
Feature Article

Facial Aesthetics Conference & Exhibition 2014 Review

This year, (its 12th year) the Facial Aesthetics Conference & Exhibition (**FACE**), the UK's premier facial aesthetic conference, was bigger than ever before with 1,200 delegates passing through the doors over the three day event. It also marked its 2nd year at the larger QEII Conference Centre in the shadow of the Houses of Parliament and the London Eye in Westminster



As always The Consulting Room™ was involved in the agenda format, management and practical running of the FACE 2014 conference on behalf of the organising committee 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 seven concurrent agenda and workshop programmes.

Over the three days from Friday 20th to Sunday 22nd 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. The 2014 event saw over 170 speakers present, and attracted the highest audience numbers ever, with 1,200 delegates attending the various agendas over the three day weekend, that's 200 more than in 2013. 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 90 exhibitors.

Attendees of FACE 2014 were treated to three separate agendas on the Friday (Cosmetic Injectables, Skincare and Business), five on the Saturday (Cosmetic Injectables, Equipment, Hair, Business and a special agenda for Aestheticians and Therapists), and finally five concurrent agendas again on the Sunday (Cosmetic Injectables, Skincare, Equipment, Business and Aestheticians). As well as the main agendas over the weekend, there was also a specialist workshop on Thread Lifts and a number of concurrent exhibitor specific workshops.

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.



A variety of exhibitor workshops from industry leaders and brands such as Merz Aesthetics, Syneron Candela, ZO Skin Health, Epionce, Lumenis, Cynosure, Invasix, Ultherapy, Iovera, Adare Aesthetics, Galderma, Sinclair IS Pharma, Solta Medical, Aesthetic Source, Zeltiq, Lifestyle Aesthetics, Aqtis Medical, Hyalual, Needle Concept, PharmaClinix were also held across the three day event.

Several suppliers unveiled new and innovative products and technologies, including the nutritional skincare supplement Aneva™ Derma bring distributed by Aesthetic Source which claims to offer anti-ageing from within.

Galderma presented, live on stand for medics to 'have a play with', their two new syringes for the Restylane® and Restylane® Skinboosters™ ranges, which were launched in Europe at the Monaco AMWC in April. The latter includes a SmartClick system so audible dosing can be delivered for skin hydrating treatments, as well as an easy switch off option to allow for normal product delivery through the needle and thus allow treatment versatility. The idea behind the SmartClick option is that the practitioner can focus on injection technique and not need to worry about dose delivery.

Skinceuticals also highlighted their new antioxidant night concentrate, Resveratrol B E, which will complement their range of daily applied formulas as a preventative product. It combines their highest concentration of 1% pure, stable resveratrol, alongside 0.5% baicaline and 1% alpha tocopherol (vitamin E). They presented data which showed that the product is able to increase epidermal thickness by 18.9% following nightly application for 12 weeks.

Getting back to the main conference programme; Friday saw the agendas for Cosmetic Injectables and Skincare 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.

Delegates in the injectables auditorium were treated to a double-act highlighting twenty years of experience with botulinum toxin, including a consensus on clinical data. U.S. plastic surgeon Dr. Michael Kane and German dermatology Professor Martina Kerscher shared the stage to discuss the data available to clinicians now, which compare the different formulations (brands) of botulinum toxin type A. They looked at data in relation to efficacy, duration and spread and evaluated the credibility of some of the studies and the consensus we can now all draw. They also touched on some of the things we now know about treatment protocols including how to adapt the dosing and positioning of treatment to the glabellar region depending on the specific contraction patterns of the patient, such as a downwards V or an omega sign.

Dr. Kane explained to the audience how it's important to really learn more about and appreciate the differing formulas and not just get caught up in comparisons. He said; "*People often say, 'are Xeomin units the same as Botox units?' I think this is a TERRIBLE and silly question to ask, but I used to ask it myself when I first heard about Xeomin!*"

Following that enthralling session it was going to be a tough act to follow but the learning didn't stop, and neither did the entertainment. A first for FACE, and likened to an episode of Cilla Black's *Blind Date*, by the session chair Dr. Askari Townsend, we had a live patient assessment workshop with Dr. Linda Eve, Dr. Timothy Flynn and Dr. Michael Prager.

Each doctor took it in turns to see their 'blind date' and to then evaluate this 'patient' and describe their observations and treatment suggestions to the audience, whilst marking their treatment zones on the face.



Each doctor was kept in isolation until it was their turn so they could not be party to suggestions from those going before them. The best bit?...the patient! None other than the FACE Ltd Chairman himself, David Hicks. All agreed he was a good sport.

Afterwards Dr. Tim Flynn went on to discuss techniques for treating marionette lines, 'peach pit' chins and the Nefertiti lift with toxins and fillers. Dr. Flynn explained some of the issues with the complex musculature in the lower face and how to avoid effecting surrounding muscles which may in turn affect mouth movements.

