

WHAT AESTHETIC DOCTORS ARE EXCITED ABOUT RIGHT NOW

Wendy Lewis interviews 6 top doctors to find out



WENDY LEWIS is Founder/President of Wendy Lewis & Co Ltd, Global Aesthetics Consultancy since 1997, author of 13 books, Editor in Chief of beautyinthebag.com, and frequent presenter on the international stage. Her first textbook, *Aesthetic Clinic Marketing in the Digital Age* (CRC Press) will debut a second edition in 2023.

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UNDoubtedly, during 2023, we saw a lot of captivating launches across the key medical aesthetic categories, from novel pairings of widely used technology to new applications of topical agents, dermal fillers, ingestibles, and medically advanced skincare.

We reached out to six aesthetic doctors from the US to get the scoop on the newest go-to treatments they have added to their practices.



Barry DiBernardo, MD, FACS
Plastic Surgeon
New Jersey Plastic Surgery,
Montclair, NJ, USA

GETHAIRMD™

My team at New Jersey Plastic Surgery has been excited of late because our hair growth business is expanding with the addition of the GetHairMD programme. Their suite of non-

invasive solutions fills the void between over-the-counter solutions and more invasive solutions, such as hair grafting. From shampoos, conditioners, serums, nutraceuticals, in-office clinical hair growth laser, the unique Follicular Infusion System, and the best-in-industry laser cap, we know our patients are covered.

GetHairMD partners with aesthetic practices, and they provide exclusive territories, so I don't have to worry about competitors offering the same thing in my backyard! Their exclusive training is top-notch, and they invest tens of thousands of dollars of marketing back into my practice.

More and more female patients are enrolling in this programme due to the multi-modality approach that focuses purely on medically proven methods. 50% of men and roughly 45% of women suffer from some variation of hair loss, and for the first time in our practice, we have an easy, bundled programme to address hair loss from so many angles under one brand. I also love the unique Follicular Infusion System that painlessly drives a clinically proven serum directly to where it needs to be, straight into the root of the follicle. Even if you have the best topical agent, if it doesn't get to the right place, you will not see the results. Best of all, it is a quick, needleless, no-downtime procedure for patients.

All-in-all, my investment to join the GetHairMD network was a great decision that is sending new patients to our practice through their marketing efforts, deploying a delegable package of clinically proven non-invasive solutions, and within my own protected territory.



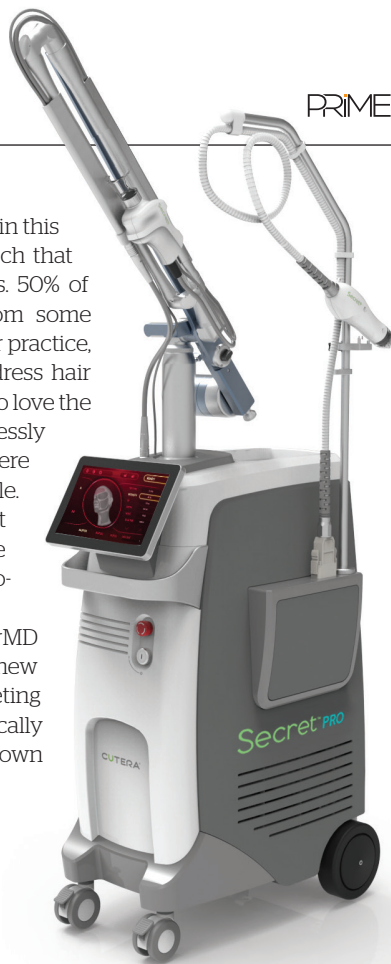
Troy Pitman, MD, FACS
Plastic Surgeon,
Somenek + Pitman,
Washington DC and
New York City, NY,
USA

SECRET™ PRO, CUTERA®

One of the things that I'm excited about are the results we are getting for post-surgical incision treatments (tummy tucks, breast reductions, etc.) with the Secret Pro—combination CO₂ laser and RF microneedling from Cutera®. Using these two modalities simultaneously at around 4 weeks post-op results in faster wound healing and better overall surgical scars.

We use the CO₂ platform to help reduce post-inflammatory hyperpigmentation and sort of 'blur' the wound edges to make the incision less noticeable. This is combined, in the same treatment session, with RF microneedling to help with overall scar remodelling, which ultimately results in a softer, flatter incision.

One of the novel things I like about this treatment, in addition to combining modalities that were previously used separately, is the timing. We have found that early intervention allows us to treat the incision at the end of the proliferation phase (super boosting collagen production) before the remodelling phase begins. We are using it for all of our tummy tuck and breast patients to reduce the appearance of visible incisions when needed. It is also an effective treatment for improving skin texture and mild sagging around the jowls and neck, as well as to improve the appearance of fine lines and creases.



Richard Jin, MD, PhD,
RJ Clinical Institute
Internal Medicine
Temecula & Mission
Viejo, CA, USA

SMARTLUX MINI AND VIVISCAL

We have recently incorporated the SmartLux Mini into our practice. This novel and compact phototherapy device uses three wavelengths: blue (415–425 nm) for treating acne, infrared (820–830 nm) for relieving muscle pain and promoting circulation, and a combination of red (630–640 nm) and infrared (820–830 nm) for dermatological treatment of periorbital wrinkles. Our clinic combines red-light therapy with PRP hair treatments and blue/UV treatment in combination with our RF microneedling facial treatments.

