

# What's In and What's Out

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UNIVERSITY OF MIAMI  
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of MEDICINE

***No relevant conflict to disclose***

***Off-label applications may be  
discussed***

# “Filler Ban” / “Pillow Face”

## Young people are fleeing fillers and opting for face-lifts

Beauty influencers tell "Impact x Nightline" about their cosmetic surgeries.

By [Marjorie McAfee](#), [Claire Pedersen](#), [Lizann Robinson](#), [Laura Coburn](#), [Mack Muldofsky](#), [Stephanie Ramos](#), and [Sean Keane](#)

January 24, 2025, 8:22 AM



In March 2024, [Tallulah Willis](#) shared that after six years of getting filler injections, [she'd gotten it dissolved](#). The star got candid, telling fans that she'd made the decision after "being very emotionally and psychologically wrapped up in what I thought it gave me."

The next month, [Lisa Rinna](#) responded to criticism of an "[overfilled look](#)" sharing that she'd recently tried a filler "was not good" for her and [had since dissolved it](#).

[Olivia Culpo](#) shared in May that she had [dissolved her lip filler](#) before her wedding to Christian McCaffrey. "I'm really happy [with] the way they look now. Debating filling again but might just keep like this for the wedding," the then 31 year old told fans at the time.



BEAUTY

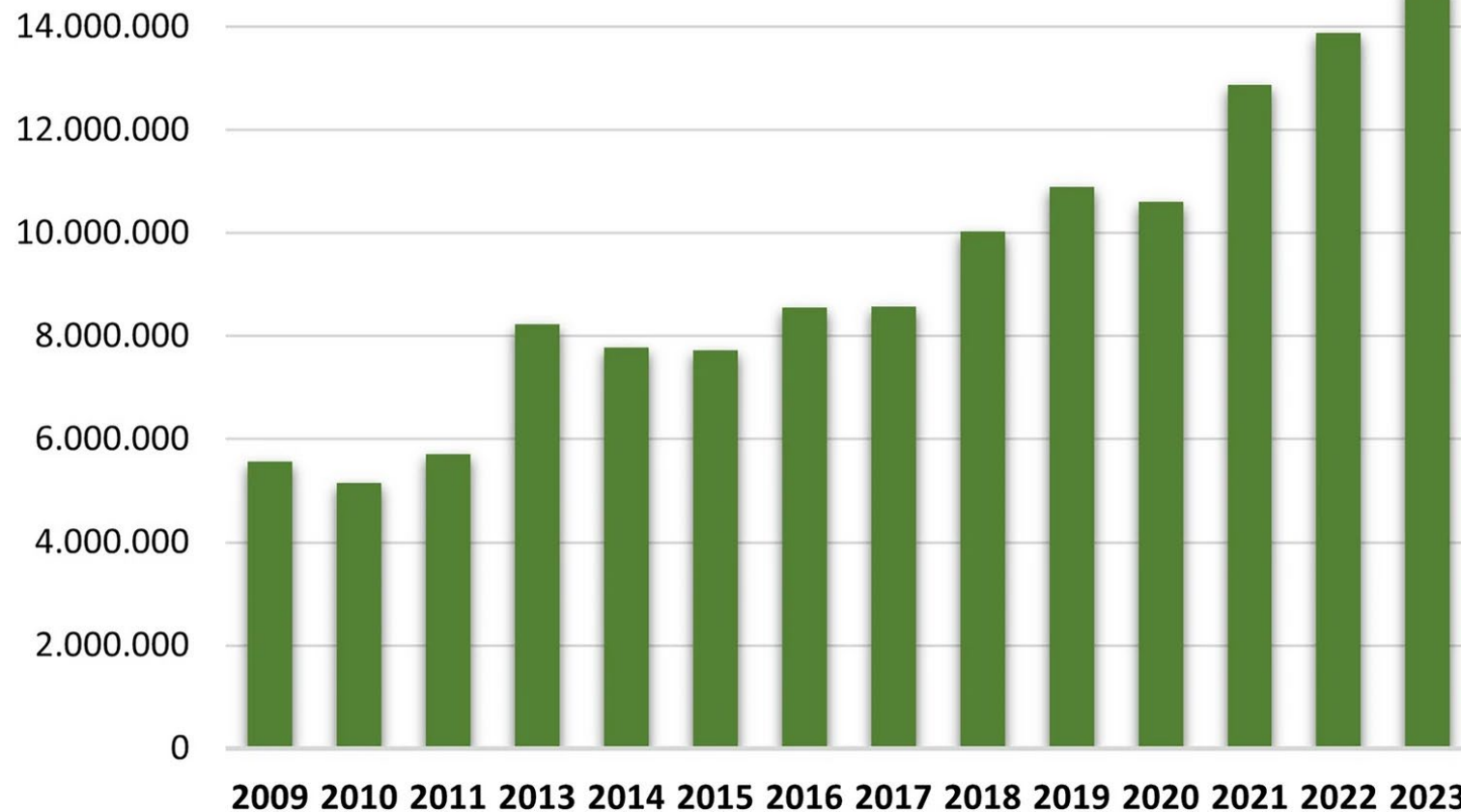
### Are We Entering the Anti-Filler Era?

