

CCR

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CCR 2023

Trends Report

CCR's annual Trends Report and Press Conference, discussing the medical aesthetic industry's current trends in surgical and non-surgical aesthetics. Co-edited by Francesca Ogiermann-White, editor of Tatler's annual Beauty & Cosmetic Surgery Guide and founder of *The Beauty Triangle* and Shannon Kilgariff, *Aesthetics* journal editor and Aesthetics Event Manager.

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CCR 2023 Trends Report: **Optimising Health to Elevate Results**

A look at how health and wellness will shape the aesthetics specialty over the next year

Last year the CCR Trends Report revealed how general health and wellness was becoming a priority to optimise aesthetic treatments.¹ This year it takes centre stage. Women's health, medical weight management and regenerative treatments have dominated health headlines in 2023 and, according to CCR's thought leaders, will continue to do so in 2024.^{2,3,4} Our experts also report that there is far more focus on skin quality and LGBTQ+ inclusive aesthetics this year, so share how they expect these areas to evolve over the coming months. Here's what they said...

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TREND 1

Championing Women's Health with Dr Mayoni Gooneratne

A need for change

As a surgeon, aesthetic practitioner and functional health specialist, Dr Gooneratne has worked across multiple aspects of women's health. From conducting surgical reconstructions for women who've spent many years suffering from faecal incontinence, to performing full-face rejuvenations with aesthetic treatments, Dr Gooneratne prides herself on supporting women to be more confident in all aspects of their lives.

Throughout her career, a common theme Dr Gooneratne has noticed is that many women suffer in silence for a long time. She explains, 'In my surgical work, I've heard awful stories of how women have been gaslighted, side-lined and reassured that both forms of incontinence are totally normal and should be accepted. Likewise, I've seen many women who come to my aesthetics clinic with concerns about how they look, but then open up and tell me it's more than their lines and wrinkles that bother them.' She adds that low mood, sleep deprivation and weight gain associated with the menopause are all having an impact, and many women struggle to access the support they need.

Dr Gooneratne says symptoms can often be dismissed or downplayed as 'something to put up with' by GPs, or women are quickly prescribed hormone replacement therapy (HRT) or anti-depressants with little education around what else can help.

This inspired Dr Gooneratne to create Human Health, a secondary arm to her clinic which provides wellness-focused services for women. Here she focuses on functional medicine, whereby she and a team of specialists identify the root cause of women's concerns and address them at the source.

Educating yourself

While childbirth, menopause and general ageing all have an impact on our health and wellbeing, Dr Gooneratne says there's so much we can do to make the experiences more manageable and prevent ourselves from becoming unwell, but we must invest in ourselves now.



In my surgical work, I've heard awful stories of how women have been gaslighted, side-lined and reassured that both forms of incontinence are totally normal and should be accepted.

She highlights that while celebrities such as Davina McCall have started conversations around menopause and women's health in recent years, it's now time for healthcare professionals to lead the education and women to make more informed decisions about their lives – whether this be how to prepare for giving birth to how to manage menopausal symptoms.

Over the next year, Dr Gooneratne says we can expect to see a lot more focus and education around women's health. Events such as Menopause in Aesthetics – designed to educate aesthetic practitioners on how to support perimenopausal and menopausal women – and Pause Live – a direct-to-consumer menopause event taking place on November 25th this year, will play a significant part.

According to Dr Gooneratne, women also need to take matters into their own hands. **“Whether this is improving diet, enhancing your exercise regime or making more time for yourself, it’s important for women to recognise that there are ways to live happier, healthier lives if we take action now, rather than relying on medication and NHS support in our later years,”** she says.

From a medical aesthetics point of view, Dr Gooneratne highlights that better health leads to better quality of skin and will enhance the outcomes of your treatment, so it’s well worth investing in.

A younger focus

While conversations around menopause have dominated headlines for some time now,² it’s expected that focus will shift toward younger women. The Government has recently launched a national online survey in England that will help shape the future reproductive health policy,⁵ while we’re likely to start seeing positive changes from last year’s £1.97 million investment into women experiencing reproductive health issues in the workplace.⁶



Whether this is improving diet, enhancing your exercise regime or making more time for yourself, it’s important for women to recognise that there are ways to live happier, healthier lives if we take action now, rather than relying on medication and NHS support in our later years.

