



7 KEYS TO A **SUCCESSFUL AESTHETICS PRACTICE**

If you want to open a
profitable practice, this guide
will help show you the way!



INTERNATIONAL ASSOCIATION FOR
PHYSICIANS IN AESTHETIC MEDICINE

The 7 Keys to a Successful Aesthetic Practice

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The 7 Keys to a Successful Aesthetic Practice

"Success doesn't come by luck or chance or wishing or hoping. Success is attracted to action."
- Catherine Maley, MBA

With 12,000 Americans turning 50 every day, launching an aesthetic medicine practice should be a solid business endeavor. However, in order to open a successful and profitable aesthetic medical practice, a prudent physician should rely on the industry's best practices for profitable start-up of a medical spa business. To that end, the IAPAM, in consultation with its members, the IAPAM's professional advisory board and a myriad of associated industry experts, has developed these 7 critical success factors:

- develop a successful business plan including steps on how to integrate the most profitable medical aesthetics procedures into a practice;
- marketing: promote and advertise strategically;
- build a patient base;
- focus on staffing;
- offer patient financing;
- engage in ongoing extensive, physician lead, hands-on training; and
- understand the latest trends in aesthetic medicine and how to use them to one's advantage;

Ultimately, in today's economy, and given the growth in accessibility and acceptance of aesthetic medicine procedures, it is very important that physicians understand: "what is working" and "what is not" in their practices, in order to have a successful and profitable medical spa. Therein this report offers specific insights from top experts in the field of aesthetic medicine detailing their keys to launching successful aesthetic medical practices. These content providers represent the type of industry support available through ongoing membership in the IAPAM.

The following recommendations are structured to provide physicians with a proven blueprint for success: build one's successful practice upon a solid foundation or strong business plan, incorporate industry best practices into each element of the operation of the business from staffing to marketing to customer service, and always keep an eye on the future trends of the industry and the specific needs of one's patients and directions of one's market.



1. Develop a Successful Business Plan

"Commit yourself to the results" - Dr. Richard M. Foxx, MD

A business plan is a written document that describes all aspects of your business: your service, your prospective customers, the competition, your marketing plan, your management team, how the business will be financed, and anything else that is needed to implement the business. It can be called the “Road Map” for your aesthetic practice.

A business plan is critical for business success, and it is especially important when adding aesthetic medical procedures to your practice. Not only is it necessary if you are going to require financing, but it will act as a blueprint for building a successful aesthetic medical practice.

You should have a clear strategy of what services, procedures and products you will offer. Don't try to be everything to everyone. An aesthetic medical practice typically combines medical and aesthetic procedures along with complementary skin care products. When you start any business, you'll soon encounter challenges you didn't expect, or things that didn't work out the way you expected. This happens to everyone, but what is important is that everyone encounters challenges and you need to be prepared.

When dealing with these challenges, it's important you don't lose sight of the big picture. The big picture is always the focus of the business and the business plan.

It should be also known that your business plan is not a static document; it will be a constantly evolving document. Typically, the Marketing section of your business plan will require the most updating. Marketing in the aesthetic business is location specific and will need to be fine tuned as your aesthetic practice evolves.

Dr. Angie Whetro, DO emphasizes the importance of a Business Plan to her successful launch of an anti-aging center.

"IAPAM's Business Bootcamp was essential to me in starting my anti-aging center. I had the concept and the vision but no idea how to put those into a business plan format. The bootcamp gave me the tools and information needed to research my concept, learn the financials specific to my vision, and form and present that information to lenders, builders, and vendors. I would highly recommend anyone thinking of starting or incorporating an aesthetic practice attend this conference."



2. Marketing

"The devil is in the details. Everything you do is marketing, from the person who answers the phone to the [last] person the patient sees when they leave the office." Dr. Richard M. Foxx, MD

Catherine Maley, MBA, author of "Your Aesthetic Practice/What Your Patients Are Saying." and President of Cosmetic Image Marketing, says it best. "Competition is fierce. The savvy public is willing to price shop. Now, more than ever, doctors need to gain exposure and market themselves to gain their fair share of the market. But how do you do that? How do you turn your practice into a high-quality operation that patients, staff and colleagues trust, respect and recommend to their own family, friends and patients?"