BY AUDREY NOBLE  
October 21, 2024

<b>COSMETIC MINIMALLY INVASIVE PROCEDURES*</b>	<b>2023</b>	<b>2022</b>	<b>% CHANGE 2023 vs 2022</b>
Neuromodulator injection (Botox <sup>®</sup> , Dysport <sup>®</sup> , Xeomin <sup>®</sup> , Jeu-veau <sup>®</sup> , Daxxify <sup>®</sup> )	9,480,949	8,736,591	9%
Lip augmentation (with injectable materials)	1,439,291	1,378,631	4%
Noninvasive fat reduction (e.g., CoolSculpting <sup>®</sup> , Liposonix <sup>®</sup> , Emsculpt <sup>®</sup> , Vanquish <sup>®</sup> , Zerona <sup>®</sup> , Kybella <sup>®</sup> )	745,967	682,932	9%
Noninvasive skin tightening (e.g., Pelleve <sup>®</sup> , Thermage <sup>®</sup> , Ulthera <sup>®</sup> )	438,211	408,970	7%
Sclerotherapy	515,602	491,330	5%
Skin resurfacing (e.g., dermabrasion, chemical peel, lasers - ablative/non-ablative, microdermabrasion)	3,501,696	3,322,292	5%
Skin treatment (combination lasers) (e.g., laser hair removal, IPL treatment, laser tattoo removal, laser treatment of leg veins)	3,101,772	2,915,199	6%
Hyaluronic acid fillers (e.g., Juvederm Ultra <sup>®</sup> , Ultra Plus <sup>®</sup> , Voluma <sup>®</sup> , Volbella <sup>®</sup> , Vollure <sup>®</sup> , Restylane Lyft <sup>®</sup> , Restylane Silk <sup>®</sup> , Belotero <sup>®</sup> , Bolvella <sup>®</sup> , Restylane <sup>®</sup> )	5,294,603	4,883,419	8%
Non-hyaluronic acid fillers (e.g., Radiesse <sup>®</sup> , Sculptra <sup>®</sup> , Bellafill <sup>®</sup> , Renuva <sup>®</sup> )	924,549	852,905	8%
<b>TOTAL COSMETIC MINIMALLY INVASIVE PROCEDURES</b>	<b>25,442,640</b>	<b>23,672,269</b>	<b>7%</b>

\*\* All procedures include data from ASPS members as well as non-member dermatologists and otolaryngologists.

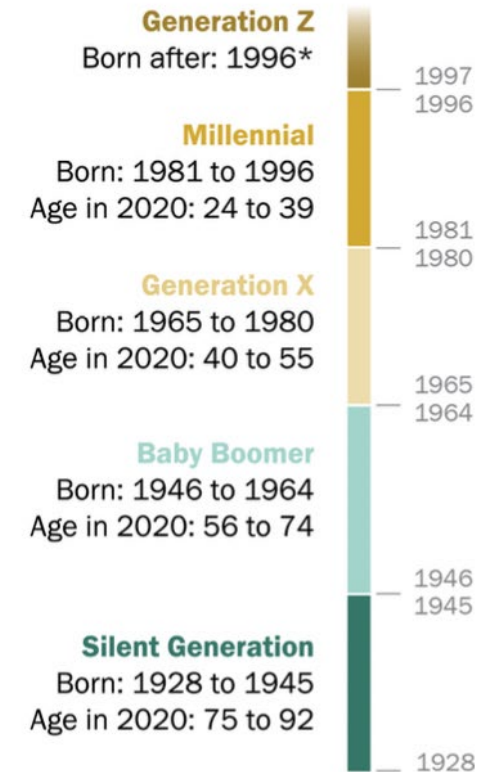
# ***Global Volume in Injectables 2010 - 2023***



