



# CONSULTING ROOM

*Your Aesthetic Partner*



## FEATURE ARTICLE

Facial Aesthetics Conference & Exhibition 2016 Review

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### Facial Aesthetics Conference & Exhibition 2016 Review

During June, FACE Ltd, in strategic partnership with EuroMediCom, known for their IMCAS conferences, and Informa showcased the Facial Aesthetics Conference & Exhibition (**FACE**), the UK's premier facial aesthetic conference, now in its 14<sup>th</sup> year.

Having been involved in the agenda format, management and practical running of the FACE conference on behalf of the organising committee and the conference owners for all this time, 2016 saw the final year of project management by Consulting Room and its Director, Ron Myers as the new owners move forward with their management of the event.

The four-day meeting, which included an opening Pre-Conference Advanced Masterclass day in global trends in cosmetic medicine, was as big as ever with large numbers of delegates from all over Europe passing through the doors of the QEII Conference Centre, in the shadow of the Houses of Parliament and the London Eye in Westminster.

This year's main event incorporated the regular agendas for Injectables, Body, Skin, Hair, Threads and Business, as well as exhibitor workshops and symposiums, plus advanced hands-on, small group injectable training courses with Dr Frank Rosengaus and Dr Tom van Eijk.

As a first for the meeting it also included an agenda for sexual aesthetics, noting the rise in vulvo-vaginal rejuvenation treatments within the sector, along with a FACE Rewind agenda where key presentations were reprised for those who missed them during the early part of the weekend.

This month's feature article is a summary of some of the most interesting points to come out from this year's bumper event.

Over the three days of the main FACE conference from Friday 17<sup>th</sup> to Sunday 19<sup>th</sup> June, record numbers of aesthetic practitioners – encompassing cosmetic dentistry, cosmetic dermatology, aesthetic nurse practitioners, plastic surgeons and cosmetic doctors, as well as clinic managers, laser specialists and business owners attended FACE 2016.

The annual conference has become a must-attend event within the UK aesthetic industry, attracting internationally renowned speakers from all over the globe presenting their most up-to-date clinical evidence and treatment techniques. With up to 50 CPD points available for learning, the 2016 event saw over 140 international speakers present, and attracted audience numbers of over 2,000 during the 4 days. As well as delegates, a growing number of specialist exhibitors were involved in promoting a wide range of aesthetic products and services to the UK market place, across 3 large rooms within one floor of the conference venue, this year totalling 80 exhibitors.

Attendees of FACE 2016 were treated to five separate agendas on the Friday (Cosmetic Injectables, Body, Skincare, Business and Threads), five on the Saturday (with Threads swapped for Hair), and finally three concurrent agendas again on the Sunday (Cosmetic Injectables, Business and the new Sexual Aesthetics agenda).

As well as the main agendas over the weekend, there were a number of concurrent exhibitor specific workshops, a ZO Skin Health Symposium and Merz Aesthetics Symposium.

All agendas featured interactive lectures on cutting edge technologies, practical tips and advice, live demonstrations, insight into the latest innovative technologies and exhibits from global industry suppliers, new product launches and of course the chance to meet industry colleagues to discuss and share practical notes and business strategies.



As always, the question and answer sections of each session were very popular with delegates eager to 'pick the brains' of the experts. Despite diligent time keepers, some of the key sessions over ran into refreshment breaks due to the passion of the speakers and the keenness of the audience to learn, question and take home some valuable learning. Panel debates were often very heated, and demonstrated a clear passion for the science involved in our industry.



A variety of exhibitor workshops from industry leaders and brands such as Zeltiq, BTL Aesthetics, Invasix, Sesderma, Cynosure, Syneron Candela, Viveve, Fusion GT, IBSA Derma, Globe AMT, Vida, Ultra V and Algeness were also held across the three-day event.

