

aesthetic MEDICINE



INSPIRING BEST PRACTICE
IN MEDICAL AESTHETICS

Skinnovation
We Breathe Skin

APTOS
THREAD LIFTING METHODS

renovating beauty without boundaries

WITH
MORE THAN
20000
APTOS
CERTIFIED
DOCTORS
IN MORE
THAN 70
COUNTRIES
RENOVATING
BEAUTY
SINCE
1996
SUPPORTED BY
300
TUTORIALS
& LIVE
DEMONSTRATIONS
AT APTOSVIDEO.COM



aesthetic MEDICINE

INSPIRING BEST PRACTICE
IN MEDICAL AESTHETICS

**MAINTAINING
THE BODY**
ROLE OF NUTRITION

November-December 2020 | aestheticmed.in



SHAPE UP!

SPONSORED BY



**QUICK RESPONSE
TO HAIR LOSS**
THE LATEST QR678
FORMULATION



Soprano Titanium

Hair Removal, **Reinvented.**

A breakthrough hair removal platform that combines the three most effective laser wavelengths into a single applicator

Stronger



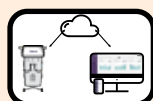
High Peak
Power



High Repetition
Rate



Smarter



Smart Clinic
Cloud-based
real-time data access



15" Android
Screen



Dual Connectors
More Flexibility, Less Fuss



Faster

TRIO₄
4cm² spot size
ICE Plus - Continuous
Contact Cooling



3D

3 wavelengths in
one hand piece





Harmony XL PRO

Special Edition

Focus. Flexibility. Freedom.
That's Harmony.

- ▶ Multi-application platform
- ▶ Over 65 FDA-cleared indications
- ▶ Combined technologies for better clinical results



ClearSkin Pro



ClearLift 4D



ClearLift Roller



AFT Hand Piece



ClearSkin HP



**Managing Director and Publisher**

Vikas Vij

E: vikas.vij@ideas-exchange.in

T: +91 22 6171 3201

Executive Editor

Shriyal Sethumadhavan

E: shriyal.s@ideas-exchange.in

M: +91 9820841355

Consulting Editor

Kanishka Ramchandani

E: kanishka@wordmonk.in

M: +91 9619544787

Finance Director

Sharmila Pandey

E: sharmila.pandey@ideas-exchange.in

M: +91 9987588439

Design

Dilip Vishwakarma

E: dilip.idex@gmail.com

T: +91 22 6171 3211

Advertising

Aakash Chaudhary

E: aakash.chaudhary@ideas-exchange.in

M: +91 9820444705

Marketing

Khyati Mishra

E: khyati.mishra@ideas-exchange.in

M: +91 9769281874

Operations

Priyanka Parshurami

E: priyanka.parshurami@ideas-exchange.in

M: +91 9833472397

Circulation – Subscription & Database

Shahnawaz Ansari

E: ansari.shahnawaz@ideas-exchange.in

T: +91 22 61713232

Published by

IX Events Pvt Ltd

318, Satyam Premises Co-op Soc. Ltd,

31, 3rd Floor, Khar Linking Road,

Opp. Tanishq Showroom,

Khar (West), Mumbai-400052.

Printed at

Indigo Press India Pvt Ltd

Plot No 1C/716 Off Dadoji Konddeo Cross

Road Byculla, Mumbai- 400027

Note: All rights reserved. No part of Aesthetic Medicine Magazine may be reproduced, stored in a retrieval system or transmitted in any other form or by any other means without the prior written permission of the Publisher.

Disclaimer : The Publisher accepts no responsibility for any advertiser whose advertisement is published in Aesthetic Medicine Magazine. Anyone dealing with advertisers must make their own enquiries.

IDEX
THE IDEAS EXCHANGE

NOVEMBER-DECEMBER 2020

Contents

NEWS AND ANALYSIS**11 NEWS**

The latest news from the industry.

BODY CONTOURING**15 SHAPE UP!**

In this story, sponsored by Skinnovation, Aesthetic Medicine connects with practitioners to get a sneak-peak into their approach for non-invasive body contouring treatments.

OPINION**24 REDUCING STUBBORN POCKETS OF FAT**

Dr Chiranjiv Chhabra

outlines some of the newer treatment options available in the world of body contouring.

BODY CONTOURING**27 THE DEBATE**

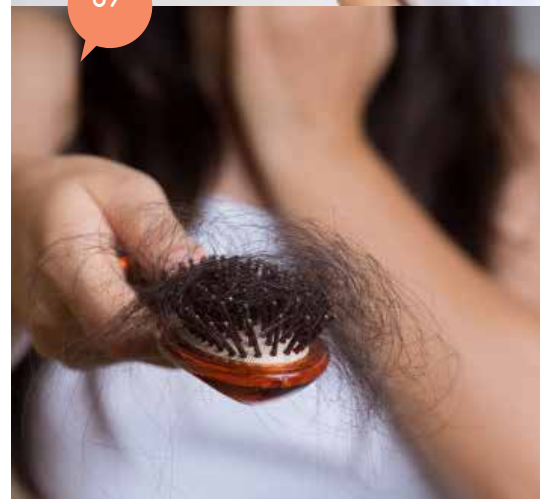
Are people with heart or respiratory conditions unsafe candidates for non-invasive body contouring techniques?

30 MAINTAINING THE BODY

Nutrition plays an important role post the body contouring treatment, says Dr Lakshmi Kota.

35 PLANNING FOR A BODY CONTOURING SURGERY

Dr Medha Bhawe details the most common surgeries for body contouring.



24



30



35



42



55

**OPINION****39 QUICK RESPONSE TO HAIR LOSS**

Dr Rinky Kapoor, Prof Dr Debraj Shome, and Dr Komal Doshi Dalal, delve into the latest QR678 formulation.

CLINICAL**42 SPECIAL ATTENTION**

Arturo Almeida discusses ageing and anatomy of the lower face.

45 PERFECT POUT

Dr Steve Harris explores the lip tubercles and their relationship to the overall aesthetic of the lips.

50 SPOT OF BOTHER

Skin therapist Nilam Holmes discusses the differences between hyperpigmentation and melasma and appropriate treatment for each.

FEATURE**52 KEEP IT IN MIND**

Aesthetic Medicine explores the impact of covid-19 on patients' emotional wellbeing and when to "red flag".

BUSINESS**55 DIGGING DEEPER**

Using Insights is the best way to get the most out of your clinic's Instagram account, says Alex Bugg.

58 DEVICES & PRODUCTS LAUNCHES

Know what's the latest in devices and products.

EVENTS**60 EVENTS CALENDAR**
Save the Date!**AM EVENT****62 VIRTUAL PANEL DISCUSSION**

Modalities for face and body contouring

59



42



Welcome to the November-December 2020 edition of Aesthetic Medicine magazine

Dear Reader

Welcome to the world of body contouring!

A considerable percentage of the population is on a constant lookout for options to reduce areas of stubborn fat and cellulite. No wonder, the demand for body contouring treatments have been on a high, not just in India, but across the world.

Recently, as part of Professional Beauty Worldwide 2020 – a virtual platform that we successfully offered the hair, beauty, spa, and aesthetic medicine professionals – we conducted an in-depth discussion with three of India's experienced dermatologists on non-invasive body contouring. If you missed joining us live, we have got you covered (Pg 61).

Further, in the lead story, sponsored by Skinnovations, we reached out to aesthetic medicine practitioners to understand their approach for non-invasive body contouring treatments (Pg 15). Moreover, post the treatment, nutrition plays an important role, and hence, the article on Pg 30 offers tips and a sample diet chart that could help patients maintain the results of the given treatment.

This edition also delves into the most common surgeries for body contouring, and emphasises on the need to evaluate a patient thoroughly before any procedure (Pg 35).

The informative edition also includes insights on the latest QR678 formulation for hair loss; the differences between hyperpigmentation and melasma; lower face rejuvenation; and lip anatomy, among others.

Wishing you an informative read and safe times ahead!

Shriyal Sethumadhavan – Executive Editor

CLINICAL EXPERTISE

The Aesthetic Medicine editorial board includes some of the leading names in aesthetics. Their clinical expertise and diverse range of specialties will help ensure the magazine meets the needs of its readers.

Dr Shailesh Vadodaria:

Consultant Aesthetic and Reconstructive Plastic Surgeon; on the Specialist Register of the General Medical Council, UK; practices from the Clementine Churchill BMI Hospital, Harley Street, and Medical Arts for Cosmetic Surgery Clinic (MACS) in Watford, North London



Dr Lakshyajit D Dhami:

Cosmetic, Plastic and Laser Surgeon; Consultant Cosmetic and Plastic Surgeon at Nanavati and Hinduja Hospitals; Founder of



Vasudhan Arjin Cosmetic & Laser Surgery Centre, Mumbai; and President of Indian Association of Aesthetic Plastic Surgeons (IAAPS)

Dr Amit Luthra:

Cosmetologist and Dermatologist; Heads Ishira Skin 'N' Child Clinic, New Delhi; Member of European Academy of Dermatology and Venereology (EADV), Indian Association of Dermatologists, Venereologists and Leprologists (IADVL), and Cosmetology Society of India (CDSI)



Dr Neeta Patel:

Plastic, Cosmetic and Reconstructive Surgeon, Mumbai; and past President of Indian Association of Aesthetic Plastic Surgeons (IAAPS)



Dr Mukta Sachdev:

Head of Department and Consultant Dermatologist, Manipal Hospital, Bangalore; Director, M5 Skin Centre, Bangalore



Dr Parag Telang:

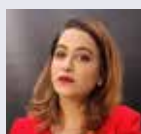
Director at Designer Bodyz Centre for Advanced Cosmetic Surgery, Mumbai; Consultant Cosmetic and Reconstructive Plastic



Surgeon; and Specialist in autologous ear reconstruction, Minimal Incision Face-lift (MACS-Lift) and ultrasonic liposuction

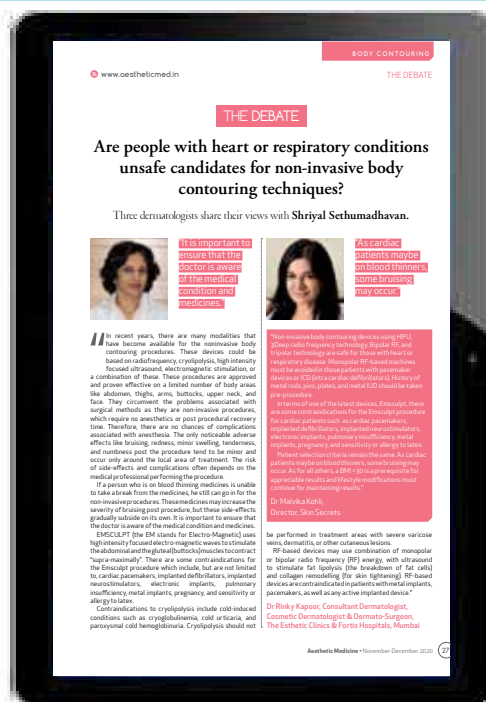
Dr Apratim Goel:

Senior Cosmetic Dermatologist and Venereologist; CEO and Medical Director of Cutis Skin Studio, Mumbai; Fellow of Academy of General Education (FAGE); and past President of Association of Facial Aestheticians and Aesthetic Surgeons of India (AFAASI)



aesthetic MEDICINE

CALL FOR ARTICLES



Are you interested in becoming a contributor to Aesthetic Medicine magazine?

Do you have articles you would like to write or any thoughts, treatment tips or techniques you would like to share? Then we would want to hear from you.

Whether it's writing about running an aesthetics business or sharing your case studies and clinical expertise, you can get in touch with us with your ideas.

Email: ameditgroup@gmail.com

www.aestheticmed.in

HIFU system For Professional

dōublo · gold™

INNOVATION 4S

UPGRADED
Safety, Strength, Speed, Style

New Standard of HIFU System:

- No.01 HIFU Proven by the Patents
(25 Registered Patents)
- More than 4,000 Installation Around the World
- Over 19,00,000 Performed Treatments
- 80% Rate of Improvement in each Treated Area*
- 78% Degree of Patient Satisfaction*



P R E M I U M G O L D E D I T I O N

*Source: Efficacy of high-intensity focused ultrasound in facial and neck rejuvenation; J Cosmet Dermatol. 2019;00:1-6

dōublo · gold™

Third generation HIFU system

A holistic non-invasive treatment approach for face lifting and tightening and body contouring.



Dr Prateek Sondhi from Derma Circles Skin, Hair & Anti-aging clinic, New Delhi, shares most important attributes of Doublo-Gold while considering HIFU technology for clinical practice.

A youthful face exhibits a V-shape. This V is distorted and diminished with time, leading to its inversion. Loss of skeletal architecture and formation of lines and wrinkles lead to the declined upper, middle, and lower face. As a result, nasolabial folds may appear more prominent. This, in turn, leads to pre-jowl depression, skin laxity, double chin, and saggy jaws, thus creating a broader-looking face.

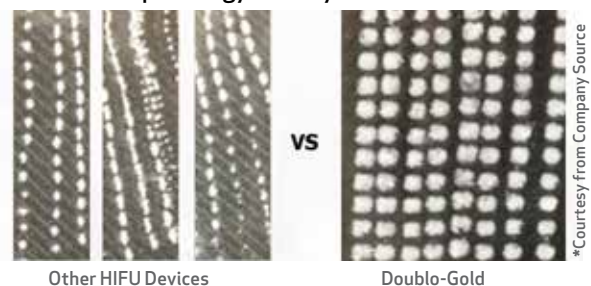
Demand for anti-ageing treatments are on the rise and will continue to be on-trend as ageing is viewed as an essential factor about one's appearance. Various treatment modalities are available like chemical peeling, microdermabrasion, fractional laser, and radiofrequency. High-Intensity Focused Ultrasound (HIFU) has gained immense popularity for the treatment of facial wrinkles, skin laxity, and face contouring and lifting with no downtime.

Dr Prateek Sondhi, Consultant Dermatologist & Cosmetologist, Derma Circles Skin, Hair & Anti-aging clinic, New Delhi, has used the Doublo-Gold in his practice and finds it to be efficient in the anti-ageing treatment. "HIFU is an upcoming technology in cosmetic dermatology and aesthetic medicine as a state-of-the-art ultrasonic tool for facial and neck skin laxity. However, not all HIFU devices are equal in terms of efficacy, safety, results and most importantly, patient tolerance. Some HIFU machines

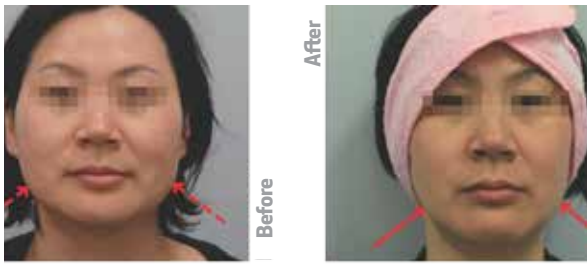
are unable to deliver the result as the procedures with them are painful. There are several pieces of evidence of patients dropping out of treatment because of the pain factor."

According to an expert, **Doublo-Gold from Hironic (Seoul, South Korea)** can deliver uniform and stable energy with precise and larger dot size that provides larger thermal coagulative zone on the subcutaneous layer and SMAS surrounding area with less pain. Many other HIFU systems emit energy in vertical larger dots with sharpened edges. In contrast, Doublo-Gold's precise energy delivery at adjustable depths (4.5 mm, 3.0 mm, 1.5 mm) creates unique diffuse focal zones, covers a wider surface area with better results without compromising on patient tolerance. The thermal injury zone (TIZ) is spaced between 1-2 mm apart, and the energy can be varied from 0.2J to 2.0J

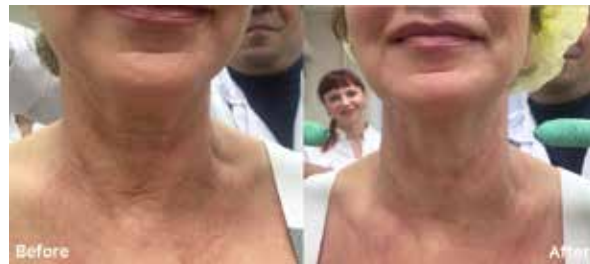
Precise, unique energy delivery*:



*Courtesy from Company Source



Face Lifting & Contouring



Neck Wrinkles



Nasolabial Tightening & Jowl Lifting



Nasolabial Tightening & Jowl Lifting

Powered by Innovation 4S, Doublo-Gold enhances safety, strength, speed, and style. More specifically, it employs a unique mechanism "Two way Round Shots" with continuous pulsing. It has reduced the treatment time for 300 shots from 16 minutes to 8 minutes, which saves clinical time and decreases operator fatigue.

"Clinical data shows 80 per cent rate of improvement in each treated area and 78 per cent degree of patient satisfaction. The effectiveness of the treatment depends on the protocol used, ultrasound energy, number of coagulation points, depths and directions and passes over each area," added Dr Sondhi.

HIFU creates thermal focal zones in different layers of the skin, where the temperature can reach 60-70°C without affecting the epidermis. On 4.5 mm (4MHz) depth, the SMAS

layer contraction and fat layer reduction brings a visible lifting and contouring effect, while in 3 mm (7MHz) deep, neocollagenesis and ne elastogenesis occurs. Based on my experience, after the Doublo-Gold treatment, there is an immediate effect of lifting and contouring that is most evident on the jowl line, double chin, neck, and eyebrow. The collagen remodelling takes 10-13 weeks, which results in the disappearance of fine lines and decrease of medium-sized wrinkles, along with the thickening of the layers of the dermis that creates a younger-looking, tightened, contoured and lifted face. At 1.5 mm (7MHz) focal depth, it can be used for peri-orbital wrinkles, forehead lines, and facial whitening.

Additionally, it also has a body probe, i.e. 13 mm (4MHz) deep for body sculpting.

According to Dr Sondhi, while thinking about HIFU device for clinical practice, one has to consider the global presence of the brand and their installations, white papers, advancement in technology and regulatory approvals along with patents if any. As far as my experience, Doublo-Gold is a brand, which meets all these requirements precisely.

Earlier, HIFU treatment was perceived to be a premium treatment because of the high treatment cost involved, but now Doublo-Gold cartridges are available in 22,000 shots unlike 12,000 shots earlier. More number of shots reduces the overall treatment cost of the patients. Besides, the doctor can perform more treatments with a given cartridge. Five hundred to six hundred shots are generally sufficient on the whole face during a single session. **AM**



Reduction in submental fat one month after Doublo-Gold treatment.



Indian markets witness the launch of first official acne patch

BenQ Materials Corp, leaders in the field of material science, launched their multifunctional and powerful numero uno acne patch in the Indian market. Acne is reportedly one of the most common disorders treated by dermatologists and other healthcare providers globally. In India, the number of people affected by acne is estimated to reach 23 million by the end of 2026. DermaAngel's Acne Patches have not one or two but three USPs – invisibility, anti-acne and protection – and are available in two variants of a day acne patch and a night acne patch. The patch works on moist wound healing principle, which is three to five times more effective than the healing of wounds that dry out. It is also makeup-friendly and protects the wound from bacteria and other infections, reducing the chances of scarring. The acne market in India is estimated to grow at a CAGR of 7.65 per cent and touch US\$ 164 million by 2026 as compared to US\$ 78.5 million in 2016.

The global photodynamic therapy market expected to grow at a CAGR of 16.6 per cent

As per reports of market industry research, the global photodynamic therapy market, which accounted for over US\$ 900 million in 2019, is expected to witness a huge growth at a CAGR of 16.6 per cent by 2030. This market growth can be attributed to several factors that have led to its wide-scale adoption. The increasing prevalence of skin disorders and cancers and the approval of new biologics for photodynamic therapy are anticipated to further contribute

to this substantial market growth from 2019-2030.

Asia Pacific is the fastest-growing market for photodynamic therapy and is anticipated to contribute significantly to the global market share. Countries in the APAC region, including India, China, and Japan, are anticipated to provide significant growth opportunities for the global photodynamic therapy market due to developing healthcare infrastructure and increasing disposable income.

Is continuous skin contact with COVID preventive disinfectant hazardous for skin?



According to the novel review analysis published by Clinics in Dermatology, prolonged or continuous exposure to COVID preventive disinfectant either by handling or residue on surface can cause skin reactions like inflammation and burns. Amidst the outbreak of COVID-19, the global demand for disinfectants and sanitisers has increased substantially to prevent the spread of the virus with the increased pressure to reopen public facilities such as schools, restaurants, and gyms. Many states enforce pesticide training that allows professional applicators to learn how to handle, apply, and

store pesticides properly, however, do not have professional training for disinfectant use, especially wide-scale applications. The active ingredients in most disinfectants are harmful because these chemical compounds have corrosive and irritating properties that should never encounter bare skin. There are 10 different chemical classes included in the review: Alcohols, biguanides, α -hydroxy acids, chlorine and chlorine compounds, metal ions, aldehydes, peroxygen compounds, iodophors, phenolic compounds, anionic surfactants, and cationic surfactants.

