



**TOP TREATMENTS FOR
PATIENTS AT EVERY AGE**



TOP TREATMENTS FOR PATIENTS IN THEIR 20S, 30S, 40S, 50S, 60S, AND BEYOND

All aesthetic providers know that repeat clients are a strong driver of practice economics, but understanding the lifetime value of your patients can change how you approach building a prosperous practice.

Patient lifetime value is an estimate of how much revenue and profit a patient will represent to your practice over the total length of that relationship. This includes the treatments they receive as well as referrals they bring to you. Ideally a woman who first comes in her late 20s for neuromodulators will return in her 30s, 40s, and 50s for other treatments as well as recommend you to her friends.

The return on investment from this multi-decade relationship is high, especially in light of the cost of new patient acquisition, which can be substantial. To build these relationships and achieve high patient lifetime value, your practice must anticipate the priorities of consumers at each life stage. Be prepared to recommend procedures suited to their unique needs by age range and establish a treatment plan that anticipates the aging process in the years ahead.

Doing so deepens the patient relationship and gives the client a good reason to keep coming back to your practice. Venus Concept, with clinic partners in more than 60 countries, has been at the forefront of advances in non-invasive treatments. While many procedures are effective for patients in multiple age groups, this report highlights the top treatments by decade to give you a starting point for every client in your practice.



A POPULAR TIME TO BEGIN AESTHETIC TREATMENTS

PRIORITIES: Acne, acne scars, unwanted hair, early signs of aging

TOP TREATMENTS: IPL, laser hair removal, topicals, neuromodulators

The number one complaint among women in their 20s is acne, according to Dr. Ranella Hirsch, a Boston dermatologist.¹ Providers work with patients in this age group to get breakouts under control through at-home care, medication, and in-office procedures.

Laser removal of unwanted hair is a popular procedure in this age group too. By taking care of this issue in their 20s, people are freed from decades of time-consuming shaving, waxing, and plucking.

Many providers recommend laser, skin resurfacing, intense pulsed light (IPL) or radio frequency to patients in their 20s to address enlarged pores, acne scars, post-acne hyperpigmentation, and broken capillaries as well as to improve skin texture.²

At-home care typically consists of non-drying, non-comedogenic topical products and prescription

medication including topical retinoids, which also have anti-aging benefits. These clients are usually very receptive to recommendations from professional-grade product lines that many practices sell.

Counseling on prevention of sun damage by limiting UV exposure and wearing sunscreen is a priority for this age group too since sun exposure is the primary cause of aging. Usually the first fine lines begin in the late 20s.

In this decade, gentle fractional laser “if done regularly, can minimize the need for more aggressive treatments down the road,” said New York City dermatologist Dr. Paul Jarrod Frank.³

Some people in their 20s opt for targeted injection of neuromodulators to slow the development of vertical wrinkles between the eyebrows. The muscle-paralyzing effect helps prevent wrinkles from forming.



1 <https://www.skincaredoctors.com/in-the-media/?mediaFilter=1&start=200>

2 Wollina, Uwe, and Alberto Goldman. “Minimally invasive aesthetic procedures in young adults.” *Clinical, cosmetic and investigational dermatology* vol. 4 (2011): 19-26. doi:10.2147/CCID.S17467

3 <https://www.townandcountrymag.com/style/beauty-products/a8415/best-antiaging-treatments-by-decade/>

EARLY SIGNS OF AGING, CONCERNS ABOUT BODY SILHOUETTE SPUR INTEREST

PRIORITIES: Fine lines, skin laxity, stubborn fat deposits

TOP TREATMENTS: Wrinkle reduction, injectable fillers, fat treatments



Even among clients who have been diligent with skincare, fine lines and wrinkles, notably around the eyes and mouth, typically become noticeable in the 30s. Practitioners see collagen loss in this age group as cell turnover has slowed, and skin thins.