Several suppliers unveiled new and innovative products and technologies, including Prophilu from IBSA Derma (distributed in the UK by HA-Derma Ltd), a novel and revolutionary BDDE-free, thermally stable hyaluronic acid product being marketed for skin remodelling – distinguishing itself from other HA products due to its hybrid nature, this product contains both high and low molecular weight HA which generates a dual action incorporating hydration and

tissue stimulation, alongside dermal scaffold support. A true innovation, the exhibitor workshop for this product, presented by Drs Ravi Jain and Hema Sundaram was standing room only!

The Consulting Room Group, already known for distributing the Hydrafacial™ device, demonstrated the newest addition to the concept with Perk™, the world's first hybrid facial to merge a professionally delivered exfoliating treatments that includes take-home products to enhance skin benefits. Available in treatment packs for face, lips and eyes, Perk is expected to be available to practitioners later this year.

HF Resolution, backed by the Hamilton Fraser Group launched the **Cosmetic Redress Scheme (CRS)** to the cosmetic, aesthetic and beauty industry. Authorised by the Chartered Trading Standards, it is designed to resolve complaints made by consumers against traders, in this case clinics and salons operating in the cosmetic industry, where internal complaints procedures have stalled.

Alternative Dispute Resolution requirements, which came into UK law in October 2015, mean that all traders are required to signpost their customers to a government authorised redress scheme if they are unsatisfied with the resolution of a complaint, thus the CRS is now available for any clinics wishing to use its services. Its remit does not cover complaints in relation to medical side effects, injury or negligence which will still be part of a claim through a medical malpractice insurance policy. Clinics and practitioners do not need to be insured through Hamilton Fraser to use the CRS provision from HT Resolution.

Neostrata and Skinceuticals launched new product additions to their ranges at FACE, with the Neostrata Retinol +NAG Complex and the Skinceuticals Triple Lipid Restore 2:4:2 skincare products.

The Triple Lipid Restore 2:4:2 product, as stated by Dr. Hema Sundaram, who has been involved in studies with Skinceuticals, is not a moisturiser, it is a therapeutic skin barrier repair product, which she noted we all need, particularly as we age and the metabolic rate of our skin slows down. It is also a perfect pre-requisite preparation treatment prior to embarking on other cosmetic procedures such as lasers and peels, whereby a well-functioning skin barrier will produce faster and better results for the patient. Comprised of a cholesterol dominant formulation (at 4%), most notably a deficiency in aged skin, and ceramides 1 and 3 (at 2%), a key factor in dry skin, plus fatty acids (at 2%) to support lipid production, the product has demonstrated statistically significant improvements in skin texture and smoothness after 8 weeks.

Zeltiq also launched the CoolAdvantage™ applicator for its CoolSculpting™ cryolipolysis device which provides a 3-in-1 treatment solution.



During a Press Briefing held on the Friday many hot topics were debated by a panel of leading doctors including Dr. Zein Obagi, Dr. David Eccleston, Dr. Sherif Wakil, Dr. Simon Zoakei, Dr. Sabika Karim and Dr. Emmanuel Elard.



Discussions included professional skincare and the concept of 'inflammageing' – chronic inflammation of the skin now known to be caused by sun, lifestyle and acne impacting on skin cells and making them age or work in an unnatural way. This has led to the development of products aimed at restoring the skin barrier function and reducing chronic inflammation. "Women use products on their skin which make their skin lazy and dysfunctional"; said Dr. Zein Obagi. "Babies and men typically don't apply products and don't suffer from red or sensitive skin", he concluded. High street skincare brands are now said to be promoting pollution protection within products – it's true that pollution is also a cause of chronic inflammation noted the panel, but felt that at this stage it is perhaps a marketing gimmick and washing and scrubbing your face twice a day to clear surface cells that have come

into contact with pollutants is probably more effective.

Similarly, some companies are looking at including filters for the specific wavelengths of light emitted by devices such as laptops and smartphones – so called blue light – to their skincare products. The panel agreed this was something to watch and wait and see on.

Diet is also a huge factor with the problem of inflammageing, with Dr. Obagi even going as far as to brand sugar as a poison for the human body, suggesting that glycation causes chronic inflammation in many of our vital organs, as well as affecting our skin.

