



TOP MEDICAL AESTHETICS TRENDS IN 2022 AND HOW TO LEVERAGE THEM

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As a medical aesthetics provider, you know that this industry can change in an instant—the past two years have been proof of that. Most of all, you strive to keep up with the latest trends so that your clinic can meet the changing demands of your clients. Overall, the demand for cosmetic treatments is trending in one direction: up.

Despite the restrictions on cosmetic practices imposed by the pandemic, aesthetic procedures still saw a 3% increase since 2019. This indicates that consumer commitment to improving their appearances remains strong and that there is huge room for growth in the coming year especially as restrictions end and the industry bounces back. Here are the top five trending treatments for 2022, and how your practice can leverage them.



THE MOST IMPORTANT TREND IN MEDICAL AESTHETICS FOR 2022



Over the past few years, several trends have revealed themselves, including an uptick in men seeking cosmetic enhancement procedures, consumers seeking aesthetic treatments starting at a younger age, and, most relevant to this report, a growing preference for non-invasive cosmetic procedures as opposed to cosmetic surgery.

To illustrate how the growth in non-invasive treatments is outpacing that of surgical ones, we need only look at the disparity in the number of total procedures performed in 2000 and 2019. We'll stick with pre-pandemic numbers for a more accurate perspective on market growth. In 2000, the total number of surgical procedures performed was 1,901,049 while the total number for non-invasive treatments was 4,847,561. In 2019, the total number of surgical procedures was 2,678,302, while for non-invasive treatments, it was 15,750,363. This shows that cosmetic surgical procedures have only increased 20%, while non-invasive treatments have skyrocketed by 174% in the last two decades.*

DEMAND FOR MINIMALLY INVASIVE PROCEDURES

The numbers show that non-invasive procedures are in demand across all demographics. Additionally, non-invasive treatments are an easier entry point for men and young people who are curious about the world of medical aesthetics. In general, non-invasive procedures are a good fit for most consumers due to their lower cost, lower risk, and low downtime.

BY AGE GROUP:

20-29:

63%*

30-39:

86%

40-54:

89%

55-69:

82%

BY GENDER:

Female

84%*

Male

86%



* percentage of the total cosmetic procedures undertaken by demographic that are minimally invasive

TOP 5 TREATMENTS FOR 2022



Clinics looking to capitalize on the shift toward minimally invasive procedures can harness their growing popularity by offering the most in-demand treatments to clients. Additionally, offering non-invasive alternatives to sought-after surgical procedures can open a new avenue of revenue as well as secure patient loyalty by giving them the results they want with less cost, discomfort, and downtime. Moreover, a non-invasive aesthetic treatment plan calls for regular maintenance, or top-up treatments, to have the most impact over the patient's lifetime, whatever their aesthetic goals (weight loss, anti-aging, etc.). Therefore, non-invasive treatments outperform surgical procedures as a recurring form of income from returning clientele.

FACELIFTS

Rhytidectomy is perennially the most well-known procedure for treating common signs of facial aging. The procedure creates an incision along the hairline and pulls the sagging skin, muscle, and connective tissue tighter so patients can achieve an overall tighter, lifted, and more youthful look. Lately, there has been a trend toward micro-lifts and other less invasive preventative steps as the best way to slow the signs of aging earlier, rather than waiting for the more invasive rhytidectomy procedure to become necessary.

FACELIFT QUICK FACTS

▶ The **#3** surgical procedure with **234,374** procedures performed nationwide

▶ **Most popular** with age group 55-69

▶ Total spend nationwide: **\$1,876,157,413**

▶ **75% increase** since 2000

NON-INVASIVE AESTHETIC TREATMENT ALTERNATIVE: TRIBELLA™ TREATMENTS

TriBella™ is a combination treatment available only through our Venus Versa™ device. As a powerful, three-in-one anti-aging treatment, TriBella™ makes the most of each of the three technologies outlined above for a time-saving procedure that combines photorejuvenation, anti-aging wrinkle reduction, and skin tightening into one treatment. A multi-faceted approach to facial therapy, TriBella™ treatments give patients the fast, effective results they're seeking while allowing you to maximize your return on investment. Furthermore, Tribella™ gives consumers a way to slow the signs of aging and keep their youthful looks through regular, non-surgical maintenance versus waiting for surgery to become necessary.

HIGHLIGHTS:

- Non-invasive
- Comprehensive treatment for total facial renewal
- More natural-looking results than surgical options
- Low to no downtime, with little recovery time required



LIPOSUCTION

Liposuction continues to be one of the most popular cosmetic surgical procedures. However, it is interesting to note that the number of liposuction procedures has fallen dramatically since the year 2000, by 40% overall. This is due to the high cost, pain, and recovery time incurred by the procedure. Concurrently, technological advancement for non-invasive diode laser lipolysis treatment for fat reduction means patients have an appealing alternative to surgery.

