

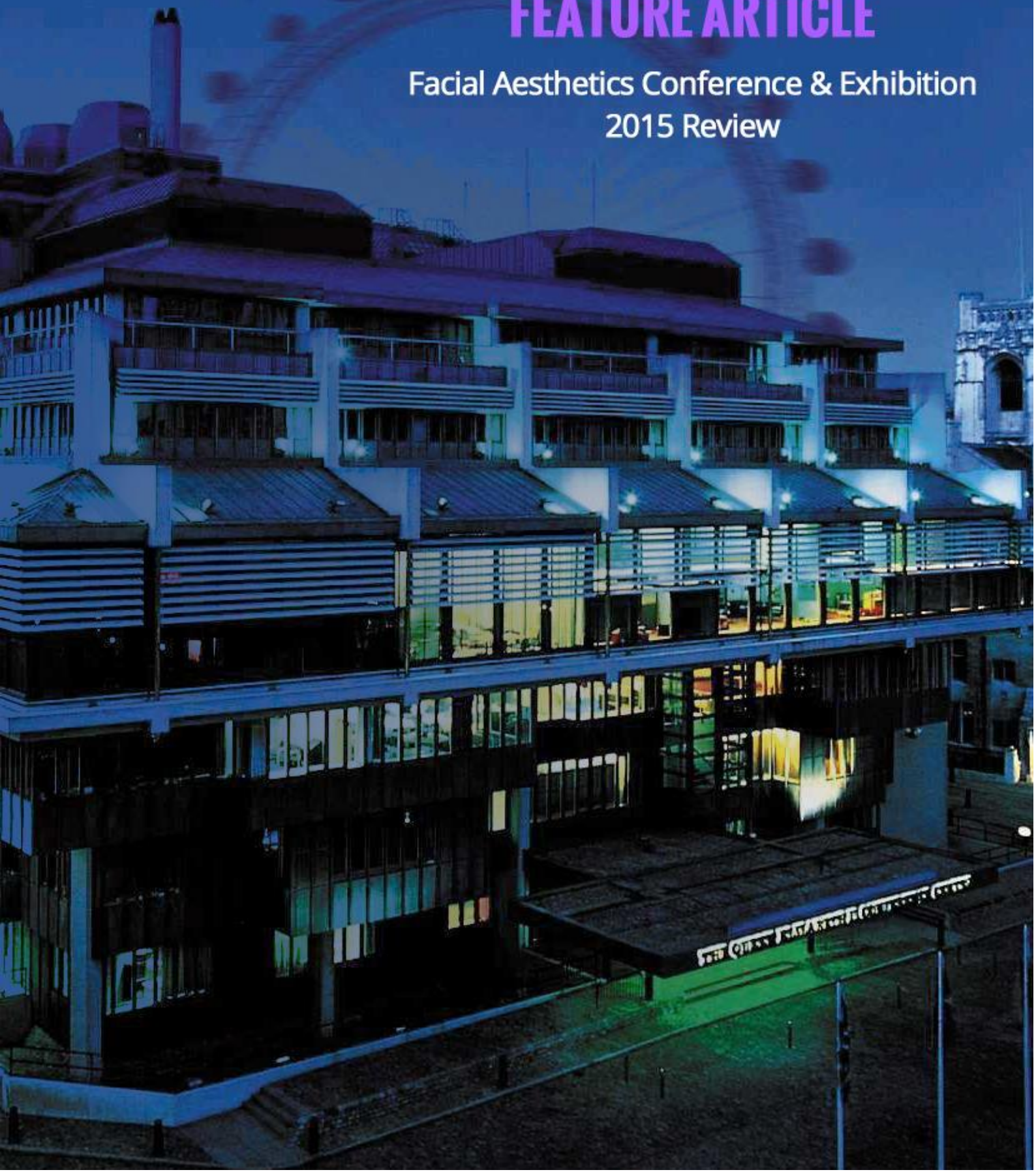


CONSULTING ROOM

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FEATURE ARTICLE

Facial Aesthetics Conference & Exhibition
2015 Review



Feature Article

Facial Aesthetics Conference & Exhibition 2015 Review

This year, (its 13th year) the Facial Aesthetics Conference & Exhibition (**FACE**), the UK's premier facial aesthetic conference, was 'under new management' having been taken over by Euromedicom, the founders of the IMCAS conferences, is the latter part of 2014.

