



HIGHLIGHTS FROM IMCAS WORLD CONGRESS 2024: 25 YEARS AT THE FOREFRONT OF MEDICAL AESTHETICS AND COUNTING



BY WENDY LEWIS

As a veteran of the International Master Course on Aging Science (IMCAS) for over two decades, IMCAS 2024 was the largest congress to date with over 18,000 attendees in the Palais des Congres. Located in central Paris, we had to navigate a construction zone as workmen were busy getting the city ready for the Olympics starting on July 11th.

I am always keen to follow the trends to learn about what is new and exciting outside of the U.S. market. For me, some of the most important and informative IMCAS sessions are the Innovation Tank and La Tribune,



which are well worth attending if you have the good fortune to get a seat in these uber-popular platforms.

If you are interested in staying on top of the global medical aesthetics category and to learn about the trends and cutting-edge developments in this exciting industry, La Tribune was an absolute



must-attend. Umberto Antunes, a partner at Gore Range Capital, served as one of the chairs. La Tribune features live panels of bringing together many of the world's leading strategists, market researchers and analysts articulating on the latest market data, industry, physician and patient trends, and M&A

THE WINNERS OF THE 7TH INNOVATION TANK 2024

#1 FOUNT BIO - DR. DOUG LEVINSON

Fount Bio is developing the world's first clinically proven aesthetic skin boosting product, Fli-Derm, to rapidly build crosslinked hyaluronic acid (HA) within the skin. Fli-Derm offers a highly differentiated product profile that provides both immediate and long-lasting skin quality improvements (including fine lines and rhytids) with unparalleled safety and tolerability.

#2 CAARISMA – DR. RAINER POOTH

Caarisma utilizes a self-learning validated algorithm that is based on more than 200 variables in 17 landmarks to create a facial attractiveness index, facial youthfulness index, and a skin quality index. Drivers are identified to give information about the overall aesthetic status to assist the practitioner and inform patients.

#3 B.A.I. BIOSCIENCES – SOPHIE BAI

This biotech R&D company in Boston utilizes proprietary transdermal drug delivery technologies and AI to develop novel topical treatments for skin aging, hair loss, and



atopic dermatitis. It has 20+ patented molecules in the pipeline, and has commercialized DiamondCore® molecule, a multitasking skin regenerative technology.

activity in aesthetic medicine and skin health space in general.

San Francisco Dermatologist Kathy Fields served as the keynote speaker at La Tribune as well as a judge at the Innovation Tank. Among the focus of this year's program was what she referred to as pan-regenerative therapy.

"The art of transformative results is through a collaborative and comprehensive approach," she explained. "The clinician must understand the complexity of patient's needs. By deploying therapeutic skincare, fillers, toxins and energy devices, we can generate collagen, elastin, tightening and overall improved skin."

Another veteran of this elite program is Sergio Rossi, Manager Director and Partner, Global Lead for Medical Aesthetics at Boston Consulting Group. He pointed out the categories that

sparked the most excitement were injectables and medical grade skincare.

"These categories are witnessing a remarkable shift, with an increasingly younger demographic age 25-30 showing interest in fillers, toxins and skincare routine," he said. "Skin care is drawing in the younger generation more effectively than ever before, serving as a gateway to aesthetic medicine."

Rossi emphasized the crucial importance of aligning closely with the evolving needs of consumers.

"Their expectations in terms of product innovation and services provided, are set to shape the strategic direction of manufacturers and service providers alike. We can anticipate a broader acceptance of new offerings that complement injectables, like biostimulators."

The market will see consumers who continue to trust the expertise

of professionals, but are also more informed, brand aware, and able to decide about their own medical aesthetics' journey." He points out that investment from private equity will continue, particularly in longevity, new technologies, and channel consolidation for Med Spas.

"La Tribune creates a context which helps us understand the world beyond superficial interpretations and enriches the conceptualization of the future of our industry," says Antunes.

Hope to see you in Paris in 2025, and please save me a seat! ■

WENDY LEWIS

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