



JEAN-YVES COSTE

Wendy Lewis spoke to Jean-Yves Coste, Co-Founder of WINDOME BANKING PARTNERS in Paris, to get his perspective on the global aesthetic market today and what the future holds for companies, investors, practitioners and patients

From your perspective, how would you compare the health and status of the medical aesthetic market today vs. pre-pandemic?

Medical Aesthetics' dynamics are still hitting on all cylinders, growing from an estimated \$11.7bn in 2019 to \$21bn in 2026, a ca. 9% CAGR (Source: Clarivate LLC), due to a formidable resiliency against global geostrategic, macro fundamental and economic crises. Even during the most tragic times of the pandemic, the 'show went on' online with telemedicine, telediagnostic and e-commerce related to booming professional skincare and developed an

immersive experiential journey for patients, which improved their stickiness. Post-pandemic, patients engaged in a revenge spending splurge. This is driven by sustainable demand as a result of ageing demographics, urbanisation, and the democratisation of aesthetics as a status symbol in emerging markets.

Patients find themselves engaged in an ecosystem enticing them into a captive personalisation of their treatment, which generates loyalty once a certain regularity in the treatment protocol has been reached. Zoom Boom, connectivity to social networks and digitalisation accelerate the conversion, thanks to the constant interaction with HCPs, telediagnostication, telemedicine, and

visualisation of results, social network pressures among Gens Y and Z aspiring to self-transcendence and instant gratification, and active senior Boomers striving to increased beauty standards.

This technologically is powered by accurate instrumentation of medical devices and faster adoption fueled by a new generation of practitioners attracted by disruptive and incremental innovations to improve safety, efficacy, longevity, speed of onset of action (instant gratification, no downtime), and precision targeting for best results.

Post-COVID, safety to reduce procedure anxiety for patients was supported by the digitalisation of imaging to enable them to visualise the

simulation of results with amazing precision.

The rise of more non-invasive to minimally invasive face and body-enhancing treatments is driving steady interest for more consumers to enter the market. What are the top trends you are watching closely?

For facial treatments, natural beauty without overcorrections, facial resurfacing, rhinoplasty, blepharoplasty, reshaping of the face, rejuvenation of smile for women, masculinisation of the face for millennials, hair restoration, prejuvenation and lunchtime procedures such as mesotherapy and microneedling have gained traction in Europe, China and MENA. This is prevalent in younger generations who pursue an ideal 'skin fitness' by postponing the first signs of ageing, through submental fat reduction and retexturising their skin. For body procedures, cellulite, body reshaping and tightening, vulvovaginal and pelvic treatments are popular. Body sculpting treatments benefit from the trend of a 'one stop shop' for the client, inviting patients to engage in immersive experiential journeys by combining energy-based devices, picosecond laser or RF microneedling with dermal fillers or post-op dermocosmetics.

How is the rapid emergence of AI and deep learning impacting medical aesthetics from all angles?

The gravitational pull of generative AI, the metaverse, blockchain, machine learning and deep learning are impacting aesthetics, and the skincare vertical (dermatology, dermocosmetics, skincare) is the vanguard of new developments:

- **Empowering patients:** To visualise themselves in a simulated augmented vision post-procedure, accelerating the conversion from considerer to patients
- **Research:** Genomics and transcriptomics data analytics tools are used to accelerate screening of novel libraries of potential molecules, implementation of Open-Source



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Application Programming Interfaces, blockchain and AI to screen massive online molecule repositories

- **Development:** Profiling new drugs and intelligent drug design to drive efficiencies, quantitative analytics for statistical extrapolation, virtualisation of clinical study phases to reduce risks
- **CRM:** AI, machine learning, deep learning, big data analytics to enhance the customer journey and develop immersive ecosystems with infinite modalities to retarget them with related treatments after gateway procedures and track their personal aesthetic journey