Where to Advertise: The Power of the Internet

Dr. Steven Jepson MD, owner of The Spa at Utah Dermatological and Medical Procedures Clinic (www.udmpc.com) offers some specific insights into the role of advertising in building a successful aesthetic practice, with a specific focus on the use of the Internet to achieve marketing goals:

"You do not need to spend a fortune on advertising. Internet marketing gives you the most bang for your buck. For anywhere between \$200-\$1000 a month (depending on how competitive your market is) you can use pay-per-click advertising to target potential clients who are already looking for what you have to offer. This of course means that you must have an attractive and informative website. If you are uncomfortable designing your own, then pay a good website designer to do it for you. This will be one of your most important investments.

I estimate that about 50% of my new clients come from the Internet. 35% comes from current client referrals. And 15% comes from other various sources. Of course, it takes some time to build a clientele that trusts you enough to refer their friends and family, but eventually they will become a key source to new business. So, plan for this by treating your clients well. In Aesthetic Medicine, top-notch customer service is extremely important.

I have tried probably every other type of advertising possible in the last four years, before focusing most of my advertising resources now on the Internet. Here are my thoughts on a couple other types that I have tried and don't use anymore:

- Radio advertising can be expensive and generally doesn't work well unless you can align yourself with one of the popular radio personalities who will then "ad lib" about your business (for a price). The station's advertising representative can help align you with the on-air talent. This approach is more expensive than traditional radio commercials but much more effective. I had one of Salt Lake City's most popular female radio personalities ad-libbing about my clinic for about two years. It worked well, but like all advertising, it eventually ran its course. I would not recommend traditional radio commercials.
- Print Ads have never worked well enough to justify their cost and that includes direct mailing. Local magazines have given the worst return on investment of any type of advertising that I have done.
- Finally, large 'Yellow Page' ads are expensive and not effective. Don't waste your money. The consumers that you want as clients are using the Internet."

Why Promote?: To Compel Patients to Act

Catherine Maley further builds on Dr. Jepson's thoughts regarding "strategic" advertising:

"It's a dead-end street to advertise the lowest price. There's always someone else who advertises an even lower price and then what do you do? If there is no profit margin in your services, there is no business."

Instead, use advertising to educate, invite and compel aesthetic patients to stop-notice-act.

Tell readers, listeners and viewers what's new in the world of cosmetic enhancement. So many new technologies have been introduced to the market recently that consumers may not be aware of. Oftentimes, they are surprised to learn the technology is cheaper, faster, less painful, more effective and all with minimal or less downtime than what used to be or what they experienced in the past.

Invite your audience to learn more by attending your in-house seminars, your online 'Webinars', your open house events, etc. The more interesting and fun you can make this for them to attend the better chance you have of bonding with them so they become loyal advocates who refer their friends."

Catherine also suggests that, coupled with Steven Jepson's suggestions, successful practitioners can market through a: "Communicate with Your Current and Long-Lost Patients" Program."

"You most likely have a database filled with aesthetic patients you haven't seen for awhile, who came in for a consultation but never booked or who simply disappeared for whatever reason – so reconnect with them.

Either through email, patient newsletter, note card, practice letter or direct mail piece, touch base with them. Tell them what's new in your practice and what's new in the world of cosmetic enhancement. Include a "Welcome Back" special offer with a tight expiration date so they call now rather than later or never."



3. Build and Maintain a Patient Base

"Quality in a service is not what the provider puts in. It's in what the customer gets out." - Peter Drucker

While it may go without saying that good customer service is the lynch-pin to any successful business, often physicians do not see their practices from the perspective of the patient. To remedy this, both Cindy Graf and Dr. Richard Foxx suggest:

"Take a walk around your business, observe each area: Enter through the front door, sit in the waiting room, check the bathrooms, sit and observe the front desk staff greeting your clients on the telephone and in person, your clinicians, the treatment rooms, how clients check out." (Cindy Graf, author of "Building a Successful Cosmetic Medical Business").

Further, to both meet and anticipate customer needs, ensure that the technologies being invested in are tried and true and "work the way they say they will" (Dr. Barry Burrows), and are coupled with the constant infusions of new technologies.