NEWS IN BRIEF

SWISS-BASED LABO SUISSE TIES UP WITH ZEE LABORATORIES

Labo Suisse, founded in Basel, Switzerland, has been a forerunner in the research and development of dermo-cosmetic products since its launch in 1986. The company has recently forayed into the India market and has launched its leading skin and hair care product range: Cresina Enhanced HFSC, Cresina Enhanced Anti-Hair Loss Complete Therapy, and Fillerina 12 HA Densifying Filler and Creams. Labo Suisse has made its India entry in collaboration with Zee Laboratories. Zee Laboratories is a well-known name in the pharmaceutical and affordable medicine sector; this partnership with Labo Suisse marks Zee Laboratories' entry to the aesthetic dermatology segment in India, which is among the fastest growing therapy segments in the country.

TREATMENTS TRENDING IN COVID-19 TIMES

On one hand, the pandemic has been a roadblock that has affected fast-paced lives, however, on the other hand, by virtue of slowing down previously busy schedules, it has resulted in the increase of self-care. Beauty treatments which were neglected pre-Corona due to their lengthy and time-consuming procedures, are trending in these COVID times – especially treatments such as microblading, teledermatology and liposuction. Microblading is a semi-permanent tattoo technique in which a small handheld tool of tiny needles is used to add pigment to the skin, thereby creating the illusion of thicker eyebrows. For milder skin woes, there's always teledermatology, for those who reserve face-to-face consultations for a safer time. As reported, the Indian cosmeceutical market is currently valued at US\$ 6.6 billion and is expected to grow at a CAGR of 22 per cent by 2025.

GLOBAL AESTHETIC SERVICES MARKET EXPECTED TO GROW AT A CAGR OF 10.65 PER CENT BY 2027

As per the research report by Bridge Market Research, the global aesthetic services market is expected to grow at a CAGR of 10.65 per cent from 2020-2027, accounting to US\$ 25,584.87 million by the end of 2027. Growing public awareness about cosmetic procedures, rising adoption among the geriatric population, availability of technologically advanced and user-friendly products, and increasing demand for aesthetic treatments among men, is likely to accelerate the growth of the aesthetic services market in the forecast period of 2020-2027.

Acne medication market is anticipated to reach US\$ 13.35 billion by 2027

According to the report of allied market researcher, the global acne medication market is anticipated to reach US\$ 13.35 billion by 2027 and register a CAGR of 3.8 per cent from 2020-2027. Rise in prevalence of acne diseases, unhealthy urban lifestyle, and increase in focus towards good quality skincare products drive the growth of the global acne medication market. Based on therapeutic class, the retinoid segment, which is most effective for moderate to severe acne is expected to rule the roost by 2027 and register a CAGR of 4.6 per cent from 2020-2027. Likewise, based on formulation, the topical medication segment is anticipated to lead the trail by the end of 2027 and register a CAGR of 3.9 per cent by end of 2027. The reason being topical formulations are less toxic and do not affect other organs. Similarly, based on geography, the Asia-Pacific region will manifest the fastest CAGR of 4.9 per cent from 2020 to 2027, owing to increase in number of product launches, high demand for acne therapeutics, surge in healthcare expenditure, and a rise in awareness about newly developed therapeutics that can replace conventional acne treatment.

The global medical aesthetics market anticipated to grow at a CAGR of 10.8 per cent by 2030

As per global reports, the medical aesthetics market which accounted for US\$ 9.0 billion in 2017 is anticipated to grow at a CAGR of 10.8 per cent by 2030. The growing demand for cosmetic procedures and therapies across the globe is anticipated to further contribute to the substantial growth of the global medical aesthetic market from 2019-2030.

Over the years, the emergence of medical tourism as a popular and profitable industry has played a vital role in contributing to the growth of the global medical aesthetic industry. Cosmetic treatments have been one of the most lucrative therapy segments, which have witnessed lucrative increment in terms of the number of medical tourists over the past few years. Similarly, the growing preference for minimally invasive cosmetic procedures is anticipated to further propel the growth of the medical aesthetic market.

Asia Pacific is estimated to witness the highest CAGR by end of 2030. Increasing population, continuously growing economy, rising medical tourism, and increasing awareness regarding cosmetic treatment and latest technologies is anticipated to present a lucrative growth scenario for the medical aesthetic market in this region. Furthermore, attractive procedure rates, coupled with supportive government healthcare regulations and norms is expected to present an attractive growth prospect for the market in the coming years.

Global alopecia treatment market to grow at a CAGR of 9.50 per cent by 2027

The global alopecia treatment market stood at US\$ 2.6 billion in 2019 and is projected to grow at a CAGR of 9.50 per cent by 2027. The market is largely driven by the rising demand for hair loss treatments and medications with



improved efficiency and lesser side-effects. Technological advancements in treatment methods and increase in per-capita healthcare spending are also boosting the global alopecia treatment market and are expected to continue doing so soon. However, the coronavirus pandemic has indirectly impacted the global alopecia treatment market. In terms of the regional markets for alopecia treatment, North America has been leading worldwide. Similarly, the APAC regions is also projected to report a high growth rate over the forecast period of 2020-2027. Factors, such as the rising awareness among consumers toward available treatment options, are expected to drive the alopecia market across Asia Pacific.

The global scar treatment market to grow at a CAGR of 11.5 per cent by 2030

As per global market reports, with the growing popularity of dermatology procedures such as laser and other minimally invasive treatments, the global scar treatment market is projected to reach US\$ 63.4 billion by 2030 at a healthy CAGR of 11.5 per cent. These surgeries are being utilised for treating a variety of scars, including hypertrophic scars, contracture scars, burn scars, keloid scars, post-surgical scars, and acne scars.

North America has been the largest contributor to the scar treatment market for quite some time now, as citizens have high disposable income, the spending on personal care and skincare is rather high here. Additionally, the demand for scar treatments in the continent is being driven by the increasing appearance, consciousness of people, and rising incidence of burns and scarring dermatological diseases. The next fastest growth will be witnessed in the scar treatment market of Asia Pacific (APAC). The awareness about scar treatments is driving the sale of over the counter (OTC) drugs, creams, ointments, oils, and gels. Further, the incidence of burns is also quite high in the region, with the World Health Organization (WHO) putting India's annual moderate-to-severe burns incidence at 1 million.

Skincare diagnostic and treatment devices market expected to reach US\$ 20.928 million by 2027

According to latest market reports, the global skincare diagnostic and treatment devices market, which was valued at US\$ 8.642 million in 2018, is expected to reach US\$ 20.928 million by 2027 at a CAGR of 10.2 per cent from 2019-2027. The rise in the working women population in developed nations and increased awareness about new medical or aesthetic therapy and enhanced positive outcomes for skincare treatment devices, are major factors generating a significant market share on a global scale. Increasing cosmetic procedures along with facial and hair care treatment will gain traction slowly in the emerging countries in APAC and the Middle East. Advancement in cryotherapy, LED light therapy, and a laser will drive market growth. LED light therapy is gaining traction globally, as the devices will make a huge impact in the home use segment.

The new launch of devices by South Korea, Japan, China, the US, and France will drive market growth in the near future. The market players in the Asia Pacific and Western Europe at present are willing to capitalise on ground-breaking technologies in the field of skin care and medical aesthetics.

Tattoo removal market growth anticipated to reach US\$ 4.794 million by 2023

The tattoo removal market is growing rapidly and is anticipated to reach US\$ 4.794 million in 2023 at a pace of 15.6 per cent CAGR. Changes in lifestyle and frequently changing trends have also surged the demand for tattoo removal in the market. Laser therapy has become one of the more favoured treatments for tattoo removal since it provides a low-risk option with minimum side-effects. The procedure uses a high-intensity laser (Light Amplification by Stimulated Emission of Radiation) beams to break up the pigment colours of the tattoo. Due to its optimum demands, the market for tattoo removal is rising consistently.

Roughly, 46 per cent of the population in the US and 33 per cent in Canada have at least one tattoo on their body. With an escalating change in lifestyles in recent times, many people have been opting for tattoo removal procedures in these countries. Coupled with this, the growing technological advancement in these countries, demand for innovative tattoo removal procedures are expected to increase in this region. **AM**

NEWS IN BRIEF

MURAD BRINGS ITS CLINICAL SOLUTIONS FOR SKIN TO INDIA WITH NYKAA

The growing wish for high quality and high-performance sustainable beauty products has been fulfilled, thanks to Nykaa! Now, the Indian consumer can have anytime access to quality skincare from renowned brands – like Murad. The launch of Murad offers clinical solutions that provide instant relief and wellness-based skin health. Especially renowned for its anti-ageing and antioxidant-infused products, the offerings include ingredients such as Pomegranate, Green Tea, Vitamin C, and Mushroom Peptides. The bestsellers – Retinol Youth Renewal Serum, Hydro-Dynamic Ultimate Moisture, Vita-C Glycolic Brightening Serum, Vita-C Eyes Dark Circle Corrector, AHA/BHA Exfoliating Cleanser, Clarifying Cleanser, Nutrient-Charged Water Gel, Revitalixir Recovery Serum and Clarifying Oil-Free Water Gel – are available now.

THE GLOBAL TELEDERMATOLOGY MARKET TO EXHIBIT A CAGR OF 24.3 PER CENT BY 2027

According to global market reports, tele dermatology which accounted \$4.83 billion in 2019, is projected to reach \$44.86 million by the end of 2027 and exhibit a CAGR of 24.3 per cent during 2020-2027. Tele dermatology is the combination of telehealth and dermatology and involves concepts such as AI and IoT. Although the pandemic has had a negative impact on several industries, this has not been the case for tele dermatology companies, and a surge in use of concepts such as telehealth and telemedicine has boded well for the growth of the overall tele dermatology market.

MEDICAL TECHNOLOGY SECTOR TO RECOVERY SIGNIFICANTLY BY JULY-DECEMBER 2021

According to reports from the medical technology association of India (MTAI), due to weak demand and high costs, the medical technology sector continued to earn lower than their projected revenues due to COVID-19. However, this sector is expected to show a significant growth by July – December 2021. The year 2020 dealt severe blows to the medical technology sector in different ways. The first blow came even before COVID-19 in the form of the 5 per cent ad valorem health cess imposed on imported medical devices. This was followed by the global COVID-19 pandemic that caused a nationwide lockdown. Elective surgeries shrunk dramatically and star doctors, who are the magnets for procedures, became less available in hospitals due to the pandemic.

aesthetic
MEDICINE

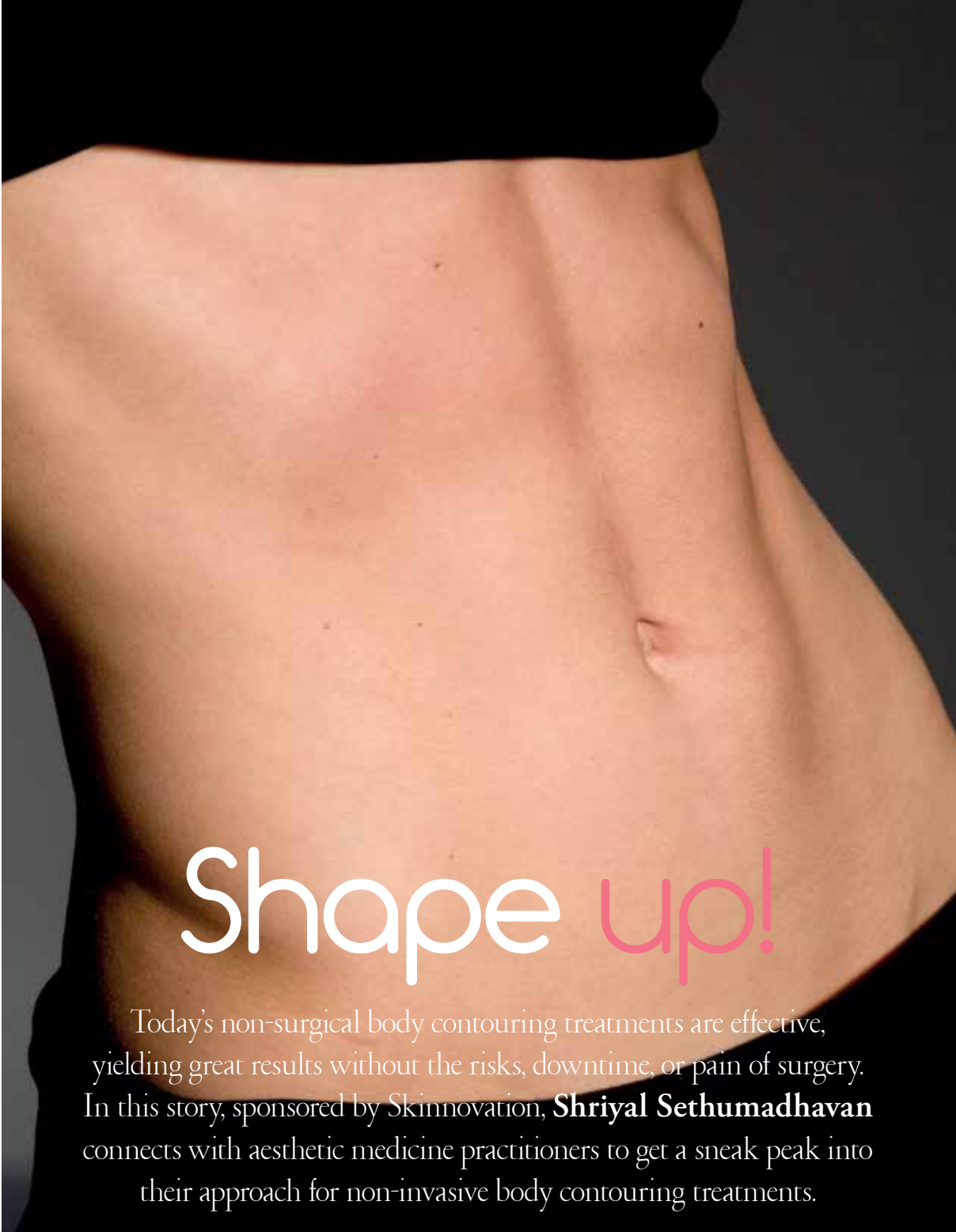
**LIVE
ONLINE
JANUARY 2021**

Virtual expo and conference

Register your interest

www.aestheticmed.co.uk/liveonline

SPONSORED BY

A close-up photograph of a person's midsection, showing the skin texture and a navel. The person is wearing a black top. The image is used as a background for the 'Shape up!' headline and the introductory paragraph.

Shape up!

Today's non-surgical body contouring treatments are effective, yielding great results without the risks, downtime, or pain of surgery. In this story, sponsored by Skininnovation, **Shriyal Sethumadhavan** connects with aesthetic medicine practitioners to get a sneak peak into their approach for non-invasive body contouring treatments.



The demand for non-invasive fat reduction procedures has been on a rise in India and across the globe. Reportedly, international research company Global Data has predicted non-invasive and minimally invasive fat-reduction procedures to be a \$1.1 billion industry by 2022, as patients are prioritising in-office treatments with minimal downtime, over surgical solutions.

Why the shift in mindset from surgical to non-surgical treatments for body contouring?

In the past, there were not many non-surgical options available. With regards to body contouring, for instance, the procedure was not comprehensive and did not give the patients the results they wanted. However, this is not the case, and there are several options available to clients.

Dr Pankaj Chaturvedi, Dermatologist and Co-founder, MedLinks, Delhi, shares, "Liposuction was the gold standard of body contouring for many years. A relatively simple surgical procedure, it provides dramatic results by enhancing body contours and the entire silhouettes. The rise of botulinum toxin and dermal fillers, however, ignited the demand for an effective non-surgical lipo alternative, spurring the development of non-invasive treatments such as HIFU, cryolipolysis, and radiofrequency"

Today's non-surgical body contouring treatments are effective, yielding great results without the risks, downtime,

or pain of surgery. Patients who wish to get rid of stubborn fat now have a choice between surgical and non-surgical body contouring.

"Not all treatments are same and not all procedures are right for every type of body. Body contouring is such a vast subject," says Dr Chaturvedi, as he adds, it comprises of cellulite treatment, skin tightening, fat reduction, inch-loss and muscle tightening – all under the banner of body contouring. The technology is constantly evolving in the body-contouring area.

"Definitely the mindset of patients have shifted and more and more patients are opting for non-surgical treatments for body contouring," says **Dr Shefali Nerurkar, MBBS, MD (Dermatology), La Piel.** In this fast-paced lifestyle, patients prefer treatments that do not require much of downtime and bedrest. They want to undergo the treatment and get back to their routine immediately." Among the trending treatments, Dr Nerurkar lists radiofrequency skin tightening, high intensity focused ultrasound (HIFU) and cryolipolysis as some of the leading treatments opted by patients to acquire a good, contoured body.

On her part, **Dr Shubha M Kesari, Dermatologist and Cosmetic Dermatologist, Medical Director, Nypunya Aesthetic Clinic, JP Nagar Second Phase, Bengaluru,** shares, "Health consciousness has increased, and people now strive to be fit. There is a definite inclination towards non-surgical body contouring given the fact that there is no downtime to these procedures. There has been a lot of exciting research and development in this field, especially in the last decade. The leading modalities for non-invasive body contouring are cryolipolysis, radiofrequency, HIFU, laser therapy and high intensity focused electromagnetic technology that triggers muscle contractions burns fat and builds muscle.

"Surgical treatments have their own downside – first, people have to stay home after the surgery and are unable to join regular activities for a few days," says **Dr Falguni Shah, Dermatologist, Cosmetologist and Founder, Radiance Skin Clinic.** "Second, there are the risks involved with any surgery such as the requirement of general anesthesia. Third, the healing time, and last, some patients do not want their family members or friends to know that they have been through body contouring, and so they do not want any scars."

Dr Venu Kumari, Head, Dr Venus Institute of Skin and Hair, Chanda Nagar; and Dr Venus Institute of Aesthetics and Anti-ageing, Kondapur, says, "There is a noticeable shift in the patient from surgical to non-surgical treatments for body contouring. People feel safe and good about non-surgical treatments rather than going for a surgical process." Dr Kumari further mentions that some trending techniques for body contouring are painless and effective. These treatments – which include cryolipolysis, Tripolar RF (Radio Frequency) and HIFU – are free of any risks associated with surgery.

Aesthetic Medicine, in association with Skinnovation, connects with these experienced aesthetic medicine experts to get insights into their consultation approach and preferred techniques while offering patients non-invasive body contouring treatments.



cooltech

LET THE COLD TRANSFORM YOUR LIFE

Most effective **cryolipolysis** device to reduce stubborn fat without surgery or downtime



Skinnovation Pvt. Ltd.

Skinnovation House, 83, Plot No. 14, Marol Co-op Industrial Estate,
Mathuradas Vasanji Road, Andheri (E), Mumbai 400 059
PH: 022-28246384, Email: info.skinnovation@gmail.com
www.skinnovation.in

f @ in | Skininnovation Pvt Ltd


Skinnovation
We Breathe Skin



“Every patient has a tailor-made treatment plan.”

- Dr Falguni Shah

For non-invasive body contouring treatments, **Dr Falguni Shah, Dermatologist, Cosmetologist and Founder, Radiance Skin Clinic**, advises or combines cryolipolysis, also called Fat-freeze, using the Cooltech device; radiofrequency with ultrasound device; lipolysis (by injection) where cocktails of mixtures are injected into fat pockets, which dissolves the fat over time, it's called deoxycholic acid. She further shares...

How do you approach your clients?

It is important to understand that body contouring is not fat loss or weight loss; it is for people who are conscious of their weight and shape. So it is for those who might work out but are unable to lose certain pockets of stubborn fat such as the area of a love handle, or a stomach bulge, or something under the buttock, or inner thigh. Body contouring is to tackle areas that do not respond to a good fitness regime. As an important part of counselling, we tell the patient that though we will counter stubborn areas of fat, they need to follow regular exercise and diet regimes. Exercise and a high metabolic rate are important. If someone is overweight, I recommend that they get into a fitness regime first, lose some weight and then come to us so we can tackle the stubborn areas.

Combination or single treatment approach?

My preference is a combination approach because it helps

tackle the said complaint layer-wise. For example, if someone comes to me to take care of belly fat: Along with tackling the belly fat for which I might use cryolipolysis or Cooltech, I would like to also do a radiofrequency (RF) treatment for simultaneous tightening and toning of the skin. Also, when you do a RF along (or after) with cryolipolysis, you cause a faster mobility of that fat. Similarly, if someone comes to me with a gross double chin, then I might put one small hand piece of the Cooltech, and then, I may do an injection lipolysis with deoxycholic acid. Hence, it is always a good idea to combine two treatments and give a holistic result.

