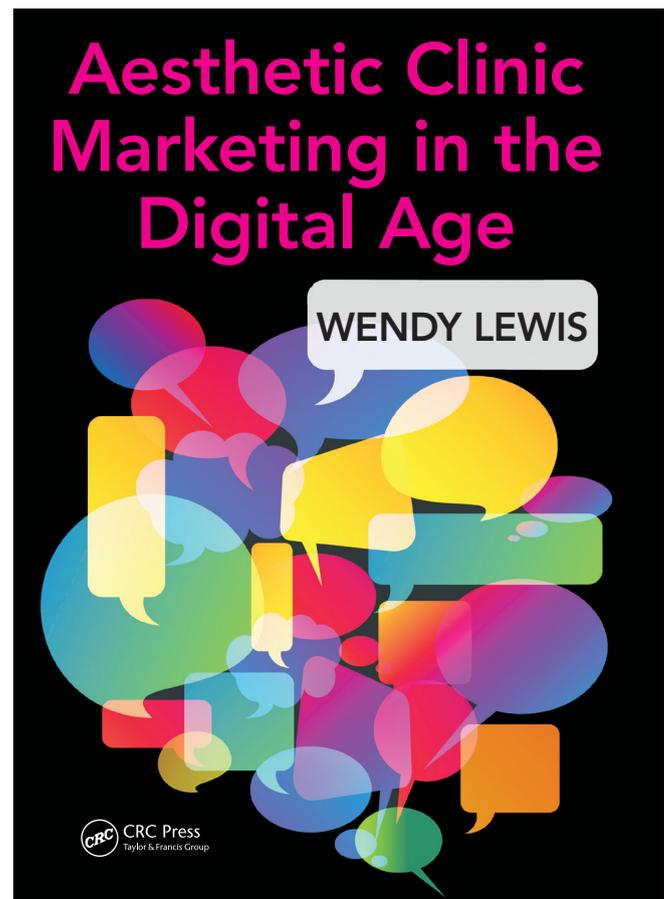


NEW SOCIAL MEDIA MARKETING BOOK FOR AESTHETIC PHYSICIANS

Social media offers aesthetic practitioners a new way to connect with consumers. However, to many aesthetic physicians and practice managers, digital media can be overwhelming. A new book from Wendy Lewis— *Aesthetic Clinic Marketing in the Digital Age*—was written to help physicians navigate the world of social media and digital marketing. With more than 20 years of experience in medical aesthetics, Ms. Lewis offers a unique understanding of the challenges aesthetic practices face every day to market their products and services ethically, manage patients, and stay profitable. Ms. Lewis, a *Modern Aesthetics*® Contributing Editor, says the book was written specifically for healthcare professionals in need of an in-depth introduction and comprehensive action plan for digital marketing, social media, and aesthetic clinic management.

The book offers insights on the new way of thinking from print to digital marketing and compares and contrasts the most popular and relevant social networks for aesthetic practitioners. With material tailored specifically to aesthetic healthcare professionals and skincare experts, it offers up-to-date tips and strategies for how to use each online platform to help grow your practice. The book also includes hands-on advice and best practices for building a clinic website and blog, email programs, and newsletters, as well as how to create content that speaks to your brand, professional videos, memorable images, and unique hashtags.

The book is available now for pre-order at crcpress.com.



Obagi Eyes Future Under New Ownership

The sale of Obagi Medical Products from Valeant Pharmaceuticals to the Haitong International Zhonghua Finance Acquisition Fund I, L.P. and limited partners China Regenerative Medicine International (CRMI) Ltd. is now complete. The new Obagi organization will remain headquartered in Southern California.

In a letter to customers announcing the sale, Jaime Castle, President and General Manager, Obagi, said that under new ownership, “Obagi will renew its mission as a leading global physician-dispensed skin care company offering you the same high-quality Obagi products and high-level of customer service you have come to expect and deserve.”

Obagi products will continue to be distributed through McKesson Specialty.



Merz Partners with Supermodel Christie Brinkley as Brand Ambassador

Supermodel, actress, and entrepreneur Christie Brinkley recently partnered with Merz to promote the Xeomin (incobotulinumtoxinA) and Ultherapy brands. Merz kicked off the partnership by hosting two receptions at the American Society for Dermatologic Surgery Annual Meeting in October in Chicago. Both receptions, held on Friday, October 6, were attended by Ms. Brinkley.

