A close-up portrait of a woman with long, dark, wavy hair, smiling broadly and looking upwards and to the right. She is wearing a dark red, textured top. The background is a solid, light pink color. In the top left and bottom right corners, there are white decorative elements consisting of a vertical line, a horizontal line, and a small white plus sign.

THE CHANGING FACE OF AESTHETIC TREATMENTS

AN EBOOK BASED ON PUBLISHED RESEARCH,
CLINICAL SURVEYS AND INTERVIEWS
WITH TOP INTERNATIONAL AESTHETIC PHYSICIANS

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SUMMARY OF THE CONTENTS

CHAPTER 1: CURRENT TRENDS IN COSMETIC TREATMENTS

The trends in cosmetic treatment today show more people moving away from surgery to less invasive treatments. Facial treatments with fewer complications and shorter recovery times are gaining ground and becoming more popular in all parts of the world among both men and women.

CHAPTER 2: A LOOK AT SOME MINIMALLY INVASIVE TREATMENT OPTIONS

In this chapter, we'll provide an overview of some of the minimally invasive treatment options available today to help you keep a youthful face.

CHAPTER 3: DIFFERENT NEEDS AND GOALS

This chapter discusses common worries and concerns and possible motivations for seeking treatment. We'll also discuss some of the differences between what men and women want from treatment, differences around the globe, and the idea of a holistic approach to treatment.

CHAPTER 4: UNDERSTANDING YOUR TREATMENT OPTIONS

What type of treatment are you looking for? Where do you get information? In this chapter, we'll take a look at how to approach the information gathering process as you consider your options and potential treatments.

CHAPTER 5: THE IMPORTANCE OF SCIENTIFIC EVIDENCE

Is it better to select newer products or ones that have been on the market a long time? How does clinical data support product claims and safe use? In this chapter, we'll review some important issues to discuss with your clinician about the treatment results you seek.

CHAPTER 6: QUESTIONS TO ASK YOUR DOCTOR

Here we will suggest some questions that you might ask your physician before making decisions about treatment, including your physician's experience with the procedure, expected results and potential complications or recovery issues.



INTRODUCTION:
THE CHANGING FACE OF
AESTHETIC TREATMENTS

INTRODUCTION

If your idea of cosmetic procedures conjures images of taut-faced Hollywood stars and frozen smiles, think again. Times are changing. The trend today is away from traditional cosmetic surgery

in how physicians approach cosmetic treatments. That's not surprising since one of the biggest concerns among people seeking aesthetic treatment is to avoid looking unnatural.³

“While women still make up the majority of people seeking treatment, it’s becoming more common for men to seek treatment to retain a youthful appearance as well.”^{7,8}

and toward less expensive minimally invasive procedures.¹ The goal is to help you appear more naturally fresh-faced and youthful.

MORE NATURAL RESULTS

Physicians agree^{2,3} that people today want treatments that help maintain a natural look, rather than extreme changes. The idea of “growing old gracefully” has led to changes

Physicians also say that many of you worry whether others will notice that you’ve had treatment.⁴ While popularity of cosmetic surgery is growing worldwide,⁵ physicians say nearly half of you still don’t want others to know,⁴ or at least be able to tell, that you’ve had cosmetic procedures done. Common motivations are to look “younger”, “fresher” and “more energetic/less tired”.⁴

THE MULTI-TREATMENT APPROACH

What does this mean for the practice of facial aesthetics? According to physicians,⁴ the trend is toward a multiple-treatment approach. Instead of focusing on only one area (such as the lips) or having a surgical facelift, more people are opting for a subtler approach using a variety of treatments to produce small improvements

across the entire face.

These treatments may reduce wrinkles and remove fine lines.⁶ But they also help improve skin tone and skin quality, giving a more youthful glow. Skin hydrating injectable treatments are increasingly making their way into the clinician's toolkit. Such non-surgical procedures aim to rejuvenate skin, giving a naturally younger look.



TREATMENT OPTIONS AND EXPECTED RESULTS

This ebook discusses some of these treatments in more detail, including the questions to ask your physician and the results you can expect from

various treatments available today. Use it as a way to start a conversation with your practitioner about the results you are looking for and the treatment options that may help you get there.

DID YOU KNOW?

Who is seeking treatment these days and why?