# Trends in Aesthetic Procedures

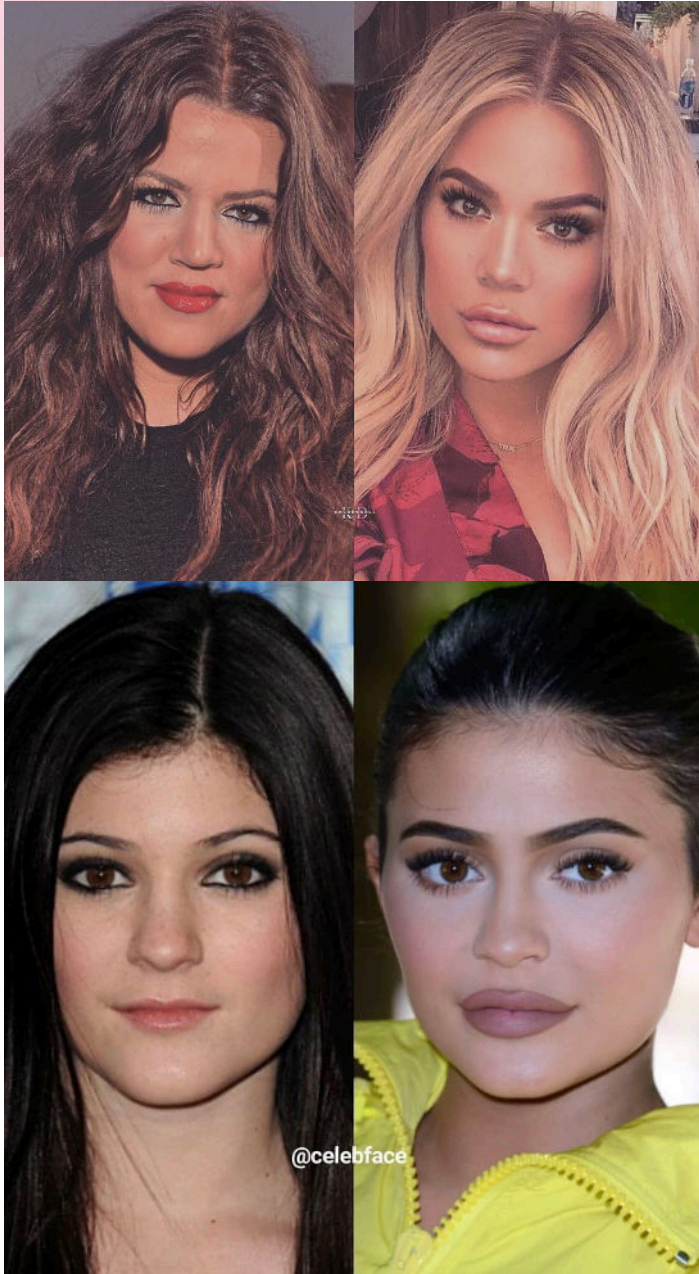
- Continued increase in aesthetic procedures
- The millennial takeover continues
  - Patients aged 56 or older represent a lower % of overall procedures in 2021
- Social media influences consumer trends

## The generations defined



\*No chronological endpoint has been set for this group.  
“On the Cusp of Adulthood and Facing an Uncertain Future: What We Know About Generation Z So Far”

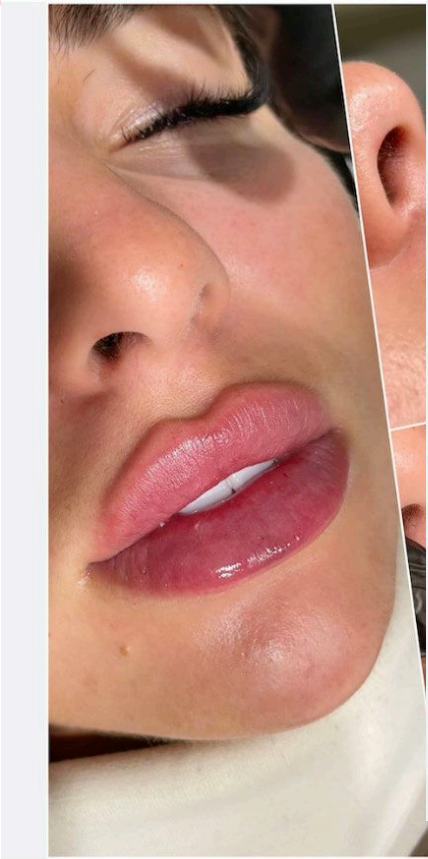
PEW RESEARCH CENTER



## ***Social Media***

- Instagram, Facebook, YouTube, TikTok, Reddit, consumer driven online sites
- Both providers and consumers can be “Influencers”
- Increased acceptance of cosmetic procedures

# What's Out





# ***What's In***

- Age- appropriate treatment plan while preserving individuality
- Rejuvenation vs. Pre-juvenation vs Beautification
- Multi-modal approach for panfacial/ long term plan, while targeting specific factors / vectors in aging
- Treat the skin, not just the lines

# Popular Procedures in the Younger Patients



## Neurotoxin

- Brow lift
- Lip flip
- “Baby botox”
- Eye opening BTA

## Dermal fillers

- Lips
- Undereye
- Cheeks
- Jawline

## Laser

- Acne scar
- Rosacea
- Photodamage

# ***Frequently Requested Procedures***

- Brow lift
- Eye shaping
- Preventative (aka “baby botox”)
- Lip flip
- Lip filler