What is the duration/sitting for the treatment, and how long does it take for the results to show?

The duration of body contouring, and here I will talk specifically about Cooltech or cryolipolysis, is about 70-80 mins per treatment. So, we say one hour fifteen mins to one hour thirty minutes with preparations because we clean the area, we measure the fat in the calliper, so we know the amount of pinchable fat, then you choose on your hand piece because there can be different hand pieces for different body parts. Once we have a hand piece, we massage the popsicle of fat before we start. Thus, overall, the procedure takes an hour and a half. I mostly call the patient back for a check-up after two or three months because it takes at least two to two and a half months for the actual result or final result to show, that is until the fat breaks down and gets metabolised.

Maintenance requirement post treatment?

I am a huge believer in fitness. Thus, before starting a procedure, the patient is told that they will have to get into a fitness routine and that they will love their results more if they are able to maintain them longer.

One factor that is most unique to your clinic?

Every patient has a tailor-made treatment plan. In the case of body contouring, I do not have standard packages of three sittings for all patients. Understanding the pathology and physiology of a patient, analysing their response to treatments, and taking a detailed history – to understand family genetics, past history, their metabolism in the case of thyroid or other hormonal imbalances, which might be making the weight pile up – helps me in understanding the patients' requirements and only then do I design a plan.





“We always start a course with thorough consultation.”

- Dr Pankaj Chaturvedi

At Medlinks, **Dr Pankaj Chaturvedi, Dermatologist and Co-founder, MedLinks, Delhi**, provides the best treatment for body contouring namely Cooltech, Kybella Lipolysis, PowerShape, ISO-G, INTRAGEN, HIFU, FaceFirmer. Elaborating on Cooltech, he says, “This is a permanent fat-reducing treatment for the body. The Cooltech technology works by the process of cryolipolysis, in which, fat cells are frozen by a controlled cooling system – overall a reduction of fat cells is achieved. He shares...

Tell us about the advantages of Cooltech?

- It does not use surgical instruments and is made to be gentle and minimally uncomfortable.
- Patients always cite little to no discomfort during each treatment session. No anesthesia (during the procedure) or pain medication is needed.
- Patients can resume their routine activities, including returning to work and exercise regimens, immediately following the treatment.
- Cooltech requires multiple treatment sessions spread out over time before the most dramatic results are achieved. It often removes around 20 per cent of the targeted fat cells in a treatment area.
- It is a cost-effective treatment.

How do you approach your clients?

Our professional staff evaluates the particular concern and gives the patient a qualified estimate on how many treatments he/she will need to reach the goals of his/her wish. It is quite individual how many treatments are needed, but we always start a course with thorough consultation.

Combination or single treatment approach?

We do a combination approach for body contouring. We believe body contouring using an external focused ultrasound device and a device that uses infrared light, bipolar radiofrequency energy, and mechanical massage is more effective than is ultrasound alone for treating localised fat. The combination approach also requires fewer treatments to achieve similar results.

Any contraindications that one should be mindful of?

The contraindications to treatment with Cooltech include pregnancy, cardiovascular disease, liver disease, kidney

disease, disease of the lymphatic system, active cancer or within one year of remission. So, we evaluate patients for metabolic disorders. Female patients should wait at least one week after menstruation to begin the Cooltech treatment. In addition, patients who have previously undergone liposuction may have varied results, since adipocytes have been removed.

With Cooltech, one can obtain a reduction of fat deposits in different areas of the body – up to 25 per cent. We can treat the abdominal area, flanks, hips, inner and outer thighs, knees, and the lower buttocks.

What is the duration/sitting for the treatment, and how long does it take for the results to show?

Since Cooltech triggers an internal reaction and affects the deeper layers of fat, the body needs time to clean up the tissue and transport the dead fat cells away. After approximately four weeks, you can see part of the result, and after 12 weeks, you can see the final result. After six to eight weeks, the treatment can be repeated on the same area. Most patients do not need more than two to three treatments and many achieve the desired result after just one Cooltech treatment. The distribution of fat cells varies from person to person, so the result is different.

Maintenance requirement post treatment?

The patient is advised to keep active lifestyle. Fat freezing treatments will work even better when you complement them with a healthy diet and regular exercise. Although fat cells do not return after being freeze off, you can still gain fat on other parts of the body that were not previously treated.





“A combination treatment works best for body contouring.”

- Dr Shefali Nerurkar

In her clinic, Dr Shefali Nerurkar, MBBS, MD (Dermatology), La Piel, offers her patients radiofrequency skin tightening, high intensity focused ultrasound (HIFU), and cryolipolysis for non-invasive body contouring. She shares...

How do you approach your clients?

Body contouring is relatively a new concept for patients and its often confused with weight loss programmes. As a result, there is a chance that the patient may not appreciate the results adequately. Hence, body contouring patients always require counselling as well as diet restrictions. Whenever a patient shows interest in such treatments, his/her entire body is examined, and appropriate measurements are done to see which area has a fat bulge. Based on this, an appropriate treatment is given.



Combination or single treatment approach?

A combination treatment works best for body contouring. For example, after a Cooltech Cryolipolysis treatment, a massage is required to navigate the dead liquified fat into the lymphatics. Similarly, machines can be used for this lymphatic drainage so that fat does not re-accumulate in the area. Also, when the fat leaves the bulge, there are chances that the skin may become lax making it unsightly. Hence, either radiofrequency skin tightening or HIFU can be done to tighten the skin there.

Any contraindications that one should be mindful of?

Cryolipolysis cannot be done if a patient is suffering from cold urticaria, cryoglobulinemia, and paroxysmal cold hemoglobinuria. Radiofrequency skin tightening cannot be done in patients with pacemakers or any metal implants close in the area to be treated. HIFU should be avoided in patients with metal implants and any coagulopathy disorders. Of course, pregnancy remains a contraindication for all patients wanting such treatments.

What is the duration/sitting for the treatment, and how long does it take for the results to show?

It takes around 40 to 90 mins to undergo a single sitting of the treatment. However, the results are seen only after four to six weeks as complete cryolipolysis or skin tightening is not sudden. The collagen remodelling takes time and so does the tightening process.

Maintenance requirement post treatment?

Once the body contouring is achieved, it is extremely essential to maintain it. In absence of any maintenance, there is a chance that fat may get accumulated in that region again. Hence, after the treatment is done, exercise and diet are extremely essential to lengthen the results of the treatments done.

One factor that is most unique to your clinic?

In my clinic, we tend to avoid any set practices. The treatment is patient-based and their body structure-based. A lot of encouragement is provided by a dedicated staff to push them to achieve their results. Once the result is achieved, a follow up is regularly done to maintain the achieved contour.



“Counselling is an important part of consultation.”

- Dr Shubha M Kesari

For non-invasive body contouring, Dr Shubha M Kesari, Dermatologist and Cosmetic Dermatologist, Medical Director, Nypunya Aesthetic Clinic, JP Nagar Second Phase, Bengaluru, uses radiofrequency energy device Maximus Tripollar RF in her clinic. This device offers good reduction in localised fat deposits and cellulite. The Tripollar technology with Tripollar RF helps significantly with skin tightening and the Dynamic Muscle Activation clears the released fat, helping improve the muscle tone.

How do you approach your clients?

In our clinic, we first try to understand our patients needs and expectations. Then we educate them regarding the procedure and the kind of benefits they can expect at the end of their sessions, and the aftercare they need to follow to maintain their results. Counselling is indeed an important part of consultation for a non-surgical body contouring procedure.

Combination or single treatment approach?

At Nypunya, we use the Maximus Tripollar radiofrequency for our surgery shy body contouring patients. We have had good results for reduction of localised fat deposits, especially femur gluteal area, arms, and double chin. We use this device for tightening the skin post-surgical liposuction.

Any contraindications that one should be mindful of?

It is definitely contraindicated in patients with unrealistic and unreasonable expectations. One cannot expect significant reduction in weight with these procedures, but an inch loss does occur. It is not done in less than 18 years of age, in pregnant and nursing mothers, in patients with active inflammatory or infective skin conditions in the area being treated.

What is the duration/sitting for the treatment, and how long does it take for the results to show?

Treatments are generally given once a week for about six to eight weeks. One can appreciate improvement in the form of tightening and reduction in laxity after about three sittings. Inch loss is generally seen at the completion of treatments. Maintenance treatments can be done once in eight weeks to maintain the results depending on the individual.

Maintenance requirement post treatment?

Yes. It is mandatory for the patient to follow a healthy diet and exercise regime in order to maintain the results after a body contouring treatment. The fat tends to creep back and completely nullify the results. We have a nutritionist on board to prescribe a dietary chart which is tailored to the patients eating practices.

One factor that is most unique to your clinic?

At Nypunya, we truly believe in educating and empowering our patients to enable them to take the right decision. We offer both surgical body contouring, which is done by our highly experienced cosmetic plastic surgeon Dr Prashantha Kesari in state-of-the-art Laminar flow operation theatre, and non-surgical body contouring with our USFDA approved radiofrequency device under my supervision. This ensures that the patient gets what is best for them.





“I approach aesthetics for patients as I approach it for myself.”

- Dr Venu Kumari

For non-invasive body contouring, **Dr Venu Kumari, Head, Dr Venus Institute of Skin and Hair, Chanda Nagar, and Dr Venus Institute of Aesthetics and Anti-ageing, Kondapur, Hyderabad** offers her patients cryolipolysis, HIFU and Tripollar RF in her clinic in Hyderabad. These are new cosmetic treatments approved by the Food and Drug Administration (FDA). She shares...

How do you approach your clients?

We approach our patients in a friendly and safe manner by understanding their concerns and wishes – what they expect and how the treatment can help them. This involves a step-by-step procedure. First, they visit the dermatologist and cosmetologist to check for any underlying health concern, followed by thorough counselling with the doctor, nutritionist and other professional guidance and help.

Combination or single treatment approach?

We prefer both single as well as combination treatments, based on the patient's requirement. It is entirely based

on individual needs. Some patients require a single treatment, while in other cases, only combination treatments can be used.

Any contraindications that one should be mindful of?

No, there are no contraindications in general.

What is the duration/sitting for the treatment, and how long does it take for the results to show?

Duration and sittings are based on individual requirements. On an average five to ten sittings are recommended.

- **Cryolipolysis or Cooltech:** Once in 45 days. It takes about one to two hours approximately for a single procedure. It takes three to six months for visible results.
- **Tripolar RF or Maximus:** Once in two to three weeks. It takes about 45 minutes approximately per session. It takes one to two months for visible results.
- **HIFU:** Once in two to three weeks. It takes about 30-45 minutes per session. It takes one to two months for visible results.

Maintenance requirement post treatment?

Yes, it is important for the patient to maintain himself/herself post-treatment for long term results. We do suggest some exercises and our nutritionist expert plan and recommend an exclusive diet chart, post-treatment, for the maintenance based on the BMI of the specific individual.

One factor that is most unique to your clinic?

There are many factors that make our clinic unique. As a woman, I approach aesthetics for patients as I approach it for myself. I care about my appearance and yours and want us to look our natural best. We at Dr Venus Clinic focus and believe in a healthy lifestyle and healthy treatment. If you are troubled with your skin, hair, or body contouring procedure, we diagnose you depending upon your case and provide the best treatments. We do have treatments depending upon the category of the patient, particularly for cosmetic reasons. All the procedures mentioned above should be done under the advice and consultation of the dermatologists and practitioners. We use leading technology for treatments. We try to understand the patient's problems and ensure them the best treatment, with a positive approach. **AM**





INTELLIGENT
BIOLOGY™

MAKE YOUR BODY PROUD

THE ULTIMATE PLATFORM FOR
COMPLETE BODY TREATMENTS

MAXIMUS™



Skinnovation Pvt. Ltd.

Skinnovation House, 83, Plot No. 14, Marol Co-op Industrial Estate,
Mathuradas Vasanji Road, Andheri (E), Mumbai 400 059
PH: 022-28246384, Email: info.skinnovation@gmail.com
www.skinnovation.in

f @ in | Skininnovation Pvt Ltd


Skinnovation
We Breathe Skin



Reducing stubborn pockets of fat

Dr Chiranjiv Chhabra outlines some of the newer treatment options available in the world of body contouring, the approach to patients seeking these treatments, expected outcomes and potential adverse effects that may be experienced if any.

The quest for the ideal body has been the desire of many people of all ages across the world. Frustrated with exercise and diet, people frequently end up looking for other options to reduce areas of stubborn fat and cellulite. Over the past few decades, multiple treatment modalities have been developed to cater to this group of clients. Public awareness of health problems associated with obesity, combined with popular trends towards achieving physical beauty, has given rise to a demand for fat reduction and body contouring treatments that are effective, safe, affordable and have minimal downtime.

In the past, this would almost invariably mean a visit to a plastic surgeon for either excisional body contouring surgery (such as abdominoplasty, brachioplasty and others) or traditional liposuction. Nowadays, there is a plethora of new devices and

techniques for non-surgical face and body contouring, which offer a favourable alternative to surgery, both in terms of morbidity and finances.

What is fat and how do we define obesity? Obesity is defined as excessive or abnormal body fat accumulation, which is measured by Body Mass Index. A measure, above and greater than 30 in BMI is considered as obese.

Obesity is not just about external looks and physique, but it has been linked to a number of health complications, some of which can be life threatening if not treated like: Type 2 diabetes, heart disease, high blood pressure, certain cancers (breast, colon, and endometrial), stroke, gallbladder disease, fatty liver disease, high cholesterol, sleep apnea and other breathing problems, arthritis, infertility and depression.

COMMON SPECIFIC CAUSES OF OBESITY INCLUDE:

- Genetics: Can affect how your body processes food into energy and how fat is stored.
- Age and slow metabolism: Can lead to less muscle mass and a slower metabolic rate, making it easier to gain weight.
- Lifestyle-insomnia or not sleeping enough: Can lead to hormonal changes that make you feel hungrier and crave certain high-calorie foods.
- Leptin resistance: In this case, your body does not respond to the hormone leptin, which is often referred to as "satiety hormone" or "starvation hormone". When your brain does not receive the leptin signal, it erroneously thinks that your body is starving – even though it has more than enough energy stored and hence encourages you to eat more and in an effort to conserve energy, resulting in your brain decreasing your energy levels and making you burn fewer calories at rest.
- Certain health conditions can also lead to obesity: Polycystic Ovarian Syndrome (PCOS), Prader Willi Syndrome, Cushing Syndrome, Hypothyroidism, Osteoarthritis (OA), to name a few.

It is important to have realistic expectations about what results a non-surgical treatment can achieve

BENEFITS OF NON-SURGICAL FAT REDUCTION

Non-surgical treatments can be a great option to reduce stubborn pockets of diet and exercise resistant fat, without surgery, and with little to no downtime. However, it is important to have realistic expectations about what results a non-surgical treatment can achieve. Non-surgical and non-invasive fat reduction treatments give better

results in combination with diet and lifestyle modification.

- Little to no downtime is required.
- No general anesthesia, incisions, or scars.
- Side-effects are minimal for most patients.
- Gradual onset of results allows patients to be discreet about treatments.
- Results can last as long as a patient maintains his or her weight.

In this article, I will outline some of the newer treatment options available in the world of body contouring, the approach to patients seeking these treatments, expected outcomes and potential adverse effects that may be experienced, if any.

NON-INVASIVE FAT REDUCTION

The commonly used non-invasive treatments for fat reduction include: Cryolipolysis, low level laser therapy (LLLT), radiofrequency (RF), high-intensity focused ultrasound (HIFU) and injection lipolysis.

FAT ELIMINATING RYOLIPOLYSIS

CoolSculpting, is a non-invasive, fat-eliminating, FDA-approved device that uses controlled cooling to permanently freeze fat cells that are resistant to diet and exercise, like on the inner thighs, upper arms, and stomach. The final results materialise after about three months as the frozen cells die and the body eliminates them naturally, but a huge bonus of this treatment is that new cells are not able to take their place, making it a fairly permanent solution. The downside is that patients often report intense discomfort as well as next-day bruising.



BTL EXILIS ELITE: A COMBINATION OF U/S AND RF

In this treatment, the ultrasonic waves squeeze the fat cells by changing the membrane permeability and lead to removal of fat from fat cells. This gives volume reduction and the patient sees a slimming of the waistline immediately. Radiofrequency tightens and further contours the area.

MUSCLE-ENHANCEMENT AND DEFINING TREATMENT

EmSculpt, uses HIFEM, a revolutionary technology for shaping, defining body musculature and fat removal. HIFEM is a patented technology of BTL, which stand for high intensity-focused electromagnetic energy. It gives supramaximal contractions, which cannot be achieved in any kind of vigorous work-out. In 30 minutes, patients can do 20,000 abdominal crunches. It is an excellent technology to tone muscles post pregnancy and for medical conditions such as diastasis recti in multiparous women. For a lot of patients, this makes a huge difference and it makes sense to firm-up the underlying musculature to support an overall body contouring result. You get abs not only from eliminating the fat overlying the abdominal muscles, but it truly increases the muscle density.

THERMAGE

This is a single session, non-invasive treatment to treat uneven skin texture, cellulite and to contour thighs, arms, jawline and submental fat, bra fat bulges, and hips.

INJECTABLE DEOXYCHOLIC ACID

Deoxycholic acid is a naturally occurring substance in the body that helps break down fat for digestion. In injectable form, deoxycholic acid can break down fat cells on contact for isolated reduction of a fat pocket. It is used most often for submental fullness (fat beneath the chin). The treatment involves multiple injections underneath the chin, using a thin needle. Little to no downtime is required; most patients return to full activity within two days. The typical patient requires two to four treatments, spaced one month apart, for optimal results. The common side-effects include temporary, mild swelling, numbness, redness, and bruising at the treatment side. Serious side effects, such as facial weakness or prolonged numbness, are rare and usually resolve on their own. The fat cells that have been destroyed do not return, and results should last barring significant weight gain.

THREAD-LIFT

One of the main demands of patients seeking cosmetic treatments is to achieve a lift. The drooping of cheeks results in formation of nasolabial folds, marionette lines and jowls, which contribute to an 'ageing' look; a lot of cosmetic treatments aim to tighten, pull, and lift these to provide a youthful appearance. The use of polydioxanone (PDO) and poly-L-lactic acid (PLLA) threads is a common treatment approach that aims to offer a non-surgical facelift. Permanent threads are different from absorbable

threads. The latter usually rely on bio-stimulation rather than suspension and provide shorter-term results. The aim of permanent threads is to mimic connective tissue that has become slack over the years.

**IN CONCLUSION**

Body contouring is a promising technology. We tend to group cellulite treatments, skin tightening, fat reduction, and muscle tightening all into body contouring now. Many a times, the patients do not fully understand the difference in treatments. For instance, they might ask for a cellulite treatment, when what they need is skin tightening.

No cosmetic procedure, surgical or non-surgical, is intended for weight loss but instead fat loss. A healthy lifestyle and weight maintenance are essential to maintain results.

The catch is that most treatments are not a light-switch solution. Most procedures take at least six weeks to show changes with one or more sessions, and full results materialise in two to three months, so a little planning is essential. While some treatments work for tough-to-reach body parts better than others, others are more effective for specific areas. The take-home message is that we have a wide variety of great options for non- and minimally invasive face and body contouring.

Surgery is still the gold standard, but the distance between surgical and nonsurgical has been reduced considerably, and in many cases the two are complementary. Typically, patients who are candidates for nonsurgical options are more than willing to accept whatever trade-off exists between the results of surgery and the associated risk, recovery, and downtime. And for many patients, given the nonsurgical options we now have, surgery is not the only ideal choice always. **AM**



MBBS, DVD from Maulana Azad Medical College, New Delhi, **Dr Chiranjiv Chhabra** is the Founder Director and Consultant Dermatologist of Alive Wellness Clinics with seven clinics across Delhi, Gurgaon, and Chandigarh. She is a pioneer in the field of aesthetic dermatology. Her area of interests include lasers, anti-ageing medicine, pigmentary disorders, treating vascular lesions, acne, botulinum toxin, and fillers.

THE DEBATE

Are people with heart or respiratory conditions unsafe candidates for non-invasive body contouring techniques?

Three dermatologists share their views with **Shriyal Sethumadhavan**.



"It is important to ensure that the doctor is aware of the medical condition and medicines."



"As cardiac patients maybe on blood thinners, some bruising may occur."

