



THE AESTHETIC GUIDE®

Multi-Modality Platform
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Suction with RF
Microneedling
pg.3

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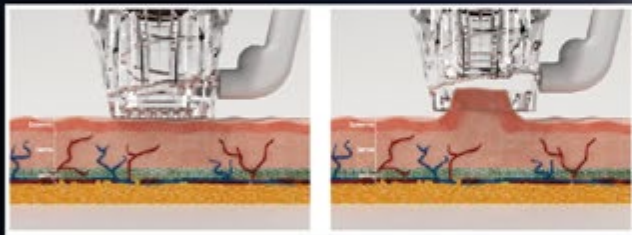


darwin

Multi-Modality Platform With Vacuum Assisted RF Microneedling

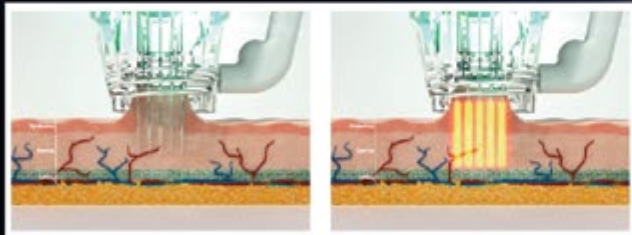
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Skin Contact

Suction



Needling

RF Energy



“

The Darwin offers an efficient and versatile platform to address each of my patients concerns: **pigment, vascularity, hair removal, texture, wrinkles, laxity, et al.** The intuitive graphic user interface and power enable me to customize and combine from a variety of different energy modalities including IPL, Diode, Radiofrequency, and RFMN.

”

—Dr. Rishi Gandhi, MD, FAAD
Ohio Skin Center, Dayton, Ohio



Multimodality System Puts Radiofrequency Microneedling with Suction Front and Center

By Kevin A. Wilson, Contributing Editor

Platforms with multiple modalities offer a wide variety of indications that can be of tremendous value to any medical office. “There are many up-sides to a good multi-use system, especially if the cost of consumables is manageable,” remarked Michael Gold, MD, founder and medical director of Gold Skin Care Center, Advanced Aesthetics Medical Spa, The Laser & Rejuvenation Center, and Tennessee Clinical Research Center in Nashville, Tenn. “The one downside to all, regardless of quality, is that it is only one unit or tower, so you have tied up a lot into one system. However, a good multi-treatment platform always has a place in any practice, more so if it can be easily expanded to meet future needs.”

Offering an industry-first suction capability, the Darwin, manufactured by LUVU Medical (Cambridge, Ontario, Canada) and distributed in the U.S. by Powered by MRP (Park City, Utah) stands out in a crowded marketplace. This multimodality platform can accommodate up to five modules, or “handpieces,” four of which are currently available in the U.S. These include: ProLift RFM: a 2 MHz radiofrequency microneedling (RFM) system with an industry-first suction capability; Lucent IPL: a powerful intense pulsed light with seven filters and advanced cooling to expand applications and improve patient comfort and safety; Bare 808: an 808 nm diode laser ideal for treating a wide range of patients and areas; and Refresh RF: monopolar surface radiofrequency (RF) with three treatment spot sizes, two treatment modes and Non-Pole Thermal Structure™ (NTTS™) technology.

The fifth handpiece, not yet available in the U.S., is ProLift HIFU. “Usually when you get something like this, you are lucky if two of the modalities are solid. The rest are passable at best,” stated dermatologist Zaki Taher, MD, of Lucere Dermatology & Laser Clinic (Edmonton,

Alberta, Canada). “With Darwin all the modalities are excellent, from old standbys like IPL to leading-edge RFM with suction. You will use them all in your practice. It is literally one-stop shopping for your dermatology practice.”

Additionally, a practice can manage costs by selectively choosing handpieces and expanding to include others when the time is right. According to Cory Torgerson, MD, PhD, a head and neck surgeon who specializes in facial plastic surgery (Toronto, Ontario, Canada), the three watchwords for Darwin are quality, versatility and flexibility. “Handpieces just plug right into the device. As the practice grows, Darwin can grow with it. This also paves the way for the inclusion of future technology developed for the system.”

Brian Biesman, MD, an oculofacial plastic surgeon in Nashville, Tenn., has three of the Darwin handpieces. “Here in Nashville, there is not much call for IPL in the sunny summer months, but the versatility of having the ProLift RFM and the monopolar Refresh RF means that in those months there is still demand for the system. You can treat any skin type with those modalities, and the Refresh RF does not require any topical anesthetic.”

Austin Cope, MD, a dermatologist at Cope Cosmetic Dermatology (Provo, Utah) was medical director for Powered by MRP for six months before starting his own practice. “It is a great practice builder,” he said. “We had a Darwin from day one with all four available handpieces, and it was essential for helping us get off the ground. It has been a year and a half now, and we still love it.” The manageable consumables cost is also helpful. “Only two of the handpieces have consumables, and they are very reasonably (CONTINUED ON PAGE 6)



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Features

- 34 Transdermal Treatments in Your Practice
46 Skin-Longevity Link: Aging & Health Span Insights
56 An Update on Sexual Health & Genital Aesthetics
62 From the Pages of PRIME JOURNAL
70 Vegas Cosmetic Surgery 2024 Pictorial
72 The Aesthetic Show 2024 Pictorial

Practice Management

- 74 Five Steps to Building a High-Converting Website

Women in Aesthetics

- 76 Amanda Holden, MD

Partner Content

- 3 Multi-Modality Platform Combines Suction with RFMN
- 14 Exploring HIFES for Mitigating Neurotoxin Resistance
- 18 Biome Care for Skin Health & Aesthetics
- 20 RFMN for Body Skin Tightening
- 22 HIFU for Enhanced Transepidermal Drug Delivery
- 24 Cooling Helps Drive RF into the Dermis
- 26 A Synergistic Approach to Skincare and Anti-Aging
- 28 Exosome Formulation Improves Hair Growth Treatment
- 31 Using RFMN to Treat Filler-Related Edema
- 33 The Little Pink Pill for the Aesthetic Practice
- 106 Expert Guidance for Unsolicited Offers From Private Equity

Directory

- 78 Aesthetic Company Directory

Comparison Charts

- 86 Thread Lift Products
- 88 Dermal Fillers
- 90 Neurotoxins
- 91 Physician-Dispensed Topicals
- 92 Fractional Technologies
- 93 Acne Tx Devices
- 94 Skin Rejuvenation
- 96 Hair Removal
- 97 Body Shaping Technologies
- 98 Vascular Technologies
- 99 Microneedling
- 100 Emerging Technologies



Advertiser Index

ADVALight	49
Aesthetic Management Partners	21
Aesthetic Multispecialty Society	44-45
The Aesthetic Show (TAS)	68
Agnes Medical	55, 75
AMWC Americas	12
AMWC Latin America	84
AnteAGE MD	29
BENEV Company, Inc.	11
BTL Aesthetics	13
Candela	69
Classys, Inc.	23
Collagen P.I.N.	41
Congela Biocosmetics, LLC	65
Crown Aesthetics	19
DEKA M.E.L.A. s.r.l.	61
Dp Derm / Dermapenworld	108
ELEVAI Labs	67
IM-Aesthetics	52
Martinni Beauty, Inc.	77
Medico USA, Inc.	81
Medical Aesthetic Vanguard Program (MVP)	54
Merit Pharmaceutical	83
NEOconcepts	37
PCA SKIN	85
PDO Max, Inc.	39
Powered By MRP	2
SHENB Co., Ltd.	25
Taylor & Francis	32
TUSK Practice Sales	107
Vegas Cosmetic Surgery (VCS)	30
VIOLA Threads / AMA Meditime	87
WEERO Co., Ltd.	27
WiQo US, Inc.	43
ZianMed	53

Supplements

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priced through Powered by MRP and shipped same day. This Company knows the business and labors toward the safety and success of its customer base. They do not want to sell devices to a practice that it does not need or cannot succeed with.”

ProLift RFM

ProLift RFM combines the gold standard in fractional RF therapy for skin rejuvenation with microneedling to improve skin texture and elasticity, reduce fine lines and wrinkles and improve scarring and stretch marks. The 2 MHz RF delivery gives the most comfortable treatment of its kind, to date. Non-insulated needles provide optimized results; insulated needles are also available. Penetration depth can be adjusted up to 3.5 mm, and tip configurations include arrays of 10 and 25 microneedles. The device’s unique motor mounting control technology assures smooth, rapid needle insertion without severe recoil. “RFM is among the most popular treatments out there, but not all RFM systems are the same,” explained Dr. Gold. “The needles and how they penetrate, as well as the uniform delivery of RF, are important. They put a lot of effort into development from the needle up to the motor that cycles insertion. RFM is a go-to treatment around the world for acne scars – even active acne – wrinkles, lifting and tightening, because it works.”

“Onboard impedance monitoring measures energy and how the skin is reacting to that – not just for the tip, like most devices, but for each individual needle,” commented Dr. Taher. “We delegate as much as possible in my practice, and with this I feel safe about every pulse delivered. Patients love the safety, comfort and results.”

ProLift RFM uses fractional needle penetrations combined with RF irradiation to cause microwounds with thermal effects that stimulate collagen synthesis during the healing process, according to Dr. Torgerson. The microwounds re-epithelialize rapidly, minimizing

downtime. Neocollagenesis and neoelastogenesis manifest in the months after treatment. The novel vacuum-assist feature gently suctions tissue into the handpiece before needle penetration. “This makes for consistent treatment depth with each penetration. This is safer, more effective and more comfortable for the patient,” Dr. Torgerson asserted. This feature is incredibly useful when treating the periorcular or T-zone regions of the face, which are extremely sensitive. “ProLift RFM enables precise deposition of energy that is extremely controllable and consistent, providing better results with a more comfortable treatment that patients appreciate.”

Dr. Biesman agreed. “The suction component maintains consistency and predictability in delivery of energy for a better result,” he said. “If you are targeting tissue at a specific depth, some technologies are just not as accurate or consistent as you would think. [In] some treatment areas, you will want to be even more precise, and ProLift RFM gives you that assurance.” Also, recovery time with RFM treatment is minimal. “People look fine within a day or two at most, and that is helpful because we usually recommend a series of three sessions at one-month intervals, so the good experience and results promote compliance.”

ProLift RFM capabilities were highlighted in a white paper¹ by dermatologist Rishi Gandhi, MD, director of Ohio Skin Center (Dayton, Ohio). The case study examined the handpiece for scarring of the upper arm, a relatively sensitive area to treat. A light-skinned 67-year-old woman with previous brachioplasty presented



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Post-brachioplasty scarring before and after treatment with ProLift RFM
Photos courtesy of Powered by MRP

with raised, red and thick scarring. A single treatment was administered using ProLift RFM (power four, depth 3.5 mm, 200-ms pulse duration, vacuum level one, two passes at 20% overlap). Results were remarkable by any estimation. “The redness was almost completely dissipated,” Dr. Gandhi shared. “The quality and texture of skin in the area improved, and the scar was dramatically less visible overall.”



Crow's feet before and after treatment with ProLift RFM
Photos courtesy of Powered by MRP

Dr. Gandhi praised the non-insulated needles and the vacuum suction, specifically. “With scarring you want to treat the full thickness and depth of the scar, and the non-insulated needles with ProLift RFM do that exceedingly well. Suction promotes the most predictable and uniform administration of energy regardless of the topography of tissue which, again, is ideal for raised scarring. It is safe, effective and relatively gentle, and well suited for treating darker skin.”

Lucent IPL

Since its first clearance for lower extremity telangiectasias in 1995,² IPL has undergone numerous refinements, becoming a powerful, predictable and versatile workhorse in dermatologic and aesthetic practices. According to Dr. Taher the Lucent name is revered. “Lucent is one of the oldest names out there with a lot of credibility, even when I was doing my fellowship training some time ago. And it is a very intelligent device because the cutoff filters for the different wavelengths are super effective.”

Lucent IPL on the Darwin platform includes seven filters (430 nm, 515 nm, 560 nm, 585 nm, 640 nm, 700 nm and 755 nm) for treating all standard IPL indications, including acne, unwanted pigmented or vascular lesions, skin rejuvenation and hair removal to name a few. It also offers four pulse modes – single, double, triple and Lucent Toning – to maximize safety and efficacy by allowing for higher energy delivery with cooling between pulses. Three spot sizes are available, including the large 15-mm

by 40-mm rectangle, with rapid shot speed. Advanced cooling technology protects the epidermis to reduce erythema and maximize efficacy and patient comfort.

“All the handpieces are great, but this is a standout,” remarked Dr. Cope. “If someone has a lot of red or brown spots, this takes those off better than anything else. There are a lot of IPLs out there and people may shy away because of the reputation for complications (which is mostly old news), but safety may be an issue due to poor training or a substandard device. Quality training helps users become comfortable with it as well as learn how to best harness its capabilities safely, and Powered by MRP provides that to make sure users have the confidence and skill to succeed. I feel as if I get as good of a result with the 585 nm filter as one might expect with a pulse dye laser.”



Redness and pigmentation before and after a course of treatments with Lucent IPL
Photos courtesy of Powered by MRP

Bare 808

Laser hair reduction still rests among the most sought-after aesthetic treatments, according to Dr. Taher. Hence the utility of Bare 808, an 808 nm diode laser with a 14-mm by 14-mm spot size, onboard contact cooling and continuous moving mode features that work together to optimize speed and comfort on the face or body. The repetition rate can be modulated to accommodate the application, up to 3 Hz in single pulse mode and up to 15 Hz in in-motion mode. “Bare 808 is a very comfortable hair removal system,” asserted Dr. Taher. “I have used this on all skin types and areas of the body. It has proven very helpful with my diverse patient population.”

Refresh RF

RF for skin rejuvenation is a gold standard due to its reputation for safety and efficacy, minimal risk and downtime and its ability to work with a variety of adjunctive therapies. Aggressiveness can be modulated by changing treatment settings, but the Refresh RF treatment tips plus treatment mode options accommodate additional adjustment toward specific clinical endpoints. Shot Mode with the TRF Tip S offers more intensive thermal treatment of deeper dermal tissue for superior collagen remodeling. Rubbing Mode with the TRF Tip R or E provides a gentler, more comfortable epidermal treatment. Additionally, treatment tips harness NTTS technology that provides more predictable and uniform energy delivery.

ProLift HIFU

While not yet available in the U.S., Darwin's ProLift HIFU is highly touted among Canadian practices. The handpiece is ergonomically designed and easy to operate. Its long-lasting

transducers will fire 20,000 shots each. According to Dr. Taher, Transhole Macro Transducer (TMT) technology provides a more stable ultrasound delivery that decreases the potential for side effects or damage to skin, optimized for patient comfort during treatment. “The high intensity focused ultrasound (HIFU) generates a thermal effect where directed, elevating temperature to 65° C, which induces the desired clinical effects,” he noted. Energy can be focused at three separate depths – 1.5 mm, 3.0 mm and 4.5 mm – using specialized tips. “The 1.5 mm treats the superficial dermis, which is made up of more loosely arranged collagen fiber. The 3.0 mm is best for tightening because it targets the deeper dermis with its higher concentration of fibroblasts. The ‘lifting’ effect comes from the 4.5 mm depth, which is focused on the SMAS.

“This HIFU is far more comfortable than the modality's reputation would suggest,” Dr. Taher continued, “and HIFU typically has very expensive consumables. With Darwin this is significantly less costly than competitors.”

Combination Therapies with Darwin

Combination possibilities are virtually endless, considering the variety of modalities that each feature different tips, settings and modes. “One of my favorite things about Darwin is the stacking of different therapies for a much better overall result,” Dr. Torgerson shared. “When it is using the same platform, even better. One of the most popular combinations that I use incorporates the ProLift RFM for texture, scars and/or fine lines and Lucent IPL for toning. We have the ability to make someone with fine lines and wrinkles, who also has dilated vessels with reds and browns in their skin, look so much better faster by dealing with both at the same time. Downtime is extremely manageable, which is helpful when big events are coming up in the patient's life, such as a wedding, and you want a safe, reliable therapy.”

ProLift RFM plus Lucent IPL is also Dr. Gandhi's go-to combination with Darwin. “We start by targeting pigment and vascularity using the IPL, then treating texture and scarring with



Forehead scar before and after treatment with ProLift RFM
Photos courtesy of Powered by MRP



Skin laxity of the abdomen before and after treatment with ProLift RFM
Photos courtesy of Powered by MRP

the RFM,” he explained. “We may even add the IPL using the 585 nm filter to address post-treatment erythema.”

A poster by Dr. Gold and colleagues (including Dr. Biesman and Dr. Taher) presented at the SCALE 2024 Aesthetic Medicine and Dermatology Convention in May 2024 in Nashville, Tenn. highlighted seven individual case studies.³ Its purpose was to impart real-world experience using all five handpieces in the Darwin system, either alone or in combination, at 12-week follow up. Of note, is the case of a 37-year-old woman (Skin Type II) with facial laxity and overall textural issues. Erythema and skin texture improved significantly after three monthly sessions of Lucent IPL (for redness) plus ProLift RFM (for skin tightening and texture). “The combination of IPL and ProLift RFM is a real winner,” Dr. Gold elaborated. “We used a basic protocol that has been around a long time, alternating the IPL and RFM every two weeks, each treatment type spaced a month apart. The IPL hits the reds and browns and helps a little with texture because of the collagen changes. Then you hit it with RFM for dermal remodeling and elastin formation.”

Dr. Cope offers what he calls ‘The Combo’ in his practice, a same-day IPL plus RFM treatment. “We do the IPL first, to get that one out of the way. We then apply topical numbing for 30 or 40 minutes and then do the RFM. We

can top it off with some platelet-rich plasma (PRP) or growth factors or a few different topical protocols to help. They essentially go home and have some redness for a day or two, but no true downtime because the next day they can cover up with some sunscreen and go live their life.”

Although Powered by MRP distributes the platform in the U.S., LUVU Medical, the manufacturer of Darwin, has built a solid reputation in the medical community and is a star on the rise, according to Dr. Gold. “If you have not heard of LUVU yet, you should soon,” he commented. “Whenever you are thinking ‘platform,’ make sure you are dealing with a company that knows the space, knows how to make robust and reliable devices and has been listening to the feedback of practitioners. LUVU is part of a company that has been around a long time, and they know the business and the needs of its physician users.”

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Mitigating Neurotoxin Resistance: Exploring HIFES as a Treatment Solution

By Kevin A. Wilson, Contributing Editor



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When injectable neurotoxin for glabellar lines exploded onto the market at the turn of the century, it blew the doors to aesthetic medicine wide open. Not only is the therapy safe and efficacious, but it also has a price point that makes it widely accessible to men and women worldwide.

According to a 2022 consensus paper,¹ injectable neurotoxin is the most frequently performed aesthetic procedure and has an ever-increasing number of aesthetic and medical applications. However, decades of experience have revealed a catch: with time, sometimes for unknown reasons, patients may become resistant to neurotoxin effects. Long-term data is scarce, but increasingly patients require more units of toxin to achieve desired results. Recent observations suggest that an evolutionary approach to addressing the impact of neurotoxin resistance may benefit from the complementary use of high-intensity facial stimulation (HIFES™) brand technology and synchronized radiofrequency.

Facial aging has often been looked at as a skin issue but, in reality, there is much more contributing to it. Skin, fatty layers, facial muscles, connective tissue and bone, all age independently² and vary based on genetics, environmental exposure and lifestyle. Emface® by BTL Aesthetics (Boston, Mass.) provides a multifactorial approach to the multifactorial nature of facial aging. “We lose muscle mass as we age, which accelerates in our later years. In addition to changes due to aging, regular use of injectable neurotoxin may theoretically accelerate this aging process by contributing to muscle atrophy, because we are effectively inhibiting muscle contraction via deactivation of key localized enervation with neurotoxin,” said



The cheek and submentum before and one month after four treatments with Emface
Photos courtesy of Jennifer Levine, MD

facial plastic surgeon Yael Halaas, MD (New York, N.Y.). “So Emface is not only an effective treatment for the appearance of facial aging, but it also addresses the causes as much as the symptoms by restoring the musculature and support.”

Emface features BTL's signature Synchronized RF with HIFES brand technology. “The HIFES component selectively stimulates elevator muscles to revitalize facial musculature and structure,” shared Amanda Holden, MD, founder and medical director of Holden Timeless Beauty in San Diego, Calif. “Concurrently, the Synchronized RF stimulates collagen and elastin while improving local microcirculation. This serves to tone, rather than enlarge, facial muscle and improve the skin as well, and there is a synergy between the modalities. This unique technology restores facial topography to a more youthful and functional state.”

In a recent study³ of 47 patients from four trials, computer-generated three-dimensional (3D) analysis revealed that Emface can favorably change facial topography. Three months after a four-treatment course of Emface, the average

volume in the upper cheeks increased by 3.3 mL while the lower face saw a volume reduction of 2.3 mL. “This effectively created a ‘lifted’ appearance with a more well-defined jawline and reduction in sagging jowls,” said Dr. Halaas, who was one of the study authors.

Overcoming Resistance

Primary non-response to neurotoxin has been noted in the literature but is considered very rare and may arise from a variety of sources.⁴ Clinically, concerns about neurotoxin resistance most often refer to secondary non-response, where previously seen outcomes become lessened in quality and/or duration after repeated, regular therapeutic exposure. This likely results from antibody formation over time. Recommendations to prevent or treat resistance include switching to a different toxin or withholding treatment to allow the antibody response to diminish or disappear altogether. “When I see resistance – and I do see it because we do a high volume of neurotoxin – my first question is about where they were treated and what toxin they received,” Dr. Halaas mentioned. “There may be incidence of counterfeit product, which is becoming more common, or weak technique, but if they are not responding, the typical next step is to try a different brand among the big five available in the U.S. and/or taking a break from injectable neurotoxin for a while. Some toxins may be less antigenic or may just be different enough to overcome resistance.”

According to Dr. Holden, Emface could provide a solution for patients who experience neurotoxin resistance. “You simply substitute the device for neuromodulator treatment and wait several months before resuming injections, periodically. This also provides a better result overall.”

Emface can also be used in conjunction with neurotoxins and potentially deliver superior outcomes. “We usually do the neurotoxin first, then a course of four sessions of Emface,” Dr. Halaas explained. “We may recommend an extra session or two for older patients. The technique is very straightforward.”

A pilot study combining Emface and neurotoxin was presented at the Maui Derm 2023 Annual Meeting (January 23 - 27, 2023, Maui, Hawaii)⁵ by Suneel Chilukuri, MD. Results showed that the use of neurotoxin before Emface did not inhibit facial contractions necessary for the HIFES treatment to work properly.

The cohort included 12 patients. Two patients were toxin-only control, and the ten remaining received a course of four sessions with Emface starting one to four weeks after neurotoxin injection. No adverse events were reported. Assessment of digital photography, facial expressions, patient comfort and patient satisfaction at one- and three-month follow-ups revealed high efficacy and satisfaction. According to the study, all Emface patients reached satisfactory contractions during sessions; 92% reported high satisfaction with treatment comfort and outcomes. More than 90% of patients experienced aesthetic improvement with facial expressions known to be hampered by neurotoxin treatment (smiling, frowning, expression of surprise). Dr. Chilukuri elaborated on this concept significantly in a review article later in 2023.²

Strategic Synergy

There is always demand for a more comprehensive approach to facial aesthetic treatments, according to J.D. McCoy, NMD, medical director of Contour Medical (Gilbert, Ariz). Emface is a revolutionary modality in that respect. “This represents an evolution of what we can do with neurotoxin,” he said. “You may use neurotoxin differently and more artistically when incorporating Emface, and if you space out the treatments you can effectively deal with neurotoxin resistance. Thus, Emface can be used as a complementary treatment with neurotoxins with a great potential benefit.



Before and four weeks after four treatments with Emface
Photos courtesy of Sam R. Patel, MD, MBA

Most people do not like needles to the face but tolerate them when they like the results. Also, people describe their face as being ‘lighter and tighter’ after Emface, and they are eager to do maintenance even before the result begins to diminish. Treatment affects more layers of tissue than neurotoxin so there is a potential synergy, and with Emface there is no downtime.”

According to Dr. McCoy, using neurotoxin to target depressor muscles and Emface to target the elevator muscles in the forehead results in less opposing force, balancing the brow. “It creates a beautiful balance of relaxing and decreasing the ‘pulldown’ while improving the tone of what is pulling everything up. It is almost like a tug of war where you are intentionally putting the weaker individuals on the same end. In the mid-face, Emface targets the zygomaticus major and minor and the risorius. By injecting neurotoxin to affect the lower face depressors, specifically the depressor anguli oris (DAO), the platysma and the mentalis, a finger breadth above the mandible and potentially in the platysma, you are relaxing the key muscles pulling down against the muscles Emface is pulling up. The challenge is that treatment of the lower face with neurotoxins has always been considered more technically difficult, and it requires detailed understanding of anatomy.”

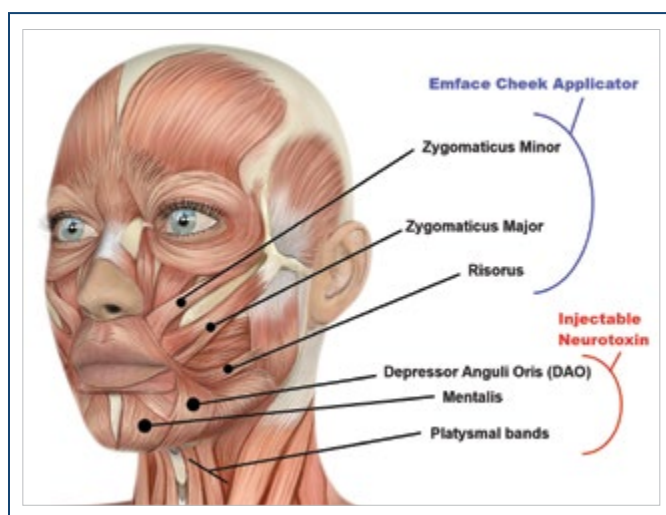


Diagram of facial musculature represents protocol whereby Emface treatment of the mid-face is enhanced by injectable neurotoxin. Neurotoxin is injected into the muscles of the lower face and neck as shown (red); these oppose the muscles Emface affects in the mid-face (blue). By injecting first, then performing Emface later, there is less opposing force on the Emface-treated muscles.

Image courtesy of kjpargeter at Freepik.com, edited (labeled) by Kevin A. Wilson

A Practice Differentiator

From a business standpoint, providing a solution to toxin resistance is a significant opportunity for those wanting to differentiate themselves from the competition. Sam Patel, MD, founder of LIV Wellness Lounge medspas (Ottawa and LaSalle, Ill.) and Astra Culture, is a medspa consultant who drives and shares business innovation in the field. “In any typical aesthetic practice, injectables may represent upwards of 50% or even 60% of revenue and contribute greatly to reliable cash flow,” he explained. “Their accessibility also serves to bring people into your practice and expose them to your wider armamentarium, much like the inexpensive hamburger brought people into McDonalds who then purchased other things in addition, building a universally known business empire. Similarly, the low barrier to entry and relatively low cost of injectables allows patients to have that consistent and priceless positive, trust-building experience with their aesthetic practitioner.”

Dr. Patel added that beyond efficacy and safety the main reason to address neurotoxin resistance using Emface is because toxin resistance is news people will take note of. “Resistance is not new or unknown, but it is more widely discussed. We will see continued discussion as more and more patients experience it and share it on social media. Propagation by social media has a cascading effect.” The practice that offers Emface will be poised to offer a real solution that delivers safe, effective and reliable results.

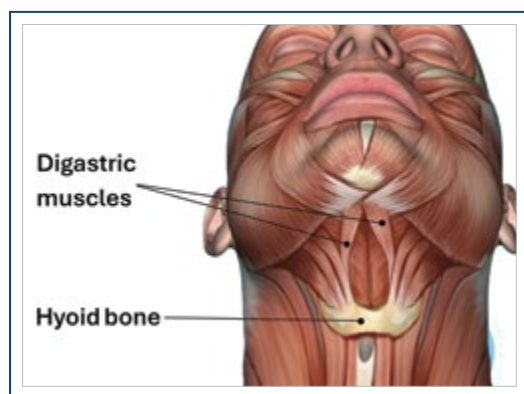
“Emface does two things here,” Dr. Patel continued. “First, it provides a viable treatment option to those who do not want the needle. Secondly, both modalities may be used together to enhance the outcomes, or separately to space out and minimize the potential to develop resistance. Younger and younger patients are seeking preventative neurotoxin, making this even more important.”

Not only is Emface easy to use, but it also does not require the skill of a well-trained and experienced injector, making it cost effective. “Success with neurotoxins has a dependency – the injector – who can make or break your business. Bear in mind that patients want convenience and comfort as well as ‘natural’ results, which has been the trend driving innovation in all areas of aesthetic medicine for decades. This global cultural shift toward

convenience and ‘natural’ works in favor of Emface. People do not necessarily want to come in and get injected four or five times a year and are increasingly shying away from introduction of foreign substances into their bodies, but the natural result Emface provides – restoring facial topography from the muscles upward to the skin – is very appealing. So you can use them separately or together, appealing to a wider range of patients.”

Emface can also be used to treat the neck using its new submental applicator, Emface Submentum, which is specifically designed for this area. “Emface forehead and cheek applicators are designed to treat skin superficially, along with underlying tissues and muscles, to redistribute fat and restore youthful facial contours. Emface Submentum targets soft submental tissues as well as the digastric muscle to reduce submental volume and improve skin laxity,” Dr. Holden explained. It primarily affects the digastric muscle and nearby muscle structures, retracting tissue and reducing double chin. Jawline definition is also improved. “The results are game-changing. Everyone knows that treatment of the double chin helps the facial result by providing a consistent global improvement without obvious demarcation between face and neck. Injection lipolysis is effective, but people do not tolerate it well, plus you swell up like a bullfrog each time, temporarily. With Emface Submentum you get no downtime and significant volume reduction, with improvement of overlying skin as well.”

