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## Feature Article

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### BODY2013, Celebrating 5 Years

The BODY conference, sister to the very successful FACE conference held in the summer, and now itself celebrating its 5<sup>th</sup> birthday, was held at the Royal Society of Medicine in London on the 2<sup>nd</sup> and 3<sup>rd</sup> November 2012. It has now grown to become one of the biggest events of its kind, open to all participants working in the Body Aesthetics marketplace, from cosmetic doctors and nurses to plastic surgeons offering surgical breast augmentation and fat removal, non-surgical body contouring or laser disciplines such as hair and tattoo removal.



Consulting Room™ Director, Ron Myers, in conjunction with David Hicks, Chairman of FACE Media Ltd and Consultant Plastic Surgeon, Mr. Shailesh Vadodaria organised 50 national and international speakers who covered a wide variety of topics featured in two parallel surgical and non-surgical agendas, as well as a variety of exhibitor workshops which all ran concurrently over the weekend.

Delegates learnt about different and innovative concepts and treatment modalities for body contouring, managing cellulite, treating scars and stretch marks and addressing hair removal with and without light sources, alongside other potential services that can be incorporated into an 'aesthetic clinic' business model including solutions for managing axillary hyperhidrosis. Additionally sessions were held focusing on the involvement of diet management, weight loss programmes and nutrition in line with aesthetic procedures, as well as the 'nitty gritty' of running an aesthetic business, including the importance of medical indemnity insurance and useful tips on the litigation process should a client choose to sue for clinical negligence.

From fat, cellulite, stretch marks, tattoos, sweat, hair and scars to breast and buttock augmentation, the two day meeting also covered varicose vein treatment options, evolutions in gynaecomastia treatment, weight loss using the cognitive behavioural therapy approach of the Hypno-Band, male genital surgery and rejuvenation of the décolletage, a true conference on the body!

In terms of new concepts covered this year, we saw some exciting presentations on using radiofrequency to treat excessive sweating and a new pico-second laser which is set to shake up the gold standard for tattoo removal.

Many clinics, who have been successfully operating in the arena of facial aesthetics for a number of years, are now 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 with popular concepts such as VASER® and Bodytite™; these treatments are of course invasive, requiring minor surgery facilities, significant training, plus recovery time and extra expense for patients.

But as always the marketplace provides the answer.

As we have seen already with the non-surgical facial aesthetics marketplace, 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. Add in a celebrity story of 'back to before baby bodies' and you have a ready-made queue of people (mostly women) clamouring for the latest modalities promising the svelte body without the gym effort. 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, compare 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. This year's exhibitor floor had four companies alone showcasing their devices marketed for fat reduction using Cryolipolysis™\* techniques.

The weekend kicked off with talks on a just that with Dr. Ros Debenham and Dr. Ravi Jain discussing their experiences and reasons for choosing the CoolSculpting™ and CoolTech™ devices respectively. The key message, which came from both camps, to those considering adding a controlled cooling device for fat reduction to their service provision, was to look only for devices which are certified as CE Marked Class IIa medical devices.

\* Cryolipolysis™ is a trade mark owned by Zeltiq Aesthetics who manufacture the CoolSculpting™ system.

The agenda then threw more modalities into the mix, all again looking at fat cell lipolysis for body contouring, but this time through heat with radiofrequency, laser (low and high level) and ultrasound techniques. A whole range of body contouring devices and technologies were discussed with presentations on the combined use of monopolar radiofrequency and ultrasound, found only in the Exilis™ device which claims to not only reduce the adipose tissue but also address the overlying skin tightness by delivering a layered therapy using the two modalities up to a depth of 4cm into the tissue.