On an individual level, Dr Gooneratne comments that women can benefit from the rise of FemTech – technology designed to support women’s health, such as tracking your menstrual cycle. **“Apps like Moody Month and Flo are great as they help explain why you may be feeling a certain way and teach you how to manage concerns through meditation, strength exercises, sleep support and more,”** she says.

An anti-inflammatory nutritional approach combined with techniques such as seed cycling is also something Dr Gooneratne expects to grow. **“By eating certain seeds during the follicular and luteal phases of our menstrual cycles, we can help promote the healthy balance of oestrogen and progesterone levels. There is plenty of anecdotal evidence to suggest that it can lead to better moods, ease menopausal symptoms, treat polycystic ovarian syndrome and endometriosis, and boost fertility. I’m looking forward to more scientific data emerging over the next couple of years,”** she says.

Dr Gooneratne has curated and will speak at the inaugural Medical Longevity Summit at CCR – this two-day event on October 19th and 20th will educate healthcare professionals on promoting healthier and longer lives for patients.

TREND 2

Medical Weight Management with Dr Kam Lally

Weight-loss jabs – an ethical dilemma?

As a GP and aesthetic practitioner, with a special interest in weight management, Dr Kam Lally is always on top of weight loss trends – of which there are many. From the latest fad diets to certain exercise routines promising to transform your figure, he’s seen many come and go over the years.

One, however, has really caught the attention of lots of people this year. A report by research company Morgan Stanley has indicated that a greater understanding of obesity’s root causes and the benefits of treating it to prevent associated illnesses has driven record levels of interest in weight loss drugs. In particular, there’s been a huge uptake in people seeking semaglutide-based injectable drugs that are traditionally used to manage blood glucose levels in people with type 2 diabetes. The report predicts that sales of obesity medicines to treat diabetes will exceed \$56 billion in 2030, compared to the \$40 billion estimated previously.³ Dr Lally explains that these work by reducing appetite to make it easier to lose weight. In the UK, the main brand used for diabetic patients is Ozempic, which is now being used off-license in non-diabetic patients for weight loss.⁷

In September 2023, another brand of semaglutide – Wegovy – was made available on the NHS and privately in the UK, specifically for weight management services.



Now that people are aware of the benefits of weight loss injections, it’s likely we’ll continue to see demand increase from those looking for a rapid solution to weight loss.

Providers must follow professional guidelines and consider national advice, which states that users must have a body mass index (BMI) of more than 30 and at least one weight-related comorbidity.⁸

“Now that people are aware of the benefits of weight loss injections, it’s likely we’ll continue to see demand increase from those looking for a rapid solution to weight loss,” explains Dr Lally. He warns, however, “If you’re considering using them, be aware of side effects such as nausea, vomiting and diarrhoea, as well the rare but serious risk of pancreatitis. Most significantly, I’d urge those who have a healthy BMI to bear in mind that semaglutide is in short supply. Ethically, is it ok to use it over someone who has diabetes or other significant health issues?”

The influence of gut health on mental wellbeing

For some time, we’ve known that there is a connection between our gut and brain. Physical and chemical connections such as the vagus nerve (running from the brain to the colon) and neurotransmitters (which help regulate digestion and emotional wellbeing) play a role, while your gut microbiome can directly impact your immune system.⁹ Dr Lally explains that researchers have also found a link between chronic gut conditions such as irritable bowel syndrome and poor mental health.¹⁰

“With this knowledge comes the power to make a change. More and more people are becoming aware of their gut-brain axis, and there’s now increased evidence of what types of foods and supplements can help,” he says, explaining that a diet that includes probiotics and prebiotics can greatly enhance your gut health, as well as your mood, while making nutritional changes can, of course, contribute to better weight management.

“It’s likely that there will be increased research into the gut-brain axis in the coming years, which will make more people aware of the benefits beyond weight loss and improve both physical and mental health in general,” suggests Dr Lally.