A presentation at the 43rd Annual Conference of the ASLMS (Baltimore, Md.)⁶ detailed results of the Emface submental applicator used on



Emface Submentum affects the digastric muscles (as shown), providing lift to the neck and hyoid bone to reduce double chin

Image courtesy of BTL Aesthetics



The cheek and submentum before and after four treatments with Emface
Photos courtesy of Barry DiBernardo, MD

the neck. Patients (n=37, 42.2 years \pm 12.4, skin types II-V) underwent a course of four 20-minute treatments with Emface submentum and cheek applicators. Analysis of both 3D imaging and magnetic resonance imaging (MRI) showed reductions in double chin volume of 10.77 mL and 36%, respectively. The majority (94%) of patients reported high satisfaction.

“What this all represents to me,” commented Dr. Patel, “is the continuing commitment to science and development that we see with BTL Aesthetics. They are not resting on their laurels and are unafraid to share the spotlight with other therapies, which is very wise when you consider that the best outcomes are seen when multiple treatment vectors are employed together. There is definitely more to come, and it will benefit both patients and practitioners.”

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New Biome-Based Technology Offers Novel Approach to Optimizing Skin Health and Aesthetics

By Cindy J. Papp, Contributing Editor

A recent, growing interest in regenerative medicine has led to innovations in regenerative skincare, including topical probiotics that balance the microbiome to help restore and rejuvenate the skin, making it appear healthier and younger. Topical regimens such as BIOJUVE™ by Crown Aesthetics (Johnson City, Tenn.), a novel biome-based approach to comprehensive skin health, not only balance the skin's microbiome to improve its appearance, but also support the healing process pre-and post-treatment.



Before and eight weeks after twice daily application of BIOJUVE*

Photos courtesy of Crown Aesthetics

According to Anna Paré, MD, president of Dermatology Consultants, a dermatology practice in Atlanta, Ga., the skin's microbiome is a complex balance between various types of bacteria. "When this microbiome is out of balance, it may lead to dryness, itchiness, flakiness and redness of the skin," she explained. Dr. Paré noted that BIOJUVE is an approach that creates

balance in the epidermal layers of the skin to promote calming benefits for improvements in the appearance of texture, pigment and collagen production.

"What interests me as a physician is that BIOJUVE utilizes a very novel approach to optimizing skin health," Dr. Paré continued. "It works very differently than other topicals because it stabilizes the skin microbiome. As a standalone we see improvements in the appearance of skin texture, tone, pore size, fine lines and wrinkles in typically two to three weeks."* Dr. Paré mentioned that she incorporates BIOJUVE often to balance the skin microbiome and post-treatment to support the healing process.

"BIOJUVE leverages the beneficial properties of specific strains of the skin bacterium *Cutibacterium acnes* (C. acnes) to enhance skin health," reported David Weir, MSN, NP-C, from the Dallas Plastic Surgery Institute (Dallas,

Texas). "This approach focuses on C. acnes [subspecies] *defendens*, which enhances skin health and symbiosis."

Clinical evidence¹ suggests that topical probiotic formulations containing this beneficial skin-native strain may improve hydration, balance the appearance of redness and sebum, and reduce (or improve) the appearance of texture.

"By integrating BIOJUVE with advanced aesthetic treatments such as microneedling, chemical peels and laser therapies, I have been able to maximize the treatment benefits and promote quicker recovery times by optimizing the skin microbiome," Mr. Weir added. "This synergistic approach helps effectively maximize the potential for healthier, clearer and more resilient skin."

According to Mr. Weir, he has patients use BIOJUVE before a chemical peel to prepare the skin for treatment and after to help soothe post-treatment outcomes. He also pairs the topical system with laser therapies to optimize recovery and incorporates it before and after injectables to prolong treatment results.

"Incorporating BIOJUVE into my practice has enhanced the quality of care I provide to my patients, particularly those with disrupted skin barriers due to an unbalanced skin microbiome," Mr. Weir noted. "Overall, BIOJUVE has become a cornerstone in my practice, supporting my goal of providing holistic, effective and innovative skin biome care solutions."

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*Results may vary

Disclaimer: BIOJUVE is a cosmetic product that does not contain any active biological drugs and is not intended as a treatment or cure for any skin disorders. The provider testimonials in this article are based on their experiences within their own practice. Crown Aesthetics has not evaluated the use of BIOJUVE with any aesthetic procedures other than SkinPen microneedling and does not claim that BIOJUVE can directly enhance treatment outcomes in all procedures or patients.



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David Weir, MSN, NP-C
Dallas Plastic Surgery
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Radiofrequency Microneedling: An Emerging Paradigm for Nonsurgical Body Skin Tightening

By Cindy J. Papp, Contributing Editor

The merging of radiofrequency (RF) and microneedling technologies created a new gold standard in safe and efficacious subdermal skin remodeling and tightening treatments. Often considered a nonsurgical procedure to improve facial skin concerns, Scarlet SRF from Viol – distributed in the U.S. by Aesthetic Management Partners (Cordova, Tenn.) – is emerging as an effective device for treating skin on the body as well.

“Scarlet SRF is the first in the new generation of short-pulse RF microneedling devices,” reported dermatologist Kristen Aguirre, MD (Oceanside, Calif.). “It delivers energy in a unique tear-drop pattern for greater tissue remodeling with less pain and virtually no downtime. Scarlet SRF not only improves skin tone, texture and laxity, but also coagulates unwanted superficial blood vessels and induces proliferation of the cells that produce collagen and elastin. This means that in addition to seeing results after the first treatment, each subsequent treatment produces more improvement than the one before.”



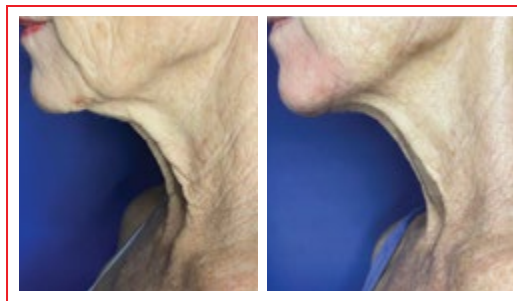
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Before and one month after three Scarlet SRF treatments to the face and neck, each treatment spaced six weeks apart
Photos courtesy of Kristen Aguirre, MD, FAAD

Dr. Aguirre shared that she uses Scarlet SRF for tightening skin on the face, neck, chest, arms, hands, abdomen and legs. “It is amazing at smoothing the rippling of the abdomen and thighs that many people mistake as cellulite but is really just skin laxity. I also use it for hair restoration by stimulating the wound response in the scalp, producing growth factors and waking up dormant stem cells.”

Melissa Gibbens, MSN, APRN, AGNP-C, of Melissa Gibbens Aesthetics and Wellness in

Houston, Texas, explained that Scarlet SRF’s patented energy delivery system allows the device to provide state-of-the-art treatments for people of all skin types and issues. “Due to the next-generation robotic motor, Scarlet SRF delivers a comfortable and efficient patient experience without compromising the results of the treatment,” she explained. “The independent coagulation around each electrode combined with smooth and consistent robotic motor delivery of RF through non-insulated needles heats the entire depth of the skin and requires only one pass.”

Ms. Gibbens uses Scarlet SRF for both face and body, including the neck, tops of knees, thighs, arms and even eyelids with skin laxity. She recommends that patients do a series of treatments and added that she may stack treatments with intense pulsed light (IPL) or broad band light (BBL) and regenerative fillers, such as hyperdilute calcium hydroxylapatite.

Cara Greer, CMLT, owner of Rejuvenate Renew in Scottsdale, Ariz., also uses Scarlet SRF for body treatments. “It is so versatile and treats a variety of skin concerns,” she noted. “I use Scarlet SRF for a 360° arm lift, knee lift, abdomen and butt lift, and to treat crepey skin above the knees and arms. Agnes RF combined with Scarlet SRF is my go-to treatment. Combining the precision lifting, tacking (i.e. positioning skin in a particular spot and using the device to “tack” it into place) and tightening of Agnes with all-over bulk skin rejuvenation of Scarlet SRF takes results to the next level.”

Ms. Greer emphasized that in today’s economy, business owners must choose devices that are versatile enough to treat several common concerns with results that consistently exceed the expectations of clients. “Scarlet SRF is quickly gaining notoriety in the aesthetic community. It is becoming a sought-after treatment and widely searched on social media,” she reported.

“This is a rapidly expanding industry,” Ms. Gibbens added. “As technologies improve, Scarlet SRF is a must-have for any aesthetic practice looking to grow their business by providing safe, effective, minimally invasive and minimal downtime results.”

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HIFU for Enhanced Transepidermal Delivery

By Kevin A. Wilson, Contributing Editor

High intensity focused ultrasound (HIFU) has been used for decades in aesthetic medicine as a nonsurgical tool to tighten and lift facial skin. Cavitation-induced thermal response in tissue causes collagen remodeling for skin tightening and may also improve the underlying superficial muscular aponeurotic system (SMAS) to restore a natural lift to the face over time. The same technology can also cause fat cell disruption and be used for both body shaping and skin tightening in the treatment area. Recent research also suggests that HIFU may be used for transepidermal drug delivery.

A research article¹ details the study of HIFU for transepidermal drug delivery, using the Ultraformer MPT from Classys (Seoul, Korea), which has booster cartridges (treatment tips) designed specifically to facilitate drug delivery using the system. “Low-to-moderate ultrasound is commonly used for transepidermal delivery, but

HIFU has not been extensively studied,” said co-author, dermatologist Boncheol Leo Goo, MD, Naeum Dermatology and Aesthetics Clinic (Seoul, Korea).

“The booster cartridges are designed to promote penetration of DSB (deep synergy booster) serum, a powerful blend of 39 active ingredients containing a potent mixture designed for deep hydration, anti-aging and skin healing,” Dr. Goo continued.

Key components include glutathione, polydeoxyribonucleotides (PDRN) and *Centella asiatica* extract. It also features niacinamide and adenosine to improve skin texture and diminish wrinkles, hyaluronic acids for deep hydration, ten peptides to stimulate collagen and firm the skin, and 17 amino acids to nourish and protect the skin.” Booster cartridges come in three sizes (1.5 mm, 3.0 mm and 4.5 mm) to maximize speed and efficacy of delivery for both larger surfaces and harder-to-reach areas and according to variable skin thickness.

In the study, human-derived skin tissue samples (full skin, 2 cm x 2 cm) were divided into three groups: one received 10 HIFU irradiation shots, another 20 shots and the final was the untreated control. According to Dr. Goo, results indicated that penetration of topical drugs or cosmeceuticals significantly increased in an energy-dependent manner after treatment. Cumulative changes were also observed in the component-tagged fluorescence intensity over time.

“Remarkably, HIFU not only enhanced epidermal saturation, but also facilitated passive permeation into the dermis. These findings indicate that HIFU effectively promotes transepidermal drug delivery,” Dr. Goo explained. “This suggests applied ingredients can be delivered into the skin concurrently with HIFU treatment in dermatological applications – not by the conventional action of dermal matrix transformation as with localized coagulation. Instead, by diffuse heat generation on the surface using a continuously moving applicator, which is a novel method among focused ultrasound devices.”

“In general, HIFU-assisted enhanced delivery offers significant advantages for certain types of active ingredients, especially those requiring enhanced penetration and targeted delivery,” Dr. Goo continued. “However, care must be taken to avoid compounds that are heat-sensitive or cause skin irritation. Therefore, it is recommended that Ultraformer Booster Cartridges be used only with DSB serum and not in combination with other drugs.” Further study may reveal how other compounds may be delivered using the technology.

Ultraformer MPT is the latest generation in the Ultraformer series, utilizing advanced micro and macro ultrasound energy for aesthetic applications. “The ideal candidates for Ultraformer MPT Boosters are patients with mild to moderate skin laxity, particularly those who want to avoid the risks and downtime associated with surgical procedures,” Dr. Goo concluded.

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Before and after treatment with the Ultraformer MPT Booster
Photos courtesy of Classys



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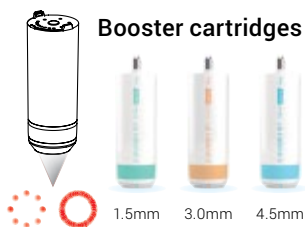
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Study Shows Cooling Helps Drive Radiofrequency into the Dermis Without Deeper Needle Penetration

By Kevin A. Wilson, Contributing Editor

The purpose of cooling during most device-based aesthetic procedures is to protect surface tissue during treatment. However, cooling may do more than simply improve safety and/or tolerability. It may also provide a better result by restricting the interaction of energy and tissue to within scientifically determined ranges of temperature, time or spread/location of deposited energy.

A recent *in vivo* study¹ examined the effects of the Virtue RF microneedling device from SHENB Co., Ltd. (Seoul, South Korea) on porcine skin, with and without its integrated parallel contact cooling (PCC). Results revealed how radiofrequency (RF) delivery with cooling protected the surface skin while facilitating heat delivery into the mid-to-deep dermis, without resorting to deeper needle penetration.

According to Sung Bin Cho, MD, PhD, a dermatologist at the Yonsei Seran Dermatology and Laser Clinic (Seoul, South Korea), and co-lead author on the study, “High frequency Virtue RF uses energies at 0.5, 1.0 and 2.0 MHz. By adjusting the number of sub-pulses, it implements various patterns of energy delivery to achieve different therapeutic effects. The ability to use these in combination during a single treatment is a significant advantage. Regardless of energy level, the use of PCC ensures safe and stable therapeutic effects.”

Researchers administered single-pass RF treatments to the skin of female minipigs using single (500 ms total time), six (1,000 ms total

time) and ten (5,000 ms total time) sub-pulse packs at each of the three frequency levels (power 35 W, 1.5-mm needle penetration depth), with or without PCC. Skin response was evaluated using non-contact infrared thermometric imaging. Histology was performed on specimens taken at one hour as well as three, seven and 14 days post-treatment.

Results showed rapid cooling protected the epidermis and upper papillary dermis in the treatment area, with greater thermal effects driven deeper into the dermis when cooling was employed. “Even during prolonged high-frequency delivery, Virtue RF’s PCC allows a significant amount of energy to be safely transmitted to the deeper layers of the skin without deeper penetration by microneedles,” Dr. Cho explained. “This system protects the skin and enhances the efficiency of high-frequency delivery, allowing more energy to be effectively transmitted.”

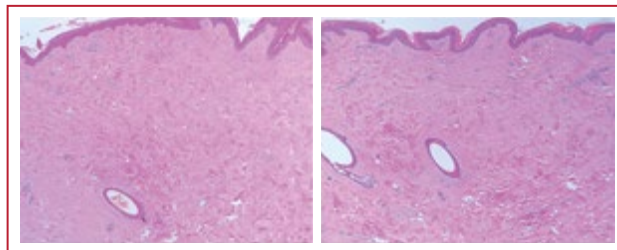
“The cooling effect persists even after treatment has been completed, preventing heat from escaping outside the treated area and ensuring sufficient thermal stimulation to the site,” Dr. Cho added. “PCC minimizes the risk of unexpected heat accumulation as well as the potential skin damage that could occur during multiple passes of high-frequency exposure.”

In addition to frequency modulation, Virtue RF’s integrated energy control system allows adjustment from a larger, low-density treatment spot area to a smaller, high-density spot. All features are designed to maximize safety, efficacy and versatility.

“Moving forward we plan to investigate these effects to determine if the reactions are consistent in human skin, and how we can use this information to get the best outcomes,” Dr. Cho concluded.

Reference:

1. Cho SB, Lee YJ, Kang SY, Choi M, Kim B, Ahn JC. Effects of parallel contact cooling on pulsed-type, bipolar radiofrequency-induced tissue reactions in an *in vivo* porcine model. *Clin Cosmet Investig Dermatol*. 2024.;17:125-135.



Images demonstrate immediate tissue reactions in *in vivo* minipig skin after Virtue RF treatment without PCC (left) and with PCC (right). Skin was treated with RF at frequencies of 0.5 MHz, 1,000 ms, 1.5-mm needle depth and six sub-pulse packs. Photos courtesy of Sung Bin Cho, MD, PhD



Sung Bin Cho, MD, PhD
Dermatologist
Yonsei Seran Dermatology
and Laser Clinic
Seoul, South Korea

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Innovative Device Provides a Synergistic Approach to Skincare and Anti-Aging

By Cindy J. Papp, Contributing Editor

Skincare technology has advanced in recent years to include multimode devices that allow providers to offer a combination of treatments using a single platform. Featuring three advanced technologies, the EVE Synergy by WEERO Co., Ltd. (Suwon, South Korea) represents a new era of device-based skincare that delivers improvements in skin and anti-aging.

According to Ho Lee, MD, owner of LeSommet Clinic (Seoul, South Korea), EVE Synergy integrates three advanced technologies, including electronic muscle stimulation (EMS), radiofrequency (RF) and microcurrent with two distinctive modes: Synergy and Pro.

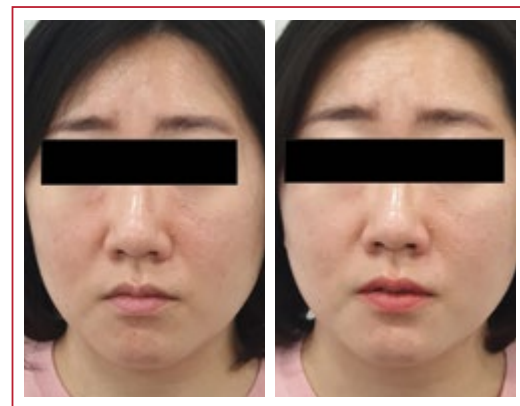
“Pro Mode incorporates microcurrent technology, which is fundamental to treat concerns such as skin regeneration. By targeting adenosine triphosphate (ATP) cell growth, this methodology profoundly tightens muscles and connective tissues, thereby instigating crucial cellular activities that lead to collagen production and skin lifting,” explained Dr. Lee. “EMS delivers targeted electrical stimulation to muscles through electrodes to activate nerves and trigger muscle contractions. The visible strengthening and toning of facial musculature improves skin firmness and elasticity.

“Of particular importance among our patients seeking skin revitalization is the emphasis on the Synergy (RF/EMS) Mode,” Dr. Lee continued. “The Synergy Mode promotes collagen regeneration and enhances muscle tone to rejuvenate the skin and refine facial contours for a more youthful look. The synergistic combination of RF and EMS delivers immediate lifting and anti-aging results while ensuring long-lasting benefits and rejuvenation.”

Treatment plans with EVE Synergy are carefully tailored to address the unique needs and goals of each patient. “For example, we focus on the zygomaticus muscles to improve skin elasticity, lift sagging skin and tighten the facial muscles and connective tissues,” Dr. Lee began. “We also target the masseter muscles to correct facial asymmetry caused by muscle tension or overuse to achieve a more defined V-line shape.

“Additionally, we emphasize the significance of the glabella and eyebrow muscles to elevate the eyebrows, smooth out forehead wrinkles and foster a serene facial expression,” Dr. Lee continued. “Patients frequently notice significant reductions in forehead lines as a result of this targeted approach. This gold-standard protocol has consistently delivered impressive outcomes, including improvements in skin firmness, sagging skin and overall rejuvenation. It is a testament to the efficacy of EVE Synergy and our commitment to providing the best possible care for our patients,” he expressed.

With quick, 12-minute sessions per targeted area, the Synergy Mode caters perfectly to the demands of modern lifestyles. “It is a go-to solution for both physicians and patients, providing a convenient yet impactful option that aligns with busy schedules while delivering substantial benefits,” Dr. Lee shared.



Before and after treatment with EVE Synergy
Photos courtesy of WEERO Co., Ltd.

EVE Synergy offers a wide range of applicators that enhance the device's efficacy and enable providers to customize treatments to address each patient's specific needs. “The return on investment from incorporating EVE Synergy into our practice has been impressive,” Dr. Lee professed. “This has led to a surge in positive word-of-mouth referrals and heightened interest in our services, further reinforcing our reputation as a trusted authority in the field.”



Ho Lee, MD
Owner
LeSommet Clinic
Seoul, South Korea

SYNERGY SKINCARE

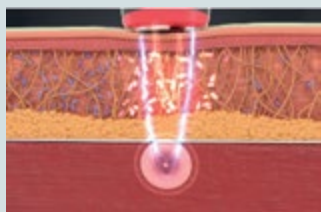
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Synergy Mode

(RF & EMS / RF & Microcurrent)

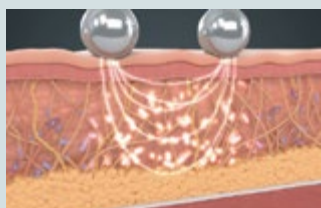
Synergy Mode combines EMS and RF technologies to offer a powerful dual impact on collagen regeneration and muscle contraction.



Pro Mode

(Microcurrent & EMS)

Pro Mode harnesses microcurrent and EMS technology to counteract the natural decline in collagen production.



- Wrinkles prevention
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- Muscle Stimulation



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- Lymph massage
- Swelling reduction



- Skin elasticity enhancement
- Collagen generation
- Skin tightening



Exosome Formulation Improves Hair Growth Treatment

By Cindy J. Papp, Contributing Editor

The business of growing hair in aesthetics includes a synergy of treatments that incorporate transdermal technologies with advanced topical therapies. Exosomes have emerged as an option to aid in hair growth treatment, but it is often difficult to predict reliable outcomes. Unhappy with a one-size-fits-all approach to exosomes for hair, AnteAGE (Irvine, Calif.) has developed a specific formulation for hair growth.

“Multiple studies have shown the benefits for hair growth with platelet-rich plasma (PRP) injections,” explained board-certified dermatologist Arash Akhavan, MD (New York, N.Y.). “As with many other physicians, we sometimes find the procedure to be less effective than expected and believe the variability in efficacy may be due to individual growth factor makeup.”

“AnteAGE MDX Exosome Hair Solution® was designed specifically with growth factors that are powerful signaling molecules for hair,” Dr. Akhavan continued. “When applied to the scalp, they help to create a favorable environment for hair follicles by enhancing cellular repair, reducing inflammation and promoting growth of dermal papilla cells, which are key in the hair growth cycle.”

The standard exosomes in AnteAGE products, secreted from bone marrow- and umbilical cord-derived stem cells, are effective for general skin rejuvenation but may not provide the specialized signaling required for optimal hair regeneration. To increase the effectiveness of the traditional approach, AnteAGE hair exosomes are treated with a wingless-related integration site (Wnt) signaling modulator during production, which plays an important role in regulating hair growth and follicle development.

According to Dr. Akhavan, AnteAGE hair exosomes offer a comprehensive approach to address the various causes of hair thinning, including hormonal imbalances, genetics and environmental factors, leading to improved hair density, thickness and overall scalp health. He added that they are also proven effective for both women and men experiencing various forms of hair thinning and loss, including androgenetic alopecia and telogen effluvium.

Adrian House, MD, a facial plastic surgeon in Menlo Park, Calif., reported that hair loss is a major concern for many of his patients. “I

predominantly treat men aged 30 to 50 and women aged 40 to 60 who are experiencing early stages of hair thinning,” he stated. “The AnteAGE MDX Exosome Hair Solution has shown remarkable results in these demographics, with patients observing significant improvements in hair density and overall scalp health.”

“When applied to the scalp, growth factors help to create a favorable environment for hair follicles by enhancing cellular repair, reducing inflammation and promoting growth of dermal papilla cells, which are key in the hair growth cycle.”

Dr. House shared that he frequently combines the AnteAGE hair solution with microneedling and may incorporate low-level laser therapy (LLLT) to further activate the hair follicles and enhance treatment outcomes. “One of my gold standard protocols involves a three-step process,” he explained. “Initially, I perform microneedling on the scalp to create micro-channels. Following this, I apply the AnteAGE MDX Exosome Hair Solution, ensuring comprehensive coverage of the treated area, then patients leave with a Home Hair System kit for daily use until their next treatment. This protocol, typically repeated every four to six weeks for three to four sessions, has consistently delivered excellent results, with patients noticing substantial improvements in hair density and quality.

“Incorporating the AnteAGE MDX Exosome Hair Solution offers a cutting-edge, scientifically backed treatment for hair restoration that consistently yields impressive results,” Dr. House concluded. “This solution has helped differentiate my practice by providing an advanced option that complements other aesthetic services I offer, leading to higher patient satisfaction and retention.”



Arash Akhavan, MD, FAAD
Dermatologist
New York, NY



Adrian E. House, MD
Facial Plastic Surgeon
Menlo Park, CA

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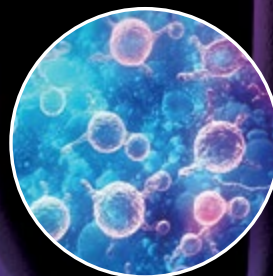
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Radiofrequency Microneedling Treats Filler-Related Edema

By Cindy J. Papp, Contributing Editor

As more aesthetic patients receive hyaluronic acid (HA) fillers, it is important for providers to have solutions that can help reverse possible unwanted side effects, including post-hyaluronic acid recurrent eyelid edema (PHAREE). A proposed radiofrequency microneedling (RFMN) treatment protocol offers a new approach to treating this type of filler-related edema.

According to Erez Dayan, MD, plastic and reconstructive surgeon and medical director of Avance Plastic Surgery Institute (Reno, Nev.), PHAREE is the most common filler-related complication that may occur after injections around the eyes, and RFMN has been shown to be the most effective treatment for PHAREE symptoms in this anatomical area.

“Classically, hyaluronidase is used to ‘melt’ filler. However, we found issues with this as there remained volume loss and skin laxity,” Dr. Dayan explained. “We found that bipolar radiofrequency treatments like Morpheus8 manage the soft tissue and provide skin tightening effects. Additional benefits of RF include upregulation of growth factors that stimulate lymphatic regeneration and collagen/elastin reorganization.”

Dr. Dayan recently co-authored a paper¹ with plastic surgeon Kami Parsa, MD (Beverly Hills, Calif.), using Morpheus8 fractionated RFMN with serial hyaluronidase as a treatment protocol to treat PHAREE and found it may provide advantages over using hyaluronidase alone.



Before and 15 weeks after treatment with Morpheus8
Photos courtesy of Sheila Farhang, MD

“[Incidence of] this condition continues to grow and RFMN devices, such as Morpheus8 from InMode (Irvine, Calif.), have shown promising results in improving appearance,” Dr. Dayan reported. “Research shows that radiofrequency contracts tissue to resolve PHAREE symptoms; the target treatment area looked better, and lymphatic function was improved.”¹

Morpheus8 is an advanced bipolar RFMN device capable of penetrating deep into the epidermis, dermis and subdermal adipose tissues for fractional coagulation of subcutaneous tissue. It is considered an ideal treatment for tissue tightening with its ability to penetrate up to 4 mm on the face and 8 mm on the body.

Clinical studies have shown Morpheus8 and complimentary modalities not only address and resolve PHAREE symptoms, but also restore aesthetic periorbital anatomy, ostensibly due to the RF-mediated tissue contraction and improvement of lymphatic function.¹

“We have found that some HA-type fillers can cause tissue expansion and lymphatic blockage,” Dr. Parsa stated. “Our PHAREE protocol slowly dissolves the filler with Hylenex in combination with fractional radiofrequency such as Morpheus8 to help induce tissue tightening.”

With the rise in popularity of fillers in aesthetics, the ability to manage the challenging side effects can improve provider confidence. Using Morpheus8 treatments to address volume and skin laxity associated with those side effects results in high levels of patient satisfaction.

Taking their technology even further, InMode will be introducing Morpheus8 Burst and Morpheus8 Burst Deep products, equipped with the proprietary SCALE modality. SCALE will allow greater energy to be deposited in deeper layers of the skin, and intelligently “scale” back energy for more superficial layers. The company expects the new SCALE innovation to be widely released in the second half of 2024.

Reference:

1. Karlin J, Vranis N, Dayan E, Parsa K. Post-Hyaluronic Acid Recurrent Eyelid Edema: Pathophysiologic Mechanisms and a Proposed Treatment Protocol. *Aesthet Surg J Open Forum*. 2023;5:ojad102. Published 2023 Dec 3. doi:10.1093/asjof/ojad102

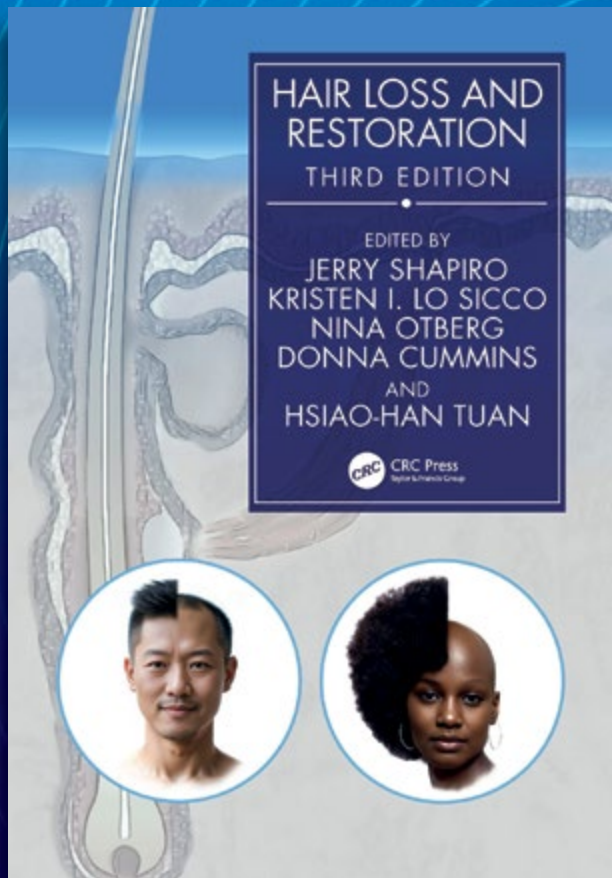


Erez Dayan, MD
Plastic and Reconstructive Surgeon
Medical Director
Avance Plastic Surgery Institute
Reno, NV



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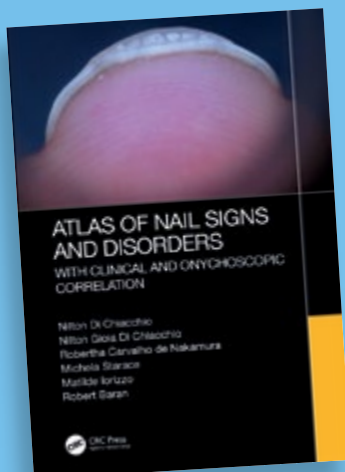
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Transform Your Practice with The Little Pink Pill

By Cindy J. Papp, Contributing Editor

With the newly launched medspa direct buy model for Addyi® (flibanserin) from Sprout Pharmaceuticals (Raleigh, N.C.), we talked to current prescribers to learn more about the first and only FDA-approved pill for the management of hypoactive sexual desire disorder (HSDD) in premenopausal women. We discussed what the pink pill is, how it works, and who might benefit from it in your practice.