Spanish doctor, Pablo Naranjo, who is also the co-ordinator for a Master's Degree in Aesthetic Medicine at his local University, could never be accused of not being 100% passionate about his subject. He delivered his pearls of wisdom through a variety of presentations over the course of the weekend, starting with a look at the new Ultrashape™ V3 which uses pulsed, focused ultrasound for fat cell lipolysis. Dr. Naranjo discussed the evolution of the device and the lessons learned along its development to the current model, including the improvements in controlling the depth of penetration of the ultrasound energy with the V3. The platform also comes with a vacuum assisted radiofrequency hand piece which can be used as an adjunctive treatment option for skin tightening post body contouring. Pablo also pointed out that ultrasound energy doesn't work very well to reduce fat in very fibrotic adipose tissue, which is better suited to treatment with radio frequency energy, which requires tissue resistance for the optimum build up of heat energy. He advised delegates who encounter fibrotic fat layers to break them down with RF first and then apply ultrasound treatment afterwards for a more rewarding result for both clinician and client.



The i-lipo™ from UK based Chromogenex was also featured by Miami doctor, Ivan Rusilko which uses low level laser technology, 658nm and 785nm (and vacuum massage on the i-lipo Ultra) to produce circumferential reduction through bio-stimulation which causes the release of fatty acids and glycerol from the triglycerides without the need for full cell apoptosis or necrosis. This creates a ready supply of fuel or energy which the body can burn off, hence why Dr. Rusilko highlighted the need for clients to exercise almost immediately following their treatment session to achieve the best results. Coming from a hot climate, where he openly admitted to treating celebrities and women in need of the more minor body contouring improvements, who are already committed gym goers and joggers, it did raise the question whether this technology is appropriate for the average British body contouring client who is not generally keen on the regime of exercising required post-treatment.

Having focussed mostly on fat removal, the topic moved to the more specific target of 'treating' or at least 'managing' cellulite which Dr. Askari Townshend noted affects 90% of post-pubertal women.

Speakers enlightened the delegates on their approaches to this Holy Grail of aesthetic endeavours starting with the Mr. Hassan Shaaban who detailed the Cellulaze™ laser lipolysis device, introduced in 2010, whose side firing laser technology has allowed surgeons to target the core structure of the cellulite by addressing fat reduction, subcision of the dimples and skin tightening all in one go. Long term follow up studies of the device have now shown that patients have maintained their results for up to 4 years after the treatment.

Dr. Townshend then explained the mechanisms of action in the multi-source phase controlled radiofrequency employed by the EndyMed 3Deep™ device which aims to improve on past RF devices which were often too superficial and uncontrollable in terms of their depth of energy penetration. The use of 3 pairs of electrodes and software which controls the flow of RF energy between the poles creates magnetic fields which improve the depth of energy delivery.

Finally Mr. Alex Karidis introduced his experiences with the new Velashape™ III from Syneron Candela. Again, the evolution of the device was discussed which has led to the latest generation of the system which combines vacuum massage, infra red light and radiofrequency energy. The new model includes increased power, a new stacking treatment protocol, which leads to fewer treatment sessions as the end point temperature is reached much quicker, more light-weight and ergonomic handpieces for the operator, plus a new built in temperature sensor to ensure optimum heating during treatment.

Finally delegates were shown a method of treating cellulite which didn't rely on the administration of heat or cold energies but used mesotherapy. Controversial as always in this country, it could be said that the audience, like a jury, remained 'out' on the evidence to back up the claims.

With so many technologies now available and targeting fat reduction, cellulite management and overall body contouring, the audience were quick to ask questions of their peers who demonstrated much experience in the practical use and evaluation of the various devices.



Meanwhile the surgical speakers focused on a variety of tips, techniques and updates for liposuction, including superficial techniques and autologous fat transfer for buttock augmentation, contouring the male musculature of the post-weight loss patient during upper body lift procedures, the treatment of breast ptosis with periareolar mastopexy and breast implants, as well as the experiences following over twenty years in performing penoplasty, including the problems and latest techniques for the best results.