# ***Brow Lift***



***Age- appropriate treatment plan while  
preserving individuality***

# “Baby Botox”



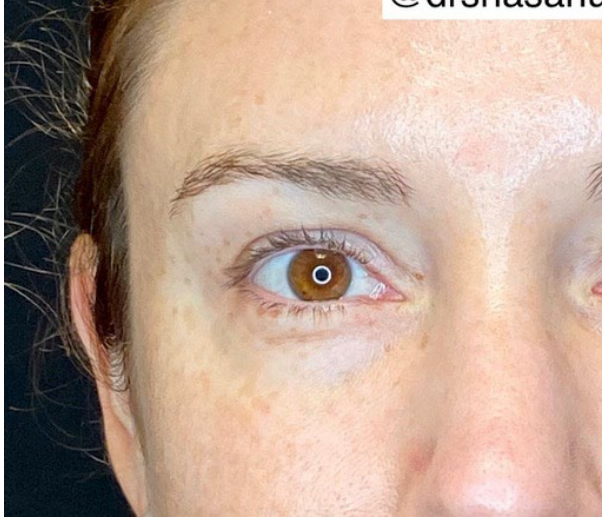
@drshasahu



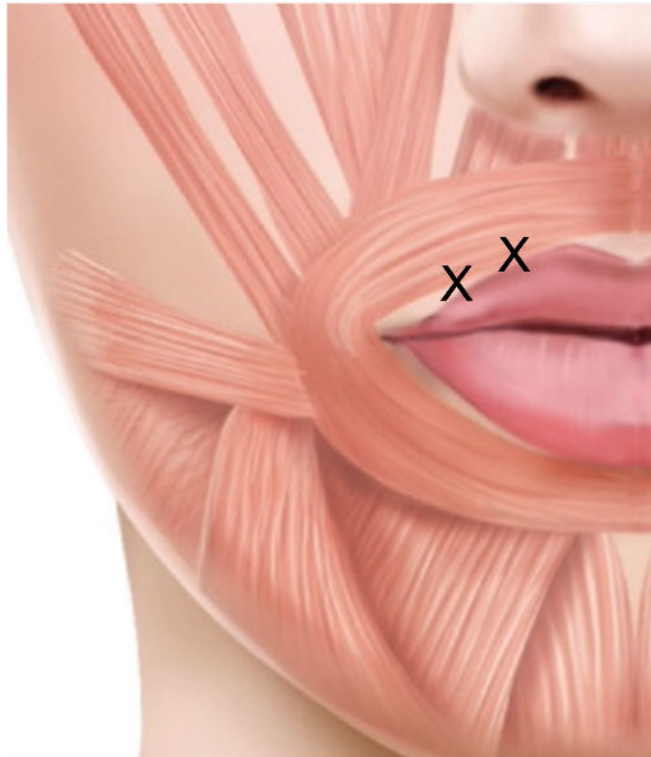
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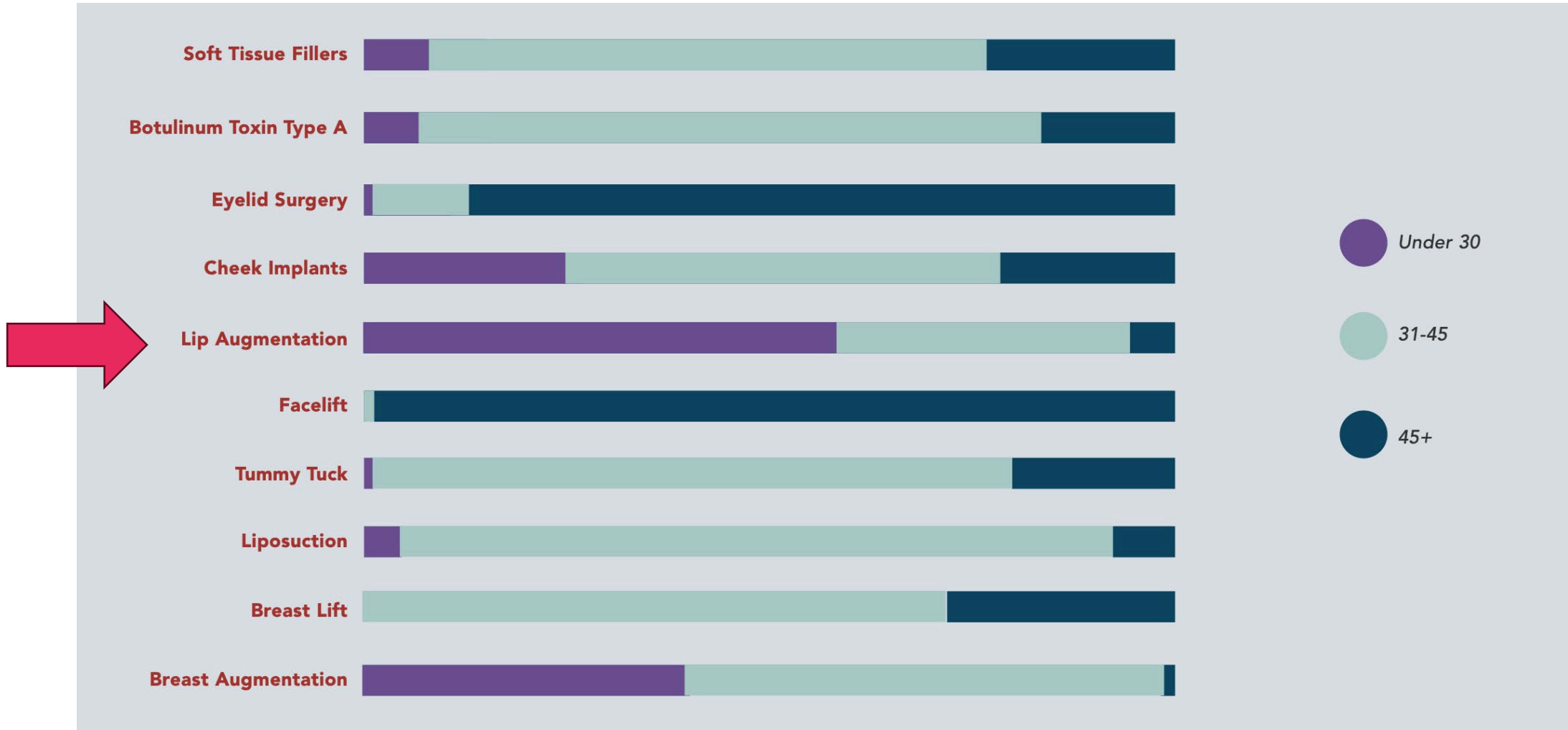