HSDD, or a frustrating low libido, affects between 10% to 30% of women and causes personal and relationship distress. In clinical trials, Addyi demonstrated a statistically significant improvement in desire for sex and reduction in distress and an increased number of satisfying sexual events.

Addyi is a non-hormonal pill making it an option for a wider range of patients. “We often talk about the ‘biopsychosocial model’ of libido,” explained board-certified Obstetrician-Gynecologist (Ob/Gyn) Alicia Robbins, MD, founder of The Elm in Greenwich, Conn. “However, we do not often address the ‘bio’ part of this equation, which is the fact that the arousal center of a woman’s brain is affected by hormones and neurotransmitters. Addyi works by correcting an imbalance of the neurotransmitters, dopamine and norepinephrine.”

Dr. Robbins clarified that while stress can interfere with libido, providers should also check for other issues such as relationship troubles or physical conditions.

“I have been using Addyi in my practice since it was first approved in 2015,” reported Somi Javaid, MD, founder of HerMD in Cincinnati, Ohio. “The issue is that until Addyi came along there was not an FDA-approved treatment option, and I feel that HSDD is underreported. We screen all of our patients with the Decreased Sexual Desire Screener (DSDS) and the Female Sexual Function Index (FSFI).

This allows us to objectively score all the domains of sexuality so we can identify the issue and find appropriate treatment options, including Addyi.”

According to Dr. Javaid, the exact mechanism for how Addyi increases sexual desire is not officially known. “We believe it increases dopamine and norepinephrine and transiently decreases serotonin,” she explained. “Simply put, it increases the excitatory signals in the brain and decreases the inhibitory signals in the brain.”

Addyi demonstrated a statistically significant improvement in desire for sex and reduction in distress and an increased number of satisfying sexual events.

“We practice integrative functional medicine and see a lot of women for everything from premenstrual dysphoric disorder, menopausal symptoms and general wellness, and sexual health is so important in wellbeing,” reported Bhavna Vaidya, MD, owner of Regenes MD (Clayton, N.C.). “Addyi, along with so many other modalities such as hormone replacement therapy, platelet-rich plasma (O- and P-shots), shockwave treatments and certain lasers are such incredible ways to enhance sexual health and wellness.”

Dr. Vaidya explained that low libido is a common sexual female complaint and Addyi is an asset to her patients. “The fact that we ask our patients about their sexual health and that we prescribe Addyi sets us apart,” she commented. “A side effect of Addyi is better sleep, which I think improves overall wellbeing, decreases stress hormones and improves health. Our patients primarily find us by word of mouth and when someone is happy, they will tell all their friends.”



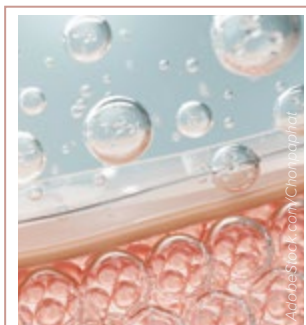
Alicia Robbins, MD
Obstetrician-Gynecologist
Founder
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Founder
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Cincinnati, OH



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Clayton, NC



Advancing Topical Drug Delivery: The Role of Transdermal Treatments in Your Practice

By Cindy J. Papp, Contributing Editor

In response to increasing patient interest in regenerative medicine for healthy and youthful skin, the industry has responded with technologies and devices that promote skin permeability for effective delivery of topicals, including regenerative ingredients such as exosomes, growth factors, peptides and more. Known as intradermal or transdermal delivery devices, these technologies enhance transepidermal delivery of specific topicals in a minimally invasive manner to stimulate and support tissue and cell regeneration for enhanced outcomes.

The Evolution of Intradermal Delivery Technologies

While transdermal patches are often what comes to mind for intradermal delivery, electroporation, which uses electrical pulses to create temporary pores, is also beginning to draw attention. For now, however, the greatest focus remains on energy- and microneedling-based options for topical drug delivery.

Microneedling, or collagen induction therapy, is a popular method for transdermal delivery of active products in aesthetics. Board-certified dermatologist Todd Schlesinger, MD, director for the Clinical Research Center of the Carolinas (Charleston, S.C.), has used this treatment in his practice for the last decade. "Microneedling started with simple rolling devices and evolved into powered pens," he reported. "We now have energy-based devices that combine microneedling with radiofrequency (RF) energy as one of our primary modalities in the management of aging skin and other conditions such as acne scarring.



Todd Schlesinger, MD, FAAD

Dermatologist
Director
Clinical Research Center
of the Carolinas
Charleston, SC



The Morpheus8 RF microneedling device from InMode
Photo courtesy of InMode

"I primarily employ microneedling to aid in the penetration of topical cosmetics, such as growth factors, collagen stimulators and peptides," Dr. Schlesinger continued. "Exosomes derived from various sources are more commonly employed today. We often apply 5-fluorouracil (5-FU) topically after microneedling or laser, both ablative and non-ablative, to treat hypertrophic, keloid and post-surgical scars. Some providers use similar techniques to help the penetration of aminolaevulinic acid prior to photodynamic therapy."

According to Dr. Schlesinger, laser-assisted drug delivery (LADD) is another option that specifically aids in penetration of poly-L-lactic acid (PLLA), neuromodulators or mixtures of various types of hyaluronic acid (HA) to improve the skin. "We use lasers differently for penetration enhancement," he explained. "We can limit the depth of laser penetration to the epidermis to avoid irritation and sensitization and penetrate the stratum corneum without placing too much product into the dermis."

Recent research is mixed on ideal delivery methods. One 2023 study¹ indicated that fractional CO₂ lasers provided superior results in transdermal drug delivery compared to microneedle-facilitated delivery. Another review² found that RF microneedling (RFMN) may be as effective as a CO₂ laser for acne scar remodeling, with RFMN offering a non-invasive approach and more appropriate for darker skin tones.

Michael Gold, MD, founder and medical director of Gold Skin Care Center, Advanced Aesthetics Medical Spa, The Laser & Rejuvenation Center, and Tennessee Clinical Research Center (Nashville, Tenn.), employs both microneedling and a CO₂ fractional laser to promote deep absorption of topicals. "I use sterile triamcinolone acetonide following CO₂ fractional laser therapy for the treatment of hypertrophic scars and keloids. The fractional CO₂ laser goes deep within the scar to open channels and then I apply the sterile triamcinolone acetonide to the treated area immediately after the procedure. We may recommend patients return every six to eight weeks, if needed. We also treat hypertrophic scars and keloids with corticosteroids post-needling to help reduce these scars."

Dr. Gold shared that his favorite technique is RFMN plus exosomes for hair loss. "Microneedling establishes channels for the topical applications of the exosomes to penetrate into the dermis and allow them to exert their effects on the hair follicles. I mainly use non-insulated needles for this treatment, which is performed at monthly intervals with typically three to four treatments for this form of therapy."

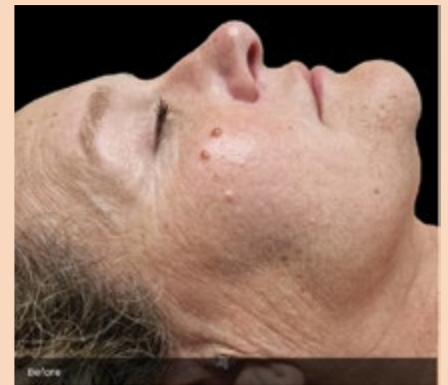
There has been an escalation in the use of exosomes in the past several years, according to Dr. Gold who offered a note of caution. "Exosomes show very promising data. We are seeing positive effects with intradermal drug delivery and beginning to see the clinical work to support their effectiveness



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in aesthetic medicine. However, clinicians should ask what clinical work is being done with whichever exosome company they are using. Make sure that they are an established company and not just a fly-by-night company trying to capitalize on a 'hot' topic."

Although research on exosomes and transdermal devices is limited, there are a few early studies that show promise. In one study,³ researchers applied rose (*Rosa damascena*) stem cell exosomes after microneedling in participants with Fitzpatrick skin types I-III. Of these, 90% showed significant improvement with favorable tolerability and only mild, transient side effects, warranting further research. Exosome-based molecules are also being investigated as a new-generation vehicle for drug delivery of biomedical applications.⁴

Erez Dayan, MD, a plastic surgeon and owner of Avance Plastic Surgery Institute (Reno, Nev.), emphasized that microneedling is a cornerstone in most aesthetic practices today thanks to the advancement of treatments like platelet-rich plasma (PRP) and exosomes. "One of our most common treatments that utilize transdermal drug delivery includes microneedling with PRP for anti-aging purposes," he reported. "The use of PRP and tranexamic acid and exosomes have proven to be safe and effective, and we find that PRP helps patients recover more quickly from the redness after microneedling and improves the overall results. We also use microneedling and PRP for hair stimulation and tranexamic acid over microneedling for patients with dark undereye circles."

DiAnne Davis, MD, a board-certified and fellowship-trained dermatologist in Dallas, Texas, also combines microneedling with topical tranexamic acid or PRP tailored for her patient demographic in her practice. "I use microneedling to drive the tranexamic acid deeper into the skin to help even out the skin tone and PRP to further enhance the results of the microneedling procedure and reduce downtime."

Dr. Davis incorporates CO₂ or Er:YAG lasers to treat surgical, hypertrophic and keloid scars by delivering drugs such as triamcinolone acetonide to help to break down the collagen fibers and reduce the amount of scar tissue, or 5-FU to inhibit the cellular proliferation that leads to the development of scars.

"For scars that are hypopigmented, I combine LADD with bimatoprost to help restimulate pigment," she added.

While she is not aware of any topicals that have been created specifically for LADD, Dr. Davis explained that the dermatology literature lists a host of medications including methotrexate, betamethasone, minoxidil and onabotulinum toxin that have been delivered via laser for a number of dermatologic conditions. "Certain cosmeceuticals, such as antioxidants, salicylic acid, ascorbic acid and hydroquinone have also been utilized with LADD. We are now also starting to see biostimulatory agents such as PLLA utilized for the improvement of depressed or atrophic scars, skin texture and fine lines and wrinkles."

What's Next for Intradermal Technology?

As research evolves, so too will device and product technologies. "Several studies have shown that topically applying the drug or ingredient before treatment with a microneedling device allows for deeper penetration," Dr. Davis shared. "But this will also depend on various qualities of the topical used such as molecular weight, potential of hydrogen (pH) and lipophilicity."

One innovative device allows Dr. Davis more control over the topical she applies. "I utilize fractionated Er:YAG and fractionated 1064 nm



Erez Dayan, MD
Plastic Surgeon
Avance Plastic
Surgery Institute
Reno, NV



DiAnne Davis, MD, FAAD
Dermatologist
Dallas, TX



Before and three months after treatment with the Glowpin multineedle stamping device in combination with the AfterGlo serum by PDO Max
Photos courtesy of PDO Max

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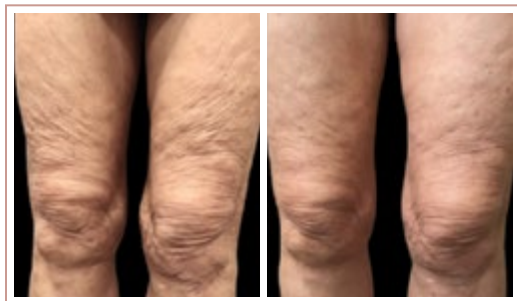
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Legs before and after treatment with Scarlet SRF from Aesthetic Management Partners
Photos courtesy of Meridian Plastic Surgery

Nd:YAG laser devices for the treatment of scars, hyperpigmentation or melasma. To apply the topical agent, I will often use a 1 mL or 3 mL syringe to gently drip the product onto the skin. At my current practice we have the CuraCator™ device from Air-Tite Aesthetics (Virginia Beach, Va.), which is a non-sharp device that attaches to the end of a Luer Lock syringe, allowing for an even spread of fluid that is dispersed through the tip of the device. It helps to accurately control how topical products are dispensed and dispersed on top of the skin.”

Hollow needles are another technology update on the horizon, Dr. Dayan noted. “The current method of spreading medication over microneedling channels is less precise and it is difficult to quantify how much medication is reaching the channels and depth,” he reported. “I am familiar with RF device companies looking into hollow needles that intend to deliver drugs subdermally in higher quantities with more precision. The use of standard microneedling creates small channels for drug delivery; however, this new system of using hollow needles may allow for more efficient drug delivery.” He added that there are also devices in development that will have the ability to preferentially deposit drugs at different depths.



Before and seven days after treatment with Collagen P.I.N. microneedling from Induction Therapies in combination with daily application of PRX⁸ Plant-Exo System
Photos courtesy of Induction Therapies

Despite the excitement of what the future holds for transdermal devices, Dr. Schlesinger feels providers should continue to do their due diligence, including knowing the patients’ background and the ingredients of any topical skincare technology before application. “The skin is a barrier with complex immune functionality. Penetrating it with certain products like retinoids or topical vitamin C that are not designed for injection may lead to irritation or a potentially long-term problem,” he clarified.

Product Watch List

Adding even more functionality to their Morpheus® RF microneedling device, InMode (Irvine, Calif.) introduces Morpheus8 Burst and Burst Deep devices with innovative SCALE and Burst functionalities to offer a comprehensive approach to transdermal topical delivery. These proprietary technologies automatically deploy bipolar RF to multi-level treatment depths and programmable energy levels in millisecond intervals with a single pulse. Morpheus8 Burst is designed to safely and efficaciously meet patient demand for dermal contraction and subdermal adipose treatments. Morpheus8 Burst Deep provides the deepest available levels of targeted RF energy deposition, protecting dermal pigment while allowing greater energy to be deployed to the Fibro Septal Network (FSN) and adipose tissue.

“The skin is a barrier with complex immune functionality. Penetrating it with certain products like retinoids or topical vitamin C that are not designed for injection may lead to irritation or a potentially long-term problem.”

Glowpin™ by PDO Max® (Liverpool, N.Y.) is a multi-needle stamping device specifically designed for the application of topical skin boosters, allowing them to flow easily, effectively and with optimal absorption. The nineteen 32G hypodermic surgical steel needles ensure accurate penetration and direct delivery of serums, while the airless press pump allows for controlled application and diffusion of the serum.



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Each needle is equally positioned for equal diffusion with a penetration depth of 0.5 mm at a 90° angle and the lancet 2x cut needle technology helps reduce pain and the risk of injury. The GlowPin was designed with PDO Max's AfterGlo® serum in mind but can be used with most topicals including PRP and exosomes.

Scarlet SRF from Aesthetic Management Partners (Cordova, Tenn.) is an RFMN system that employs a patented single-pulse microneedling technology to deliver RF energy through 25 non-insulated microneedles that penetrate from 0.5 mm to 3.5 mm, creating controlled, fractionated micro-injuries in the skin, enabling effective intradermal penetration of topical treatments. This unique design incorporates an individual electrode around every microneedle in a distinctive arrangement that forms a teardrop-shaped micro-injury to effectively engage the entire dermal layer of the skin. A smooth-running and consistent robotic motor delivers the gold-plated microneedles in a gently controlled motion, providing a well-tolerated patient experience without compromising the speed of treatment. Well-documented, positive clinical results coupled with minimal downtime and discomfort firmly place Scarlet SRF into the realm of superior aesthetic devices.

The Collagen P.I.N.® Microneedling System from Induction Therapies (Louisville, Ky.) significantly enhances the delivery of post-skin-care topicals by leveraging advanced 36-pin needle technology to deliver more uniform microneedling results, less patient downtime and a heightened return on investments for aesthetic providers. By creating precise microchannels in the skin for topical delivery, treatments with Collagen P.I.N. initiate and enhance the natural healing response to boost collagen and elastin production. The microchannels serve as direct pathways for skincare products to penetrate into deeper layers of the skin, thereby increasing their efficacy. With Collagen P.I.N., active ingredients, such as plant-derived exosomes found in PRX® Plant-Exo System by Induction Therapies, can be absorbed more effectively and work more efficiently at the cellular level to expedite results and further reduce patient downtime.



Before and after treatment with PRX Derm Perfexion from WiQo
Photos courtesy of WiQo

PRX Derm Perfexion from WiQo® (Muggia, Italy) is a non-invasive Topical Collagen Biostimulator™ clinically proven to help tighten, tone and lift the skin for visible rejuvenation of the face and body delivering the ultimate PRX GLOW™. Invented by the founder of WiQo, Rossana Castellana, MD, PRX is a globally patented professional treatment formulated with 33% trichloroacetic acid (TCA) and hydrogen peroxide that is clinically proven to deliver immediate and long-lasting results with no needles, no discomfort and no downtime. PRX can be combined with microneedling and RF microneedling for intradermal penetration.

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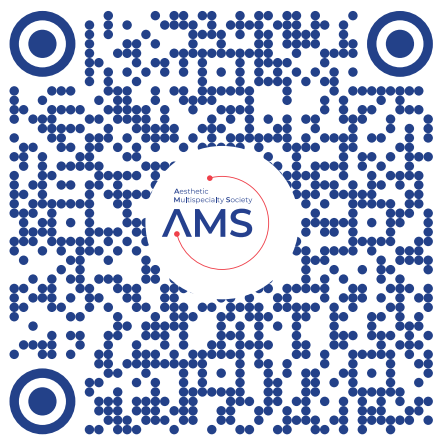
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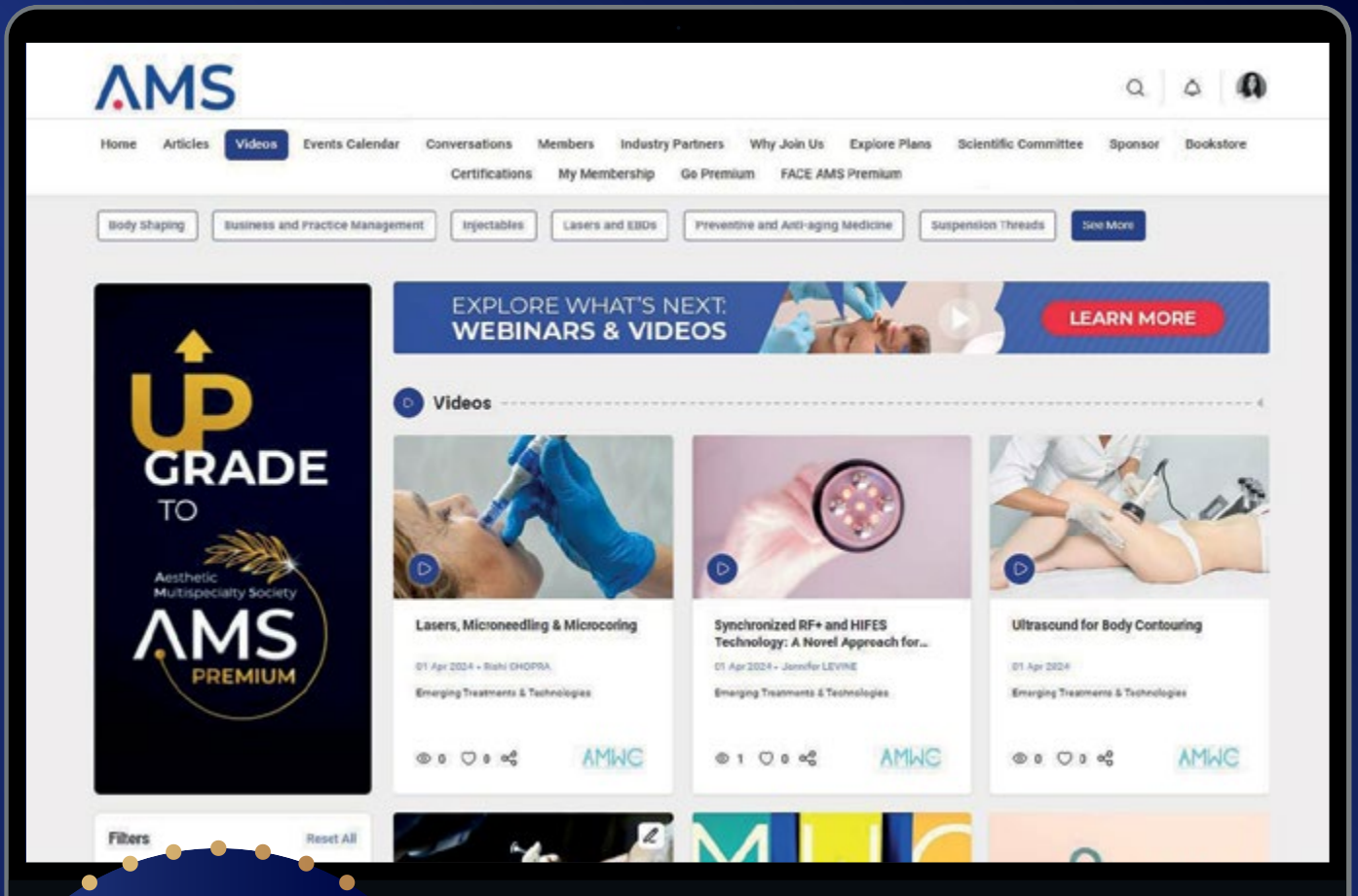
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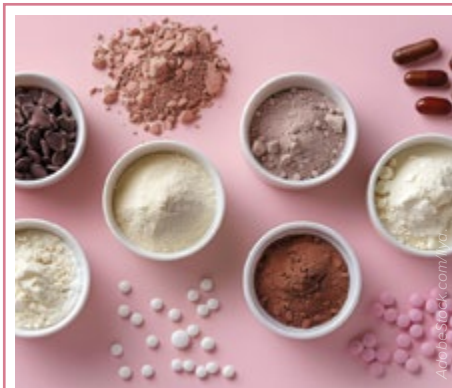
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The Skin-Longevity Link: Scientific Insights into Aging and Health Span

By Elise Tabin, Contributing Editor

Aging is a multi-faceted phenomenon that shows its effects on the skin while also transpiring deep within the body's underlying tissues and metabolic systems. Every choice impacts longevity to some degree; even emotional and mental health directly affects stress and cortisol levels, which manifest on the skin and impact a patient's inclination towards longevity. The landscape for longevity and all that it encompasses continues to advance and unfold at a hyper-fast pace. An intriguing and exciting sector of science, longevity-based treatments and therapies are making their way into the world of aesthetics, shaping the new segment known as Integrative Aesthetics.



Stephanie Manson Brown, MBBS, MRCS, MFPM

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Allergan Aesthetics, AbbVie
Chicago, IL



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Shakiba Kaveh, PhD
Chief Executive Officer
Mitra Bio
London, England, UK

Skin and the Science of Longevity

The skin significantly affects overall longevity, technically known as “skin longevity.” According to Stephanie Manson Brown, MBBS, MRCS, MFPM, vice president and head of clinical development & scientific innovation and skincare R&D at Allergan Aesthetics, an AbbVie Company (Chicago, Ill.), longevity science focuses on understanding the biological processes of aging and how to slow them down to improve health span. Research in this field is rapidly advancing, with specific initiatives designed to generate knowledge among leaders in medicine. “In 2019, Allergan established Science of Aging, a program to convene world-class experts to share the latest innovations in aging and longevity, explore novel targets for unmet patient needs, and drive the future blueprint for aesthetic medicine,” she stated.

Dermatologist Doris Day, MD, (New York, N.Y.) shared that physicians know that the skin does more than reflect the inner workings of the body; it affects how the body ages, too. The skin is responsible for several critical functions, such as aiding in water balance, temperature control and touch receptors. “Its health is vital to longevity by supporting and maintaining effective barrier function and immune health,” Dr. Day explained. With a deep-rooted focus on longevity, she tells her patients that looking better is one thing, but feeling and being healthier and better is another.

As Dr. Manson Brown noted, skin aging varies from patient to patient, reflecting genetics and lifetime exposures. “The skin, which is the outermost protective layer of the body, is exposed to internal (genetic, metabolic and endocrine) factors and external (ultraviolet radiation, pollution and smoking) stimuli that drive the aging process,” she shared.

Where Longevity Meets Aesthetics

The skin is the body’s largest organ and mirrors internal health, but skin age is determined by deoxyribonucleic acid (DNA) methylation,¹ a molecular method of measuring the cellular age of tissues, organs and skin. “Changes in DNA methylation patterns influence gene expression in skin cells, affecting collagen production, cellular repair mechanisms and inflammation response. These changes contribute to signs of aging such as wrinkles, sagging and loss of elasticity,” explained Shakiba Kaveh, PhD, chief executive officer (CEO) of Mitra Bio (London, England, U.K.).

Research on longevity addresses skin-related changes by exploring the fundamental biological processes that contribute to skin aging, such as cellular senescence, telomere shortening and oxidative stress. “By understanding and potentially mitigating these processes, longevity research aims to improve skin aging. Strategies such as promoting cellular rejuvenation, enhancing skin barrier function, and protecting against oxidative damage through antioxidants are integral,” stated Dr. Kaveh.

Proactive treatments, including protective and repair products, can help to improve skin longevity. Daily use of sunscreen protects collagen and DNA, while skincare and anti-aging treatments maintain collagen, elastin and hydration to reduce lines, wrinkles and laxity. Dr. Kaveh stressed that preventive measures can also reduce age-related diseases, enhancing overall health and quality of life. “Maintaining healthy skin through proactive care can prevent skin cancer and other issues, contributing to a longer, healthier lifespan. Evidence indicates that skin damage can lead to secondary effects throughout the body, driving inflammation, muscle and bone loss and cognitive decline,” she shared. “Improving skincare habits could mitigate the harmful effects of aging and improve overall health.”

“Evidence indicates that skin damage can lead to secondary effects throughout the body, driving inflammation, muscle and bone loss and cognitive decline.”

However, Dr. Manson Brown believes longevity science and aesthetic medicine are in the early stages, prompting Allergan to initiate the Science of Aging program. “It bridges discoveries from aging science and longevity to aesthetic medicine. Skin aging is rapidly progressing and is now anchored around 12 fundamental hallmarks of aging, including chronic inflammation, stem cell exhaustion and telomere attrition. These mechanisms underpin aging in all cells, tissues and organs, including the skin.”

Aesthetics for Longevity

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on prolonging longevity through skin health, the skin looks better and functions optimally. “Investing in skin health is an important part of a holistic approach to pursuing good health,” Dr. Mason Brown shared.

Dr. Day noted that some treatments, like fillers, do not enhance overall skin quality, which is critical for longevity. “In my practice, I use treatments that improve skin appearance and skin cell regeneration like ultrasound to lift and tighten, and broadband light (BBL) and erbium lasers to repair collagen.” She added that treatments focusing on regeneration lead to improvements in both skin aging and longevity, as they enrich the skin’s structure and function beyond the treatment itself.

Hormone replacement therapy (HRT) also has a place in extending longevity. According to Dr. Day, HRT is often necessary for women in their 40s and 50s when estrogen levels, critical for skin and hair health, start to decline. “Female patients lack information to understand the benefits of early estrogen replacement during perimenopause, which allows them to age better with improved longevity. The average female patient loses up to 30% of collagen in the skin post-menopause. Starting HRT while in perimenopause, when hormone levels are altered just enough, is ideal. When patients come into my office and say, “My face just fell apart!” I refer them to Ob/Gyns and functional medicine doctors to get started on HRT, which is life-changing, especially for skin and hair.”

12 FUNDAMENTAL HALLMARKS OF AGING

These 12 hallmarks of aging collectively contribute to the aging process and the development of age-related diseases.

- 1. Genomic Instability**
 - An accumulation of DNA damage and mutations over time.
- 2. Telomere Attrition**
 - The shortening of telomeres, which protect chromosome ends.
- 3. Epigenetic Alterations**
 - Changes in DNA methylation and histone modification patterns.
- 4. Loss of Proteostasis**
 - A decline in the ability to maintain protein folding and function.
- 5. Deregulated Nutrient Sensing**
 - An impairment in the regulation of metabolic pathways.
- 6. Mitochondrial Dysfunction**
 - A decrease in mitochondrial efficiency and energy production.
- 7. Cellular Senescence**
 - The accumulation of non-dividing, dysfunctional cells.
- 8. Stem Cell Exhaustion**
 - A decline in the regenerative potential of stem cells.
- 9. Altered Intercellular Communication**
 - A disruption in the signaling between cells.
- 10. Disabled Macroautophagy**
 - An impairment in the cellular process of autophagy.
- 11. Microbiome Dysbiosis**
 - An imbalance in the composition and function of the microbiome.
- 12. Chronic Inflammation**
 - A persistent, low-grade inflammation contributing to tissue damage.

