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## Feature Article

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### BODY2012 – Getting Bigger Every Year!

The BODY conference, sister to the very successful FACE conference held in the summer, and now itself in its 3<sup>rd</sup> year, was held at the Royal Society of Medicine in London on the 3<sup>rd</sup> and 4<sup>th</sup> November 2012. It has now grown to become the biggest event of its kind, open to all participants working in the Body Aesthetics market, be that surgical, non-surgical body contouring or laser disciplines such as hair and tattoo removal, and attracted over 200 delegates during the event this year.

Consulting Room™ Director, Ron Myers, in conjunction with David Hicks, Chairman of FACE Media Ltd and Consultant Plastic Surgeon, Mr. Shailesh Vadodaria organised 70 national and international speakers who covered a wide variety of topics featured in two parallel surgical and non-surgical agendas, as well as a dedicated agenda on laser hair removal and laser body treatments which all ran consecutively over the weekend.

Plastic Surgeons, Cosmetic Doctors, Dermatologists, Nurses and a wide range of industry practitioners learnt about different and innovative concepts and treatment methods for body contouring and rejuvenation, alongside other potential services that can be incorporated into an 'aesthetic clinic' business model including weight loss programmes, anti-ageing solutions and internal medicine. Additionally sessions were held focusing on the involvement of psychological evaluations and nutrition in line with aesthetic procedures, as well as the 'nitty gritty' of running an aesthetic business, including tools for marketing and PR and litigation concerns.

From fat to cellulite, stretch marks and 'mummy tummies' to breast and buttock augmentation, the two day meeting also covered weight loss, genital surgery and the rejuvenation of hands and feet; a true conference on the body!

In terms of new concepts covered this year, we saw presentations on treatments classed within the arenas of regenerative and internal medicine including Platelet Rich Plasma therapy (PRP), bio-identical hormones and biomimetic mesotherapy techniques. Dr. Terry Loong summed it up nicely by saying; "Aesthetic Practitioners are artists in their own right helping their patients maintain their youthful looks. However, I see a much bigger role for Aesthetic Practitioners, in helping patients age gracefully both inside and out."

That said, many clinics are realising the opportunity for generating significant additional revenue by entering the non-surgical body contouring market specifically for the reduction of fat and cellulite. Although many new developments have been made in surgical body contouring, including the advent of laser, radio-frequency, ultrasound, and water assisted liposuction; these treatments are invasive, require recovery time and are expensive for patients.

Similar to the non-surgical facial rejuvenation market, as new treatment concepts have been launched and heavily publicised in the main stream press, the market demand for effective, but minimally or non-invasive options for body contouring is now many times larger than the more traditional surgical sector. Patients are looking for that 'quick fix' with minimal downtime and are more and more reluctant to go 'under the knife' or 'under the cannula' to achieve it. Yet, as the market has expanded, conversely it has become more difficult for practitioners and clinics to evaluate and choose which concept(s) to offer that are effective, safe and profitable. The plethora of devices and modalities targeting this indication is now mind-boggling.

The weekend kicked off with talks on a whole range of body contouring devices and technologies from the truly non-invasive to the surgical with presentations on low level cold laser technology with Zerona™, cryolipolysis with CoolSculpting™; "great for treating those people with 'grab-able fat' in the flanks" said Dr. Tracy Mountford, combined ultrasound and mechanical massage with Ultrashape™ and Velashape™, combination treatments targeting both the subcutaneous fat layer using high intensity focused ultrasound with Liposonix™ and the dermis with radio frequency through Thermage™, plus the use of newer radiofrequency devices including Exilis, with combined ultrasound in one device and Endymed 3DEEP™ RF.



Plastic Surgeon, Dr. Chris Inglefield highlighted the fact that when choosing a non-surgical approach for his patients and their demands he looks for devices which cause no pain or downtime and are safe and effective when compared to advanced liposuction techniques now available to patients, which can produce the long term results and value for money which patients seek.

With technologies which have marked differences in their approach to targeting adipose cells in terms of cell membrane rupture (which can repair post lipid loss) as seen with the Zerona device or cell destruction noted with Zeltiq CoolSculpting™ and Ultrashape™; the audience were quick to ask questions of their peers who demonstrated much experience in the practical use and evaluation of the various devices.

The Zerona low level laser device which emits 635nm at 17.5mw provides for 360° treatment of all areas in just 40 minutes and is the only non-invasive treatment FDA cleared to treat the waist, hips and thighs, and as of July 2012 adds the treatment of the upper arms. The device triggers a photochemical response in the fat cell that creates a transitory pore allowing for the release of intracellular lipids into the interstitial space, which results in fat cell collapse but not death. The manufacturers Primcogent Solutions note that the mechanism and resulting clinical outcomes are supported by 17 peer-reviewed publications in major medical journals.