At the first event, held at the Langham Hotel, Philip Burchard, CEO of Merz, and Bob Rhatigan, CEO of Merz North America, toasted Ms. Brinkley and the newly announced partnership. Ms. Brinkley shared that she chose to have the lines between her brows treated with Xeomin and Ultherapy, the non-surgical skin tightening and lifting treatment, on her neck and décolletage.

More than 300 doctors attended the second reception later that evening on the roof of The Wit hotel. Attendees took advantage of the opportunity to have their pictures taken with Ms. Brinkley and were able to get a first look at the brand-new campaign imagery, including counter cards and in-office banners.

Mr. Rhatigan addressed the crowd, noting excitement around the partnership—a first-of-its-kind for the company. “Merz is dedicated and heavily invested in the US as our largest market globally, so while we have never had a celebrity partnership before, when we heard that Christie was an

advocate of both Xeomin and Ultherapy—we knew that was an opportunity we could not pass up,” Mr. Rhatigan said.

Ms. Brinkley commented that, “with all that is going on in the world today, it is great to know that you can visit your dermatologist and help eliminate the frowns lines caused by watching the news too much.”

As part of the partnership, Ms. Brinkley will share her overall beauty routine, including her tips for flawless skin, healthy hair, a strong body, and a clean diet.

“I am vigilant about choosing products and treatments that help me to look as vibrant as I feel. When it comes to my body, I don’t compromise. Eating organic, exercising, practicing yoga and being active—it’s all part of staying healthy. I chose Xeomin (incobotulinumtoxinA) because it is highly purified, FDA-approved and clinically proven to temporarily smooth the lines between the brows,” Ms. Brinkley said. “There are so many great non-invasive ways to give you the ‘perk’ that can help you look as good as you feel inside. That is why I am excited to work with Merz to help raise awareness that there are treatment options like Xeomin (incobotulinumtoxinA) and Ultherapy available to adults of every age when they feel like they can use a little extra zing.”

Dr. Patricia Wexler, a New York City-based dermatologist, commented on the partnership in a press release, noting, “Patients come to my practice to explore aesthetic medical options to help them look their best. I appreciate that Christie is sharing her experiences with Xeomin (incobotulinumtoxinA) and Ultherapy, letting people know that in-office treatments do not have to be intimidating and can help the world see them as they see themselves.”

My New Favorite Thing: NEVISENSE



“NeviSense is the newest melanoma detection device approved by the US Food and Drug Administration. This device uses electrical signals to predict the likelihood of a melanocytic lesion being normal or abnormal. This is a non-invasive measurement and only takes a few minutes. It’s a perfect fit in our practice, where we focus on personalized and individualized care. Along with careful physical examination, dermoscopy, and lesion photography, NeviSense will allow our practice to have the most comprehensive and advanced technology to diagnose melanocytic lesions. This potentially life-saving technology will allow us to diagnose atypical lesions early and decrease the number of biopsies of less atypical lesions, saving patients from unnecessary procedures and scars. We are excited to be the first practice in US to bring NeviSense to our patients.”

Gary Goldenberg, MD | New York City, NY

The Key to More Youthful Looking Skin May Lie in the Genes

Some individuals’ skin appears more youthful than their chronologic age, and now new research indicates that increased expression of certain genes may be the key to intrinsically younger looking—and younger behaving—skin.

The findings appear in the *Journal of the American Academy of Dermatology*.

“It’s not just the genes you are born with, but which ones turn on and off over time,” explains lead author Alexa B. Kimball, MD, MPH, a dermatologist and President and CEO of Harvard Medical Faculty Physicians at Beth Israel Deaconess Medical Center, who conducted research for the study while previously at Massachusetts General Hospital. “We found a wide range of processes in the skin affected by aging, and we discovered specific gene expression patterns in women who appear younger than their chronologic age.”

To produce a comprehensive model of aging skin, Dr. Kimball and colleagues collected and integrated data at the molecular, cellular, and tissue levels from the sun-exposed skin (face and forearm) and sun-protected skin (buttocks) of 158 white women ages 20 to 74 years. As part of the study, the team looked for gene expression patterns common in women who appeared years younger than their chronologic age.

The physical appearance of facial skin was captured through digital images and analysis. Skin samples were processed for analysis and saliva samples were collected for genotyping.

The analyses revealed progressive changes from the 20s to the 70s in pathways related to oxidative stress, energy metabolism, senescence and skin barrier. These changes were accelerated in the 60s and 70s. Comparing sun-exposed and sun-

protected skin samples revealed that certain genetic changes are likely due to photoaging.

