

KEY LEARNINGS FROM THE AESTHETICS TECH SUMMIT 2021 THE FUTURE OF AESTHETICS LOOKS BRIGHT

The second annual Aesthetics Technology Summit took place virtually on January 20-22 and assembled an impressive roster of aesthetics industry execs, entrepreneurs and KOLs across many specialties.

HOSTED BY OCTANE OC, the goals were to stimulate lively discussions on the key trends and unmet clinical needs in the aesthetics market and to highlight new business opportunities. 'We pivoted in 2020 to create a digital experience for our events. ATS showcased medical aesthetic innovation with industry leaders and respected physicians from across the globe,' said Cara Parchment, Octane Signature Event Manager.

From all accounts it was a very successful and highly rated program. It was encouraging to hear from CEOs on how their companies have been able to rebound through 2020 into 2021 at an unexpectedly rapid pace. Despite the challenges of sheltering in place, lockdowns, and live meetings on hold, the industry rose to meet the challenges. In fact, many aesthetic companies have emerged stronger while navigating these changes, and even noted a rise in consumer confidence. I was glad to see many new players and a steady appetite for innovative partnerships between brands.

Plastic surgeon, Founder and Managing Partner at Aesthetx, Kamakshi Zeidler, MD, FACS served as the emcee. 'Octane's ATS is my favorite meeting of the year! There is no other meeting that brings together executives and investors with physician entrepreneurs in an engaging way. This year highlighted the incredible opportunity in medical aesthetics despite



Tom Albright, President (left) and CEO, RECROS MEDICA; Louis Scafuri CEO, Sofwave Medical

the global health crisis that brought the market to a halt early last year. From David Pyott's experienced predictions for another roaring 20s, to Alisa Lask's successful launching of a filler during a pandemic, the horizon is bright for the future of beauty and those in business of delivering treatments and devices that help deliver confidence to patients and customers around the world.'

Alisa Lask, Vice President & General Manager of Galderma, participated in a Fireside Chat with Octane CEO, Bill Carpou. I was glad to participate in the ATS event to share Galderma's commitment to drive the

future of aesthetics forward with leading physicians, industry and entrepreneurs. There are very few industries with strong growth and long term potential and we've only scratched the surface of what's possible in aesthetics. Our patient-first approach to aesthetics innovation has resulted in eight FDA approvals over the last 6.5 years, and we anticipate six potential new product launches and indications over the next few years that will continue to strengthen Galderma's award-winning aesthetics portfolio. In fact, Galderma's Restylane DEFYNE just earned FDA approval for chin augmentation ▷

and correction of mild to moderate chin retrusion.

For Tom Albright, President and CEO of Recros Medica and a member of the organizing committee, this was his second ATS. I am thrilled to see how the content has evolved to represent the diverse interests of all stakeholders in this fast-growing sector. I particularly enjoyed moderating the panel on aesthetic entrepreneurship. There was a lot to learn from colleagues who have built substantial new aesthetic businesses. I have long felt that the key to continuing the exceptional growth in aesthetics is innovation, and that much innovation is locked in the minds of physicians, engineers, scientists and others that has simply not been brought to the forefront by the entrepreneurial spirit to start something new.'

Bob Rhatigan, CEO, Merz Aesthetics, led a panel focused on 'Best Practices Post COVID.' Medical aesthetics is a growing global market with continued potential. In the second half of 2020, we achieved double digit year-over-year growth in our medical aesthetics business and substantially increased Xeomin's revenue in the U.S. and globally. We believe that Xeomin is currently the fastest-growing product in the market, based on our assessment of publicly available information.'

He continues, 'The medical aesthetics market overall is heavily resilient, and people are eager to get back to a sense of normalcy. For many, that means a self-care routine that includes aesthetic medicine. We are hearing broadly from our customers that they're seeing returning patients but also first-time patients who are skewing younger, at 30-plus versus 45 or older. We believe this is a result of looking at yourself in the mirror, the "Zoom effect," for 8-10 hours a day, as well as a shift toward millennials seeing aesthetics as part of self-care routines.' As expected, the growth of millennials in aesthetics was among the recurring themes on the panels.

Dallas plastic surgeon Rod J. Rohrich, MD, FACS moderated a forward-thinking panel on 'Unmet Needs in Medical Aesthetics.' Among those launching a breakthrough brand, Rob Catlin, Vice President and General Manager, Medical Aesthetics, Endo Aesthetics LLC presented an update on the status of QWO®. 'We have been spending a lot of time with aesthetic practitioners across the U.S. and have heard that in this post-lockdown, pandemic landscape, they want to maximize any

Kamakshi R. Zeidler, MD
FACS.



chair time they have with their patients. Once a patient is in their office, they want to be able to offer treatments that are effective but also not time intensive. This is one of the reasons we are excited for the springtime launch of QWO that offers practitioners an FDA-approved treatment that brings patients back three times over two months. As vaccines roll-out, people will be looking forward to getting summer ready, which needs to start this spring.'

Leading the way

The topic of diversity was another recurring theme of the program. Diversity and inclusion is not a trend, it's an imperative. As industry leaders, we bear an important responsibility to take action and make meaningful change to increase diversity in aesthetics. Partnerships, like the one we formed with Skinbetter Science® to create DREAM (Driving Racial Equity in Aesthetic Medicine™) and with 25 Black Women in Beauty, as well as conscious efforts to increase diversity in clinical trials allow us greater reach to make a positive impact and drive that change, said Carrie Strom, Senior Vice President, AbbVie and President, Global Allergan Aesthetics.

In addition to fillers, toxins, topical agents, and breast implants, energy based devices were also well represented. Louis Scafuri, CEO of newcomer Sofwave™ Medical, participated in the 'Aesthetic Entrepreneurism' program. 'The event truly captured the spirit of innovation. It is encouraging to hear the optimism about the future of aesthetics from so many experts and leaders in the field. The Aesthetic Tech Summit is also an excellent platform for new and emerging companies

to showcase their brands to a very knowledgeable audience,' he said.

A Co-Chair of the Medical Aesthetics Advisory Board, Denver plastic surgeon Greg Buford helps to recruit other physicians and introduce them to the engaging ATC concept. 'Being able to stay on the frontline of new products helps me be even more effective with my own clients and allows me to guide my practice in a direction that was previously unavailable. I look forward to continued participation with Octane,' he said.

Another highlight of the event was the LaunchPad Company Presentations & Awards, led by JC. Ruffalo, Director of LaunchPad SBDC. The competition featured five aesthetics startups who presented for 10 minutes each followed by questions from the judges. I was excited to see the fresh new directions being taken in the industry with the winners of the LaunchPad, R2 Dermatology, Inc. and Pomp Beauty that will provide cryo-based alternatives for pigment reduction and direct to consumer customized skincare deliveries, respectively,' said Dr. Zeidler.

According to Mr. Carpou, 'I was impressed with the level of participation in only our second year and under the restrictions of Covid. There is no reason that ATS will not grow into a global conference similar to what Octane has produced in other industries.'

Hopefully, we can all look forward to putting the pandemic behind us long before the next ATS.

► **For more information:** octaneoc.org