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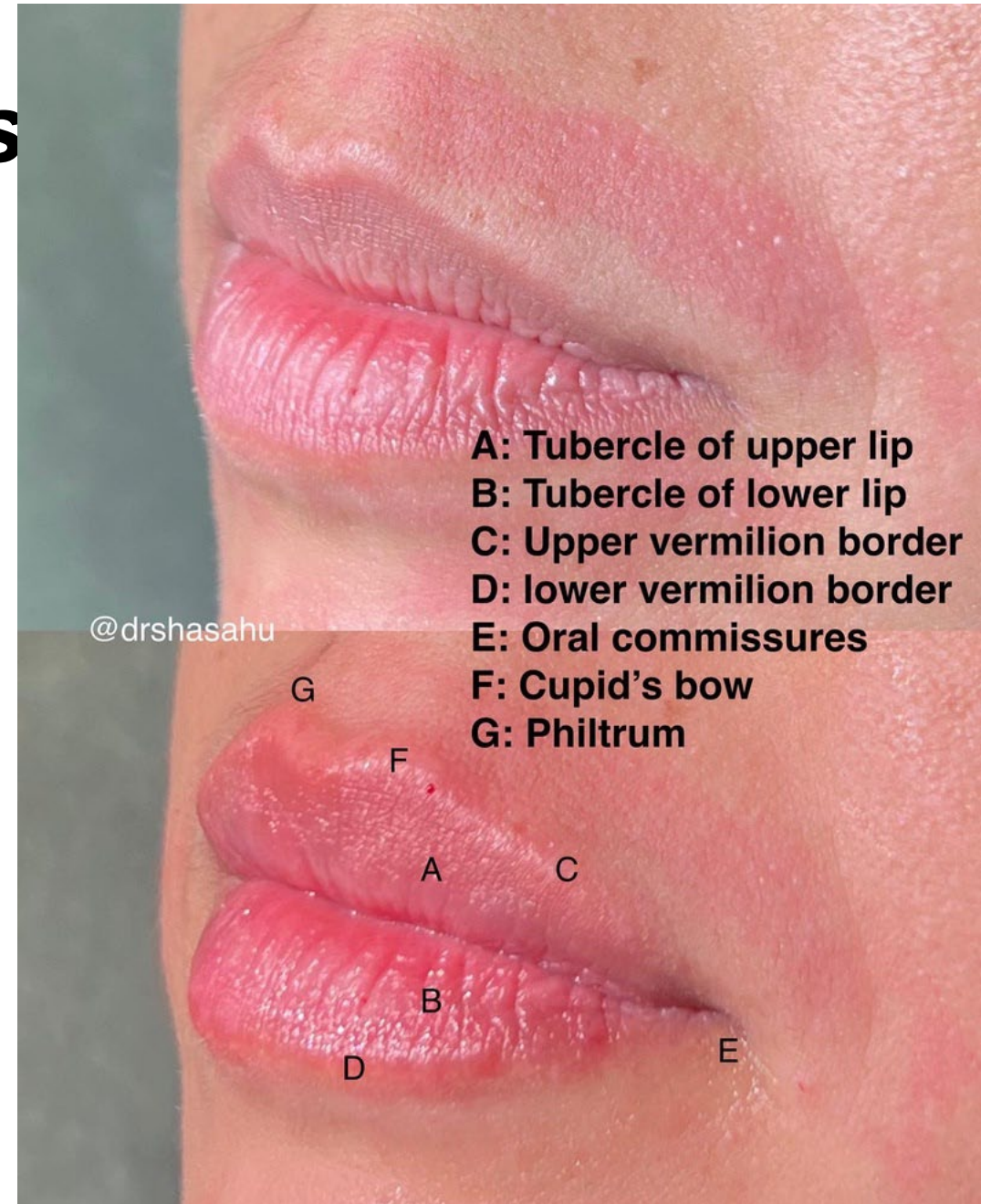
# “Lip Flip”