Access to genetic testing

Access to tests that can identify how your genes respond to certain foods and exercises, how your body metabolises different food groups, and any vitamin deficiencies or food intolerances you may have, are now becoming much more accessible.¹⁰

Dr Lally explains that aesthetic clinics across the country are beginning to incorporate these tests into their offering, with the aim of providing a well-rounded service whereby they look at the source of people’s weight struggles rather than just treating the symptoms with body contouring or weight loss procedures.

He highlights that being able to help people recognise what may be triggering their weight gain or making it difficult for them to lose weight is hugely rewarding, as many will struggle for years with no progress. “The phrase ‘eat less, move more’ is ingrained in all our minds but, in my experience, isn’t necessarily suitable for everyone. Sometimes switching something in your diet or exercise regime is all that’s needed, so being able to identify this is hugely valuable through genetic testing and something I expect to become ever more popular over the next year,” says Dr Lally.

Biohacking – a fancy word for DIY

“One of the most exciting trends within the weight management field has to be biohacking,” says Dr Lally. Essentially, biohacking is ‘do-it-yourself’ biology whereby you make small changes to your lifestyle, diet and exercise to improve your health and wellbeing.¹²



This is when your body digests damaged cells as it doesn’t need to focus on digesting food, which can have positive effects on your overall health.

For example, increased evidence of the benefits of intermittent fasting is emerging, particularly in regard to autophagy.¹³ “This is when your body digests damaged cells as it doesn’t need to focus on digesting food, which can have positive effects on your overall health,” explains Dr Lally.

He adds, “Cold therapy is another area that can help, with low temperatures boosting your metabolism and burning fat. This can be achieved through cold showers, ice baths and cryotherapy, which is now accessible via many aesthetic clinics.”¹⁴

Seek professional help

Of course, all of the approaches for weight management described require and/or benefit from experienced medical support. Dr Lally says, “Making significant changes to your diet and exercise comes with risk, especially when you’re trying a new method that your body may not be familiar with.”

The good news is that medical weight management really is here to stay and we expect more and more clinicians, including aesthetic practitioners, to be offering support over the next couple of years.

Dr Kam Lally is speaking on enhancing public health and longevity through weight management at the Medical Longevity Summit on Friday 20th October at 11:45am.

TREND 3

Skin and Injectable Demands with Dr Priya Chadha

What patients want

From her London-based clinic, plastic surgery doctor, expert aesthetic practitioner and global speaker Dr Priya Chadha mainly sees patients who are the educated consumer willing to spend time and money to look after themselves, their appearance and their psychological wellbeing. **“Among them, demand for the natural ‘Kate Middleton’ look continues to grow,”** she says, adding, **“The patients I treat want to look fresher, brighter and good for their age. This is now effortlessly possible with all of the advancements in aesthetics and correct training.”**

While of course types of treatments in demand are likely to vary across the UK, particularly amongst different categories of patients, a Google Trends report indicates that searches for ‘natural lip filler’ have increased by 60% in the past year,¹⁵ while searches for the ‘no makeup look’ have rocketed by 130%.¹⁶ This is in line with what Dr Chadha is seeing in clinic and around the world at the international conferences she presents at. **“My aesthetic peers and I are also noticing that women want to ‘wear their skin’, so are seeking skin rejuvenation treatments that encourage them to go make-up free,”** she explains.

Choosing a treatment and selecting skincare

Thankfully, we now have skin-promoting treatments that Dr Chadha expects to surge in popularity over the next year. She says, **“If you’re looking for a quick fix, then Profhilo is an option – two treatments two weeks apart and you can expect short term, good skin – perfect for an upcoming event. But, if you can invest more time, then Restylane Skinboosters and biostimulators such as Sculptra by Galderma are my go-to. In my experience, the longevity and level of satisfaction is incomparable, and it’s all down to the technology they are formulated on.”**

For Restylane skin boosters, three treatment sessions are required, usually three to four weeks apart, with maintenance treatments every six months. The product gradually builds your skin’s hydration, improves the texture and gives a long-lasting radiance and glow.¹⁷

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Of course, high quality skincare is a must to optimise the results of any aesthetic treatment. Dr Chadha highlights, **“The brands I recommend are SkinCeuticals, AlumierMD and Obagi Medical. Each comprises fantastic ranges that use clinically proven ingredients to suit multiple skin concerns. Depending on your skin type, some may be more suitable than others so I urge everyone to have a consultation with a skin specialist who can advise on the best products for you.”**

Evolution of demand

Dr Chadha explains that 10 years ago, the demand for particular procedures was driven by the patient and social media. **“Now patients recognise the knowledge and capabilities of practitioners, so are happy to listen to our recommendations and appreciate the individualised treatments we are able to offer,”** she says.