When considering treatments that will further skin longevity, timing is everything. “The younger, the better,” confirmed Dr. Day. She recommends ultrasound treatments once per year to patients in their 30s and twice per year for those in their 50s and 60s. Dr. Day also suggests BBL twice a year to help with superficial blood vessels, and a thulium laser peel to eliminate sun damage including sun-damaged skin cells. “When patients do these treatments, it helps prevent a buildup of sun damage that can turn into pre-cancers and skin cancers.”

Simple lifestyle changes can also extend longevity beyond what is available at the physician’s office. Dr. Day cites nasal breathing, which produces nitrous oxide to kill viruses and improves oxygenation, to aid in skin healing and function. “Slow breaths reduce stress and cortisol, benefiting the skin.” Quality sleep, a nutrient-dense diet,² daily sunscreen, high-quality skincare, adequate hydration, and regular exercise are also crucial for enhanced longevity.³

Integrating Longevity into the Aesthetic Practice

Providing aesthetic-based longevity treatments and therapies in the aesthetic practice is not a brand new concept. According to Dr. Day, she and many of her colleagues have been paying attention to longevity for some time. “In the past, many dermatologists did not have the tools to help people look and age better, which made things challenging. But now we have more tools to help patients look and age better, and these treatments and therapies improve their stress levels, moods and behavior. When patients like how they look, they exercise more and eat better. Some treatments, like lasers, directly impact

skin longevity, which is why many dermatologists use them with exosomes and peptides to nourish the skin and amplify longevity.”

When an aesthetic routine focuses on prolonging longevity through skin health, the skin looks better and functions optimally.

In addition, Dr. Kaveh explained that many aesthetic practices can use biomarkers such as methylation to track the efficacy of their treatments. “Mitra Bio has developed a clock to measure the rate of skin aging from the skin tissue itself so we can measure whether the intervention has slowed down the process,” she shared.

The Future of Longevity in Aesthetics

No two people are alike, so a well-rounded approach to longevity should be customized to each patient. “We have embarked on an initiative to gather data from a wide spectrum of racial backgrounds and demographics,” Dr. Manson Brown shared. “We are pioneering evidence-based products that focus on the root causes of aging versus the symptoms, such as regenerative stem cells, rebuilding tissue and harnessing biomaterials.” She added that Allergan is also building a tissue bank that will enable the Company to conduct genomic and proteomic analyses.

Multiple scientific areas address both cellular and molecular aspects of skin aging. According to Dr. Kaveh, one is epigenetics, which examines changes in gene expression that are influenced by environmental exposures and lifestyle choices and aims to modify them for healthier aging. “There is also cellular senescence,⁴ where scientists investigate how to prevent and/or reverse the process in which cells stop dividing and functioning properly,” she described. “By developing treatments to clear senescent cells or restore their function, researchers aim to maintain youthful skin.”

Equally as important is telomere biology. As Dr. Kaveh shared, telomere compounds (at the end of chromosomes) shorten with each cell division, their lengths being markers of cellular aging. “Scientists are exploring ways to preserve or extend telomeres to enhance the

lifespan and health of skin cells, potentially delaying wrinkles and saggingness.”

Artificial intelligence (AI) also impacts longevity, which Dr. Manson Brown believes is vital to living better. “It may reverse age-associated processes at scale and allow for real-time tracking of health parameters, allowing people to take a more active role in their health. AI is also helping us understand the wider determinants of health, including how the environment influences genes, yielding new insights and solutions to achieve healthy longevity.”

Another area of skin science that is being studied more closely is the skin microbiome. “It is not just about skin structure and function; those microbes living on the skin are essential and must keep growing because they do a lot to help against aging,” Dr. Day said. “When we study the diversity of the skin biome and what has happened, and health, disease and aging, by resetting that biome to a more youthful one, skin discoloration, aging, redness, and even skin cancer can all improve.”

The Final Takeaway

The intersection of functional medicine and aesthetics brings focus to improving skin longevity, health span and quality of life. This is the science of longevity. “The science of longevity seeks to transform our approach to aging, and its ultimate goal is not just extending lifespan, but also ensuring those extra years are lived with vitality and minimal disease,” Dr. Kaveh asserted. As research into skin longevity continues, she affirmed that scientists will continue to develop comprehensive strategies to maintain youthful, healthy skin, contributing to overall longevity and well-being.

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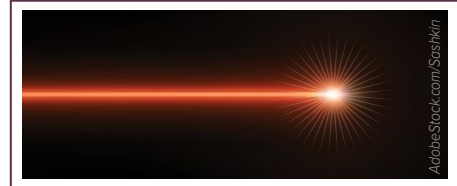
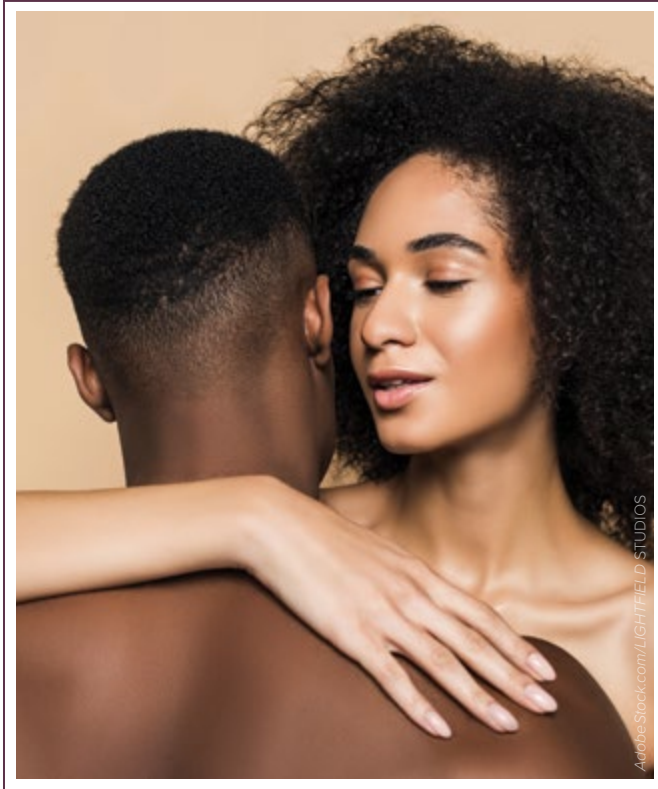
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Advances in Sexual Health and Genital Aesthetics

By Kevin A. Wilson, Contributing Editor

It has been two years since our last update on sexual health. With Sexual Health Awareness Month just around the corner, *The Aesthetic Guide* reconnected with five of the six experts from the 2022 Sexual Health feature to gain their perspectives on what innovations are advancing and/or expanding the available treatments for sexual health and genital aesthetics.



Daisy Ayim, MD
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**Samantha Thiry, FNP-C,
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Scottsdale, AZ

The sexual health and wellness space remains a robust segment of the aesthetic market, partially because of its strong roots in dermatology and plastic surgery. At one time, dermatologists were largely responsible for venereal disease management and genital health. In fact, the *American Academy of Dermatology (AAD)* was once the *Academy of Dermatology and Venereology*.¹

“There are a lot of crossovers between the aesthetic, sexual health and wellness fields,” stated cosmetic surgeon Daisy Ayim, MD, of Ayim Surgical Arts (Houston, Texas), whose hybrid practice capitalizes on her triple board-certified specialties of obstetrics/gynecology (Ob/Gyn), facial and general cosmetic surgery. “We call it [the] trifecta of women’s health, wellness and beauty. Many Ob/Gyns are leaning into aesthetic treatments and likewise many aesthetic practices offer sexual health and wellness therapies.”

According to statistics published by the *American Society of Plastic Surgeons (ASPS)*, labiaplasty peaked around 2016.² Updated ASPS statistics published earlier this year, show that about 2% more procedures were performed over the previous year.³ “Demand for labiaplasty has remained strong. Slowdown in growth of surgical procedures, in my opinion, is most likely because energy-based therapies continue to make gains,” Dr. Ayim noted. “That is the biggest trend in sexual health and wellness today. You need a well-rounded toolbox and if you do not have energy-based devices, you are in danger of falling behind the times.”



Before and after non-invasive tightening of the external genitalia using Emfemme 360, PRP and Emtone
Photos courtesy of Kimberly L. Evans, MD

The Rise of Minimally Invasive Therapies

“Throughout the industry we see unending demand for less pain and downtime, less inconvenience and risk, while providing improved results,” explained Samantha Thiry, FNP-C, APRN, of Happy Body ATX (Austin, Texas), “Minimally invasive procedures, with the expectation of maximal results for sexual health and wellness therapies, reside with this trend. We also understand that people are seeking, and achieving, lengthened and improved quality of life as we age. Sexual function is desired to be maintained even in the latter years of life by many patients.”

According to Ms. Thiry, the medspa is becoming a more viable setting for minimally invasive sexual wellness therapies. “In many ways patients can more readily accept the reality that most of these procedures are not paid for by insurance. It is more difficult to convince patients in an insurance-carrying office, such as urology. Patients have a tough time transferring to a cash pay-for-procedure mindset,” noted Ms. Thiry, “but when they come into a medspa, they expect to have to pay out of pocket. Medspas are quite capable of performing energy-based therapies, topicals and injectables, and offering hormones, supplements and nutrition treatments, especially if they invest into the proper education and training of clinical staff.”

Continued Market Growth

The state of the market itself is difficult to quantify outside of the phrase “continued growth.” Research consistently predicts continued market growth in this field for the coming decade,

but the numbers depend on how the market is defined. For example, according to Technavio Research (Elmhurst, Ill.) the female sexual dysfunction treatment market will grow by close to \$8 billion from 2022 to 2027, with North America accounting for 61% of market growth.⁴ Separately, *researchandmarkets.com* projected that the global sexual wellness market will reach \$125 billion by 2026,⁵ but that number includes all manner of treatments, devices, contraceptives, intimate accessories and more. This suggests that the market is not only growing but expanding in scope with an

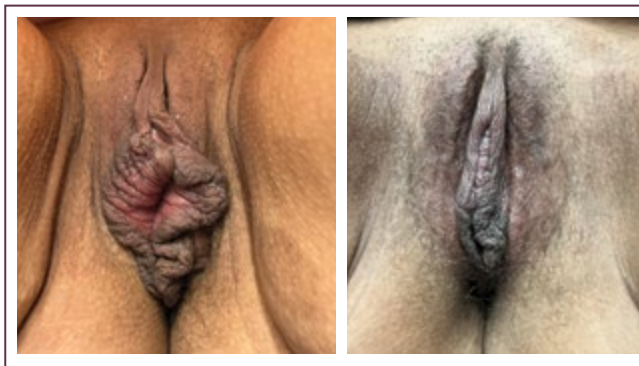
increase in novel entries to the space – such as post-coital cleanup products – arguably the result of breaking taboos and raising awareness around sexual health and wellness.

“The sensitive nature of frank discussions about sexual health and wellness and existence of related taboos are realities that exist for both men and women,” commented Ob/Gyn Russell Bartels, MD, co-founder of VitalityMDs in Scottsdale, Ariz. “Marketing toward men began with the treatment of erectile dysfunction. As more women’s therapies emerged, this began to dissolve the barriers to productive discussion of feminine health and wellness issues between doctor and patient,” continued Dr. Bartels who treats sexual health and wellness in both men and women. “The emergence of more therapies for men has driven a steeper incline in demand, as awareness further erodes traditional obstacles similarly for men.”

“Part of the reason for this crossover between specialties is the way patients view and approach us,” declared plastic surgeon Christine Hamori, MD (Duxbury, Mass.). “They think of Ob/Gyns for health and disease but aesthetic medicine for how things look. For example, they come to us wanting to lighten the dark skin around their perineum or seek labiaplasty because they may feel more comfortable talking with us about those subjects but see Ob/Gyns and urogynecologists for ‘disease problems.’”

Endless Energy-Based Possibilities

There is also increasing crossover among therapies, according to Dr. Bartels. “When you think Emsella® from BTL Aesthetics (Boston, Mass.) [and] using high-intensity focused electromagnetic technology (HIFEM) to strengthen and tone the pelvic floor, you think improvement in female stress urinary incontinence and sexual function. We are using the device on men as well now,” he divulged. “There is plenty of fertile ground for research there. Conversely, we are using shockwave therapy for women, which we traditionally associate with erectile dysfunction in men. The improvement in blood flow and stimulation of



Before and after labia minora reduction, excision of perineal tissue, plus one session of Morpheus 8V to the labia majora
Photos courtesy of Christine Hamori, MD

angiogenesis, which helps male erections, can also benefit the vagina by improving lubrication and sexual satisfaction.”

The practice of Ob/Gyn Kimberly Evans, MD (Sugar Land, Texas), is focused on women’s health and wellness but also ranks among those catering to men. “Research by Joseph Brandeis, MD⁶ showed how Emsella HIFEM improves ejaculation in men. Research is emerging showing that it helps improve blood flow to the corpus cavernosum and may increase corpus cavernosum density dramatically, as per his study,” she described. “The possibilities of energy-based device therapies are growing by leaps and bounds. The medical community is understandably slow to change, but we need to get the information out there and make sure we are doing things right at the same time.”

Energy-based therapies may also play an adjunctive role. “When we use radiofrequency (RF) therapies to improve the labia, we may stave off the need for surgery or prepare/improve tissue for surgery,” Dr. Evans shared. “This is especially true for patients who have recently lost significant weight, as we see more and more due to the increased use of drugs that is sweeping the nation. It may help us improve and ‘shrink up’ the redundant tissue and even avoid surgery.”

RF microneedling is proving to be a useful tool as well, according to Dr. Hamori. “We use the InMode (Irvine, Calif.) Morpheus 8V hand-piece for the vagina. It is designed specifically



Christine Hamori, MD
Plastic Surgeon
Duxbury, MA



Kimberly L. Evans, MD
Obstetrician-Gynecologist
Sugar Land, TX



Before and one year after a series of treatments with Votiva
Photos courtesy of Christine DiEdwardo, MD

to insert into the vagina and treat the tissue similarly to the face. After 15 minutes of numbing cream, we do a lighter, shallower treatment to drive the numbing deeper, then follow up with a full-depth treatment,” she elaborated. “We can combine that with topical platelet-rich plasma (PRP) in the vagina for further improvement, and we frequently combine that with the O-shot, so we are injecting directly into the clitoris, and G-spot for an overall therapy that is very powerful.”

“We still see prevalence of the Charles Runels, MD O-shot and P-shot, and we now have the P 100,” Dr. Evans added. “It is a proprietary combination of PRP and neurotoxin that improves the health of and sensation in the penis and may also improve function and even apparent size. In general, we are also seeing the use of this combination to relax the muscles that may retract the penis, giving the appearance of increased length.”

New techniques are emerging to improve sexual function that can be used synergistically with others. Exosomes and other regenerative products are a natural fit for sexual health and wellness, according to Dr. Evans. “The ability to repair and regenerate the tissue can help with the form and function of the organ. Another winning combination is Emsella and the RF modality of the Emfemme 360® from BTL Aesthetics. Together, they provide a synergy that improves the overall result. “For women, Vagilangelo® by Amir Marashi, MD combines PRP with internal suturing to restore the vaginal angle to enhance sexual function,” explained Dr. Evans. “We love it because there is minimal downtime, and it really works!”

The future for the market is bright, Dr. Ayim asserted, but it can also be a double-edged sword. “Growth in the field of sexual health and wellness means better procedures, more variety, more access and more qualified clinicians offering these treatments. However, [the] aesthetic space [also] attracts less qualified individuals making loud noise, and consumers must do their research. It is up to us, the specialists to set a high standard and lead the way.”

The emergence in and growth of sexual health and wellness, including injectable treatments, energy-based devices and other nonsurgical and minimally or non-invasive options, have increased both availability and awareness. “We are seeing more sexual health and wellness treatments moving into the medspa space, for example,” echoed Dr. Bartels. “This is great so long as the practitioners are skilled. But the issue is not just training and skill, it is the clinical knowledge to ask, ‘What is the right or best treatment?’ versus ‘What is the best treatment we can do in this office?’”

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AESTHETICS

FROM THE PAGES OF PRIME JOURNAL:

Exploring the Psychosocial Aspects of Aging

By Shino Bay Aguilera, DO; Alec D. McCarthy, PhD;
Elina Theodorakopoulou, MD, PhD; Saami Khalifian, MD; Kelly McMahon, PA-C;
Saranya P. Wyles, MD, PhD; Doris Day, MD; Sabrina Ghalili, BS; Patricia Ogilvie, MD



Aesthetic medicine focuses on the subjective nature of beauty itself. It also aims to address what many people fear: unattractiveness. Attractiveness is deeply ingrained in our survival instincts and desires.^{1,2} We need to feel that we are able to attract a mate and be attractive to a group. Biologically, we are designed to identify signs of reproductive health and fitness in one another for procreation and protection.^{3,4}

However, the physiological and subsequent psychological effects of aging are inevitable. Chronological and environmental aging result in architectural changes across tissue planes that alter the ratios and proportions of an otherwise youthful face.⁵ As we age, our epigenome, or molecular factors that control gene expression, begin to deteriorate, and unlike genetic insults, epigenetic changes are reversible through lifestyle modification.⁶ Aesthetic providers have the ability to interrupt this physiological process with procedures, injectable treatments and topical therapies. While most aesthetic treatments primarily address phenotypic changes in patients, there are likely significant positive associated psychosocial changes as well.^{7,8}

Two hypothesized mechanisms may be at play in helping individuals feel and behave younger. The first is psychological; it is based on how a person feels when they look in the mirror and see an appearance that is more in line with their perceived self-image and their desired youthfulness.⁹ The second is biological; it may be associated with neurochemical changes in the brain when people have aesthetic treatments. Indeed, the positive impact of self-image on depression and other mental health disorders has been documented and implicated as a potential modulating target for aesthetic intervention.¹⁰

Recent studies have demonstrated the safety and efficacy of botulinumtoxinA injections in the glabella in improving depressive symptoms in patients with major depressive disorder and other mood symptoms.¹¹ A randomized, observational clinical study looking at functional magnetic resonance imaging (fMRI) of the brain before and after glabellar botulinum toxin injections showed decreased activity in the thalamus, suggesting a modulatory role on brain activity.¹² A possible confounder would be that less motor input from frowning may decrease thalamic activity. Nonetheless, patients treated with botulinumtoxinA in the glabella had a decrease in depressive symptoms that manifested as improved quality of life and improved mental health outcomes.

While these concepts may be somewhat intuitive, their importance was thrust to the forefront during the onset of the COVID-19 pandemic. The “Zoom Boom” led to widespread video calling, which suggested that the more time someone spends analyzing their own appearance, the more inclined they were to receive aesthetic treatments.¹³ Similarly, during COVID-19, interest in aesthetic procedures, weight loss and dieting increased.¹⁴⁻¹⁶ At the same time, rates of depression and social media usage also increased.^{17,18} The correlation between increased self-observation and aesthetic procedures may be explained by the interconnectedness of self-image and psychology.

Exploring Trends

We performed a simple analysis on Google Trends, probing temporal and regional changes on self-image. Google Trends is a publicly accessible online tool that temporally and geospatially analyzes a percentage of Google



web searches and has been used frequently in healthcare to predict or analyze public interest trends.^{13,14,19,20}

Google Trends allows clinicians and researchers to assess and compare social interest in trends, terms, procedures and thought processes, both independently and relative to other search phrases over defined time intervals and geographies. Google Trends also includes related search queries and topics, defined as terms or topics searchers also searched for.

Aesthetic medicine focuses on the subjective nature of beauty itself. It also aims to address what many people fear: unattractiveness.

Results

In this study, a panel of researchers and healthcare providers working in dermatology and aesthetic medicine selected these phrases for social analysis: “Why do I look old?” and “Why do I feel old?”

Results suggest an increase in searches for “why do I feel old?” over the past 10 years (2012-2022), including a significant increase in the rate of change starting in 2020, following the COVID-19 pandemic. This pattern was also highly correlated with searches for “why do I look old?” thus implying a relationship between looking older and feeling older. The U.S., UK, Philippines and Canada were among the top search countries for both phrases.

Another interesting observation from this simple analysis was in top/rising related queries. Several top related searches stood out to the authors: “Why do I feel tired?,” “Why do I feel sick?,” “Why do I feel alone?,” “Why do I feel empty?” and “Why do I feel depressed?” were all related search terms tied to people searching “Why do I feel/look old?” Select top related searches are given in Table 1.

“Breakthrough” searches, defined as a 5000% or more change over the time interval, suggest emerging trends related to perceptions

TABLE 1 Top related searches for “Why do I feel old?” and “Why do I look old?” and their relative search volume (RSV)		
Search Term	Related Searches	RSV
Why do I feel old?	Why do I feel tired	17
	Why do I feel sick	12
	Why do I look so old	9
	Why do I feel cold	8
	Why do I feel alone	6
	Anxiety	6
	Why do I feel weak	6
	Why do I feel depressed	6
	Why do I feel weird	6
	Depression	5
	Why do I feel fat	5
Why do I look old?	Why do I look so old	57
	Why do I look old for my age	9
	Why do I look ugly	6
	Why do my hands look so old	5
	How to look younger	4
	Why do I look so ugly	3

TABLE 2
Rising related searches for “Why do I feel old?” and “Why do I look old?” and their % change in search interest over 10 years

Search Term	Related Searches	% change
Why do I feel old?	Why do I feel empty	>5000
	Why am I so tired	>5000
	Why am I always tired	>5000
	Why do I hate myself	>5000
	Anxiety attack	>5000
	Depression symptoms	>5000
	Why do I feel so alone	130%
Why do I look old?	Why do I look ugly	>5000
	Why do I look so bad in pictures	>5000
	Why do I look ugly in pictures	>5000

of aging. These included “Why do I feel so empty?,” “Why am I so tired?,” “Why am I always tired?,” “Why do I hate myself?,” “Anxiety attack,” “Depression symptoms” and “Why do I look ugly?” (Table 2) and suggest that looking and feeling older are related and carry with them many negative feelings and symptoms. Further, public interest in dermal fillers and botulinumtoxinA has dramatically increased, which correlates to searches seeking plastic surgeons, dermatologists and medspas (Figure 1 A and B) and is likely reflective of the positive changes in the perception of and desire for aesthetic treatments.

The Role of Aesthetic Medicine

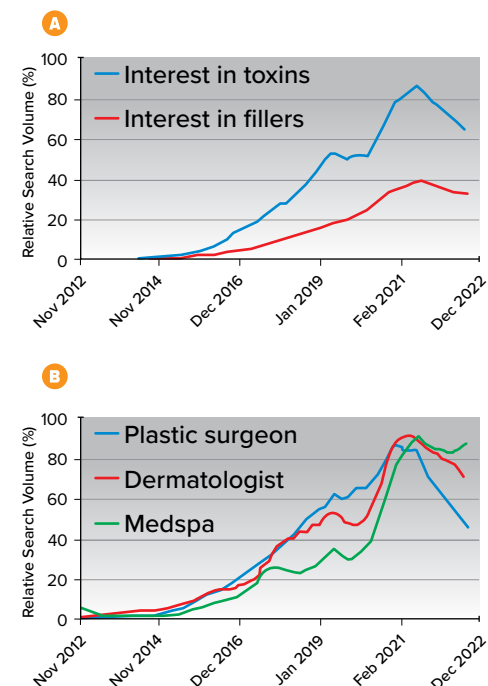
The results from our analysis largely support the notion that aesthetic providers have the unique opportunity to identify insecurities that can lead to distorted self-perceptions and heal patients by treating their individual beauty concerns, which can be applied across all genders, age groups and backgrounds.

The results from our analysis largely support the notion that aesthetic providers have the ability to not only address aesthetic concerns but also improve the mental health of patients.

There has been an aim to promote positive perceptions of aging in young and old individuals alike—which is where aesthetic medicine conveys its value to patients and the global healthcare system. Cosmetic procedures by trained aesthetic providers may improve physical beauty with the intention of manifesting positive general well-being. A large longitudinal survey of 8,434 participants found that greater facial attractiveness (as well as lower body mass index and greater height) was associated with higher psychological well-being and a lower risk of depression.²¹

Furthermore, ageism directly impacts the healthcare system from a cost perspective. A study of Americans 60 years of age and older revealed that the one-year cost of ageism (in relation to discrimination aimed at older

FIGURE 1



Public search interest in either (A) toxins or fillers (as measured with “toxin/filler near me”) and (B) aesthetic providers (measured as plastic surgeon/ dermatologist/medspa near me)

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people, negative age stereotypes and negative self-perceptions of aging) was \$63 billion, or one of every \$7 spent on the eight most expensive health conditions in 2013. Negative self-perceptions of aging was the highest ageism predictor accounting for \$33.7 billion dollars of the total cost.²² Another longitudinal study of 85,225 adults revealed that within a five-year timeframe, individuals with high or increasing life dissatisfaction were significantly associated with higher healthcare utilization costs.²³ A cynical attitude towards the future is financially draining the healthcare system today, and measures to combat this can have patient- and society-wide benefits.

Aging in itself is a disease where the body deteriorates at a rate relative to intrinsic and

extrinsic stressors. Aesthetic medicine contributes to positive perceptions of aging and therefore benefits both society and the medical community in the contemporary era of prolonged lifespans. Our data suggest a steady increase in negative changes in self-perception, which were linked to symptoms of psychological and physiological illnesses like anxiety and feelings of loneliness. This data further warrants the long-term need for aesthetic providers to help improve patient self-perception. Ideally, an aesthetic provider should manage the aging process for a patient and, in addition to meeting their aesthetic needs, help to bring positive mental changes that can result in a beautiful, productive and meaningful life with patients achieving successful physical and psychological aging.

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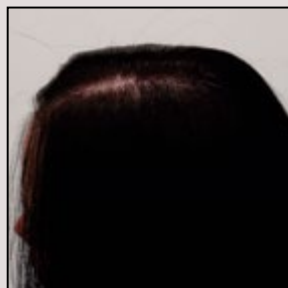
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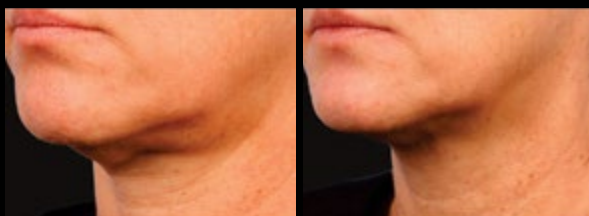
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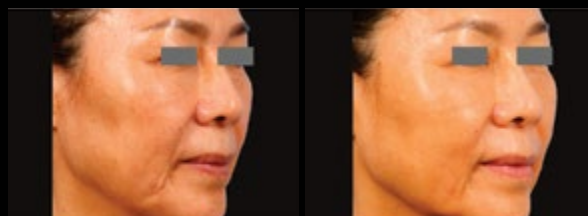
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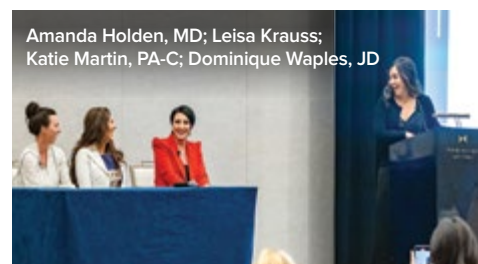
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and experience in cosmetic
surgical and nonsurgical
procedures.”*



Luís Antônio de Assis, MD



Boris Ackerman, MD; Sheila Barbarino, MD; Steven Dayan, MD;
H.L. Greenberg, MD; Grasiela Monteiro, MD



Paul Nassif, MD

“Gained knowledge on new procedures
that were paired with demonstrations
and cadaver explanations. I really enjoyed
those!”*

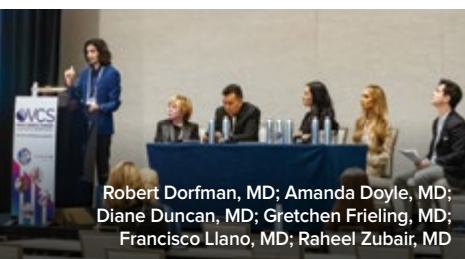


SAVE THE DATES FOR VCS 2025: MAY 29-31, 2025

STAY UPDATED

Did you miss VCS 2024? Don't miss the updates – Vegas Cosmetic Surgery and Aesthetic Dermatology returns to the Fontainebleau Las Vegas on May 29-31, 2025.

