

# WHAT AESTHETIC DOCTORS ARE EXCITED ABOUT RIGHT NOW

**Wendy Lewis** interviews six top doctors to find out



**WENDY LEWIS** is Founder/President of Wendy Lewis & Co Ltd, Global Aesthetics Consultancy since 1997, author of 13 books, and frequent presenter on the international stage. Her first textbook, *Aesthetic Clinic Marketing in the Digital Age* (CRC Press) debuted a second edition in 2024.

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**I**T HAS BEEN AN EXCITING YEAR IN AESTHETICS AND WE certainly witnessed many captivating launches. From unique pairings of widely used technology plus new injectables from Asia, a plethora of medical innovations, the formidable impact of weight loss drugs, an emphasis on devices to address acne, and a lot of interest around exosomes.

In addition, we saw an abundance of acquisitions from medspas to practices across robust specialties, high-growth and high-priced skincare lines, and a consolidation of some longstanding device companies. I can't wait to see what 2025 will bring!



**Natalie Barton, MD**  
Board-Certified Plastic Surgeon  
Dallas, TX, USA

#### ZO SKIN HEALTH

The ZO Complexion Clarifying Serum is an exciting, new water-based salicylic acid that allows for better control of sebum production. Studies have shown that the product reduces redness, decongests the skin, and allows for a

reduction in visible pore size just 6 weeks after application. The product is delivered via a unique dropper that automatically fills to the appropriate amount for ease of use. It is easy to pair with any protocol that addresses redness and excess oil production, such as acne, rosacea, and melasma.

I have also added the serum as part of my post-procedure bundle after facial resurfacing procedures. For example, the ZO Controlled Depth Peel and Sciton Erbium laser is a combination treatment modality that I offer for facial rejuvenation.



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**Natalie Barton, MD**  
ZO Complexion Clarifying Serum

With the proper patient selection, the treatment may be safely tailored for a range of skin conditions, including acne, textural differences, pigmentation, rhytids, and scarring. Once the skin has re-epithelialised, the patient will resume their pre-procedure regimen with the addition of the Complexion Clarifying Serum for better control of the post-inflammatory erythema.

The Complexion Clarifying Serum layers very well given its lightweight profile, which is especially important for acne-prone patients with poor tolerance for excessively heavy products. Patients love how the serum is gentle and effective, without irritation or discomfort, and easy to use. Patient compliance is notably high with this product.

In my practice, the ZO Complexion Clarifying Serum is considered a foundational staple for the majority of my patient protocols for all skin types.



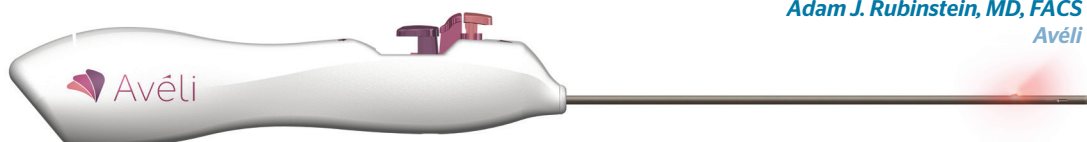
**Mark H. Schwartz, MD, FACS**  
Board-Certified  
Plastic Surgeon  
New York City, NY,  
USA

#### RENUVION

Renuvion is a device that utilises a unique combination of radiofrequency and helium plasma to tighten skin and underlying tissues. It is a minimally invasive procedure where a wand is placed under the skin of the area to be treated and delivers two forms of energy: radiofrequency and cold helium plasma. The best candidates for Renuvion have moderate skin laxity, are in good physical and emotional health, and want to improve the appearance of their neck and jawline, as well as areas of their body.

It can be performed with a local anaesthetic with or without oral pain medication; however, most patients choose to have some sedation type of anaesthesia.

Another welcome advantage in my practice is that Renuvion can be performed as a standalone procedure or combined with liposuction for additional skin tightening. Although this is not a delegatable procedure in my practice, there is a short learning curve to safely achieve noticeable results. It can be used for the skin of the body and the submental region. The system is safe for all



Fitzpatrick phototypes, which is important when treating the diverse patient population in New York, as well as our out-of-town patients from the sun-belt who are perpetually tan.