TREND 4

Regenerative Aesthetics
with Dr Steven Cohen

Reversing ageing

Last year's CCR Trends Report was one of the first to predict the rise of regenerative treatments in 2023.¹ And it was spot on. While certain treatments have been around for a while, developments in fat grafting, exosomes and polynucleotides in particular have propelled the conversation around regenerative aesthetics to new heights, says Dr Steven Cohen, a plastic surgeon specialising in aesthetic and regenerative facial treatments.

Unlike typical aesthetic treatments that camouflage signs of ageing, regenerative approaches address the root cause. While they all work in slightly different ways, they each aim to regenerate damaged and ageing cells which, essentially, enhances skin quality.¹⁸

"Regenerative treatments really do create a 'Benjamin Button' effect whereby we're reversing biological ageing. More and more practitioners are introducing these futuristic approaches to patients, representing a seismic shift in how aesthetic treatments are viewed," says Dr Cohen.

Reaching a new type of patient

Dr Cohen highlights that regenerative methods are now attracting a whole new demographic of patients who were previously fearful of the 'overdone' look associated with fillers and anti-wrinkle injections. "People are excited by treatments that utilise their body's own natural processes. We're confidently able to make patients look like more youthful versions of themselves – which has always and will continue to be in demand."

That said, Dr Chadha notes that with a current lack of regulation and appropriate training, there will always be practitioners who don't have the skills required to know how to adapt techniques and personalise treatments. As an example, she highlights, "We're still seeing a lot of inappropriate filling and sometimes it's very subtle! Areas as simple as the mid-face and cheeks included, which can unintentionally make people look like the 'Maleficent' Disney character – it looks very unnatural."

Another trend that has dominated in recent years is creating exaggerated features typically found in other ethnic groups to that of the patient themselves. "Caucasian women wanting big lips and buttocks more like Afro-Caribbean women is just one example and, in my opinion, is something that I fear will trigger an identity crisis in the next 10 to 15 years," suggests Dr Chadha, adding, "We'll look back and wonder why we didn't just appreciate and champion our natural ethnic beauty and the body we were born with. Instead we seem to still be conforming to social media and reality TV norms."

Thankfully, education on how to treat different ethnicities with respect to patients' natural features is improving. Dr Chadha emphasises that she is seeing more of her peers recognising their own limitations and becoming willing to learn how to adapt their techniques. "This can only be a good thing – in the coming years more practitioners should be able to better cater to individual needs and create the natural results that will continue to be in demand," she suggests.

Dr Priya Chadha is speaking at CCR on performing combination treatments to rejuvenate and brighten the upper face.

TREND 4 cont.

Regenerative Aesthetics with Dr Steven Cohen

Personalised and preventative approaches

According to Dr Cohen, genetic tests are also now allowing us to better understand why we age in the way we do, and how quickly this may progress. This enables us to tailor treatments to patients' individual needs and introduce preventative measures to slow their ageing process.

He adds, "In my experience, more people are becoming interested and engaged with the abilities of genetic testing and personalised preventative treatments across healthcare. Functional medicine approaches are growing in popularity as people appreciate that making small changes now can greatly impact their health in the future."

While being hugely beneficial from an aesthetics point of view, Dr Cohen highlights that it's also excellent news for general healthcare. "In the future, I hope to see more early diagnosis of serious illnesses such as cancer, leading to more effective and accessible treatment for all," he says.

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TREND 5

LGBTQ+ Inclusive Aesthetics with Dr James Olding

Evolution of acceptance

"Society's approach to inclusivity has evolved so much, just in my adult lifetime," says Dr James Olding – a specialist registrar in oral & maxillofacial surgery, and aesthetic practitioner. Of course, there's still work to be done and Dr Olding says he's glad to see that those working within aesthetics are beginning to recognise and put effort into this.