In recent years, there are many modalities that have become available for the noninvasive body contouring procedures. These devices could be based on radiofrequency, cryolipolysis, high intensity focused ultrasound, electromagnetic stimulation, or a combination of these. These procedures are approved and proven effective on a limited number of body areas like abdomen, thighs, arms, buttocks, upper neck, and face. They circumvent the problems associated with surgical methods as they are non-invasive procedures, which require no anesthetics or post procedural recovery time. Therefore, there are no chances of complications associated with anesthesia. The only noticeable adverse effects like bruising, redness, minor swelling, tenderness, and numbness post the procedure tend to be minor and occur only around the local area of treatment. The risk of side-effects and complications often depends on the medical professional performing the procedure.

If a person who is on blood thinning medicines is unable to take a break from the medicines, he still can go in for the non-invasive procedures. These medicines may increase the severity of bruising post procedure, but these side-effects gradually subside on its own. It is important to ensure that the doctor is aware of the medical condition and medicines.

EMSCULPT (the EM stands for Electro-Magnetic) uses high intensity focused electro-magnetic waves to stimulate the abdominal and the gluteal (buttocks) muscles to contract "supra-maximally". There are some contraindications for the Emsculpt procedure which include, but are not limited to, cardiac pacemakers, implanted defibrillators, implanted neurostimulators, electronic implants, pulmonary insufficiency, metal implants, pregnancy, and sensitivity or allergy to latex.

Contraindications to cryolipolysis include cold-induced conditions such as cryoglobulinemia, cold urticaria, and paroxysmal cold hemoglobinuria. Cryolipolysis should not

"Non-invasive body contouring devices using HIFU, 3Deep radio frequency technology, Bipolar RF, and tripolar technology are safe for those with heart or respiratory disease. Monopolar RF-based machines must be avoided in those patients with pacemaker devices or ICD (intra cardiac defibrillators). History of metal rods, pins, plates, and metal IUD should be taken pre-procedure.

In terms of one of the latest devices, Emsculpt, there are some contraindications for the Emsculpt procedure for cardiac patients such as cardiac pacemakers, implanted defibrillators, implanted neurostimulators, electronic implants, pulmonary insufficiency, metal implants, pregnancy, and sensitivity or allergy to latex.

Patient selection criteria remain the same. As cardiac patients maybe on blood thinners, some bruising may occur. As for all others, a BMI <30 is a prerequisite for appreciable results and lifestyle modifications must continue for maintaining results."

Dr Malvika Kohli,
Director, Skin Secrets

be performed in treatment areas with severe varicose veins, dermatitis, or other cutaneous lesions.

RF-based devices may use combination of monopolar or bipolar radio frequency (RF) energy, with ultrasound to stimulate fat lipolysis (the breakdown of fat cells) and collagen remodelling (for skin tightening). RF-based devices are contraindicated in patients with metal implants, pacemakers, as well as any active implanted device."

Dr Rinky Kapoor, Consultant Dermatologist,
Cosmetic Dermatologist & Dermato-Surgeon,
The Esthetic Clinics & Fortis Hospitals, Mumbai



"It is always advisable to take physicians advice and proceed."

I Non-invasive body contouring is gaining popularity as many people do not want to take up surgical procedures and its complications. There are five FDA approved modalities of non-invasive body contouring. All these modalities are safe except for a few mild and transient side-effects. Even people with respiratory and heart disorders can undergo these procedures with proper precautions. People with respiratory problems can undergo these procedures, provided they are comfortable. In case they are on anti-inflammatory drugs, results may vary with cryolipolysis. It is advisable to avoid non-invasive body contouring in

patients with pacemakers. In case of people who are on anticoagulants, ultrasound and RF can be done. Laser lipolysis, HIFEM and radiofrequency (Bipolar) are better avoided in people with heart implants. Monopolar and Unipolar radiofrequency is relatively safe. Whenever people with respiratory and cardiac disorders opt for body contouring, it is always advisable to take physicians advice and proceed."

Dr Sudhavani Damarla, Consultant and Founder, Sri Skin & Cosmetology Centre

AM





TESLAFormer™

4 CHANNELS

BUILD MUSCLE SCULPT YOUR BODY

with
FUNCTIONAL
MAGNETIC
STIMULATION



Skinnovation Pvt. Ltd.

Skinnovation House, 83, Plot No. 14, Marol Co-op Industrial Estate,
Mathuradas Vasanji Road, Andheri (E), Mumbai 400 059
PH: 022-28246384, Email: info.skinnovation@gmail.com
www.skinnovation.in

f @ t in | Skininnovation Pvt Ltd


Skinnovation
We Breathe Skin



Maintaining the body

Nutrition plays an important role post the body contouring treatment.

Dr Lakshmi Kota offers tips and a sample diet chart that can help patients maintain the results of the given treatment.

There is a saying that goes like this “your life is what you make of it” and in today's world, you can achieve your desired aesthetic looks through surgical and nonsurgical procedures. In cases where diet and exercise are not enough to remove stubborn pockets of fat, nonsurgical liposuctions are an option for the shape you desire without going under the knife or anaesthesia with less downtime for recovery.

There are various types of nonsurgical body contouring treatments. The principle of all these procedures is identical with an identical goal in mind. All these procedures target and destroy fat. This fat that has undergone lipolysis gets removed by the body's lymphatic system. The method used for targeting and destroying the fat cells differ based on the type of treatment.

- **Cold treatments:** Temperature-based procedures treat the body with a cold treatment. Cold treatments freeze away the fat cells without damaging external tissue.
- **Heat treatments:** Heat treatments are administered using laser technology. This is effective because of its ability to break down fat cells and the body's natural healing process kicks into gear to clear away the dead tissue.
- **Ultrasound treatments:** Ultrasound vibration energy is applied manually to areas to break down fat tissue. The

time taken is longer than hot and cold treatments.

- **Radiofrequency Treatments:** RF treatments use radio frequency energy to heat up and burn away fat tissue. This type of procedure targets the water in the fat cells. The patients are highly recommended to drink plenty of water before going in for radiofrequency treatment. The procedure will not be as effective without proper hydration.

ROLE OF NUTRITION IN BODY CONTOURING

Nutrition plays an important role post the body contouring treatments. As body contouring helps in eliminating the fat from specific areas of the body, it is not a permanent procedure to prevent weight gain. Hence, it is totally up to the patient to maintain the results of the given treatment.

Although the theory is that these treatments eliminate fat cells in adults permanently, research proves that the number of fat cells remain the same, but the size of the fat cell decreases with treatments. Lipolysis or breakdown of fat occurs that is drained out through the lymphatic system. Post treatment, there is a requirement of following a healthy low-fat diet and regular exercise to maintain the shape.

In the case of surgical liposuction too, if the diet and exercise routine is not maintained, the patient

gains back the fat in areas which were not previously problematic. Hence, for successful results, patient counselling on lifestyle modifications is an absolute necessity post procedure.

HYDRATION

Hydration pre and post treatments is an absolute necessity. Once lypolysis or breakdown of fat occurs, the fat is drained out through the lymphatic system, then to the liver and then excreted from the body. Staying hydrated by drinking plenty of water both before and after a body sculpting treatment will help the body flush out the fat and toxins and provide the best results. We recommend about 3-4 litres of water pre and post-treatment for the patient.

NUTRITION IN DETAIL

These treatments can be taxing on the patients' body, and so it is necessary to give the right fuel to the tissues and the skin can heal better during the recovery period. Firstly, make sure the patient is not allergic to any of the food recommendations. Having small meals through-out the day with lot of fluids will enhance faster recovery. Diets rich in protein and vitamin C are ideal for early recovery. Calorie count of the diet will depend on the BMI of the patient. Anywhere between 1,100-1,400 Kcal diet can be recommended in the first two months, followed by an increase of 1,500 to 1,800 kcals. Let's talk about the macros first!

Carbohydrates: The quality and quantity of carbohydrates

consumed by the patient determine the success of these procedures. Carbohydrates serve as an immediate source of fuel for the body. To maintain basic activities, according to the WHO, on an average, the brain needs 50 gm of glucose per day. However, the RDA (recommended daily allowance) is 130 gm per day. Carbohydrates should be limited but cannot be completely excluded from the diet. Another important factor related to the carbohydrate intake is the Glycemic Index of foods and the glycemic load (amount of carbs). Keeping that in mind, recommend food that is low GI (glycemic index) whole grains and rich in fibre.

Whole grains such as brown rice, millets, quinoa, oats, and buckwheat are some sources that have low glycemic index. There is slow release of glucose in the body with this food because of the presence of fibre. Avoid high GI food such as refined grains – white rice, white semolina, white bread, and white flours. They release glucose immediately into the blood stream, which if not utilised can convert to fat and deposit around the visceral organs, showing it as the abdominal fat. It can also convert into LDL or triglycerides and increase the risk of cardiovascular heart diseases.

Protein: Protein intake is critical after the procedure and must be included in the patients' diet. Protein helps in rebuilding and repairing cells of the body; its main function is the synthesis of DNA and RNA and helps in cell division. Quality of protein is important and we need to ensure 1 gm of protein per kilo body weight of the patient. The

Patient counselling
on lifestyle modifications
is an absolute necessity
post procedure.





recommendation is anywhere between 60-110 gm of protein according to the patients BMI. Low protein intake may lead to loss of lean muscle mass.

PROTEIN SOURCES:

- **Non vegetarian sources:** lean meats such as chicken breast and fish (salmon, tuna). An egg is a complete protein with all essential amino acids.
- **Vegetarian sources:** Chickpeas, beans, lentils and dals, black beans, and kidney beans.
- **Dairy source:** Milk, yoghurt, paneer, buttermilk.
- **Nuts and seeds:** Almonds, walnuts, sunflower seeds, pumpkin seeds.
- **Vegan sources:** Tofu, quinoa, peanuts, almonds, cashews, chickpeas, beans, lentils and dals, black beans, and kidney beans.

Good fat in the diet: Although the expected result of these procedures is the removal of fat cells, inclusion of good fats in the diet is essential for body repair since vitamin A, D, E, and K are fat soluble. Hence recommend good fats in minimal quantity include avocados, olive oil, and coconut oil. Also, one must include good omega 3 fatty acid sources.

Omega 3 fatty acids: Most studies show that increased consumption of fish or supplementation with omega-3s promote the growth of "good gut bacteria" to optimise health. They act as anti-inflammatory and help in faster recovery post-procedure. Omega-3s also helps to increase skin hydration, promote healthy insulin levels, and buffer the skin from sun damage. These factors affect the overall quality and condition of the skin thus providing unique and skin-promoting benefits. Sources: Fish, walnuts, chia seeds, and flaxseeds.

Vitamin C: Recommended 500 mg per day as a supplement for repair and collagen building. Sources: Amla, oranges, papaya, strawberries, pineapple, kiwi, tomatoes, bell peppers, broccoli, and mangoes. **AM**

SAMPLE DIET CHART

(options are given and calories should be calculated according to the BMI of the patient)

EARLY MORNING

- Warm water with lemon (with or without honey)
- Amla shot (juice – one amla with water)
- Exercise for 30-40 minutes

HIGH PROTEIN BREAKFAST

- Moong dal chilla (chickpea flour pancakes) / two egg white omelettes with bell peppers and mushrooms / oat porridge with nuts and fruit.

MID-MORNING

- **Smoothie:** ABC juice (apple, carrot, beetroot) / carrot papaya smoothie, strawberry smoothie.

LUNCH

- Grilled chicken salad or vegetable stir-fry with tofu and a cup of millets or quinoa

TEA-TIME

- Green tea soaked with one teaspoon chia seeds with a fistful of almonds.

DINNER BEFORE SUNSET

- Soup (carrot or spinach soup) and salad with any veggies and add grilled paneer or tofu or chickpeas or black beans to the salad.

Tip: Keep drinking infused water with lemon and chia seeds or mint and ginger throughout the day (helps in flushing the toxins).

THINGS TO AVOID

- Advise the patient to reduce salt consumption and increase water consumption to prevent fluid retention.
- Avoid all processed, bakery products and packaged foods.
- Avoid sugar and replace it with coconut palm jaggery or stevia.
- Avoid eating sweets, fried foods, cakes, and confectionaries.



Dr Lakshmi Kota has completed her Bachelor of Pharmacy from the Bangalore University; Master in Food Technology & Nutrition from the University of Georgia; and PHD in food technology and nutrition from the University of Georgia, USA. With over 10 years of cross-cultural experience as a clinical nutritionist and food, she has worked in various aspects of paediatric, dermatology and gynaecology nutrition after moving back to India. Dr Kota currently works as a head nutritionist for Apollo Life for Nutrition pan-India.

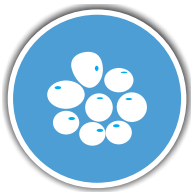


Makes a Perfect "SLIM BODY"!

Cryo Fat Reduction

MICCOL-S

A **SENS**ible choice:



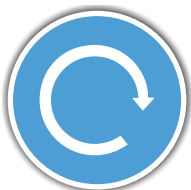
Selective

The cooling energy delivers to the subcutaneous fat layer without any damage to surrounding tissues.



Effective

Effectiveness lasts longer after only one treatment.



Natural

Cryo fat reduction works by apoptosis with natural body system.



Safe

No Anesthesia, Non Invasive, No Side Effect, No Downtime



Proven Effect! Proven Safety! Cost Effective!

Covers various Treatment Areas with Multi Applicator:



Versatile Dual Hand-pieces:

Dual hand-pieces treat diverse target areas and reduce treatment time



Reliable Technology:



8 temperature sensors

Each applicator detects precise temperature and offers guaranteed treatment results.

High Quality Gel Pad:



High-quality gel

Doesn't allow freeze below - 20°C leads to protects the skin and prevents frostbite from cooling energy

Applications: • Fat Reduction • Body Shaping • Cellulite Reduction

Pre & Post



Cryo Fat Reduction

MICCOOL-S



Planning for a body contouring surgery

Dr Medha Bhave details the most common surgeries for body contouring, and stresses on the need to evaluate a patient thoroughly before any procedure.

The desire for a sculpted body has soared. Just a couple of decades ago, the huge growth of show biz opportunities as well as front desk professions such as in hospitality, airlines, and marketing, where a well-shaped and fit body was considered an asset, were the reasons for this spurt. In last few years, it has extended to many more groups of people apart from show biz. Shifting social norms, comfort with 'flaunting your body', and the advent of social media are the key factors that have brought about this change. Instagram and Facebook are platforms through which many of us like to showcase ourselves, and a well-toned and sculpted body, in figure-revealing designer wear, is sure to capture those addicting 'likes' and 'hearts'. Body contouring, in India, is no longer limited to women wanting to get in their best shape pre-marriage, or a requirement of certain professionals; today, many more folk seek perfectly sculpted bodies.

EVEN THE SCOPE OF INDICATIONS HAS CHANGED!

The indications of the body contouring procedures can be classified according to the type of patients seeking them. They include...

1. Individuals with a normal body weight, with BMI falling within 2-3 of the ideal, who wish to get rid of localised fat deposits. They can be further classified into:

- (i) Those who desire high definition lipo-contouring.
 - (ii) Those who want inch loss with skin tightening or without skin tightening.
2. Overweight and obese individuals seeking lipo-reduction. This can be with skin tightening or without skin tightening.
 3. Individuals who have undergone massive weight loss by either dieting or by surgery and who seek the removal of hanging skin and restoration of contours - be it buttocks or breasts.
 4. Individuals with normal body weight seeking an augmentation of their buttocks and/or breast.

The most common contouring procedures include liposuction, abdominoplasty, breast reduction/augmentation/gynaecomastia and buttock augmentation. These in turn can be high/medium or low definition contouring as per suitability and the desire.

Each of the above procedures can be suitably adapted to individual body contouring needs and desires. It is important to understand that all these are major surgeries that require not only plastic surgical expertise and experience but a good surgical facility with adequate medical back up to minimise complications and totally avoid mortality and morbidity. Lack of such fastidious care can not only ruin individual doctors' practices but can be detrimental to the speciality of aesthetic surgery

and deprive the deserving patients, the benefit of this life changing transformation.

PLANNING A BODY CONTOURING SURGERY

Evaluation of a patient is important and is not limited to the assessment of the physical problem.

- Physical evaluation: This obviously starts with a record of height, weight, and measurements. The deformity should be considered in components such as:
 - (i) Skin: Look for quality, elasticity--laxity, and stretch marks. It is important to rule out fungal infections and rashes in the skin folds. The location and quality of scars should be noted for planning an operation and to understand the quality of healing patient possesses. The location and shape of the umbilicus should be noted.
 - (ii) Fat: Location of the subcutaneous fat deposits, presence of cellulite, limiting factors like presence of intra-abdominal fat should be noted. This is important in abdominoplasty as excessive fat inside the abdomen limits the contouring and flattening. The thickness of fat deposits in various locations in the light of desired contouring should be evaluated.
 - (iii) Muscle: The muscle tone, laxity, lengthening and separation should be noted. The amount of separation or divarication decides the need for tightening. The final contour will be decided by the bulk and tone of the muscles. The muscle dynamics needs to be noted to create shadow areas and bulk when high definition contouring is desired. Abdominal wall hernias must be noted as they pose risk of visceral rupture during liposuction.
 - (iv) Sequence: In any body contouring procedure, the effect of planned surgery on appearance must be clearly elucidated. An obese person with gynaecomastia may have abdominal bulge, which may seem larger after the gynaecomastia surgery. Secondly, when multiple procedures are desired, especially after massive weight loss, correct sequencing needs to be done. This is important as the skin envelope is stretched over the skeleton with zones of adherence at specific points. These zones will decide the final location, riding, stretching, and shifting of the scars.
 - (v) Psychological evaluation: The patient's lifestyle and psychological status decides how the patient can maintain the result of the body contouring surgery. Ability to understand principles of healthy lifestyle, the limitations of the surgery and determination to sustain a changed lifestyle are the key factors in long term satisfaction of the patient. And lo and behold, These cannot be controlled by the surgeon!! So do highlight this fact. The patient's expectations should be realistic, and he/she should accept scars and deterioration with natural ageing. They should understand that pain, swelling, and pressure garments are part and parcel of surgery, and the operated part takes more than three to six months to settle.

INVESTIGATE THOROUGHLY

Most obese patients or those with massive weight loss, with or without bariatric surgery, have nutritional deficiencies or cardio-vascular compromise, which may adversely affect their anaesthesia risk or outcome. Every patient needs to get fitness from a physician or cardiologist and anaesthetist. It is better to refer to a physician with a note on duration of the surgery and planned anaesthesia. The appropriate investigations should be left to them. Another important

investigation for abdominoplasty is evaluation of the amount of intra-abdominal fat by CT or ultrasound scan. This helps estimate the risk of developing the abdominal compartment syndrome in obese patients.

The common essential investigations for anybody contouring procedure should be:

- CBC
- BT, CT, PT, aPTT
- BUN,
- BSL,
- S Creatinine,
- S Electrolytes
- Viral Markers
- ECG
- Xray chest

In diabetics, older patients, and massive weight loss patients, pulmonary function tests, 2D echo, detailed insulin, and blood sugar level work-up should be done.

In massive weight loss and obese patients, Vit D/ B12/ S Proteins/ S Calcium.

In all liposuction and abdominoplasty patients, an ultrasound scan for rectus sheath divarication and hernias should be done.

A proper pre-op instruction document, which includes guidance about what to do with current medications like anti coagulants, diabetes, and cardiac medicines should be handed over to the patient in addition to usual instructions.

COMMON PROCEDURES

Liposuction: Liposuction can either be a stand-alone procedure or performed as an adjunct to another procedure like abdominoplasty or gynaecomastia. It can be either a large volume procedure or a contouring procedure. It is possible to provide some contouring to large volume patients as well. Liposuction involves removal of fat between the septae that carry blood and nerve supply to the skin. Typically, a tumescent fluid is infiltrated, and the fat is suctioned out at a vacuum of minus one atmospheric pressure with hollow cannulas. The fat gets nebulised and sucked out. To ease the surgeon's physical effort, a vibrating cannula can be used. This is called power assisted liposuction, which allows much faster removal of large volumes.

Ultrasound assisted machines have added benefit of improved skin contraction. Radiofrequency and lasers have also been used for skin tightening. As these use heat for the tightening, there is a chance of burning the skin in inexperienced hands. It can be noted that final late result by all these methods is quite similar.

For the high definition contouring, the patient is marked pre-operatively in a standing position. The muscles are studied and shadow zones for thorough liposuction are planned. Some areas overlying muscles are enhanced by fat grafting. Use of small calibre cannulas reduces the complications such as seromas, hematomas, and skin devascularisation.

After liposuction is done the patient is given a padded dressing and put in a pressure garment. The tiny cuts used for insertion of the suction cannula may or may not be sutured.

Replacement of fluids in case of large volume suction is essential. Monitoring of pulse, blood pressure, urine output helps avert serious complications such as dehydration and renal failure. Continuous pain relief in the initial 24 hours with intravenous analgesia or an epidural drip goes

a long way to make the patient comfortable. Appropriate antibiotics are given. It is a good policy to avoid hasty discharge lest the patient may land up in emergency in some hospital at midnight.