According to physicians:⁴

- Women are four times more likely than men to seek treatment⁴
- 9 out of 10 want “to feel better about themselves”⁴
- 16% want to look good on Facebook or social media⁴
- 70% are over the age of 40⁴
- Over half are trying to take five years off their age⁴
- A third want to turn back the clock 10 years⁴



CHAPTER 1: CURRENT TRENDS IN COSMETIC TREATMENTS



CURRENT TRENDS IN COSMETIC TREATMENTS

GROWING ACCEPTANCE AROUND THE WORLD

Around the world, more people are having cosmetic procedures done. It's becoming increasingly common among people from a variety of cultural backgrounds to seek treatment.^{9,10}

Brazil, China and Japan are among the countries with the highest number of cosmetic surgery procedures today, according to the International Society of Aesthetic Plastic Surgery.¹¹

INCREASING ACCESS TO TREATMENT

Physicians around the world say they are seeing a growing acceptance of aesthetic treatments.^{2,10} More people from a wider range of social backgrounds have



access to treatments in many countries around the globe.¹⁰ As treatment options become more affordable and less invasive,¹ more people are seeking options to help combat the effects of ageing.

“People want to appear at their best and enjoy a better quality of life as they live longer,” said Dr. Luciana Lourenço, M.D., Director of the Dermatological Clinic of São Paulo in Brazil.

MORE AFFORDABLE, MINIMALLY INVASIVE TREATMENT

Like nearly all fields, cosmetic medicine has undergone significant changes in recent years. With a variety of new, less invasive techniques now available, clinicians are able to offer you more options to achieve an overall more natural result.¹



Cosmetic procedures are no longer just surgical. Restoring a younger looking appearance can include treatments ranging from dermal fillers and injectable hydrating skin treatments to anti-ageing skin care products applied directly on to your skin.

“As the treatment options become safer and more natural looking, more people will consider them as part of a cosmetic routine, the way they might use topical lotions or stick to a health regimen,” said Dr. Lourenço.

RECOVERY TIMES AND SIDE EFFECTS

How long is the recovery period? Compared to several weeks for cosmetic surgery, the recovery time for treatments such as injectable dermal fillers is much shorter. The amount of downtime and side effects depend on the type of procedure and other

factors, so be sure to discuss your situation with your physician.

“While you may not want to return to work the same day after a treatment, the recovery time for many minimally invasive procedures is dramatically shorter than older surgical methods and procedures. They can produce effective, long-lasting results after just a few treatments,” said Dr. Tracy Mountford, MBBS MBCAM, Medical Director of The Cosmetic Skin Clinic in the UK.

As some treatments need to be repeated to achieve optimal results, discuss with your physician the recovery time needed after each treatment.

WHAT SIDE EFFECTS CAN YOU EXPECT?

As with all medical treatments side effects may occur, but these will depend on the

type of procedure you are having. These side effects are usually mild to moderate and can include, but are not limited to, reactions such as redness, swelling, bruising, pain or tenderness. Talk to your physician for additional information regarding your specific treatment.

COMBINATION TREATMENTS

Perhaps one of the most notable recent trends, especially to aesthetic physicians who have been practicing for several decades, is the shift to combination treatments.¹³



According to the International Association for Physicians in Aesthetic Medicine (IAPAM), a more holistic approach to facial rejuvenation is expected to be one of the top trends in 2014.¹³

and surgery that lifted and tightened everything all at once. Today, the approach for facial ageing has changed, especially in the treatment of the forehead,

“People want to look younger. That is nothing new. What is new is not to look artificial. In the last 15 years, advances in fillers mean we can do small changes with a more natural result.”

Dr. Colette C. Camenisch, M.D. of The Centre for Plastic Surgery in Zürich, Switzerland.

“Gone are the days when just a single treatment is sufficient as an aesthetic procedure,” said a recent IAPAM report. These treatments involve a multi-process approach. Your physician uses a variety of treatments to achieve the best possible result based on your individual skin type, age, and problem areas.¹ The goal is to achieve a natural-looking result.

NEW APPROACHES

“In the past, there was a focus on dramatic changes

eyelids and lower face,” said Dr. Colette C. Camenisch, M.D. of The Centre for Plastic Surgery in Zürich, Switzerland.

Today, physicians are more likely to use multiple products to treat the entire face, rather than just a single area.¹³

“Treating one area independent of the others doesn’t work well,” said dermatologist Dr. Peter Peng, Clinic Director at the P-Skin Clinic in Taiwan. “The areas are all interdependent.”