Meanwhile the surgical speakers focused on the merits of all the available liposuction methods now at the disposal of surgeons including traditional suction assisted liposuction, updates on radiofrequency assisted liposuction with the BODYTite™ device, the use of VASER® lipo for true high definition body sculpting and an insight into the use of ultrasound assisted liposuction and its particular role in addressing more fibrous areas of the body such as the torso, with the take home message being the need to tailor the use of a particular liposuction technique to the indication being treated.

Professor Nichola Rumsey, co-Director of the Centre for Appearance Research (CAR) reminded the audience that approximately 5 to 15% of the general population suffer from Body Dysmorphia, with disordered eating also more commonplace. With the Keogh report currently in process she felt that psychological assessment of patients may indeed be a factor in the investigation findings and urged all clinicians to have a referral process in place to address any concerns they have with patients who present to them.

She also highlighted the importance on making sure that patients fully understand the risks of any procedures that you have explained to them and suggest getting someone else in your clinic to check the patients have heard and understood by getting them to repeat it back to them post-consultation. A handy tip as it seems things often do go 'in one ear and out the other' and expectations could be altered and misunderstood because of it. With the need to pay more attention to the mind-set of potential aesthetic patients, even those presenting for non-surgical treatments, CAR are currently trialling and evaluating a brief screening and audit tool called RoFCAR to assess feasibility and acceptability as a simple psychological evaluation tool for the industry.

Dr. Pablo Naranjo, the self proclaimed Spanish 'striae-ologist' highlighted his years of experience, successes and failures searching for the holy grail in treating stretch marks. With the key to their treatment depending on the stage of their developments, initial red, raised striae rubrae or the older, white striae alba. He highlighted some interesting points that in his opinion ultrasound technologies send energy too deep to treat stretch marks, whilst light is too superficial, preferring instead the use of radiofrequency, both bi-polar (or multisource) or the newer RF micro-needling technologies.



Commenting on a previous talk and demonstration given by Brazilian, Dr Clara Santos on the use of carboxytherapy for stretch marks, Dr. Naranjo stated that although he likes this approach for some patients, in his experience he has found it to need lots of sessions for the production of the best results, something which he feels isn't always practical for both clinician and patient.

Dr Sach Mohan was the final speaker to look at the troublesome stretch mark and the use of micro-needling techniques where patient satisfaction is currently poor, concluding that we simply need more data, as currently there are no clinical papers on the use of combination treatments, such as the use of topical like glycolics and retinoids with micro-needling or transdermal delivery systems for the indication of striae.

Another area of much discussion and debate was the breast. In the aftermath of the PIP scandal, the surgical agenda focused a whole morning looking at the techniques and aesthetics involved in addressing the variety of breast shapes which present in clinic to ultimately create the 'natural look' that patients are now predominantly seeking when they come for breast implants.

Anatomical implants and newer polyurethane coated implants which claim to lower the instance of capsular contracture and limit migration or rotation due to a 'velcro effect' within the tissues were discussed by Plastic Surgeons Mr Nick Percival and Mrs Chien C Kat. Additional speakers covered how to manage issues such as glandular ptosis, upper pole concavity and tuberous breasts to create a good surgical outcome with the variety of implant sizes and shapes now available, along with the avoidance of complications such as pseudo ptosis or 'bottoming out' of an implant over time, and the dreaded 'double bubble' effect. Additional talks were given by Mr Ajay Mahajan and Mr Jonathan Britto into the best approaches available for breast reduction and mastopexy surgeries. The morning's presentations were then followed by a round-table and open house discussion session for surgeons in attendance on breast aesthetics and complication cases and management.

Meanwhile, breasts were not left out on the non-surgical agenda either with Dr. Daniel Sister showing a very innovative non-surgical solution to breast rejuvenation and minor correction now that Macrolane™ is no longer indicated for the breast region. Using hyaluronic acid sub-dermally (but not into the breast gland area) and then napping over it with a preparation of Platelet Rich Plasma (PRP) or alternatively mixing the HA and PRP together in the same syringe prior to injection, he is able to improve a cleavage, correct inverted nipples or minor breast asymmetries with longer lasting results than with HA alone.



When it came to the prize for the presentation exploring the most innovative and perhaps novel treatment to be included in the BODY Conference agenda, it had to go to Dr. Mark Hamilton who both discussed and demonstrated the latest treatment demanded by those ladies who live for their 'killer heels' made famous by shoe styles from designers such as Christian Louboutin which require gravity defying postures and put significant pressure on the metatarsal bones within the foot.

