A DIFFERENT APPROACH TO BEAUTY AROUND THE WORLD

In different areas of the world, there are different languages spoken; in fact, some suggest there could be as many as 7,106 languages but it is difficult to know for sure. Fortunately, there are not as many beauty ideals, but still, there are a lot. This is something to remember, whether you are travelling to different regions to treat patients or—more necessary in a world that keeps getting smaller and smaller—if patients from different regions of the world visit your office.

Patients in Western Europe are in demand for procedures that make them look refreshed and relaxed, but people should not be able to tell whether or not there has been a visit to a plastic surgeon. In my German office, I often hear phrases like ‘I want to have my lips done but my husband must not see it’. This demand changes drastically if you travel towards the east in Europe: the further you travel the more you leave the demand for just a ‘refreshment’. In Eastern Europe, beautifying procedures are often considered as a status symbol. Moldova has an average salary for a general practitioner of no more than 500 US$/month, whereas dermal fillers cost around 300 US$/per syringe. In countries like this, the procedures should be recognizable and they should have a strong visible effect, e.g. in lip filling or cheek augmentation. Also, the amount of Botox needed to get the desired result for the patient is a lot higher than the usual amount of Botox in Western Europe.

In the Northern Americas there has been a noticeable change in the ideal beauty within the last few years. In the 90s up to the early 2000s, there was also a strong demand for visible results if patients underwent beautifying procedures. This can be seen in celebrities like Nicole Kidman for non-invasive methods or Mickey Rouge for invasive procedures.

Within the last few years, there has been a shift towards a more natural outcome and a ‘better-looking version of me’. Emerging trends like ‘baby botox’ support this shifting of demand in a market that keeps growing stronger almost every year.

It is important to keep in mind from which cultural background the patient that sits right in front of you comes from. The traditional background of the patient may be different than yours. Therefore, your definition of beauty may not fit to their desires. It is critical to adjust to the patient demands without sacrificing ethical standards and without overtreating of patients because this will undoubtedly damage the reputation of your clinic.

The treatment of patients with a different cultural background or treating patients abroad can be a clash of beauty ideals and therefore is a challenging field in the aesthetic medicine. But with profound knowledge of the materials used and the ability to adjust to different situations it will open your peer group to a lot more patients and the reputation of your clinic will definitely get a boost through international patient contacts and is, therefore, a nice add on for your daily practice.

Jan Balczun, MD, Bochum, Germany

Register to PRIME online for FREE at prime-journal.com

Online first ★ Article archive ★ Video ★ Interact ★ Available on-the-go
Intense pulsed light (IPL) - a non-laser light-based technology introduced in the United States in 1995, has become popular for the treatment of a variety of pigmented and vascular conditions and non-invasive skin rejuvenation. IPL treatments are now offered in a large number of aesthetic medical and surgical practices and medical spas and clinics around the world. Greater appreciation of the potential benefits of IPL for conditions such as rosacea and non-facial sun damage have been hampered by commonly held misconceptions and myths. This has been due primarily to poor training and the common practice of delegation of IPL treatments to nonphysician practitioners who follow overly conservative treatment protocols. When physicians do not actively or regularly use a particular technology, they deny themselves the opportunity to make advances in treatment and discover innovations and uses for that technology.

In recent years a growing number of aesthetic practitioners have begun to appreciate several new and novel uses of pulsed light energy. This Renaissance in IPL has been primarily driven by the introduction of a third-generation IPL technology called BBL or broadband light. BBL was designed with certain innovative features that allow a greater choice of treatment parameters, smaller spot applicators for more precise targeting of skin imperfections and a unique SkinTyte mode that delivers a constant output of high energy broad spectrum light over a pulse of several seconds in duration. These design features combined with newer treatment techniques have resulted in faster treatments with more dramatic results. Treatments have become even safer and more comfortable for patients.

The benefits of BBL for inflammatory acne and acne scarring have recently been reported. Some of the newer treatment benefits of BBL are for eyelid and ear skin rejuvenation and lip rejuvenation. More recently antiaging benefits have been reported with regular long-term BBL treatments. In one study rejuvenation of gene expression of a number of key genes involved in aging and longevity were reported in aged skin after just three treatments with BBL. In a separate study regular treatments with BBL over several years helped subjects maintain a more youthful appearance.

The unique SkinTyte mode has allowed BBL to be used for all skin types, for body contouring and treatment of soft tissue pain. Even more recently BBL in the SkinTyte mode is being used for male and female genital rejuvenation. Results are showing that men can enlarge their penis and women can have a more youthful appearing vulva and vaginal tightening. Both men and women being treated with BBL in the genital area report greater sexual pleasure and enhanced orgasms. Some of the earliest and first ever data will be presented at the 2018 edition of the Vegas Cosmetic Surgery meeting. These new applications and uses of broad-spectrum light-based technology are leading to a renewed interest in IPL. It is now becoming clear that the interaction of broad-spectrum light with skin produces much more effects on the biology of skin than previously appreciated.