We have found this technology to be especially useful for 'in-between' cases where the skin may be too loose for liposuction alone. For these patients, Renuvion is an ideal adjunct. I can confidently perform liposuction in areas with borderline skin laxity, as well as for patients who desire skin tightening. We also see a plethora of patients who have embraced weight loss drugs and request this procedure. However, some of these patients

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**Mark H. Schwartz, MD, FACS**  
Renuvion, Apyx Medical

are not ideal candidates, as many of them have lost so much weight that their skin is too loose for it.

Renuvion can be an excellent 'bridge' procedure for patients who are not ready or cannot afford a surgical procedure, such as those who present with a small amount of neck laxity. With this device, we have a non-surgical option that is safe, effective, and delivers great results.



**Adam J. Rubinstein, MD, FACS**  
Board-Certified  
Plastic Surgeon  
Aventura, FL, USA

#### AVÉLI

One of the most exciting things right now in my practice is Avéli, an advance in the treatment of cellulite. Nearly all women (80-90%) suffer with cellulite. For years we have struggled with mediocre options that provided hit-or-miss results for our patients. Most technology used to treat cellulite has gone the way of the dodo. Avéli has transformed cellulite treatment in my >

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**Adam J. Rubinstein, MD, FACS**  
Avéli

▷ practice. Treatments are done under local anaesthesia through 5mm incisions in the infragluteal folds and are completed in about an hour. The results are fantastic. However, Avéli is designed to treat dimpled cellulite. It is not meant for wavy skin and will not improve that issue.

The device utilises a small retractable hook at the end of a thin shaft connected to a comfortable plastic handle. The hook has a thin, protected blade that can be exposed with the push of a button on the handle. The procedure is easy to perform. All dimples on the buttocks and thighs are marked, and the area is anaesthetised with local anaesthesia. The patient is treated in the prone position. Typically, small incisions are made in the infragluteal folds and sometimes in the intergluteal crease as needed to reach all the dimples. The device enters the skin and remains in the subcutaneous layer just beneath the dermis. A red light at the tip of the device just past the hook shines through the surface of the skin as a guide to ensure the tip remains superficial and to help position the hook around the dimples. Cellulite dimples are caused by septal bands pulling the skin inward, thereby creating an indentation. The hook is positioned to grab around these bands and cut them once the blade is exposed by pressing a button. Avéli is very effective at cutting all the bands causing dimpled cellulite.

Treatments can be performed in treatment rooms, procedure rooms, and even an exam room with a bed that lays flat. The procedure can be delegated to well-trained extenders who are comfortable with minimally invasive procedures.

Recovery is easily tolerable with swelling and bruising that lasts 1-2 weeks on average. Results can be seen immediately and get better as swelling and bruising resolve. Patients love their results. The ability to wear a bikini with renewed confidence is a big deal in Miami!

Avéli is a game changer for 85% of women who have dimpled cellulite.



**Bob Khanna, BDS**  
President of the  
International  
Academy of  
Advanced Facial  
Aesthetics (IAAFA)  
London, UK

**PLURIAL DENSIFY**

Plurial Densify is a unique injectable that sets itself apart from other products on the market through several key features. It is formulated with a combination of high-purity polynucleotides and hyaluronic acid stabilised with mannitol. The synergy between these ingredients has been shown to be more effective in biostimulating the skin than each component alone.

An *ex-vivo* study\* conducted by an independent laboratory in France demonstrated that Plurial Densify effectively stimulates the production of collagen I, collagen III, elastin, and HAS-1 in the skin. It can be used on the face, neck, and décolletage, as well as on body



**FULL FACE REJUVENATION**

Using Plurial® Silk & Plurial® Densify

areas to treat stretch marks and scars, offering a comprehensive approach to skin rejuvenation.

This product features a powerhouse of a material thanks to its superior composition. The result is a product that has a significant effect of regenerating collagen and elastin, as well as enhancing the extracellular matrix. This is one of my favourite products from the Plurial range, and I use it on virtually every patient, in multiple regions of the face and neck, as well as the body.

In my practice, it meets the growing demand for natural-looking outcomes that enhance skin texture without appearing overdone.

*\*Evaluation of the anti-ageing effects of two products on living human skin living explants ex-vivo.*



**Arthur W. Perry, MD, FACS**  
Board-Certified  
Plastic Surgeon  
New York, NY, USA

**ROHRER AESTHETICS**

I have been combining the Rohrer Aesthetics Phoenix Fractionated CO<sub>2</sub> laser with a syringe of Restylane Refyne and a syringe of Restylane Defyne in the same session. Together, these two modalities rejuvenate the face far better than either alone.

