

Feature Article

Facial Aesthetics Conference & Exhibition 2013 Review

This year, its 11th year, the Facial Aesthetics Conference & Exhibition was bigger than ever before!

As always The Consulting Room™ was involved in the agenda format, management and practical running of the FACE 2013 conference on behalf of the organising committee of Dr. Tim Flynn (Consultant Dermatologist, USA) and Mr. Rajiv Grover (Consultant Plastic Surgeon, UK), and the conference owners, FACE Ltd.

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 saw an unprecedented array of concurrent agendas.



Over the three days from Friday 21st to Sunday 23rd 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 UK's premier facial aesthetic conference, held this year at the QEII Conference Centre in the shadow of the Houses of Parliament and the London Eye in Westminster, London. So big was this year's event that the conference's long standing home at the Royal College of Physicians was simply not large enough to host the expanded agendas and exhibition floor.



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. The 2013 event saw 150 speakers present, and attracted the highest audience numbers ever, with over 1,000 delegates attending the various agendas over the three day weekend, that's 400+ more than in 2012. 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 2013 were treated to three separate agendas on the Friday (Cosmetic Injectables, Cosmeceuticals and Business), five

on the Saturday (Cosmetic Injectables, Equipment, Surgical, Business and a special agenda for Aestheticians and Therapists), and finally five concurrent agendas again on the Sunday (Cosmetic Injectables, Equipment, Business, Aestheticians and Skin Anti-Ageing). All agendas featured interactive lectures on cutting edge technologies, practical tips and advice, workshops, 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 practice 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.

A variety of exhibitor workshops from industry leaders such as Syneron Candela, Merz Aesthetics, Solta Medical, ZO Skin Health, EndyMed, Invasix, Cynosure, Energist, Zeltiq, Sinclair Pharma and many others were also held across the three day event.

Some suppliers unveiled new and innovative technologies, including Myoscience with Iovera®, the Focused Cold Therapy™, toxin-free approach to wrinkle reduction. Iovera was demonstrated live during a workshop, where Dr. Daniel Cassuto and Dr. Yannis Alexandrides explained that the FCT is delivered to the temporal branch of the facial nerve to treat dynamic forehead lines, providing immediate results with nothing being left behind in the skin. A very interesting treatment which is likely to see growth as an alternative for those patients who are phobic of needles and the thought on neurotoxins in their bodies.

SkinMedica presented their new Lytera Skin Brightening Complex for hydroquinone-free pigmentation reduction. While, similarly Medik8 introduced their White Balance Click skin lightening product which utilises kojic acid, again moving away from the use of hydroquinone to address pigmentation concerns in the skin.

EndyMed highlighted their new Intensif™ Micro-Needle Skin Remodelling treatment which delivers radiofrequency energy through an array of gold plated micro-needles to heat the papillary and reticular dermis to treat acne scars, deep wrinkles and stretch marks.

Invasix, whose existing portfolio includes BodyTite™, FaceTite™, TiteFX™ and Fractora™ also announced the European launch of their new family of aesthetic devices under the InMode Aesthetic Solutions brand. The InMode platform is designed to provide a comprehensive collection of aesthetic applications in one product, allowing the integration of IPL (Lumecca™) and laser (DioLaze™) heads for hair removal, alongside the Fractora range and TiteFX hand pieces.

The unique nitrogen plasma based skin rejuvenation device, Portrait NeoGen™ was demonstrated live by Energist Medical Group and Dr. Fabrice Rogge. NeoGen converts nitrogen gas into plasma energy, also known as the fourth state of matter, which then delivers controlled heating to the dermal layers to produce thermal modification while maintaining an intact skin surface for speed of healing. The device is supported by numerous clinical studies which show that it is particularly effective for treating the peri-ocular and peri-oral regions of the face. Neogen is targeted for superficial and deep wrinkles, acne scarring, benign pigmented lesions and lax skin.

Dr. Martyn King and NIP Sharon King also gave an overview of their experience with the Ellanse Hands, the only dermal filler specifically designed for hand rejuvenation, which claims to last between 1 and 2 years. While Dr. Kieren Bong presented on Teosyal Redensity II [Eye], the only dermal filler being specifically marketed through its naming for the correction of the eye circle area.

Getting back to the main conference programme; Friday saw the agendas for Cosmetic Injectables and Cosmeceuticals running alongside an agenda devoted to practical Business tips and marketing strategies to help make a clinic successful.

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.

