



# THE TOP MEDICAL AESTHETICS TRENDS YOU NEED TO KNOW IN 2018



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The popularity of aesthetic procedures has exploded and shows no sign of levelling off. Since 2000, the number of non-surgical cosmetic procedures performed in the United States rose by 186 percent to 15.7 million in 2017, according to the American Society of Plastic Surgeons<sup>1</sup>.

But underneath these headline figures, the reality is that some practices thrive and others struggle. To stay at the forefront of both patient satisfaction and business success, you must anticipate consumer demand and constantly evaluate your mix of services with an eye to results, client response, and financial factors.

To do this, make sure you closely monitor trends, which can be driven by fashion runways, celebrity and social media, and medical research. At Venus Concept, we partner with the most successful aesthetic providers in more than 60 countries and offer them technological innovation, practice enhancement support, and value-added insights.

To help you keep your finger on the pulse, we have prepared this report on top trends in minimally invasive and non-invasive aesthetic treatments in 2018. The global medical aesthetics market is forecast to grow at a compound annual rate of 12.8 percent from 2017 to 2024<sup>2</sup>. Are you positioned to be among the winners?

<sup>1</sup> American Society of Plastic Surgeons, "2017 Cosmetic Plastic Surgery Statistics," Retrieved from <https://www.plasticsurgery.org/documents/News/Statistics/2017/plastic-surgery-statistics-report-2017.pdf>

<sup>2</sup> Data Bridge Market Research, "Global Medical Aesthetics Market," Feb. 20, 2018

# TREND #1

## FOCUS ON YOUR FOUNDATION

According to the ASPS data, the top five most popular non-surgical procedures accounted for almost 84 percent of the total performed in 2017. These services are and will remain the mainstays for aesthetic practices. They are:

- Botox
- Fillers
- Chemical peels
- Laser hair removal
- Microdermabrasion

If your practice is not strong in any of these core services, now is the time to address this. This may require a competitive analysis of other providers in your geographic area, staff training, new equipment, additional staff, or reconfiguration of office space usage.

Combined, there were more than 13.1 million of these procedures performed in the United States last year. Collectively, there was little

change from the year before. So these services are not experiencing explosive growth. But they have proven to have enduring popularity with consumers, and their sheer number mean they constitute a solid foundation for your clinic as a business with strong opportunities to provide multiple services to repeat clients.



**COMBINED**  
THERE WERE MORE THAN  
**13.1 M**  
OF THESE PROCEDURES  
PERFORMED IN THE U.S.  
**LAST YEAR**

# SKIN TIGHTENING IS GETTING PATIENT ATTENTION

## TREND #2

Non-surgical skin tightening procedures grew by a robust 9 percent last year. These treatments have only come onto the market over roughly the last decade, and consumer demand is likely to continue growing, thanks to innovations in treatment technology and improved clinical results.

These procedures can address mild to moderate skin laxity and provide a more youthful appearance with little to no downtime. They have a strong safety profile and few serious side effects.

Skin tightening treatments are performed with devices that direct energy to the deepest layers of the skin to trigger the production of collagen and elastin, which in turn works to improve tone and texture. Among the common modalities are ultrasound, radio frequency (RF), and intense pulsed light, or some combination of the three. Some modalities are unique to certain innovators. For example, Venus Concept devices utilize a synergistic combination of Multi-Polar Radio Frequency and Pulsed Electro Magnetic Fields (PEMF),

which enhances the effect of the radio frequency energy. While the RF directly stimulates fibroblasts to increase collagen synthesis, PEMF induces fibroblast proliferation and produces new collagen through the release of the growth factor FGF-2.

If your practice is not sharing in the growth of this treatment area, start by researching device options, capital as well as consumables costs, and what your competitors are offering.





# TREND #3

## CELLULITE IS ONE OF CONSUMERS' TOP CONCERNS



The number of non-invasive device-based treatments for cellulite jumped 19 percent in 2017 in the United States. Clearly, the condition is a priority for consumers, notably women.

However, many people find these treatments to be unsatisfactory. That's because cellulite often has multiple connected causes, and most treatments only address one. Cellulite is often a function of collagen breakdown, which causes the skin to stratify and separate fatty deposits under the skin into strips. Lasting cellulite reduction requires collagen remodeling to address the dimpled texture and bumpy ridges caused by these unsupported and separated fatty deposits.

There are some options available for cellulite treatment. Subdermal laser treatments were the first to receive FDA approval, but they remain very expensive and time-consuming, and thus a harder sell to patients. Venus Legacy™ utilizes

a combination of PEMF, Multi-Polar RF, and positive and negative air pressure in the form of targeted suction, to simultaneously stimulate the production of collagen and elastin and reduce fatty deposits, which tightens the skin and repairs the tissue causing those bands and dimples.

**CELLULITE  
TREATMENTS JUMPED  
19%  
LAST YEAR**

# NON-INVASIVE FAT REDUCTION FUELS DEMAND

## TREND #4

The number of procedures to reduce fat without surgery rose 7 percent in 2017, according to ASPS figures. These include some treatments using injections, cryolipolysis, and ultrasound-based treatments. This robust demand is likely to continue and likely coincides with consumer interest in other body contouring modalities such as radio frequency and laser.