Day one was rounded off with a practical look at insurance and legal issues in aesthetics. These more 'business' related subjects are often glossed over and the speakers in this session not only highlighted the importance of medical indemnity insurance, medical defence unions, the General Medical Council and the issues surrounding clinical negligence claims and litigation, but also gave case study examples which truly showed that practitioners operating in private medical aesthetics cannot afford to be ignorant about these subjects.



Eddie Hooker, Managing Director of well known insurer Hamilton Fraser gave us an insight into some simple do's and don'ts to follow when dealing with the public in the clinic environment to help avoid the chances of an allegation of professional negligence being made in the first place. "Without evidence of consent you have no defence in any claim made against you"; highlighted Eddie. He went on to offer some guidance on what to do in the first instance when a claim comes in and some reasons why cheap coverage can end up being inadequate for your needs. "Get the best advice you can and don't cut corners. If you're lucky you may never need it but when you do you will not regret the cost"; he told the audience.

Consultant Plastic Surgeon, Mr Andrew Batchelor continued the theme by looking at how not to get sued! He highlighted the three key points of Competency (knowing what you're doing), Consent (the patient understanding what you're doing) and Conduct (doing it right). He also enlightened the audience on, at times comical, yet important character and personality traits in people which may mean that they become a high risk patient in terms of likely dissatisfaction and chance of being a litigant. This was followed by solicitor Nilesh Bathia who specialises in negligence claims against cosmetic practitioners and dentists who explained what to expect with a clinical negligence claim and the litigation process that follows.

The Sunday programme moved away from fat and body contouring to looking at the treatment of veins, in particular varicose veins with Dr Haroun Gajraj, and new innovations in the management and treatment of hyperhidrosis and unwanted tattoos.

Dr. Fernando Urdiales Gálvez, a cosmetic doctor from Spain introduced the new non-invasive, short-wave dielectric heating based radiofrequency device from Alma Lasers (distributed in the UK by ABC Lasers), called SweatX™. Dr. Gálvez, discussed a study on the newly launched device which saw 10 females with primary axillary hyperhidrosis undergo 4 treatments with the SweatX, spaced one week apart. Biopsies were taken at regular points and results showed that 80% of the patients reduced their sweating. He explained how since radiofrequency energy can penetrate and cause skin hyperthermia (temperatures greater than 45°C) at the level of the eccrine (3-4mm) and apocrine (5-8mm) sweat glands, and that since RF short-wave dielectric heating is based in the rotation and friction of water molecules, then non-invasive RF is an attractive modality for sweat gland thermolysis in the



case of those with primary axillary hyperhidrosis. Despite his encouraging findings, he did concede that the technology is still very new and continues to be studied. Despite the marketed application for treating primary axillary hyperhidrosis, it is felt that better results may well be seen with the indication of palmar hyperhidrosis.

Concluding the morning session, Dr. Maria Gonzalez presented the latest, ground-breaking development in the world of tattoo removal, the pico-second laser, only available currently from Cynosure as the Picosure™ device. Dr. Gonzalez noted that the gold standard for tattoo removal for a long time has been the short-pulsed, Q-switched laser, but this can lead to a long treatment programme with multiple treatment sessions over a year or more to achieve the result of good tattoo clearance. Not all patients have the time or patience to agree to following such a programme through to completion. Many tattoo artists were quoted anecdotally as seeing a rise in revision tattoos over the top of existing ones or tattooing over the top of partially (laser) removed previous artwork.

A pico-second is one trillionth of a second, something which is quite tricky to get your head around! The device produces acoustic waves which shatter the tattoo pigment particles (think opera singers and wine glasses), as well as the photothermal reaction of heating the pigment as seen with the gold standard practice. The pulse durations on the Picosure laser are 70 times shorter than a Q-switched Alexandrite laser and 7 times shorter than a Q-switched Nd:Yag. The device also uses a half to a third of the fluences needed to treat so there is less collateral damage to the surrounding tissue. Perhaps more surprising is its ability to treat difficult pigment colours such as blue, green and yellow. Dr. Gonzalez showed the audience some images of split-tattoo treatments which used the traditional Q-switched lasers on the upper portion and the pico-second laser on the lower portion. The images demonstrated a marked speed difference in the clearance of the tattoos during a treatment programme, as well as improved overall clearance on pigment for certain types of tattoos and pigments.