Moreover, Dr. Richard Foxx reminds practitioners that they must:

- Remember the words of Hippocrates: "Primum non nocere." First, do no harm.
- Have sense of proportion and stick to it. You can always come back and do more.
- Know your limitations.

Equally, Dr. Foxx recommends that doctors, "address the patients' concerns, not [their own], and don't interject [oneself] into the equation unless clearly invited. Always ask, "What do you see?".

This attention to patient concerns and understanding patient needs will ensure "excellent customer service and word of mouth referrals." (Dr. Barry Burrows).

Another key way to build one's business is through, what Catherine Maley coined as, the **"Refer a Friend Program"**.

"How great would it be if each of your current patients referred just one friend, colleague or family member to you? Ok, it's not reasonable to expect 100% but 30-40% is reasonable if you set up a program.

First, every practice has a group of cheerleaders. They are your loyal advocates. They talk about you in social settings every chance they get. They memorize and give your number to their friends who ask. They attend your events, read your emails and respond to your promotional efforts. But most of the time, you don't even know who they are – unless you track.

Developing a referral program will help you identify your true advocates. The first rule is to keep it simple.

- Tell them you would like more patients just like them,
- Send them a handwritten note card with business cards enclosed,
- Add "bring a friend" to your invitations,
- Add "forward this to a friend" in your email messages, and
- Add "pass this on to a friend" in your gift cards.

Then when they do send a friend your way, personally thank them with a handwritten note, a telephone call, send a small gift or have your staff invite them in for a complimentary service. Everyone wants to feel appreciated and acknowledged when they do something nice for someone else. And, rewarding good behavior will beget more good behavior."



4. Staffing

"Surround yourself with the best people you can find and empower them. And then reward them generously. They are the life's blood of your [practice]. - Dr. Richard M. Foxx, MD

Experts agree that "staffing is the highest expense item for most dermatology practices, often comprising more than 50% of total practice overhead." (Mike Parshall, Skin and Aging, Vol. 15 October 15, 2006)

Given this, experts like Dr. Barry Barrows MD agree that: from "having someone answering the phone who can speak well about what the practice has to offer," to the "last person a patient sees before leaving the office" (Dr. Richard Foxx MD), the practice's staff are the cornerstones to successful customer attraction and retention.

Employee compensation: Developing a Formulae that is a Win-Win for Physician and Employee

Bryan Durocher, in his marvelously comprehensive overview of existing compensation programs for medical spas across the U.S. reminds practitioners that, "the spa industry has some of the highest payroll expenses of any type of business, so when it comes to compensation, there is very little room for mistakes." Therefore, developing a compensation strategy, whether it is straight payroll or straight commission, or borrowing from both, requires the ability to assess what a successful practice must pay employees, what benefits are required for employee retention, and how best to implement this formula to maximize employee morale and business profitability. (<http://www.skininc.com/spabusiness/medicalspa/36399299.html>).

The aforementioned Drs. Jepson and Ataii offer some additional expert insight specifically regarding their successful compensation strategies.

"What I have done in my office is that I have created a competitive environment. My staff no matter if they are full time or part time all receive 2% of all products sales and 2% of all procedures they book and we collect. The only differentiation is that my office manager receives 1% of the total gross of each month as a bonus and is excluded from the other category I mentioned above. My front office staff make a lot more in bonuses than my nurses and ancillary staff," suggests Dr. Alexander Ataii, MD.

Equally, "the only incentives that we pay are for retail sales. I only incentivize full time employees and I give the same amount to receptionists as I do medical assistants. They each get the same percentage of total retail sales (to keep things fair - because we faced the same fairness issue that this doctor is facing). My aesthetician gets a significantly higher amount but it is based on her sales only," comments Stephen Jepson, MD.

Cindy Graf expertly summarizes the key importance of a successful hiring program: The best physicians surround themselves with exceptional staff so that they can "delegate tasks to these competent staff to carry out the practice's plans. One cannot do all the essential jobs oneself. Be a supervisor, not a doer." (www.cindygrafconsulting.com)



5. Patient Financing

"If you do build a great experience, customers tell each other about that. Word of mouth is very powerful." ~ Jeff Bezos

There are many patient financing companies available, and is ideal for co-payments, deductibles, treatment and aesthetic procedures which are typically not covered by insurance. When choosing one, make sure they offer quick on-line approvals. You don't want your patient waiting while they fill out a form and fax it to the patient finance company. You want to enter it online for them, and get a quick response back. Also, look for programs that offer no interest, low interest, or deferred payment plans to your patients. As a physician, you'll want to keep an eye on the fees these patient financing companies charge you, they can sometimes be double what you're paying for a major credit card. Also, look for a program where you do not pay any up-front costs, pre-payment penalties or any other fees. Some of the larger players are GE Money, Citibank, Capital One, and MedChoice Financial.