The four day event, which included an opening Pre-Conference Advanced Masterclass day in facial aesthetics, 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 event also incorporated the previously separate sister event of the BODY conference to provide everything under one single umbrella event.

As a first for the meeting it included a live streaming of coverage of the Pre-Conference Advanced Masterclass to delegates all the way over in Singapore who were at CFA Singapore 2015 – Clinical Facial Aesthetics Singapore.

As always The Consulting Room™ was involved in the agenda format, management and practical running of the FACE 2015 conference on behalf of the organising committee and the conference owners.

This month's feature article is a summary of some of the most interesting points to come out from this year's bumper event which again saw an array of seven concurrent agenda and workshop programmes.

Over the three days of the main FACE conference from Friday 4th to Sunday 6th June, record numbers of aesthetic practitioners – encompassing cosmetic dentistry, cosmetic dermatology, aesthetic nurse practitioners, plastic surgeons and cosmetic doctors, as well as clinic managers, beauty therapists, laser specialists and business owners attended FACE.

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 2015 event saw over 150 international speakers present, and attracted audience numbers of approximately 1,450. 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 70 exhibitors.

Attendees of FACE 2015 were treated to six separate agendas on the Friday (Cosmetic Injectables, Body, Skincare, Business, Threads and a special agenda for Aestheticians), six on the Saturday (Cosmetic Injectables, Body, Skincare, Business, Aestheticians and Hair), and finally three concurrent agendas again on the Sunday (Cosmetic Injectables, Body and Skincare).

As well as the main agendas over the weekend, there were a number of concurrent exhibitor specific workshops, a ZO Skin Health Symposium, Invasix UK seminars and a dedicated Merz Aesthetics Live Demonstration Zone.

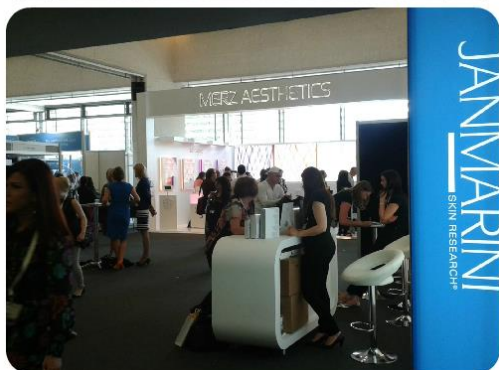


All agendas featured interactive lectures on cutting edge technologies, practical tips and advice, live demonstrations, insight into the latest innovative technologies and exhibits from global industry suppliers, new product launches and of course the chance to meet industry colleagues to discuss and 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. The session chairs certainly needed skills as referees in many cases!



A variety of exhibitor workshops from industry leaders and brands such as Teoxane, Zeltiq, Sinclair IS Pharma, Syneron Candela, Rosmetics, Galderma, Skinceuticals, Hamilton Fraser, Cynosure, Medira (Tropocells PRP), Bausch & Lomb, Surface, Fusion GT, Prolenium, Needle Concept and Algeness were also held across the three day event.



Several suppliers unveiled new and innovative products and technologies, including Algeness a new, seaweed derived dermal filler being distributed by Wigmore Medical, Whitebox, a unique face whitening protocol from

Surface which focuses on two active ingredients – glutathione and GABA Complex. We got a tantalising look at a new innovation in micro-needling from Innoture Medical Technology which uses a flexible, large surface area, 3D-printed micro-needle patch applicator to deliver topicals through micro-punctures in the epidermis. This is certainly one to watch and the company hope to have a marketable product targeted at crow's feet applications towards the end of this year.



Neostrata, Skinceuticals and ZO Skin Health also launched new product additions to their ranges at FACE.

Galderma announced the results from their 'Proof in Real Life' consumer campaign which highlights the natural results achievable with hyaluronic acid based facial fillers and skin hydration products via an experiment that included sets of identical twins where only one was treated, and results were then showcased in a live event in Germany.



Two sets of twins visited the FACE press event on Friday which was introduced by Mr Rajiv Grover and featured Dr Kuldeep Minocha who had treated them.

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, an agenda specifically for Aestheticians and Beauty Therapists working in aesthetics and a workshop 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 use of dermal filler products in all areas of the face and body, including those not typically discussed. Presenters talked about the 15 minute nose job, the role of fillers in the ageing hand, their use in the feet to treat painful conditions caused by wearing high heels, as well as in treating vaginal dysfunctions.