CHANGING EXPECTATIONS

Not only have treatment practices changed, but expectations have as well. “People want to appear younger, and fresher, less aged, but not obviously ‘done,’” added Dr. Camenisch. A survey of aesthetic physicians and dermatologists in practice around the world shows that most people generally want to appear

5-10 years younger.⁴

“Ten or twenty years ago the ‘Paris-lip’—the big Brigitte Bardot style lip—was in vogue, patients would come in asking for a specific ‘look’. Today, we’re more likely to discuss using multiple types of treatments to achieve a younger, more natural look. A better version of yourself,” said Dr. Mountford.

“It’s important not to focus too much on one aspect, but on the whole face. Like with a GPS guide, you can’t focus on one particular spot in the city. You need the whole map to explore all the interesting spots.”

Dr. Peter Peng, Clinic Director at the P-Skin Clinic in Taiwan.

DERMAL FILLERS GAIN POPULARITY

Dermal fillers have become one of the top three most popular minimally invasive cosmetic procedures performed each year, according to the American Society of Plastic Surgeons (ASPS).¹⁴

They are injected to add volume to cheeks and lips, soften facial creases, fill wrinkles and improve the appearance of scars.



CHAPTER 2:
A LOOK AT SOME MINIMALLY
INVASIVE TREATMENT OPTIONS



A LOOK AT SOME MINIMALLY INVASIVE TREATMENT OPTIONS

REJUVENATE YOUR FACE WITHOUT SURGERY

The use of cosmetic procedures to reduce the signs of ageing has increased dramatically over the past 10 years.¹⁰ This increase in popularity means a change in attitude, as well.



Fewer people are accepting that growing older means looking older. More and more people are turning to aesthetic procedures to stay looking their best.

WHAT ARE MINIMALLY INVASIVE PROCEDURES?

The term “minimally invasive” refers to the use of newer technologies, such as lasers and fillers, to perform procedures that once required extensive surgery and recovery time.¹⁵

Today doctors can use a variety of tools and techniques that make procedures such as wrinkle reduction and eyelifts more accessible and affordable.¹ In addition, some minimally invasive surgical treatments can be performed using just a local anaesthetic.¹

TYPES OF TREATMENTS

Minimally invasive cosmetic procedures that may reduce the signs of ageing include (but are not limited to):

Microdermabrasion.

Microdermabrasion is a non-chemical, non-surgical procedure that uses a slightly coarse instrument to gently sand the skin. This removes

cells to be shed, revealing a new layer of skin underneath. It may be used to treat pigmentation, acne and acne scarring, skin ageing and to remove benign skin growths.¹⁵

Radio frequency. Using radio-frequency energy, these treatments cause reactions in the skin that may stimulate the growth of collagen.

“With the products and technology available today, it’s possible to change the quality of the skin with durable results and minimal side effects.”

Dr. Luciana Lourenço, M.D., Director of the Dermatological Clinic of São Paulo in Brazil.

the thicker, uneven outer layer, which may improve skin contour and reduce the appearance of dark spots. It may show results after five to eight sessions.¹⁵

Chemical peel. Chemical peels renew the skin by applying a compound to the surface that causes the top layer of skin

Collagen is a protein that gives your skin elasticity. It is used for treatment of wrinkles and skin tightening.¹⁵

Laser skin resurfacing. Special lasers (such as fractional CO₂ lasers) are used to resurface the skin by gently burning off the old tissue. Depending on the type of laser used, these

can treat pigment changes (age spots), freckles, unsightly veins and wrinkles, but may not be suitable for use on darker skin types.¹⁵

Dermal fillers. Injectable dermal fillers offer some of the benefits of a surgical facelift with a much shorter recovery time. They are used to plump thin lips, enhance contours, soften facial creases, remove wrinkles and improve the appearance of recessed scars.^{12,15} There are a variety of different types (see “A closer look at dermal fillers” below), but in general involve injecting a plumping substance under the skin.

Skin quality treatments.

Other injectable treatments help hydrate the skin or may improve the look of wrinkles. One such treatment, skin boosters, provides a lasting hydration effect with a series of microinjections of hyaluronic acid (a natural compound found in the skin) directly into the skin tissue.

“Ninety-nine percent of the time products such as Restylane perform exactly as I expected,” said Dr. Mountford. “Certainly with fillers there is a huge level of predictability when used appropriately.”