Catherine Maley, www.CosmeticImageMarketing.com, further has some excellent insights regarding patient financing:

"Don't spend your patients' money for them. You never know who needs or even wants patient financing until you ask them. Although patients may be more than capable of using their own credit card, they may choose financing simply because its less hassle and they can spread their payments out."

Use financing as a closing question. If you simply ask a patient if they want to move forward with a procedure, you are forcing them to answer yes or no. A better approach after you have gone through the consultation, is to ask an either/or question rather than a yes/no question. Here's an example:

Sara, would you prefer to use your own credit card or our easy-pay program for only \$60 per month?

This way, the patient is now asking themselves which way to go with the financing rather than if they should do it at all.

Equally, Jeff Russell, executive-director of the IAPAM also offers salient recommendations regarding financing for a successful medical spa:

"In today's economy, it is more important than ever to offer your patients multiple financing options for aesthetic procedures, it's not uncommon for a patient to pay for some of the procedure in cash, check, credit card, and a patient financing credit card. It's important that you have them all available and clearly displayed."



6. Continuing Education

"While it's one thing to temporarily substitute fillers for facelifts, the worst thing patients can do is to put price before professional training." - The American Society of Plastic Surgeons, November 2008.

Comprehensive clinical and business training is the best foundation upon which a successful medical spa can be launched in these dire economic times. To address this shift in the field of aesthetic medicine, and to provide the practical clinical and business experience needed to open a medical spa or integrate medical aesthetics into an existing practice, the IAPAM (International Association for Physicians in Aesthetic Medicine) offers the industry's most comprehensive Aesthetic Medicine Symposium for new medspa entrants and advanced training for those who are looking to develop their techniques.

Dr. William Paronish, owner of the Evolution Spa www.evolutionmedspa.net, summarizes best the benefits of physician-lead training in medical aesthetics, particularly the IAPAM's Aesthetic Medicine Symposium:

"When, for various reasons, I decided to expand my very large Family Medicine/Geriatric practice to include full spectrum medical aesthetics, I began my training with the IAPAM and received what I now realize was an excellent educational experience that began my journey into this field that I truly love."

Since the time of my initial training the IAPAM has always been there to keep me way ahead of the curve with solid educational opportunities and with all the information and assistance that anyone could ever need to grow my large and very rewarding Aesthetic Medicine practice in rural Pennsylvania. I developed and operate my spa in Northern Cambria, PA where we are doing full spectrum medical aesthetics offering state of the art Botox Cosmetic injections, dermal filler injections, full spectrum laser/IPL treatments, advanced microdermabrasion, chemical peels, full spectrum micro-current Medilift procedures and even surgical procedures daily. Additionally, my aesthetic partner Kim Muffie PA-C (who also trained with me at the IAPAM) and I run multiple peripheral aesthetic clinics in the region to bring what our patients call our "magic" to those that can't come to us. We always appreciate the help and on-going assistance that the IAPAM has given us since our initial training and we are very proud to be IAPAM members.

Equally, in a recent article on "How to have a Profitable MediSpa: The Top 3 Medical Spa Myths," Jeff Russell, Executive-Director of the IAPAM comments that, "so many times, physicians attend a free weekend training course in the hopes of learning everything there is to know about opening a medical spa or aesthetic practice. Unfortunately, the reality of the market place is that most of these seminars are often run by laser manufacturers or consulting firms, both of whom are ultimately guiding you to purchase their products and services. A physician may start along the information path by attending a weekend program, but one needs to have ongoing educational and peer support, and access to additional CME approved clinical training."

"You need to look at entering the aesthetic field as a journey; you are not going to learn everything you need to enter the industry in one weekend, so you need to have access to accredited on-going clinical training, medical textbooks, and reputable on-line resources to hone your skills, just as you did in medical school," reminds Russell.