As well as plenty of useful information and a live demonstration, where he explained the fun he has taking his medical bag full of needles through airport customs, he also coined a new title for all those practising cosmetic injectables – you'll be pleased to know that you are now all "injectologists"!

The afternoon concluded with a look at various facial rejuvenation techniques, including the latest research in hyaluronic acid, platelet rich plasma (PRP) therapy, mesotherapy and stem cells.

Meanwhile the cosmeceutical programme started with an in-depth look at hyperpigmentation, including treating the condition in darker skin types and hydroquinone free topical solutions. Practitioners were treated to a back to basics look at what causes skin damage with presentations looking at photo-ageing, pollution, DNA damage and the newest area of study in Advanced Glycation Endpoints (AGE).

The rest of the agenda covered everything from antioxidants and retinoids to plant stem cells and neutraceuticals or anti-ageing nutritional supplements, many of which were being marketed in the Exhibitor hall. Key to many clinics, some practical presentations also covered the promotion of skin health and integrating skincare ranges into an aesthetic clinic business and getting patients on board.

An expert debate concluded with a panel of well known skincare experts, including Dr. Beth Briden (Neostrata®), Dr. Charlene de Haven (IS Clinical®) Dr. Zein Obagi (ZO Skin Health®), Dr. Julien DeMaude (L'Oreal – Skinceuticals®), Ms Brenda Cumming (Lira Clinical) and Dr. Carl Thornfeldt (Epionce®).

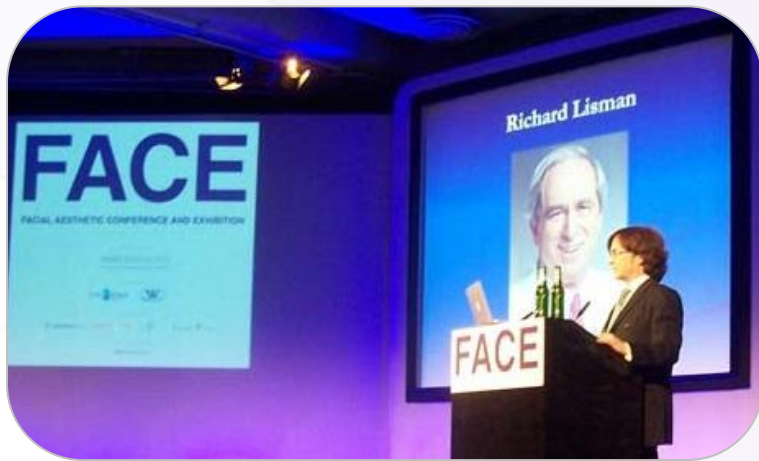


In addition, on the Friday afternoon, there was a very interesting workshop session devoted to Thread Lifts. The two hour slot saw four different speakers discussing the many and newer options now available to medics for thread lifting. Things have come along way it seems from the thread lifts of 5 or 6 years ago. Dr. Pierre Nicolau talked about the Silhouette Soft® threads which have bi-directional cones made from PLLA, (the same material as the Sculptra® tissue stimulator), which provide strong anchoring and a versatile shape for new collagen formation around the cones.

A newer thread lift concept was described by Dr. Ifran Mian and Dr Kwon Han Jin visiting from Korea. The two systems they described used polydioxanone or PDO, better known as a soluble suture material. Unlike other thread lift solutions which require an incision point and for a thread to be pulled through and placed and tightened, the various PDO systems on the market are much like injecting a dermal filler as the thread is pre-loaded into a syringe like applicator, but instead of leaving a line of filler behind, you leave a line of PDO thread. PDO threads are available in both different lengths but also different constructions include smooth or cogged or twisted formations, depending on the brand.

Finally, Dr. Alexandra Chambers set some of the myths aside which surround the use of gold threads, something which she has been performing for many years. She explained that they use 24 carat gold in the commercially made threads, and the system relies on the body's own foreign body reaction to cause a fibrosis or dermal thickening around the inserted gold thread layout which may be a fan or lattice pattern. The session drew to a close with a somewhat heated debate about the safety and practical use of different thread products; this was chaired by Dr. Lucy Glancey, who herself has performed many thread lift procedures and is currently using a bio-directional, silicone coated product called Spring Threads®.

Another established and popular feature of the FACE and BODY events now is the "An Evening With..." event which this year saw Consultant Plastic Surgeon, Dr. Michael Kane, a seasoned presenter at the FACE conference, take to the stage to enlighten the audience on his journey through medicine.



This informal and enjoyable evening showed the audience that there is much more to Dr. Kane than one might at first think from his medical CV.