In this era of energy-based devices being used for an ever-increasing assortment of conditions, IPL, a two-decade-old technology, is again rising to the forefront as an even more valuable tool than ever before.

Patrick Bitter, MD, FAAD, Silicon Valley, California

STRAIGHT ANSWERS ON LOCAL LISTINGS AND GOOGLE MAP RESULTS

Years ago, if your Yellow Pages ad had a wrong phone number or address, patients got frustrated and you lost business. Smartphones replaced bulky phone books, but the result of incorrect information remains: lost business and credibility. Estimates project local businesses lose $10 billion annually from incorrect information.

A 2018 BrightLocal study found:
■ 93% of consumers are frustrated by incorrect information in online directories
■ 80% lose trust in local businesses if the information is incorrect
■ 40% quit looking if they can’t easily find you due to a wrong address

‘On-the-go’ prospects depend on local search listings, especially Google My Business (GMB). Yet, Google also relies on a wide variety of business listing websites to validate the accuracy of your GMB listing. To understand more about local listings and Google Map results, we address some common questions.

How can I optimize my website to appear in Google ‘map pack’ results?
Local map listings identify local GMB profiles, where traditional organic results display website pages and other resources. Thus, you can have a high-performing website and not appear in the local pack. Conversely, many GMB listings don’t have highly ranked websites.

Can inaccurate listings lower my local rankings?
Absolutely. Ranking factors for local GMB listings are different than organic Google results. Some experts indicate 45% of your GMBs performance is based on the accuracy of other business listings.

If my GMB is accurate, why does Google care about other directories?
Google’s focus is ensuring end-user satisfaction by delivering accurate results. Your GMB is one of many listings that make up your online brand. It’s important to protect it and send Google the right signals.

How does Google rank GMB profiles?
Local rankings are part of your SEO effort and there are too many factors to list. However, here are some key signals:
■ GMB - Your address/proximity, categories, keywords in your business title
■ Directories - Volume of listings, name/address/phone consistency, quality of the listing source
■ Reviews – Review quantity, review site diversity
■ Website - Name/address/phone, keywords in title, domain authority

Who’s at fault for listings with incorrect information?
The same BrightLocal study shows 51% of consumers think the local business and directory are equally at fault. However, 31% blame the business. Only 18% think the directories are at fault. Collectively, 82% feel the majority of the blame is on the business.

I noticed paid Google ads don’t always show up in the local-pack. Why?
Google’s main focus with local search ads is mobile. This is because most smartphone searches are for local businesses, services or events. According to Dr. Peter J. Meyers, 35% of competitive local searches have local pack ads.

If you want to advertise in the local pack listings, you need an AdWords account with local extensions enabled. An experienced Google AdWords Partner agency can help set up and manage your campaign.

Bill Fukui is Director of Sales & Marketing for Page 1 Solutions
We are currently at a significant point in the evolution of the art and practice of facial rejuvenation. What has been the impetus for this? Why is there an expanding number of people seeking facial rejuvenation? Some of the answers are readily apparent. People are living longer and are healthier. They, in general, are working longer. Large proportions of the population are trying to exercise, eat healthier foods and remain physically active. And they want to look as good, or vital, or rejuvenated as they feel; hence, they seek treatments to accomplish this. The introduction of many new interventions to improve facial appearance has made facial rejuvenation more accessible. What is most important about this phenomenon is that the treatments are working!

Technical advancements
Another part of the answer is that true facial rejuvenation is now starting to be a reality. Over the last 30 years, there has been an enormity of innovation and technical advancements which have provided the tools to make facial rejuvenation more possible and effective.

At the beginning of my career the most useful tools were a wide variety of surgical procedures through which sagging tissues could be tightened, removed and pulled. Tissues were frequently eliminated but rarely restored. There were a variety of implant materials. Some of the underlying biomaterials, however, later proved to be ill advised to be used. Resurfacing was performed only through dermabrasion and chemical peels. In essence, it was possible to accomplish some degree of favorable change or rejuvenation in the faces of our patients at that time. In many ways, however, the results fell short of a genuine rejuvenation. This has changed dramatically since then.

Past, present and future
The concept of facial rejuvenation is now understood on many different levels. Facial rejuvenation is undertaken along several dimensions: The past, present and future are in play. One facet is the past — there is a better understanding of the why and what happens to ones face in the process of aging — based on our better understanding of facial anatomic features and age-related change. For instance, we now recognize and understand the involutional changes that occur in the facial skeleton and adipose volume over time. We now understand that a negative vector midface sets the stage for the descent of the midface structures with aging. Another facet is the present — armed with a large palette of potential interventions — we can make anatomic-based decisions and individualize what we do to rejuvenate the face. There are decisions to be made regarding the need for volume, surgery, light and energy devices and the need for biologics. One final time-related facet is the future — armed with a growing body of the knowledge of the natural history of aging we look to the future and consider what prevention measures can be carried out to lessen the effect of time on an individual’s facial appearance. The early use of neuromodulators have been touted as an early preventative measure. Through the application of new tools – the biologicals – we are beginning to see how biological tissue manipulation can promote physiology of the tissues of the face. Harnessing the biology of tissues, that is where we are heading. The use of PRP, stem cells and yet undiscovered biologics may well be the future of facial rejuvenation. As science and industrial innovation has impacted almost every facet of our daily lives to move forward to our present positive state, similar advancements in the medical sciences and molecular biology will do the same in our art and practice of facial rejuvenation.