The popularity of these therapies demonstrates the strong appeal of non-invasive procedures with little to no discomfort and downtime over options such as liposuction. However, many options are only proven to work safely in small areas, and can be prohibitively expensive or inefficient for more comprehensive fat reduction. As well, fat reduction devices are only effective at removing fat; often, they fail to tighten the sagging skin that results

from treatments, let alone dealing with side effects like bruises, nerve pain, and prolonged swelling. In these cases, it is often ideal to offer body contouring along with traditional fat reduction. Treatments employing combined non-surgical modalities—such as Multi-Polar RF, PEMF, and targeted suction—can effectively accomplish these indications to patient satisfaction.



# TREND #5

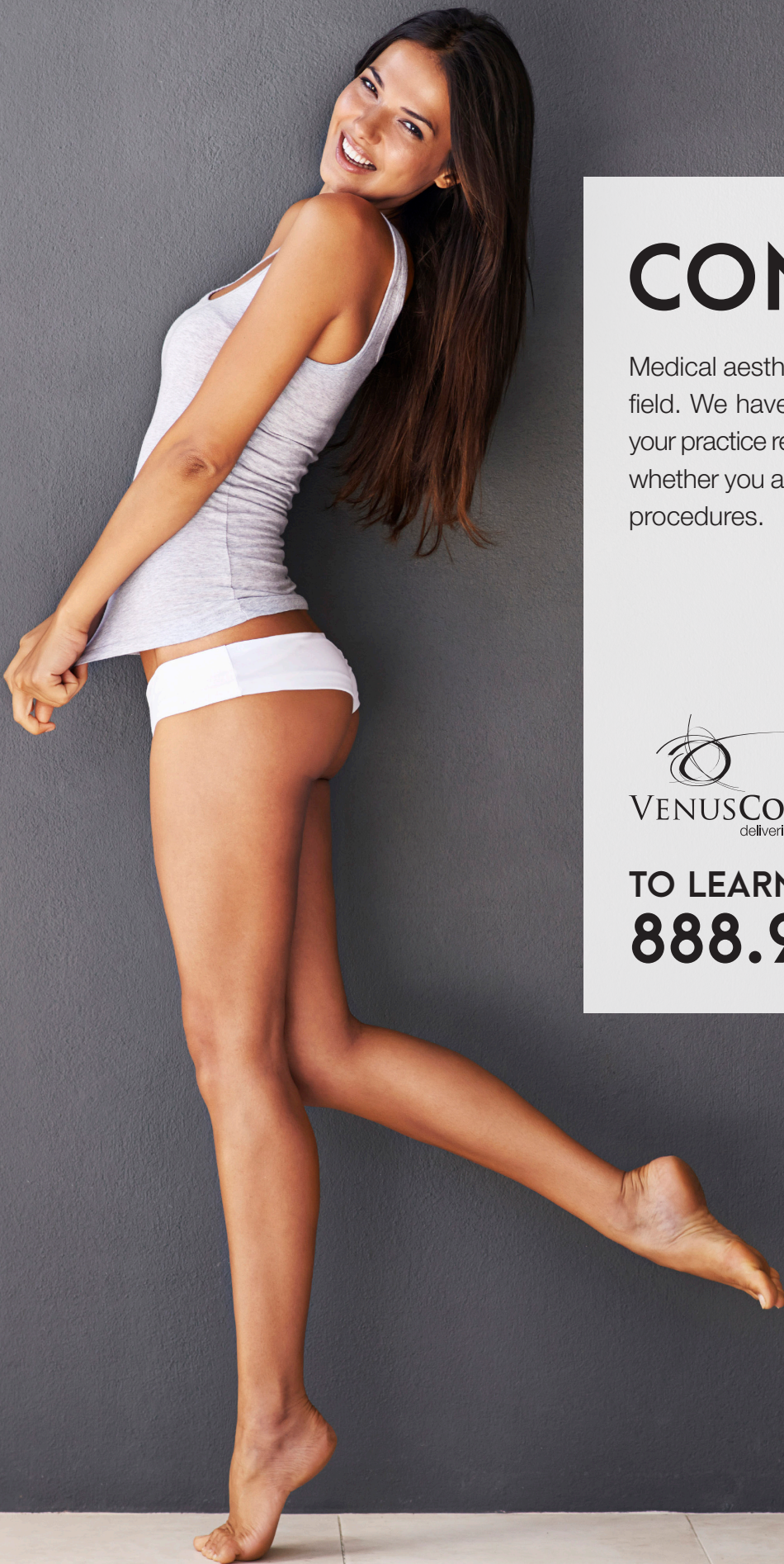
## PLATELET-RICH PLASMA ISN'T JUST FOR CELEBRITIES



The use of platelet-rich plasma—often called the vampire facial, PRP facelift, or the PRP facial—grew by 11 percent in 2017. Public interest in the procedure has been stoked by celebrity users.

The treatment requires centrifuging the patient's blood to isolate the platelet-rich plasma. These platelets are high in growth factors and nutrients which stimulate collagen. Concentrated plasma from a patient's own blood is injected or applied with microneedling. Results include improvement in the appearance of scars and fine lines, as well as a softer, smoother complexion. Some practitioners also combine PRP with fillers.





# CONCLUSION

Medical aesthetics is a complex and quickly evolving field. We have reviewed five important trends. Keep your practice relevant and at the forefront by considering whether you are adequately addressing these popular procedures.



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