Getting back to the main conference programme; Friday saw the agendas for Cosmetic Injectables, Body and Skincare running alongside an agenda devoted to practical Business tips and marketing strategies to help make a clinic successful, and an agenda devoted to the latest innovations in Threads and thread lifting techniques.

The parallel clinical agendas provided alternative presentations for clinicians wishing to explore the latest scientific updates, clinical and practical tips related to cosmetic injectables, as well as a forum for analysing the clinical data and claims for the extensive range of topical anti-ageing skincare products promoted in the UK.

Delegates attending the injectables agenda were treated to a day which looked at the evolution of injectables over the last 20 years and how our approach to treating the face, for total rejuvenation, has changed in that time, as well as a case study for building a successful practice using only one portfolio of products. The sessions also looked at newer injectable materials on the market, including polycaprolactone (Ellansé) and agarose (Algeness) and their chemistry and clinical results.

Presenters concluded the day's agenda by talking about mesotherapy for skin rejuvenation and the use of nanograft fat harvested by micro-cannula combined with platelet rich plasma (PRP) versus HA plus PRP for the correction of facial wrinkles.



Dr. Mario Goisis highlighted preliminary data which showed comparable efficacy with both compositions of fat + PRP and HA + PRP, noting that the latter was a faster technique. He concluded that further studies are now needed, over longer time periods, to further analyse the regenerative capabilities of such techniques in facial rejuvenation.

Dr. Vladlena Averina introduced the concept of the morphotypes of ageing, a classification of different types of ageing based on ethnicity and facial shapes. All four types explained – Tired, Deformative, Wrinkling and Muscular – differ by anatomical features including ptosis and hypertrophy of fat pads, as well as the effects of skin type,

photoageing and hormonal ageing. Therefore, she noted that different approaches to treatments for cosmetic correction are needed to address each morphotype.

The Skincare agenda saw a wide variety of international speakers, active ingredients and product brands discussed. Presentations looked at emerging trends and ingredients in skincare products including meristem plant cells, topical oxygen, nutraceuticals and oral photoprotection, as well as the myths and facts about ageing and the concept of inflammation causing accelerated skin ageing – so called 'inflammageing'.

One of the afternoon sessions was devoted to the subject of acne and saw two aesthetic industry heavy hitters take to the podium – Dr. Nick Lowe and Dr. Zein Obagi – to discuss the evolution in the understanding, prevention and treatment of acne.

Both agreed that acne is a progressive disease of the sebaceous glands, whereby excess sebum or oil creates inflammation which disrupts the barrier function of the skin, thus there is a need to inhibit the production of sebum and regulate the inflammation in the skin which is an immune response to the excess sebum.

Both speakers discussed their own treatment approaches and thoughts on the prevalence and causable factors for acne, including diet and hormonal treatments.



Dr. Obagi, known for his passion when it comes to acne, was very forthright in explaining his approach to the condition and his thoughts on the many other theories on treating acne. *"You will hear speaker after speaker on acne,"* he said, *"and I think they all think the earth is still flat!"*

Dr. Obagi advocates a 'no pain, no gain' approach with his patients, stating that the key is to inhibit the sebum and regulate the inflammation in the skin which is caused by the immune response to the excess sebum. He does this by extracting comedones, injecting local steroids into cysts to stop inflammation, getting the patient to wash their face to clear sebum, scrub to stop clogging in the pores and use an astringent to flush out the pores, twice a day, using ZO Health products.

The skin barrier function then needs rebuilding as it has been 'broken' by the acne, so it needs to be built back up to suppress the chronic inflammation – this he does by creating acute inflammation. He notes that this will make the patients seem red and dry, but states that this is 'good inflammation' as it is controlled and will repair the barrier function. He achieves this with the use of retinoids, benzoic acid and the application of antioxidants and DNA repairing agents from his skincare range. If required, he will also correct any abnormal hormonal issues and may include isotretinoin with some patients. The acute inflammation stage of treatment takes 5 to 6 weeks – hence his adage of 'no pain, no gain'.