7. *Understanding the Trends*

“I don’t set trends. I just find out what they are and exploit them. - Dick Clark

It is a very important part of your business to clearly understand what the top minimally invasive procedures are, and who is having them done. Understanding critical statistics and identifying future trends within the industry, will allow practitioners to position their clinics to meet current patient needs and anticipate future markets.

Therein, there were more than 15.6 million surgical and non-surgical cosmetic procedures performed in the United States in 2020. Correspondingly, the total Americans spent on cosmetic procedures increased from \$13.5 billion in 2015 to \$16.7 billion in 2020.

Non-surgical procedures have steadily grown their market share of cosmetic procedures being performed. Since 2000, procedures like botulinum toxin injections and laser skin resurfacing have increased more than 450% in the US. From 2000, overall surgical procedures increased by 22% and non-surgical procedures increased by 174%.

Finally, women had nearly 12.4 million cosmetic procedures performed in 2020 or 92% of the total. However, male cosmetic procedures, while only accounting for 8% of the total performed in 2020, were up by 29% since 2000.

Specific # of procedures performed showed the following trends between 2018 to 2020. The top non-surgical procedures in the US were:

Procedure	# of Procedures 2019	# of Procedures 2020
Botox®	5,043,057	4,401,536
Hyaluronic Acid	2,878,201	2,619,650
Laser Hair Removal	1,055,456	757,808
Laser skin resurfacing	1,087,887	997,245
Chemical Peel	1,387,607	931,473
Microdermabrasion	681,190	522,693



Top Anti-Aging Trends for 2022

The world of aesthetic treatments has seen massive changes in the last decade. In the 1990s, invasive cosmetic surgery was introduced, and it slowly gained popularity. Now non-invasive procedures are all the rage when it comes to aesthetic medicine trends.

Thanks to lower costs and quickly visible results, people are opting more towards the non-invasive route. People have been familiar with procedures such as Botox®, laser hair removal, fillers, etc. for a long time. But in the years 2019 and 2020, there was an increase in other non to minimal-invasive procedures like PRP, skin tightening, medical facials, body contouring, microneedling, and so on.

Demand for both the new and the old aesthetic medicine trends are forecasted to continuously rise in 2022.

In 2019, there were more than 80 million aesthetic treatments and procedures were performed worldwide. People believe that aesthetic medicine is similar to regular health treatments since it helps them maintain a healthy and natural-looking appearance. In addition to staying healthy and fit, people also want to minimize the effects of aging.

Women nowadays are going for a more natural look when it comes to these enhancements. They don't want to look dramatically different. The new trend is to make small changes in their trouble areas instead of making major changes. Some of these procedures use the body fat of the patient themselves to be used as an implant in the face or as other enhancements.

One of the major reasons that aesthetic medicine trends have gained popularity among people is because of the rise of social media. Whether it is selfies on Instagram or Facebook, people have started focusing more on minimal procedures to update their appearance. A vast majority of the younger generation and males have also hopped on the non-invasive procedures bandwagon due to their increased obsession with social media.

When talking about aesthetic medicine trends, 2019 was the ultimate year of facial rejuvenation procedures and these aesthetic medicine trends continued on to 2022 and aren't slowing down anytime soon.

When it comes to other non-invasive procedures, the top five, in the last two years, were:

- Botulinum Toxin.
- Hyaluronic Acid.
- Hair Removal.
- Nonsurgical Fat Reduction.
- Photorejuvenation.

Covid-19 Has Contributed to Increased Demand. But How?

Due to the sudden appearance of a worldwide pandemic, the demand for non-invasive cosmetic treatments has increased.

According to plastic surgeons and dermatologists, this sudden increase is due to the fact that people have to work from home and show their faces on video calls for personal and work meetings.

There has also been a rise in telemedicine in the past year. It is safer for people to consult with their dermatologists, plastic surgeons, and other professionals through video calls rather than meeting in person, unless for the procedures themselves.

Another reason for an increase in non-invasive facial procedures is due to constantly wearing masks. An ideal environment is created for the bacteria to grow due to increased humidity and warmth under the mask.