A CLOSER LOOK AT DERMAL FILLERS

Some types of dermal fillers include:

- **Non-permanent.** (Hyaluronic acid, collagen). Hyaluronic acid fillers are based on hyaluronic acid, a sugar molecule natural to the body that retains water and plumps up the skin. The natural hyaluronic acid is modified to become a dermal filler to enable it to remain longer within the body. Results vary depending on the product used but may last up to 12 months.¹⁷ Collagen fillers can be made from human or bovine collagen (the connective tissue between cells) and are used to treat wrinkles, smile and frown lines, acne, and postsurgical scars. Some types of collagen fillers require allergy testing before use. Collagen products typically last for 3-6 months.⁶
- **Semi-Permanent.** (Calcium-based, Poly-L-lactic acid). These injectable fillers focus on triggering the formation of new collagen. They are thought to be safer in the long term than permanent fillers.¹⁸ Calcium-based fillers treat wrinkles and folds.¹⁶ Poly-L-lactic acid fillers (the compound in absorbable stitches) are used to correct wrinkles.¹ The results can last up to 2 years.⁶
- **Permanent.** (Silicone, Polymethyl methacrylate (PMMA) in various forms). These fillers involve injecting compounds such as silicon to correct facial wrinkles.⁶ There have been some concerns with the long-term safety of these types of fillers.¹⁸



CHAPTER 3: DIFFERENT NEEDS AND GOALS



DIFFERENT NEEDS AND GOALS

REASONS FOR TREATMENT

If you're like most people seeking treatment, your reason may be to gain confidence or appear younger.

A recent international survey of physicians by Galderma showed that the number one reason people seek cosmetic procedures is to feel better about themselves.⁴ Nearly 89% of people seek treatment to look younger. On average, people want to look 5-10 years younger.

Yet, your goals may reflect your specific ethnic background, culture and age. Maybe you feel a cultural pressure for a certain look, or have needs based on the type of skin changes that are common for your particular ethnic background?

"In their 20-30s, people may

be asking for more obvious changes: noses, lips," said Dr. Camenisch, "but in their 40-50s they want to be restored to regain a younger look."

GENDER DIFFERENCES

Men have thicker skin and a higher collagen density than women, which can make men



appear to age more slowly than women. For this reason, women's skin can appear to

be 15 years older than men of the same age.¹⁹

Dr. Mountford said that physicians may take a different approach when treating men. “With men, we are striving to keep a very masculine profile. We just restore lost volume if necessary and keep the jawline very strong. We avoid treating lips in men if at all possible as it can be feminising.”

Dr. Camenisch agreed that the goal when treating men is usually to maintain a more masculine look with sharper lines. “We use fillers in a more specific way with men to avoid appearing too soft and less rounded.”

In Asia, men may be less likely to tell others about having cosmetic treatments done. “There is more of a stigma in Asia for men to have cosmetic treatment versus for women,” said Dr. Peng. “Men don’t want anyone to know, but women will tell their friends.”

CULTURAL DIFFERENCES

It’s probably not surprising that the popularity of specific treatments varies by country and ethnic background.

You may experience ageing and skin changes in different ways from other people depending on your genetic background.



For instance, if you are Asian or black, your skin may be less prone to showing wrinkles than lighter skin.²⁰ Studies²¹ show that Caucasians may experience wrinkles as many as 10-15 years earlier, on average, than those with darker skin. However, darker skin may have more of a tendency to show

age spots²⁰ and require different treatment options to prevent scarring than lighter skin.²²

APPEARANCE PREFERENCES

In Asian countries, people may also seek treatments to gain a more Western or international appearance.

“This can mean a focus on changing the shape of eyes or nose, or making the face appear more narrow,” said Dr. Peng.

“In the past that may have

meant cosmetic surgery, but today we have a number of options using fillers that are safe, effective and produce a more natural-looking result.”

CULTURE-SPECIFIC PRACTICES

Experts say that ultimately, as the demographic of the typical plastic surgery client changes, physicians will alter their techniques to cater to these physical and ethnic differences.⁹



“Using fillers is a very common treatment in Asia to make the face look less square,” said Dr. Peng. “Fillers help reshape the nose, chin and midface.”