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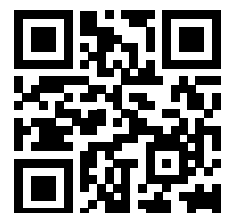
Robert Dorfman, MD; Amanda Doyle, MD;
Diane Duncan, MD; Gretchen Frieling, MD;
Francisco Llano, MD; Raheel Zubair, MD

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*Testimonials from the 2024 Attendee Survey



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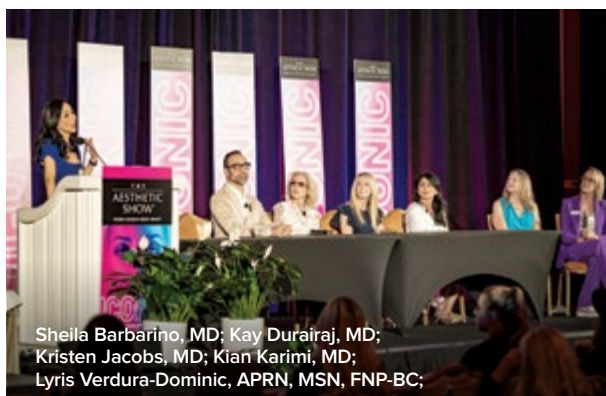
Trevor Larsen, BSN, RN



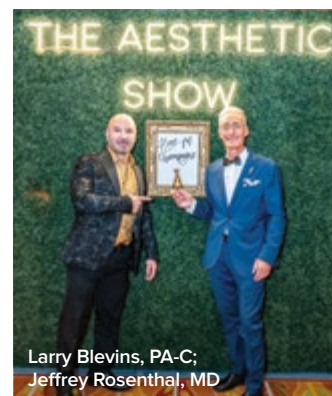
"The live injection sessions were very personable and informative, which is different from other conferences I have attended. I also enjoyed the energy of the show as a whole. Everyone was upbeat, which made early Vegas mornings easier to manage!"*



Victoria Holtz, PhD



Sheila Barbarino, MD; Kay Durairaj, MD;
Kristen Jacobs, MD; Kian Karimi, MD;
Lyris Verdura-Dominic, APRN, MSN, FNP-BC;

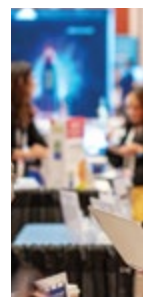


Larry Blevins, PA-C;
Jeffrey Rosenthal, MD



Gun Young Ahn, MD; Hula Castellon, FNP, MSN;
Richard Jin, MD PhD; Steven Weiner, MD

"I appreciated the opportunity to connect with other injectors/providers the most. The business lectures also were great for me!"*





"Top-notch planning and accommodations, a nice venue, great speakers, and a strong medical presence were the highlights of the event. Networking opportunities were also helpful when traveling solo."*



Aleksandra Turlure



Abigail Aboitiz; Kay Durairaj, MD; Jared Rohrer; Daniel Schlessinger, MD

"Fantastic display of key industry business fundamentals, technologies, equipment and thought leaders."*



Audrey Neff



"I loved how they brought in the new trends with exosomes, natural and holistic, as well as the focus on threads. I like the mix of business and clinical. The speakers were experts in their field and were very approachable and accessible. It was nice to have discussions with them. The conference was so well organized, and the food was the best I have had at any conference."*



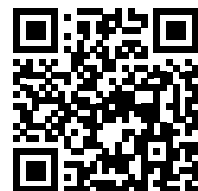
Daisy Ayim, MD; Kaveh Karandish, MD; Amy B. Lewis, MD; Prof. Jesús Rodríguez Lastra, MD

➔ SAVE THE DATES FOR TAS 2025: JUNE 26-29, 2025

STAY UPDATED

Did you miss TAS 2024? Don't miss the updates – The Aesthetic Show returns to the Wynn Las Vegas June 26-29, 2025.

Sign Up to Receive Event Updates >

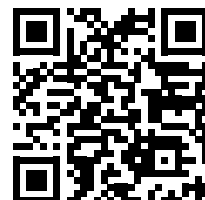


Kian Karimi, MD; Joshua Weiss

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*Testimonials from the 2024 Attendee Survey

Five Steps to Building a High-Converting Website for Your Aesthetic Practice

By Vahe Tirakyan

Your website is the first thing most potential patients see – and it can make or break their choice to book a consultation with you.

This five-step guide covers the basics on how to create a high-converting website that sells 24/7.

STEP 1 Choose the Right Platform

Choosing a content management system (CMS) like WordPress or Squarespace might be tempting. They are popular and have pre-built themes and drag-and-drop builders that make it seem easy to do it yourself. But they often come with hidden costs, and limited customization options, as well as plugins and extensions that can create slow loading times and vulnerabilities.

We recommend a headless content management system (CMS) with a JAMstack architecture, which will allow you to repurpose content for any channel or device at any time.

STEP 2 Plan Content with a Sitemap

The sitemap, or blueprint, determines how visitors will navigate your website.

Create your sitemap by identifying the main categories and subcategories of services you offer. For example:

- Face > face lift, rhinoplasty, blepharoplasty, brow lift
- Breast > breast augmentation, breast lift, breast reduction
- Nonsurgical > laser resurfacing, neurotoxins, dermal fillers, facials
- About Us > doctor and staff bios, patient resources, financing

The key is to make your sitemap intuitive and easy to follow. Well-structured content is not only user-friendly but also helps with search engine optimization (SEO).

STEP 3 Lead With Compelling Copy

First, establish your brand voice – the unique personality and tone you will use across your website, ads, emails and social media. Are you friendly? Authoritative? Innovative? Fun? Serious? A mix?

Next, focus on the benefits of your services – not just the features. Patients want to know, “What is in it for me?”

Paint a vivid picture of how the services you offer can improve your patient’s life, from boosting confidence to enhancing comfort or quality of life.

Use patient stories and before-and-after photos to make your copy relatable and compelling. Also try to answer common concerns about procedures like downtime, recovery, insurance coverage, etc.

Pro tip: Sprinkle calls-to-action throughout your site to guide visitors to the next step, like scheduling a consultation or signing up for your email list.

STEP 4 Design for User Experience and Conversions

Your web design should prioritize user experience and encourage visitors to take action:

- Keep your design clean and easy to navigate – simplicity goes a long way.
- Use a consistent color scheme and typography to reinforce your brand identity.
- Add visual elements to keep text easy to read.
- Use visual design to draw eyes to key elements, for example, a “Book a Consultation” button or before-and-after gallery.
- Follow web content accessibility guidelines to help improve your SEO and avoid legal issues related to Americans with Disabilities Act Standards for Accessible Design (ADA) compliance.

Pro tip: Use responsive design techniques to ensure your site adapts to all screen sizes.

STEP 5 Set Up Tracking and Integrations

Tracking tools and integrations allow you to monitor your site’s performance and improve your layout and content for maximum engagement and conversions.

Tools that can help gauge performance include Google Analytics, Google Tag Manager, chatbots and more.

Bottom line: Do not settle for a website that just looks nice. Invest in one that helps your practice grow and succeed.

About the Author



Vahe Tirakyan

Vahe is the chief executive officer and founder of MD Logica. He has worked with some of the greatest names in the industry, and helped multiple practitioners build their practices from the ground up into multi-million-dollar companies. He also contributes to medical and business publications, as well as lecturing at conferences around the world to share his knowledge and expertise.

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MEDICAL

Amanda Holden, MD: A Journey of Purpose

By Eliza Cabana, Contributing Editor

Amanda Holden, MD, knew from a young age that she wanted to be a doctor. "I was in a very serious car accident in high school in which my best friend was almost killed," she recalled. "I remember vividly how the team from Life Flight took her away via helicopter to a local trauma center, and I wished that I had the power to help her in that moment." That early, traumatic experience influenced her initial foray into emergency medicine. "In this field, I could help the people that I wanted to help that night when I felt helpless in high school."

It was with sheer grit and determination that Dr. Holden received her medical degree in 2008 despite facing several challenges. At 19 years of age, she welcomed her first child; her second at the age of 24. "I initially chose emergency medicine also because I was a single mom and it was a way that I could work shifts and raise my children," she explained. "I wanted to set an example to show them that you can achieve anything with hard work and determination." There were financial challenges as well. "...I relied on financial aid to get me through all aspects of my educational journey," Dr. Holden revealed. "Upon becoming an entrepreneur, I had to take out loans to start my first business.... I knew without great risk I would not have great reward."

Despite working at trauma centers for the first part of her medical career, Dr. Holden had always been interested in plastic surgery and aesthetic medicine. "When the field of medical aesthetics was born in the early 2000s, I was drawn to it immediately," she shared. In medical school, Dr. Holden interviewed several female plastic surgeons and plastic surgery residents who explained that the level of commitment would be akin to eight years of marriage to the hospital. "I knew I could not take that journey and abandon my children."

But as the years passed, she learned more about aesthetic medicine and running a business and poised herself to make the transition. "I have taken courses in aesthetic medicine across the nation, and I am double board-certified, in emergency medicine and medical aesthetics," she asserted. "I started my business from scratch in 2017, and I now run a very successful multi-location medical aesthetics practice in San Diego, Calif., backed by Alpha Aesthetics."

According to Dr. Holden, being a woman in the industry has been advantageous. "Aesthetics is about confidence and natural beauty. I was a cheerleader in high school, and I loved to perform. As I now have the opportunity to speak on stages globally in the field of aesthetics," she remarked. "The coolest part is that I get to bring along my best friend from junior high and high school, Erica Dominguez, who was also a cheerleader, and the one that almost died in our tragic car accident long ago."

One of her most important roles in medical aesthetics is being a mentor to others in business. "I am fortunate to have an incredible business mentor, Sharon Lechter, who has written 26 books and inspired people from all over the globe to strive for financial freedom," Dr. Holden declared. "I like to share with others what it took for me to get here and teach them how they can do the same as I did with massive effort and determination."



Dr. Holden with her family

Good to Know

Fun Facts about Amanda Holden, MD

Q: What is your favorite song?

"Roar" by Katy Perry.

Q: What is your favorite location to visit?

The Hawaiian Islands.

Q: Who is your professional role model?

Sharon Lechter, a prominent author, entrepreneur and financial expert who has made significant contributions to the world of personal finance and education.

Q: What is your favorite quote?

I have two:

"All our dreams can come true, if we have the courage to pursue them."

- Walt Disney

"What you think is what you say, what you say is what you do, and what you do becomes your legacy."

-Brandon Dawson, 10X Mentor





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BEFORE | AFTER



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At Aesthetic Management Partners our founding mission is to be partnership driven and patient focused which is the cornerstone of everything we do. We offer products that provide the highest performance in safety and clinical outcomes to help support you and your practice.

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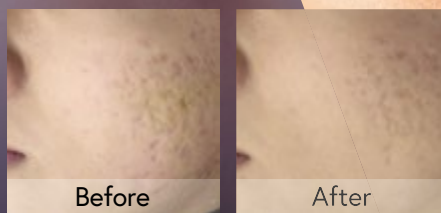
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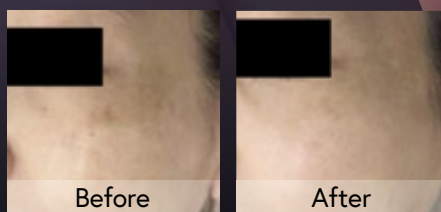
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WEERO Co., Ltd.

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WEERO is a medical/aesthetic device manufacturer based in South Korea with its own factory and R&D center. It is a newer company that launched in 2019. Starting with Apollo Duet, through EVE Ace of Face, Apollo Alpha, EVE Synergy to eMVFit, WEERO consistently innovates, aligning products with global trends.

WiQo US, Inc.

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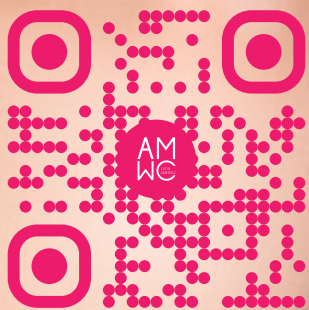
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22% reduction in fine lines and wrinkles
in just one treatment*

Thread Lift Products Comparison Chart

Manufacturer	Product(s)	Device Type	Description	Physician Price	Regulatory Status
BENEV Company, Inc.	Miracu	PDO Threads	Elasty Meshfill, Elasty Line, Forte Basic, Forte Fix, Barb FC and FCN, Elasty Meso Needle, Elasty Micro Cannula.	Contact mfr.	FDA cleared for soft tissue approximation where use of an absorbable suture is appropriate. (K172602)
	Miracu Elasty Meshfill	16-line mesh thread	Two weeks after insertion of mesh into the layer between the dermis and SMAS, soft tissue grows into the gaps of the mesh and pulls and fixates the dermis and SMAS. The world's first 16-line mesh thread provides a volumizing and rejuvenating effect. Cannula can be affixed to a filler.	\$520/box (10 units)	FDA cleared for soft tissue approximation where use of an absorbable suture is appropriate.
	Miracu Elasty LSCO	L-shaped thread	L-shaped thread creates supporting structure on the tip and provides a volumizing effect. Bi-directional cogs on both ends minimize migration of threads. Cannula can be affixed to a filler to extend the longevity of the results.	\$440/box (10 units)	FDA cleared for soft tissue approximation where use of an absorbable suture is appropriate.
	Miracu Elasty Line	Cone-anchor thread	High polymer of special coated PDO thread with anchor on the tip of the cannula provides strong precise fixation.	\$520/box (10 units)	FDA cleared for soft tissue approximation where use of an absorbable suture is appropriate.
	Miracu Forte Basic	Pre-loaded cannula	Forte Basic thread has strong fixation with deep bi-directional cogs. Forte 2 thread has strong fixation with inverted deep bi-directional cogs.	\$420/box (10 units)	FDA Cleared Class II (K172602)
	Miracu Forte Fix	Pre-loaded cannula	Provides superior traction power and holding through enhanced dual action technology and 4-dimensional multi bi-directional blocking technology with heatless press sculpting.	\$440/box (10 units)	FDA Cleared Class II (K172602)
HansBiomed USA, Inc.	MINT FINE+	Bi-directional PDO Thread	MINT FINE+ is the quintessential PDO thread. It is a powerful 18 cm long bi-directional thread pre-cannulated in a 18G W type cannula. It has high tensile strength, remarkable versatility, and exceptional ease of use, making it the ideal tool for your thread lifting needs.	Contact mfr.	FDA Cleared
	MINT PETIT+	Bi-directional PDO Thread	MINT PETIT+ offers the benefits of FINE+ in a more compact way. It is designed with 2 cm of barbs of lifting and 4.5 cm of barbs for anchoring. The high distribution of bi-directional barbs across a shorter thread length makes this revolutionary thread the perfect choice for reverse vector designs and micro-contouring.	Contact mfr.	FDA Cleared
	MINT 17+	Bi-directional PDO Thread	MINT 17+ offers the signature MINT lift and anchorage in a pre-loaded cannula. The bullet tip makes it easy to pass the cannula through resistant tissue. The stabilizer cap prevents the thread from prematurely latching onto the tissue to allow the user better control of when and where to engage the thread.	Contact mfr.	FDA Cleared
Meditime Co., Ltd.	VIOLA Threads	PDO Threads	Fully biodegradable threads, available in various shapes, sizes and materials, including 5D Fix Coglyft, Doublelyft Flat Mesh, and our newest offering for body application - Flat Mesh Bodylyft. U.S. FDA (#K190264) cleared for barbed sutures, PDO threads are suitable for soft tissue approximation and are ideal for non-invasive procedures such as full-face and body contouring, skin tightening, scar improvement and promoting neocollagenesis.	Contact mfr.	U.S. FDA (510k) Clearance
PDO Max, Inc.	Levo Lock	Molded barbed/cog PDO thread	Bi-directional anchoring thread, U.S.P. size 1. Best used for advanced reverse vector techniques.	Contact mfr.	FDA cleared for thread-inside-cannula (full device) (K190245)
	Levos	Omni-directional barbed/cog PDO thread	Strongest tensile strength threads on the market: 18G is U.S.P. size 2; 19G is U.S.P. size 1, 21G is U.S.P. size 0.	Contact mfr.	FDA cleared for thread-inside-cannula (full device) (K190245)
	Multi-Smooth PDO Thread	Multi-threads	Seven smooth threads inside one cannula. Great for filling and plumping the skin around the cheek, nasolabial folds and temporal hollows and treating deep lines like "f1s".	Contact mfr.	FDA cleared for thread-inside-cannula (full device) (K190245)
Suneva Medical	Silhouette Instalift	Absorbable suture/thread with bi-directional micro cones	Composed of Poly lactic-co-glycolic acid (PLGA). First cleared absorbable suture with patented bi-directional micro cones to provide both an immediate lift and long-term lift. Silhouette Instalift sutures and cones are composed of 18% PLGA and 82% PLLA.	Contact mfr.	FDA cleared in 2015.
Sutura Medical Technology, LLC	NovaThreads	PDO Threads Applications	U.S.-made PDO threads. Rigorous standards for manufacturing and sterilization. 100% absorbable PDO threads line includes: smooth, twist, barbed, and molded.	Contact mfr.	N/A
V Soft Lift USA	VSoft Lift PDO Threads	PDO Threads	Committed to extensive research and development to deliver a strong lift and some of the best collagen and elastin biostimulation available. Offer a wide variety of different types and sizes of PDO threads to meet many individual patient needs. Offers extensive and innovative high-end PDO thread portfolios.	Starting at \$5/thread	FDA cleared Class II

Note: Data subject to change; please refer to Company Directory for supplier contact information. Not all devices are FDA cleared for the application(s) indicated.



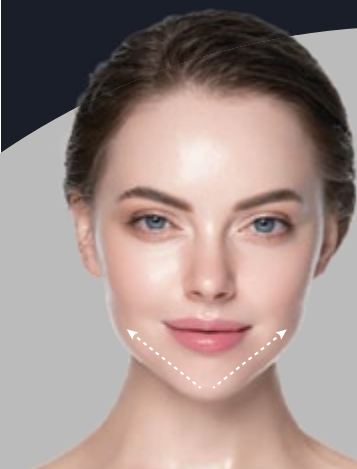
VIOLA

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VIOLA Threads provide medical aesthetic practitioners with various types of fully biodegradable threads that come in different shapes, sizes, and even materials, including PDO. Our PDO threads have US FDA 510(k) Clearance (#K190264) for barbed suture, which consists of dyed polydioxanone (PDO) and is indicated for use in soft tissue approximation, where the use of absorbable suture is appropriate. All of our VIOLA Threads' products are manufactured, sterilized, and prepared from South Korea and shipped directly from our office in Southern California.



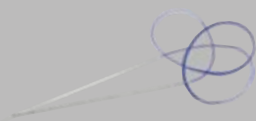
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VIOLA DOUBLEYFT FLAT MESH



VIOLA FLAT MESH BODYLYFT



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CoreSculpt

BODY CONTOURING

MUSCLE REINFORCE

PAIN RELIEF

EFFECTIVE MAXIMUM EXERCISE EFFECT



2CH

2 applicators serve the effective treatment on the abdomen, shoulder, thigh, buttock, etc.

FDA
501(k) CLEARED

Dermal Filler Product Comparison Chart

Supplier	Product(s)	Key Component	Description	Physician Price	Regulatory Status
Air-Tite Aesthetics	MinimLL Syringe	Original 0.5mL Low Dead Space Luer Lock Syringe	Precise dosing for toxin and dermal filler injections with minimal product loss, ability to exchange needles and reduction in the risk of needle pop-off.	\$39.95 per box of 100 syringes	510k clearance (K170651)
Allergan Aesthetics, an AbbVie company	CosmoDerm	Purified Human-based	Purified human-based collagen 35 mg/mL.	\$205	Worldwide
	CosmoPlast	Collagen + Lidocaine	Purified human-based collagen 35 mg/mL, cross-linked with glutaraldehyde. *All collagen products contain 0.3% lidocaine.	\$235	Worldwide
	HydraFill – Softline	Non-animal Hyaluronic Acid	Non-animal, cross-linked cohesive hyaluronic acid 24 mg/g.	\$200 – \$225	CE marked.
	HydraFill – Softline Max	Non-animal Hyaluronic Acid + Lidocaine	Non-animal, cross-linked cohesive hyaluronic acid 24 mg/g.	\$200 – \$225	CE marked.
	Juvéderm ULTRA 2		Non-animal, cross-linked cohesive hyaluronic acid 24 mg/g.	\$200 – \$225	CE marked.
	Juvéderm ULTRA 3		Non-animal, cross-linked cohesive hyaluronic acid 24 mg/g.	\$200 – \$225	CE marked.
	Juvéderm ULTRA 4	Non-animal Hyaluronic Acid	Non-animal, cross-linked cohesive hyaluronic acid 24 mg/g. *All Juvéderm ULTRA products contain 0.3% lidocaine.	\$245	CE marked.
	Juvéderm VOLUMA	Non-animal Hyaluronic Acid	Non-animal, cross-linked cohesive hyaluronic acid 20 mg/g.	Contact mfr.	CE marked for facial volume restoration.
	Juvéderm HYDRATE		13.5 mg/g plus mannitol 0.9%; 1 x 1 mL syringe.	Contact mfr.	CE marked.
	JUVÉDERM VOLUX XC	Hyaluronic acid	Indicated for subcutaneous and/or supraperiosteal injection for improvement of jawline definition in adults over the age of 21 with moderate to severe loss of jawline definition.	Contact mfr.	FDA approved 2022
	JUVÉDERM VOLUMA XC	Hyaluronic acid	Indicated for deep (subcutaneous and/or supraperiosteal) injection for cheek augmentation to correct age-related volume deficit in the mid-face and for augmentation of the chin region to improve the chin profile in adults over the age of 21.	Contact mfr.	FDA approved 2020
	JUVÉDERM VOLLURE XC	Hyaluronic acid	Injectable gel indicated for injection into the mid to deep dermis for correction of moderate to severe facial wrinkles and folds (such as nasolabial folds) in adults over the age of 21.	Contact mfr.	FDA approved 2017
	JUVÉDERM VOLBELLA XC	Hyaluronic acid	Injectable gel indicated for injection into the lips for lip augmentation and for correction of perioral rhytids, and for the improvement of infraorbital hollowing in adults over the age of 21.	Contact mfr.	FDA approved 2022
	JUVÉDERM Ultra XC	Hyaluronic acid	Injectable gel indicated for injection into the mid to deep dermis for correction of moderate to severe facial wrinkles and folds (such as nasolabial folds), and for injection into the lips and perioral area for lip augmentation in adults over the age of 21.	Contact mfr.	FDA approved 2010
	JUVÉDERM Ultra Plus XC	Hyaluronic acid	Injectable gel indicated for injection into the mid to deep dermis for correction of moderate to severe facial wrinkles and folds (such as nasolabial folds).	Contact mfr.	FDA approved 2010
CosmoFrance, Inc.	DermaSculpt Microcannula	Blunt tip, flexible cannula	Atraumatic filler injections.	Contact mfr.	N/A
Galderma Laboratories, L.P.	Restylane-L	Hyaluronic acid manufactured using NASHA Technology*	Indicated for mid-to-deep injection into the facial tissue for the correction of moderate to severe facial wrinkles and folds, such as nasolabial folds. Indicated for submucosal implantation for lip augmentation in patients over the age of 21.	Contact mfr.	FDA Approved in 2005. P040024/S039
	Restylane Lyft	Hyaluronic acid manufactured using NASHA Technology*	Indicated for implantation into the deep dermis to superficial subcutis for the correction of moderate to severe facial folds and wrinkles, such as nasolabial folds, and for subcutaneous to supraperiosteal implantation for cheek augmentation and correction of age-related midface contour deficiencies. Indicated for injection into the subcutaneous plane in the dorsal hand to correct volume deficit in patients over the age of 21.	Contact mfr.	FDA Approved in 2010 + 2015 for midface. P040024/S073
	Restylane Silk	Hyaluronic acid manufactured using NASHA Technology*	Indicated for submucosal implantation for lip augmentation and dermal implantation for correction of perioral rhytids in patients over the age of 21.	Contact mfr.	FDA Approved in 2005 + 2014 for lip. P040024/S072
	Restylane Contour	Hyaluronic acid manufactured using XpresHAn Technology**	Indicated for use in cheek augmentation and correction of midface contour deficiencies in patients over the age of 21.	Contact mfr.	FDA Approved in 2021. P140029/S032
	Restylane Defyne	Hyaluronic acid manufactured using XpresHAn Technology**	Indicated for injection into the mid-to-deep dermis for correction of moderate to severe, deep facial wrinkles and folds (such as nasolabial folds) in patients over the age of 21. Indicated for injection into the mid-to deep dermis (subcutaneous and/or supraperiosteal) for augmentation of the chin region to improve the chin profile in patients with mild to moderate chin retrusion over the age of 21.	Contact mfr.	FDA Approved in 2016 + 2021 for chin indication. P140029/S027
	Restylane Kysse	Hyaluronic acid manufactured using XpresHAn Technology**	Indicated for injection into the lips for lip augmentation and the correction of upper perioral rhytids in patients over the age of 21.	Contact mfr.	FDA Approved in 2020. P140029/S021
	Restylane Refyne	Hyaluronic acid manufactured using XpresHAn Technology**	Indicated for injection into the mid-to-deep dermis for correction of moderate to severe facial wrinkles and folds (such as nasolabial folds) in patients over the age of 21.	Contact mfr.	FDA Approved in 2016. P140029
	Sculptra	injectable poly-L-lactic acid *NASHA technology through which stabilization is achieved by preserving the naturally occurring hyaluronic acid network through minimal synthetic crosslinks, products are differentiated by the calibration size of the screen used to extrude the gel to a defined size **XpresHAn Technology™ (known as Optimal Balance Technology™ [OBT] outside the US), products are differentiated by their degree of cross-linking and the calibration size of the screen used to extrude the gel to a defined size	Indicated for correction of shallow to deep nasolabial fold contour deficiencies and other facial wrinkles for use in immune-competent subjects. Intended for restoration and/or correction of the signs of facial fat loss (lipoatrophy) in people with human immunodeficiency virus.	Contact mfr.	FDA Approved in 2009. P030550

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Dermal Filler Product Comparison Chart

Supplier	Product(s)	Key Component	Description	Physician Price	Regulatory Status
Merz Aesthetics	Belotero Balance – 22.5 mg/mL	Hyaluronic Acid	Sterile, bioresorbable, non-pyrogenic, viscoelastic, clear, colorless, homogeneous gel device. Bacterially fermented, injectable, hyaluronic-acid-based dermal filler.	Contact mfr.	CE marked in Europe. FDA approved.
	Radiesse	CaHA	Radiesse injectable implant is a sterile non-pyrogenic, semi-solid, cohesive implant, whose principle component is synthetic calcium hydroxylapatite suspended in a gel carrier of sterile water for injection, glycerin and sodium carboxymethyl cellulose (1.5 cc, 0.8 cc).	Contact mfr.	CE marked in Europe. FDA approved.
	Radiesse (+)	CaHA	RADIESSE (+) Lidocaine injectable implant is an opaque, sterile non-pyrogenic, semi-solid, cohesive implant, whose principle component is synthetic calcium hydroxylapatite suspended in a gel carrier of glycerin, sodium carboxymethyl cellulose 0.3% lidocaine hydrochloride and sterile water for injection (1.5 cc, 0.8 cc).	Contact mfr.	
MTF Biologics	Renuva	Allograft Adipose Matrix	Derived from allograft adipose extracellular matrix which contains the same collagen, growth factors and proteins found in native adipose tissue.	Contact mfr.	FDA Regulated 361 HCT/P
Prolenium Medical Technologies, Inc.	Revanesse Versa	N/A	FDA approved hyaluronic acid dermal filler that can be used to treat moderate to severe facial wrinkles and folds, including nasolabial folds in patients 22 years of age or older.	Contact mfr.	FDA approved.
	Revanesse Lips	N/A	FDA approved hyaluronic acid dermal filler that can be used for submucosal implantation for lip augmentation in patients 22 years of age or older.	Contact mfr.	FDA approved.
Revance	RHA Redensity RHA 2	Preserved Network Technology Non-animal Hyaluronic Acid 15mg/mL + Lidocaine 0.3%	RHA Redensity is the first and only FDA-approved filler for injection into both the superficial dermis and dermis to treat moderate to severe perioral rhytids. RHA Redensity has the highest stretch score of the RHA Collection, and the highest stretch of any hyaluronic acid filler in the U.S. Market.	Contact mfr.	CE marked. FDA approved.
	RHA 3	Preserved Network Technology non-animal Hyaluronic Acid 23mg/mL + Lidocaine 0.3%	The RHA collection of fillers is for injection into the facial tissue for the correction of dynamic facial lines, wrinkles and folds that are moderate to severe, such as nasolabial folds.	Contact mfr.	CE marked. FDA approved.
	RHA 4	Preserved Network Technology non-animal Hyaluronic Acid 23mg/mL + Lidocaine 0.3%	Indicated for injection into the mid-to-deep dermis for the correction of moderate to severe dynamic facial wrinkles and folds, such as nasolabial folds.	Contact mfr.	CE marked. FDA approved.
		Preserved Network Technology non-animal Hyaluronic Acid 23mg/mL + Lidocaine 0.3%	Indicated for injection in the deep dermis to superficial subcutaneous tissue for the correction of moderate to severe dynamic facial wrinkles and folds, such as nasolabial folds.	Contact mfr.	CE marked. FDA approved.
Suneva Medical	Bellafill	Purified Bovine Collagen and PMMA	80% purified bovine collagen and 20% polymethylmethacrylate (PMMA) microspheres and 0.3% lidocaine.	Contact mfr.	FDA approved for the correction of nasolabial folds and moderate to severe, atrophic, distensible facial acne scars on the cheek in patients over the age of 21 years.
TAEMAGINE, LLC	Q Micro Cannula	Disposable Pencil Point Needle	Filler and fat injection. Minimal bleeding and bruising.	\$75/box	N/A

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Product Profiles



EVE Synergy

EVE Synergy is a cutting-edge skincare device that combines electronic muscle stimulation (EMS), microcurrent and radiofrequency (RF) technologies to provide a wide range of benefits for anti-aging and skin improvement. The device operates in two modes, Synergy Mode and Pro Mode, each offering unique pre-set programs and functionalities.

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Addyi

Addyi is the only FDA-approved pill proven effective for the treatment of hypoactive sexual desire disorder (HSDD) in certain premenopausal women. In clinical trials, Addyi demonstrated improvement in desire, reduction in distress and an increase in satisfying sexual events. With over 10 million pills prescribed, Addyi is the #1 treatment for HSDD, or frustrating low libido. Learn about Addyi's new Direct Dispense Program as well as important safety and prescribing information at dispenseaddyi.com.