Speakers in the injectables auditorium highlighted the approaches and techniques for treating the upper third of the face with dermal fillers and botulinum toxins, including peri-orbital rejuvenation and non-surgical rhinoplasty. Meanwhile the cosmeceutical programme covered everything from antioxidants and skin lightening to topical growth factors, stem cells and the latest advanced ingredients now being incorporated by skincare manufacturers. Key to many clinics, some practical presentations also covered integrating skincare ranges into an aesthetic clinic business and a debate on which ingredients would give you the 'best bang for your buck' which featured a panel of well known skincare experts, including Dr. Beth Briden (Neostrata®), Dr. Joe Lewis (Priori®), Dr. Zein Obagi (ZO Skin Health®) and Dr. Carl Thornfeldt (Epionce®).

In addition, in the cosmetic injectables afternoon session on the Friday we saw a whole three hours devoted to presentations, demonstrations and very heated debate it has to be said on the merits of, practicalities of and proven science (or lack thereof) for Platelet Rich Plasma (PRP) Therapy.

A panel of doctors representing the major brands of kits now sold in the UK extolled the virtues of their systems, the added ingredients (such as anti-coagulants) used to produce the final ready-to-use product and the concentrations of platelets and growth factors, as well as debate over the final 'cocktail' prepared and its composition of varying degrees of platelets, thrombin serum, white and red blood cells.

Mr. Kambiz Golchin summed up the session by saying that the audience were probably now more confused than they were when the session started! He pointed out that we had all probably finished up with a lot more questions

in our heads – What level of platelet count is optimum? – What is the optimum speed or amount of spin for centrifuging the blood? - Should you include white blood cells or not? There was plenty of argument for both yes and no - What about red blood cells? – Is it all just about the platelets or are other components vital?

The contributors, who included Dr. Daniel Sister, Dr. Dennis Wolf, Dr. Alain Gondinet, Dr. Xabier Abad, Dr. Hema Sundaram and Mr. Kambiz Golchin expressed many differing opinions mixed with much head shaking at the contrasting views given by their peers. I think all certainly agreed that more clinical trials, specifically targeting aesthetic indications, and not wound healing, are needed before we can truly say if PRP is the next best thing to be discovered for aesthetic practice. The jury as they say is still out on that one...

Another established and popular feature of the FACE and BODY events now is the “An Evening With...” event which this year saw Consultant Dermatologist, Dr. Nick Lowe, who chaired the very first FACE conference, take to the stage to enlighten the audience on his long career in dermatology.

(Dr. Lowe pictured being introduced by FACE Chairman David Hicks).

This informal and enjoyable evening featured his reflections and concerns following 20 years in aesthetic practice in the UK, comparing his experiences with practicing here and in California, USA. Dr. Lowe touched on concerns over cosmetic injectable practices in Britain and whether Europe as a whole has too little regulation of filler products, and could learn a thing or two from the American regulatory model.



Speaking to me after the event, I asked Dr. Lowe about his pet hates when it comes to the aesthetic industry, He said; “*My pet hates are several. One is that I don't like over exaggerated claims; I mentioned it briefly (in my presentation) as regards products. I don't like over exaggerated claims of competence where some, shall we say in our profession, come up with basically marketing type terms for products. It's not necessary, it misleads the public, and overall it gives us a bad reputation. So I think those would be my main hates, if we can get some teeth into the advertising standards for products, skin care products, I think that would be good.*”

Saturday saw the busiest day of the whole weekend with five agendas running concurrently, as well as an opportunity for some delegates to participate in an Advanced Injectable Workshop with U.S. Dermatologists Dr. Tim Flynn and Dr. Hema Sundaram, alongside U.S. Plastic Surgeon Dr. Michael Kane. State of the art techniques including the use of blunt cannulas alone and in combination with sharp needles; multi-plane "sandwich" injection technique for fillers, micro-droplet toxins, and how to combine fillers and toxin were all discussed by these leading experts.

As well as a continuation of the Cosmetic Injectables and Business agendas, the day saw an additional agenda devoted to Equipment which explored the wider range of equipment and medical devices now available for facial rejuvenation applications; from vascular lesions and acne scarring to skin tightening alongside advances in topical anaesthesia to make treatments more tolerable for patients. The programme also looked at laser safety and the importance of maintaining equipment. Speakers included Plastic Surgeons Dr. Stephen Mulholland, Dr. Yoram Harth, Mr. Alex Karidis and Dr. Mario Trelles.