- **Metaverse:** Will empower patients to create their digital avatars revealing their self-image perception and engage in real-time human-like conversations with chatbots or other patients and doctors
- **Promotion:** Through virtual trade shows and live congresses, such as Hydrafacial's Virtual AMWC, to attract more visitors to their platforms
- **Education and Training:** Webinars and online courses to leverage KOLs to showcase product usage
- **Post-marketing surveillance:** Enhanced interconnectivity with aesthetic social networks, such as Realself in the US/UK and SoYoung Gengmei in China. Digitalisation of the flywheel model for better patient interaction and retention
- **Promote post-operative homecare:** Through IOMTs (Internet of Medical Things) patients can learn how to create personalised products tailored to their skin issues
- **Digital Hall of Famers:** Will eclipse competitors by acquiring and retaining new patients for increased market-share. ▷

► **At every congress, more brands from Asia are introducing innovative products and technology. What is the impact of these emerging markets?**

There is a rise in regenerative medicine developments propelled by DNA-based personalised care. Genetic profiling SNPs, skin-microbiota symbiosis, tissular homeostasis, nano-biotechnologies and cellular targeting, stem cells and cellular therapies (PRP, fat-based tissue transplants), deglycation to inhibit collagen decay; human, plant-derived, and new forms of synthetic recombinant exosomes; biostimulators driven by PCL, PMMA, PLLA, and tissular inductors powered by PDRN and PN in Korea. Stimulated by a more liberal regulatory environment, Korean players advance claims regarding rheological parameters and boosting deep dermis penetration to enhance plasticity, homogeneity, 'silkeness', cohesiveness and longevity. In Europe, a new class of dermocosmetics is at the forefront of skin microbiota and telomerase inhibitors.

The rise of combination treatments, such as skin boosters, devices paired with topical agents, and weight-loss drugs with body sculpting, offer new opportunities for clinics to differentiate from the competition. What do you recommend practitioners add to their menu of services?

Combination treatments are being used to deliver better and longer lasting outcomes for patients such as pairing hyaluronic acid or other dermal fillers, PEG with energy-based devices such as multipolar and fractionated RF, plasma-based or fractional RF, can leverage cross-selling. For example, the integrated minimally invasive aesthetics player MatexLab SA in Switzerland offers standardised treatments combined with

clinically validated CO₂, Erbium Glass and Q-switched ND:YAG lasers, hyaluronic acid, calcium hydroxyapatite (CAHA-based) skin rejuvenation tissular inductors, semi-permanent fillers in their portfolio to harness the effects of regenerative medicine and energy-

“AI-powered chatbots engage customers with the ability to retarget patients with complementary product offerings via quantitative analytics.”



based devices, and pairing skin boosters with revitalisation agents and energy-based devices to penetrate the deep dermal tissues to enhance the skin boosters.

What is your take on the emergence of the personalisation trend among skincare brands?

Skincare brands have introduced tele-diagnostic platforms leveraging AI,

digital imaging, machine learning and deep-learning, database capabilities to analyse skin conditions and recommend protocols, taking advantage of augmented reality to enable the visualisation of treatment results, and machine learning to evaluate the urgency of treatments.

Smartphone applications, such as 'Spotscan' by LaRoche-Posay Effaclar, represent a pioneering AI-powered tediagnostic instrument developed with dermatologists to analyse the severity of facial and body acne and provide a daily care solution for acne-prone skin.

AI-powered chatbots engage customers with the ability to retarget patients with complementary product offerings via quantitative analytics.

Eric Schmidt, executive chairman of Alphabet, has said the perfect dermatology startup 'will be crowd-sourced, AI- and ML-based and that model is a highly likely candidate to become a \$100 billion corporation.'

New technology will disrupt dermatology. Google AI can now accurately detect 26 skin conditions. Technology has the potential to accurately diagnose diseases, assist doctors in choosing the most effective treatments, and help patients better manage their condition.

Digital skincare apps personalise the relationship with customers by leveraging synergies with personalised skincare IOT systems and subscriptions to enrich the treatments for patients.

► *Jean-Yves Coste is Co-Founder and Chairman along with Florian Puchly of WINDOME BANKING PARTNERS, a new Financial Advisory Platform dedicated to Healthcare, Holistic Well-Being and Lifestyle, Medical Aesthetics, Dermocosmetics and Regenerative Medicine as well as digital health based in Paris with offices in Frankfurt and San Francisco.*



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