



COMPLEMENTARY  
TREATMENTS  
DELIGHT AESTHETIC  
PATIENTS





Everyone gets the same number of hours in a day, but like many other individuals who work to juggle their personal and professional lives, aesthetic patients and their providers are eager to get the most from their time.

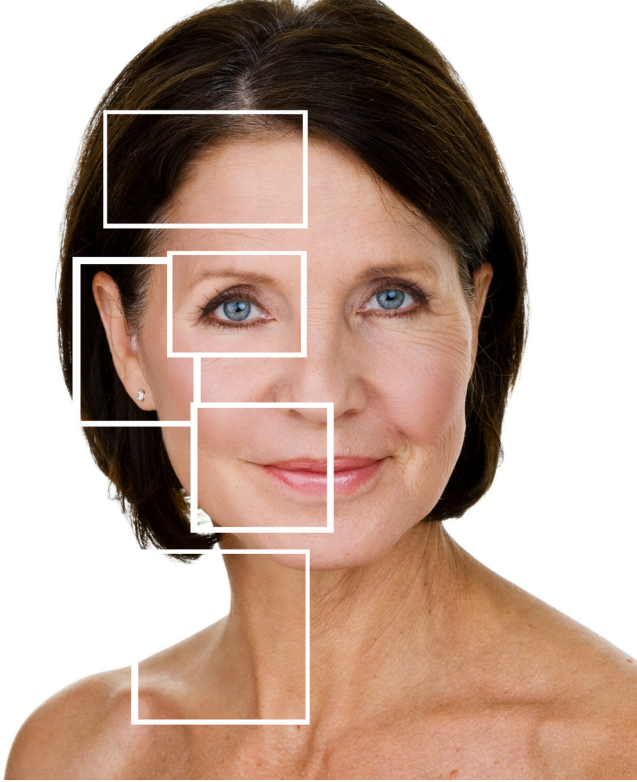
We live in a multi-tasking world, and the typical medical aesthetics patient leads a hectic life with a career, family responsibilities, travel, and social commitments. So it comes as no surprise to aesthetic treatment providers that the demand is skyrocketing for procedures that use different therapies for maximum results in minimum time.

The popularity of grouping non-invasive cosmetic treatments is one of the most striking trends in the field. In fact, 66 percent of facial plastic surgeons reported combined non-surgical procedures in the same patient as the top trend in their practice in 2016.<sup>1</sup>

Offering these treatment modalities in conjunction delivers synergistic and significant rejuvenation with minimal to no discomfort and downtime. This equates to patients who are happier with their results and more valuable customer relationships for providers. In short: win-win.

In this report, you will learn about the most common treatment pairings, how best to incorporate these into your practice, and what the future holds. Many therapies can be administered on the same day and others alternated at intervals to allow swelling to resolve and progress to be assessed.

<sup>1</sup> American Academy of Facial Plastic and Reconstructive Surgery. (2017). AAFPRS Annual Survey Unveils Rising Trends in Facial Plastic Surgery. Retrieved from <https://www.aafprs.org/media/press-release/20170125.html>



## WHY AESTHETIC CLIENTS AND PROVIDERS LOVE COMPLEMENTARY TREATMENTS

Before we get into specific modalities, let's quickly review the main benefits of offering more than one treatment at a time, especially same-day therapies:

**TIME SAVING:** Patients get more done on one or a limited number of visits, reducing their commute time and minimizing impact on their schedules. The number of total visits are usually reduced, helping more individuals stay on a manageable schedule of maintenance.

**SYNERGISTIC RESULTS:** Offering treatments that complement each other can heighten patient satisfaction. Therapies and modalities work together to treat different indications and tissue depths, helping to enhance outcomes and creating a more homogenous, natural result.

**EFFICIENT:** Providers use staff time and treatment rooms more efficiently when services are clustered. There is less administrative time needed for check-in and appointment scheduling, patient prep is reduced, and charting is batched.

**STRONGER PATIENT RELATIONSHIPS:** Offering multiple therapies at once makes it easier for providers and patients to execute a well-thought-out treatment plan that addresses all areas of concern in tandem rather than a piecemeal approach. This contributes to increased trust and client satisfaction and can spur improved word of mouth and reviews.