Additionally, and just as at the FACE 2012 event, there was a whole day dedicated to a Surgical agenda. The morning took on a theme much in the news of late, the use of a patient's own fat for aesthetic treatment, looking at both the science of stem cells in fat transfer and the latest clinical evidence for it, as well as the intricacies of micro fat grafting within the face and how to avoid getting it wrong. This was followed by an afternoon on surgical approaches for noses, ears, eyes, brows, face lifts and an update on thread lift techniques with I-Guide and Surgiwire products. Speakers included Plastic Surgeons Mr. Brent Tanner, Mr. Adrian Richards, Mr. Rajiv Grover, Mr. Miles Berry, Dr. Raj Kanodia and Mr. Taimur Shoab.

For the first time, 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 advanced training, avoiding and managing complications as well as recognising skin lesions which should be referred on to a medical professional and not treated by them.

Back in the Cosmetic Injectables agenda, delegates were treated to full morning session of practical demonstrations.

First up were Cosmetic Doctor Dr. David Eccleston and Plastic Surgeon Miss Jonquille Chantrey who showcased the latest range of dermal fillers from Allergan. The products, which use their new VYCROSS™ technology, namely Juvéderm® Voluma, Volbella and Volift are formulated with a combination of low (90%) and high (10%) molecular weight hyaluronic acid, which in comparison to most other HA products which are 100% high molecular weight, produces a smoother product which is both easier to inject and has improved duration in the skin noted the speakers.

This was followed by the 'Ladies in Red', Cosmetic Doctors Tracy Mountford and Beatriz Molina who demonstrated the technique of injecting into the mid face to add volume which has the effect of anchoring the face higher up, thus reducing naso-labial folds and lines around the mouth. For this demonstration the products used were from Galderma's Emervel® range.

This practical session was rounded off by Plastic Surgeon Mr. Raman Malholtra who demonstrated the complexities of tear trough treatments, this time with Galderma's Restylane® range. Interestingly Mr. Malholtra started his presentation by discussing the recorded cases of blindness following the cosmetic injection of the face as described in a recent paper by [Lazzeri](#). Although the majority of the cases related to complications following fat injections, other case reports did relate to HA and CaHA products so he pointed out that all clinicians should now have patient consent forms which list sight loss as one of the potential risks of treatment. He explained that if perhaps you had a problem with a patient and hadn't made them aware of a published and possible complication of treatment, that this could indeed cause issues were the case to become a legal one. This certainly gave the audience food for thought; I mean do your consent forms currently state this?

A panel discussion on the future of cosmetic injectables rounded off the day with experts Dr. Tim Flynn, Mr. Rajiv Grover, Dr. Michael Kane, Dr. Nick Lowe and Dr. Frederic Brandt who noted that the most over treated area in facial aesthetic these days, an honour which was formerly held by the lips, is now the under eye or tear trough region. He felt that patients currently seem to be obsessed with requesting treatment for that area, often leading to an unnatural look.





Speaking to Dr. Flynn at the close of the day, I asked him what was grabbing his interest most, both at FACE and in aesthetics in general at the moment. He replied; *“There’s newer filler agents which we don’t have in America, particularly Volbella and Voluma which we’re very excited about receiving, and we saw some very nice examples here of that.”*

Posing the same question to Dr. Kane, he responded by saying; *“The things that interest me the most in aesthetics are the things that aren’t out yet. I think they’re the products that are still in development. I think that there are several products in development that have a chance to dramatically change the industry. I think the first one and probably the one I get asked the most questions about, at this meeting I didn’t present one word about it, I must have been asked 20 questions about it, is topical botulinum toxin. It’s the thing everyone wants to talk about and the company’s Revance, they’ve been working on it, I’ve been working on it*

with them I think for 7 years now. It’s in phase III trials and we just have to see how phase III goes, but the phase II data is really good and it’s something that could be a big deal for the crow’s feet.”

On Sunday, as everyone recovered from the Aesthetic Industry Summer Ball, held this year at The Brewery with a theme of ‘prohibition’ that included a challenge for each table to produce their very own cocktail from an assortment of ingredients on the table, delegates were again treated to five parallel agendas in the FACE 2013 programme. The Cosmetic Injectables, Business, Equipment and Aestheticians agendas all concluded and a single day on Skin and Anti-Ageing rounded off the event. This agenda look at both the issues of treating different Fitzpatrick skin types, as well as the cellular and immunological changes which occur in the skin with ageing, hormonal changes and sun damage.