People with darker skin tones may experience discoloration or uneven pigmentation while lighter complexions often have brown spots or redness. Exfoliation is important, and in the 30s, a retinoid or retinol “isn’t optional anymore,” says Dr. Hirsch.⁴

Among in-office procedures, neuromodulators and injectable fillers are more common with patients in their 30s than 20s. Energy-based treatments such as IPL, radio frequency, and laser improve skin tone, texture,

and firmness while also stimulating collagen production.

In this decade of life, many people find they have stubborn fat deposits that do not respond to diet and exercise. This may be among women after childbirth or men and women experiencing normal changes in metabolism with aging. Cellulite is also a common concern.

Many body contouring and fat loss devices are available. Treatments include cryolipolysis, laser or radio frequency energy such as diode laser, as well, combined modalities are available too such as radio frequency, Pulsed Electro Magnetic Field and suction.

⁴<https://www.skincaredoctors.com/in-the-media/?mediaFilter=1&start=200>



SUN DAMAGE, WRINKLES, HAIR LOSS INCREASE DEMAND FOR TREATMENTS

PRIORITIES: Skin laxity, facial volume loss, wrinkles, sun damage, hair loss

TOP TREATMENTS: Skin rejuvenation, injectables, hair restoration

In patients in their 40s, the signs of aging that appeared in the 30s become more pronounced. Common complaints include sagging eyelids, frown lines, nasolabial folds, marionette lines, and volume loss in the cheeks and lips. The skin also retains less moisture, reducing natural glow.

For people who have not yet used neuromodulators such as Botox, the 40s are a popular time to begin. According to the American Society of Plastic Surgeons, these injections were the most in-demand treatment among this age group.⁵

As collagen and elastin production decrease further from the 30s to 40s, both men and women in this age group turn to dermal fillers to address volume loss in the cheeks and

lips as well as a sagging jawline. The hormonal changes that accompany menopause can further reduce elasticity, so women who may have resisted fillers before often become more interested in their late 40s.

For newcomers to aesthetic treatments, decades of accumulated sun damage show up in the 40s as blotchiness, redness, and dark spots. Prescription retinoid, peptides, and moisturizers can help with problems such as clogged pores, sun spots, and thinning skin. Microneedling with platelet-rich plasma has surged in use to help rebuild collagen in the face and neck.

For deeper lines and pigmentation spots, fractional laser, IPL, and radio frequency devices offer skin rejuvenation by targeting

uneven skin tone, crepiness, sun spots, and laxity including on the neck. Ultrasound is another modality used to achieve skin tightening.

For men especially, hair growth often slows in the 40s, and receding hairlines, thinning hair, and baldness become more common. Around 40% of women by age 50 show signs of hair loss. Specifically, the age of onset of Female Pattern Hair Loss (FPHL) is later than that seen in men.⁶ Hair restoration techniques have made strong advances, and follicular unit extraction (FUE), a minimally invasive procedure, gives natural and aesthetic results even in advanced baldness.⁶

⁵ <https://www.plasticsurgery.org/documents/News/Statistics/2018/plastic-surgery-statistics-full-report-2018.pdf>

⁶ Gan DC, Sinclair RD. Prevalence of male and female pattern hair loss in Maryborough. *J Invest Dermatol Symp Proc*. 2005;10:184–9.

⁶ Chouhan K, Roga G, Kumar A, Gupta J. Approach to Hair Transplantation in Advanced Grade Baldness by Follicular Unit Extraction: A Retrospective Analysis of 820 Cases. *J Cutan Aesthet Surg*. 2019;12(4):215–222. doi:10.4103/JCAS.JCAS_173_18

A PRIME OPPORTUNITY TO ENHANCE APPEARANCE WITH NON-INVASIVE TREATMENTS

PRIORITIES: Wrinkles, dark spots, hormonal skin conditions, facial volume loss, visible leg veins

TOP TREATMENTS: IPL, laser, radio frequency, injectables

A continuation of the aging processes of the 40s requires people in their 50s to be diligent about maintenance using the same or more aggressive treatment protocols.