In a hundred years what we are doing now for facial rejuvenation will be regarded as primitive as how we now view leeching in the treatment of disease. An appreciation of the multidimensional nature of biologic aging will be met with a multidimensional approach to remedies. Perhaps injection or infusion may become more important tools than the scalpel. Perhaps Aesthetic Surgery may evolve further into Aesthetic Medicine and Surgery.

*Over the last 30 years, there has been an enormity of innovation and technical advancements which have provided the tools to make facial rejuvenation more possible and effective.*

---

Fred G. Fedok, MD FACS is Chief of Staff South Baldwin Regional Medical Center; Immediate Past-President, The American Academy of Facial Plastic and Reconstructive Surgery. Adjunct Professor of Surgery, The University of South Alabama

---

Read all articles from the VCS Daily online at [www.prime-journal.com](http://www.prime-journal.com)
INTRADERM™

Skincare solutions

IntraDerm™ is a specialty pharmaceutical company focused on innovative technologies and drug delivery platforms in dermatology. Our current portfolio features non-steroidal and enhanced healing approaches to manage infection, inflammation, itch and scarring. We have products for treating and managing Eczema, Atopic Dermatitis, and Seborrheic dermatitis, as well as for minimizing scarring during and after healing, and post-surgical wound care for your Pre & Post-Procedural and Scar management patients. Many of these products contain the first to U.S. market unique, gentle, and safe hypochlorous acid scientific formulation. Stabilized hypochlorous acid (HOCl) has been used for years on millions of patients around the world, treating wounds and other inflammatory dermal irritations. Recently a new descaler product was launched for safe removal of moderate-to-severe scaling for patients of all ages. All of our products are useful in both General and Aesthetic dermatology offering prescription products and Aesthetic office dispense options.

Contact Intraderm ● www.intraderm.com ● Tel: 855-317-1107

ALMI™

ALMI™ Procedure

With regenerative medicine on the rise, ALMI™ is leveraging the body’s natural resources to accelerate the restoration and regeneration of damaged or injured tissues. ALMI™ is different than traditional injectables but with the same simplicity and ease of other types of injectables. It is different than traditional fat grafting in that you are able to size the tissue according to the desired anatomical area and tissue plane and utilize the milieu with as small as a 27gauge needle or cannula. ALMI™ is used for facial and hand rejuvenation; for alopecia to stimulate hair regrowth, and to reinvigorate and restore sexual wellness in men and women. ALMI™ offers your practice not only a comprehensive marketing packaging including the use of the ALMI trademarks and promotional support with a dedicated marketing liaison, but also the proven trademarked protocols to create the ALMI™ milieu. Visit us at Booth #227 to learn more.

Contact ALMI™ ● almiprocedure.com ● Tel: 805-499-4246

ACLARIS THERAPEUTICS, INC.

ESKATA™

ESKATA™ (hydrogen peroxide) topical solution, 40% (w/w) has a proprietary formulation that was designed for in-office administration and can be administered by physician or nonphysician healthcare providers under a self-pay billing model.

ESKATA is FDA-approved and was developed by Aclaris Therapeutics, Inc. Aclaris is a dermatologist-led biopharmaceutical company committed to identifying, developing, and commercializing innovative therapies to address significant unmet needs in dermatology, both aesthetic and medical, and immunology. Aclaris is focused on market segments with no FDA-approved medications or where treatment gaps exist. Bring the benefit of ESKATA to your patients. Please visit ESKATAHCP.com to learn more about ordering, application, and more.

Contact Aclaris Therapeutics, Inc ● ESKATAHCP.com

FACTOR MEDICAL, LLC

Selphyl® System

The Selphyl® System is designed for the safe and rapid preparation of Platelet-rich Fibrin Matrix (PRFM) from a small sample of blood at the patient point of care. Many PRP systems require operator skill, have varying results and have extensive contamination with red blood cells and white blood cells. PRP is converted to PRFM through a controlled process, creating a scaffold that serves to protect and preserve platelets. Think of Selphyl® PRFM as the next generation PRP. Proprietary gel tube technology used to separate platelets from red and white blood cells; Pure PRP/PRFM. Patented® process creates a Platelet-Rich Fibrin Matrix (PRFM) by converting Fibrinogen into Fibrin. Platelets and Growth Factors are available for 7 days in the PRFM. Only 9ccs of blood required. Short 6 minute spin cycle. PRP & PRFM tubes are pre-loaded to reduce steps. Closed transfer for improved safety. To learn more, visit us at booth #115.

Contact FACTOR MEDICAL, LLC ● selphyl.com ● Tel: 1877-735-7495