Sprout Pharmaceuticals: (844) PINK-PILL (746-5745) or visit www.dispenseaddyi.com

PHYSIQ360

The New PHYSIQ360 from Deka (Italy) is intended for non-invasive lipolysis of the abdomen, flanks, back and thighs in individuals with a body mass index (BMI) of 30 or less by the action of four applicators that deliver the diode laser energy to the subcutaneous tissue layers. PHYSIQ360 is provided with the electrical muscle stimulation (EMS) module employing EMS technology for various medical applications to maximize patient outcomes in a comfortable, hands-free, no downtime treatment. PHYSIQ360 was designed so that multiple areas, even small body parts, can be targeted and to stand-out in the fast-growing body category.

DEKA M.E.L.A. s.r.l.: +39 055 887 4942 or visit www.dekalaser.com



Neurotoxins Comparison Chart

Manufacturer	Product(s)	Key Component	Product and/or Mechanism of Action Description	Physician Price	Regulatory Status
Air-Tite Aesthetics	MinimLL Syringe	Original 0.5mL Low Dead Space Luer Lock Syringe	Precise dosing for toxin and dermal filler injections with minimal product loss, ability to exchange needles and reduction in the risk of needle pop-off.	\$39.95 per box of 100 syringes	510k clearance (K170651)
Allergan Aesthetics, an Abbvie Company	BOTOX Cosmetic	onabotulinumtoxinA	100 unit vial (2.5mL); 50 unit vial (1.25mL) – Resulting dose/units per .1mL = 4 units 20 units glabellar lines 24 units (12 units per side) lateral canthal lines 20 units forehead lines	Contact mfr.	FDA-approved treatment for the temporary improvement in the appearance of moderate to severe forehead lines, frown lines and lateral canthal lines in adult patients.
Evolus	JEUVEAU	prabotulinumtoxinA-xvfs	100 Units, vacuum-dried powder in a single-dose vial for reconstitution with 2.5 mL of preservative-free 0.9% Sodium Chloride Injection, USP, per 100 Units. Treatment of glabellar lines: 0.1 mL (4 units) by intramuscular injection into each of five sites, for a total dose of 20 units.	Contact mfr.	FDA approved for temporary improvement in the appearance of moderate to severe glabellar lines associated with corrugator and/or procerus muscle activity in adults.
Galderma Laboratories, L.P.	Dysport	abobotulinumtoxinA	300 Units of lyophilized powder in a single-use vial for reconstitution with 1.5 or 2.5 mL of preservative-free 0.9% Sodium Chloride injection. It is indicated for the treatment of glabellar lines, in which a total dose of 50 units, divided into five equal aliquots of 10 units each, is administered intramuscularly to each of the corrugator muscles (2 injections in each) and the procerus muscle (1 injection) to achieve a clinical effect.	Contact mfr.	FDA approved to treat frown lines between the brows.
	Alluzience	abobotulinumtoxinA	0.625 mL (125 Speywood units) of Ready-to-use BoNT-A liquid neuromodulator formulation	Contact mfr.	Approved to distribute in Europe (excluding Greece, Lithuania, Estonia, Latvia, Hungary).
Merz Aesthetics	Xeomin	incobotulinumtoxinA (150 kDa)	Botulinum toxin type A produced from fermentation of Hall strain Clostridium botulinum serotype A; purified from the culture supernatant; the active ingredient is isolated and separated from the proteins, using two-step chromatography, yielding the active neurotoxin without complexing proteins. Stabilized with the well-known excipients HSA and sucrose. 50 units or 100 units lyophilized powder in a single-dose vial for reconstitution only with preservative-free 0.9% Sodium Chloride injection, USP.	Contact mfr.	FDA approved for temporary improvement in the appearance of moderate to severe glabellar lines associated with corrugator and/or procerus muscle activity in adult patients.
Revance	DAXI	DaxibotulinumtoxinA	150kD Botulinum Toxin Type A	Contact mfr.	Currently under regulatory review for treatment of glabellar lines, forehead lines and lateral canthal lines; approval expected 2022.

Note: Data subject to change; please refer to Company Directory for supplier contact information. Not all devices are FDA cleared for the application(s) indicated.

Product Profiles

Scarlet SRF

Scarlet SRF is the safe treatment in the field of radiofrequency systems, with absolutely no downtime and no side effects. It targets virtually any skin tissues. Patient can have everyday life immediately after treatment. there is no bleeding or sensitivity as experienced with other microneedling treatments. It is guaranteed safe and is CE & FDA approved.

Aesthetic Management Partners (AMP): (877) 267-2670 or visit www.aestheticmanagementpartners.com



PRX Derm Perfexion

PRX Derm Perfexion is a non-invasive Topical Collagen Biostimulator™ clinically proven to help tighten, tone and lift the skin for visible rejuvenation of the face and body delivering the ultimate PRX GLOW™. Invented by Rossana Castellana, MD (founder of WiQo®) and made in Italy, PRX is the only globally patented professional treatment formulated with 33% TCA and hydrogen peroxide that is clinically proven to deliver immediate and long-lasting results with no needles, no discomfort and no downtime. With over 15 years of rigorous safety and efficacy testing, PRX is revolutionizing the skincare industry!



WiQo US, Inc.: (877) 920-2281 or visit www.wiqo.us

ClearLase Pico & ReViva

ClearLase Pico uses the latest technology dual wavelengths, for safe and effective tattoo removal, pigmented lesion destruction and skin rejuvenation with minimal heat, suitable for various skin types and melasma treatment. The ReViva fractional CO₂ offers both ablative and non-ablative resurfacing for skin rejuvenation, catering to various skin types. Surgical handpieces allow for lesion ablation and cutting, making it a versatile all-in-one device.

ZianMed: (727) 827-8090 or visit www.zianmed.com

Physician-Dispensed Topicals Comparison Chart

Manufacturer / Supplier	Acne Tx	Collagen Stimulation	Exfoliation	Firming	Peel	Pre-Procedure Tx	Post-Procedure Tx	Scar Reduction	Skin Lightening	Sun Protection	Wrinkle Reduction	Website
AnteAGE MD		•		•			•		•		•	www.anteage.com
Dp Derm / Dermapenworld	•	•	•	•	•	•	•	•	•	•	•	www.DpDerm.com
ELEVAI Labs	•	•					•	•	•		•	www.elevaiskincare.com
Epionce	•	•	•	•	•		•		•	•	•	www.epionce.com
PDO Max PDO AfterGlo	•	•		•			•	•			•	www.pdomax.com
PRX Derm Perfection (WiQo)		•		•				•	•		•	www.wiqo.com
REJURAN	•	•		•		•	•	•	•		•	www.rejuranpro.com
(plated) Skin Science						•	•				•	www.rionaesthetics.com
Smart Solutions RX, Inc. / LOCKrx Hair Support						•	•					www.smartsolutionsrx.com
SkinCeuticals, LLC	•		•	•	•		•		•	•	•	www.skinceuticals.com
SkinMedica, an Allergan Company	•	•	•	•	•		•	•	•	•	•	www.skinmedica.com
WiQo		•		•				•	•		•	www.wiqo.com

Note: Data subject to change; please refer to Company Directory for supplier contact information. Not all devices are FDA cleared for the application(s) indicated.

Fractional Technologies Comparison Chart

Supplier Product Name	Device Type	Wavelength (nm)	Energy Output (Joules)	Pulse Length	Price	Accessories
DEKA HELIX	Fractional CO ₂ / 1570 nm	10.6 µm / 157 nm	70 W max	10600 nm: 0.4 ms - 4 ms 1570 nm: 0.4 ms - 12 ms	Contact mfr.	Two wavelengths sequentially used with different patterns. PSD technology with selectable pulse shape (SP-DP-HP-PW-CW, traditional & fractional scanning modes available), DOT/RF scanner, free hand, TFT touch screen monitor, Stack and Smart track delivery mode. Storing user's protocols. Multidisciplinary.
SmartXide DOT	Fractional CO ₂	10.6 µm	50 W max.	200 – 2,000 µs	Contact mfr.	DOT Scanner and Free hand handpiece; touch screen monitor, Stack feature, Smart Track delivery mode, Smart Pulse, patient database, CW, PW, traditional and fractional scanning modes available.
SmartXide ²	Fractional CO ₂	10.6 µm	80 W max.	100 – 2,000 µs	Contact mfr.	PSD technology with selectable pulse shape (SP, DP, UP, HP, PW, CW, traditional and fractional scanning modes available), DOT/RF scanner with RF feature, Free hand, TFT touch screen monitor, Stack and Smart Track delivery mode, multimedia built-in training videos, huge patient database with videos and photos. User protocol storage. Optional diode laser module. Multidisciplinary.
SmartXide Touch	Fractional CO ₂	10.6 µm	60 W max.	100 – 2,000 µs	Contact mfr.	PSD technology with selectable pulse shape (SP, DP, HP, PW, CW, traditional and fractional scanning modes available), DOT/RF scanner with RF feature, Free hand, TFT touch screen monitor, Stack and Smart Track delivery mode, multimedia built-in training videos, huge patient database with videos and photos. User protocol storage. Multidisciplinary.
SmartXide Tetra	Fractional CO ₂	10.6 µm	50 W max.	100 – 2,000 µs	Contact mfr.	PSD technology with selectable pulse shape (SP, DP, HP, PW, CW, traditional and fractional scanning modes available), DOT/RF scanner, Free hand, TFT touch screen monitor, Stack and Smart Track delivery mode, huge patient database. User protocol storage. Multidisciplinary.
SmartXide Tetra PRO	Fractional CO ₂	10.6 µm	40W max	100µs - 2000µs	Contact mfr.	PSD Technology with selectable pulse shape (SP-DP-HP-PW-CW, traditional and fractional scanning modes available), DOT/RF scanner, free hand, TFT touch screen monitor, Stack and Smart track delivery mode, storing user's protocols endorsing the new moveo mode for CO ₂ to dratically reduce time of the session, 20x20 scanning area for faster treatments, spray mode, additional ablation shapes and COOLPEEL.
SmartXide Tetra	Fractional CO ₂	10.6 µm	50W max	100µs - 2000µs	Contact mfr.	PSD technology with selectable pulse shape (SP-DP-HP-PW-CW, traditional and fractional scanning modes available), DOT/RF scanner, free hand, TFT touch screen monitor, Stack and Smart track delivery mode, storing user's protocols, spray mode and COOLPEEL.
SmartXide PRO	Fractional CO ₂	10.6 µm	30W max	200µs - 2000µs	Contact mfr.	DOT scanner and free hand handpiece included, touch screen monitor, Stack feature, Smart track delivery mode, Smart Pulse, CW, PW, traditional and fractional scanning modes available.
InMode Morpheus8 Burst	Fractionated Radiofrequency Microneedling	N/A	N/A	N/A	Contact mfr.	Versatile technology comprised of a modular tips; Prime 12 pin, Morpheus8 24 pin and Resurfacing 24 pin for fractional treatments to target various layers of the skin.
Morpheus8 Burst Deep / Body	Fractionated Radiofrequency Microneedling	N/A	N/A	N/A	Contact mfr.	Dermatological procedure of targeted RF energy deposition for soft tissue contraction of large zones (40 pins) at the deepest levels (up to 8 mm thermal profile).
Lutronic Aesthetics eCO ₂ Plus	CO ₂ Fractional Laser	10600 nm	Up to 240 mJ	40 - 1,000 us; 1 - 5 ms	Contact mfr.	Customizable fractional CO ₂ treatments with advanced capabilities to safely deliver laser resurfacing to lighten and brighten patient complexions, including the reduced appearance of acne scars.
Genius	Bipolar Fractional RF Microneedling	N/A	50 W	10 - 1000 ms	Contact mfr.	N/A
Hollywood Spectra	Nd:YAG Nano-Acoustic Laser	1064 / 532 nm Optional Dye HPs: 585 / 650 nm	Up to 1.4 J	5 ns, and 0.3 ms	Contact mfr.	Proven short-pulse platform for reducing unwanted pigment and stimulating collagen with low downtime. HyperSurge, IntelliBeam and MDF Microbeam technologies included as standard for complete lightening and brightening treatment benefits. Exclusive Hollywood Laser Peel and AcnePeel treatments.
Ultra	Thulium Laser	1927 nm	1 - 20 mJ at 20 W	N/A	Contact mfr.	Highest powered non-ablative fractional thulium laser is fully customizable to all patient skin types, year round. Reduces pigment and stimulates collagen with minimal patient downtime. Optional serums and cooling masks can complement the experience and allow for new treatment capabilities.
Powered by MRP Jeisys Edge ONE CO ₂ Laser	Fractional CO ₂ Laser	10,600 nm	1mJ - 300mJ	1 ms – 1000 ms	Contact mfr.	Includes the no downtime, micro laser peel VanityPeel and variable spot sizes for customizable resurfacing treatments.
VYDENCE Medical DualMode (handpiece)	Er:YAG ablative, dual-pulse microfractional laser	2940 nm	8 J	Ablative at SingleMode and ablative/coagulative at DualMode	Contact mfr.	included plug-and-play spot sizes at 8x8 mm 100 mtz/cm ² , 8x8 400 mtz/cm ² , and round-shaped 2.5 mm and 6 mm.
ProDeep (handpiece)	Nd: YAP nonablative, microfractional multi-layer laser handpiece	1340 nm	Up to 200 mJ/mtz	3, 5 and 10 ms	Contact mfr.	Includes plug-and-play 8x8 mm 100 mtz/cm ² and 6 mm square-shaped spot sizes. Includes a built-in air-cooling, hands-free adapter.
GoSmooth (handpiece)	Er:Glass nonablative, microfractional, single-layer laser handpiece	1540 nm	95 mJ/mtz	10 and 15 ms	Contact mfr.	Includes plug-and-play 8x8 mm 100 mtz/cm ² and 10x10 400 mtz/cm ²
ZianMed ReviVa CO ₂	Fractional CO ₂	1064 nm / 532 nm	Up to 40 J/cm ²	Adjustable 0.1 ms – 10 ms	Contact mfr.	Scanner handpiece, surgical handpieces (1 mm / .05 mm), gynecological attachments.

Note: Data subject to change; please refer to Company Directory for supplier contact information. Not all devices are FDA cleared for the application(s) indicated.

Acne Tx Device Comparison Chart

Supplier Product Name	Device Type	Wavelength (nm)	Energy Output (Joules)	Pulse Length	Price	Accessories
Advalight ADVATx	Diode	589 nm / 1319 nm	Up to 40 J/cm ²	Variable	Contact mfr.	Included scanner handpiece and optional foot pedal.
BENEV Company, Inc. SmartLux Mini	SLD Phototherapy Device	420 nm, 590 nm, 535 nm, 830 nm	75 W/cm ³ ~ 90 W/cm ³	Single, dual, triple wavelength modes	MSRP \$13,000	N/A
Sylfirm X by BENEV	Pulsed Wave and Continuous Wave radiofrequency microneedling device.	N/A	N/A	N/A	MSRP \$149,000	Standard tip: High performance tip designed for larger treatment areas. XE Tip High performance tip designed for narrower treatment areas.
DEKA AGAIN PRO	Double wavelength multi-functional platform	1064nm Nd:YAG, 755nm Alexandrite	Alex 64J (max) – 125 W (max) / LP Nd:Yag 120 J - 180W (max) energy per pulse	From 0,2 to 300ms up to 12Hz	Contact mfr.	Three delivery pulses design and adjustment feature for Alexandrite and Nd:YAG. 13 different application hand pieces till 30mm. Automatic spot size recognition system. Top hat technology. Contact cooling or optional extrn cooler connections. No disposables.
SmartXide DOT	Fractional CO ₂	10.6 µm	50 W max	200 – 2000 µs	Contact mfr.	DOT Scanner and Free hand handpiece; touch screen monitor, Stack feature, Smart Track delivery mode, Smart Pulse, patient database, CW, PW, traditional and fractional scanning modes available.
SmartXide2	Fractional CO ₂	10.6 µm	80 W max	100 – 2000 µs	Contact mfr.	PSD technology with selectable pulse shape (SP, DP, UP, HP, PW, CW, traditional and fractional scanning modes available), DOT/ RF scanner with RF feature, Free hand, TFT touch screen monitor, Stack and Smart Track delivery mode, multimedia built-in training videos, huge patient database with videos and photos. User protocol storage. Optional diode laser module.
SmartXide PRO	Fractional CO ₂	10.6 µm	30W max	200µs - 2000µs	Contact mfr.	DOT scanner and free hand handpiece included. Touch screen monitor, Stack feature, Smart track delivery mode, Smart Pulse, CW, PW, traditional and fractional scanning modes available.
SmartXide Touch	Fractional CO ₂	10.6 µm	60 W max	100 – 2000 µs	Contact mfr.	PSD technology with selectable pulse shape (SP, DP, HP, PW, CW, traditional and fractional scanning modes available), DOT/ RF scanner with RF feature, Free hand, TFT touch screen monitor, Stack and Smart Track delivery mode, multimedia built-in training videos, huge patient database with videos and photos. User protocol storage. Optional diode laser module.
SmartXide Tetra PRO	Fractional CO ₂	10.6 µm	40W max	100µs - 2000µs	Contact mfr.	PSD Technology with selectable pulse shape (SP-DP-HP-PW-CW, traditional and fractional scanning modes available), DOT/ RF scanner, free hand, TFT touch screen monitor, Stack and Smart track delivery mode, storing user's protocols endorsing the new moveo mode for CO ₂ to drastically reduce time of the session, 20x20 scanning area for faster treatments, spray mode, additional ablation shapes and COOLPEEL.
SmartXide Tetra	Fractional CO ₂	10.6 µm	50 W max	100 – 2000 µs	Contact mfr.	PSD technology with selectable pulse shape (SP-DP-HP-PW-CW, traditional and fractional scanning modes available), DOT/RF scanner, free hand, TFT touch screen monitor, Stack and Smart track delivery mode, storing user's protocols, spray mode and COOLPEEL.
Synchro FT	Multi-Functional Platform	1064 nm Nd:YAG / IPL: 500 nm, 520 nm, 550 nm; 600 nm; 650 nm	700 J/cm2 (max) SP and LP / 160 J (max) energy per pulse	From 0.8 – 10 ms SP; from 2 – 30 ms LP (1-3 pulses) / From 3 – 8 ms	Contact mfr.	Five different application-specific handpieces. Top hat technology and Auto Spot Size Recognition System; contact cooling or optional external cooling connections; delivery pulse settings available; patient database and protocols. IPL: five optional filters, 30,000 shots guaranteed. No disposables.
Synchro REPLA:Y	Multi-Functional Platform	755 nm Alexandrite / 1064 nm Nd:YAG / IPL: 500 nm, 520 nm, 550 nm; 600 nm; 650 nm	63.5 J (max) – 125 W (max) / LP: 120 J – 180 W (max); SP: 120 J (max) / 160 J (max) energy per pulse	From 2 – 50 ms (single pulse); from 2 – 40 ms (double pulse) / From 2 – 50 ms SP mode; from 0.2 – 12 ms LP mode / From 3 – 8 ms	Contact mfr.	Twelve application handpieces up to 24 mm. Auto Spot Size Recognition System. Top hat technology; contact cooling or optional external cooling connections; patient database and protocols; IPL: five filters (optional) with enhanced vascular capabilities; 500 G. No disposables.
Motus AY	High Frequency Alexandrite / Nd:YAG Laser	755 nm / 1064 nm	Up to 30 J / up to 60 J	From 2 – 50 ms (single pulse); from 4 – 80 ms (Twin pulse) / From 2 – 50 ms SP mode; from 0.2 – 12 ms LP mode	Contact mfr.	Integrated Peltier skin contact cooling. Additional standard handpiece for vascular, skin rejuvenation and other dermatology indications.
LUXEA	Multifunctional Platform	Lazur	6.2 cm ² integrated 420 – 950 nm filter	8 ms; 30 ms; 50 ms	Contact mfr.	Flexible multifunctional platform; several handpieces with integrated peltier skin contact cooling and TEMP selection. 6.2 cm ² spot at 3 Hz max rep. rate; short/medium/long pulse modes.
Motus AZ+	High Power and Frequency Alexandrite & Nd:YAG Laser	755 nm Alexandrite; 1064 nm Nd:YAG	Up to 31 J (62W); Up to 63 J (94W)	Single mode pulse length 2 – 50 ms, Burst Pulse length 4 – 80 ms, Total burst length 14 – 300 ms; 1 – 10 Hz rep. rate.	Contact mfr.	Transportable device, integrated Peltier skin contact cooling; hair removal, pigmented and vascular lesion treatments applied through either proprietary new Movèo Technology functionality for total painless and smokeless handpieces or standard up to 20 mm spot size optional handpieces. Up to 10 Hz rep. rate on both Nd:YAG and Alexandrite wavelengths. 180° wide touch screen, adjustable display for optimal view during sessions, high power 1200 micron fiber connectivity and automatic handpiece recognition with no need to turn machine off.
HELIX	Fractional CO ₂ / 1570 nm	10.6 µm / 157 nm	70 W max	10600 nm: 0.4 ms - 4 ms 1570 nm: 0.4 ms - 12 ms	Contact mfr.	PSD technology with selectable pulse shape (SP-DP-HP-PW-CW, traditional & fractional scanning modes available), DOT/RF scanner, free hand, TFT touch screen monitor, Stack and Smart track delivery mode.
InMode Morpheus8 Burst	Fractionated Radiofrequency Microneedling	N/A	N/A	N/A	Contact mfr.	Versatile technology comprised of a modular tips; Prime 12 pin, Morpheus8 24 pin and Resurfacing 24 pin for fractional treatments to target various layers of the skin.
NEOconcepts AgeJET	Medical Grade Nitrogen Plasma	N/A	0.5 J - 4.0 J	N/A	Contact mfr.	N/A
WEERO Co., Ltd. Apollo Duet	Bipolar RF with Red LED+ Electroporation	630 nm Red LED	RF Intensity: 0~6, EL Intensity: 0~5	N/A	Contact mfr.	Consists of a RF handpiece with red LED and a Cryo / Thermo Electroporation handpiece for regenerating collagen, reducing acne, penetrating cosmetics, etc.
EVE Ace of Face	Hydra-dermabrasion and Microcurrent / EMS	415 nm Blue LED (UV)	Microcurrent / EMS Intensity : 1~100	N/A	Contact mfr.	It consists of a Hydra handpiece with blue LED and a Microcurrent / EMS handpiece for exfoliating skin, re-firming skin, reducing inflammation, toning muscles, etc.

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Skin Rejuvenation Comparison Chart

Supplier Product Name	Device Type	Wavelength (nm)	Energy Output (Joules)	Pulse Length	Price	Accessories
Aesthetic Management Partners Alpha Pro	3D IPL and laser diode hair removal	530 - 1100 nm and 808 nm diode	48J/cm ²	Variable, selectable up to 50 msec	Contact mfr.	N/A
AMA Meditime Oligio	Monopolar RF	N/A	Up to 400 W	N/A	Contact mfr.	Functions using two tip types for full face or periorbital eyelid areas (body tip in development). Other cost-efficient consumables required are Oligio Coupling Fluid, Grounding Pads, and Cryogen Gas canisters.
BENEV Company, Inc. Sylfirm X	Emerging Dual Wave RF Microneedling System	N/A	N/A	Pulse Wave Mode: 30 msec - 60 msec; Continuous Wave Mode: 120 msec - 300 msec	MSRP \$149,000	Sylfirm X Standard and XE Tip
SmartLux Mini	SLD Phototherapy Device	Blue (415 - 425 nm), Red (630 - 640 nm), Infrared (820 - 830 nm)	75 W/cm ² ~ 90 W/cm ²	N/A	MSRP \$13,000	N/A
Classsys, Inc. Ultraformer MPT	High-Intensity Focused Ultrasound	N/A	0.1J~1.0J	N/A	Contact mfr.	Seven ULTRA FACE/BODY Cartridges for customizing treatment. Face Treatments: 1.5 mm, 2.0 mm, 3.0 mm and 4.5 mm cartridges. Body Treatments: 6.0 mm, 9.0 mm, and 13.0 mm cartridges. Three ULTRA BOOSTER Cartridges for delicate treatment areas. Face Treatments: 1.5 mm, 3.0 mm and 4.5 mm cartridges.
Volnewmer	Monopolar RF Platform	N/A	115 W based on 4 square cm tip with 6.78 MHz RF delivery	N/A	Contact mfr.	I Tip 0.25, F Tip 3.0, V Tip 4.0, S Tip 16.0
DEKA SmartXide DOT	Fractional CO ₂	0.6 µm	50 W max	200 – 2000 µs	Contact mfr.	DOT Scanner and Free hand handpiece; touch screen monitor, Stack feature, Smart Track delivery mode, Smart Pulse, patient database, CW, PW, traditional and fractional scanning modes available.
SmartXide ²	Fractional CO ₂	10.6 µm	80 W max	100 – 2000 µs	Contact mfr.	PSD technology with selectable pulse shape (SP, DP, UP; HP, PW, CW, traditional and fractional scanning modes available), DOT/RF scanner with RF feature, Free hand, TFT touch screen monitor, Stack and Smart Track delivery mode, multimedia built-in training videos, huge patient database with videos and photos. User protocol storage. Optional diode laser module.
SmartXide Touch	Fractional CO ₂	10.6 µm	60 W max	100 – 2000 µs	Contact mfr.	PSD technology with selectable pulse shape (SP, DP, HP, PW, CW, traditional and fractional scanning modes available), DOT/RF scanner with RF feature, Free hand, TFT touch screen monitor, Stack and Smart Track delivery mode, multimedia built-in training videos, huge patient database with videos and photos. User protocol storage. Optional diode laser module. Multidisciplinary.
SmartXide Tetra	Fractional CO ₂	10.6 µm	50 W max	100 – 2000 µs	Contact mfr.	PSD technology with selectable pulse shape (SP, DP, HP, PW, CW, traditional and fractional scanning modes available), DOT/RF scanner, Free hand, TFT touch screen monitor, Stack and Smart Track delivery mode, huge patient database. User protocol storage. Multidisciplinary.
MiniSilk FT	Pulsed Light System	500 nm, 520 nm, 550 nm; 600 nm; 650 nm Filter	2 – 2.5 J/cm ²	2 – 85 ms (1-3 pulses)	Contact mfr.	Interchangeable snap-on filters; integrated skin contact cooling; lamp water cooling; transportable. 3.1 cm ² or 6.2 cm ² spot area available. IR filter available for increased skin tightening.
Synchro FT	Multifunctional Platform	1064 nm Nd:YAG / IPL: 500 nm; 520 nm; 550 nm; 600 nm; 650 nm	700 J/cm ² (max) SP and LP / 160 J (max) energy per pulse	From 0.8 – 10 ms SP; from 2 – 30 ms LP (1-3 pulses) / From 3 – 8 ms	Contact mfr.	Five application-specific handpieces. Top hat technology and Auto Spot Size Recognition System; contact cooling or optional external cooling connections; delivery pulse settings available; patient database and protocols. IPL: five optional filters, 30,000 shots guaranteed. No disposables.
Synchro REPLA:Y	Multifunctional Platform	755 nm Alexandrite / 1064 nm Nd:YAG / IPL: 500 nm; 520 nm; 550 nm; 600 nm; 650 nm	63.5 J (max) – 125 W (max) / LP: 120 J – 180 W (max); SP: 120 J (max) / 160 J (max) energy per pulse	From 2 – 50 ms (single pulse); from 2 – 40 ms (double pulse) / From 2 – 50 ms SP mode; from 0.2 – 12 ms LP mode / From 3 – 8 ms	Contact mfr.	Alex emission: 5 Hz and high power (125 W) system. Nd:YAG laser module: 180 W with up to 27,000 W pulse peak power; three delivery pulse designs and adjustment feature for Alexandrite and Nd:YAG. Twelve application handpieces up to 24 mm. Auto Spot Size Recognition System. Top hat technology; contact cooling or optional external cooling connections; patient database and protocols; IPL: five filters (optional) with enhanced vascular capabilities; 500 G. No disposables.
SmartXide Tetra PRO	Fractional CO ₂	10.6 µm	40W max	100µs - 2000µs	Contact mfr.	PSD Technology with selectable pulse shape (SP-DP-HP-PW-CW, traditional and fractional scanning modes available), DOT/RF scanner, free hand, TFT touch screen monitor, Stack and Smart track delivery mode, storing user's protocols endorsing the new moveo mode for CO ₂ to drastically reduce time of the session, 20x20 scanning area for faster treatments, spray mode, additional ablation shapes and COOLPEEL.
SmartXide Tetra	Fractional CO ₂	10.6 µm	50W max	100µs - 2000µs	Contact mfr.	PSD technology with selectable pulse shape (SP-DP-HP-PW-CW, traditional and fractional scanning modes available), DOT/RF scanner, free hand, TFT touch screen monitor, Stack and Smart track delivery mode, storing user's protocols, spray mode and COOLPEEL.
AGAIN PRO	Double wavelength multi-functional platform	1064nm Nd:YAG, 755nm Alexandrite	Alex 64J (max) – 125 W (max) / LP Nd:Yag 120 J - 180W (max) energy per pulse	From 0.2 to 300ms up to 12Hz	Contact mfr.	Up to 27,000W pulse peak power. Three delivery pulses design and adjustment feature for Alexandrite and Nd:YAG. 13 different application hand pieces till 30mm. Automatic spot size recognition system. Top hat technology. Contact cooling or optional extrn cooler connections. No disposables.
SmartXide PRO	Fractional CO ₂	10.6 µm	30W max	200µs - 2000µs	Contact mfr.	DOT scanner and free hand handpiece included. Touch screen monitor, Stack feature, Smart track delivery mode, Smart Pulse, CW, PW, traditional and fractional scanning modes available.

