the skin and it can help to contract loose tissues which accumulate fluid. This represents a lifeline for many patients who simply don't have any other good treatments available to them."

'Spa-Like' Eyelid Surgeries

Meanwhile, Prof. Jonathan Roos and Miss Rachna Murthy have been working on a new approach to eyelid surgery and offer something completely new and contrasting to the surgical procedures typically associated with plastic surgery. Available at their FaceRestoration clinics in London's Lanserhof and Harley Street, 'tweakments' for both the upper and lower eyelids can be carried out with just local anaesthetic. Patients arrive and leave within a four hour period, including an hour for recovery, but the surgical procedure itself, takes little over an hour to complete. The wonder of their procedure is that both surgeons work in unison, calmly and by using various techniques to help relaxation and reduce bruising.

"Clients have a light-hearted conversation with us during surgery. Many therefore experience their eyelid surgery as a spa-like experience (one didn't want to leave - 'just a few more minutes') and with much less discomfort than they report experiencing with filler treatment. This has led us to classify eyelid surgery in our clinic more as a long-lasting "tweakment" than an operation requiring prolonged recovery. And with two surgeons working seamlessly we can reduce operative time and cater to different personalities, and ensure nothing is missed as we are not just two pilots flying but also doing the 'cross check' to ensure the highest standards."

The adaptability and accessibility of varying treatment procedures across the world naturally leads to the combined efforts of various disciplines. Where we have seen this work successfully as described earlier as part of our non-surgical trends, in some cases, deferring the need for surgical solutions by using several alternative aesthetic treatments promising in some way or another to achieve the same result, can accumulate and result in subsequent eyelid surgery becoming more challenging and more complicated. This may particularly be the case for energy delivery devices if they are not specifically designed for use around the eyes - for the skin in this area is very different to the rest of our skin.

Prof. Roos and Miss Murthy explain the importance of discussing concerns around the eyes with a specialist before undergoing treatments of any kind, be it invasive or non-invasive...

"Some patients come to us with excessive scarring, or a ruptured septum, or with too much skin removed or with a damaged water gland. This makes the surgery longer, and with more bruising and a longer recovery. Instead of us surgeons peeling apart the anatomy of the lid like pages in a book, after energy devices the pages are stuck together and need to be carefully teased apart. Sometimes we have to replace the fat into a better position, or even move skin around to replace what has been lost. Before having anything done around the eyes, always speak to an oculoplastic surgeon who can assess the eye for closure, dryness and other diseases which may not be obvious but which can set off a difficult-to-treat chain of events."

Busy Lifestyles Make For Complementing Treatments

The covid pandemic has been eye-opening for all of us in many ways. Dr Maryam Zamani, leading oculoplastic surgeon and facial aesthetics doctor, believes that the increased time spent on video calls is a contributing factor in patients wanting to make tweaks to their appearance, for now it seems we spend more time looking at ourselves than ever before, not to mention the world of social media charming us into discovering new treatments. With that being said, Dr Zamani has seen a surge in patients undergoing smaller, less invasive treatments for the area around the eyes over all-encompassing surgical interventions.

To complement surgeries, Dr Zamani offers a number of treatments both before and after procedures to achieve the best possible results for patients. Skin boosters such as Belotero® Revive and Profhilo® work to restore skin hydration and texture and could also be used independently to surgery, making for an excellent and gentle introduction to treatments as they provide a naturally healthy look and subtle fullness to the skin without the imminent need for more surgical solutions.

With each treatment plan able to be tailored specifically to suit and adapt to patients' lifestyles, it's these complementing treatments that work collectively with surgery to address concerns successfully and with much less debilitating downtime, as we discover from Dr Zamani...

"Gone are the days when people did everything together, such as the facelift. This new attitude means faster recovery and better pain management. New techniques mean that you don't always have to be black and blue weeks later - within 10 days of a treatment, you can be out and about and only your close friends may notice, which is much more conducive to a busy lifestyle. People are much happier to have 2-3 sessions of Fractional Ablative Laser instead of one where the downtime can be up to 2 months. People are now having a better experience with 2 or 3 lighter treatments instead."

Learning to adapt and evolve is something we have all become accustomed to over this past 18 months. Needless to say it is a fundamental part of providing treatment suitability to meet the demands of patients in an ever-changing world lead by trends, convenience and high-expectations. Not least is this the case for eye surgery, where specialist expertise is paramount in achieving patient satisfaction.

"Patients are seeking to get the best objective outcome with the minimal downtime and highest safety. They want a bespoke approach using the best surgical and non-surgical tools and they want doctors who listen and care during the whole process and follow up. People are seeking surgeons who are trained in and focus just on their eye health." - Prof. Jonathan Roos and Miss Rachna Murthy, FaceRestoration London.



FOR MORE INFORMATION

Details on press contacts, Aesthetics, CCR & Easyfairs...