**FINANCIAL BENEFITS:** Acquiring a new customer is reported to be five to 25 times more expensive than retaining an existing one.<sup>2</sup> Providing more services to one client increases the value of that relationship to the provider, a metric called customer lifetime value, and makes strong business sense. This value may enable you to offer even more attractive package pricing to clients, generating savings for them as well.

"By combining non-surgical choices such as novel lasers, hybrid lasers, and microneedling systems, we are able to treat a wide range of facial rejuvenation concerns in the span of one appointment. These procedures all boast very little downtime, meaning patients with demanding careers can be back in the office without skipping a beat."<sup>3</sup>

**Dr. William Truswel**  
*President of the American Academy of Facial and Plastic Reconstructive Surgery*

<sup>2</sup> Gallo, A. (2014, October 29). The Value of Keeping the Right Customers. Retrieved from <https://hbr.org/2014/10/the-value-of-keeping-the-right-customers>

<sup>3</sup> American Academy of Facial Plastic and Reconstructive Surgery. (2018). Social Media Makes Lasting Impact on Industry – Becomes Cultural Force, Not Fad. Retrieved from [https://www.aafprs.org/media/stats\\_polls/m\\_stats.html](https://www.aafprs.org/media/stats_polls/m_stats.html)

## THE PERFECT STARTING POINT

### INJECTABLES

Offering multiple injectables in the same visit is the most common introduction to mixing treatments for providers and patients alike. This includes using different fillers in one appointment as well as combining fillers with neurotoxins such as botulinum toxin.

Each family of filler works best at different depths.<sup>4</sup> Many providers find that injecting thicker formulations deeper and thinner products in superficial areas, even over thicker products, achieves excellent results. Some thinner formulas are required for thin-skinned areas.<sup>5</sup>

Neurotoxin and filler are optimally injected in different tissue planes, even if they are used in the same area of the face, with the neurotoxin in the muscle and fillers under or in the skin.



### **A Global Aesthetics Consensus Group in 2016 offered recommendations on concurrently using filler and neurotoxin<sup>6</sup>:**

- The lower face has been viewed as most appropriate for filler and neurotoxin together, and there is growing use of the combination in the upper face and some areas of the midface.
- It is very important to individualize treatments for age, ethnicity, and facial type, especially paying attention to how volume deficits contribute to muscular activity.
- Administering multiple facial injectables yields cumulative improvements, and patients benefit most when they return for treatment when results begin to diminish rather than when they fully disappear.
- The recommended toxin dose is the same for both solo treatments and when used as complementary treatments.
- Hyaluronic acid filler product selection also does not vary from solo to complementary treatment.

<sup>4</sup> American Board of Cosmetic Surgery. Which Dermal Filler Do I Need? (n.d.) Retrieved from <https://www.americanboardcosmeticsurgery.org/procedure-learning-center/non-surgical/injectable-fillers-guide/>

<sup>5</sup> American Board of Cosmetic Surgery. Which Dermal Filler Do I Need? (n.d.) Retrieved from <https://www.americanboardcosmeticsurgery.org/procedure-learning-center/non-surgical/injectable-fillers-guide/>

<sup>6</sup> Sundaram, H., Liew, S., Signorini, M., et al. (2016). Global Aesthetics Consensus: Hyaluronic Acid Fillers and Botulinum Toxin Type A—Recommendations for Combined Treatment and Optimizing Outcomes in Diverse Patient Populations. *Plastic and Reconstructive Surgery*, 137(5), 1410-1423. doi:10.1097/PRS.0000000000002119



## ENERGY-BASED DEVICES OFFER WIDER ARRAY OF OPTIONS

While pairing injectables were the first area that aesthetic practitioners explored for this trend, many other modalities are now being used in conjunction with each other, notably complementary energy-based medical device treatments.



