



2019

2019'S TOP TRENDS IN MEDICAL AESTHETICS AND HOW TO LEVERAGE THEM

AS A MEDICAL AESTHETICS PROVIDER, you know your image-conscious clientele is closely attuned to trends in fashion, beauty, entertainment, and media. Consumer demand is shaped by celebrity looks, influencer recommendations, social media images, and of course, treatment innovations.

But trends in this era have an extremely short lifecycle. Identifying those treatments with potential for growth and longevity is crucial, so you can attract consumers and position your practice as the go-to provider for the most in-demand therapies.

In this report, we highlight six of the most influential trends in medical aesthetics today, using new data from the **American Society of Plastic Surgeons (ASPS)**, and advise you on how to leverage them.¹ If you need more guidance, Venus Concept has partnered with the most successful clinics in more than 60 countries, and we are ready to help you achieve similar results.



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- 2** The Love Affair with Botox Shows No Sign of Ending
- 3** Juicy Booties Are In
- 4** Advances Spur Rapid Growth in Hair Transplantation
- 5** Use of Fat, PRP as Facial Fillers Soars
- 6** Non-Invasive Fat Reduction Performs Strongly

¹ "2018 National Plastic Surgery Statistics," American Society of Plastic Surgeons, Retrieved March 30, 2019, from <https://www.plasticsurgery.org/documents/News/Statistics/2018/plastic-surgery-statistics-report-2018.pdf>



01

PREFERENCE FOR MINIMALLY INVASIVE PROCEDURES ACCELERATES

As you have witnessed first-hand, consumers strongly prefer minimally invasive procedures, for reasons that are entirely logical. The combination of little to no discomfort and downtime, lower cost, and subtle but significant results offers a strong value proposition.

Some 15.9 million minimally invasive cosmetic procedures were performed in the United States by members of the ASPS last year. That is nearly nine times the number of surgical procedures. Demand for minimally invasive procedures continues to grow while surgical procedures struggle to maintain popularity. Year-over-year procedure counts for minimally invasive

treatments rose 2 percent last year and 228 percent since 2000. Surgical procedure counts were relatively flat with a 1 percent rise last year. Since 2000, annual cosmetic surgeries have dropped 5 percent.

ACTION POINT

Your practice can capitalize on this preference by reminding patients of the benefits of small tweaks and ongoing maintenance programs. Promote treatments as part of regular self-care for improved self-confidence and quality of life now rather than holding off for a drastic procedure later in life.

15.9 MILLION

MINIMALLY INVASIVE COSMETIC PROCEDURES WERE PERFORMED IN THE UNITED STATES BY MEMBERS OF THE ASPS LAST YEAR





02

THE LOVE AFFAIR WITH BOTOX SHOWS NO SIGN OF ENDING

The number of Botulinum Toxin A procedures has grown nearly ninefold since 2000, reaching 7.4 million in 2018. Botox, Dysport, and Xeomin are brand names for similar agents injected to reduce the appearance of wrinkles, such as in the forehead and between the eyebrows.

The effects last for three to six months depending on the individual and the site of the injection. The average fee for the treatment by ASPS members was \$397 last year.

ACTION POINT

Wrinkle treatment injections are an entrée to your practice for many clients, and because of the need for repeat procedures two to four times a year, you can leverage this trend with strategies to cross-sell and upsell patients. Offer these clients personalized at-home skin care recommendations with product sales and other treatments such as photorejuvenation, hair removal, and skin tightening.



\$397

AVERAGE FEE FOR
THE TREATMENT BY
ASPS MEMBERS

03

JUICY BOOTIES ARE IN

Many celebrities are known worldwide for their curvaceous derrieres, and debate has raged over whether they are as natural as they claim. For those not naturally blessed with a rounded backside, augmentation using one's own fat is surging, a treatment often called the **Brazilian Butt Lift**. The number of fat-grafting butt augmentation procedures jumped 19 percent last year while the use of butt implants declined 28 percent.

