

Clippings

The recent publication of University of Sydney's Meredith Jones' *Skintight: An Anatomy of Cosmetic Surgery*, is testament to just how Australia is no exception to the burgeoning trend of aesthetic enhancement, fuelled by the Baby Boomer generation, looking to enhance and extend the length of their golden years.

At the recent 19th Congress of the International Society of Aesthetic Plastic Surgery, opened by Dr Bryan Mendelson (Australia), ISAPS President, delegates and speakers from over 71 countries gathered to exchange information in a scientific forum, ideas and techniques on wide ranging topics including facial rejuvenation - the complete package including surgical and non-surgical techniques, liposuction, abdominoplasty, breast, hair, fillers, skincare as well as ethics and patient safety. The Congress Scientific program was complemented by Trade Exhibit; enabling delegates to review the latest in cosmeceutical and technological advances. Seventy nine exhibitors, including international associations and leading brands such as Fraxel, Environ, QMed and Allergan, aligned themselves with this prestigious event.

A paradigm shift

According to Dr Warwick Nettle, Silkwood Medical's Medical Director and leading Plastic Surgeon, the Congress raised an interesting shift in thinking regarding facial ageing. He reports that Dr Claude Le Louarn from France's contention that originally the facelift was developed to treat the effects of age by dealing with the excess skin - ie that pulls and makes the skin taut - the danger of that, he says is that it can appear as if a "wrinkle-free mask had been placed on an ageing and sagging structure". However, due to surgical research and innovations, the focus has been to look not only at the excess skin, but also at the issue of overall sagging (ptosis). With this methodology, the repetitive movements of facial muscles which contribute to facial ageing are highlighted. Jowling, for example, is due to descent of the jowl area - caused by the repetitive action of the muscle. That combined with loss in volume, are two key areas which are not only amenable to surgical intervention, but increasingly to non-surgical actions such as fillers.

Non-invasive trends

With the steady increase of the aesthetic dollar for surgical procedures, the number of surgical procedures continue



As cosmetic plastic surgery and the makeover revolution becomes increasingly popular and socially acceptable, so the collaboration of surgical and minimally invasive or non-invasive procedures gains momentum, as reflected in the keynote lectures, panels and papers delivered by the world's leading surgeons at the 19th Congress of the International Society of Aesthetic Plastic Surgery held in Melbourne Australia from February 10 to 13, 2008. Gill Fish, Director of Brand New Solutions, below the line specialist Anti-Ageing PR Agency, presents a snapshot of ideas presented at this international congress.

Let's face facts

to rise significantly - facial rejuvenation (face lift, blepharoplasty, rhinoplasty, neck lift) to body and breast rejuvenation (breast augmentation, mastopexy, liposculpture, abdominoplasty, liposuction amongst others).

Increasingly though, in a time-poor society, the need for minimally invasive aesthetic enhancement techniques with minimal downtime is driving the surge in non-invasive techniques. In addition, the call for options which pre-empt surgery and deliver a solution to the younger market, is driving the market explosion. Research in medical technologies and modalities has delivered a significant increase in demand for hyaluronic acid fillers, Restylane, Radiesse, Juvederm and Esthelis delivering significant results with Botox the most popular procedure

by far. So significant is the increase in these services that plastic surgeons are encouraged to incorporate these protocols into their practices to deliver a complete solution for cosmetic enhancement, for a wide range of age groups.

"The primary morphologic aspects of the ageing process - including volume loss in the face and the structural modification of skin associated with muscle contracture - can be improved with a combination of botulinum toxin type A and fillers. Fillers can be used for younger patients to enhance the shape of their lips and for other facial contouring," says Dr Henry Delmar (France)

ISAPS NEWS Vol 2, No 1, page 10).

Such is the importance of a comprehensive approach to enhancement that Dr Tal Raine (USA)

referred to The Aesthetic Circle™ which has been incorporated into their practice in order to integrate the array of treatment options and choices available to the patient with a careful and managed approach: "A patient retention concept that allows for the flow of patient care and treatment from physician, to nurse, to medical aesthetician, to office personnel. This personal team approach surrounds the patient in ongoing treatment and maintenance therapy and creates an environment for the patient that is completely different from the single surgery and recovery experience," said Dr Raine.

Non-surgical options for facial enhancement delivered by plastic surgeons now extend further to rhinoplasty for example, showing excellent results for the patient because of stability and tissue tolerance, delivering a safe, durable and aesthetically satisfactory solution for the patient. The use of fat injections from upper eyelid to naso-labial folds is also achieving good results.

A question of skill

Cosmetic plastic surgery has traditionally been delivered by plastic surgeons, however increasingly the industry is seeing the growth in procedures performed by practitioners who should not be delivering such surgical services. The biggest challenge facing plastic surgeons today is the influx of under-qualified practitioners, delivering services which are beyond their skills, often resulting in unsuitable results and risky medical procedures.