For more information, please contact Kate, Louisa, Amelia & Chimere at Mantelpiece PR:

- kate@mantelpiecepr.com
- louisa@mantelpiecepr.com
- amelia@mantelpiecepr.com
- chimere@mantelpiecepr.com

About Aesthetics and CCR

Aesthetics is a media and event portfolio servicing the medical aesthetics profession and consumers. This exciting market is growing rapidly and their corporate customers include pharmaceutical producers of injectable products, as well as skincare companies and laser device manufacturers.

The portfolio encompasses a monthly print medical journal, a quarterly consumer magazine Beyond Beauty, a strong online and social presence, and four annual events: a glamorous awards ceremony, the Aesthetics Awards, Beyond Beauty Live and two leading conferences and exhibitions – ACE and CCR.

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For further information, please contact:

- Eric Everard, Group COO | eric.everard@easyfairs.com
- Anne Lafère, Group CEO | anne.lafere@easyfairs.com



NEW LAUNCHES

New launches and brands to watch...

- Advanced Scar Control SkinCeuticals | Skincare - Stand G15 | <https://www.skinceuticals.co.uk>
- CellDerma | Skincare - Stand H21 | <https://www.cellderma.co.uk>
- Collums | Practice Management Software - Stand G1 | <https://collums.co>
- Cube Light, 4T Medical | Aesthetic Device - Stand G12 | <https://www.4tmedical.com>
- Dermapen™4, Invan|Med | Aesthetic Technology - Stand C22 | <https://www.ivanmed.com>
- Emerald Laser™, Erchonia | Energy Delivery - Stand B19 | <https://www.emeraldaser.com>
- Enlighten Peel, Neostrata® | Skincare - Stand E10 | <https://www.neostrata.com>
- Focus Dual by Lynton Lasers | RFM Device - Stand D15 | <https://lynton.co.uk/prod/focus-dual/>
- HydraRich & Let It Glow Kit, AlumierMD | Skincare - Stand E12 | <https://www.alumiermd.co.uk>
- INTRAcel Pro™, Healthxchange Group | RFM Device - Stand F25 | <https://smartmeduk.com/intracel-pro/>
- Joddor® London | Skincare - Stand L31 | <https://www.joddorlondon.co.uk>
- Juvapen Expert, Juvaplus | Robotic Syringes | <https://www.juvaplus.com>
- Juvenus, Croma | Injectables - Stand G25 | <https://at.croma.at/>
- LABpen, LABthetics® | Microneedling Device - Stand A36 | <https://www.labthetics.com>
- Lanluma® | Skin Booster, Body Contouring Injectable | <https://lanluma.com>
- MeTime | Aesthetics Digital Platform - Stand D32 | <http://metime.com>
- Monsieur Skin Care®, Vivacy | Skincare - Stand G20 | <https://vivacy.com/en/>
- Morpheus8 by InMode | RFM Device - Stand D30 | <https://www.inmodemd.co.uk/morpheus8>
- Neauvia UK™ | Holistic Aesthetics | Stand D35 | <https://www.neauvia.com>
- Oil Shield SPF SkinCeuticals | Skincare - Stand G15 | <https://www.skinceuticals.co.uk>
- Potenza™ by Cynosure® | RFM Device - Stand G18 | <https://www.cynosureuk.com/product/potenza>
- Profhilo® Body, IBSA Derma | Skin Boosting Products | <https://www.prophilo.co.uk>
- Prolenium®, Revanesse® | Dermal Filler - Stand H10 | <https://prolenium.com>
- Revox™ Line Relaxer, Revision Skincare® | Skincare - Stand E10 | <https://revisionskincare.com>
- SafeAP | Aesthetics Digital Platform - Stand A22 | <https://safeap.co.uk/home>
- Sculptra® | Skin Booster | Stand B40 | <https://www.galdermaaesthetics.com>
- Secret™ Pro, Cutera® | Aesthetic Technology - Stand C17 | <https://cutera.com/secretpro>
- Vivacy® | Injectables, Skincare, Symposium - Stand Stand G20 | <https://vivacy.com/en/>



APPENDIX

Mentioned brands, clinics & practitioners...