A private man who now enjoys a boutique practice where he has few staff and doesn't advertise his services, he treated us to some interesting anecdotes from his time at medical school. Not a person who likes being told what to do it seems! He attributes this to why he does few clinical studies even though he is regularly asked.

Having qualified and practiced in some interesting locations in the USA which saw him treat more gun-shot wounds than possible in your average Hollywood blockbuster, he rose through the ranks to becoming a consultant surgeon.

Yet it seems that his thirst for learning and new experiences has led him to try other things in his spare time, including film school, which wasn't as successful as he'd hoped, as well as graphic design and advertising school. A little known fact that the audience found out was that Dr. Kane was one of a three-man team who went on to design the packaging for the *Botox® Cosmetic* box for Allergan! There were audible 'wows' at this point!

Dr. Kane is now asked to speak at many events around the globe and he concluded the event by sharing his extensive world photo album, mostly from conference after parties!

Saturday saw the busiest day of the whole weekend with five agendas running concurrently, including a new programme devoted to treatments for alopecia and hair loss, from topical and oral based drugs, low level light therapy, PRP and medical tattooing through to the latest robotic techniques for hair transplant surgery.

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 medical devices now available for facial rejuvenation applications; from fractional laser and radiofrequency modalities for eye rejuvenation to skin tightening with ultrasound or radiofrequency or a combination of the two. Similarly the subject of electronic medical skin needling and the use of such techniques for successfully treating scars and repigmenting burns were discussed. Speakers included Professor Mukta Sachdev, Dr. Diane Duncan, Mr Martin Coady and Professor Harry Moseley plus many more.

For the second 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 both foundation and advanced training, avoiding and managing complications as well as the importance of preparing a patient's skin for treatments. The two day programme looked at introductions to modalities for skin tightening, chemical peels and skincare, as well as acne treatments, cellulite and body contouring.

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

First up was Dr. Sandeep Cliff who gave practical tips on how to treat facial hyperhidrosis with botulinum toxin. He noted that the challenge with treating the condition in the forehead is with the risk of brow ptosis; thus it's important to keep the toxin injections along the hairline and the central region of the forehead. It must be expected to produce a certain amount of muscle weakness in the forehead, as you would achieve with a cosmetic effect, but patients are generally happy with that as the sweating has stopped which is their primary concern. He noted that facial hyperhidrosis was also possible on cheeks and across the top lip and suggested that in order to avoid side effects in the oral area and masseter problems, than small dose injections should be done in the cheeks and very close to the nasal junction.

Dr. Cliff pointed out that he's not a fan of the traditional iodine starch method for diagnosing hyperhidrosis as it's both messy and unreliable. He did however give a demonstration to illustrate how simple it is to do as a test for the condition on the forehead. When asked by the audience if he used any particular corn starch, he laughed and said; *"Any corn starch from the supermarket will work, this one is from Morrisons, I can recommend it!"*

This was followed by another double act with Dr. Kate Goldie and Dr. Marina Landau demonstrating facial contouring techniques. The focus of the demonstration was on forming the structural shape of the face and looked at stronger features such as the jaw line and chin.



Dr. Ravi Jandhyala gave a very interesting talk about a study he has undertaken to investigate quality of life and its correlation to patient satisfaction, both before and after treatment with botulinum toxin. With some clever data gathering and statistics, Dr. Jandhyala was able to assess quality of life scores for different areas of a person's life, based on importance, as well as satisfaction with their appearance prior to and after a treatment with Xeomin®. The results showed no correlation between quality of life and satisfaction scores, although both were significantly increased after treatment. He concluded that the results supported the contention that quality of life is significantly improved following treatment and that consideration should be given to incorporating the measurement of quality of life as an outcome measure following botulinum toxin treatment, especially as satisfaction does not correlate to quality of life.

Subsequent presentations looked at methods of correctly assessing patients in clinical practice based on defined personality types and their differing requirements for interaction as well as the way they journey through the decision making process.

Dr. Stefan Cano, a chartered psychologist introduced the FACE-Q system and the concept that Patient-Reported Outcome Measures (PROMs) can be beneficial in clinical practice. Dr. Cano noted that FACE-Q is also designed to be used by individual clinicians in their cosmetic practice to enable them to collect data from patients about expectations, satisfaction, outcomes and experience of care. For example, using the assessment system, a clinician may find that his or her patients considered their treatment outcomes to be excellent, but that they did not like his/her manner or were not satisfied with the office staff. Rather than lose dissatisfied patients to other providers, the clinician using the FACE-Q will better understand their patients' concerns so they can then deliver higher quality care.

Another practical session rounded off the Saturday programme with some bite-sized wise words on the key understanding of facial anatomy before you inject from Dr. Askari Townsend, followed by a masterclass in peri-orbital beautification with injections of Botox® and products from the Juvéderm® VYCROSS® range with Dr David Eccleston and Dr Raj Acquilla. The complete beautification strategy involves the use of Botox in the glabellar and crow's feet, alongside Juvéderm Volift for the mid-face, Volbella for the tear trough and Volift for the lateral brow.