Day one of FACE also saw some interesting sessions on the Body agenda including the use of intralesional cryotherapy for the treatment of keloid and hypertrophic scars, using a novel device to the marketplace, Intralyse, which shows promising results in initial studies. It's main advantage being that it targets the core of the scar, which is out of reach of many other treatments, and applies precise and intense cold which freezes and destroys the scar tissue. Further controlled studies are planned for this device.

Another novel concept on the agenda was microablative laser (Er:YAG) with space modulated ablation (SMA) technology in the RecoSMA device, which is being used for skin rejuvenation and treating stretch marks. The Er:YAG laser emits a wavelength at 2,940nm and when combined with the SMA, a resonance effect is produced in the dermis which promotes tissue regeneration.

The Threads agenda on Friday also showed how this specialty has grown and developed much further in the last 2 or 3 years. Different techniques of PDO and Poly-L-Lactic acid (Silhouette Soft) thread placement were discussed, as well as the management of complications, but also the combination of thread lifting – both PDO and PLLA – with botulinum toxins and hyaluronic acid or polycaprolactone dermal fillers for additional bio-stimulatory effect.

Saturday also saw another busy day with five agendas running concurrently, this included a Hair agenda devoted to treatments for alopecia and hair loss as well as the path to undertaking training in hair restoration procedures and adding the specialty to the portfolio of services for an aesthetic clinic. Speakers talked about scalp

micropigmentation, low level lasers, hair loss medications, PRP and hair growth related nutrition alongside updates in hair transplant surgery including robot-assisted surgery.



The Cosmetic Injectables agenda continued for a second day and addressed treating various areas of the face with presentations throughout the morning looking at nasal contouring with dermal fillers, treating the peri-ocular area and the anatomy of the cheek and lid-cheek junction. As in previous years, reference to anatomy and comparison with cadaveric images was key to the presentations given by many speakers; the understanding of the key anatomical points being a take home message given by all. The afternoon sessions focussed on a packed out theatre for live demonstrations on filler and toxin techniques with a variety of home-grown and international speakers. Ending with a panel debate on complication management.

The Business agenda, which also continued for a second day on Saturday included both marketing strategies for increasing sales profits and patient retention, but also concerns such as advertising standards compliance, complaint handling and the value of adequate training.

The second morning session was devoted to the much discussed topic of regulation. A broad range of speakers took to the podium, (and sat in the audience), representing key stakeholders involved in the regulation of the provision of cosmetic interventions.

British Association of Cosmetic Nurses (BACN) Chair, Sharon Bennett and British College of Aesthetic Medicine (BCAM) President Dr. Paul Charlson discussed the aims and objectives of the 'Joint Council for Cosmetic Practitioners' (JCCP) initiative which was launched earlier this year as a response to the Keogh report and the HEE guidelines. It is seen as an inclusive solution for the aesthetic industry, encompassing clinicians and non-clinicians, in an effort to oversee clinical standards and governance of cosmetic practitioners in England. Made up of stakeholders from current industry associations, including BACN, BCAM, BAD, BAAPS and BAPRAS, with support from the Department of Health, it is hoping to launch by the summer of 2017.

Mike Regan also gave an update on the progress of the European CEN standard for *Aesthetic Medicine Services – Non-Surgical Medical Procedures*, (EN 16844), which has suffered from further delays in laying down the details. It is hoped that the final standard will now be published in late 2016 or early to mid-2017. Interestingly it was noted that despite the findings from Keogh and the guidelines issued by the HEE, no application has been made by the UK standards team (BSI) for an exception to be included to allow non-healthcare professionals to perform injectables within the proposed Europe-wide CEN standard.

On Sunday, as delegates no doubt tired a little from the relentless learning, and the drinks and canapés at the SkyLoft the night before, the parallel agendas were reduced to just three! The Cosmetic Injectables and Business agendas concluded, and the new Sexual Aesthetics agenda was launched, plus a cut-down FACE Rewind agenda was reprised for those who missed out on certain presentations over the three days.