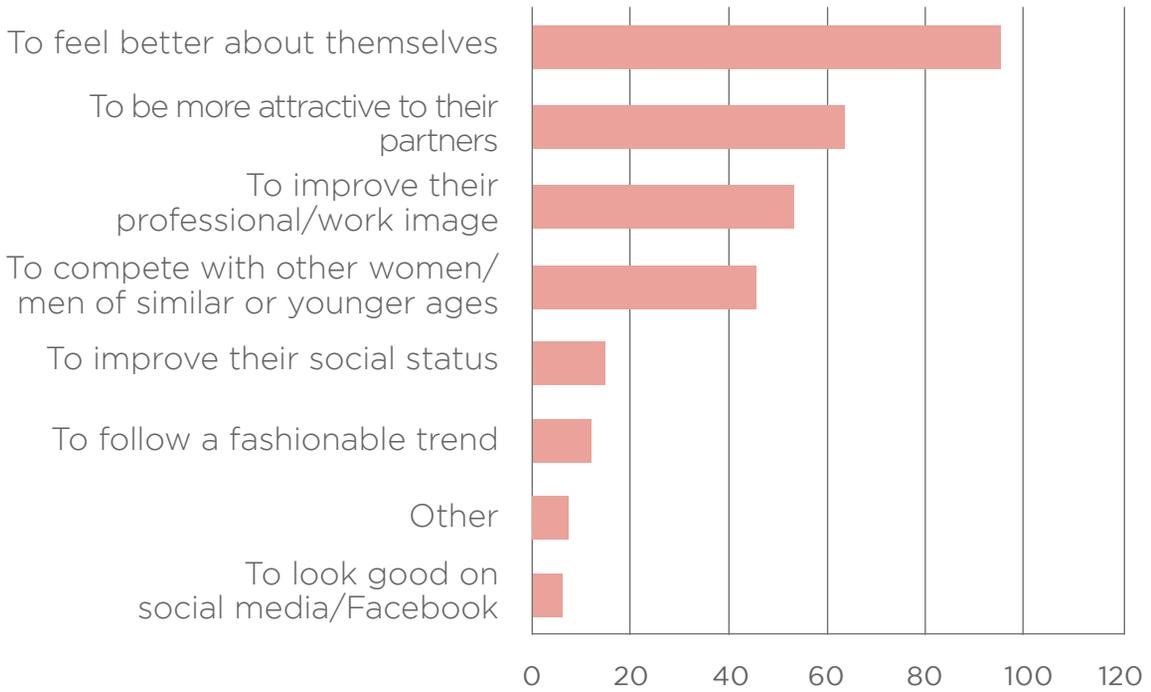
Dr. Peng also said that Asian doctors find specific uses for other products that might be different than the rest of the world.

“In Caucasians and Europeans, it’s common, for example, to use Restylane Skinboosters on the entire face and we do find we can use it very successfully that way on Asians,” said Dr. Peng. “But I also like it for treating very fine skin areas, such as the area around the eyes.”



WHICH ONE IS MOST RELEVANT FOR YOU?

Top reasons people seek aesthetic treatment



(Results from Galderma Clinician Survey of 300 clinicians worldwide, October 2013)⁴

DID YOU KNOW?

- People with lighter skin are more likely to get wrinkles than those with darker skin.²¹
- Darker skin may be more prone to showing age spots than lighter skin.²⁰
- Male skin is thicker than female skin and may show wrinkles later.¹⁹



CHAPTER 4: UNDERSTANDING YOUR TREATMENT OPTIONS



UNDERSTANDING YOUR TREATMENT OPTIONS

IMPORTANT CONSIDERATIONS BEFORE TREATMENT

According to a recent survey by Galderma,⁴ physicians say most consumers don't usually ask for products by a specific brand name. Instead, they come to a dermatological clinic with a specific concern or goal in mind.