The Equipment agenda came to an end with presentations focusing on the use of energy sources for transdermal delivery of drugs or topical agents, such as skincare products and hyaluronic acid. Additionally there was much debate on non-ablative versus ablative versus fractional lasers for skin rejuvenation. The session also touched on LED light therapies, in particular recent clinical data on the use of the blue light therapy with the Lustre Blue Light device for acne patients.

The Cosmetic Injectables agenda kick started the Sunday morning with lectures on a wide range of practical tips predominantly devoted to the management of complications and adverse events with dermal fillers and botulinum toxins, including an overview on hyaluronidase by Independent Nurse Prescriber Helena Collier. Italian Plastic Surgeon Dr. Daniel Cassuto who has a wealth of experience in dealing with filler complications pointed out that most, if not all, practitioners who inject dermal fillers will encounter a patient with a complication at some point in their careers so the avoidance of complications is as important as knowing how to address any that occur.



One highlight of the day’s lectures was a presentation by Dr. Kate Goldie who looked at the psychology of medical aesthetics and the role that our visual perceptions have on what we view as natural and normal, as opposed to freakish and overdone. The science looked at how the assumption that we mentally maintain an accurate representation of ‘normal’ has been shown to be inaccurate Dr. Goldie highlighted how we are constantly updating our memory banks with what looks good, up-to-date and normal, showing examples of our choice when presented with a picture of a 1970s car or a modern sports car, we naturally now go for the more ‘normal’ option of the cars we see every day. Hence the perception adaptation that a patient can have of their own face, and their friends, particularly if their peer group is also engaging in cosmetic enhancement can alter what they see as normal, compared to others. This was highlighted by images of celebrities with distorted features whose visual perception has likely been adapted to make them think that their look is natural. It certainly made me and the audience think more about how we all view our world.

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

Reoccurring themes at this year’s FACE conference included the use of micro or blunt cannulae for the administration of dermal fillers; this technique seems to be becoming more and more popular with most of the audience raising a hand when speakers asked how many were now using them routinely for their filler treatments.

I questioned Dr. Michael Kane about this sea change in practice and gauged his thoughts and experiences; he told me, *“My opinion is, I don't really care what you use. I think there are good cannula injectors. I think there are good needle injectors. I don't think one is necessarily better than the other, I think they each have their pros and cons like anything you do. I fooled around and used some cannula a few years ago, I tend to like needles.”*

My reasons for liking needles are I think you have a little better control. I think you're better able to place filler in the dermis with needles; I don't think you can do that with cannulas. I think your longevity is better; if you look at the two long term re-injection trials and they're the Restylane and the Juvéderm injection trials where you're getting nasolabial fold correction for a year and a half to two years. They were both re-injection studies, in other words patients get re-injected at four and a half or at nine months and it's not just the additive quantities of the filler, I think it's the sharp needle going through the skin again. I think it's that wounding of the skin with an elegant, sharp needle that gives you a long lasting effect, I'm not sure if the product is there.

What are the advantages of cannulas? I agree with most people, I think when you have cannulas you usually bruise less, not always, you can always bruise with a cannula but I think there's a little less bruising. But on the other hand I think at the port sites that you make in the skin where you're using that cannula over and over, I think those sites get beat up more than needle sites. So you maybe have a little less bruising but you're going to have a few areas that are a little more beat up than if you use needles.

I think that when you use cannulas it's easy to put a lot of filler in quickly and I think most complications come from putting things in too quickly or too much in one spot. But I think cannulas give a nice result with a decrease in bruising but I just like the control that the needle affords me. I think cannulas allow you to place the product a little deeper, whatever product you're using and so I think you need a little more product as well.”

Dr. Tim Flynn was also interested in the move towards cannula use and stated; *“the increasing use of cannulas has produced less bruising and one thing I've noticed is the use of a larger cannula rather than the smaller cannula. Dr. Sundaram presented a very nice picture of using a 22 gauge cannula instead of a 27 and it makes sense, that thicker, blunter tip can bypass a vessel instead of poking through it. So that was just one tiny little tip that I picked up that I thought was really good.”*

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; however selected proceedings from the meeting will be published in Body Language Magazine later this year. You can subscribe [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 FACE 2014, put it in your diaries now, the dates have been announced as 20th to 22nd June 2014. See you there!



Lorna Jackson

Lorna has been Editor of The Consulting Room™, the UK's largest aesthetic information website, for 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 *Aesthetic Medicine*, *Cosmetic News* and *Aesthetic Dentistry Today*.

Lorna has also been asked to present at various industry events, including Smart Ideas, BACN and Merz Aesthetics Business Workshops and the FACE Conference.