Dr. Hamilton demonstrated a 'cushioning' treatment, likened to inbuilt Scholl™ 'Party Feet' using hyaluronic acid dermal filler injections into the hardened skin and fat pad over the joint between the metatarsal and phalange bones of the big toe to provide extra padding on this pressure area for the treatment of metatarsalgia. His product of choice is Belotero® Basic and he pointed out that this was because, as well as the danger of using too much filler and making it feel uncomfortable to walk for the patient (the exact opposite of what you are trying to achieve), the use of the wrong kind of filler, namely one which is too firm or highly viscous can have the same effect, so a hyaluronic acid with low viscosity is ideal.

Additionally a topical and/or local anaesthetic is usually required as the plantar nerve makes this a very sensitive area for patients; those fillers with inbuilt lidocaine could also be used. Dr Hamilton injects 2mls of HA, subcutaneously into the big toe fat pad region and massages the area well. Additional areas of pressure, which can be determined by having the patient stand on foam moulds can also be injected in the same way. Results are expected to last approximately 6 months.

A great treatment option indeed for all that Christmas and New Year partying in high heels, yet a note of caution is needed when learning about and understanding the exact anatomy of the foot and how the individual's feet present and how they walk, which is not the same for every patient.

A separate agenda was also available covering Laser Hair Removal and Laser body treatments and saw presentations on some interesting and nitty gritty aspects to these provisions including treating dark skins safely with lasers and the treatment of resistant hairs. 20 year, seasoned laser professional Jo Martin from Mapperley Park Clinic looked at issues relating to training and compliance in the use of lasers and light whilst five leading lasers/IPL devices for hair removal were compared. The agenda was finished off with lectures on treating the décolletage and neck with lasers, their use to treat scars and in vaginal relaxation syndrome, followed by the use of lasers in podiatry with many devices now on the market aimed at treating onychomycosis (fungal nail infections) and verrucas.



As well as a trade exhibition floor of nearly 30 exhibitors, additional exhibitor workshops also ran all weekend from a variety of suppliers including Aestheticare, Syneron Candela, Zeltiq, Aqis Medical, Solta Medical, Cynosure and BTL Industries.

An adjunct to the main conference programme saw delegates enjoy 'An Evening With Dr Alfredo Hoyos' on the Saturday evening. A Colombian Plastic Surgeon and self titled 'geek' who took inspiration and passion from the likes of Thomas Edison and Nikola Tesla as a child, he took the audience on a journey through his early medical career, his passion for drawing and inventing and how he sought to find his true calling, culminating in various patents for the invention, refinement and use of advanced and high definition liposuction techniques for true body sculpting, most notably famed for VASER Hi-Def and creating those '6 packs' without needing to go to the gym!



The BODY conference now provides a focussed agenda to explore the plethora of non-surgical and surgical options that can be potentially added into a business focussed on facial aesthetics. As the market has developed, better evidence of efficacy and safety for different concepts has evolved, and although there are dangers investing in new concepts (some of which require significant capital investment), the rewards are definitely there for clinics brave enough and focussed with their marketing to exploit the growth in demand for body aesthetic treatments.

We are all ageing, failing to diet effectively and looking for 'quick fixes' in our busy lifestyles for the parts of our bodies which embarrass or upset us; aesthetic practitioners find themselves in a lucrative position to both educate and treat patients with programmes for nutrition, supplementation, anti-ageing and body maintenance by building a long-term relationship and revenue stream with patients to keep them looking and feeling young.

If you haven't been to BODY before, this round-up should give you a 'taster' of what you can expect from this event, which both differs from and marries well with the FACE conference event in the summer. You may want to consider attending both or one in 2013 as they cover many different business opportunities available to aesthetic practitioners, a chance to engage with your peers within the field and provides an easier way to research the market and learn about income streams from treatments than reading about or talking to sales representatives alone. Keep up-to-date with plans for both events at [www.faceconference.com](http://www.faceconference.com) & [www.bodyconference.co.uk](http://www.bodyconference.co.uk).



#### Lorna Jackson

Lorna has been Editor of The Consulting Room™, the UK's largest aesthetic information website, for nine years. She has become an industry commentator on a number of different areas related to the aesthetic industry, collating and evaluating statistics and writing feature articles, blogs, newsletters and reports for The Consulting Room™ and various consumer and trade publications, including *Aesthetic Medicine*, *Cosmetic News* and *Aesthetic Dentistry Today*.