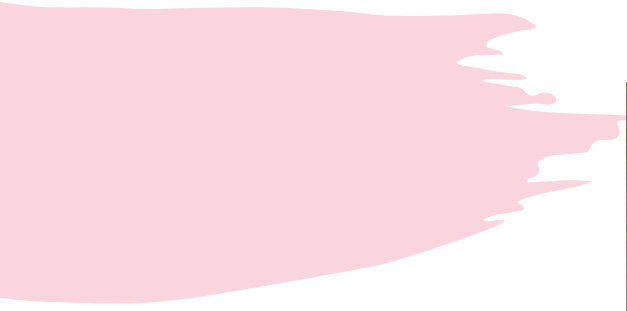


# *Lip Filler Considerations*

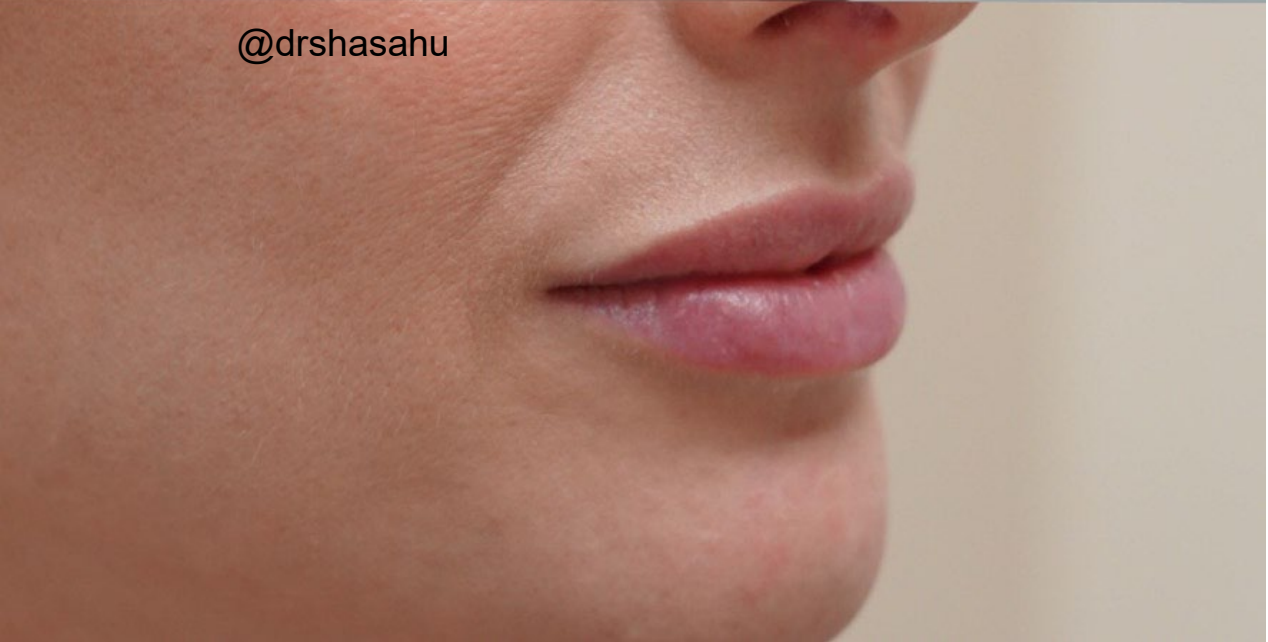
- Lip filler may be the “gateway” procedure for Gen Z (vs. neurotoxin for millennials)
- The devil is in the detail
- Manage expectation & post-procedure care
- Limit to 1ml per session







@drshasahu



# ***Be ready to treat overfilled lips***



A large, light pink brushstroke graphic that serves as a background for the text. The stroke is thick and has a textured, hand-painted appearance with irregular edges.