It must be remembered that liposuction may look like a small operation, but it is major surgery with potentially hazardous and life-threatening complications in hands of non-plastic/non-surgical specialities.

Abdominoplasty: Many classifications have been suggested to facilitate decision-making in abdominoplasty. The critical points are laxity of skin and muscle, which cannot be treated by liposuction alone. The safety of a lipo-abdominoplasty is well established now. Every operation, except that in massive weight loss patients, is preceded by 360o liposuction first.

THE CURRENT PRACTICES INCLUDE:

- An incision usually at the junction of abdomen and pubis to achieve a good pubic lift. The length of the incision depends upon degree and location of the laxity. In a belt lipectomy, the incision is extended posteriorly by putting the patient in a prone position after anterior surgery is completed. The shape of incision is decided by considering the patient's choice of clothes.
- The skin fascia flap is elevated to the level of umbilicus.
- The umbilicus is circumscribed and left attached by its stalk.
- The flap is elevated then in the midline to expose the linea alba and the divarication till the xiphi-sternum. This elevation is limited in width to save the lateral intercostal perforators that supply the elevated flap. The liposuction in this part is also very cautiously done and limited to the fat deeper to the Scarpa's fascia.
- The divarication is repaired with either running permanent suture or figure of eight interrupted sutures. Sometimes PDO or even Vicryl may be used. Hernia if any is repaired anatomically. Mesh is not required. Sometimes lateral plication is done to achieve a cinched waistline.
- The flap is pulled down; excess is cut after folding the hips. After some tacking sutures, umbilicus is brought up and sutured. Sometimes, a new umbilicus may be created.
- The incision is sutured in multiple layers. Drains may not be used if good surgical technique has been followed, haemostasis achieved, and excess fluid is removed with toilet liposuction. At this juncture, fat grafting may be done for high definition contouring or for reducing the stretch marks.

PATIENT IS SHIFTED AND PUT IN A PRESSURE GARMENT

A close watch on chest and breathing to detect a lung collapse or infection must be kept. The folded hips are gradually straightened over 48 hours. Patient is on DVT pump for 48 hours when mobilisation is begun. Discharge is after 48 to 72 hours. Sutures are removed after 15 days unless tape closure is done. It is important to avoid straining for six months.

Gynaecomastia: A good liposuction, removal of the gland

through an areolar incision, and good pressure, are well accepted steps in gynaecomastia surgery. The good old incision in the inframammary fold may be needed only in patients after massive weight loss who have excess loose skin. Otherwise, a regular patient with gynaecomastia need not have any visible scar on the chest anymore. The gland that remains behind after liposuction, can be entirely removed through semi-circular areolar incision. Sometimes even a nipple incision may be enough to remove the whole gland. A high definition procedure involves removal of fat lateral to the pectoralis border and defining the muscle with a fat graft.

It is important to wear a tight vest for one month and avoid strain on the shoulders for a month. The patient must be warned to avoid bikes and the gym.

Breast reduction: The breast reduction surgery involves removal of excess skin, emptying the lower pole, and shifting the nipple-areola to higher level while maintaining its vascularity. Liposuction of the folds may be done to accentuate the lateral fullness of the breast that is left behind. The skin excision may be either anchor-shaped resulting a T-shaped scar or mosque dome pattern resulting in a vertical scar. In the post op period, shoulder strain must be avoided. Refinements in breast reduction include fat grafting of the upper pole to achieve youthful contour.

Breast augmentation: This can be done with fat graft or silicone implant. Fat grafting requires multiple sittings due to high resorption rate. The advantage of avoiding a foreign body i.e. the silicon implant is important for some women, but the contour is rather pendulous. Implant is a foreign body but gives pert contour and is a one stage procedure. The implant can be combined with breast lift and fat grafting for more pleasing aesthetic results. The chances of implant associated large cell lymphoma are miniscule compared to the number of cases operated for implants, nevertheless it has become the duty of the plastic surgeon to explain the same to the patient. The chances are least with smooth implants. So smooth or nanotextured implants are preferred. There are anatomical implants that create a good upper pole fullness but require a precise pocket dissection.

Currently, silicon implants are the gold standard in breast augmentation but combination with fat grafting refines the results by filling the upper pole, decolletage area and correcting asymmetry.

Miscellaneous procedures: Thigh lift, arm lift, buttock augmentation with fat (Brazilian butt lift) or silicone implants the are other procedures that require a mention due to escalating demands. Indian patients are not keen on these procedures due to long scars but an increase in the number of massive weight loss patients has opened the doors of aesthetic surgeons to the patients who require these procedures not only for contouring but for hygiene and comfort.

Body contouring surgery is a huge domain that requires a team approach with a skilled and experienced plastic aesthetic surgeon to lead with dieticians, dermatologists, physicians, and physiotherapists as part of the team to achieve sustainable results. **AM**



An MS, DNB, (General Surgery) M Ch, and DNB (Plastic Surgery), **Dr Medha Bhawe** is a Plastic Surgeon with special interest in cosmetic surgery. She is the Director, of Lasercosmesis, and Director, Param Hospital and ICU. She has special interest in liposuction and body contouring.

AESTHETIC MEDICINE MAGAZINE SUBSCRIPTION FORM

aesthetic
MEDICINE

www.aestheticmed.in



NAME: _____

COMPANY/CLINIC NAME: _____

DESIGNATION: _____

- PROFILE:
- ☐ Aesthetic Plastic Surgeon
 - ☐ Plastic Surgeon
 - ☐ Cosmetic Dermatologist
 - ☐ Dermatologist
 - ☐ Hair Restoration Surgeon
 - ☐ Clinic Owner
 - ☐ Beauty Salon
 - ☐ Aesthetician
 - ☐ Manufacturer
 - ☐ Importer
 - ☐ Distributor
 - ☐ Others (please specify) _____

Please fill the form in CAPITAL LETTERS, select the duration and mail it with the Cheque/DD to the address given below.

• Please note all fields marked * are mandatory to process the application

Name*

Address*

City* State* Pin*

Tel Mobile*

Email* Date of birth Gender M ☐ F ☐

SUBSCRIPTION TERM: Rs 600 for 6 issues (bi-monthly) ☐ Rs 1,200 for 12 issues (bi-monthly) ☐

I am enclosing Cheque/DD No. _____ Dated drawn on (specify bank)

_____ favouring IX Events Pvt Ltd for _____

INTRODUCTORY OFFER!

☒ Happy to receive news updates on aesthetic medicine and product information mailers

To contact us: Email: ansari.shahnawaz@ideas-exchange.in

Mail your cheque: Draw your cheque in favour of 'IX Events Pvt Ltd' and mail it to 318, Satyam Premises Co-op Soc. Ltd, 31, 2nd Floor, Khar Linking Road, Opp. Tanishq Showroom, Khar (West), Mumbai - 400052.

• INSPIRING BEST PRACTICE IN MEDICAL AESTHETICS •

For more information, please contact:

FOR SUBSCRIPTION

Shahnawaz Ansari
M: +91 9892832683
E: ansari.shahnawaz@ideas-exchange.in

IX Events Pvt Ltd

318, Satyam Premises Co-op Soc. Ltd,
31, 2nd Floor, Khar Linking Road,
Opp. Tanishq Showroom, Khar (West),
Mumbai - 400052.

PUBLISHED BY





Quick response to hair loss

Dr Rinky Kapoor, Prof Dr Debraj Shome, and Dr Komal Doshi Dalal, delve into androgenetic alopecia, practical solutions to progressive hair loss and the latest QR678 formulation.

Apppearance has a prime role to play in the social outlook of any human being. Hair accounts for a significant portion of this appearance and is pivotal in shaping the personality of an individual. Loss of hair can be distressing for a person psychologically and emotionally.

The most common cause of baldness or hair loss (95 per cent) is androgenetic alopecia in males and females.¹ In the Indian context, studies showed 58 per cent prevalence in men aged 30-50 years and 19 per cent in women.²

Alopecia can be frequently a psychologically painful condition that can be stigmatised and may contribute to

frustration, humiliation, depression, guilt, helplessness, and fear. With hair loss, the ability to control and enhance attractiveness can become ambiguous and out of control. Hair loss can trigger negative body image, self-depreciation, feeling of culpability, disturbed sleep cycle and daily routine, and limitation in social activities.³

Androgenetic alopecia (AGA) is characterised by stepwise miniaturisation of the hair follicle, resulting from alteration in hair cycle dynamics, leading to vellus transformation of terminal hair follicle. In AGA, duration of anagen phase gradually decreases and telogen phase increases.⁴

It is a gradual and cumulative form of hair loss from the



Dr Rinky Kapoor is a Consultant Dermatologist, Cosmetic Dermatologist & Dermato-Surgeon at The Esthetic & Fortis Hospitals in Mumbai, India. She is the Ex- Head of Cosmetic Dermatology & Lasers, Apollo Hospitals, Hyderabad. A MBBS; DDV; MD (LTM General Hospital, Mumbai); Dr Kapoor has a Fellowship in Dermatology, Dermato-Surgery & Lasers, National Skin Centre, Singapore; and is a visiting Fellow at the Stanford University School of Medicine, CA, USA.

HAIR CARE



scalp in a specific pattern. The typical feature being gradual loss of hair line in male often leading to complete baldness as given by Norwood and Hamilton scale. In females, there is a diffuse thinning of hair over the top of the head retaining the hairline (female pattern hair loss).³

Increased level of 5 α -reductase activity leading to increased sensitisation to dihydrotestosterone levels has been implicated as the prime cause of androgenetic alopecia.³

PRACTICAL SOLUTIONS TO PROGRESSIVE HAIR LOSS

The current surgical, medical, and cosmetic interventions are limited in approach and success.² To name a few, topical minoxidil and oral finasteride alone or in combination have shown good results in men. These agents are beneficial in controlling hair loss but can only induce minimal new hair growth. Also, they may have remarkable side-effects such as headache and increase in body hair with minoxidil use and loss of libido with the use of finasteride.⁵

Hair transplantation and PRP also remain a practical solution for progressive hair loss, although hair transplantation needs the occipital hair of the donor. The usual hurdles experienced are related to the limited hair donor area, and the procedure cannot prevent temporary or permanent loss of existing hair in the recipient area. Local complications involve postoperative bleeding, scalp erythema, facial edema, crusting, infection, swelling, temporary numbing of the scalp, temporary headaches, and abnormal scarring of the graft.⁴

The QR678 therapy has been proved effective in treatment of male as well as female androgenetic alopecia.

Even with PRP, the major side-effects are inflammation and acute post intervention oedema and pain; sometimes residual infections and bruising. Besides that, it is often inconvenient to draw the blood of the patient at every-session. It also contributes to the requirements of an additional armament and the increased expense of care for both the approaches.⁴

A NEW FORMULATION: QR678®

There are several growth factors, which have been found to stimulate or inhibit different stages in the hair growth cycle. Various growth factors studied for hair follicle growth are vascular endothelial growth factor (VEGF), epidermal growth factor (EGF), insulin like growth factor-1 (IGF-1) beta-fibroblast growth factor (bFGF), wingless-related integration site (Wnt), noggin, keratinocyte growth factor, copper tripeptides, and more. These growth factors can be safe, cheap, and nonallergenic tools in the management of alopecia.¹

A new formulation named QR678® was introduced by us Dr Rinky Kapoor and Dr Debraj Shome in 2018. A QR code is a code used in medicine derived from "Quick Response" and the number 678 in Morse Code signifies "there is no answer". Hence, the formulation was named as QR 678, which signifies "Quick response to a disease, which earlier had no answer," i.e., to alopecia.¹

QR678 Neo® formulation is a plant-derived polypeptide formulation, which biologically mimics the action of QR678® and consists of specific concentration of Sh-Polypeptide-9 (bio-mimicking VEGF), Sh-Oligopeptide-2 (bio-mimicking IGF1), Sh-Polypeptide-1 (bio-mimicking bFGF), Sh-Polypeptide-3 (bio-mimicking KGF), Sh-Oligopeptide-4 (bio-mimicking Thymosin β 4), and copper tripeptide suspended in a sterile injectable vehicle.²

Findings suggested that the formulation of multiple growth factors QR678® and QR678 Neo® is safe and efficacious for the treatment of alopecia in both males and females.²

The formulation has got US patent in 2017 and Indian patent and FDA approval in 2019.³

HOW IS IT DONE?

At each visit, approximately 1.5 ml solution of QR678® has to be injected in the scalp skin of patients. On an average, 60-70 tiny, intradermal injections are administered covering the visible areas of hair thinning and alopecia. The solution has to be injected through nappage technique using insulin syringe. Each injection has to be given 1 cm apart with a volume of 0.02 ml per injection. A minimum of eight sessions or more, if needed, are advised at three to four-week intervals between sessions.²

A research was first performed in an animal trial to test its safety and effectiveness and it was found to be



Prof Dr Debraj Shome is Super Specialised in Facial Cosmetic Surgery. A MBBS, DO, DNB, FAACS, FACS, FRCS (Glasgow), FLVPEI, FICO (USA), Fellowship Facial Plastic Surgery (Utah, USA), MNAMS, MBA (USA), Fellowship Cranio-Maxillo-Facial Surgery (Morrison Hospital, Wales, UK), he is Board Certified & Diplomate from the American Board of Facial Cosmetic Surgery. He is a consultant surgeon at Breach Candy Hospital; Apollo Spectra Hospital; SL Raheja Fortis Hospital; Mumbai, India, and is the Director of The Esthetic Clinics, India.

comparatively free from side-effects.¹ Additionally, an open-label, observational, single-arm interventional clinical study was performed using QR678® in 1,000 male and female patients not responding to standard medical therapy for androgenetic alopecia. Results showed that the combination of several growth factors in QR678® and QR678 Neo® is safe and equally efficient for both male and female pattern hair loss.²

EVALUATING THE EFFICACY OF QR678®

The therapy has been proved effective in treatment of male as well as female androgenetic alopecia.² A prospective, comparative single-blind study was carried out to compare the efficacy of QR678® therapy versus PRP in male androgenetic alopecia with a follow-up of one year. QR678® proved to be more beneficial, painless and with lesser side-effects as compared to PRP for male pattern hair loss. It also alleviates the need of extra armamentarium required in PRP and the overall cost of the treatment.³

A pilot study to evaluate the efficacy of QR678® in patients with female pattern hair loss with Polycystic Ovarian Syndrome (PCOS) has been conducted in 20 patients and the study proves that the formulation is efficient in hair regrowth in female pattern hair loss in females with PCOS. These formulations are not only effective but also beneficial without side-effects and easily tolerable by most of the patients. Also, termination of the QR678® treatment does not show hair loss for longer period of follow up.⁴



Pre-treatment After 8 sessions
QR 678 therapy in male pattern alopecia



Pre-treatment After 8 sessions
QR 678 therapy in Female pattern alopecia

Chemotherapy-induced alopecia (CIA) is one of the most alarming, terrifying, and traumatic adverse effects of cancer chemotherapy. A range of therapeutic measures has been suggested to alleviate CIA, but at present, there is no accepted pharmacological therapy that can assure prevention or management. The study was conducted to evaluate the efficacy of QR 678® therapy in the treatment of persistent chemotherapy-induced alopecia in women and men treated with cytotoxic chemotherapy for breast and lung cancers. Marked improvement was seen in the global assessment score, also increase in hair count. High satisfaction score was given by patients for slowing of

hair loss and also for overall hair growth. QR678® showed to be significantly safe and efficient in male and female chemotherapy induced alopecia.⁵



Pre-treatment After 8 sessions
QR678® therapy in persistent Chemotherapy induced alopecia

COMBINATION THERAPY

We have conducted a study to compare the effect of QR678® alone with the combination therapy with QR678® and topical Minoxidil solution 5% and Tab. Finasteride 1 mg in 50 male patients. In this study too, we got high satisfaction results with QR678® in all patients with male pattern hair loss. But when we combine the QR678® intradermal injection therapy with topical Minoxidil solution and oral Finasteride, combination treatment has proved to be more effective in terms of hair regrowth. Also, one-year follow-up results shows better effect in terms of hair loss, hair regrowth and hair density. Hence, it proves that combination therapy of QR678® intradermal injection with 5% Minoxidil solution and 1 mg Finasteride is more efficient and safe treatment for androgenetic alopecia in male.

It is being studied in patients with seborrheic dermatitis of scalp in patients who do not respond to the standard treatment of antifungals and steroids. QR678® is also showing promising results in patients of Alopecia Areata.

QR678® is a first-in-class hair fall and hair regrowth therapy, which has revolutionised the treatment of hair fall in alopecia. The formulation arrests the hair fall, and increases the thickness and density of terminal hair. Since it is plant derivative, it is natural and without any side-effects. The therapy takes 10 minutes per session, and so, it is considered as a lunch-time therapy. As compared to other procedures, it is non-invasive, non-surgical and more affordable. **AM**

REFERENCES

1. Kapoor R, Shome D, Vadera S. QR 678 hair growth factors formulation - In vivo cellular toxicity & In vivo animal efficacy study. *Plast Reconstr Surg Open*. 2020;8.
2. Kapoor R, Shome D. Intradermal injections of a hair growth factor formulation for enhancement of human hair regrowth - safety and efficacy evaluation in a first-in-man pilot clinical study. *J Cosmet Laser Ther*. 2018;20:369-379.
3. Kapoor R, Shome D, Vadera S, Ram S. QR678 & QR678 Neo Vs PRPA randomized, comparative, prospective study. *J Cosmet Dermatol*. 2020;00:1-9.
4. Kapoor R, Shome D, Doshi K, Patel G, Vadera S. Evaluation of efficacy of QR 678 and QR678 neo hair growth factor formulation for the treatment of female pattern alopecia in patients with PCOS—A prospective study. *J Cosmet Dermatol*. 2020;00:1-10.
5. Kapoor R, Shome D, Doshi K, Vadera S, Patel G, Kumar V. Evaluation of efficacy of QR678® and QR678® Neo hair growth factor formulation in the treatment of persistent chemotherapy-induced alopecia caused due to cytotoxic chemotherapy—A prospective pilot study. *J Cosmet Dermatol*. 2020;00:1-10.



Dr Komal Doshi Dalal, MDS, is a Fellow in Facial Plastic and Cosmetic Surgery, The Esthetic Clinics, Mumbai, India.



The low down

Arturo Almeida discusses ageing and anatomy
of the lower face.

Demand for rejuvenation and contouring of the lower facial third has become increasingly popular in recent years. While some seek enhancement of the jawline and chin for beautification purposes, many seek treatment due to the fact they are concerned about the signs of ageing in this area including bone resorption and loss of supporting structures, loss of volume and tissue elasticity, excess subcutaneous fat or a “double chin” and the formation of jowls.

As techniques to lift and contour the lower face have evolved so too has demand for treatments among both male and female patients. Lower facial contouring has also become one of the fastest growing trends in the East Asian community, due to cultural ideals of beauty.

THE YOUTHFUL LOWER THIRD

When we talk about lower face contouring the first question that comes to mind is, “Is there any ideal lower face?” One of the major concerns many people have regarding the lower face as they age are jowls. Patients come into clinic complaining that they look sad or “down-faced”. Jowls form as we age for a number of reasons. The underlying structures which support the skin and hold it up begin to deteriorate and at the same time our skin thins and loses its elasticity. Another factor as we age is that we tend to lose definition under our chins due to excess submental fat, known as the “double chin”, which is more prominent with age.

Beauty standards have evolved throughout history and continue to change – what may be seen as a beauty ideal one minute can change the next (we only need to look at trends in lips to see this). It is also important to note that beauty ideals are different between cultures and races, so it is hard to pinpoint a universal ideal. For instance, Caucasian faces tend to be narrower with greater vertical height and a pronounced 3D projection, while Asian faces tend to be wider and flatter with a shorter vertical height.

However, there are some common factors that play a part in defining what is the ideal lower third. Having a defined and streamlined jawline – a straight line from the corner of the mandible to the chin – is perceived as a sign of youth and beauty.

In women, a rounded, oval-shaped face with a well-defined chin, nice platysmal tone, good skin elasticity and a cervicomenal angle that is between 90 degrees and 105 degrees with very little submental fat is an ideal shape.

In males, a more square shape with a strong chin is considered an ideal with a little bit of submental fat, but not too much. These are considered signs of masculinity.

AGEING OF THE LOWER THIRD

Ageing is a multifactorial process and this is really important to remember. Facial ageing encompasses:

- Bone resorption
- Muscular weakness/ alterations
- Volume loss/ fat pad changes
- Skin photodamage and sagging.