And... a look into the future

Even plastic surgery is taking in its stride the advancement in internet technology with the introduction of video into patient assessment techniques. As Dr John S Eng (USA) highlighted, "Surgeons have always been watching and learning from post-op surgical patient results in still photographs. However, the time has come to embrace the three-dimensional medium of internet with video which enables the surgeon to achieve pre-operative planning with more accuracy.

"Stills photography," he said, "depicts the subject frozen in time, without functionality and the flash light flattens and distorts the subject. Both as a teaching and assessment tool, video is becoming increasingly important as a means to assess accurately."

For more details, visit www.isaps.org

STATISTICS

Whilst there are no official statistics available for the Australian market, it is commonly agreed that the plastic surgery market closely mirrors that of the American market:

NEW YORK, NY (February 25, 2008) - Nearly 11.7 million cosmetic surgical and non-surgical procedures were performed in the United States in 2007, according to statistics released by the American Society for Aesthetic Plastic Surgery. The Aesthetic Society, which has been collecting multi-specialty procedural statistics since 1997 says the overall number of cosmetic procedures has increased 457 percent since the collection of the statistics first began. The most frequently performed procedure was Botox injections and the most popular surgical procedure was liposuction. "Our statistics confirm that aesthetic plastic surgery is not defined by race or gender," said Aesthetic Society President Foad Nahai, MD. "The number of surgical and non-surgical procedures performed on men increased 17 percent since last year".

TRENDS AND DEMOGRAPHIC DATA

Top surgical and non-surgical cosmetic procedures among men and women in 2007:

SURGICAL	# PROCEDURES	NON-SURGICAL	# PROCEDURES
Liposuction	456,828	Botox	2,775,176
Breast augmentation	399,440	Hyaluronic acid (Hylaform, Juvederm, Restylane)	1,448,716
Eyelid surgery	240,763	Laser hair removal	1,412,657
Abdominoplasty	185,335	Microdermabrasion	829,658
Female breast reduction	153,087	Laser skin resurfacing	647,707

Top cosmetic procedures for WOMEN

SURGICAL	# PROCEDURES	NON-SURGICAL	# PROCEDURES
Breast augmentation	399,440	Botox	2,445,656
Lipoplasty	398,848	Hyaluronic acid (Hylaform, Juvederm, Restylane)	1,364,533
Eyelid surgery	208,199	Laser hair removal	1,226,974
Abdominoplasty	180,457	Microdermabrasion	743,748
Breast Reduction	153,087	IPL laser treatment	584,530

Women had 91 per cent of cosmetic procedures. The number of procedures (surgical and non-surgical) performed on women was over 10.6 million, an increase of 1 per cent from the previous year. Surgical procedures increased 9 per cent; nonsurgical procedures decreased by less than 1 per cent. Since 1997, surgical procedures increased 142 per cent, while non-surgical procedures have increased 743 per cent.

Top cosmetic procedures for MEN:

SURGICAL	# PROCEDURES	NON-SURGICAL	# PROCEDURES
Liposuction	57,980	Botox injection	329,519
Eyelid surgery	32,564	Laser hair removal	185,684
Rhinoplasty	31,713	Microdermabrasion	85,910
Male breast reduction	20,280	Hyaluronic acid (Hylaform, Juvederm, Restylane)	84,184
Hair transplantation	16,491	IP laser treatment	63,177

Men had 9 per cent of cosmetic procedures. The number of procedures (surgical and nonsurgical) performed on men was just over 1 million, an increase of 17 percent from the previous year. Surgical procedures increased 5 per cent; non-surgical procedures increased 21 per cent. Since 1997, surgical procedures have increased 3 per cent while nonsurgical procedures have increased 886 per cent.

Frequency of cosmetic procedures by AGE GROUP:

% OF TOTAL	AGE	# PROCEDURES	TOP SURGICAL PROCEDURE	TOP NON-SURGICAL PROCEDURE
47%	35-50	5.4 million	Liposuction	Botox
25%	51-64	2.9 million	Eyelid surgery	Botox
21%	19-34	2.4 million	Breast augmentation	Laser hair removal
6%	65 and over	700,096	Eyelid surgery	Botox
2%	18 and under	205,119	Cosmetic ear surgery, (Otoplasty: pinning ears back),	Laser hair removal (top non-surgical procedure in this age group)



ABOVE: The 19th Congress of the International Society of Aesthetic Plastic Surgery



BELOW: Then President of the International Society of Aesthetic Plastic Surgery, Dr Bryan Mendelson; Aesthetic Society President Foad Nahai, MD, with Sarah Markey-Hamm, AMM, National Manager at ICMS Pty Ltd. **IMAGES** courtesy of Vicki Jones Photography