-
- Dr Ali, Marwa | Harrods Wellness Clinic | <https://www.harrods.com/en-gb/services/the-wellness-clinic>
 - Aqualyx® | <https://aqualyx.co.uk>
 - Dr Bal, Nina | Dr Nina Facial Sculpting | <https://www.facialsculpting.co.uk/about-us/dr-nina/>
 - Belotero® Revive | <https://www.merz.com/blog/news/merz-launches-new-belotero-revive-dermal-filler/>
 - Bennett, Sharon | Chair of the British Association of Cosmetic Nurses (BACN) | Stand A32 | <https://www.bacn.org.uk>
 - Dr Bhatia, Ashish | <https://www.nm.org/conditions-and-care-areas/dermatology>
 - British Association of Aesthetic Plastic Surgeons (BAAPS) | <https://baaps.org.uk>
 - Dr Joy MacInnes, BAAPS
 - Dr Esther Hansen, BAAPS
 - Miss Caroline Payne, BAAPS
 - BTL Unison | Stand D18 | <https://btl.aesthetics.com/uk>
 - Celluform™ | <https://www.celluform.co.uk/celluform-1>
 - Centre for Appearance Research at the University of the West of England (UWE) | <https://www.uwe.ac.uk/research/centres-and-groups/appearance>
 - Cutera® | C17 | <https://cutera.co.uk>
 - Debbie Thomas | <https://www.dthomas.com>
 - Dr Dutta, Ash | <https://www.aestheticbeautycentre.co.uk/about-us/dr-ashish-dutta/>
 - Mr Ezra, Daniel | Harley St. & Moorfields | <https://www.danielezra.co.uk>
 - Emerald Laser™ by Erchonia | Stand B19 | <https://www.emerald laser.com>
 - EmSculpt® | Stand D18 | <https://btl.aesthetics.com/uk>
 - Endolift® Laser | <https://www.eufoton.com/en/patients/aesthetics/endolift>
 - Focus Dual by Lynton Lasers | Stand D15 | <https://lynton.co.uk/prod/focus-dual/>
 - Dr Galyna Selezneva | Body Doctor, Dr Rita Rakus Clinic | <https://www.drritarakus.co.uk>
 - GetHarley | Stand G3 | <https://www.getharley.com>
 - GoFigure! | <https://www.lighttouchclinic.co.uk>
 - Dr Natalie Geary, GoFigure! at Light Touch Clinic
 - Dr Gout, Uliana | LAM Clinic & President of BACN - Stand A31 | <http://london-aesthetic-medicine.com> | <https://www.bacn.org.uk>
 - Harley Academy | Stand D44 | <https://www.harleyacademy.com>
 - Dr Tristan Mehta, clinic founder, executive chairman of Harley Academy
 - International Society of Plastic Surgery (ISAPS)® | <https://www.isaps.org>
 - INTRAcel Pro™, Healthxchange Group | Stand F25 | <https://smartmeduk.com/intracel-pro/>
 - Juvaplast | <https://www.juvaplast.com>

- Lanluma® | <https://lanluma.com>
 - Dr Loong, Terry | <https://drterryloong.com>
 - LunaMicrocare by Imperial BioScience | <https://www.lunamicrocare.co.uk>
 - Morpheus8 by InMode | Stand D30 | <https://www.inmodemd.co.uk/morpheus8>
 - Mr Mandavia, Rishi | <https://www.dr.tatiana.co.uk/our-team/dr-rishi-mandavia>
 - Murthy, Rachna | FaceRestoration London | <https://www.facerestoration.com>
 - Neauvia UK™ | Stand D35 | <https://www.neauvia.com>
 - Neostrata® via Aesthetics Source | Stand E10 | <https://www.neostrata.com>
 - Obagi® | Healthxchange Group | Stand F25 | <https://www.obagi.com>
 - Pam Marshal | <https://www.mortarandmilk.com>
 - PCA Skin® | <https://www.pcaskin.com>
 - PHformula | <https://phformula.com>
 - Potenza™ by Cynosure® | Stand G18 | <https://www.cynosureuk.com/product/potenza>
 - Profhilo® Body by IBSA Derma | <https://www.profhilo.co.uk> | <https://www.ibsaderma.co.uk>
 - Restylane® by Galderma | Stand B40 | <https://www.galdermaaesthetics.com>
 - Dr Minocha, Kuldeep - Galderma
 - Revanesse® by Prolenium® | Stand H10 | <https://prolenium.com>
 - Revox™ Line Relaxer by Revision Skincare® via Aesthetics Source | Stand E10 | <https://revisionskincare.com>
 - Sculptra® by Galderma | Stand B40 | <https://www.galdermaaesthetics.com>
 - Prof. Roos, Jonathan | FaceRestoration London | <https://www.facerestoration.com>
 - Prof. Rumsey, Nichola | UWE | <https://people.uwe.ac.uk/Person/NicholaRumsey>
 - Secret™ Pro, Cutera® | Stand C17 | <https://cutera.com/secretpro>
 - SkinBetter Science | <https://skinbetter.com>
 - Dr Shotter, Sophie | <https://illuminateskinclinic.co.uk>
 - Schulz, Kimberly | MD, Board Certified Dermatologist | <https://www.epiphanydermatology.com/providers>
 - SkinCeuticals | Stand G15 | <https://www.skinceuticals.co.uk>
 - Goulbourne, Michelle - Senior National Sales Manager, SkinCeuticals
 - Dr Somji, Munir | <https://drmedispa.com/munir-somji/>
 - Dr Tonks, Sarah | The Lovely Clinic - <https://thelovelyclinic.co.uk>
 - Triskelion in Norway | <http://triskelionnorway.org>
 - Vanquish™ Me | Stand D18 | <https://btl.aesthetics.com/en/btl-vanquish-me>
 - Vivacy® Laboratories | Stand G20 | <https://vivacy.com/en/>
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