***Jawline contouring is the  
new “lip filler”***

# ***“Profileplasty” / Jawline Beautification***

- Fueled by social media/ celeb transformation
- Chiseled, snatched, contoured jawline/ profile
- Multi-modal approach is often needed



# ***Submental fat reduction with deoxycholic acid***





***Chin filler: projection, size, proportion, nasomental angle***

# *Deoxycholic acid + filler*

5/2020

12/2020



# *Masseter BTA + chin filler + DCA*







# ***Masseter BTA + undereye filler + chin filler***





***Age- appropriate treatment plan while  
preserving individuality***

# ***Beautification without Distortion***



***Undereye filler, masseter slimming, upper lip filler, jawline with HD CAHA***



# ***Jawline Enhancement***





# ***What's In***

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- Rejuvenation vs. Pre-juvenation vs Beautification
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***Panfacial PLLA, BTA, lip filler to address multiple vectors in facial aging and to improve skin quality***

# Global Consensus Guidelines for the Injection of Diluted and Hyperdiluted Calcium Hydroxylapatite for Skin Tightening

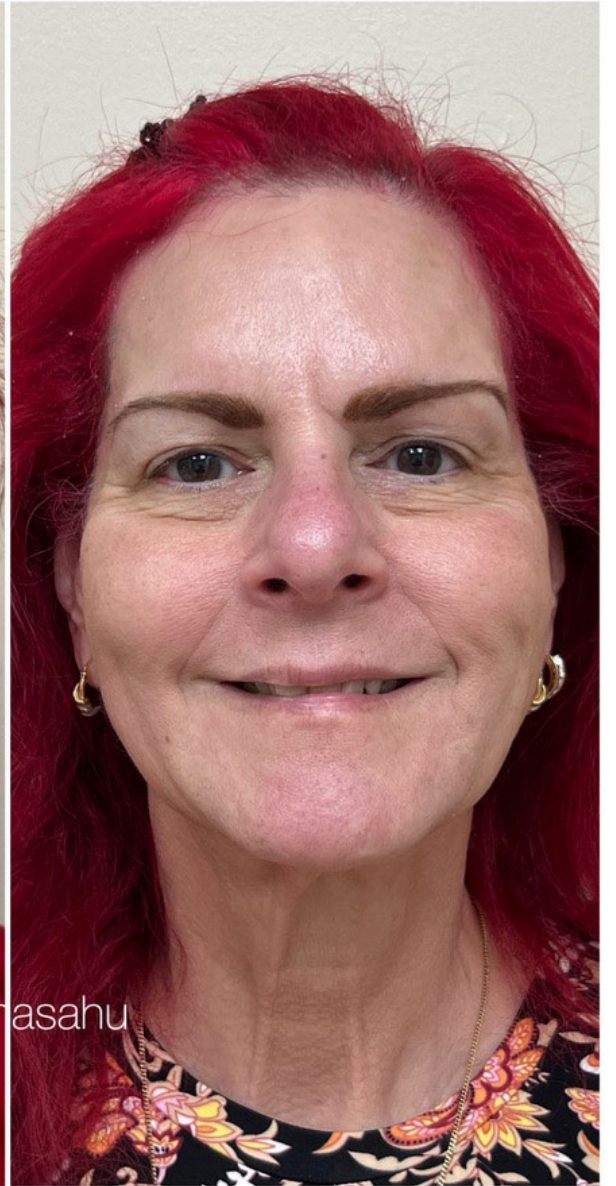
**TABLE 4. Recommended Treatment Paradigm for Diluted and Hyperdiluted CaHA**

<i>Indication</i>	<i>Average Volume of Undiluted CaHA</i>	<i>Dilution Ratio</i>	<i>Injection Plane/ Technique</i>
Pan-facial rejuvenation	1.5 mL/side	Most commonly 1:1; up to 1:3	Subdermal Retrograde linear fanning
Neck	1.5 mL	1:2–1:4	Immediate subdermal Retrograde linear threads
Décolletage	1.5 mL	1:2–1:4*	Immediate subdermal Retrograde linear threads
Mild laxity of the upper arm	3 mL/arm	1:2*	Immediate subdermal Retrograde linear fanning
Abdomen	1.5 mL/100 cm <sup>2</sup>	1:1	Subdermal Cross-hatching or fanning
Buttocks			
Gluteal sagging; mild dermal irregularities	1.5 mL per side	1:2 and 1:6, layered	Deep dermal Cross-hatching
Mild laxity of the legs	1.5 mL/100 cm <sup>2</sup>	1:2*	Immediate subdermal Horizontal “rasping”
Cellulite	1.5 mL per side	1:1	Subdermal Vectored fanning
Striae	1.5–3 mL per session	1:1	Subcutaneous to superficial dermis Microbolus or retrograde linear thread

\*In select situations and in individuals with thicker skin, dilution ratios of 1:1 may be more appropriate. CaHA, calcium hydroxylapatite.