Note: Data subject to change; please refer to Company Directory for supplier contact information. Not all devices are FDA cleared for the application(s) indicated.

Skin Rejuvenation Comparison Chart

Supplier Product Name	Device Type	Wavelength (nm)	Energy Output (Joules)	Pulse Length	Price	Accessories
DEKA (Continued) Motus AY	High Frequency Alexandrite / Nd:YAG Laser	755 nm / 1064 nm	Up to 30 J / up to 60 J	From 2 – 50 ms (single pulse); from 4 – 80 ms (Twin pulse) / From 2 – 50 ms SP mode; from 0.2 – 12 ms LP mode	Contact mfr.	Transportable device, integrated Peltier skin contact cooling. Up to 20 mm spot area with up to 10 Hz rep. rate on both Nd:YAG and Alex wavelengths. Proprietary new Moveo technology functionality for painless and smokless hair removal. Additional standard handpiece for vascular, skin rejuvenation and other dermatology indications.
LUXEA	Multifunctional Platform	Lilac, Prisma, Sparks, Lazur, Viridis	6.2 cm ² interchangeable filters: 550 nm, 600 nm and 650 – 1200 nm. 1064 nm Q-switched: 2x2 mm/ 3x3 mm spot size. 1064 nm Nd:YAG: 2.5 mm/4 mm/6 mm/ 10 mm spot size. 6.2 cm ² integrated 420 – 1200 nm filter. 2.1 cm ² integrated 500 – 677 nm and 854 – 1200 nm (band pass) filter called 500 G.	Single Pulse: from 3 – 50 ms, 6 ns, 6 – 30 ms, 8 ms, 30 ms, 50 ms, from 5-50 ms.	Contact mfr.	Flexible multifunctional platform; several handpieces with integrated peltier skin contact cooling. Different filter solutions for different skin rejuvenation needs (either vascular; BPL, etc..) Up to 10 Hz rep rate available on laser wavelengths. Additional standard handpiece for vascular, skin rejuvenation and other dermatology indications. Contact cooling and delivery pulse settings available. Three filters with up to 120,000 shots guaranteed IPL included. No disposables.
Motus AZ+	High Power and Frequency Alexandrite & Nd:YAG Laser	755 nm Alexandrite; 1064 nm Nd:YAG	Up to 31 J (62W); Up to 63 J (94W)	Single mode pulse length 2 – 50 ms, Burst Pulse length 4 – 80 ms, Total burst length 14 – 300 ms; 1 – 10 Hz rep. rate.	Contact mfr.	Transportable device, integrated Peltier skin contact cooling; hair removal, pigmented and vascular lesion treatments applied through either proprietary new Moveo Technology functionality for total painless and smokeless handpieces or standard up to 20 mm spot size optional handpieces. Up to 10 Hz rep. rate on both Nd:YAG and Alexandrite wavelengths. 180° wide touch screen, adjustable display for optimal view during sessions, high power 1200 micron fiber connectivity and automatic handpiece recognition with no need to turn machine off.
HELIX	Fractional CO ₂ / 1570 nm	10.6 µm / 157 nm	70 W max	10600 nm: 0.4 ms - 4 ms 1570 nm: 0.4 ms - 12 ms	Contact mfr.	Two wavelengths sequentially used with different patterns. PSD technology with selectable pulse shape (SP-DP-HP-PW-CW, traditional & fractional scanning modes available), DOT/RF scanner, free hand, TFT touch screen monitor, Stack and Smart track delivery mode. Storing user's protocols. Multidisciplinary.
InMode Define	Hybrid Hands-Free + Operator Administered, Bipolar RF, Fractionated RF	N/A	N/A	N/A	Contact mfr.	Equipped with Morpheus8: bipolar fractional microneedling, Define Cheek: hands-free bipolar RF + concentric oscillation, Define Chin: hands-free bipolar RF for the submental zone, Forma: operator administered bipolar RF.
Forma	Bipolar Radiofrequency	N/A	N/A	N/A	Contact mfr.	Adjusting RF thermistors built into the easy-to-use handpiece read skin temperature 1000 times/second, allowing the treatment to reach uniform and optimal temperatures up to 43°C (ACE Technology). Intelligent epidermal monitoring with continuous feedback provides comfortable, safe, and efficacious treatments. Custom Xenon flash lamp, large sapphire cooling tip and high pulse repetition rate reduces treatment times and delivers photo rejuvenation.
Lumecca Peak	Intense Pulsed Light	515 SR: 515 – 1200 nm / 580 SR: 580 – 1200 nm	5-30 J/cm ²	1.5 - 15 msec	Contact mfr.	
NEOconcepts AgeJET	Medical Grade Nitrogen Plasma	N/A	0.5 J - 4.0 J	N/A	Contact mfr.	N/A
Powered By MRP Lucent IPL Darwin	Intense Pulsed Light Platform/IPL	430 – 1200 nm 430 – 1200 nm	Up to 40 J/cm ² Up to 40 J/cm ²	3-35ms 3-35ms	Contact mfr. Contact mfr.	All accessories included with purchase All accessories included with the purchase of the Lucent IPL module.
REJURAN REJURAN Healing Essence	Physician-Dispensed Topical	N/A	N/A	N/A	N/A	N/A
WEERO Co., Ltd. Apollo Duet	Bipolar RF + Electroporation	630 nm Red LED	RF Intensity: 0~6, EL Intensity: 0~50	N/A	Contact mfr.	Skin aesthetic device consisting of an RF handpiece and electroporation handpiece. RF handpiece is equipped with a smart temperature sensor. Red LED light modes for skin lifting and tightening. Cryo/thermo electroporation handpiece allows cooling and heating to ensure deep penetration of various skin solutions.
EVE Ace of Face	Hydra-dermabrasion and Microcurrent / EMS	415 nm Blue LED (UV)	Intensity : 1~100	N/A	Contact mfr.	Consisting of Microcurrent / EMS and hydra- dermabrasion. Preset microcurrent / EMS protocols. Option to customize protocols. Gentle electrical stimulations to incite the re-firming of skin and lymphatic drainage, restoring balance to the skin metabolism. Hydra-dermabrasion as one of the skin-peeling technology. Allows for the removal of whiteheads and other impurities. Accompanying solution X-Stream provides skin revitalization.
EVE Synergy	RF with Microcurrent / EMS	630 nm Red LED	Intensity 1~100	N/A	Contact mfr.	Skincare device that combines electronic muscle stimulation (EMS), microcurrent and RF technologies to provide a wide range of benefits for anti-aging and skin improvement. The device operates in two modes, Synergy Mode and Pro Mode, each offering unique pre-set programs and functionalities.
WiQo US, Inc. PRX Derm Perfection	Topical Collagen Biostimulator	N/A	N/A	N/A	Contact mfr.	N/A

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Hair Removal Comparison Chart

Supplier Product Name	Device Type	Wavelength (nm)	Energy Output (Joules)	Pulse Length	Price	Accessories
Aesthetic Management Partners Alpha Pro	Laser diode 808 nm and IPL	808 nm	45 J / cm ²	10 - 400 msec	Contact mfr.	N/A
DEKA AGAIN PRO	Double wavelength multi-functional platform	1064nm Nd:YAG, 755nm Alexandrite	Alex 64J (max) – 125 W (max) / LP Nd:Yag 120 J - 180W (max) energy per pulse	From 0.2 to 300ms up to 12Hz	Contact mfr.	Up to 27,000W pulse peak power. Three delivery pulses design and adjustment feature for Alexandrite and Nd:YAG. 13 different application hand pieces till 30mm. Automatic spot size recognition system. Top hat technology. Contact cooling or optional extn cooler connections. No disposables.
MiniSilk FT	Pulsed Light System	500 nm, 520 nm, 550 nm; 600 nm; 650 nm Filter	2 – 2.5 J/cm ²	3 – 8 ms (1-3 pulses)	Contact mfr.	Interchangeable snap-on filters; integrated skin contact cooling; lamp water cooling; transportable. 3.1 cm ² or 6.2 cm ² spot area available. IR filter available for increased skin tightening.
Synchro REPLA-Y	Multi-Functional Platform	755 nm Alexandrite / 1064 nm Nd:YAG / IPL: 500 nm; 520 nm; 550 nm; 600 nm; 650 nm	63.5 J (max) – 125 W (max) / LP: 120 J - 180 W (max); SP: 120 J (max) / 160 J (max) energy per pulse	From 2 – 50 ms (single pulse); from 2 – 40 ms (double pulse) / From 2 – 50 ms SP mode; from 0.2 – 12 ms LP mode / From 3 – 8 ms	Contact mfr.	Alex emission: 5 Hz and high power (125 W) system. Nd:YAG laser module: 180 W with up to 27,000 W pulse peak power; three delivery pulse designs and adjustment feature for Alexandrite and Nd:YAG. Twelve application handpieces up to 24 mm. Auto Spot Size Recognition System. Top hat technology; contact cooling or optional external cooling connections; patient database and protocols; IPL: five filters (optional) with enhanced vascular capabilities; 500 G. No disposables.
Synchro FT	Multi-Functional Platform	1064 nm Nd:YAG / IPL: 500 nm, 520 nm, 550 nm; 600 nm; 650 nm	700 J/cm ² (max) SP and LP / 160 J (max) energy per pulse	From 0.8 – 10 ms SP; from 2 – 30 ms LP (1-3 pulses) / From 3 – 8 ms	\$55,990	Five application-specific handpieces. Top hat technology and Auto Spot Size Recognition System; contact cooling or optional external cooling connections; delivery pulse settings available; patient database and protocols. IPL: five optional filters, 30,000 shots guaranteed. No disposables.
Motus AX	High Frequency Alexandrite Laser	755 nm	Up to 30 J	From 2 – 50 ms (single pulse); from 4 – 80 ms (Twin pulse)	Contact mfr.	Transportable device, integrated Peltier skin contact cooling, 20 mm spot area available with up to 10 Hz rep. rate. Proprietary new Movéo technology functionality for painless and smokless hair removal.
Motus AY	High Frequency Alexandrite / Nd:YAG Laser	755 nm / 1064 nm	Up to 30 J / up to 60 J	From 2 – 50 ms (single pulse); from 4 – 80 ms (Twin pulse) / From 2 – 50 ms SP mode; from 0.2 – 12 ms LP mode	Contact mfr.	Transportable device, integrated Peltier skin contact cooling. Up to 20 mm spot area with up to 10 Hz rep. rate on both Nd:YAG and Alex wavelengths. Proprietary new Movéo technology functionality for painless and smokless hair removal. Additional standard handpiece for vascular, skin rejuvenation and other dermatology indications.
LUXEA	Multifunctional Platform	Lilac; Ruber; Sparks; Vivid	6.2 cm ² interchangeable filters: 550 nm, 600 nm and 650 – 1200 nm. 8.3 cm ² Integrated 550 – 1200 nm filter. 1064 nm Nd:YAG Laser: 2.5 mm/ 4 mm/6 mm/10 mm spot sizes. 808 nm Diode Laser: 10x13 mm spot size.	Single pulse: from 3 – 50 ms; from 8 – 50 ms; 6 – 30 ms; 15 – 200 ms.	Contact mfr.	Flexible multifunctional platform; several handpieces with integrated peltier skin contact cooling. Different filter solutions for different hair removal needs (shot by shot, IPL, laser, etc.). Up to 10 Hz rep rate available on laser wavelengths. Additional standard handpiece for other applications like vascular, skin rejuvenation and other dermatology indications. Contact cooling and delivery pulse settings available; up to 120,000 shots guaranteed IPL. No disposables.
Motus AZ+	High Power and Frequency Alexandrite & Nd:YAG Laser	755 nm Alexandrite; 1064 nm Nd:YAG	Up to 31 J (62W); Up to 63 J (94W)	Single mode pulse length 2 – 50 ms, Burst Pulse length 4 – 80 ms, Total burst length 14 – 300 ms; 1 – 10 Hz rep. rate.	Contact mfr.	Transportable device, integrated Peltier skin contact cooling; hair removal, pigmented and vascular lesion treatments applied through either proprietary new Movéo Technology functionality for total painless and smokeless handpieces or standard up to 20 mm spot size optional handpieces. Up to 10 Hz rep. rate on both Nd:YAG and Alexandrite wavelengths. 180° wide touch screen, adjustable display for optimal view during sessions, high power 1200 micron fiber connectivity and automatic handpiece recognition with no need to turn machine off.
Motus AZ	High Power and Frequency Alexandrite Laser	755 nm	Up to 31 J (62W)	Single mode pulse length 2 – 50 ms, Burst Pulse length 4 – 80 ms, Total burst length 14 – 300 ms; 1 – 10 Hz rep. rate.	Contact mfr.	Transportable device, integrated Peltier skin contact cooling; hair removal and pigmented lesion treatments applied through either proprietary new Movéo Technology functionality for total painless and smokeless handpieces or standard up to 20 mm spot size optional handpieces. Up to 10 Hz rep. rate. 180° wide touch screen, adjustable display for optimal view during sessions, high power 1200 micron fiber connectivity and automatic handpiece recognition with no need to turn machine off.
InMode DiolazeXL MAX	Diode Laser	810 nm Diode	10 - 60 J/cm ²	Short/Long	Contact mfr.	810 nm Diode laser for highly efficacious, fast hair removal treatments.
Fusion Light / Triton Duo-Light	Alexandrite Laser / Diode Laser Duo Combination	755 nm Alexandrite / 810 nm Diode	5 - 40 J/cm ²	Short and Long	Contact mfr.	Delivers a combination of two simultaneous wavelengths with one handpiece: 755 nm Alexandrite and 810 nm.
Fusion Dark / Triton Duo-Dark	Laser Hair Removal	810 nm Diode /1064 nm Nd:YAG	5 - 40 J/cm ²	Short and Long	Contact mfr.	Delivers a combination of two simultaneous wavelengths with one handpiece: 810 nm Diode and 1064 Nd:YAG.
Lutronic Aesthetics Clarity II	Alexandrite and Nd:YAG laser	755 / 1064 nm	Up to 600 J/cm ²	0.1 - 300 ms	Contact mfr.	Digitally-based 755 / 1064 nm platform that enables 2X faster treatment coverage speed. Standard spots of 2 - 24 mm are included with single fiber, and advanced handpiece with cryogen cooling to help facilitate the treatment of common vascular lesions.
Powered By MRP Bare 808 Diode Laser	Diode 808 nm Laser	808 nm	5 - 60 J/cm ²	15 – 400 ms	Contact mfr.	No per treatment consumables. All accessories included.
Darwin	Diode 808 nm Laser	808 nm	5 - 60 J/cm ²	15 – 400 ms	Contact mfr.	No per treatment consumables. All accessories included when purchasing LHR module.

Note: Data subject to change; please refer to Company Directory for supplier contact information. Not all devices are FDA cleared for the application(s) indicated.

Body Shaping Technologies Comparison Chart

Supplier	Device	Energy Source	Mechanism of Action	Regulatory Status (Europe and USA)	Price
Allergan Aesthetics, an AbbVie company	CoolSculpting Elite	Cryolipolysis	Cryolipolysis uses controlled cooling to safely and effectively freeze stubborn fat with little to no downtime. Cryolipolysis targets fat cells without damaging surrounding tissue or skin. Fat cells die by apoptosis. Treatment areas include the thigh, abdomen and flank, along with bra fat, back fat, underneath the buttocks (also known as banana roll) and upper arm.	FDA cleared.	Contact mfr.
	CoolTone	Magnetic muscle stimulation	Magnetic muscle stimulation using Active Magnetic Pulse programming causes involuntary muscle contractions which strengthen the muscle fibers in the treated area, resulting in a stronger, firmer and more toned appearance. Treatment areas include the abdomen, glutes and thighs.	FDA cleared.	Contact mfr.
BTL Industries, Inc.	Vanquish ME	Selective RF	Proprietary Selective Field RF with broad field applicator delivering uniform energy for circumferential reduction of the abdomen.	CE cleared. FDA cleared.	Contact mfr.
	Exilis Ultra	Focused RF and Ultrasound	Simultaneous delivery of focused RF and ultrasound energy with variable surface cooling delivers precise volumetric heating of tissue for wrinkles, laxity, cellulite and body contouring. Exilis patented applicators deliver maximum thermal effect without costly consumables.	CE cleared. FDA cleared.	Contact mfr.
	Emtone	Combination RF and Targeted Pressure Energy	Simultaneous delivery of monopolar RF and Targeted Pressure Energy to non-invasively treat all major contributing factors to cellulite. The simultaneous effect of this combined energy results in disruption of old structures followed by the synthesis of new healthy ones leading to a thickening of the dermis, relaxation of connective septae and increase of elasticity.	FDA 510k clearance to provide a temporary reduction in the appearance of cellulite, and heating for the purpose of elevating tissue temperature for medical conditions such as temporary relief of pain, muscle spasms and increase in local circulation.	Contact mfr.
	Emsculpt	HIFEM	Supra maximal muscle contractions	Cleared for strengthening, firming and toning of the abdomen, arms, buttocks, thighs and calves.	Contact mfr.
	Emsculpt NEO	Synchronized RF and HIFEM+	Simultaneous emission of patented Synchronized RF heating and HIFEM+ induced supra-maximal muscle contractions leading to non-invasive fat reduction, muscle growth, lipolysis of the abdomen and thighs as well as strengthening, firming and toning of the abdomen, buttocks, thighs, calves and arms. For skin types I - VI.	CE cleared, FDA cleared.	Contact mfr.
Classsys, Inc.	Ciatuu Alpha	N/A	Cooling fat cells to induce lipolysis, the breaking down of fat cells, without damaging surrounding tissue.	FDA- and CE-approved	Contact mfr.
DEKA	SmartLipo 6 SmartLipo 10 SmartLipo 18	1064 nm Nd:YAG Laser	Lipolisi technology with more than 15 years of experience on patients. 6 W, 10 W and 18 W versions. Customized μ Pulsed Nd:YAG wavelength providing physiological contractions and elimination of the fat with no inflammatory effects. Controlled photomechanical effects, photo-coagulative action and a photo-stimulative course for immediate skin tightening due to flexible pulse design.	CE cleared. FDA cleared.	Contact mfr.
	LIPO AI	1440 nm Nd:YAG Laser	Novel NIR laser assisted liposuction device, based on artificial intelligence algorithm and it is indicated for the surgical incision, excision, vaporization, ablation and coagulation of soft tissues. Further indicated for laser assisted lipolysis and provides physicians with special views and real time feedback controls (patent pending). AI Algorithm and customized μ Pulsed Nd:YAG wavelength providing physiological contractions and elimination of the fat with no inflammatory effects. Controlled photo-mechanical effect, photo-coagulative action and photo-stimulative course for immediate skin tightening due to flexible pulse design.	FDA cleared.	Contact mfr.
	PHYSIQ360	EMS and Diode Device	Intended for non-invasive lipolysis of the abdomen, and to affect the appearance of visible fat bulges in the abdomen, flanks, back and thighs. EMS module (if present) is intended for prevention or retardation of disuse atrophy, maintaining or increasing range of motion muscle re-education and relaxation of muscle spasms, increasing local blood circulation immediate postsurgical stimulation of calf muscles to prevent venous thrombosis.	FDA cleared	Contact mfr.
InMode	Ignite - BodyTite Turbo FaceTite Turbo AccuTite	Bipolar Radiofrequency Assisted Lipo-Coagulation	Minimally invasive, dual sensor RF cannulas indicated for soft tissue contraction. Provides single treatment unprecedented contraction results with controlled safety.	FDA clearance.	Contact mfr.
	EvolveX Hands-free Body and Muscle Toning Technology	Bipolar Radiofrequency and Electric Muscle Stimulation	All-in-one workstation equipped with three technologies: Tite (RF), Tone (EMS) and Transform (RF + EMS) that deliver synergistic layering procedures.	FDA clearance.	Contact mfr.
	Plus	Bipolar Radiofrequency	Thermal technology that deploys targeted bipolar radiofrequency energy to dermal and subdermal zones, delivering non-invasive, pain-free procedures.	FDA clearance.	Contact mfr.
Meditime Co., Ltd.	CoreSculpt	Magnetic Field	Generates electromagnetic pulses, based on 3.0 Tesla and 400 μ s pulse technology, to stimulate the muscles in treated areas up to 36,000 times in a single 30-minute session. Magnetic field instantly induces bio-currents in the human body's tissues, affecting nerves, blood vessels and bones via electrophysiological mechanisms to enhance core muscles, relieve pain, break down fat and maximize exercise efficiency.	FDA cleared	Contact mfr.
Powered By MRP (Jeisys)	Lipocel	High Intensity Focused Ultrasound	Painless, non-invasive body contouring and fat reduction focusing at a depth of 13 mm. Powerful 5°C contact cooling to protect the epidermis.	FDA Approved	Contact mfr.
WEERO Co., Ltd.	eMVFit	Bipolar RF + EMS + Vacuum + Cooling	Combination of RF, EMS, suction and cooling for body contouring. Enabling hands free and automatic management of body contouring sessions.	N/A	Contact mfr.

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Vascular Technology Comparison Chart

Supplier Product Name	Device Type	Wavelength (nm)	Energy Output (Joules)	Pulse Length	Price	Accessories
Advalight ADVATx	Diode	589 nm / 1319 nm	Up to 40 J/cm ²	Variable	Contact mfr.	Included scanner handpiece and optional foot pedal.
Aesthetic Management Partners Alpha Pro	IPL & 808 nm diode	530 – 1,000 nm	45 J/cm ²	Adjustable 5 – 50 msec	Contact mfr.	N/A
BENEV Company, Inc. Sylfirm X	Emerging Dual Wave RF Microneedling System	N/A	N/A	Pulse Wave Mode: 30 msec - 60 msec; Continuous Wave Mode: 120 msec - 300 msec	MSRP \$149,000	Sylfirm X Standard and XE Tip
SmartLux Mini	SLD Phototherapy Device	Blue (415 – 425 nm), Red (630 – 640 nm), Infrared (820 – 830 nm)	75 W/cm ³ ~ 90 W/cm ³	N/A	MSRP \$13,000	N/A
DEKA Synchro FT	Multifunctional Platform	1064 nm Nd:YAG / IPL: 500 nm, 520 nm, 550 nm; 600 nm; 650 nm	700 J/cm ² (max) SP and LP / 160 J (max) energy per pulse	From 0.8 – 10 ms SP; from 2 – 30 ms LP (1-3 pulses) / From 3 – 8 ms	Contact mfr.	Five different application-specific handpieces. Top hat technology and Auto Spot Size Recognition System; contact cooling or optional external cooling connections; delivery pulse settings available; patient database and protocols. IPL: five optional filters, 30,000 shots guaranteed. No disposables.
MiniSilk FT	Pulsed Light System	500 nm, 520 nm, 550 nm; 600 nm; 650 nm Filter	2 – 2.5 J/cm ²	2 – 85 ms (1-3 pulses)	Contact mfr.	Interchangeable snap-on filters; integrated skin contact cooling; lamp water cooling; transportable. 3.1 cm ² or 6.2 cm ² spot area available. IR filter available for increased skin tightening.
Synchro REPLAY	Multifunctional Platform	755 nm Alexandrite / 1064 nm Nd:YAG / IPL: 500 nm; 520 nm; 550 nm; 600 nm; 650 nm	63.5 J (max) – 125 W (max) / LP: 120 J – 180 W (max); SP: 120 J (max) / 160 J (max) energy per pulse	From 2 – 50 ms (single pulse); from 2 – 40 ms (double pulse) / From 2 – 50 ms SP mode; from 0.2 – 12 ms LP mode / From 3 – 8 ms	Contact mfr.	Alex emission: 5 Hz and high power (125 W) system. Nd:YAG laser module: 180 W with up to 27,000 W pulse peak power; three delivery pulse design and adjustment feature for Alexandrite and Nd:YAG. Twelve application handpieces up to 24 mm. Auto Spot Size Recognition System. Top hat technology; contact cooling or optional external cooling connections; patient database and protocols; IPL: five optional filters with enhanced vascular capabilities; 500 G. No disposables.
Motus AY	High Frequency Alexandrite / Nd:YAG Laser	755 nm / 1064 nm	Up to 30 J / up to 60 J	From 2 – 50 ms (single pulse); from 4 – 80 ms (Twin pulse) / From 2 – 50 ms SP mode; from 0.2 – 12 ms LP mode	Contact mfr.	Transportable device, integrated Peltier skin contact cooling. 500 nm, 520 nm, 550 nm; 600 nm; 650 nm vascular lesion application via standard optional handpieces. Up to 20 mm spot area available with up to 10 Hz rep. rate on both Nd:YAG and Alex wavelengths. DEKA's proprietary new Mòvèo technology functionality for painless and smokless hair removal. Additional standard handpiece for pigmented lesions, skin rejuvenation and other dermatology indications.
LUXEA	Multifunctional Platform	Lilac; Viridis; Sparks	6.2 cm ² interchangeable filters: 550 nm, 600 nm and 650 – 1200 nm. 21 cm ² integrated 500 – 677 nm and 854 – 1200 nm (band pass) filter called 500 G. 2x2 mm/3x3 mm spot sizes. 1064nm Nd:YAG Laser: 2.5 mm/ 4 mm/6 mm/10 mm spot sizes.	Single Pulse: from 3 – 50 ms; from 5 – 50 ms; 6 – 30 ms	Contact mfr.	Flexible multifunctional platform; several handpieces with integrated peltier skin contact cooling. Different filter solutions for different vascular lesion treatment needs. Up to 6 Hz rep rate available. Additional standard handpiece for HR, skin rejuvenation and other dermatology indications. Contact cooling and delivery pulse settings available; up to 120,000 shots guaranteed IPL. No disposables.
Motus AZ+	High Power and Frequency Alexandrite & Nd:YAG Laser	755 nm Alexandrite; 1064 nm Nd:YAG	Up to 31 J (62W); Up to 63 J (94W)	Single mode pulse length 2 – 50 ms, Burst Pulse length 4 – 80 ms, Total burst length 14 – 300 ms; 1 – 10 Hz rep. rate.	Contact mfr.	Transportable device, integrated Peltier skin contact cooling; hair removal, pigmented and vascular lesion treatments applied through either proprietary new Mòvèo Technology functionality for total painless and smokeless handpieces or standard up to 20 mm spot size optional handpieces. Up to 10 Hz rep. rate on both Nd:YAG and Alexandrite wavelengths. 180° wide touch screen, adjustable display for optimal view during sessions, high power 1200 micron fiber connectivity and automatic handpiece recognition with no need to turn machine off.
AGAIN PRO	Double wavelength multi-functional platform	1064nm Nd:YAG, 755nm Alexandrite	Alex 64J (max) – 125 W (max) / LP Nd:Yag 120 J - 180W (max) energy per pulse	From 0.2 to 300ms up to 12Hz	Contact mfr.	Up to 27,000W pulse peak power. Three delivery pulses design and adjustment feature for Alexandrite and Nd:YAG. 13 different application hand pieces till 30mm. Automatic spot size recognition system. Top hat technology. Contact cooling or optional extn cooler connections. No disposables.
InMode Lumecca Peak	Intense Pulsed Light	515 SR: 515 – 1200 nm / 580 SR: 580 – 1200 nm	5 - 30 J/cm ²	1.5 - 15 msec	Contact mfr.	Custom Xenon flash lamp, large sapphire cooling tip, and high pulse repetition rate reduces treatment times and delivers photo rejuvenation.
Vaculaze MAX	Diode Laser	1064 nm (diode)	40 - 300 J/cm ²	5 - 100 msec	Contact mfr.	Laser-based technology designed to address spider veins, port wine stains, and other benign vascular lesions on patients with skin type I to V. It is optimized with high peak power that targets the appropriate hemoglobin to ensure maximum treatment efficacy with complete safety.
Powered By MRP Lucent IPL	IPL	430 nm – 1200 nm	Up to 40 J/cm ²	3 – 35 ms	Contact mfr.	All accessories included with purchase.
Darwin	Platform/IPL	430 nm – 1200 nm	Up to 40 J/cm ²	3 – 35 ms	Contact mfr.	All accessories included with the purchase of the Lucent IPL module.