Dr. Acquilla skilfully demonstrated a 6-point peri-orbital strategy, (with immediate visible post treatment lift which was very impressive).

This included the use of Juvéderm Voluma/Volift for the lateral malar fat compartment for a lateral lift, for a beautification point for cheek convexity and for the malar groove/SOOF for lid/cheek support. This was followed by Juvéderm Volbella for anatomical tear trough correction and for lateral canthus and lid/cheek junction, finishing with Juvéderm Volift for lateral brow/temple for life and angulation.



Mr. Rajiv Grover concluded by looking at how the long term use of hyaluronic acid (HA) dermal fillers can slow down facial ageing which will have implications for future non-surgical, as well as surgical treatment on a patient. Mr. Grover explained that long term and repeated placement of the HA creates fibrous tissues which seem to thicken the tissue in the Superficial Muscular Aponeurotic System (SMAS) which has an effect on slowing down the gravitation effects on ageing.

Following two full days of learning, it was time for what aesthetic practitioners do best, the FACE Social. This time it was a more informal event and in line with the World Cup football had a Rio theme. Party-goers were treated to mojito and caipirinha cocktails on arrival, followed by a deluge of tasty snacks and canapés. Much fun was had with table football competitions and salsa dancing until the wee small hours.



On Sunday delegates were again treated to five parallel agendas in the FACE 2014 programme. The Cosmetic Injectables, Business, Skincare, Equipment and Aestheticians agendas all concluded.

The Skincare agenda came to an end with topics such as managing and treating issues like post-inflammatory hyperpigmentation in ethnic skins with a variety of topical options, plus a novel treatment for scars using intralesional cryotherapy and various simple methods for dealing with other 'lumps and bumps'. The session was rounded off with comparisons of topical and light treatments for the common skin conditions of acne and rosacea.

The Equipment agenda concluded with presentations focusing on the treatment of vascular lesions with various laser and light energies including IPL and pulsed dye lasers, followed by a round-up of some recent advances in technologies used in facial aesthetics, including mixed wavelength lasers, focused cold therapy and some advice from Dr. Mark Tager on the methodology required to determine which devices provide the best efficacy, patient satisfaction and return on investment for your clinic.

The Cosmetic Injectables agenda kick started the Sunday morning with a fascinating lecture from Dr. Tim Flynn where he told the audience how he had 'returned to the chemistry lab' with an old friend from college to analyse the ultrastructure of three hyaluronic acid dermal fillers – Belotero Balance, Juvéderm Ultra and Restylane to see what he found. (His research was also funded by a grant from Merz Aesthetics).

Among the many observations that he shared with the audience he noted there was more cross-linked (high molecular weight) HA in Belotero Balance then compared to the other two brands. Belotero Balance was also the smoothest of the three, followed by Juvéderm. This was to be expected based on the known manufacturing process for Restylane which sieves the gel. He discovered that adding lidocaine to each one did not change the structure of the gels and neither did extruding each one through a 30 gauge needle. Similarly, degradation rates of all three were largely the same when they were exposed to hyaluronidase.

Members of the Aesthetic Medicine Expert Group including Mr Christopher Inglefield, Dr. Stefanie Williams, Dr. Kate Goldie, Dr. Gertrude Huss and Ms Marie Duckett shared the stage to present on an expert consensus document on the complications of botulinum toxin and dermal filler treatments, which they launched in February 2014 with fellow members Ms Fiona Collins and Mr Santdeep Paun. The document, supported by a grant from Merz Aesthetics is now in its second edition and also incorporates risk reduction and treatment protocols. It is available to buy at cost (not for profit) by emailing ameg@lbsps.co.uk.



Before lunch it was time for another masterclass with Dr. Raj Acquilla, this time joined by Dr. Tapan Patel and Dr. Raj Kanodia, who showed the audience some injection tips for non-surgical rhinoplasty, lip enhancement and treating the lower face. The session was so detailed and popular that the audience stayed firmly rooted to their chairs for half an hour into the lunch break and still clamoured to ask questions!

Dr. Kathryn Taylor-Barnes then woke up anyone in danger of a Sunday afternoon snooze by talking about plumping up an erogenous zone! She was of course referring to ear lobes and her experience using HA fillers in this area. Dr. Barnes showed some of her videos which highlighted the differing approaches to technique for volumising the area. This included needle entry from the front of the ear lobe and also from behind, which in turn disguises the entry point and evidence of treatment. She noted that ear lobes are a complimentary part of the face and sadly they are often forgotten; perhaps more practitioners will take a look at them now too.

The 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; 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 2015. 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.