This results in clogged pores and 'maskne.' Not to mention, people who already suffer from a certain skin condition, like rosacea, will have a more difficult time with their skin.

Projected Top Aesthetic Medicine Trends to Look Out For in 2022

1) Botox® and Fillers

Since the last decade, Botox® and fillers have gained quite the popularity as some of the most requested non-invasive plastic surgery procedures. When talking about neurotoxins (Botox®), they are used in order to relax certain muscles underneath the skin, which results in less production of frown lines, wrinkles, crow's feet, and other facial lines.

On the other hand, fillers are used in order to treat wrinkles and fine lines as well. Plus, they restore volume in different areas of the face where it's needed, like eyes, jaws, and cheeks.

Fillers are more commonly known to plump the lips as a raging trend. Fillers come in different types, depending on firmness, viscosity, texture, and other properties.

With fillers, the patient leaves the clinic looking refreshed in just a short amount of time, which makes getting fillers an easy procedure. There can be minor swelling or redness of the skin at the injection site, but all of that will disappear in just a few hours.

Nowadays, cosmetic procedures, like Botox® and fillers, aren't considered taboo. There was a time when getting Botox® was seen as a massive physical change in someone's life and no one would openly talk about it. Times have changed and these procedures are becoming more common. Plus, the younger generation, like the millennials, started paying more attention to their appearance, in part due to social media culture.

This has resulted in them opting for Botox® and fillers and this sudden increase has removed the stigma that was once associated with these types of procedures.

2) Platelet-Rich Plasma (PRP)

Platelet-rich plasma treatments, also called PRP treatments, are used for various purposes, such as facial rejuvenation, hair loss, and acne scarring. Both women and men have taken advantage of this aesthetic treatment.

When it comes to fighting the signs of aging or the appearance of an aging face, it can be used to treat fine lines, sagging skin, wrinkles, uneven skin tones, and scarring.

This nonsurgical procedure uses the blood of the patient in order to create the cocktail that will be injected into their skin. This will promote the production of collagen and provide that younger-looking plump look to the patient. The blood is placed inside a centrifuge, where the platelets that contain the growth factors get isolated.

This is an allergy-free all-natural process that is performed by trained healthcare providers. When it comes to using PRP for hair loss, the body creates an inflammatory response due to the treatment, which releases growth factors that stop the hair loss process. The results of this procedure show up after a couple of days and will build over time. However, the end result varies from patient to patient.

Usually, it takes three weeks to notice an overall improvement in the skin's texture, hydration, and tone. It is between the third to sixth week when new collagen is produced and formation of new blood vessels takes place. The process of improving the skin's elasticity and reduction of any fine lines continues on for a couple more months.

According to research, cosmetic PRP's results usually last for one to two years. However, this also depends on several factors, like the condition of the patient's skin before the procedure and how well the patient followed the protocols both before the procedure and after it.

Once the new cells and collagen start forming underneath the skin, that is when the facial rejuvenation can truly be seen. This process might require some time. Some people see improvement in their skin by the third week, while others don't see any visible change until the sixth week. These treatments have been a major hit among celebrities as well.

Celebrities such as Kim Kardashian and Molly Sims have openly talked about the many benefits they have achieved with PRP treatments.

No one can forget the uproar that Kim Kardashian created with her 'Vampire Facial®, (trademarked by designer-physician Charles Runels, MD Inventor of the O-Shot®, P-Shot®, & Vampire Facelift® & Vampire Breast Lift® Procedures),' which is just another version of a PRP treatment.

Also, the famous actress Angelina Jolie tried a PRP procedure called ‘Dracula Facelift,’ which helped in making her skin younger and added more elasticity to it for a youthful appearance.

Another actress, Jay Anstey gave the famous Kim Kardashian ‘Vampire Facial®’ a try and it has become one of her most favorite beauty treatments.

In addition to plumping up the skin, reducing the fine lines, and providing a natural glow, this procedure has also helped her with her chronic dryness issue.

3) Microneedling

Microneedling dates back to the mid-90s, but recently it has gained popularity due to Instagram and YouTube. This is a cosmetic procedure that can help with different types of skin conditions. During the procedure, a handheld device is used that pricks the skin and creates tiny micro injuries in the person’s skin.