LIPOSUCTION QUICK FACTS:

▶ The **#4** surgical procedure with **211,067** procedures performed nationwide

▶ **Most popular** with age group 40-54

▶ Total spend nationwide: **\$767,551,628**

▶ **40% increase** since 2000

NON-INVASIVE AESTHETIC TREATMENT ALTERNATIVE: NON-INVASIVE LIPOLYSIS TREATMENTS

Venus Bliss™ uses non-invasive lipolysis, a process that involves diode laser technology and radio frequency energy to gently heat and dissolve hard-to-budge fat cells that tend to accumulate in the thighs, abdomen, and other areas commonly targeted by liposuction. For your patients, this is a better fat reduction solution than liposuction because they'll be able to enjoy their slimmer appearance without the pain, cost, and downtime a surgical procedure would require.

HIGHLIGHTS:

- Quick, comfortable sessions of 15-30 minutes
- No costly consumables or per-usage fees for providers
- No downtime or recovery time required
- Clinically apoptosis and lipolysis results up to 41% reduction in adipose layer thickness



BOTOX AND NEUROMODULATORS

Botox became the most popular cosmetic treatment in 2020 and continues to be one of the most effective anti-aging therapies. The neuromodulator inhibits the muscle movements that cause wrinkles and fine lines to form in the face, and its use has proliferated among celebrities, influencers, and consumers of all age groups.

BOTOX/NEUROMODULATOR QUICK FACTS:

▶ The **#1** minimally-invasive procedure with **4.4 million** procedures performed nationwide

▶ **Most popular** with age group 40-54

▶ Total spend nationwide: **\$2,050,891,017**

▶ **459% increase** since 2000

NON-INVASIVE AESTHETIC TREATMENT ALTERNATIVE: VENUS LEGACY™ TREATMENTS

Venus Legacy™ treatments use (MP)² technology, which is a unique combination of Multi-Polar Radio Frequency (RF) and Pulsed Electro Magnetic Fields (PEMF) to boost collagen and elastin production for a tighter, smoother skin appearance. The device delivers targeted radio frequency (RF) energy deep below the skin's surface to stimulate skin cell renewal and promote increased collagen and elastin production. Instead of adding a foreign substance to your body, Venus Legacy™ uses heat to boost the skin's natural processes, supporting skin health from the inside out. Quick and effective, wrinkle reduction treatments fade fine lines, restoring firmer, more youthful-looking skin.

HIGHLIGHTS:

- The device treats more than just wrinkles, boosting collagen and elastin for firmness, tightness, and smoother texture
- Quick, comfortable sessions of 15-30 minutes
- Excellent results with no downtime or recovery time required



SKIN RESURFACING

Skin resurfacing continues to be one of the most popular treatments at clinics across the country and has seen growth of 71.4% in the last four years alone. It is one of the best modalities for treating a variety of concerns including fine lines, wrinkles, acne scars, rosacea, stretch marks, enlarged pores, uneven texture, and other skin imperfections. Advances in technology have made this sought-after treatment safe for all skin types (Fitzpatrick I-IV) from selected devices.

SKIN RESURFACING QUICK FACTS:

▶ The **#3** minimally-invasive procedure with **997,245** procedures performed nationwide

▶ **Most popular** with age group 40-54

▶ Total spend nationwide: **\$1,080,184,327**

▶ **483% increase** since 2000

SKIN RESURFACING WITH VENUS VIVA™ MD

Venus Viva™ MD is a highly customizable tabletop device that delivers exceptional results with low downtime and is safe for all skin types. Using NanoFractional Radio Frequency (RF) with SmartScan™ technology, Venus Viva™ MD is a NanoFractional RF resurfacing system that allows customized control of ablation and coagulation for enhanced efficacy in resolving mild to severe skin damage with our proprietary applicator and tips.



HIGHLIGHTS:

- Helps reduce the appearance of acne scars and other scars, striae, rosacea, dyschromia, deep wrinkles, enlarged pores, and uneven skin texture and pigmentation for all skin types
- Energy is distributed through a small footprint per pin (160 x 38 µm²) at variable energy densities in a single tip, reducing the risk of post-inflammatory hyperpigmentation
- MD Applicator has two tip options for highly customized treatments (80 pin tip – up to 124 mJ/pin, and 160 pin tip – up to 62 mJ/pin)
- Uses unique NanoFractional RF technology with adjustable ablation and coagulation parameters, to deliver radio frequency energy into the skin, creating micro-channels surrounded by intact tissue
- Features SmartScan™ technology for uniform and safe energy delivery to all skin types
- Low downtime, high patient comfort and safety, and great results

INTENSE PULSED LIGHT

Intense pulsed light (IPL) therapy, also known as photorejuvenation, is a non-invasive method to treat the visible damage caused by sun exposure called photoaging. It is also one of the technologies behind laser hair removal, another of the most in-demand aesthetic treatments year after year.