### REJUVENATION WITH FILLERS, ULTRASOUND, AND OTHER ENERGY MODALITIES

A group of experienced practitioners offered a consensus on fillers and botulinum toxin with ultrasound. If undertaken on the same day, botulinum toxin A, hyaluronic acid filler, and/or calcium hydroxylapatite filler may be performed in any sequence, but ultrasound therapy should always be performed first, according to the consensus group.<sup>7</sup>

However, they preferred spacing treatments one to two weeks apart “to allow resolution of local side effects and/or to assess the results.”<sup>8</sup>

### RF AND IPL

Using radio frequency (RF) and Intense Pulsed Light (IPL) treatments together was shown to be more effective than IPL alone in addressing pigmentation, skin laxity, and texture in a study on patients with sun damage to the backs of their hands.<sup>9</sup>

Building on these findings, Venus Concept has actually developed the most complete aesthetic facial therapy, TriBella™, which uses three applicators with distinct modes of action for unparalleled outcomes. Exclusive to the

Venus Versa™ system, TriBella™ is the ultimate facial rejuvenation treatment that simultaneously enhances tones, texture, and tightness using a combination of IPL and RF.

The first step of a TriBella™ treatment is photorejuvenation with IPL to treat benign pigmented and vascular lesions. The light is selectively absorbed by target chromophores—hemoglobin for vascular lesions and melanin for pigmented lesions—to improve overall skin tone. The next step uses a combination of RF and Pulsed Electro Magnetic Fields to address skin laxity by enhancing collagen and elastin production to reduce wrinkles and rhytides. The final step of the TriBella™ protocol is skin resurfacing, which uses RF to improve the appearance of skin conditions such as scars from acne and injury, rosacea, uneven skin texture, enlarged pores, dyschromia, and pigmentation.

TriBella™ essentially combines three different modalities in one powerful, comprehensive treatment, allowing physicians to deliver the most in-demand non-invasive aesthetic procedures with superior results.

<sup>7</sup> Fabi, S., Pavicic, T., Braz, A., Green, J. B., Seo, K., & van Loghem, J. A. (2017). Combined aesthetic interventions for prevention of facial ageing, and restoration and beautification of face and body. *Clinical, Cosmetic and Investigational Dermatology*, 10, 423-429. <http://doi.org/10.2147/CCID.S144282>

<sup>8</sup> Fabi, S., Pavicic, T., Braz, A., Green, J. B., Seo, K., & van Loghem, J. A. (2017). Combined aesthetic interventions for prevention of facial ageing, and restoration and beautification of face and body. *Clinical, Cosmetic and Investigational Dermatology*, 10, 423-429. <http://doi.org/10.2147/CCID.S144282>

<sup>9</sup> Verner, I. & Kutscher, T.D. (2017). Clinical evaluation of the efficacy and safety of combined bipolar radiofrequency and optical energies vs. optical energy alone for the treatment of aging hands. *Lasers in Medical Science*, 32(6), 1387-1392. <https://doi.org/10.1007/s10103-017-2257-z>