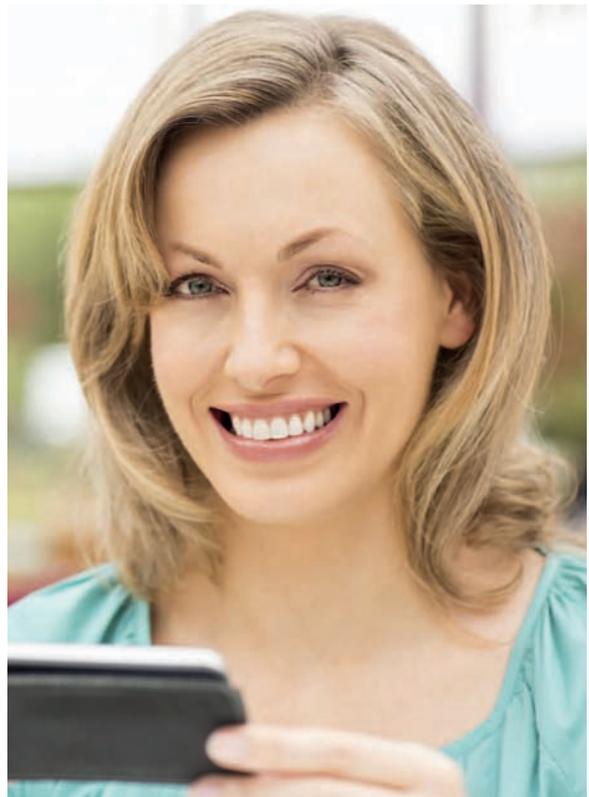
“If the physician and clinic have a good reputation, you may feel comfortable trusting that only safe, effective products are used and the physician will explain all the risks, recovery and possible outcomes,” said Dr. Camenisch.

SOURCES OF INFORMATION

Like many people, you may consult the Internet (or “Dr. Google” as it was dubbed by Dr. Lourenço) for treatment

information. Doctors surveyed said the Internet is the most common way for consumers to learn about dermal treatments, followed by their friends and magazines.⁴

When searching for treatment information online, be sure to look to reputable organisations for information, and ask your practitioner



about product claims you read online.

SET REALISTIC EXPECTATIONS

In order to be able to customise treatment for your unique profile, your physician needs to understand your objectives and help you to set realistic expectations.

“People think I’ve done the best job if it’s not obvious,” said Dr. Camenisch. “When people are saying, ‘Has she had work done or not? I can’t tell. She looks terrific.’ I know that I’ve done good work.”

COST OF TREATMENTS

The fees for aesthetic treatments can vary greatly based on factors such as:

- Geographic location
- Expertise of the physician
- Number of treatments needed
- Difference between your desired goal and your skin condition

The costs for non-invasive treatments can be less expensive than traditional surgical procedures, and



multiple treatments may be spread out over a longer period.

Keep in mind that cost may

not be the best way to select a treatment option. Look at the data about results and ask for references.

WHY CONSIDER COSMETIC TREATMENTS?

Some reasons²³ for the popularity of minimally invasive cosmetic treatments include:

- They are relatively painless
- They can be performed quickly
- Very little downtime afterward (no bed rest needed)
- You can usually resume normal activities within one or two days
- Common side effects can include, but are not limited to, redness, swelling and bruising
- Side effects often resolve within a week
- A series of affordable treatments spread out over time

PHYSICIANS UNDERSTAND YOUR TOP CONCERNS

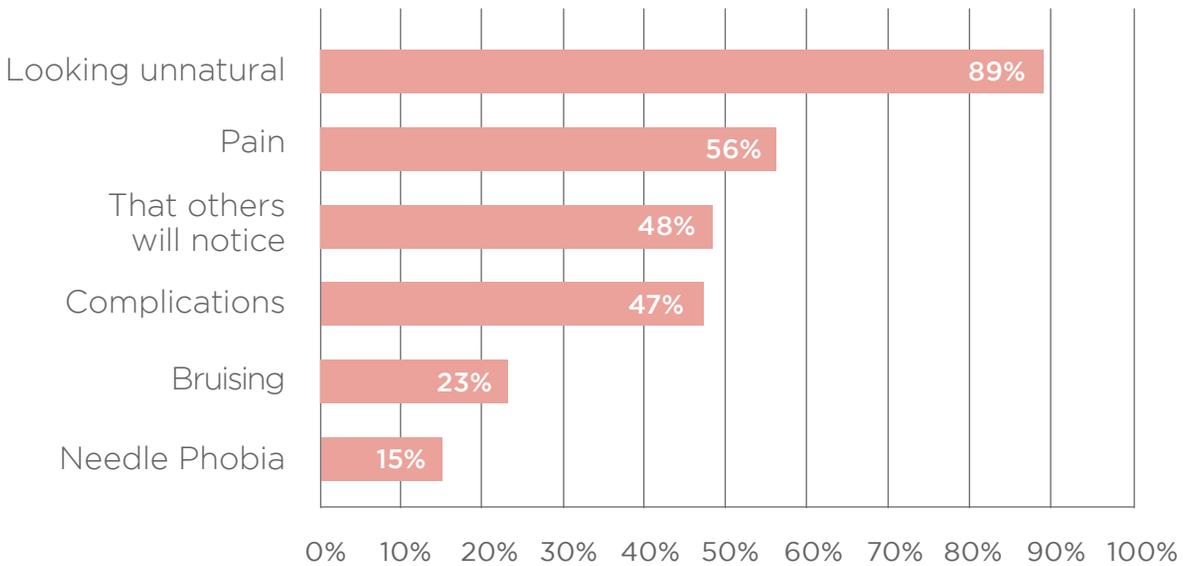
When questioned recently⁴ about the top concerns their patients expressed before treatment, practitioners stated that fears about looking

