

A DIFFERENT APPROACH TO BEAUTY AROUND THE WORLD

In different areas of the world, there are different languages spoken; in fact, some suggest there could be as many as 7,106 languages but it is difficult to know for sure. Fortunately, there are not as many beauty ideals, but still, there are a lot. This is something to remember, whether you are travelling to different regions to treat patients or – even more necessary in a world that keeps getting smaller and smaller – if patients from different regions of the world visit your office.

Patients in Western Europe are in demand for procedures that make them look refreshed and relaxed, but people should not be able to tell whether or not there has been a visit to a plastic surgeon. In my German office, I often hear phrases like 'I want to have my lips done but my husband must not see it'. This demand changes drastically if you travel towards the east in Europe: the further you travel the more you leave the demand for just a 'refreshment'. In Eastern Europe, beautifying procedures are often considered as a status symbol. Moldova has an average salary for a general practitioner of no more than 500 US\$/month, whereas dermal fillers cost around 300 US\$/per syringe. In countries like this, the procedures should be recognizable and they should have a strong visible effect, e.g. in lip filling or cheek augmentation. Also, the amount of Botox needed to get the desired result for the patient is a lot higher than the usual amount of Botox in Western Europe.

In the Northern Americas there has been a noticeable change in the ideal beauty within the last few years. In the 90s up to the early 2000s, there was also a strong demand for visible results if

patients underwent beautifying procedures. This can be seen in celebrities like Nicole Kidman for non-invasive methods or Mickey Rouge for invasive procedures.

Within the last few years, there has been a shift towards a more natural outcome and a 'better-looking version of me'. Emerging trends like 'baby botox' support this shifting of demand in a market that keeps growing stronger almost every year.

It is important to keep in mind from which cultural background the patient that sits right in front of you comes from. The traditional background of the patient may be different than yours. Therefore your definition of beauty may not fit to their desires. It is critical to adjust to the patient demands without sacrificing ethical standards and without overtreatment of patients because this will undoubtedly damage the

reputation of your clinic.

The treatment of patients with a different cultural background or treating patients abroad can be a clash of beauty ideals and therefore is a challenging field in

the aesthetic medicine. But with profound knowledge of the materials used and the ability to adjust to different situations it will open your peer group to a lot more patients and the reputation of your clinic will definitely get a boost through international patient contacts and is, therefore, a nice add-on for your daily practice.

Jan Balczun, MD, Bochum, Germany

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HIGHLIGHTS OF THE DAY

Expert Pearls For Non-Ablative Fractional Resurfacing

Time 8:15am
Elizabeth Tanzi, MD

Improving Aesthetic Outcomes In Blepharoplasty

Time 9:00am
Angelo Tsirbas, MD

Vaginal Rejuvenation Using Laser And RF Devices

Time 11:45pm
Sherry Thomas, MD

Ablative Vs Non-Ablative Resurfacing In Facial Rejuvenation

Time 12:15pm
Stefani Kappel, MD

Preventing And Managing Injectable And Laser Complications

Time 2:30pm
Sabrina Fabi, MD

Treatment Of Acne Scarring: A Practical Approach

Time 3:00pm
Sheldon Pollack, MD

Advances In Pigment-Specific Lasers Including Tattoo Treatment

Time 5:45pm
Paul Friedman, MD

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NEW USES OF BROADBAND LIGHT IGNITE RENEWED INTEREST IN INTENSE PULSE LIGHT

Intense pulsed light (IPL) a non-laser light-based technology introduced in the United States in 1995, has become popular for the treatment of a variety of pigmented and vascular conditions and non-invasive skin rejuvenation. IPL treatments are now offered in a large number of aesthetic medical and surgical practices and medical spas and clinics around the world. Greater appreciation of the potential benefits of IPL for conditions such as rosacea and non-facial sun damage have been hampered by commonly held misconceptions and myths. This has been due primarily to poor training and the common practice of delegation of IPL treatments to nonphysician practitioners who follow overly conservative treatment protocols. When physicians do not actively or regularly use a particular technology, they deny themselves the opportunity to make advances in treatment and discover innovations and uses for that technology.

In recent years a growing number of aesthetic practitioners have begun to appreciate several new and novel uses of pulsed light energy. This Renaissance in IPL has been primarily driven by the introduction of a third-generation IPL technology called BBL or broadband light. BBL was designed with certain innovative features

that allow a greater choice of treatment parameters, smaller spot applicators for more precise targeting of skin imperfections and a unique SkinTyte mode that delivers a constant output of high energy broad spectrum light over a pulse of several seconds in duration. These design features combined with newer treatment techniques have resulted in faster treatments with more dramatic results. Treatments have become even safer and more comfortable for patients.