ACTION POINT

For patients not willing to have a surgical procedure, filler injections can achieve significant augmentation, so this is a great time to market this treatment. "Of all the fillers around, Sculptra is the one that's best suited to this purpose because you can get a fairly significant augmentation without actually using that much product," Plastic Surgeon Dr. Darren Smith told *Allure* magazine. "What it's doing is inducing your own collagen to grow around the product."²

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Plastic Surgeon Dr. Darren Smith tells *Allure* magazine.

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² "Non-Surgical Butt-Lifts Are the Latest Trend in Injectables," Macaela Mackenzie, *Allure*, Nov. 17, 2017. Retrieved from <https://www.allure.com/story/non-surgical-butt-lift>

04

ADVANCES SPUR RAPID GROWTH IN HAIR TRANSPLANTATION

Baldness, thinning hair, and a receding hairline are the top aesthetic concern for 60 percent of men.³ Moreover, women make up 40 percent of American hair loss sufferers,⁴ and they account for 38.2 percent of non-surgical hair restoration procedures.⁵

The rise of new techniques, especially **Follicular Unit Extraction (FUE)**, has spurred a surge in hair transplant procedures. According to ASPS data, the number performed last year rose 18 percent year over year.

ACTION POINT

If you are able to perform hair restoration but do not currently offer it, the data suggests this is an advantageous time to enter this niche. If you already offer this procedure, make sure you are marketing it actively and do not forget to make women aware of the potential. Since the audience is largely male, make sure to cross-sell other services to male hair patients so they can become a growing part of your repeat business.



³ "New AAFPRS Survey Points to Growing 'Man'tenance Trend- AAFPRS." *Facial Plastic and Reconstructive Surgery* | Alexandria, VA, American Academy of Facial Plastic and Reconstructive Surgery, 14 June 2017, www.aafprs.org/media/press-release/20170622.html.

⁴ "Men's Hair Loss," American Hair Loss Association.

⁵ "International Society of Hair Restoration Surgery: 2017 Practice Census Results," Prepared by Relevant Research Inc. Chicago, Ill., International Society of Hair Restoration Surgery, https://ishrs.org/wp-content/uploads/2017/12/report_2017_ishrs_practice_census-08-21-17.pdf.

05

USE OF FAT & PRP AS FACIAL FILLERS SOARS

The use of fillers to replace lost facial volume has been strong for several years, and last year there were small rises or falls in the use of various agents, such as hyaluronic acid (up 2 percent), calcium hydroxylapatite (down 4 percent), and polylactic acid (down 2 percent).

But the most dramatic trend was the use of **platelet-rich plasma (PRP)** and fat as facial fillers. PRP procedures jumped 12 percent and facial fat fillers climbed 16 percent.

These procedures have gotten a lot of attention on social media and in beauty press. Some advocates favor them because they view them as more natural with less potential for adverse reactions, since the fillers come from the patient's own body. Since the fat is harvested from a site where the patient has excess, it can improve body contour. Fat has stem cells and PRP contains growth factors and collagen—both of which are touted as revitalizing. Fat filler is reputed to be long-lasting.

ACTION POINT

You can leverage the media attention to these treatments by offering them and complementary procedures, such as vampire facials and needling.

△ 12%

PRP PROCEDURES

△ 16%

FACIAL FAT FILLERS

06

NON-INVASIVE FAT REDUCTION PERFORMS STRONGLY

Non-invasive fat reduction procedures rose 6 percent last year, and this jump follows similar increases in recent years. Patients clearly are excited about the potential for non-invasive body contouring. Beyond fat reduction, there are treatments that offer other body aesthetic benefits, such as smoothing cellulite, resurfacing skin, and tightening skin.

ACTION POINT

Make sure your practice does not neglect patient interest in improving appearance beyond the face. There are many devices and modalities on the market today, so do your research to see which best matches your clientele, budget, and practice philosophy. Devices that offer multiple treatment modes using one platform represent a good way to address this demand because they are versatile, economical, and space-efficient.





CONCLUSION

Staying at the forefront of medical aesthetics requires you to adapt and learn constantly. As these trends demonstrate, patient demand is driven by the availability of new, effective procedures and a desire to enhance appearance while minimizing cost, discomfort, and downtime. At Venus Concept, we have helped many leading clinics leverage consumer trends while simultaneously making smart financial choices. If you have any questions, get in touch!



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