unnatural and concerns about pain topped the list. You can expect your physician to be considerate of these issues when you seek treatment, so don't be afraid to discuss your concerns.

(Chart from Galderma Clinicians Survey report)⁴

Top Patient Concerns about Treatment

■ Percent with concern as reported by physicians in 2013 Galderma clinical survey



(Results from Galderma Clinician Survey of 300 clinicians worldwide, October 2013)



CHAPTER 5: THE IMPORTANCE OF SCIENTIFIC EVIDENCE



THE IMPORTANCE OF SCIENTIFIC EVIDENCE



Search the Internet or any local newspaper for “plastic surgery” or “how to look younger”, and you’ll undoubtedly find a plethora of contradictory information with claims about how various one-hour treatments can change your life and make you look 15 years younger.

While scientists have made many advances in the field of aesthetic medicine, not all of these so-called medical breakthroughs are supported by real evidence. How do you know what information to trust and what is just hype?

“Patients often find so much information online it can become confusing and overwhelming,” said Dr. Mountford. “When seeking any sort of medical treatment, it’s important to find a practitioner you can trust who has a good reputation and

uses treatment procedures that have been thoroughly studied and proven by medical science.”

CHECK THE RESEARCH

You (and your physician) may feel most comfortable with products that have been on the market for a while with a good track record, and which are tried and trusted. Equally important is the skill and training of the person doing the treatment.¹⁸

Be sure that the person doing procedures and using equipment such as lasers has been medically trained and that the treating clinic can manage any medical complications that arise.¹⁸

“Complications can and do happen from all types of treatments that might otherwise be safe,” said Dr. Mountford. “Make sure that whenever you undergo any sort of medical treatment—even minimally invasive

treatment—the person doing it is qualified to handle any medical complications. If they are not, they shouldn’t be doing the treatment.”



SEE THE PROOF

Choosing treatments that have been thoroughly tested and have received approval from the regulatory authority is also important. Ask your provider for information showing that the recommended treatments have been proven safe and effective.²⁴

The leading producers of medical aesthetic products must follow a strict protocol for testing the safety and

efficacy of their products.¹⁸ They put a considerable amount of effort into the

facial youthfulness, improve contours, fill sunken areas, and improve skin tone with very

“It’s my responsibility as a physician to choose the best products – to review the research and the results. The big companies often do the best research on their products.”

Dr. Luciana Lourenço, M.D., Director of the Dermatological Clinic of São Paulo in Brazil.

development and testing phases, as well as clinical studies.

SEEK QUALIFIED PRACTITIONERS

“Before I bring any product or procedure into my practice, I have done careful due diligence,” said Dr. Mountford. “I read all the studies and make sure there is clinical evidence from the manufacturer to support the claims.”

By selecting experienced and qualified professionals who utilise proper techniques using clinically tested products, you can restore

little downtime for recovery, and minimised risk of side effects.¹²

“Most of the problems happen when inexperienced or unlicensed providers use products incorrectly or haven’t been trained properly in the correct procedures,” said Dr. Mountford.

“It’s important to seek qualified physicians and clinics with a good reputation,” added Dr. Camenisch. “Don’t just look for before/after photos. Ask how many times the physician has done the treatment previously and the outcomes.”



CHAPTER 6: QUESTIONS TO ASK YOUR PHYSICIAN



THE IMPORTANCE OF SCIENTIFIC EVIDENCE

Before undergoing any medical treatment, including aesthetic procedures, make sure you know how it will meet your needs and that you understand the potential risks.

“Really quiz the practitioner to get a feel for how many patients they’ve treated and their experience with the procedure,” recommends Dr. Mountford. “Make certain you understand what is involved before undergoing any procedure and that you trust the practitioner.”

