

Aesthetics

MONTHLY JOURNAL FOR MEDICAL AESTHETIC PROFESSIONALS

THE SECRET IS OUT
for summer!



We have the secret.

Our range of gels can be tailored to your individual patients' needs. The two distinct gel technologies (OBT™ and NASHA™) enable each and every one of your patients to get summer ready!

 GALDERMA

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Restylane

Characteristics of HA Fillers CPD

Dr Souphiyeh Samizadeh discusses the characteristics of hyaluronic acid fillers

Special Feature: Marketing Injectables

Professionals explore marketing strategies for injectable procedures

Volumising the Face Using PRF

Dr Vincent Wong and Dr Maria Toncheva detail the combination of PRP and PRF

Presenting Skills

Public speakers and trainers share their top tips for being a good presenter

60 Seconds with...

Dr Beatriz Molina, medical aesthetic practitioner



How have aesthetic innovations improved patient outcomes?

Patient outcomes have improved dramatically because we better understand how the face ages.

The different technologies allow us to treat areas which were very difficult or risky previously. Also, the products we use are getting better. We now have sophisticated products and more understanding of their properties, allowing us to inject at different levels and achieve a much more natural result.

Why is it important to tailor your treatment approach to each individual patient?

We are individual and all require different things; every face is different. What is obviously the right product or technique for one patient doesn't necessarily mean it will be good for another. Patients come to see us because we're experts; we understand not only the concept of beautification and proportion, but also have a deep knowledge of the products that we use. We need to listen to the concerns of the patient to understand what their motivations are, what they really want to get from the treatment and offer the best advice for each patient.

What are your experiences of using the Restylane range of fillers?

I personally believe that Restylane is the largest range of products for different types of skin and results. You can choose from the very high G prime of NASHA, to the softness and integration in the tissue of OBT. You can tailor to what patients need and you can mix and match. If you compare it to being an artist, if you have a palette of colours you are going to create a much more beautiful picture than if you only have one or two colours.

What key points do you consider achieve a natural-looking summer glow for patients?

For me, the age of the patient doesn't matter. To achieve a 'summer glow' it is all about hydrating the skin and fine-tuning to improve its quality. As such, Skinboosters are a must-do for the summer – they should be on everyone's agenda.

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Bodycare

Obagi Medical releases first body product

Global skincare range Obagi Medical has released the **KëraPhine Body Smoothing Lotion**, making it the first product from Obagi Medical designed to be used on the body. UK distributor Healthxchange Pharmacy, claims that the lotion works to restore healthy looking skin by addressing the appearance and texture of rough skin conditions such as keratosis pilaris. It contains glycerin, glycolic acid and ammonium lactate to help keep the skin hydrated. Steve Joyce, marketing and technology director of Healthxchange said, "Obagi's KëraPhine Body Smoothing Lotion offers a new solution for patients with dry skin. The combination of glycolic acid and lactic acid is extremely effective and KëraPhine is clinically proven to help smooth rough and bumpy skin, exfoliate and remove dead skin cells from the epidermis and reduce dryness on the arms. We are really excited to further extend the Obagi Medical range with the addition of KëraPhine to support daily body care routines."



Loyalty scheme

Oappso launches new clinic loyalty system

Mobile app company Oappso, which provides services for several aesthetic clinics, has launched a new digital loyalty stamp scheme.

Oappso Loyalty aims to move clinics and other businesses from paper loyalty stamp cards, to digital. The company states that this provides a way to market to customers through its loyalty cards, as well as other benefits and features to increase sales.

According to the company, unlike other digital loyalty systems, Oappso Loyalty uses the customers' existing digital wallet to store loyalty cards. Other more similar systems usually require the customer to download a separate app, the company claims. Clinic owners can create custom loyalty cards online and share a link given to them with their patients in store and online. Patients simply click or scan the link on their phone and the loyalty card is downloaded to their Apple Wallet or Android Passes for Wallet, stored with their other cards such as credit and boarding cards.

Feminine health

Speakers announced for IAAGSW second world congress

The International Association of Aesthetic Gynaecology and Sexual Wellbeing (IAAGSW) has confirmed international speakers for its second world congress and exhibition. The speakers include Dr Sherif Wakil, IAAGSW president; Dr Jack Pardo, leader of the gynaecology unit at Clínica MEDS in Santiago; Mr Roberto Viel, co-founder of the London Centre for Aesthetic Surgery, and Dr Süleyman Eserdağ, founder of Hera Women's Health Center in Turkey.

The IAAGSW 2018 will concentrate on four areas surrounding sexual wellbeing: aesthetic gynaecology, male sexual rejuvenation, bio-identical hormones and regenerative medicine. Dr Wakil said, "I am very much looking forward to the event because of the opportunities it presents to fellow practitioners in this new and growing sector." The IAAGSW world congress will take place at the Royal Society of Medicine on October 12, 13 and 14.