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Microneedling Devices Comparison Chart

Supplier	Product	Technology	Applications	Price
Aesthetic Management Partners	Scarlet SRF	Radiofrequency microneedling system	Next-generation short-pulse radiofrequency (SRF) treatment with microneedling that targets virtually any skin issue. It is also one of the safest treatments in the field with minimal to no downtime. Visible results are as little as one treatment away and often immediately apparent.	Contact mfr.
	Agnes RF (Distributor of Agnes)	Monopolar radiofrequency microneedling	Single and 3 needle radiofrequency device for contouring	Contact mfr.
AGNES Medical	AGNES	Monopolar square wave RF microneedling	Partially insulated single or three-pin needles; ranging between 0.8 mm to 5.0 mm, depending on which needle is being utilized and the target depth. Rounded cannula needle electrode, 40.0 mm length with five different types, 18 - 23 G. Precision RF for nonsurgical facial sculpting, skin laxity and focal adiposity.	Contact mfr.
Air-Tite Aesthetics	CuraCator	Sterile topical product applicator	New standard of care for hands-free, needle-free, controlled application of products such as PRP and exosomes to skin or other tissue. Recommended for use with Luer Lock Syringes.	\$240 per box of 20 applicators
BENEV Company, Inc.	Sylfirm X	Pulsed Wave and Continuous Wave RF microneedling device with 300 micron depth.	Pulsed Wave mode for skin complexion treatment creates a soft coagulation selectively in the basal layer and upper dermis. Continuous Wave mode for skin revitalization creates wide, independent coagulation around each electrode. 300 Micro Depth for optimal skin revitalizing depth is the only treatment that has the capability of treating epidermis, basement membrane and papillary dermis skin layer at the same time. Non insulated electrodes give minimal downtime with no noticeable thermal damage found in epidermis.	MSRP \$149,000
Candela	Profound	Bipolar RF Microneedling	Jawline, submental area, wrinkles and cellulite.	Contact mfr.
	Matrix, Matrix Pro Applicator	Short-Pulse RF Microneedling	Dermatologic and general surgical procedures for electrocoagulation and hemostasis	Contact mfr.
	Exceed	Microneedling	Facial wrinkles and acne scar reduction	Contact mfr.
Crown Aesthetics	Eclipse MicroPen Elite	Microneedling	Improved appearance of fine lines, scars and texture.	Contact mfr.
	Eclipse MicroPen EVO	Microneedling; 14 32G stainless steel needles; 7000 RPM (+/-10%); fluid-resistant turbo safety cartridge; Teflon gear seal	Wrinkles of the neck and facial acne scars for patients aged 22 and up. Clinically demonstrated, FDA-cleared microneedling device.	Contact mfr.
	SkinPen Precision	Mechanical Microneedling; FDA-Cleared; Single-Use Cartridge Unit; 14 32-Gauge Needles; Ergonomic Design; Cordless All-Day Charge	Wrinkles of the neck and facial acne scars for patients aged 22 and up. Clinically demonstrated, FDA-cleared microneedling device.	Contact mfr.
Dp Derm / Dermapenworld	Dp4 (Dermapen4)	Advanced microneedling	Facial acne scarring	Contact mfr.
HIRONIC Co., Ltd.	SILKRO	Multipolar and Monopolar RF Platform: Microneedling, One Needle, Monopolar, Vaginal	SILKRO is a comprehensive radiofrequency system that includes a variety of handpieces for different applications: microneedling, one needle, monopolar RF and a vaginal handpiece. This system is engineered for multiple dermatological procedures, including skin rejuvenation, collagen remodeling, acne treatment, scar reduction and vaginal health applications. Its versatility makes it suitable for a broad range of aesthetic and therapeutic needs in clinical settings.	Contact mfr.
InMode	Morpheus8 Burst	Fractionated Radiofrequency Microneedling	For dermatological applications that require soft tissue contraction/coagulation in smaller tissue zones. Comprised of a modular portfolio of fractional radiofrequency tips including Prime 12 pin, Morpheus8 24 pin and Resurfacing 24 pin making it a versatile tool to safely and efficaciously meet patient demand for dermal contraction and subdermal adipose treatments.	Contact mfr.
	Morpheus8 Burst Deep / Body	Fractionated Radiofrequency Microneedling	Dermatological applications that require soft tissue contraction/coagulation. Suited for larger body and tissue zones. Large 40 pin surface tip provides the deepest levels of targeted RF energy deposition available, up to 8mm depth thermal profile, while protecting dermal surface (SCALE Technology) while allowing for greater energy to be deployed to the FSN and adipose tissue (BURST Technology).	Contact mfr.
Lutronic	Genius	High Intensity Radiofrequency	Proprietary needle design and high-torque motor ensures consistently accurate penetration to desired depth. Unique impedance measurement and feedback ensures optimal levels of energy are delivered to stimulate production of collagen and elastin to improve the appearance of wrinkles, laxity, and acne scars.	Contact mfr.
Powered By MRP	MRPen	Microneedling Pen	Improved appearance of textural irregularities	Contact mfr.
	ATOM	Monopolar RFMN	Skin rejuvenation	Contact mfr.
	Jeisys Intracel PRO	Monopolar RFMN	Skin rejuvenation	Contact mfr.
SHENB Co., Ltd.	VirtueRF	Four key technologies: Advanced cooling system (ACS), integrated pulsed radiofrequency system (IPRS), integrated energy control system (IECS) and minimum depth control system with three types of handpieces (Smart RF, Deep RF and Exact RF) in one platform.	N/A	Contact mfr.
	VIVACE (VYBE RF)	Versatile treatment options of radiofrequency energy output (1MHz, 2MHz) with 36 gold-coated needles TIP and two different LED modes during treatment.	N/A	Contact mfr.

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Emerging Aesthetic Technologies Comparison Chart

Supplier	Product	Technology	Applications	Price
Aesthetic Management Partners	AquaFirme XS	Hydrating facial micro	Micro cupping, vibrating massage and ultrasound	Contact mfr.
	EXOIE Skin Revitalizing Complex	Plant based secretory factors	Pre and post procedure skincare routing	Contact mfr.
	DEIRIVE Hair and Scalp Hair Serum	Plant based secretory factors	Daily application on scalp and hair to improve the appearance of fuller thicker hair	Contact mfr.
Agnes Medical	PlazMagik	Low intensity cold atmospheric plasma (LICAP), dual gas (helium and argon), continuous and pulse mode, level 0-10, gas flow level 1-5.	Superficial skin ablation, non-destructive cold plasma for skin inflammation. Unlimited shots (not charged by amount of shots).	Contact mfr.
Air-Tite Aesthetics	MinimLL Syringe	Original 0.5mL Low Dead Space Luer Lock Syringe	Precise dosing for toxin and dermal filler injections with minimal product loss, ability to exchange needles and reduction in the risk of needle pop-off.	\$39.95 per box of 100 syringes
AMA Meditime	Curestem Premium Cell Healer C20 + Skin Relaxer	OPTI-3M SYSTEM	Created with proprietary technology, OPTI-3M SYSTEM containing explosive growth energy of cell regeneration and immunity control.	Contact mfr.
BENEV Company, Inc.	Exosomes Regenerative Complex and Exosomes Regenerative Complex +	Stem cell derived lyophilized exosomes with potent growth factors, peptides, coenzymes, minerals, amino acids and vitamins.	Post care "topical" treatment solution. Exosome Regenerative Complex and Regenerative Complex + are for in-clinic post treatment to rejuvenate and regenerate the skin and scalp.	Starting at \$70/Tx.
	EXO Balm	Exosomes and intensive hydrators to optimize treatment results and reduce inflammation.	Exo Balm is for home-care pre and post treatment to intensively hydrate and nourish skin.	Starting at \$70/Box.
	Exosome Soothing Gel Mask	Soothing and rebalancing the skin's moisture barrier at a cellular level.	Exosome Soothing Gel Mask is for home-care post treatment to calm and hydrate skin.	Contact mfr.
BTL Industries, Inc.	Emsella	HIFEM	All forms of female and male urinary incontinence.	Contact mfr.
Congela Biocosmetics	JuveXO	Premium MSC-derived secretome rich in growth factors, exosomes, collagen, hyaluronic acid and more.	Pre- and post-treatment topical serum for common skin concerns. For professional use.	Contact mfr.
	JuveXO-LYO	The same powerful technology as JuveXO, now available in lyophilized form.	Pre- and post-treatment topical serum for common skin concerns. For professional use.	Contact mfr.
	JuveXO-H	Premium secretome combining JuveXO with powerful recombinant proteins designed for hair.	Pre- and post-treatment topical serum for common hair concerns. For professional use.	Contact mfr.
CosmoFrance, Inc.	ezPRF system	Platelet-Rich Fibrin (PRF), Ultimate Blood Concentrate. Based on a slower and shorter cent.	Skin rejuvenation and maximum growth factor stimulation. Used in combination therapies, perfect with microneedling.	Contact mfr.
	ezGEL System	Autologous Blood Concentrate	Regenerative and anti-aging properties. Injectable to treat symmetry adjustment, stimulate collagen production and reduce scars and signs of aging (wrinkles, fine lines, loose skin).	Contact mfr.
DEKA	SmartXide Tetra PRO	Fractional CO ₂	PSD Technology with selectable pulse shape (SP-DP-HP-PW-CW, traditional and fractional scanning modes available), DOT/RF scanner, free hand, TFT touch screen monitor, Stack and Smart track delivery mode, storing user's protocols endorsing the new moveo mode for CO ₂ to drastically reduce time of the session, 20x20 scanning area for faster treatments, spray mode, additional ablation shapes and COOLPEEL.	Contact mfr.
	LIPO AI	Laser assisted lipolysis	Based on artificial intelligence algorithm. Indicated for the surgical incision, excision, vaporization, ablation and coagulation of soft tissues. Further indicated for laser assisted lipolysis. Provides special views and real time feedback controls (patent pending). AI Algorithm and customized µPulsed Nd:YAG wavelength providing physiological contractions and elimination of the fat with no inflammatory effects. Controlled photo-mechanical effect, photo-coagulative action and photo-stimulative course for immediate skin tightening due to flexible pulse design.	Contact mfr.
	SmartXide PRO	Fractional CO ₂	DOT scanner and free hand handpiece included. Touch screen monitor, Stack feature, Smart track delivery mode, Smart Pulse, CW, PW, traditional and fractional scanning modes available.	Contact mfr.
	PHYSIQ	EMS and TENS device; EMS and TENS Technology 4 Pads with EMS / TENS; electrodes; Variable	EMS mode for the prevention or impedance of disuse atrophy; maintaining or increasing the range of motion, muscle re-education, relaxation of muscle spasms, increasing local blood circulation; immediate post-surgical stimulation of calf muscles to prevent venous thrombosis. In TENS mode PHYSIQ is intended for symptomatic relief and management of chronic, intractable pain, post-surgical acute pain and post-traumatic acute pain.	Contact mfr.
	PHYSIQ360	EMS and Diode Technology	Intended for non-invasive lipolysis of the abdomen, and to affect the appearance of visible fat bulges in the abdomen, flanks, back and thighs. EMS module (if present) is intended for prevention or retardation of disuse atrophy, maintaining or increasing range of motion muscle re-education and relaxation of muscle spasms, increasing local blood circulation immediate postsurgical stimulation of calf muscles to prevent venous thrombosis.	Contact mfr.

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Emerging Aesthetic Technologies Comparison Chart

Supplier	Product	Technology	Applications	Price
Dominion Aesthetic Technologies, Inc.	EON+ Advanced	1064 nm AI	Artificial intelligence, flexible setup, intelligent energy management, and automated QuickCool cycles, enhancing precision, comfort and effectiveness. New real-time treatment adjustments allow the device to go from a small segment to a large, customized one in seconds. Creates tight, customized curves to effectively target challenging areas like the flanks and inner thighs, providing precise treatment options. Achieves fat loss of 6.3mm in 20 minutes. Over 40 safety sensors that work to remove human error by continuously monitoring treatments and making adjustments for optimal safety and precision, providing crucial data for updates and continuous system improvements for providers.	Contact mfr.
Dp Derm / Dermapenworld	MG-EXO-SKIN	Exosomes	Utilizing one of the most exciting emerging technologies – exosomes – MG-EXO-SKIN™ is a regenerative, biomimetic and multipotent meso-glide that removes the complications of autologous procedures. Specially designed to be paired with microneedling but can be used post energy based device treatments as well.	Contact mfr.
Induction Therapies	Collagen P.I.N. Microneedling System	Advanced 36-P.I.N. cartridge design features more needles, arranged radially, for less drag on skin.	FDA cleared as a treatment intended to improve the appearance of facial acne scars in adults with Fitzpatrick Skin Types I - III, aged 22 years and older.	Contact mfr.
InMode	EmpowerRF	Electrical Muscle Stimulation, Bipolar Radiofrequency, Fractional Radiofrequency	Advanced women's wellness solution treats a wide range of conditions, including stress, urge, and mixed urinary incontinence, weak pelvic floor muscles, strengthening of abdominal muscles, pain, contraction of soft tissue, and improvement of blood circulation. Equipped with multiple synergistic technology handpieces including VTone, Morpheus8V, FormaV, Morpheus8, Morpheus8 Body and Tone.	Contact mfr.
	Envision	Intense Pulsed Light, Precision Bipolar Radiofrequency, Fractional	Nonsurgical device, allows for safe and highly efficacious dermatological procedures in the skin and subdermal layers of the face and periorbital region. Forma-I: bipolar radiofrequency. Lumecca-I: intense pulsed light. Morpheus8: minimally invasive fractional RF technology. Forma: bipolar radiofrequency.	Contact mfr.
NEOconcepts	AgeJET - Advanced Plasma Skin Therapy	Medical Grade Nitrogen Plasma	General dermatologic conditions. AgeJET Eye treatment offers significant correction for aging eyelids giving them a long-lasting, more youthful, appearance in a single treatment. AgeJET Smooth addresses common aging conditions to significantly improve overall skin health. AgeJET Acne helps eliminate unwanted breakouts by controlling the bacteria helping to cause it.	Contact mfr.
oVio Aesthetics	oVio360 Imaging System	360° imaging system	Platform to create living and dynamic images of patients. Camera arm rotates around the patient in 12 seconds or less and creates 360° high-definition images with a 360° video that shows what patients look like in real life. Software allows multiple rotations to be compared side-by-side.	Contact mfr.
SHENB Co, Ltd.	AF Laser	Diode laser with the two wavelengths of 635 nm and 405 nm. Energy transfer method is scan-type. AF laser features vision camera, positioning system, automatic UV disinfection (LED) and integrated customization system.	Electric positioning cart	Contact mfr.
	PlaDuo	Jet-type plasma generator, 1-15 level energy control, up to 3Hz shot speed, microwave method, highly durable configuration, large capacity gas can of up to 10 L.	N/A	Contact mfr.
WEERO Co., Ltd.	eMVFit	RF + EMS + Vacuum + Cooling	Combination of RF, EMS, suction and cooling for body contouring. Enabling hands free and automatic management of body contouring sessions.	Contact mfr.
	EVE Synergy	RF and Microcurrent / EMS	Skincare device that combines electronic muscle stimulation (EMS), microcurrent RF technologies to provide a wide range of benefits for anti-aging and skin improvement. The device operates in two modes, Synergy Mode and Pro Mode, each offering unique pre-set programs and functionalities.	Contact mfr.
	LUXSQUEEN Core Serum	Peptide, Exosome	Comprises four variants. Anti-Wrinkle Ampoule is formulated for wrinkle improvement, Whitening Ampoule focuses on skin brightening and Acne Ampoule is designed to address acne-related concerns.	Contact mfr.
	LUXSQUEEN Energy Sheet Mask	Adenosine, Niacinamide	Offers dual functionality, targeting both whitening and wrinkle improvement in cosmetics. When used in tandem with the Microcurrent function integrated into the EVE series, it optimally enhances the delivery of cosmetic ingredients to the skin.	Contact mfr.
	X-Stream	AHA, LHA, PHA + Enzyme	X-Stream is the exclusive toner for the Eve hydra-dermabrasion function. This toner, which is suitable for all skin types, thoroughly cleanse, gently exfoliates and effectively hydrates and rejuvenates the skin surface.	Contact mfr.
WiQo US, Inc.	PRX Derm Perfexion	Topical Collagen Biostimulator	Non-invasive Topical Collagen Biostimulator clinically proven to help tighten, tone and lift the skin for visible rejuvenation of the face and body delivering the ultimate PRX GLOW.	Contact mfr.
ZianMed	ClearLaze Pico	Pico Second Laser	1064 nm wavelength removes tattoos for the following colors: black, brown, green, blue and purple. Treatment of benign pigmented lesions. 532 nm wavelength removes tattoos for the following colors: red, yellow and orange. Treatment of benign pigmented lesions.	Contact mfr.

Note: Data subject to change; please refer to Company Directory for supplier contact information. Not all devices are FDA cleared for the application(s) indicated.

Product Profiles

ADVATx

ADVATx is the apex of solid-state lasers, delivering high powered yellow light and infrared laser energy without toxic pulse dye kits. With dual 589 nm and 1319 nm wavelengths, ADVATx is FDA/CE-cleared to treat 25 indications from vascular and pigmented lesions to scars, acne and wrinkle reduction. ADVATx provides max versatility with clinical efficacy, user friendly controls, no consumables and no social downtime!



Advalight: (888) 354-5551 or visit www.advalight.com



Ultraformer MPT

The Ultraformer MPT is a non-invasive medical aesthetic device that uses high-intensity focused ultrasound (HIFU) to lift, tighten and contour the face and body. It works by delivering focused ultrasound energy to heat deeper layers of the skin and subcutaneous tissues, stimulating collagen production for improved skin elasticity and firmness. It provides various cartridges to maximize patient outcomes in a customizable treatment and no downtime treatment with minimal pain.

Classys, Inc.: +82-2-1544-3481 or visit www.classys.com



Bright & Even Peel

A gentle professional peel that brightens and resurfaces the skin to enhance the appearance of skin tone, texture and visible brightness. PCA SKIN® Bright & Even Peel can be used on all skin types, including sensitive skin, and has been shown to provide an overall improvement in uneven skin tone on all Fitzpatrick's. Bright & Even Peel is proven to increase visible skin brightness after just one peeling session* as well as increase skin glow and radiance.

**Based on a four week case study with 15 subjects.*

PCA Skin: (877) 722-7546 or visit www.pcaskinpro.com



Viola Threads

VIOLA Threads (FDA 510k cleared #K190264) presents a wide selection of polydioxanone (PDO) threads and more, now including our latest addition, PDO Bodylift Threads for body application. Among our offerings are signature threads such as PDO Doublelift Flat Mesh and 5D Fix Coglyft. These threads are designed to enhance the full face, neck and body, offering lifting and anchoring capabilities. Their large cog size and USP make them particularly effective in addressing heavy, sagging skin tissue.

Viola Threads: (213) 351-0001 or visit www.violathreads.com

Matrix

Candela's all-new Matrix™ system is a radiofrequency microneedling platform designed to correct, maintain and restore skin at various stages of the aging journey. This multi-application system features the Sublime®, Sublative™ RF, and all-new Matrix Pro® applicators, designed to treat fine lines and wrinkles, build collagen and deliver a marked improvement in overall skin appearance and texture.

Candela: (800) 733-8550 or visit www.candelamedical.com



Collagen P.I.N.

Collagen P.I.N.® is synonymous with microneedling – and for good reason. With our advanced cartridge design, cordless handpiece and adjustable depth dial – microneedling treatments with Collagen P.I.N. deliver a favorable patient experience with less social downtime and visible, clinical results within one week of treatment.

Collagen P.I.N.: (877) 746-4407 or visit www.collagenpin.com



BIOJUVE

BIOJUVE® is a true skin probiotic to restore the skin to its full potential. The age-defying X-factor is the proprietary Xycrobe® Technology – a patented skin probiotic specifically designed to restore balance to the microbiome for beautiful results in just eight weeks. The effects are unlike any traditional skincare routines, revitalizing and optimizing the ideal ecosystem for skin health with clinically proven improvements in the appearance of texture, tone, fine lines and under eye dark circles and puffiness on all skin types.



Crown Aesthetics: (888) 372-3982 or visit www.crownaesthetics.com

Dermapen4 Microneedling Pen

The Dermapen4 Microneedling Pen from Dp Derm / Dermapenworld is an advanced fully digital fractional micro-channeling device. It combines direct drive, bluetooth, dual power and turbo-cut battery systems to provide the fastest and most efficient microneedling treatment possible. FDA cleared for treating facial acne scars, it features a dedicated scar treatment (ST) setting, as well as RFID chip integration to allow for continuous needle calibration for precise, reliable and drag-free needle penetration.

Dp Derm / Dermapenworld: (305) 552-0550 or visit www.dpderm.com



ELEVAI Root Renewal System

The ELEVAI Root Renewal System™ is a complete hair and scalp care system designed to clarify, nourish and renew your hair from root to tip. Say goodbye to hair loss, thinning, and shedding, and embrace the appearance of thicker, fuller hair that exudes vitality and resilience. This meticulously curated selection of premium hair products is formulated with the finest cutting-edge ingredients backed by scientific research. Used together these products are designed to visibly improve hair thickness, density and rejuvenation of thinning hair.

ELEVAI Labs: www.elevaiskincare.com



Morpheus8

Morpheus8 is FDA cleared for soft tissue contraction for fractional radiofrequency (RF). Morpheus8 Burst and Morpheus8 Burst Deep are fractional radiofrequency (FRF) technologies intended for dermatological applications that require soft tissue contraction. Equipped with proprietary SCALE and BURST functionalities, these technologies automatically deploy bipolar RF to multi-level treatment depths and programmable energy levels with a single pulse. Morpheus8 Burst Deep with its 40 pin tip provides the deepest levels of targeted RF energy deposition available, up to 8mm thermal profile.

InMode: (855) 411-2639 or visit www.inmodemd.com

Alpha-Arbutin Pigment Correxion Ampoule

Alpha-Arbutin Pigment Correxion Ampoule with niacinamide and licorice root extract dark spot correcting treatment works to lighten the pigment of skin discoloration including sun damage, brown spots, age spots, post-inflammatory discoloration, post-acne marks and melasma. This formula offers a safer alternative to hydroquinone, using alpha arbutin, niacinamide, vitamin C and kojic acid. In addition to lightning pigmentation, it helps to even texture and tone for a bright balanced glow.



Martinni Beauty, Inc.: (888) 440-8811 or visit www.martinnibeauty.com



Emsculpt

The Emsculpt is the only procedure to help both women and men build muscle and sculpt their body (arms, abs, legs). In addition, the Emsculpt creates the world's first non-invasive buttock toning procedure. This is made possible by the non-invasive HIFEM® procedure inducing powerful muscle contractions not achievable through voluntary contractions. Studies report a 16% average increase in muscle mass and a 96% patient satisfaction.

BTL Industries, Inc.: (866) 285-1656 or visit www.bodybybtl.com

Product Profiles



AnteAGE Eye

AnteAGE® Eye is a powerful yet gentle solution designed to target the signs of aging in the delicate eye area. Powered by bone marrow stem cell cytokines and loaded with antioxidants and peptides, this silky, rapidly penetrating formula helps to improve the appearance of lines, puffiness and under-eye darkness – all while defending the eye tissue against free radicals. Deeply hydrate, crepiness and truly see the difference with this one of a kind eye serum.

AnteAGE MD: (877) 350-6350 or visit www.AnteAGE.com



MG-EXO-SKIN

Utilizing one of the most exciting emerging technologies – exosomes – MG-EXO-SKIN™ is a regenerative, biomimetic and multipotent meso-glide that removes the complications of autologous procedures. Extracted from ethically sourced mesenchymal stem cells, exosomes used in MG-EXO-SKIN come from the youngest and purest source. When paired with EXO-SKIN™, one of the first available at-home topical non-negotiable solutions containing exosomes, MG-EXO-SKIN™ delivers truly unprecedented results without additional time spent on processing and preparation.

Dp Derm / Dermanworld:
(305) 552-0550 or visit www.dpderm.com

Sylfirm X by BENEV

The world's first and only FDA registered Pulsed Wave (PW) and Continuous Wave (CW) radiofrequency microneedling device featuring 300 Micron depth for ultimate skin complexion and skin revitalization. Sylfirm X with its eight different PW/CW modes has proven its effectiveness and safety through 25+ clinical studies and experiments. Sylfirm X adopted bipolar non-insulated micro needle electrodes cover all dermal layers with a uniform electric field for maximum treatment result. PW modes target skin complexion, and CW modes target skin revitalization.

BENEV Company, Inc.: (949) 919-6799 or
visit www.BENEV.com



AGNES

AGNES is an innovative radiofrequency (RF) microneedling device focused on selective electrocoagulation to rejuvenate facial skin and sculpt fat. Pioneered by a group of renowned dermatologists, the AGNES device utilizes exclusive square wave RF energy, harnessing 1 MHz of energy output, to focus on gentle yet effective procedures while ensuring patient safety. AGNES features exclusive single and three-pin needles designed for specific skin concerns and regions, which allows for complete versatility in treatment options for both patients and providers.

AGNES Medical: (844) 811-1154 or
visit us.agnesmedical.com

BRIGHTONE

BRIGHTONE is a Q-switched Nd:YAG laser that utilizes a uniform beam profile to provide excellent durability and effective treatments. Perfect for addressing acne scars, pigment, melasma and more the BRIGHTONE is the perfect addition to any growing aesthetics practice.

Medico USA, Inc.: (213) 263-9913 or visit www.medicolaser.co.kr



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TUSK Practice Sales: (704) 302-1043 or visit www.tuskpracticesales.com



PlaDuo

PlaDuo is a laser treatment device that generates plasma energy and triggers a chemical reaction in the skin. PlaDuo converts nitrogen gas into plasma and delivers it to the skin, resulting in the production of ROS and RNS which helps to regenerate skin, reduce inflammation and control sebaceous glands. In addition, it is very effective in killing bacteria on the surface of the skin and treating inflammation caused by bacteria. With no anesthesia and downtime, PlaDuo can benefit people with all skin types without affecting chromophore.

Cartessa: (877) 662-2783 or visit www.cartessaesthetics.com



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PDO Max: (800) 670-0225 or visit www.pdomax.com

Emtone

The Emtone is the first and only device that simultaneously delivers both thermal (radiofrequency) and mechanical (targeted pressure) energy to treat all major contributing factors to cellulite. Combined there is a synergistic effect that neither technology can achieve on its own. Studies report Emtone is more effective than stand-alone procedures for building elastin and collagen (+64%, +59% respectively) as well as faster than stand-alone procedures (+50%).

BTL Industries, Inc.: (866) 285-1656 or visit www.bodybybtl.com



JuveXO

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Congela Biocosmetics, LLC: (833) 436-8372 or visit www.juvexo.com

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Luvo Darwin

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Navigating Unsolicited Offers from MSOs and Private Equity: Protect Your Practice Value

By Josh Swearingen

Unsolicited offers are a regular occurrence in private equity (PE)-backed marketplaces. PE purchases a platform or group of practices and then must feed and grow that platform to increase underlying profit so it can be sold approximately five years down the line. The most efficient path is to purchase existing profitable practices, which are then incorporated into the broader business. Gaining access to these additional businesses can be difficult in a less mature marketplace, especially when a fully mature business development team has not been built out yet.

price. The price discrepancy between buy and sell is called “arbitrage,” and it is how PE groups make their money and secure additional funding for future investments.

With that in mind, there are numerous parts of the deal process that can degrade the value of your practice, lowering the overall investment the PE groups must pay at the front end. This is a normal part of the process. They are looking for discounted deals, especially ones in which they can control the flow of data, participants and narrative with the seller. If you are in a situation where you are “negotiating” with a PE-backed management service organization (MSO), just understand that they may be absolutely amazing people, but ultimately, they were formed to make money for their investment partners. In many cases, it will benefit you in the long term; however, in the short term, it can have a significant impact on the value of the practice.

The Fix

From the beginning of the sales process through closing, you should have an advocate (broker) who understands the underlying financials of the business, can argue the mechanisms that drive profitability, and will properly communicate the long-term market value of your business. The right advocate can also ensure you have a chance to see the entire market, understand the full value of your business across multiple platforms, and negotiate with multiple buyers at the closing table. There is no downside. Market research clearly indicates that sales transactions that have a broker involved have between 20% to 40% higher overall transaction value net of fees. It is a win-win situation for every practice owner.

“From the beginning of the sales process through closing, you should have an advocate (broker) who understands the underlying financials of the business, can argue the mechanisms that drive profitability, and will properly communicate the long-term market value of your business.”

About the Author



Josh Swearingen

Josh is the director at TUSK Practice Sales and has over 15 years of leadership experience in the healthcare industry. He most recently served as the CEO for Vesper Alliance, a management service organization located in Cincinnati and Columbus, Ohio. Josh is also the co-founder of Reverse Aesthetics, a medspa and anti-aging practice in Columbus, Ohio. *The Aesthetic Guide* readers can receive a free market analysis of their practice. Contact josh@tuskpracticesales.com for more information.

Many newer groups rely heavily on “unsolicited offers.” These offers can take on many forms such as mailers, phone calls, emails, door-to-door visits, referrals, etc. But in almost all cases, they rely on limited data, usually a profit and loss (P&L) statement for the last 12 months, to present an unsolicited offer for the purchase or partnership of your medical aesthetic practice.

To truly understand the risks associated with an unsolicited offer, you have to understand the PE investment strategy. Their goal is to purchase as many individual practices at the lowest possible price, combine them and sell them off as a package for the highest possible



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BEFORE & AFTER

PROCEDURE BASED RESULTS

Pulsed Wave Mode – Skin Complex¹



Photo Provided by: Dr. Gilly Munavalli, MD, MHS

Continuous Wave Mode – Skin Revitalization²



Photo Provided by: Suneel Chilukuri, MD, FAAD, FACMS

¹ Skin complexion treatment targets the basement membrane and vessels to create a visibly more youthful, even toned, and textured complexion.

² Skin revitalization treatment targets dermal layers of the skin to increase collagen and elastin fiber through hemostasis and electrocoagulation.

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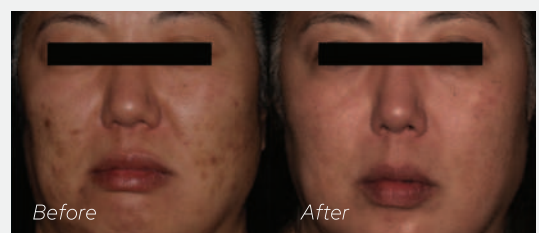
BEFORE & AFTER

PROCEDURE BASED RESULTS



POST RADIATION*

Photo Provided by: Diane Duncan, MD, FACS



POST RF MICRONEEDLING*

Photo Provided by: Suneel Chilukuri, MD, FAAD, FACMS

* Disclaimer: BENEV Exosome products are post care "topical use" cosmetic solutions. These products are not drug products. They are not intended to prevent, treat, or cure diseases or medical conditions. It is not intended to be injected or delivered intravenously.

* Treatment before and after includes in-clinic application of BENEV Exosome Regenerative Complex & Regenerative Complex +