# *Hyperdiluted CAHA*





***Now what  
about fat loss?***



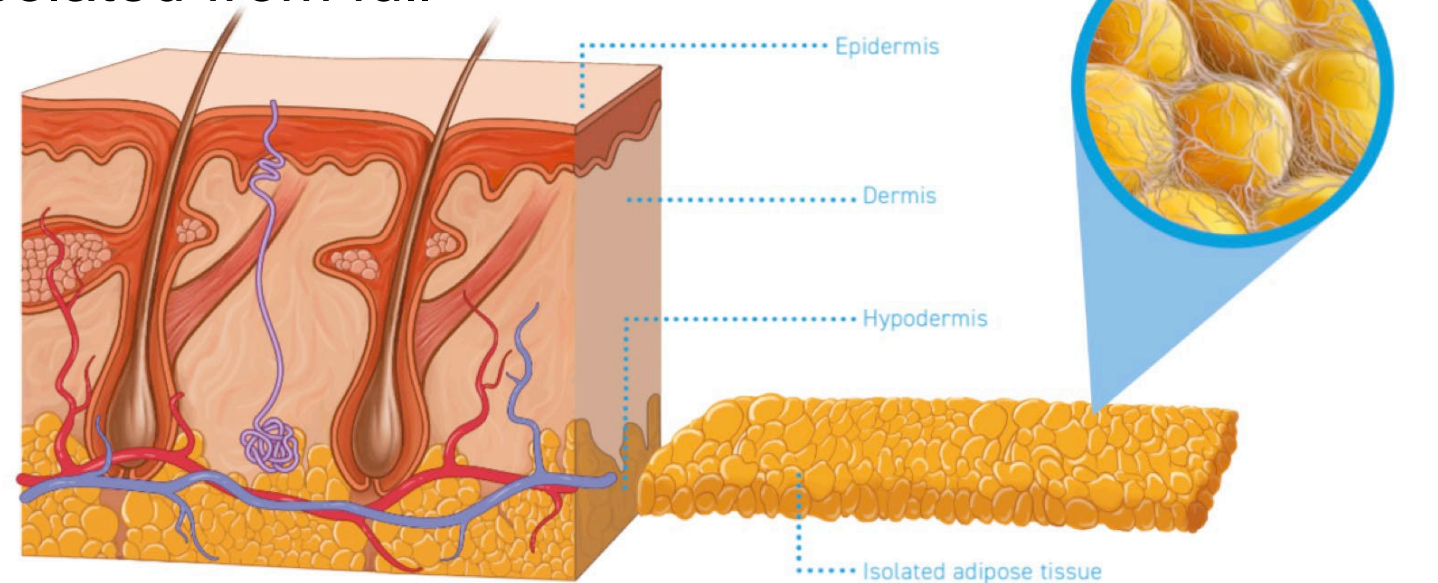
# Renuva is not a Filler

Off-the-shelf allograft adipose derived matrix

Material	HA	PLLA	PMMA	CaHa
Composition- Synthetic Polymers	Hyaluronic acid Synthetic- man made HA	Polylactic acid Ground up vicryl sutures	Polymethylmethacrylate bone cement ground up fiberglass	Calcium Hydroxyapatite Synthetic Calcium derivate consisting of calcium microspheres
Onset of Action	Immediate	3 weeks	Immediate & Gradual	Immediate & Gradual
Duration	6 - 24 Months	25 Months	Up to 5 Years	12 Months
MOA	Various Degrees of Tissue Integration & Binding with Water	Collagen Stimulation of Type I and III	Collagen Stimulation of Type I and III	Immediate Fill & Collagen Stimulation of Type I and Type III
Notable Properties	G' X-Strain Cohesivity Filler Fatigue Frequent Injections Required to Maintain Results	3-Treatment Series Same Material as Dissolvable Stitches	Made From Synthetic Polymer Known as Plexiglass Microspheres Generate Collagen Permanent Implant associated with Chronic Inflammation & fibrotic nodules	G' 30% CaHA 70% Gel Carrier No Reversible Agent Opaque Material Makes It Visible on CT Scans & XRays

# *Renuva – filling the gap*

- Off-the-shelf allograft adipose derived matrix
- contains the same matrix proteins and components found in native adipose tissue
- Hypodermis/Adipose layer isolated from full thickness skin



Slide courtesy of MTF

# Clinical Studies



## In-Vitro, In-Vivo, and Wrist Studies

2019 Kokai *et al.*  
Injectable allograft adipose matrix supports adipogenic tissue remodeling in the nude mouse and human



## Panniculectomy Study

2020 Kokai *et al.*  
Clinical evaluation of an off-the-shelf allogenic adipose matrix for soft tissue reconstruction



## Temple Study

2020 Gold *et al.*  
A multi-center, open-label, pilot study of allograft adipose matrix for the correction of atrophic temples



## Face Study

Gold *et al.*  
A multi-purpose, prospective, multi-center, single blind, clinical study to evaluate the safety and efficacy of allograft adipose matrix (AAM) at full and half concentration for pre-jowl and malar augmentation to correct age-related volume deficit in the face



***Total of 9ml Renuva over 2 sessions***



## *What's always in*

- Have a solid foundation in skin biology
- Understand the impact of skin color, skin type on treatment efficacy and safety
- Less is more
- When in doubt, don't do it



# ***Questions***

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