When many of our patients come to us they just want

to fix what they see on the surface; that’s their main concern. But for me, just treating the surface or external signs of ageing is equivalent to only looking at the tip of the iceberg – we know that what is visible on the surface does not necessarily correlate with what is actually going on underneath. I believe that unless we truly understand how the ageing process occurs and compensate for these changes at a deeper level, we won’t be successful in treating our patients.

THE ANATOMY OF THE LOWER THIRD

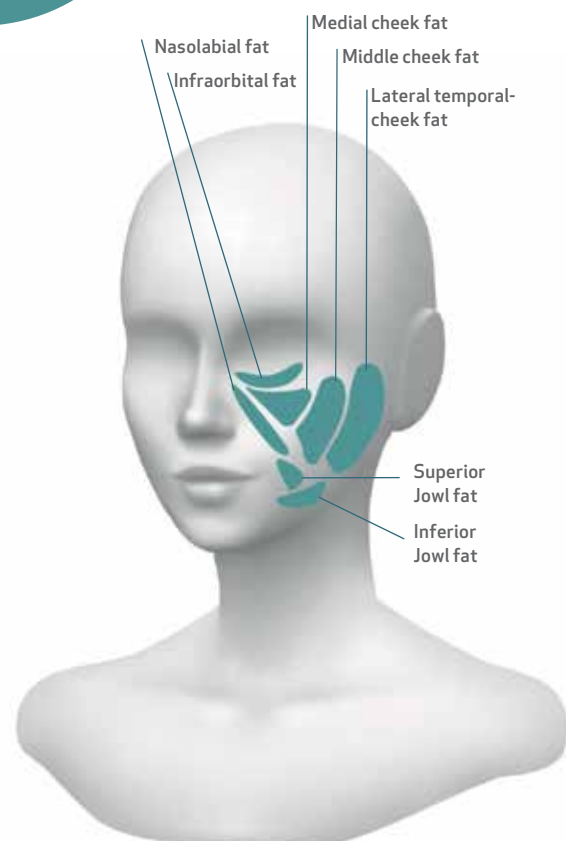
As we have already discussed, facial ageing is not due to just one factor; it is a culmination of complex processes at a deep structural level as well as on the surface of the skin.

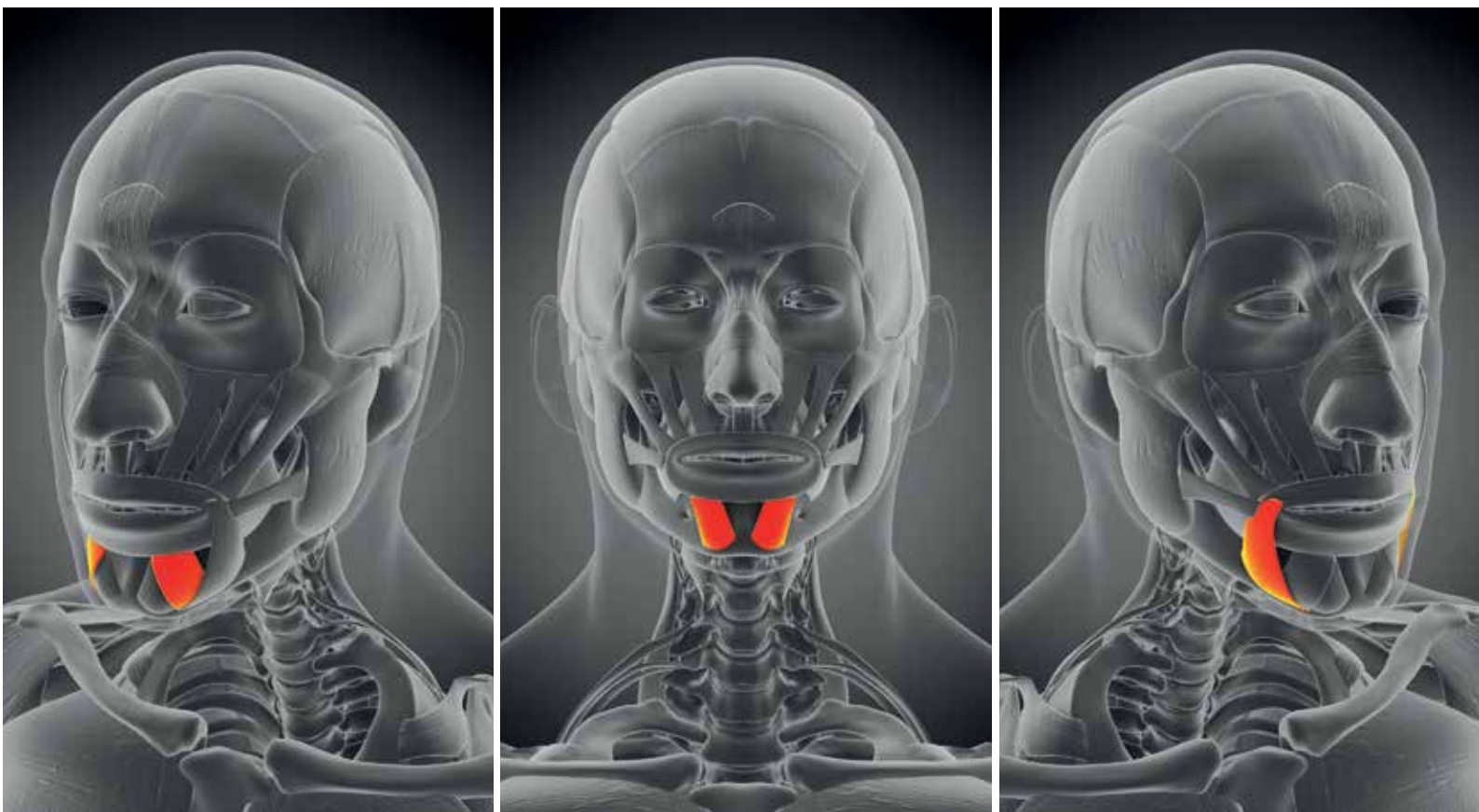
When it comes to approaching the lower third, everything starts down at the level of the bone. The bone acts as the scaffolding for everything else, so this is a very important concept.

Anatomically, the key structures at play here are the maxilla and the mandible. These bony structures serve as scaffolding for all the subcutaneous tissue to produce the contour of the lower face but they shrink and change their shape and angle as we age.

Changes at the teeth level also play a role. This is because the mandible, particularly the lower mandible, acts as a platform for insertion of the lower facial musculature and ligaments. The mandible is the largest bone in the human skull. As the lower mandible changes

When it comes to approaching the lower third, everything starts down at the level of the bone





From left to right: depressor labii inferioris, mentalis, depressor anguli oris

throughout the years all the other structures – the muscle, fascia, ligaments and even the skin – will change accordingly.

When it comes to the muscular layer, there are two important ideas. With ageing there is a partial dehiscence of muscle insertion into the fascial structures and as a result, accompanying compensatory hypertrophy of the muscles that are fixed in this area, for example the masseter muscle. This is a very important concept as it means that those muscles are weaker in terms of their action.

The second concept, something that Dr Steve Harris has done some excellent work around, is the idea that you can myomodulate these changes that happen in the muscle with small amounts of filler. I would recommend you read Dr Harris's article on myomodulation (AM May 2020).

In the lower face the most important muscles are the depressor anguli oris, or DAOs as it is also referred to, the mentalis muscle and the depressor labii oris. These three muscles are very important for understanding the lower face.

Next, we have the very well know fat compartments.

When I first started practicing aesthetic medicine almost 30 years ago, we had no clue about this. This was first brought to light in a landmark paper by Rorich and Pessa and it helped us to understand the ageing process and in particular, the role of the fat compartments. When

it comes to the lower face the most important fat compartments to consider are the nasolabial fat, the superior jowl fat and the inferior jowl fat. With the loss of the fat tissue we get the formation of nasolabial folds and also the jowls which, as I stated earlier, are one of the biggest concerns for our patients.

As we can begin to see there are some landmarks we definitely need to consider with all our treatments of the lower face; the nasolabial folds, the masseter border, the lower mandibular line and the mandibular cutaneous ligament (which is responsible when it fails, for the appearance of the jowls), and last but not least, the submental fat.

In the second part of this article in next month's *Aesthetic Medicine*, I will discuss my three-pillar approach to rejuvenation of the lower third encompassing volume and bone restoration, improvement of skin sagginess and dissolving submental fat. **AM**

One of the major concerns many people have regarding the lower face as they age are jowls



Arturo Almeida is an internationally-renowned keynote speaker, medical trainer and expert in minimally-invasive and non-surgical cosmetic procedures. A consultant surgeon, he has been practicing cosmetic medicine for more than 13 years. He is a Medical Ambassador of International Plastic Aesthetic Residence (IPAR). He is based in Leeds, practicing at the VSL Clinic in Wakefield and Blemish Clinic in Manchester.



PERFECT POUT

Dr Steve Harris explores the lip tubercles and their relationship to the overall aesthetic of the lips.

The lip tubercles are small, naturally-occurring dermal projections of the lips; there are normally three on the top lip and two on the bottom. They have significance in terms of development (embryology), structure (anatomy) and function, possibly facilitating movement of the mouth.

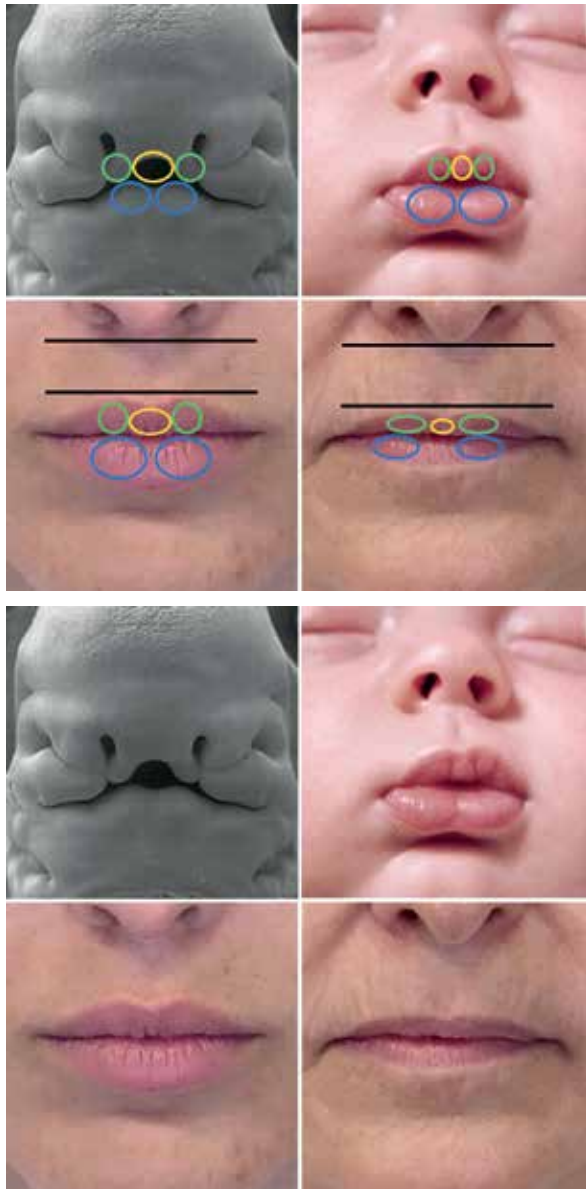
The median tubercle has been the subject of much interest due to its association with eroticism. In medical science, it has been studied within the context of a cleft lip and palate, but much remains unknown about all the tubercles; their precise roles, anatomical variation and age-related changes. In aesthetic medicine they have been linked to lip compartments and form an integral part of the overall shape of the lip. They should ideally be involved in nonsurgical lip enhancement techniques where natural looking results are sought. The Nonsurgical Lip Lift (NLL) specifically works with the tubercles and allows their reshaping and repositioning along H-lines during a process of tubercle shifts. The results using the NLL are consistently subtle and natural looking.

The lip tubercles are described as natural

dermal projections of the lips (figures 1 and 2); there are three on the top lip (upper right, upper left and median, also called middle, or central) and two on the bottom (lower right and lower left). There appears to be much anatomical variation between individuals, but there are no studies documenting this variation according to number, size, shape, position, gender age or race.

Some general observations are that they significantly contribute to the overall shape of the lips; in women they tend to be rounder whereas in men they are flatter. In terms of proportions, they match the lips with larger lower tubercles compared to the upper ones. It appears that people with larger lips have larger tubercles and this may account for inter-racial differences, too. Within individuals the tubercles tend to change with movement of the mouth, for example they flatten when smiling and are accentuated when kissing.

With advancing age all the layers of the lips diminish along with a flattening of the tubercles. Their position and possible number vary between people; certainly, their position changes over time with age-related changes such as lengthening of the upper lip (figures 1 and 2).



Figures 1 and 2: How the lips form and age with thinning of all the layers including the tubercles (median in yellow, upper right and left in green and lower right and left in blue) with perioral changes and lengthening of the upper lip (philtrum between the black lines).

THE MEDIAN TUBERCLE

The most studied tubercle is the median one because of the role it plays in cleft lip and palate and also the attention it has received for its significance in erotic behavior. As an embryo, the lips (and philtrum) are formed by fusion of the nasomedial processes while the maxillary processes fuse at the middle to form the lateral part of the upper lip and the cheek; the lower lip is formed by the fusion of the mandibular processes¹ (figure 2).

Failure of fusion of the small upper prominences of the first pharyngeal arch leads to “clefting” – a relatively common congenital defect involving the palate (cleft palate), or the upper lip (cleft lip), or both.² A surgical cleft lip repair aims to provide a normal shape to the lips. More recently, there has been a move towards a modified cleft lip repair to preserve the tissue of the median tubercle for more aesthetic-looking results.³

The median tubercle is normally the most prominent

part of the upper lip, highlighting beauty and sexuality; it appears as a small central projection, but often occupies the central third of the lip, only gradually elevating towards the centre. The tubercle has been found to have a relatively higher concentration of blood vessels and nerves analogous to erectile tissue.³ A large survey in 2011 involving 258 women found that a prominent and sharply raised median tubercle was associated with greater odds of ever having a vaginal orgasm and also greater consistency over a period of one month.⁴ The tubercles may also serve a similar function to the philtrum; the philtral columns are believed to supply additional skin to be recruited for stretching movements of the upper lip.⁵ It is possible that the tubercle elevations provide extra surface area to facilitate complex movements of the mouth in much the same way.

Aesthetically, the tubercles form an integral part of the structure and shape of the lips. On the lower lip they tend to project upwards whereas on the top lip they project more forward. In an upright position, light reflexes display mainly on the crests of the lower tubercles, and to a lesser extent on the apices of the upper tubercles. On frontal view, the lips present a “hills and valleys” appearance, with the tubercles forming the hills and valleys in between (and to the sides of the lateral tubercles), except the median, which at least from the front appears to form a valley (figure 3).

There seems to be more reliability in terms of the shape and location of the median and lower tubercles as compared to the upper lateral ones, which are highly variable. Based on their individual presentation, the lips may also be divided into compartments (such as shown in figure 3). As with the “hills and valleys”, the measures of the compartments will vary between individuals in accordance with variation in the anatomy of the tubercles.

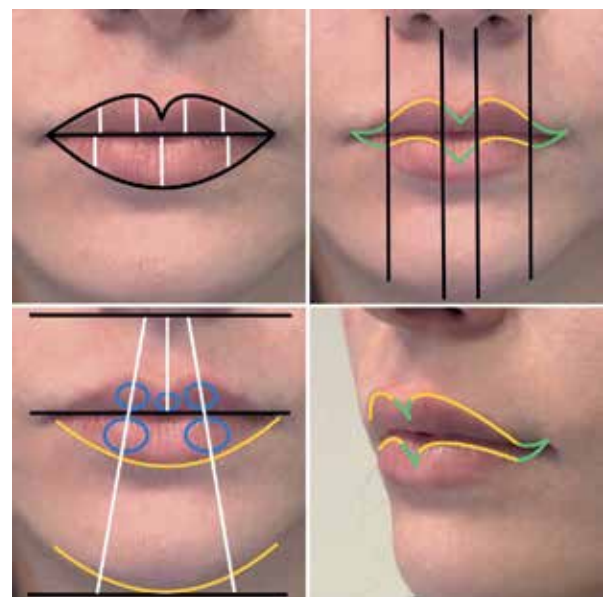


Figure 3: The lip tubercles form “hills and valleys” (top left and bottom left) and divide the lips into discrete anatomical compartments (top left). The H-lines predictably map the crests of the median and lower tubercles where light reflexes are at a maximum. The upper lateral tubercles are more variable, but an aim of treatment is to shift them towards the H-lines. The H-curves determine the ideal curvature of the lower lip in relation to the chin.



Figures 4 and 5: Before and after The Nonsurgical Lip Lift (NLL) using 0.3ml of filler.

THE NONSURGICAL LIP LIFT

The Nonsurgical Lip Lift (NLL) was developed as a procedure which works with the natural presenting anatomy of the lips – in particular, their tubercles – for consistently natural-looking results (figures 4-9);

it consists of linear thread, curved thread and bolus injections to address their anatomical lines, curves and tubercles respectively. All the injections are performed on the lip side of the vermillion border to gently press the soft vermillion against the thicker facial skin. As the lips rotate upwards the philtrum is shortened and the philtral columns are indirectly defined too (figures 4 and 5).

The NLL technique in classic form involves ten steps with no more than 0.05ml of filler required per step (figure 7). The steps vary in terms of number and order depending on the presenting anatomy. As the vermillion border is avoided there is no migration of the filler, so rarely is more than 0.5ml required for the entire procedure. Any reputable “soft” filler with medium viscosity and cohesivity may be used, and injections should ideally involve a needle as opposed to a cannula; the former allows greater control and precision.

In order to maximise safety, the steps involve only small amounts of product placed very gently, slowly and superficially (no deeper than 2mm below the surface). Common side effects associated with lip treatments in general such as swelling and bruising (and the risk of more serious ones involving vascular compromise) are thus kept to an absolute minimum.

TUBERCLE SHIFTS

An integral part of the NLL technique involves “tubercle

shifts”, which allows the projection or reshaping of the lip tubercles in different planes depending into which aspects they are injected. Thus, injecting on the medial aspects augments or shifts them toward the midline (narrowing the relevant section of the mouth and increasing their curvature), whereas placing filler on their lateral sides shifts them away from the midline (to widen the relevant section).

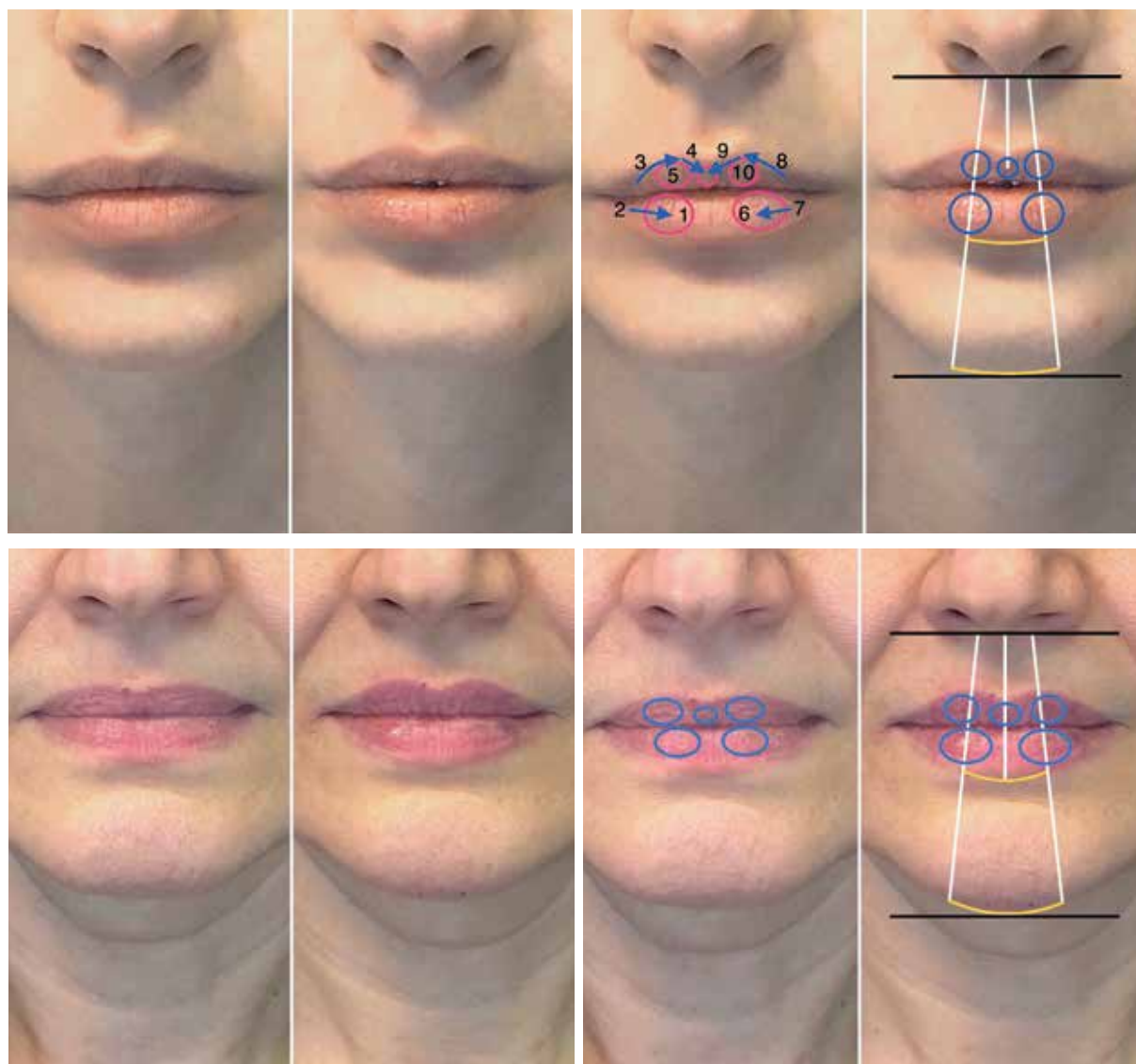
Placing filler on the anterior or posterior aspects of the tubercles allows forward or backward movement respectively. In this way the tubercles (one or more) may be recruited and shifted in multiple planes and directions towards the ideal natural lip shape.^{6,7}

In many instances, the lip tubercles may not be readily identifiable and the practitioner may have difficulty determining their ideal position. While the upper lateral tubercles are highly variable in terms of shape and position,

the apices of the median and lower tubercles at their points of maximal light reflexes may be reliably determined using H-lines (Harris planes, or H-planes, figures 7 and 9). A line drawn from the top of the right philtral column (at the base of the nose) through the right peak of the Cupid’s bow will traverse the peak of the lower right tubercle; a line drawn from the top of the left philtral column (at the base of the nose) through the left peak of the Cupid’s bow will traverse the peak of the lower left tubercle.

