

Aesthetic surgery update

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Other key developments

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Within the fields of surgical and non-surgical cosmetic procedures there are also a wealth of new developments emerging that could shape the future of the industry.

Stem cells

Somewhat controversial for their link to human embryos, the use of stem cells is actually **one of the most significant future areas to watch for** in the fields of medicine and skin healing.

As consultant plastic surgeon Rajiv Grover explains: "Stem cells are also present in adults but they're sitting dormant. We're beginning to understand that if you take fat from one part of the body and transplant it to other parts, like the face, those adult stem cells may have an effect on **rejuvenating and forming younger stem cells.**"

Grover believes this area is going to flourish over **the next three to four years.**



DepiCool's London salon

Entering the mass market

As the desire for surgical and non-surgical treatments spreads, the availability of such procedures is becoming **increasingly widespread.**

For example, DepiCool - the Spanish hair removal company using new Intense Pulsed Light technology - is competing on price both in its home nation and more recently the UK, where it has just launched. As a result, other salons may have to reduce their rates as their customers move elsewhere, but this development could also **help grow the market as new consumers afford to partake.**

DepiCool has been so successful since its 2006 launch that it is considering offering treatments for scars, thread veins and facial rejuvenation.

UK regulation

Part of the problem with procedures entering the mass market is regulation. Unlike in the US, where services are managed by the Food and Drug Administration (FDA), **controlling who administers procedures in the UK - specifically non-surgical ones - is an ongoing debate.** More and more medi-spas are opening with beauty therapists allowed to give fillers, for example, due to a lack of regulation in the UK (Botox is prescription-only, so doesn't have the same problem).

The Independent Healthcare Advisory Services has now completed its work on developing a set of standards for injectables, allowing providers in the UK to self-regulate and thus **provide themselves with a kitemark that will help the public recognise who is reliable.**

The government is set to review this model in 2010, although making dermal fillers prescription-only could be the answer.

Laser surgery is also undergoing a period of change at the moment as the government tows and froes over deregulating it.

Trends to watch...

- Stem cells
- Procedures entering the mass market
- Regulation
- Skin analysis

Skin analysis

There is a growing trend for **more tailored and specific understanding of individual skin types**.

As surgeon Dr Askari Townshend of Northampton's Townshend Skin Clinic explains, there are now **photographic systems available to measure skin age** and see sun damage, pigmentation and broken vessels all before they are visible on the surface.



Restylane SUBQ

Meanwhile, at the UK's Plastic Surgery Associates, a series of blood and hair tests has been devised with Harvard professor Sayed Haq to **help determine cellular health** - from hormone balance to mineral levels - bringing understanding to what lies at the root of a person's ageing and broader illness.