IPL QUICK FACTS

▶ The **#5** minimally-invasive procedure with **827,409** procedures performed nationwide

▶ **Most popular** with age group 30-39

▶ Total spend nationwide: **\$340,478,804**

INTENSE PULSED LIGHT WITH VENUS VERSA™

IPL technology offers a way to deliver on three of the most common concerns among aesthetic patients: premature aging, acne, and unwanted hair. Photorejuvenation via Venus Versa™ is a safe, reliable way to counteract the most common signs of aging on the skin using Intense Pulsed Light technology. For acne, Venus Versa™ is equipped with a dual-light applicator: blue light targets the porphyrin produced by Propionibacterium Acnes bacteria, leading to destruction of the bacteria, while the longer wavelength of red light controls inflammation and promotes faster healing. The device's IPL capabilities can also perform hair removal treatments. In addition to IPL, Venus Versa™ is a versatile multi-applicator platform with two other highly effective technologies in one workstation to address many of today's most challenging aesthetic concerns.

HIGHLIGHTS:

- Choose from two different IPL applicators with variable wavelengths to treat a wider range of skin types
- Treats both vascular and pigmented lesions to improve overall skin tone
- Reduces the appearance of sun damage for a more youthful look
- SmartPulse™ technology ensures precise and consistent energy delivery
- Real-time cooling system ensures optimal patient safety and comfort
- The platform supports up to 10 different types of applicators to offer a range of treatments through one device with a minimal footprint

CONCLUSION

To thrive as a medical aesthetic professional, you need to adapt and evolve to meet the fast-changing needs of your consumer base. That means keeping up to date with the trends as well as the technologies that suit them. Because patient demands are always changing—and in the case of the aesthetic industry, growing—you can ensure your clinic's long-term success by equipping it with the most advanced devices that deliver the most sought-after treatments.

At Venus Concept, we have helped many leading clinics leverage consumer trends while simultaneously making smart financial choices. The outlook for 2022 is positive, and you don't want to miss out. Our devices come with ongoing support, at no extra cost to you. We want your practice to succeed, and we do that by sharing our expertise with you. You'll get comprehensive support in the following areas:

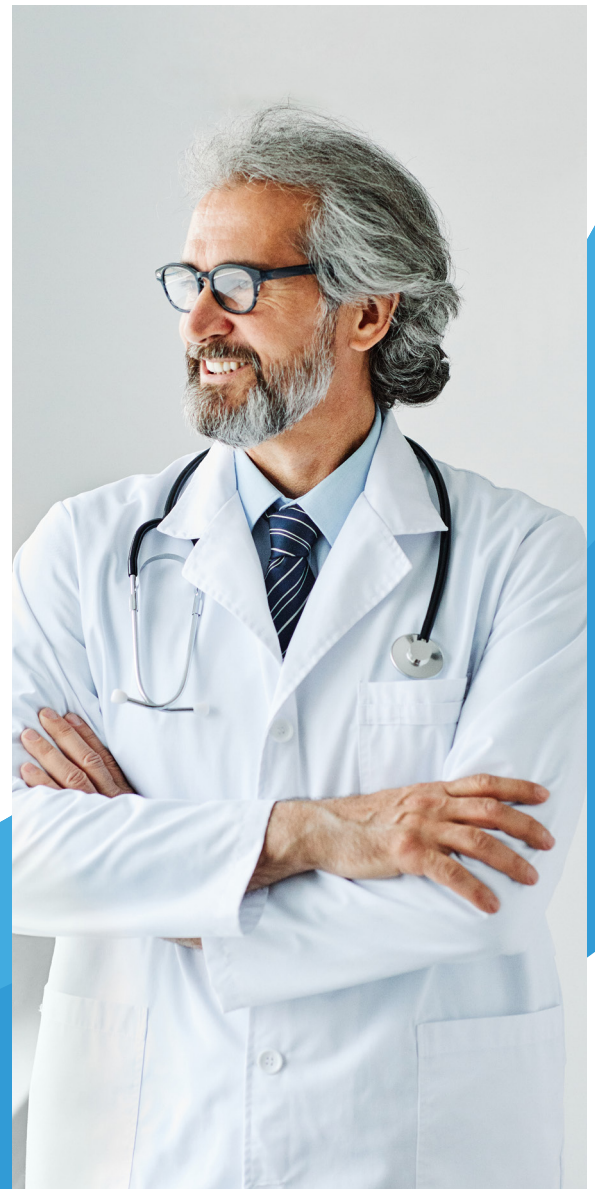
Strategic planning and clinic efficiency strategies, including clinic protocol and best practices, patient retention strategies, and data collection and analysis

Ongoing marketing support, including guidance on SEO and SEM to promote your online presence, social media strategy, and other promotional avenues

Finance and profitability planning, including effective pricing strategies, guidance finding and implementing new sources of revenue, and customized tools for financial analysis

Clinical and technical support, including complimentary clinical training on Venus Concept devices for you and your staff, as well as ongoing technical support

Contact one of our experts today to see how we can assist your success.



CONTACT US AT
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