A line drawn down the middle (from the base of the nose) will cross the apex of the central tubercle and the middle area of the lower lip (between the lower tubercles). While the upper lateral tubercles are variable in position, it is often a goal of treatment to “shift” them (their apices) over towards the lateral H-lines for the ideal lip shape. If the H-lines are extended to the jawline, than the ideal

The lip tubercles are an integral part of normal lip anatomy; they help form the natural shape and structure of the lips



Figures 6-9: The ten steps of the Nonsurgical Lip Lift (NLL), involving bolus injections into the lateral (lower and upper) tubercles (steps 1,5,6,10) and linear threads (steps 2,4,7,9), with placement of filler in the central tubercle (steps 4 and 9) and curved threads (steps 3 and 8). The H-planes (white lines) identify the ideal location of the tubercles while the H-curves (yellow curves) determine the optimal curvature of the lower lip in relation to the chin.

curvature of the lower lip will match that of the chin; the author has named these H-curves or Harris curves (figures 7 and 9).

In summary, the lip tubercles are an integral part of normal lip anatomy; they help form the natural shape and structure of the lips and play significant roles in development, beauty and sexuality. Their anatomical variations and exact function are areas of study which require more research. In terms of aesthetic medicine, the tubercles should always be addressed in nonsurgical lip enhancement procedures. The Nonsurgical Lip Lift with tubercle shifts uses H-lines and H-curves to work with the tubercles in order to restore the individual's ideal lip shape with optimal light reflexes. **AM**

REFERENCES

1. Hopper, R.A. Cleft Lip and Palate: Embryology, Principles and Treatment. Plastic Surgery Key (internet)
2. Hill, M. Abnormal Development - Cleft Lip and Palate. UNSW Embryology (internet), June. 2020
3. Murthy, J., The Refinement of the Median Tubercle of Cleft Lip. Indian J Plast Surg, May-Aug, 51(2): 131-136. 2018
4. Brody, S., Costa, R.M., Vaginal Orgasm is more Prevalent among Women with a Prominent Tubercle of the Upper Lip. J of Sex Med, June, 8(10): 2793-2799. 2011
5. Piccinin, M.A., OConnell, K., Zito, P.M., Anatomy, Head and Neck, Lips. StatPearls (internet), April. 2020
6. Harris, S. The Nonsurgical Lip Lift (NLL) with tubercle shifts, H-lines and H-curves. Prime Journal, June, 12-15. 2020
7. Harris, S. The Nonsurgical Lip Lift with Tubercle Shifts. Prime Journal, July, 24-28. 2019



Dr Steven Harris MB BCH, MBCAM, MSc completed his medical studies in Johannesburg in 1997. He has been practicing aesthetic medicine at his clinic in North London since 2004. His original approach and techniques include facial reshaping with myomodulation and the nonsurgical lip lift (NLL). His regular educational posts may be viewed on Instagram: @drharrisclinic

SPOT OF BOTHER

Skin therapist **Nilam Holmes** discusses the differences between hyperpigmentation and melasma and appropriate treatment for each.

Hyperpigmentation is the medical term for a common skin condition that presents as uneven spots and darkened patches as well as marks of different dimensions. The primary cause of hyperpigmentation is excessive melanin production. Although everyone has a similar number of melanocytes, the condition appears to be more frequent in dark skin tones, as these skins contain a larger number and size of melanosomes (produced by melanocytes). On one hand, melanosomes offer added UV protection for these skin types, making them less prone to sun damage, but when melanogenesis is triggered, the number and size of melanosomes means that the flare is bigger and takes longer to fade.

HYPERPIGMENTATION OR MELASMA?

There are different types of hyperpigmentation, the most common being melasma and general hyperpigmentation. Although they may present similarly, it is important to distinguish between the two, as the causes, symptoms and treatments will differ.

General hyperpigmentation can be caused by several factors, most commonly sun exposure and inflammation to skin, which stimulate the melanocytes. Post-inflammatory hyperpigmentation can be caused by acne, eczema, psoriasis, certain medications and skin traumas, including treatments such as lasers,

skin peels and microdermabrasion. It can affect any area of the body and the face and is usually recognisable due to the small freckle-like spots of different sizes. It affects men and women equally and it is not a hereditary condition.

Melasma on the other hand is a chronic condition that almost exclusively affects women. It is related to hormonal fluctuations and also triggered by UV exposure. It is not a painful condition, but it can cause psychosocial and emotional distress due to the fact it most frequently appears on the face. Melasma usually affects the deeper levels of the dermis and this, together with the hormonal component of this condition, makes it more challenging to treat than general hyperpigmentation.

Its prevalence is increased during pregnancy, the use of oral contraception or other hormonal treatments, so it can affect women at any stage of life and it can last for decades. In contrast to general hyperpigmentation, melasma seems to be hereditary. A key factor to recognising melasma is its appearance. The patches are usually larger than general hyperpigmentation and are often symmetrical. They can appear on the nose, the chin, the upper lip, the forehead and the cheeks (hence the term "butterfly mask pigmentation"). Less melasma can appear on other areas of the body, such as the neck or the forearms, due to the increased chance of sun exposure, or on the stomach. For this reason, many patients report an improvement of the symptoms during the winter.

TREATMENT IN CLINIC

First and foremost, it is crucial to identify the type of hyperpigmentation before we can try to remove it or reduce it effectively. Both conditions can be adequately targeted externally with treatment options available in the clinic and at home, but each will need a different approach.

Because hyperpigmentation is found at the surface of the skin and caused by external factors, it is relatively easy to treat, especially in lighter skin tones. Treatment for hyperpigmentation includes the use of chemical peels, lasers and IPL. In my experience, hyperpigmentation can be reduced by at least 90% within two treatments using the InMode Lumecca system. Results can also be permanent if the client protects themselves from future sun damage.

Darker skin tones are more challenging to treat as they naturally produce much more melanin. Skin peels, microneedling and radiofrequency microneedling, such

as with InMode's Morpheus8 system, are effective in treating hyperpigmentation in these skins that cannot be treated with lasers. As most treatments tend to cause heat and inflammation, there is a higher risk of increasing hyperpigmentation in these skin tones, so preoperative preparation of the skin is always recommended.

Melasma is more challenging to treat as it is caused by internal factors and is found in the deeper layers of the dermis. It is virtually impossible to remove completely but it can be reduced and managed. The same clinic treatments can help reduce melasma but without treating the root cause and balancing hormones any efforts can be futile.

Multiple sessions are often required indefinitely for treatment and maintenance.

A key factor to recognising melasma is its appearance. The patches are usually larger than general hyperpigmentation and are often symmetrical

TREATMENT AT HOME

There are specific at-home products that can help with the treatment and management of hyperpigmentation and melasma. Prevention is key, so using a sunscreen with an SPF30 or higher is a critical component of preventing and controlling both hyperpigmentation and melasma. It must be used long-term to protect the skin. A physical blocker is more suitable than a chemical blocker because chemical blockers contain nanoparticles that absorb harmful UV rays and redistribute the energy as heat, which may stimulate melanocytes. An additional layer of make-up can act as an extra barrier.

Maintaining a strong, well-functioning lipid barrier is essential. Gentle cleansing and skincare products with antioxidants and ingredients such as niacinamide will support and strengthen the barrier to help prevent further damage. Hyperpigmentation can be reduced with the use of specific "brightening" serums and creams, containing active ingredients such as arbutin, azaleic acid, and kojic acid, and hydroquinone, which can reduce excess melanin production and lighten the skin. As hyperpigmentation is usually found on the superficial layers of the skin, these products can be beneficial in reducing it, especially when combined with other ingredients, such as retinol, which increases cell turnover. These lightening products are also helpful to manage melasma, but as this condition affects a deeper skin layer, they are often not as effective.

It is essential to be aware that there is no overnight fix for hyperpigmentation and melasma; therefore, it is necessary for clients to be patient and diligent with their at-home products, as it may take months to see results. **AM**



Skin expert and aesthetic therapist **Nilam Holmes** has a career spanning more than 25 years in the beauty industry. She was recently announced as an InMode brand ambassador for the Lumecca and Morpheus8 systems, and practices aesthetics from her clinic Dermaspa Milton Keynes.



Keep it in mind

Vicky Eldridge explores the impact of covid-19 on patients' emotional wellbeing and when to "red flag".

The nation's mental health has been dramatically impacted by the coronavirus pandemic. The virus and resulting lockdown have increased levels of anxiety, poor sleep, persistent sadness, binge eating, suicidal thoughts, snacking and consumption of alcohol.¹⁻⁴

Unemployment, financial worries, domestic violence and substance abuse have also seen a rise, and more people are turning to behaviours such as overeating, online shopping, drinking or substance abuse to cope.

Screening for mental health should always be a priority for aesthetic clinics, however, in the current climate with increasing numbers of people experiencing mental health problems, it is even more important than ever to be vigilant in this practice; to "red-flag" those patients who may be seeking to change their appearance as a quick fix for emotional turmoil; and to direct them to the support they need when appropriate.

"There is evidence that suggests people who struggle with their psychological health can feel pressured to turn to 'quick fix' procedures to improve their appearance", comments former British Association of Aesthetic Plastic Surgeons' (BAAPS) president Mr Rajiv Grover. Grover compiles the association's annual audit, which highlighted mental health as a key focus for 2020 even before the pandemic.

"Surgery is not a cure for unhappiness", adds BAAPS surgeon Caroline Payne. "It can actually lead to physical depression in patients who are not properly screened beforehand."

In order to prioritise mental health assessments BAAPS has launched a number of initiatives this year. It revamped its code of practice to put mental health at the forefront and has developed a psychological assessment course, which will be available later this year, to guide surgeons through these sensitive conversations. The association also now has a bank of clinical psychologists that it integrates with and has added a module within the Aesthetic Surgery Masterclass at the Royal College of Surgeons dedicated to the consultation process and looking for the red flags when it comes to mental health.

Payne explains, "Mental health is really high on the agenda, especially right now. Carrying out a thorough psychological assessment before any surgery is crucial. As plastic surgeons we now have to step up and act like minor clinical psychologists and know when to refer to a clinical psychologist."

"In terms of lockdown, what has concerned me is the amount of patients saying, 'My husband pointed out that this was wrong with me', or 'My partner said they didn't realise I had a kangaroo pouch'. This has pushed a lot of people to seek consultations, as they have touched on an insecurity, and may have driven them into an action they wouldn't have taken otherwise."

But it is not just surgical patients who could benefit from additional mental health support right now. Nofie Johnston,

a registered mental health nurse and clinical lead at Juno Aesthetics, says, "From my discussions with colleagues there are certain trends in statutory mental services that cosmetic professionals might benefit from being aware of."

"Patient profiles to look out for are people who have been engaging in excess alcohol use over lockdown, which will have impacted their mental state and their skin condition."

"There has also been an increase in the prescribing of anti-depressants, so even patients who you have known for a long time may not be quite 'themselves' and it might not be in their best interests to undergo treatment right now."

Aesthetic nurse Tracey Dennison who also works in the NHS says, "So many people have developed new mental health issues throughout covid-19. We were prepared for a pandemic, but what we didn't prepare for in any way was the amount of mental health admissions that were (and still are) coming in."

"I have seen a lot of admissions due to the effects of lockdown, not due to the virus itself, so it has made me extra vigilant with my aesthetics patients too."

"Often people are looking for answers but they are not going to get them from me removing a line. They have got much deeper things going on than that. Domestic violence, substance abuse and things like that have increased. It's a fine line where people think that having a procedure is going to fix that issue."

In fact lockdown may have even highlighted BDD in patients that previously weren't red-flagged. Lou Sommereux, founder and clinical director of Cosmex Clinic in Cambridgeshire, who has a background in mental health and general nursing, says, "I think lockdown has brought whatever underlying psychological issues that may be bubbling underneath to the surface."

"I don't think I have been alone in getting texts and requests during lockdown from patients who wanted me to do a sneaky treatment on the sly while we were closed. Of course I said 'no', but it really highlighted more body dysmorphia and 'addiction' to having treatments than I think we perhaps thought was out there."

RECOGNISING THE SIGNS

Consultation is a key part of any aesthetic treatment programme, but with new restrictions in place which mean clinics can't see as many patients in a day as they usually would, some may be tempted to reduce consultation times in order to allow more patients to be seen.

Dennison says practitioners shouldn't cut corners when it comes to this important part of the patient journey. "We want patients in and out of the clinic to reduce contact as much as possible at the moment but without having those deeper conversations you can't possibly know what their mental health is doing", she says. "I don't particularly want to rush people in and out because I don't think it is the right thing to do."

"Having thorough consultations, even with patients you

There is evidence that suggests people who struggle with their psychological health can feel pressured to turn to 'quick fix' procedures



know well, is a good idea. Part of my consent process has always been to assess patients' capacity and I do have a body dysmorphic assessment that I don't necessarily do routinely but I do for people who raise a bit of a red flag."

If you are concerned about the amount of time people are spending in clinic, online consultations can continue to be useful, even once you have re-opened, to reduce face-to-face contact time and to allow you to see more people.

KEY THINGS TO LOOK OUT FOR

- New patients – have they been turned down by their usual clinic? What is motivating them to seek treatment now?
- Domestic violence/seeking treatment because a partner or spouse has pressured them or told them something is wrong with their appearance
- New prescriptions for anti-depressants
- Drug or alcohol abuse
- Desperation to have treatment done

NEW PATIENTS

Many practitioners are reporting an increase in bookings and new patients now they are re-opening, and while this is a positive thing for business, caution should be taken. It is worth asking what is motivating this uptake?

"Now my diary is open for appointments, lots of new patients are booking in and so it is definitely worth considering why they haven't gone back to a previous practitioner", Dennison says. "I know quite a lot of people

who have given up aesthetics because of covid-19, so there are going to be more people looking for a new practitioner, but I do think that there definitely needs to be that sort of assessment and extra vigilance just to make sure we are not missing a trick. Have they been turned down by their existing practitioner who has noticed a red flag, for example?"

Johnson adds, "Be cautious when taking on new patients because they may not be disclosing immune-suppressing medication and have been declined by the clinic that knows them well, or could be seeking treatment because of a partner in an abusive or unhappy relationship.

"There seem to be lots of relationship issues circulating at the moment with people too financially restricted to make a decision to separate. It is important to be aware of these issues your patients may be facing."

The Mental Health Foundation has a bank of resources geared specifically at helping people with different challenges related to coronavirus which you can signpost patients to.⁵ **AM**

REFERENCES

1. <https://www.oxfordobesity.org>
2. <https://www.ons.gov.uk/peoplepopulationandcommunity/wellbeing/bulletins/personalandeconomicwellbeingintheuk/may2020>
3. https://www.centreformentalhealth.org.uk/sites/default/files/2020-05/CentreforMentalHealth_COVID_MH_Forecasting_May20.pdf
4. <https://www.mentalhealth.org.uk/our-work/research/coronavirus-mental-health-pandemic/>
5. <https://www.mentalhealth.org.uk/coronavirus>



Digging deeper

Using Insights is the best way to get the most out of your clinic's Instagram account, says **Alex Bugg**.

Instagram is always a hot topic in medical aesthetics. It's a tool that can build your brand, generate new leads and help with patient retention. If you have an Instagram Business account, either for your clinic or your personal brand, you need to be using Insights to get the most out of your profile. Instagram Insights is Instagram's native analytics tool, found right in the app. Insights help you learn more about your audience; their age, gender and

location, their habits on the platform, and which of your posts and stories they engaged with the most. This data – although basic from Instagram – can be used to make your clinic's activities more productive and ultimately generate more enquiries.

If you have a professional Instagram account with over 100 followers, you can find your Instagram Insights on the app:

- Open Instagram and go to your profile
- Tap the menu in the top righthand corner and select Insights
- The three tabs available are Content, Activity and Audience, and each tells you different things.

CONTENT INSIGHTS

The first tab you come to in Instagram Insights is Content. From here, you get an overview of your posts for the last week; how many you created in the last seven days compared to the week before. If you've set yourself an objective of keeping post frequency consistent, this will keep you on track without having to count, especially when it comes to Instagram Stories. You'll see in the post overview the three posts which had the most reach.

The content tab is unique; it's the only set in Insights with an extra button to "See All". Selecting this lets you analyse your last 2 years of posts, 14 days of Stories, and every paid promotion you've made. Use this to your advantage. You'll see reach, impressions, website clicks, phone calls, directions, follows, likes, saves, shares and a whole lot of other metrics associated with each post.

While likes and follows are great, website clicks and phone calls are more indicative of a post which is successful in generating leads. I would also then look at saves and shares – often overlooked but metrics that should be valued, as a share means someone adding your content to their story or sending to a friend, and a save means someone wants to come back to reference it in the future. This could be for a treatment they want, or as a reminder of a great education piece. On the other hand, selecting "like" takes 0.5 seconds and doesn't signal as much to a business, in my opinion.

If you've invested in Promotions on Instagram, you can view your entire ad history and the full metrics for each campaign. From this section, it's easy to switch a successful campaign back on. Instagram will conveniently "suggest" a top-performing post to promote to a wider audience, in order to make it simple for you send them money with no strategy behind the action. Some would call this a cash grab. I never suggest blindly boosting posts; always have a strategy with targets in mind before investing in paid promo and try building your ads in Facebook Ads Manager rather than simply boosting the post via Instagram. It's too easy to spend money with this tab.

Making the most of this: Try to replicate the content (the imagery, captions and hashtags) of your most successful posts and ads. Momentum is a big thing on Instagram, and if your latest 10 posts all follow a pattern that really works – and delivers DMs/ clicks/ leads – then define this and continue. Own your style if you're getting patients in. Otherwise, keep experimenting!

ACTIVITY INSIGHTS

This tab lets you know if your efforts to drive interest via Instagram are working. The first analytics you'll come across in Activity are Reach and Impressions:

Reach is estimated by Instagram as the number

of Instagram accounts that have seen any of your content in this week.

Impressions are measured rather than estimated: the total number of times all of your posts have been seen this week.

Interactions are arguably the most important analytics for a clinic or practitioner. It measures profile visits and website hits. Sadly, this doesn't account for Direct Messages (DMs), where you can take enquiries too. Profile visits mean that your content or engagement has piqued someone's curiosity enough to visit your page. More website clicks and browsing through your site inevitably means more enquiries through your contact form, phone or email. The clicks can also hit your Facebook Pixel (or other retargeting tools) when they visit, and they help with overall SEO via an increase in overall traffic.

Making the most of this: As Yazz once sang, the only way is up. Your weekly performance is down to your content and how you are engaging with other Instagram accounts. You want these interactions to go up if you want to grow your clinic by growing on Instagram.