The benefits of BBL for inflammatory acne and acne scarring has recently been reported. Some of the newer treatment benefits of BBL are for eyelid and ear skin rejuvenation and lip rejuvenation. More recently antiaging benefits have been reported with regular long-term BBL treatments. In one study rejuvenation of gene expression of a number of key genes involved in aging and longevity were reported in aged skin after just three treatments with BBL. In a separate study, regular treatments with BBL over several years helped subjects maintain a more youthful appearance.

The unique SkinTyte mode has allowed BBL to be used for all skin types, for body contouring and treatment of soft tissue pain. Even more recently BBL in the SkinTyte mode is being used

for male and female genital rejuvenation. Results are showing that men can enlarge their penis and women can have a more youthful appearing vulva and vaginal tightening. Both men and women being treated with BBL in the genital area report greater sexual pleasure and enhanced orgasms. Some of the earliest and first ever data will be presented at the 2018 edition of the Vegas Cosmetic Surgery meeting. These new applications and uses of broad-spectrum light-based technology are leading to a renewed interest in IPL. It is now becoming clear that the interaction of broad-spectrum light with skin produces much more effects on the biology of skin than previously appreciated.

In this era of energy-based devices being used for an ever-increasing assortment of conditions, IPL, a two-decade-old technology, is again rising to the forefront as an even more valuable tool than ever before.

► **Patrick Bitter, MD, FAAD, Silicon Valley, California**

STRAIGHT ANSWERS ON LOCAL LISTINGS AND GOOGLE MAP RESULTS

Years ago, if your Yellow Pages ad had a wrong phone number or address, patients got frustrated and you lost business. Smartphones replaced bulky phone books, but the result of incorrect information remains: lost business and credibility. Estimates project local businesses lose \$10 billion annually from incorrect information.

A 2018 BrightLocal study found:

- 93% of consumers are frustrated by incorrect information in online directories
- 80% lose trust in local businesses if the information is incorrect
- 40% quit looking if they can't easily find you due to a wrong address

'On-the-go' prospects depend on local search listings, especially Google My Business (GMB). Yet, Google also relies on a wide variety of business listing websites to validate the accuracy of your GMB listing. To understand more about local listings and Google Map results, we address some common questions.

How can I optimize my website to appear in Google 'map pack' results?

Local map listings identify local GMB profiles, where traditional organic results display website pages and other resources. Thus, you can have a high-performing website and not appear in the

local pack. Conversely, many GMB listings don't have highly ranked websites.

Can inaccurate listings lower my local rankings?

Absolutely. Ranking factors for local GMB listings are different than organic Google results. Some experts indicate 45% of your GMB's performance is based on the accuracy of other business listings.

If my GMB is accurate, why does Google care about other directories?

Google's focus is ensuring end-user satisfaction by delivering accurate results. Your GMB is one of many listings that make up your online brand. It's important to protect it and send Google the right signals.

How does Google rank GMB profiles?

Local rankings are part of your SEO effort and there are too many factors to list. However, here are some key signals:

- GMB - Your address/proximity, categories, keywords in your business title
- Directories - Volume of listings, name/address/phone consistency, quality of the listing source
- Reviews - Review quantity, review site diversity
- Website - Name/address/phone, keywords in

title, domain authority

- Behavior - Engagement, mobile clicks-to-call, click-through to website, check-ins
- Social - Engagement on Google, Facebook, Twitter

Who's at fault for listings with incorrect information?

The same BrightLocal study shows 51% of consumers think the local business and directory are equally at fault. However, 31% blame the business. Only 18% think the directories are at fault. Collectively, 82% feel the majority of the blame is on the business.

I noticed paid Google ads don't always show up in the local-pack. Why?

Google's main focus with local search ads is mobile. This is because most smartphone searches are for local businesses, services or events. According to Dr. Peter J. Meyers, 35% of competitive local searches have local pack ads.

If you want to advertise in the local pack listings, you need an AdWords account with local extensions enabled. An experienced Google Adwords Partner agency can help set up and manage your campaign.

Bill Fukui is Director of Sales & Marketing for Page 1 Solutions

MULTIDIMENSIONAL FACIAL REJUVENATION

FRED G. FEDOK, MD, FACS, TAKES A LOOK AT HOW ADVANCEMENTS IN TECHNIQUES AND UNDERSTANDING OF ANATOMY ARE FUELING THE RISE IN FACIAL REJUVENATION

We are currently at a significant point in the evolution of the art and practice of facial rejuvenation.

What has been the impetus for this? Why is there an expanding number of people seeking facial rejuvenation? Some of the answers are readily apparent. People are living longer and are healthier. They, in general, are working longer. Large proportions of the population are trying to exercise, eat healthier foods and remain physically active. And they want to look as good, or vital, or rejuvenated as they feel; hence, they seek treatments to accomplish this. The introduction of many new interventions to improve facial appearance has made facial rejuvenation more accessible. What is most important about this phenomenon is that the treatments are working!