This causes the body to increase its production of elastin and collagen in order to heal these tiny injuries. At the same time, it tightens and smooths the skin, reduces the appearance of wrinkles, fine lines, and blemishes. Radiofrequency microneedling, also called RF, combines microneedling with radiofrequency energy in order to enhance the skin rejuvenation process. In this procedure, the underlying skin layers receive heat that boosts elastin and collagen production, while tightening the skin.

The radiofrequency energy penetrates more deeply into the skin as compared to the standard microneedling procedure; hence, the end results are produced much quicker.

4) Laser Hair Removal

Laser hair removal is known as one of the highly-popular laser cosmetic procedures in America. This is due to its effectiveness, safety, and long-lasting results.

Both women and men are having these procedures done on their bodies. The grooming industry of men is continuously growing, the need to remove unwanted hair has increased in areas like the back or the chest. People go for laser hair removal for different reasons, whether it is for cosmetic purposes or an underlying condition, like hirsutism.

This procedure works by gently damaging the hair follicle’s root that contains melanin, which is a component that gives the hair its dark or light color. The end result of this procedure is smoother skin that stays hair-free for a long period of time.

Aesthetic clinics offer laser hair removal for different areas of the body like face, back, abdomen, bikini area, chest, knuckles, legs, breasts, underarms, buttocks, and feet.

According to Mayo Clinic, laser hair removal reduces the number of hairs by 40% – 80%. A person only needs to go for three to six sessions in order to see results and these sessions take place after every six to ten weeks.

5) Nonsurgical Fat Reduction

Since the demand of aesthetic treatments have increased and become more accessible, fat-reduction procedures have also experienced an increase.

Nonsurgical fat reduction and nonsurgical body contouring are two of the procedures that have been a major part of the aesthetic medicine trends. In these procedures, the fat cells get destroyed from stubborn areas of the body without any surgery, for example, the thighs, abdomen, upper arms, and bottom.

What makes nonsurgical body contouring different from surgical liposuction is the fact that laser fat removal techniques do not need anesthesia, incisions, stitches, or a longer recovery period.

These procedures are handled in different ways. Some procedures require freezing the fat cells, while other procedures make use of heat that penetrates through radiofrequency or other means.

Aesthetic Medicine Trends Final Words

Aesthetic medicine trends have greatly evolved over the years. While the late '90s and early 2000s were all about invasive plastic surgeries, the times have truly changed as new non-invasive procedures have taken over the world of aesthetic treatments.

People can get their desired look without worrying about going under the knife, all thanks to the use of different procedures.

In order to prepare for what 2022 might bring, aesthetic practices need to make a plan on how they can manage everything during a pandemic.

This includes safety precautions that are important not only for their clients, but also for their employees. When it comes to aesthetic medicine trends, something new is always around the corner.

As people are becoming more aware of their appearance, so the need for non-invasive aesthetic treatments grows. Consumer demand will continue to drive non-invasive procedures to the top of all aesthetic procedures in 2022.

Summary

*Dr. Richard Foxx, MD, summarized the overarching philosophy that has lead to his and other industry experts renowned success:
"Remember you are not only treating the patient, you are making friends for the field and it is your responsibility to help the field grow."*

This report has offered insights and recommendations from successful aesthetic medicine physicians, outlining how new physicians or existing practitioners in the aesthetic medical field can ramp up their practices. These experts conclude that the development of a solid foundation or business plan, the incorporation of sound Internet marketing strategies and other innovative promotional tools, the retention of exceptional staff, a visible commitment to customer service, the offering of tailored patient financing options, and an understanding of where the market is going are all essential elements in a successful aesthetic practice.

The experts showcased in this report are all available through their websites or through the educational programs, industry networking and membership with the IAPAM.

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About the International Association for Physicians in Aesthetic Medicine (IAPAM)

The International Association for Physicians in Aesthetic Medicine is a voluntary association of physicians and supporters, which sets standards for the aesthetic medical profession. The goal of the association is to offer education, ethical standards, credentialing, and member benefits. IAPAM membership is open to all licensed medical doctors (MDs) and doctors of osteopathic medicine (DOs). Information about the association can be accessed through IAPAM's website at <http://www.IAPAM.com>. Additional information about the Symposium can be accessed through <http://www.aestheticmedicinesymposium.com> or by contacting:

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