The Injectables agenda came to an end with presentations on some novel injectable products and techniques, including advanced rapid polymerising collagen, a non-cross linked porcine collagen which injects as a liquid for the correction of soft tissue deficiencies, as well products combining cross-linked and non-cross-linked HA in one syringe. Speakers also discussed the use of nanograft fat in facial rejuvenation, in combination with dermal fillers.

One stand-out presentation from French Dermatologist, Dr. Elena Rummyantseva, native of Russia, looked at what we know about bacterial biofilm formation as the most likely under recognised cause of dermal filler complications.

She encouraged the audience to take a look at PubMed and look for articles related to the keywords of biofilm and soft tissue fillers as there is growing evidence on this, but there are still many unanswered questions.

She noted that many simple events can lead to the formation of a bacterial biofilm complication in a patient, so asking detailed questions about what they have done is important – one may find that the patient went for a sauna not long after an HA filler treatment and got an infection, but this may not be obviously mentioned when discussing what has happened since treatment took place.

Dr. Rumyantseva advised that practitioners should avoid bolus techniques when injecting fillers as the bigger the surface area of the filler the more area there is for the biofilm to grow on. She also discussed a novel concept related to the anti-microbial activity of platelets, specifically Beta-defensin 2, which can inhibit various bacteria. This has led her to adopt an approach to use PRP in the area, which manifests as a likely bacterial biofilm complication, before using hyaluronidase to degrade the HA.

The Business agenda concluded with presentations on all things video, from advanced video imaging of patients for before and after and treatment result evaluation, to the power of video marketing.

The addition of a new, separate agenda looking at Sexual Aesthetics highlighted how a broad variety of treatments, techniques and energy modalities is now being employed to treat sexual dysfunction, urinary incontinence and improve comfort in the vulvo-vaginal region for women of all ages.

Speakers discussed the use of PRP, carboxytherapy, radiofrequency, PDO and PLLA thread lifts, hyaluronic acid based dermal fillers (Neauvia and Desirial), and even botulinum toxin treatment for pelvic floor disorders and female genital pain. It's true to say, with a packed agenda and many exhibitors demonstrating their devices on the exhibition floor, that this is a key growth area and cross-over from gynaecology to aesthetic medicine. No doubt many clinics will be looking at how they can incorporate and market this kind of intimate treatment to their patients in the coming years.

The FACE 2016 meeting drew to a close with everyone very pleased with the level of speaker knowledge, audience engagement and the attendance at this premier event.

There were many more excellent presentations and workshops at this year's FACE meeting and certainly more than I could hope to cover in detail within this review, or running back and forth to agendas; however selected proceedings from the meeting will be published in Body Language Magazine later this year. You can subscribe for free [here](#).

As always, the wealth of knowledge and experience in the speaker line-up led to some of the most informative and heated debates from people passionate about the science and evidence for the treatments that many of you are providing in your clinics on a daily basis. By the time FACE comes around again, no doubt there will be even more new products, devices and data to discuss and evaluate which may make our understanding of some of the newer technologies and sciences a little clearer. I certainly can't wait for the fifteenth (yes I did say that!) FACE in 2017. See you there!



### Lorna Jackson

Lorna has been Editor of Consulting Room, the UK's largest aesthetic information website since 2003. She has become an industry commentator on a number of different areas related to the aesthetic industry, collating and evaluating statistics, plus researching, investigating and writing feature articles, blogs, newsletters and reports for Consulting Room and various consumer and trade publications, including *Cosmetic News*, *Journal of Aesthetic Nursing*, *Body Language*, *PMFA News*, *Aesthetic Medicine* and *Aesthetic Dentistry Today*. Lorna has also been asked to present at various industry events, including Smart Ideas, FACE and the CCR Expo. She was awarded *Journalist of the Year* at the MyFaceMyBody Awards 2014.