Subsequent sessions looked at hair removal with lasers and light, including avoiding and managing complications, the issue of paradoxical hair growth, developments in laser spot size which is leading to increases in the speed and penetration of the light into the hair follicles being treated. Similarly we heard about treating white, grey and velous hairs with a variety of non-laser options including sound energy and topical preparations.

The most controversial presentation of the day, and the one which led to a breakdown in timing as an audience debate ensued, was, as seen at FACE 2013, the subject of platelet rich plasma or PRP therapy, this time demonstrated by Surgeon, Mr Kambiz Golchin for use in the rejuvenation of the décolletage. The discussion this time, focused less on which system practitioners should be using and more on the concentrations of the preparation, current thinking on those ideal protocols and indeed the continued lack of robust science for its use in aesthetic indications. This is a subject which will no doubt continue to be hotly debated in future meetings, so if anyone is currently setting up any clinical trials using this therapy, do get in touch with the organisers of FACE and BODY 2014.

Sunday for the surgical agenda saw a wide variety of presentations again, including some interesting practical sessions looking at over 25 years of personal experience in perfecting the Brazilian buttock from Prof. Luiz Toledo, avoiding and treating dynamic muscular deformity after submuscular augmentation mammoplasty, minimising scarring following contouring surgery on the back and a transaxillary approach to liposuction for gynaecomastia correction. A full open house session was provided where speakers and delegates could talk about and review case studies looking at complications in breast surgery and body contouring. This was followed by updated developments including the OCEAN™ breast lift technique from Mr. Adrian Richards, 'superglue' techniques in abdominoplasty, the use of autologous fat for breast augmentation and its likely challenge to implants, as well as a 15 year retrospective on techniques for addressing gynaecomastia from Mr. Alex Karidis.



As well as a trade exhibition floor of nearly 30 exhibitors, additional exhibitor workshops also ran all weekend from a variety of suppliers showcasing their new devices including Velashape III, Gentle Lasers and Elos plus platform

(Syneron Candela), InMode (Wigmore Medical), i-LipoXcell (Chromogenex), Exilis (BTL Aesthetics) and ZO Medical (Wigmore Medical).

An adjunct to the main conference programme saw delegates enjoy 'An Evening With Professor Luiz Toledo' on the Saturday evening. A Brazilian Plastic Surgeon and semi-professional photographer as it turns out, Prof. Toledo took the audience on a thrilling journey through his own personal and professional photo album, starting with his family history and early life in São Paulo, Brazil, through to his successful clinics today in Dubai. Along the way we saw his pioneering work, studies and acclaim in the field of liposculpture and body contouring which has taken him around the world to lecture and train others. With his full and varied life experiences, ongoing professional career and a happy family, it seemed that the only thing missing in Prof. Toledo's life these days is a motorbike, something which he adored owning in his youth!



The BODY conference continues to provide a focussed agenda to explore the plethora of non-surgical and surgical options that can be potentially added into a business currently focussed on facial aesthetics. Many view the conference as a shop window to learn and see for themselves if this is something they want to embark upon, whilst others who have already dipped their toe come to learn the latest techniques and new understandings which they can apply to their practice. 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.

This is not a marketplace which is going to go away in a hurry. We are all ageing, failing to eat a healthy diet or exercise 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, hormone replacement, supplementation and body maintenance by building a long-term relationship and revenue stream with patients to keep them looking and feeling young.

Raffi Eghayan, Director of FACE Media Ltd said of the event; "BODY 2013 was larger than BODY 2012 and is growing exponentially with the market, with new procedures, new concepts with live feeds and has been a very good conference all round."

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 2014 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).

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### 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 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*, *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.



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