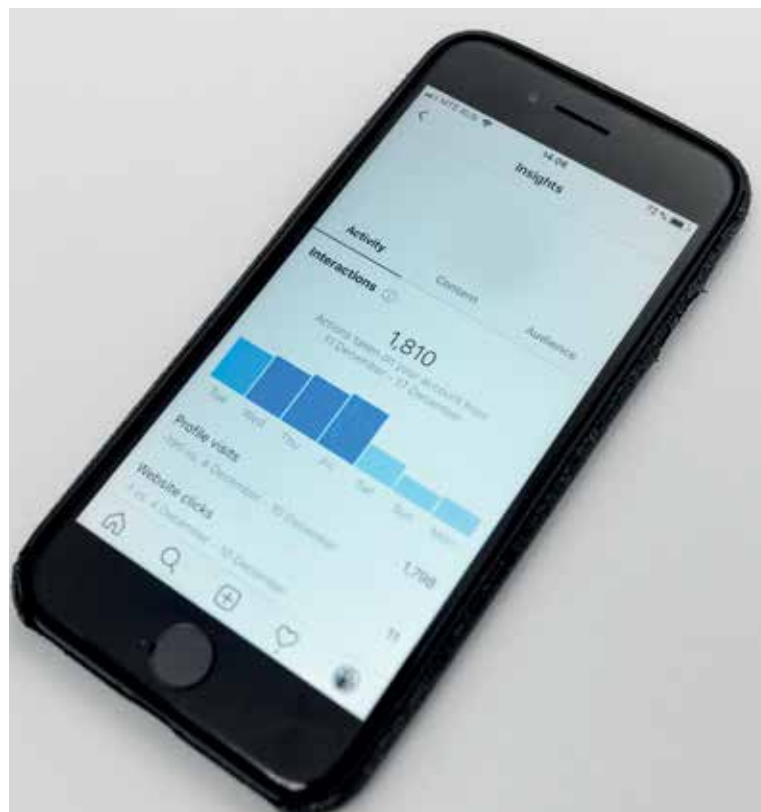
AUDIENCE INSIGHTS

The simplest Insight section of them all; Audience. You'll be presented with a week's chart on how many followers you gained and lost. Underneath the growth graph, you can learn more about your followers:

- The gender split
- Age ranges
- Location by country and city
- Followers' activity on the app by day and time (hours).

Making the most of this: Post on days and at times when most of your followers are online. Is it an even spread? The

Always remember that you're in business to please your patients, not the Instagram algorithm





Audience Insights always justifies keeping your clinic's Story topped up every day, even if you are experimenting with the best times for Posts, IGTV and Reels.

Are you surprised by the number of men following your account, and always posting treatments for women? Try some male-focused posts and check the metrics of these; I usually assess post metrics after it's been live for 48 hours, rather than worry after three hours that it hasn't performed.

Make the most of this: You could have great content, a regular schedule, a growth strategy and even a blue tick, but if your audience never books an appointment with you, you won't be successful. Always have one eye on Audience Insights.

INSIGHTS AND INSTAGRAM ALGORITHM

If Instagram is winning you more clients, it will be in part down to the Instagram algorithm.

A lot of people have a distorted view (or an obsession with) the Instagram algorithm. It's kept top secret for a reason, but some IG hot-shots have already found hundreds of small actions that Instagram tracks in order to rank your account. This decides how hard your content is pushed. Essentially, if your content is good and appeals to the small group of followers it is shown to first and gets engagement, it is shown to more and more of your followers, appears in the "recent" or "top" for the hashtags you've employed, and then makes it onto the Explore page of users.

This is why content that "goes viral" can be calculated or predicted, and why some accounts just seem to grow and grow. Posts that follow a pattern that works for the current algorithm and are then repeated will get more and more attention over time. This snowball effect can see accounts

in other niches going from 0-10k followers within months. I believe it's time for some clinics follow suit – the opportunity is there. Always remember, though, that you're in business to please your patients, not the Instagram algorithm.

PAID INSIGHTS FOR A DEEPER LOOK

For most clinics, you can get enough information from Instagram Insights to make a marked impact on your engagement, website clicks and enquiries. For those that want more, there are paid, third-party options for Instagram data. You register and link your Instagram account(s), and then their software dives in and gets more information, in harder numbers, than Instagram Insights lets you see. Popular insight tools include Later and Sprout Social; Flick is a new tool that offers deep insight into the hashtags on your post.

If you are prioritising Instagram as one of your top tools for lead generation, it might be worth getting a deeper look at your profile and audience. Usually, you can register for a free trial for between seven days and a month, before having to cough up for the service. This should give you enough time to decide if it's worth your investment.

You've now explored your Instagram Insights – perhaps for the first time. Now, you have to execute. If you want success on Instagram which leads to more engagement, website clicks or DMs and enquiries for your clinic, you need to deliver more of the content that has resonated with your followers the most. Too many clinics post content that they like to see, rather than their followers and patients.

Use your Instagram Insights to guide your content planning and you'll soon be seeing it pay off. **AM**



Alex Bugg works for Web Marketing Clinic, a family-run digital agency, which specialises in medical aesthetics. They build websites and deliver award-winning marketing campaigns for doctors, nurses, dentists, distributors and aesthetic brands. Contact her on alex@webmarketingclinic.co.uk or follow her on Instagram: @webmarketingclinic

Alma launches its new Hybrid™ platform

Alma, one of the top five global leaders of energy-based medical and aesthetics solutions, has unveiled its new Alma Hybrid™ platform. Designed to enable endless options of ablative, non-ablative and thermal treatments for skin rejuvenation and scar revision, Alma Hybrid™ creates a unique synergistic effect by combining the power of three core energies, including:

- CO₂ laser: An optimal blend of ablative, coagulative and thermal effects for efficient, highly precise focused or fractional laser treatments.
- 1570nm laser: A powerful non-ablative modulated fiber laser, which creates a thermal effect that promotes new dermis synthesis while leaving the epidermis intact.
- IMPACT for Trans Epidermal Delivery (TED): Alma's patented ultrasound technology, which uses acoustic pressure to deliver pharmaceuticals and cosmeceuticals trans-epidermally to achieve enhanced results.

"Alma Hybrid™ platform offers HyGrid™, customised to perfection, a unique feature to Alma that ensures maximum benefit from the effect of the company's unique technology combination," says **Madhusudhan HK, President, Alma India**. It facilitates a customised skin-programme matrix for any desired combination of ablation vs. non-ablation ratio within the treated area. HyGrid™ enables practitioners to meet every patient's specific treatment needs, as well as the desired balance between results timeline, and the patient's downtime. In addition to this powerful combination of tools, Alma Hybrid™ smart software enables practitioners to craft 'signature treatments' that bring their unique skills and experience into action. The revolutionary HyGrid™ mode allows to customise the optimal ratio between CO₂ and non-ablative treatments and maximise the effect of each laser wavelength.

A single platform enables you to offer your patients the personalised skin rejuvenation treatments they desire, with complete control of recovery time to meet patient needs. The leading Alma Hybrid treatments include: **Hybrid Lift - super renewal treatment**, that produces unparalleled results while necessitating a relatively short downtime; **Hybrid OScar - scar treatment** for the remediation of all types of scar, from acne to trauma to surgical scarring; **SoftLift - 'lunch-time' rejuvenation treatment** to provide refinement of skin tone, contraction of fine lines and wrinkles, and repair of different skin lesions, including acne scars, with virtually no downtime.



Rewind for the perfect anti-ageing regimen



It is vital to follow a good skincare routine much before signs of ageing start to appear. Aureana's Rewind range is all you need to stay head and maintain younger and healthier looking skin. Infused with the goodness of Kokum Butter, **Rewind Anti-Ageing Serum** helps your skin regain its elasticity and become firm, retaining its youthfulness. Priced at Rs 1,299, it aids in erasing dark spots and wrinkles, under eye bags and puffiness, also diminishes the ageing signs and increases the rate of skin cell growth, resulting in fresher and healthier skin.

Formulated with a combination of ingredients such as Betaine, Oat Lipid Oil and Shea Butter, **Rewind Anti-Ageing Day Cream** helps reduce dark circles, wrinkles, and fine lines. Priced at Rs 1,499, it controls the water balance in the skin – keeping it hydrated and moisturised. It also strengthens skin barrier – preventing the penetration of harmful substances into the skin making the skin look more tightened, firm, and radiant.

Intensive moisture cleanser

Dermalogica has recently launched an intensive moisture cleanser. This light, creamy cleanser, enhanced with BioReplenish Complex, removes impurities while actively nourishing dry and moisture depleted skin. This emollient, lipid-enriched formula, cleanses skin while helping minimise damage of vital proteins and lipids that defend against dryness. BioReplenish Complex,

combined with phytoactives from Coconut Oil and Murumuru Seed Butter, helps protect barrier lipids and preserves the skin's natural resilience for a smoother feel after cleansing. Invigorating extracts of Citrus, Palmarosa and Jasmine refresh tired skin. The intensive moisture cleanser rinses away easily, leaving the skin cleaner, softer, and more luminous. Price: Rs 3,100 for 150 ml.



Cetaphil Sun for daily skin protection

Cetaphil, by Galderma India, has announced the launch of its latest innovation – Cetaphil Sun. The much-awaited range is of high-quality products offering reliable sun protection for diverse skin types. The gel-based, fast-absorbing product is uniquely light, unscented, and is water and sweat resistant. Furthermore, it offers a broad-spectrum protection from UVA, UVB and infrared rays, while the nurturing ingredients help keep the skin healthy. The fragrance-free and paraben-free range, with the power of solar care intelligence, is hypoallergenic and dermatological tested. Cetaphil Sun is a gel-based formula, and that helps in providing sensory benefits and a pleasant feeling that leaves your skin feeling light and glowing. This innovation is available in two variants SPF 50 (50 ml) and SPF 30 (100 ml) at Rs 990 and Rs 1,150 respectively.



Vegan-certified lash lift in India

Ccigmaa Lifestyle in association with KALENTIN, made in Italy, introduces the world's only Vegan-certified lash lift system in India. Kalentin is an Italian cosmetic brand, established in 1960; its products are PETA-certified and registered with the Vegan Society. The lash lift range is cruelty-free with animal-friendly alternatives used, which makes the lashes healthier without the use of chemicals. The Vegan lash lift kit contains 30 full treatments in a four-step treatment system that makes the existing lashes longer and stronger with plant-based keratin as well as reduces the lash fall. This gives the existing lashes more volume and lift with a natural increase in the length and volume that is done under 90 minutes with immediate results that lasts up to three months.

Kaya youth skin relief range

Marico's premium skincare brand, Kaya Youth has launched a new product range – Kaya Youth Skin Relief – a complete skincare essential range to reverse the consequences of wearing a mask. Crafted by dermatologists, this range is formulated for men and women to help soothe and treat skin damage caused due to the prolonged use of face masks. Skin Relief is a sulphate-free and paraben-free range with soothing Allantoin and Cica extracts also known as tiger grass as active elements. The range is specially curated to prevent maskne and this unique composition aids healing and soothing, keeping the skin healthy and supple. The range offers essential products for a new skincare routine that befits the new normal, suitable for all skin types– Ultra Calm Face Cleanser, Pre-Mask Face Gel, and Skin Relief Overnight Recovery Cream. **AM**



Events Calendar



- **5th World Dermatology, Trichology & Aesthetic Congress**
Date: December 7-8, 2020
Format: Webinar
Place of origin: Singapore
- **Cosmetic Dermatology and Plastic Surgery**
Date: December 7-8, 2020
Format: Webinar
Place of origin: Tokyo, Japan
- **20th Global Dermatology Congress**
Date: December 7-8, 2020
Format: Webinar
Place of origin: Paris, France
- **ODAC Dermatology, Aesthetic & Surgical Conference**
Date: January 15-18, 2021
Venue: Hilton Bonnet Creek
Location: Orlando, Florida
- **IMCAS World Congress 2021**
Date: January 28-30, 2021
Venue: Palais des Congrès
Location: Paris, France
- **ISAPS AeSurg 2021**
Date: February 9-13, 2021
Venue: Taj Vivanta, Surajkund
Location: Delhi, India
- **3rd Geriatrics and Healthcare Conference: For a Better Aging Care**
Date: February 17, 2021
Format: Webinar
Place of origin: Singapore
- **Cosmedicon 2021**
Date: March 4-7, 2021
Venue: InterContinental Sydney Double Bay
Location: Sydney, Australia
- **3rd International Conference on Dermatology, Cosmetology and Plastic Surgery ACE 2021**
Date: March 5-6, 2021
Format: Webinar
Location: Amsterdam, Netherlands
- **17th World Conference on Cosmetic Dermatology and Aesthetic Medicine**
March 5-6, 2021
Format: Webinar
Location: Paris, France
- **The Canadian Aesthetics Expo**
Date: March 26-28, 2021
Venue: The Westin Harbour Castle Hotel
Location: Toronto, ON, Canada
- **6th International Conference on Aesthetic Medicine and Cosmetology**
Date: March 28-29, 2021
Format: Webinar
Place of origin: London, UK
- **26th International Conference on Dermatology & Skin Care**
Date: April 12-13, 2021
Format: Webinar
Place of origin: Amsterdam, Netherlands
- **The Aesthetic Meeting 2021**
Date: April 29-May 3, 2021
Venue: The Westin, Boston
Location: Massachusetts, USA
- **21st European Dermatology Congress**
Date: May 7-8, 2021
Format: Webinar
Place of origin: Amsterdam, Netherlands
- **Aesthetic Medicine Live**
Date: May 22-23, 2021
Venue: National Hall, Olympia London
Location: London, UK
- **26th World Congress and Expo on Dermatology**
Date: May 25-26, 2021
Format: Webinar
Place of Origin: Osaka, Japan

Modalities for face and body contouring

The 60-minute online panel discussion – organised by Aesthetic Medicine India as part of the recently concluded Professional Beauty Worldwide 2020 – was an in-depth discussion that primarily delved into the different methods, technology, procedures, and patient care required for face and body contouring, reports **Tasneem Hatimbhai**.



To view the full discussion, click here: <https://bit.ly/39KB8Yu>

Aesthetic Medicine India hosted an online panel discussion with three of India's leading dermatologists in the field of aesthetic medicine. The session was hosted as a part of Professional Beauty Worldwide 2020 – the online event for hair, beauty, spa, and Aesthetic Medicine. The virtual panel discussion on the modalities of face and body contouring brought along some useful takeaways for the aesthetics community.

The panel included **Dr Apratim Goel, CEO and Medical Director, Cutis Skin Solutions; Dr Padmavathi Surapaneni, Dermatologist Pragna Skin and Laser Clinic; and Dr Shefali Trasi-Nerurkar, MD-Skin, Consultant Dermatologist, Dr Trasi's Clinic and La Piel.** Dr Goel having introduced the doctors, moderated the session, asking questions about how doctors choose the right device and technology in their practice, given that the market is flooded with many types of non-surgical treatments for body contouring.

WEIGHT LOSS VS. BODY CONTOURING

Setting the tone for the discussion, Dr Surapaneni explained that losing weight or weight loss and body contouring are not the same. Her clinic divides patients into two categories – those who need weight loss and those who want body contouring. In both cases, counselling is important.

Dr Nerurkar further explained that often patients are mistaken about the two – so her clinic counsel's patients explaining the difference and helping them understand the treatment they need, before moving on to making a treatment plan for them.

ON CRYOPILOLYSIS

Dr Surapaneni added body contouring to her practice because often patients, in addition to face aesthetics, also want to change contours of their body. She mentioned her favourite treatment as cryolipolysis, but also believes that all treatments work best in combination. Her most popular

treatment of the face is for the double chin, and in terms of body parts that respond well are the abdomen, love handles, upper hip, thighs, etc.

Overall, the experts on the panel concurred that cryolipolysis, though sometimes painful, works well in combination with, for example radiofrequency, for well-rounded and good results for body contouring.

ON RADIOFREQUENCY (RF)

In terms of the RF treatments, Dr Nerurkar shared that bipolar and multipolar RF can be used for many patients – from the age of 20 to 80-years-old, and that a few sessions go a long way. RF is not painful and can simply be a lunch time procedure. Follow-ups are more frequent but once the required tightness is acquired then the sessions are less frequent.

She also mentioned that face treatments show great results; because the face is a smaller area, there are multiple techniques available for treatment, and less fat to work around.

Specifically, for the lower face, Dr Surapaneni recommends four to six sessions, one week apart; however, for body contouring, she asks for eight to ten sessions twice a week. To this, Dr Nerurkar added that in the case of obese, diabetic, and older patients, and those with an extreme abs bulge, she has to motivate the patients to come in regularly. She does Vanquish RF – and in four to six sittings, patients happily see a significant change.

ON ACOUSTIC WAVE THERAPY

Acoustic wave is a new therapy and Dr Surapaneni is positive that it will work wonderfully after cryolipolysis. Having used the therapy with other RF procedures, Dr Nerurkar said that while the device seems to be good, it requires many sittings, which is why she has not included it in her clinic.

ON RF FIELD TREATMENT

Dr Nerurkar mentioned that often therapists get tired holding the hand-held devices, in which case, this would help. It works well for abdomen reduction. However, in the case of thinner skin, a burning sensation has been observed, and hence, patients must be chosen mindfully for this treatment. Finally, considering the size of the

machine being huge, a larger clinic space is required.

ON HIFU/ULTHERA

Dr Nerurkar uses HIFU for skin tightening. Although painful, it helps when used post application of a good topical anesthetic. The treatment is expensive but offers 20 per cent improvement or positive results immediately. Thus, she does a split face – to treat a part of the face, show fabulous results and this encourages the patient to go on. In four to six weeks, the patient sees a huge difference, and then, the improvement is 100 per cent in three months.

ON THREADS

Pointing out to threads as one of the best techniques, Dr Nerurkar often uses them on face contouring. Cogs are used when good lift is needed – for a saggy face; double thread or cog screw is used for more support. She prefers this treatment to be done in a single session because the anesthetic cream is applied, and the patient is prepared and motivated. In terms of face contouring, it is best to treat the lowest layer with HIFU; then the upper face with RF, and the twin screw and cog. Thread-lift is also suitable for a lax tummy, post pregnancy, and can also be used for lax breasts.

ON FITNESS AND HEALTH CHECKS

Dr Surapaneni has started a weight loss centre as an extension to her clinic. For patients who work out a lot but need some correction only in certain area, she recommends cryolipolysis, and adds RF for lax areas, a month after cryolipolysis. And post weight loss, for sagging skin, she recommends RF twice or once weekly.

However, in the case of obese patients or those over 80 years of age, once she has done a base-line medical test, and depending on the results, she refers them to experts such as endocrinologists, for hormonal or thyroid checks (or other tests when required). Also, for patients who are unable to lose weight, she will want them to consult a specialist doctor to know the reason.

All in all, this detailed session wonderfully led by Dr Apratim Goel detailed every information, offered great tips, and put forward personal recommendations for the aesthetics medicine practitioners world over. **AM**

To view the full discussion, click here: <https://bit.ly/39KB8Yu>

RECOMMENDED TREATMENT PLAN FOR VARIOUS PATIENT PROFILES

- **For very obese, lazy, diabetic, and old-age patients with more of abdominal bulge:** RF field (like Vanquish, enCurve), no contact, painless, 45 mins, four to six sessions.
- **For clients who are active, regularly workout, and are unable to reduce certain stubborn areas:** Cryolipolysis (Cooltech, CoolSculpting) 70 mins + Acoustic wave + Meso Lipo injections on spots.
- **For clients who have lost a lot of weight and now have skin that is old and sagging:** HIFU/RF (monopolar, bipolar, or multipolar RF): multiple sessions + threads.
- **For clients who just want to maintain themselves the way they are:** Any RF device, once a month maintenance session.
- **For those killing themselves in the gym and still not losing weight:** Refer to endocrinologist for medical management.
- **When the face is too chubby and so selfies and pics not nice and desirable:** HIFU + DCA + Cryolipolysis + threads + botulinum toxin.
- **For morbid obese clients:** Bariatric surgery.

To be a part of our virtual panel discussions, write in to shriyal.s@ideas-exchange.in



Professional development that puts you in control

Our courses include:

Skin Superficial
Peel

Mechanical
Micro-needling

Botulinum Toxins
- graduate and
post-graduate

Medium Depth
Skin Peel

Dermal Fillers >
1.0mm

Qualifications to suit all levels – online and face-to-face practical sessions

Places are filling up fast – **don't get left behind**

STARTING FEBRUARY 2021

To book or for further information visit www.biam.org.uk,
email contact@biam.org.uk or call +44 (0) 121 345 9847



BRITISH INSTITUTE OF
aesthetic
medicine

Accredited by