He explains that manufacturers, suppliers, events and publishers are all adapting their services, so practitioners have better access to training and education on how to cater for every type of aesthetic patient – not just your typical woman looking to feminise her features.

Understanding individuality

"To enhance this further, we need to improve understanding of the differences between gender identity and sexuality, and recognise that the two do not define one another," says Dr Olding, explaining, "For example, there's a common assumption that a homosexual man will want to look more feminine. In my experience of treating many gay men, this is absolutely not the case. Many have been called horrible names growing up and don't want to be associated with feminine features, instead requesting masculinisation treatments like a stronger chin and jawline."

Dr Olding continues, "Equally, I treat lots of Middle Eastern heterosexual men who want higher eyebrows – a popular treatment approach with women. Grouping stereotypical traits of gender and sexuality together is clumsy – we need to treat everyone as an individual."

While consideration for treating transgender patients has been around for a couple of years, we're now also starting to see attention given to non-binary patients.

Regulation in medical aesthetics

The lack of regulation within aesthetics has always been a huge concern. And with the specialty growing at an unprecedented rate, the risk and occurrence of complications has rapidly increased.

After many years of campaigning, we are finally starting to see positive change at a government level. Following the passing of the Health and Care Act in 2022,¹⁹ a new licensing scheme is expected to be introduced in England within the next couple of years. This means practitioners will need to be licensed to perform specific procedures, while the premises they operate from will also have to be licensed. Hopefully, these changes will set a precedent for the healthcare departments in Wales, Scotland and Northern Ireland to follow suit.

A public consultation whereby anyone can submit their views on how the licensing should look is open until October 28,² so if you care about making aesthetics safer, get your comments in quickly and help spread the word!

CCR leads the way in discovering the latest trends

As the UK's largest aesthetic conference and exhibition, CCR is giving a platform to revolutionary treatments, techniques and trends that will shape the future of the speciality in 2024 and beyond. The event brings together thought leaders and innovators to share best practice and ideas to make aesthetics safer, more effective and increasingly inclusive for everyone in the UK.

This is the first year that CCR has really expanded its reach to bridge the gap between medical aesthetics and wellness and longevity treatments, recognising and highlighting that the aesthetics space is becoming more than a place to talk about lines and wrinkles. As evidenced in this report, the specialty is evolving to provide much more holistic services to patients wanting to enhance every aspect of their lives.

With a long track record for predicting the hottest trends for the coming year, the CCR Trends Report really is worth paying attention to!

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By making these changes, we are seeing more varied types of patients feeling confident to seek treatment and being empowered by the outcomes they can achieve. I'm looking forward to supporting the growth of this in 2024.

“In my experience, expectations from aesthetic treatments completely vary; again, emphasising the need for a truly bespoke approach,” he says.

Educational tools

As a trainer for Allergan Medical Institute and his own training academy Interface Aesthetics, Dr Olding emphasises that there's growing focus on non-gendered and individual beauty with specific considerations for patients who are part of the LGBTQ+ community. This involves how other practitioners are taught and the tools and education that are shared in the Allergan Aesthetics Consultation App.

“By making these changes, we are seeing more varied types of patients feeling confident to seek treatment and being empowered by the outcomes they can achieve. I'm looking forward to supporting the growth of this in 2024,” he concludes.

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If you would like to learn more about the CCR Trends Report, interview any expert practitioners or try any of the treatments mentioned, contact **Mantlepiece PR:**

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About Aesthetics and CCR

Aesthetics is a media and event portfolio servicing the medical aesthetics profession. This exciting market is growing rapidly and Aesthetics' corporate customers include pharmaceutical producers of injectable products, as well as skincare companies and laser device manufacturers.

The portfolio encompasses the monthly print Aesthetics journal, a strong online and social presence, and three annual events: the prestigious Aesthetics Awards ceremony, and two leading conferences and exhibitions – ACE and CCR.

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About Easyfairs

Easyfairs organises and hosts events, bringing communities together to visit the future. We currently organise 200 face-to-face events in 14 countries and manage eight event venues in Belgium, the Netherlands and Sweden.

Visit the future with Easyfairs and find out more on www.easyfairsgroup.com