## COMPLEMENTARY TREATMENT COMBINATIONS

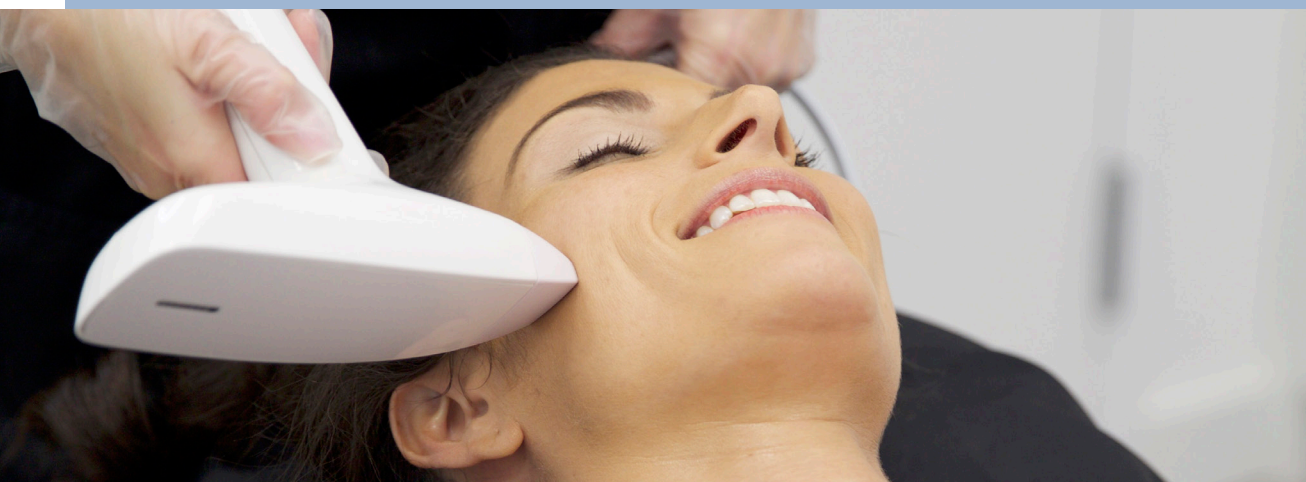


### **SAME-DAY TREATMENT WITH LASER, IPL, RF, NEUROTOXIN, AND FILLERS**

In a sign of the potential for combining various energy modalities, a literature review looked at using RF, IPL, non-ablative and ablative lasers, plus fillers or neurotoxin in the same day.<sup>10</sup>

According to the findings, same-day treatments for rejuvenation are safe, offer improved clinical results, are more comfortable for patients, and have no loss of efficacy or other apparent adverse effect.<sup>11</sup>

That being said, some providers recommend patients do tightening procedures first and then wait a few weeks before having fillers, because collagen remodeling can change the type, amount, or placement of filler that a patient needs.



### **BODY SHAPING COMBINATIONS**

Multi-pronged approaches are not just for the face. Body treatments present many options for complementary medical device therapies such as cryolipolysis, Multi-Polar RF with Pulsed Electro Magnetic Fields (PEMF), and suction. In a 2017 case study, this combination showed strong results for thigh circumference reduction and cellulite improvement.<sup>12</sup>

New York-based dermatologist Neil Sadick recommends performing fat-reducing treatments before skin tightening because fat reduction can increase laxity, and because skin tightening can reduce edema that may occur after fat-reducing procedures.<sup>13</sup>

<sup>10</sup> Cuerda-Galindo, E., Palomar-Gallego, M.A., & Linares-Garcíaaldecasas, R. (2015). Are combined same-day treatments the future for photorejuvenation? Review of the literature on combined treatments with lasers, intense pulsed light, radiofrequency, botulinum toxin, and fillers for rejuvenation. *Journal of Cosmetic and Laser Therapy*, 17(1), 49-54. doi: 10.3109/14764172.2014.968578

<sup>11</sup> Cuerda-Galindo, E., Palomar-Gallego, M.A., & Linares-Garcíaaldecasas, R. (2015). Are combined same-day treatments the future for photorejuvenation? Review of the literature on combined treatments with lasers, intense pulsed light, radiofrequency, botulinum toxin, and fillers for rejuvenation. *Journal of Cosmetic and Laser Therapy*, 17(1), 49-54. doi: 10.3109/14764172.2014.968578

<sup>12</sup> Sadick, N. S. (2017). Combination Aesthetic Therapies for Whole-Body Rejuvenation. *Clinics in Surgery*, 2(1444), 1-4. Retrieved from [http://www.clinicsinsurgery.com/pdfs\\_folder/cis-v2-id1444.pdf](http://www.clinicsinsurgery.com/pdfs_folder/cis-v2-id1444.pdf)

<sup>13</sup> *Dermatology Times*. (2016, November 12). Noninvasive body contouring combination tips. Retrieved from <http://www.dermatologytimes.com/dermatology/noninvasive-body-contouring-combination-tips>

# CONCLUSION



Aesthetic providers are able to offer their patients ever-more significant and satisfying results, and using different therapies and modalities in conjunction with one another represents an exciting extension of this trend.

At Venus Concept, we have helped practitioners in more than 60 countries delight clients with the most innovative aesthetic technologies and practice enhancement strategies. If you have any questions about the information we have covered here, including about our innovative TriBella™ treatment, please get in touch with us below.

TO LEARN MORE,  
CONTACT US AT

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