2019 BRINGS NEW OPPORTUNITIES FOR AESTHETIC PRACTITIONERS

Wendy Lewis investigates what’s trending in medical aesthetics for the new year and what’s on the horizon

BY ALL ACCOUNTS, THE AESTHETICS market is booming after an exciting and eventful 2018. According to the American Society for Aesthetic Plastic Surgery (ASAPS), 2017 saw a meteoric rise in the top 3 non-surgical categories. The most popular treatment, botulinum toxins, grew 30% since 2012. Hyaluronic acid fillers, ranking second, grew 85% over the same period. Coming in at third place, non-surgical fat reduction expanded at 215% over the past 5 years, notably due to the new players entering this segment and increased availability of clinically validated options for consumers. A key growth area to watch in 2019 will include intimate wellness treatments for women and men.

Additionally, the consumer segments gaining the most traction appear to be millennials (born 1981-1996) and Gen X (born 1965-1980), as well as men. To expand the aesthetics market requires two main drivers; first, by attracting more patients to get on board the treatment train. Secondly, to encourage current aesthetic patients to increase the treatments they are already undergoing by way of expanded applications, by having the same treatments at more frequent intervals, and/or adding new treatments to their regimen.

Injectable trends

A newcomer among FDA cleared neurotoxins in the form of prabotulinumtoxin A, conditionally named Jeuveau™ from Evolus™, is awaiting FDA approval in 2019, with more on the way. Revance® Therapeutics’ longer lasting DaxibotulinumtoxinA (RTO02) is also on the path to a US launch potentially for 2020. Allergan® picked up the fast acting, shorter duration toxin BoNT/E that may be positioned for first time users in the near future. Allergan and Merz® Aesthetics are both going after new audiences to grow the injectable market. The younger toxin market is up for grabs and campaigns targeting patients in their 20s-30s, which has the potential to expand the number of users considerably.

It seems clear that Allergan and Merz® Aesthetics are both going after the younger toxin market with campaigns targeting patients in their 20s-30s, which has the potential to expand the number of users considerably.
Reclaimers,” who have spent the last several years
buidling a career or raising a family and are ready to
refocus on taking care of themselves.

Beauty-savvy consumers are starting earlier with
micro or mini treatments of 5 units of toxin strategically
placed to prevent the formation of dynamic wrinkles, as
in the glabellar and crow’s feet.

Micro treatments are on the rise as the perception
among consumers is that a series of small tweaks can
add up to big improvements down the road. ‘Micro Botox,’
also referred to as ‘Baby Botox’ in some circles, is leading
this trend as being used to help decrease oil production
and pore size and improve skin tone. This concept of
‘prejuvenation’ or early intervention ranks high among
this emerging group of clients entering the aesthetic
treatment market.

More practitioners are using Kybella® (Allergan) or
Belkyra® outside of the USA, in an off-label manner to
treat fat deposits on non-facial areas, including upper
arms, axillary, back, abdomen, flanks, thighs, knees,
 calves, and ankles, as well as for touch-ups, post-invasive
body contouring, and in combination with non-surgical
fat reduction therapies and skin tightening.

The most recent hyaluronic acid filler launched in the
US market in January 2018 was Revanesse® Versa™
(Prolennium Medical Technologies). Another first was
the FDA approval of Restylane® Lyft (Galderma) for the
correction of age-related volume loss in the back of the
hands. We can expect new regulatory approvals of
expanded indications, including more off-face uses for
currently marketed fillers in the US in the near future.

Platelet rich plasma (PRP) seems to be steadily
increasing in patient and practitioner acceptance as well
as its applications. It is being used along with many
other procedures including microneedling as a
stand-alone treatment for skin rejuvenation and
hair regrowth, as well as in conjunction with fat
grafting and post-laser resurfacing.

Microneedling combined with radiofrequency
energy has gone mainstream, and is now widely
used for addressing skin rejuvenation, acne
scarring, stretchmarks, and cellulite.

**Energy based devices**

In this segment, non-surgical fat reduction
and body contouring seem poised to be the
most dynamic segments moving forward.
For starters, they cast the widest net among
both genders and age groups. These are also
considered the most robust categories in
terms of the range of treatments available,
new technologies emerging, novel products,
and a wide range of fees that make them
suitable for many aesthetic patients, even
those just entering the market.

BTL Aesthetics® rocked the aesthetics
market in 2018 with the introduction of
Emsculpt® that uses high-intensity focused
electromagnetic (HIFEM) energy to induce
muscle contractions and destroy fat cells.
Stay tuned for more innovations to
stimulate muscle contractions utilizing
transcutaneous electrical nerve
stimulation (TENS), electric muscle...