Viviscal™ is a dietary supplement designed to enhance hair growth and improve hair health by providing a blend of nutrients and marine-derived proteins to nourish hair follicles and promote thicker, fuller hair. Our clinic combines the Viviscal supplements with red-light therapy and PRP hair treatments. It is user-friendly and delivers notable outcomes for hair growth and health improvement. The straightforward regimen and scientifically formulated blend of nutrients and proteins make it easy to incorporate into our patients' daily routines. Many patients have reported positive results in terms of thicker, healthier hair, reinforcing its efficacy in addressing hair-related concerns.

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*Troy Pitman, MD
Secret Pro, Cutera*

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*Richard Jin MD, PhD
SmartLux Mini and Viviscal*





Faryal Farooqi, MD,
CEO and Founder,
Anushka Concierge
Medicine & Wellness,
West Palm Beach, FL,
USA

RF MICRONEEDLING
WITH EXOSOMES

We have seen great results pairing Morpheus8 with Benev Exosomes. We use Morpheus8 primarily to offer 20-minute RF microneedling, 24 needles for the face at a 1-4mm depth and 40 needles for the body for up to 8 mm deep. We are using the burst technology so patients receive simultaneous energy delivered at multiple depths in one pulse. Its safety and effectiveness on all skin types and the results we can achieve have made it a very popular treatment in our practice.

We recently started pairing Morpheus8 with Benev Exosomes, and it has been the holy grail for minimal downtime for aesthetic procedures. When used in combination with the exosome serum, our patients can leave the facility looking radiant with little to no downtime. The Benev Exosome Regenerative Complex is in a class of its own. This biotech breakthrough serum harnesses the power of stem cell-derived lyophilised exosomes; it uses potent growth factors, peptides, minerals, vitamins, and amino acids to optimise the regenerative capacity for skin of any age. With Morpheus8 we can lay down the framework, and the application of the exosomes also helps to prevent the development of post-inflammatory hyperpigmentation (PIH) when treating darker skin tones. As the exosome is absorbed into the skin, it allows just the right amount of

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Faryal Farooqi, MD
Morpheus8 with Benev Exosomes



inflammatory response to take place in the skin, boosting collagen and elastin production by 200% and more. Patients look radiant right after their treatment, which makes them more inclined to return for their recommended series of three spaced one month apart.

Since the semaglutide rage took the US by storm, rapid weight loss has driven body treatments for arms (for laxity and creepiness), legs (for cellulite), buttocks (for stretch marks and texture) and abdomen for skin tightening. With Morpheus8, we can penetrate deeper layers of the skin (8mm), which stimulates the skin to reorganize itself and reverse the clock. The benefits of exosomes are to soothe the skin and help to alleviate the itchiness patients develop on the treated areas as they heal from within.



Michael Gold, MD
Dermatologist, Gold
Skincare Center,
Nashville, TN, USA

OPULUS BEAUTY LABS

OPULUS Beauty Labs is a very innovative skincare range created by one of the original co-founders of Clarisonic. The patented technology has two broad components: the handheld Activator and the novel new chemistry. They have created a smart cosmetic jar. The user opens the lid to place a capsule inside (called Opoule), then closes the lid, pushes a button, and 100 seconds later, they have a warmed

skincare product ready to be applied to their skin. The chemistry innovation is quite unique. Each capsule has two layers, an outer shell and a core, so the entire capsule becomes the product. The experience for patients is as if they are compounding their own topical skincare.

The OPULUS team has taken care to decrease packaging by doing away with bottles because the proprietary manufacturing process stabilises actives in the outer shell, which protects the other beneficial ingredients. The entire capsule is made of cosmetic ingredients, so there is no plastic waste, which appeals to Millennials and GenZ and those who seek out clean beauty brands that are environmentally friendly.

Another unique feature is their patented Retinol+ Ramp Up Regimen over a 4-week period. The patient can follow the order of capsules in the box to gently increase their exposure to retinol. This offers a good regimen for first-time retinoid users or those who complain about having sensitive skin. What my staff likes about the OPULUS line is the luxury brand concept with an innovative approach to topical agents in single-dose products, from moisturisers to

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Michael Gold, MD
OPULUS Beauty Labs



prescriptions. It is easy for patients to use, and they will see results. OPULUS offers us a fresh and innovative approach to medical skincare products.



Karan Lal, MD
Dermatologist,
Affiliated
Dermatology,
Phoenix, AZ, USA

NEODERM, AEROLASE

In my experience with energy-based procedures in dermatology, I've come to appreciate their immense potential. Incorporating Aerolase and its devices, like NeoDerm, into my practice has revolutionised my approach to dermatological treatments. I frequently encounter issues like post-inflammatory hyperpigmentation, melasma, and acne, which span both medical and cosmetic realms. NeoDerm is particularly invaluable in addressing these conditions, especially for darker skin types. Its laser energy delivery is designed in such a way that it circumvents the risk of thermal damage.

I've observed Aerolase making a significant mark in the field of dermatology. Their devices are tailored to accommodate a wide spectrum of patients, especially those with skin of colour. The versatility of their devices allows me to treat diverse conditions, from vascular

rosacea and acne keloidalis nuchae to melasma. With the burgeoning cosmetic needs of the skin of colour populations, having a platform like Aerolase's NeoDerm in my practice has been transformative.

When I compare Aerolase to other devices in the market, I notice that many predominantly cater to fair-skinned patients. However, with NeoDerm's unique energy delivery, I'm empowered to address a multitude of concerns related to water, pigment, and redness, making it possible to treat a diverse range of conditions across various skin tones.

From a financial vantage point, Aerolase devices have been a game-changer for my practice. Not carrying additional consumable costs or other fee-splitting has been economically advantageous. I can afford to offer treatments like acne at reasonable rates to my patients. This not only benefits them but also ensures a steady revenue stream for my practice.



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Karan Lal, MD,
NeoDerm, Aerolase