Dr. Sherif Wakil introduced the new concept of the 'p-shot' and 'o-shot' for male and female sexual regeneration using platelet rich plasma (PRP) therapy. This agenda concluded with a detailed session on the science of mesotherapy and autologous derived therapies including platelet rich fibrin and mesenchymal stromal stem cells derived from bone marrow which are all being used to stimulate regeneration in the implanted area.

The Skincare agenda saw a wide variety of international speakers, active ingredients and product brands discussed. This agenda also saw the loudest and most heated of all the panel sessions, with charismatic characters like Dr Zein Obagi highlighting his continued passion for treating skin. Presentations looked at some of the emerging cosmeceuticals targeted at skin lightening and anti-ageing, as well marketing and substantiating claims for skincare products.

Day one also saw an interesting afternoon session in the Body agenda devoted to the minimally invasive options now being marketed to the aesthetic industry for vulva-vaginal rejuvenation, remodelling and regeneration, including the opportunity to see a live demonstration of radiofrequency treatment with the Intima from BTL Aesthetics via video link. Presentations highlighted a number of techniques and devices now in active use for the correction of labial concerns or vaginal trauma or dysfunction caused by childbirth or the menopause. With four companies on the exhibition floor promoting radiofrequency and laser based devices for vaginal tightening this is certainly an area of both patient demand and market growth, the questions arise of whether this is justifiable outside of gynaecology, but it is undeniably one to watch. Speakers also covered the used of dermal fillers, carboxytherapy and PDO threads within the vaginal anatomy. A key lack of comparative trial data was mentioned, alongside some of the adverse events reported, particularly with the use of filler products and the anatomical considerations required for the use of lasers.

Saturday also saw another busy day with six agendas running concurrently, this included a new Hair agenda devoted to treatments for alopecia and hair loss, which focused mostly on non-surgical and minimally invasive options, as well as camouflage techniques. Speakers talked about scalp micropigmentation, low level lasers, non-prescription supplements, mesotherapy, PRP, alongside updates in hair transplant surgery.

The Cosmetic Injectables agenda continued for a second day and opened with Mr Chris Inglefield introducing a new rapid polymerising collagen (RPC) product which is derived from a porcine source and stabilised with EDTA (Ethylene Diamine Tetracetic Acid) and combined with the anti-oxidant Mannitol.



Mr Inglefield highlighted the initial safety data for the product which demonstrated that after 3 months, treated individuals experienced no adverse events in a small, proprietary clinical trial. The makers of the product hope to achieve European marketing authorisation later this year so that they can take it to market.

Another stand-out presentation on the Saturday Injectables agenda came from oculoplastic surgeon Mrs Sabrina Shah-Desai who introduced her technique for treating tear troughs with the 'eye boost'. She explained that a clearer understanding of the anatomy of the tear trough area had been achieved in recent years, with clinical classification and grading now

better described. The type of tear trough manifestation, the depth of hollows, fat prolapse, the ethnicity of the patient and the eyelid skin all influence both the type of filler product which should be used, the amount and placement. Her eye boost technique, used to date on eleven patients, utilises Restylane Vital Light, a 12 mg/ml hyaluronic acid product placed as multiple sub dermal injections, spaced apart in the thin skin of the eyelid. Additional deeper placement of fillers (such as Perlane) were also mentioned, dependent on the tear trough grading and severity. Mrs Shah-Desai highlighted that the tear trough is technically the most challenging area of the face to inject correctly, with the potential for problems being quite high. She noted that the most common consequences that she encounters when patients attend her clinic is over correction and the Tyndall effect.

The Business agenda, which also continued for a second day on Saturday included the launch of a new charity – the Acne & Rosacea Association by Consultant Dermatologist Professor Tony Chu and SkinMed Ltd. Following the demise of the Acne Support Group and limited NHS funds, there is a severe lack of support, advice and specialist referrals for sufferers through general practice and pharmacies. The charity hopes to roll out pharmacy training and accreditation, alongside clinic training and accreditation to create a referral and advice programme that can be rolled out across the country to benefit both patients and clinics alike.

The final afternoon session of the Business agenda was devoted to the much discussed topic of regulation. A broad range of speakers took to the podium, representing key stakeholders involved in the regulation of the provision of cosmetic interventions.