The gene expression patterns from the women in the study who were younger appearing were similar to those in women who were actually younger in age. These women had increased activity in genes associated with basic biologic processes, including DNA repair, cell replication, response to oxidative stress, and protein metabolism. Women with exceptionally youthful-appearing facial skin in older age groups also had higher expression of genes associated with mitochondrial structure and metabolism, overall epidermal structure, and barrier function in their facial epidermal samples, as well as dermal matrix production.

A better understanding of the genes associated with youthful-appearing skin may point to new strategies to enhance factors that slow the skin’s aging process. This work also confirmed that ultraviolet (UV) exposure is a main driver and accelerator of skin aging.

“We were particularly surprised by the identification of a group of women who not only displayed a much more youthful skin appearance than would be expected based on their chronological age, but who also presented a specific gene expression profile mimicking the biology of much younger skin. It seems that their skin looked younger because it behaved younger,” Dr. Kimball notes. “Improving our understanding of which choices and factors led to this specific profile is likely to be of great interest across the ages.”

The research team included investigators from a variety of institutions, including Massachusetts General Hospital and Harvard Medical School, The Procter & Gamble Company, Procter & Gamble IGK, and 23andMe, Inc. This work was supported by Procter & Gamble.

BY THE NUMBERS

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Percentage of prospective patients who are unaware of financing options for cosmetic procedures. And almost two-thirds of these patients would be more likely to book if they were aware that financing was a viable option, according to a survey by ZALEA, LLC.

Rapid approval, along with credit card incentives, were shown to be a central component in the decision process to seek financing. While all aspects of financing were of relative importance, survey respondents said that the length of the loan, total interest and annual percentage rate (APR) were most important when looking for credit options to finance a cosmetic procedure. However, millennials age 21-29, ranked monthly payment amount as most important when looking for credit options. This group also highly values time-saving perks including online applications and quick approvals—with 64 percent of them more likely to apply online.

Milestone Scientific Gears Up To Launch New Botox Delivery Instrument

Botulinum toxin injections may be about to get smarter and more comfortable as Milestone Scientific, Inc. readies to launch its novel and proprietary cosmetic injection instrument.

The new cosmetic injection instrument allows the clinician to inject accurate doses with the precision of a stylus pen that is designed for comfort and superior tactile feel. Each injection is verified with audible sound feedback confirming unit dose and each injection is documented with an electronic record.

The company has completed the design process and manufactured a set of fully functional pre-production devices. In

addition, they have completed a series of multi-state human factors studies with targeted customers. The first launch will take place in Europe, followed by the US and across Asia.

Fat Reduction Following Treatment with BTL Vanquish Lasts Four Years

Abdominal fat reduction achieved via BTL Vanquish and Vanquish ME lasts for at least four years, according to new long-term data released by the company. Both devices use radiofrequency (RF) energy to reduce fat.

The study evaluated 13 individuals who received the BTL Vanquish treatment four years (+60 days) prior, utilizing the same measurement markers as those at the 1-month follow-up visit in the original *Journal of Drugs and Dermatology* study. Patients preserved an average 75.2 percent of the original body contouring effect four years post treatment series as demonstrated by abdominal circumferential reduction.

While the treatments cannot prevent any future weight gains, the data showed sustained treatment results and no long-term side effects.

eRelevance Appoints Chief Creative Officer: Chris Greta

Chris Greta has been appointed as the first chief creative officer for eRelevance Corporation. With 36 years of experience in the advertising, branding and creative industries, Greta will lead the company's overall creative vision and strategy, including creative direction for client marketing, as well as the company's corporate marketing programs and product experience.

"We are delighted to welcome Chris to the team," says eRelevance CEO and Co-founder Bob Fabbio. "With his unparalleled success developing cutting-edge creative for companies in a variety of industries, he will drive a culture of creativity that will guide every facet of our business. For our elective healthcare and other small-business clients, he will be instrumental in redefining the level of marketing sophistication, creativity and effectiveness available to them."

Mr. Greta will help eRelevance deliver creative excellence previously beyond the reach of small businesses. He has held various senior art director and creative director roles at several direct marketing, advertising, branding and creative agencies. He founded The Ad Ranch, a full-service agency, which he sold to Catapult Systems. He later formed Slingrock.com, an award-winning interactive, branding, design and marketing agency. Most recently, he served as senior brand architect, creative director and creative facilitator at The 24 Hour Brand. ■