Technical advancements

Another part of the answer is that true facial rejuvenation is now starting to be a reality. Over the last 30 years, there has been an enormity of innovation and technical advancements which have provided the tools to make facial rejuvenation more possible and effective.

At the beginning of my career the most useful tools were a wide variety of surgical procedures through which sagging tissues could be tightened, removed and pulled. Tissues were frequently eliminated but rarely restored. There were a variety of implant materials. Some of the underlying biomaterials, however, later proved to be ill advised to be used. Resurfacing was performed only through dermabrasion and chemical peels. In essence, it was possible to accomplish some degree of favorable change or rejuvenation in the faces of our patients at that time. In many ways, however, the results fell short of a

genuine rejuvenation. This has changed dramatically since then.

Past, present and future

The concept of facial rejuvenation is now understood on many different levels. Facial rejuvenation is undertaken along several dimensions. The past, present and future are in play. One facet is the past – there is a better understanding of the why and what happens to one’s face in the process of aging – based on our better understanding of facial anatomic features and age-related change. For instance, we now recognize and understand the involitional changes that occur in the facial skeleton and adipose volume over time. We now understand that a negative vector midface sets the stage for the descent of the midface structures with aging. Another facet is the present – armed with a large palette of potential interventions – we can make anatomic-based decisions and individualize what we do to rejuvenate the face. There are decisions to be made regarding the need for volume, surgery, light and

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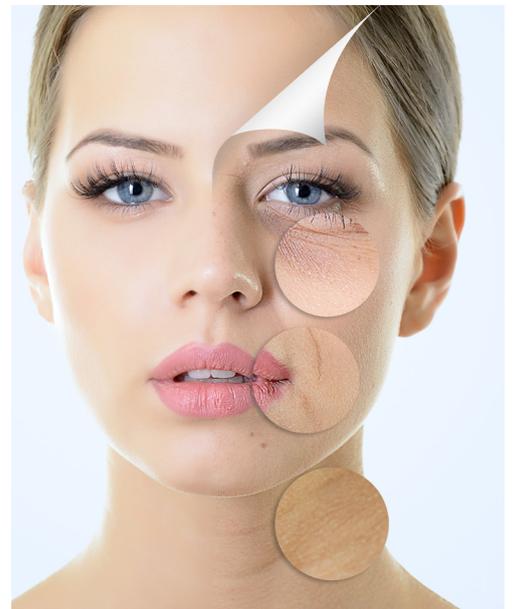
energy devices and the need for biologicals. One final time-related facet is the future – armed with a growing body of the knowledge of the natural history of aging we look to the future and consider what prevention measures can be carried out to lessen the effect of time on an individual’s facial appearance. The early use of neuromodulators have been touted as an early preventative measure. Through the application of new tools – the biologicals – we are beginning to see how biological tissue manipulation can promote

restoration of cellular and other tissue components.

Anatomy and biology

Another dimension in which facial rejuvenation is addressed is along the physical dimensions of anatomy and biology. Facial rejuvenation is not only considered in the physical dimensions of the position and size of structures, but also in the realm of the macro to the micro, and not only in a static context but a dynamic context. We are beginning to change the function of anatomic features. Look at the simple but amazing impact of the introduction of neuromodulators. Consider the changes in local muscle and structure movement that occurs with the simple placement of an off-the-shelf filler. We are only at the beginning of changing the underlying molecular biology and

physiology of the tissues of the face. Harnessing the biology of tissues; that is where we are heading. The use of PRP, stem cells and yet undiscovered biologicals may well be the future of facial rejuvenation. As science and industrial innovation has impacted almost every facet of our daily lives to move forward to our present positive state, similar



advancements in the medical sciences and molecular biology will do the same in our art and practice of facial rejuvenation.

In a hundred years what we are doing now for facial rejuvenation will be regarded as primitive as how we now view leeching in the treatment of disease. An appreciation of the multidimensional nature of biologic aging will be met with a multidimensional approach to remedies. Perhaps injection or infusion may become more important tools than the scalpel. Perhaps Aesthetic Surgery may evolve further into Aesthetic Medicine and Surgery.

Fred G. Fedok, MD FACS is Chief of Staff South Baldwin Regional Medical Center; Immediate Past-President, The American Academy of Facial Plastic and Reconstructive Surgery; Adjunct Professor of Surgery, The University of South Alabama

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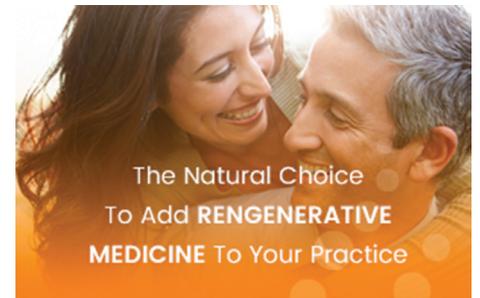


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