

# 5 trends in aesthetic medicine in Autumn 2020



**W**e may not have had access to our skin clinics for much of this year, but curiosity around skin health and what new treatments are out there grew exponentially during lockdown as people had more time to explore social media. Dr Kim Prescott explores a few of the current trends in aesthetic medicine.

## The buzzword of 2020 is “Tweakments”

It used to be that the reassurance for having had “good work” was that your friends would ask for your doctor’s phone number. But times are changing, anti-ageing science and technology are advancing, and increasingly, the best indication of a successful “tweak” is that your friends tell you that you’re looking relaxed. More people are looking for ways to achieve a naturally refreshed appearance, communicating graceful self-

confidence and good health.

The demand for more subtle, less invasive, treatments is increasing, including softer anti-wrinkle treatments and a drop-off in requests for traditional dermal filler. Collagen induction and biostimulation are the hottest search terms, with treatments like radiofrequency microneedling (eg VoluDerm HE, Morpheus 8 and Potenza) and Prophilu dominating the searches and the media attention.

## The rise of the Superfacial

Celebrities coming out of lockdown with a desperation to deal with the dreaded Zoom Face ensured that treatments that deliver fast and effective results have been a hot topic on social media. It seems to make sense that having 2 or 3 treatments at a time instead of only 1 should lead to greater satisfaction, and every aesthetic clinic now has their own version of the combination



Results of a Pyramid FaceLift

superficial. Some of these treatments are more hydrating and reviving like the Geneo 4-in-1 and the Hydrafacial, but others will combine regenerative medicine with microneedling, radiofrequency, ultrasound and/or lasers for advanced skin rejuvenation.

The most advanced treatments aim to address every layer of the face, helping to achieve results that are described as rivaling a face lift, but with minimal downtime. Mixed modality treatments like the celebrity favourite, the Pyramid FaceLift, will induce collagen production, tighten, volumise and resurface the skin, and tone the facial muscles and the all-important SMAS layer of the lower face for a non-surgical lifting of the face and neck.

The difficulty for many doctors has been a lack of evidence for the improved efficacy of these combinations. Treatments often combine technologies from rival companies and regenerative treatments that have only recently been accepted as having scientific validity, so reports at conferences have been largely anecdotal. As aesthetic medicine has moved back into the academic arena there has been a demand for robust evidence encouraging technology companies to partner with academic researchers to conduct clinical studies. This has gone a long way to providing reassurance for some of these treatments, and it is worth requesting this evidence from your clinic before investing in your skin.

## PRP combined with microneedling to prevent hair loss

Kourtney Kardashian underwent a hair restoration procedure and documented her experiences on Keeping Up With the Kardashians, helping to popularise a treatment that was already widely used for facial rejuvenation (partly thanks to Kim Kardashian who filmed herself undergoing a Vampire Facial at the height of her social media fame). The use of platelet rich plasma combined with microneedling, or administered via a special needling device (Aquagold® or Wow® Infusion), is widely used to repair damaged follicles and encourage thicker, fuller hair growth in both women and men.

It is advisable to have this procedure performed in a specialist clinic, and is usually done in conjunction with supplements, medication and lasers.

## Jawline definition

Well defined jawlines and smooth necks have always been more difficult to achieve in ageing skin - as we know from witnessing countless Hollywood personalities with unlimited budgets and turned-up collars. Requests for treatments to refine the jawline and help manage double-chins are increasingly coming from those in their 20s and 30s, in order to enhance their selfie profiles. The skin in this area is thinner, with less natural oil production, so has traditionally been a more difficult area to manage. Newer technologies like RF microneedling have changed this equation, along with new fillers and superior thread-lift techniques that allow for some impressive non-surgical lifting of the neck and jawline.

## The skin reflects whole body health

The pandemic has heightened our awareness of the impact of our lifestyle and environment on our whole body and the need to address inflammation and cellular health. The skin is the largest organ in the body and it makes sense that it reflects our overall state of health, so treatments that address oxidative stress in the body and skin at the same time have understandably been in the spotlight. Popular new treatment trends – see VitraLift® and Vit It - combine bespoke intravenous nutritional infusions with advanced skin rejuvenation treatments in a single session.

Your skin doctor or nurse is now very likely to include nutritional advice into your skin regimen, with particular emphasis on vitamin D levels at this time of year. New testing kits that can be used at home allow clinics to analyse your nutritional status and recommend supplementation based on your results. ■



Left: Skin rejuvenation using RF microneedling (VoluDerm)



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