Andrew Rankin, Vice Chair of the BACN discussed the 'Joint Council of Cosmetic Medicine' Initiative which is being put forward as a solution encompassing current industry associations and statutory regulators with an aim to improve cross-communication on regulatory standards. Mike Regan gave an update on the progress of the European CEN standard for *Aesthetic Medicine Services – Non-Surgical Medical Procedures*, which is now collating the comments returned from its most recent consultation. It is hoped that the final standard will be successfully voted upon by member states and published in early to mid-2016. The session finished with presentations from voluntary register schemes within the industry, with Brett Collins representing Save Face and Sally Taber representing Treatments You Can Trust. The post presentation debate was somewhat heated.

For a third year, the FACE Conference ran a dedicated two day forum for Beauty Therapists and Aesthetic Practitioners who work with aesthetic equipment such as Laser, IPL or RF technologies, as well as skincare ranges. Alongside introducing aestheticians to the wonders of various devices, technologies and products for treating aesthetic indications, the agenda sought to offer many practical tips and advice to non-medics, highlighting the importance of both foundation and advanced training, avoiding and managing complications, recognising skin conditions which need referring on, as well as psychological conditions such as body dysmorphic disorder and the importance of understanding skin health and the function of the skin.

The two day programme looked at skincare ingredients, eyelash rejuvenation, understanding PCOS and treating the transgender community, medical skin needling, laser tattoo removal, cryotherapy and many other modalities. Of particular interest was the focus of some presentations on pertinent issues such as how the proposed HEE recommendations will impact clinical beauty therapists, as well as the importance of accredited training and insurance coverage for beauty therapists and laser technicians.



On Sunday, as delegates tired a little from the relentless learning, the parallel agendas were reduced to just three! The Cosmetic Injectables, Body and Skincare agendas thus all concluded.

The Skincare agenda came to an end with topics such as the detrimental effects of sugar on skin health and the use of polyhydroxyacids to reduce its damaging effects, as well as the causes and treatment options for dry skin. The session was rounded off with an insight into melanoma screening and comparisons of topical and light treatments for acne.

The Body agenda concluded with presentations in the morning session focusing on the use of newer technologies in aesthetics such as hydradermabrasion with Hydrafacial™, oxygen, ultrasound and

radiofrequency therapy with GeneO™, Picosecond lasers and plasma for 'soft' blepharoplasty.

The afternoon was rounded off with presentations and discussions on many of the newer, controversial options now being used for preventative medicine and internal anti-ageing within the aesthetics field. Dr Stefan Lipp

introduced the concept of the use of dendritic cells, which play a key role in the body's immune system, as a therapy or vaccination for cancers, including melanoma and anti-ageing. Current clinical trials and studies are underway at Harvard and Stanford Universities and under U.S. FDA initiatives.

Professor Syed Haq then went on to discuss the science and hype behind the use of bio-identical hormones and intravenous drips in anti-ageing medicine. He concluded that there is currently no clinical data to show the efficacy of IV drips. Professor Haq urged caution in the arena, noting that it seemed to be a more profit-lead intervention, than one which truly benefited the patient, and one which raises concerns both about the practitioner delivering the IV drips and the ingredients contained within them. He stated that he felt that regulatory authorities need to take a level of responsibility to crack down on this practice, before it becomes a problem.

This was followed by a look at the current understanding behind the analysis and testing of telomeres. Telomeres are repetitive DNA sequences found at the end of chromosomes; these are known to shorten with ageing, disease and extrinsic influences. Options now exist, via a blood test, to measure the length of a person's telomeres and limited data from two studies showed that lifestyle changes increased the length of telomeres in participants. There currently remains issues with the reliability of commercial telomere testing and the jury is still out on topical products which claim to influence telomeres directly.

The FACE 2015 meeting drew to a close with everyone very pleased with the level of speaker knowledge, audience engagement and the attendance at this premier event. Exhaustion levels were pretty high too!

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](#).

Another exciting thing about this year's conference was the great panel discussions with many of the leading clinical investigators and opinion formers in aesthetics that the globe has to offer. This wealth of knowledge and experience 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 clinical 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 fourteenth FACE in 2016. See you there!



Lorna Jackson

Lorna has been Editor of The Consulting Room™, the UK's largest aesthetic information website, for over a decade, 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 The 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, BACN and Merz Aesthetics Business Workshops, the FACE Conference and the Clinical, Cosmetic & Reconstructive Expo.

Lorna was recently awarded *Journalist of the Year* at the MyFaceMyBody Awards 2014.