I have found that I can achieve the best results when I apply the fillers first and then the laser treatment. Before the procedure, topical EMLA cream is applied, and I perform infraorbital and mental blocks with 2% lidocaine with epinephrine and inject around the angular vessels. This makes injections painless for the patient, and vasoconstriction decreases the chance of inadvertent

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Bob Khanna, BDS  
Plurial Densify

intravascular injection.

I sterily inject microdroplets of Refyne into the lipstick bleed lines, vermilion border, philtral ridges, and the Cupid's Bow. I create convexities of the lips without increasing their size and also fill curved cheek wrinkles and acne or chicken pox scars as needed. Then I plump shrivelled earlobes so that stud earrings can lie flat once again. Finally, I fill the neck horizontal lines.

**“I have been combining the Rohrer Aesthetics Phoenix Fractionated CO<sub>2</sub> laser with a syringe of Restylane Refyne and a syringe of Restylane Defyne in the same session.**

**Arthur W. Perry, MD, FACS**  
Rohrer Aesthetics

I then use Defyne to fill the nasolabial folds, using a 25g CosmoFrance microcannula for safety. I fill the marionette lines and the sulcus between the chin and the jowl. In some cases, I may augment cheekbones and chin with Restylane Lyft, Voluma, or Radiesse (calcium hydroxylapatite). This procedure takes an hour and involves more than 500 separate microinjections. I protect the eyes with steel contact lenses or goggles and laser the face from the hairline to the jaw. I perform one pass at 10mj with 35% density using the fractionated CO<sub>2</sub> laser from Rohrer Aesthetics. Finally, I will apply 0.1% triamcinolone following the procedure and offer iced gel packs to the patient.

This combination of procedures has minimal downtime, and makeup can be applied the next day. Peeling occurs at about 3-4 days and the result is a fresher, more vital and less wrinkled appearance. In the same session, I will often rejuvenate the patient's hands with the laser and Radiesse filler. We have found that our female patients look refreshed with minimal downtime and almost no risk.



**Natalie M. Curcio, MD, MPH, MMHC**  
Dermatologist  
Nashville, TN, USA

**DEFENAGE 360-REJUVENATION NAIL ROOT SERUM**

The newest product from the DefenAge range is the DefenAge

Nail Root Serum. This innovative product contains a serum-high level of Defensin-molecules that specifically target nail-producing cells. It was designed to help revitalise



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**Natalie M. Curcio, MD, MPH, MMHC**  
DefenAge 360-Rejuvenation Nail Root Serum

nails via direct messaging to nail-producing cells for a smoother and stronger nail plate.

It is infused with a powerful collection of high-performing ingredients for a comprehensive nail rejuvenation approach, including tara tree fruit extract, niacinamide, biotin, squalene, pentanol, and methionine. This advanced formula protects nails and acts as an anti-inflammatory and soothing complex. In addition, it was shown to be effective in an independent, third-party clinical study.

In our practice, our patients have seen visible improvements, including healthier nails and the overall improvement of the nails, nail root skin, and skin around the nails. Their nails have shown an increase in strength, smoothness, and hydration, with less fragility of the skin around the nails. They also report that their nails seem to grow faster.

The DefenAge Nail Root Serum is the only currently available nail serum that stimulates the nail matrix, which produces the nail plate and improves the actual nail quality from its origin, creating a 'new, fresh nail'. The new 360-Rejuvenation Nail Root Serum is designed to help revitalise nails via direct messaging to nail-producing cells.

The protocol is simple for patients to maintain. We suggest that they use this product twice daily, in the morning and evening. It comes with a built-in brush, so they can easily apply 1-2 pumps of serum on all the nails and the skin around the nails on both hands. We recommend that they release a pump of the serum on top of the brush, distribute the serum across all the nails by starting with the first phalange, and then brush the serum toward the nail end. For best results, we recommend leaving the serum on for a minimum of 30 minutes, or overnight. It is fine to use on fingernails and toenails, with or without nail polish. This product is equally effective for women and girls as well as men.

We recommend the DefenAge Nail Root Serum for any patient with slow-growing or damaged nails from repetitive manicures/pedicures and anyone who wants to improve the overall condition of their nails and skin around the nails.