Some questions to ask your practitioner:

- What is involved in the procedure?
- How long have you been doing this procedure?
- How many procedures have you done?
- What results can I expect?
- How long is the recovery time?



- What sort of bruising or swelling should I expect?
- What complications can occur?
- Can I see some photos of patients who have had the procedure?
- How often do I need to repeat the treatment?

Remember that even minimally invasive cosmetic treatments are medical procedures and you should always consult a qualified practitioner.

CONCLUSION

As medical advancements make minimally invasive treatments more affordable, your options for treatments will continue to grow. Be sure to ask your physician the right questions. Find out which treatment options are most likely to have the best outcomes and help you achieve your goals.

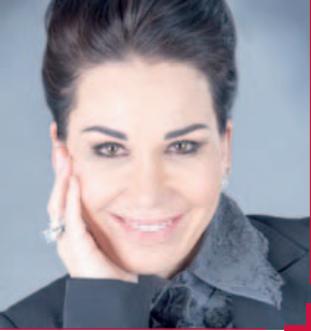
Consider how a multi-treatment approach could provide more natural-looking

results if that is what you're seeking. Don't shy away from asking important questions - including about the results you can expect, recovery times, as well as any concerns you have.

Discussing your concerns, goals and personal needs with your physician is the key to safely navigate the waters of modern aesthetic options in order to put your best face forward.

“It's important that only medical trained people are doing injections and using these products. Really quiz your provider about their experience and the results you can expect.”

Dr. Tracy Mountford of The Cosmetic Skin Clinic in London, UK.



PHYSICIANS INTERVIEWED FOR THIS EBOOK

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Dr. Camenisch is a specialist working in the areas of plastic, reconstructive and aesthetic surgery, breast cancer surgery, vein surgery, female intimate surgery, and minimal invasive facial rejuvenation. She received her doctoral degree in medicine from the University of Zurich in 2000 and is a key opinion leader for several cosmetic medical companies. She is a member of the Swiss Society of Surgery (SGC), Swiss Laser Surgery Association (SALC), German Society of Anti-Ageing Medicine (GSAAM) and the German Society for Reconstructive and Aesthetic Surgery (GAERID), among others.



PHYSICIANS INTERVIEWED FOR THIS EBOOK

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Dr. Lourenço is a board-certified dermatologist who received her Doctor of Medicine degree from the University of São Paulo and her post-graduate degree in Cosmetic and Dermatologic Surgery from the Federal University of ABC (UFABC). She holds the specialist title from the Brazilian Society of Dermatology (SBD) and is a member of the Brazilian Society for Dermatologic Surgery (SBCD) and the International Society of Dermatologic Surgery (ISDS).



PHYSICIANS INTERVIEWED FOR THIS EBOOK

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Dr. Peter Peng is a board-certified Dermatologist and the Director of Dr. Peng's Dermatological, Cosmetic and Laser Clinic (P-Skin Clinic) in Taiwan. Dr. Peng specialises in filler treatments, neurotoxin treatments, and various lasers and light treatments using numerous devices. He is the founding member of the Chinese Society of Cosmetic Surgery and Anti-ageing Medicine and is a well-respected speaker who has been invited to lecture and speak at more than 80 international conferences.



PHYSICIANS INTERVIEWED FOR THIS EBOOK

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Dr. Tracy Mountford is the founder and Medical Director of The Cosmetic Skin Clinic with two UK clinics: Stoke Poges Buckinghamshire & Harley St, London. Known for her light hands and natural looking results, she has been named as one of the top 5 Botox doctors in the UK. She has over 23 years' experience in advanced non-surgical facial rejuvenation techniques, encompassing all cutting edge non-surgical treatments using the very latest technologies for skin rejuvenation and body contouring fat loss treatments. She is a key opinion leader and expert for many of the leading aesthetic companies internationally and the UK, a founder member of BACD, now BCAM (British College of Aesthetic Medicine), and Medical Appraiser for Doctors associated with the BCAM.

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ABOUT THE PUBLISHER

This book was published by Galderma and written by an independent freelance writer.

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This book is intended to provide a brief overview of the current treatment options available in the area of facial aesthetics and is in no way meant to be construed as medical advice. Seek the advice of a qualified health care provider before undergoing any medical, dermatological or cosmetic treatments, and to receive advice about your particular situation.

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