In addition, menopausal women in their 50s may see hormonal acne and rosacea flare up, and estrogen, which stimulates collagen and oil production, drops sharply. This leads to dry skin and deeper wrinkles. Sun and age spots continue to appear or worsen including on the hands.

Fillers and neurotoxins remain an important part of the aesthetic practitioner's arsenal with this age group, and an injectable that destroys fat cells under the chin is another treatment that can define the jawline.

IPL is often employed to treat adult hormonal acne, rosacea, and sun damage. Some providers recommend more aggressive lasers such as CO²

ablative lasers and high intensity fractional lasers to resurface the face, neck, and chest among people in their 50s, although recovery with ablative lasers is more extensive. Ultrasound-based skin tightening is another alternative.

Bulging or unsightly veins in the legs become more common among people in their 50s. Spider veins in the legs are commonly treated with sclerotherapy which involves injections that cause the veins to collapse and ultimately fade from sight. Lasers can be used for small varicose veins.





AGING VIBRANTLY BY COUNTERACTING THE EFFECTS OF TIME

PRIORITIES: Advanced aging, skin laxity, deep wrinkles, facial volume loss

TOP TREATMENTS: Skin rejuvenation, injectables, chemical peels

Clients who have been on a regular aesthetic regime often reach their 60s looking much younger than their chronological age and simply continue the non-invasive treatments that have worked well for them in prior decades such as energy-based skin rejuvenation and dermal fillers.

Nevertheless, facelifts, brow lifts, and eyelid surgery are popular with people in their 60s and beyond in a reflection of the accelerated pace of the aging process. In 2018, people age 51 to 64 accounted for 56.1 percent of facelifts in the United States and people 65 and over accounted for 32.3 percent, according to the ASAPS.⁷

In studies at the Cleveland Clinic, plastic surgeons found that people over age 65 faced no greater safety risk from facelifts and abdominoplasty than younger people when properly screened for health issues.⁸

But many patients new to aesthetic interventions in their 60s prefer subtle enhancement rather than a drastic change and opt for the safety of non-invasive procedures. Aesthetic providers may employ combination treatments such as injectables with radio frequency or laser treatment.

Neurotoxins are injected around the jaw, brows, and temples so muscles do not pull downward while dermal fillers target volume loss, leading to a more lifted appearance.

In the 60s and 70s, lip volume declines dramatically, and ear lobes can look stretched from volume loss as well as wearing heavy earrings. Fillers can counteract both.

Skin resurfacing and rejuvenation with laser, radio frequency, and ultrasound are also employed to tighten skin and improve texture. These as well as IPL can lighten

or remove age spots, including on the hands.

Among older patients, a series of medium TCA peels or deep chemical peels can address advanced signs of aging. Results can be dramatic. (Mild and moderate chemical peels may be used at any age to brighten the skin, soften scars, or combat blemishes.)

While peels are non-invasive, exfoliation occurs as the peeling solution penetrates the skin. With deep peels based on croton oil or phenol, anesthesia is usually required, and post-procedure discomfort and recovery time are significant.

Microneedling including with PRP is a less aggressive alternative that stimulates collagen production.

⁷ https://www.surgery.org/sites/default/files/ASAPS-Stats2018_0.pdf

⁸ <https://health.clevelandclinic.org/think-youre-too-old-for-plastic-surgery/>

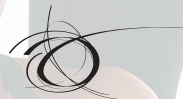
A photograph of four diverse women of various ethnicities and ages, all wearing black athletic tops and leggings, posing in a studio setting. They are arranged in a group, with some standing and some sitting or crouching, looking towards the camera with confident expressions.

CONCLUSION

Patients' needs vary with the seasons of their lives, and your practice can serve them at each stage by understanding and anticipating their concerns.

Awareness of the top treatments for the issues that commonly present in each decade enable you to be proactive with your clients in your marketing and consultations.

If you have questions about how to position your clinic to take advantage of the trends discussed, please get in touch. Venus Concept's practice enhancement advisors have decades of industry expertise to guide you.



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