



***Update in Aesthetic Medicine
for the Millennial Patient:
Practical Pearls for Patients
Across Generations***

Z. Paul Lorenc, MD

Omar Ibrahim, MD

Shasa Hu, MD

Women under 45 drove cosmetic surgery surge during pandemic: survey

By [Hannah Sparks](#)

August 24, 2022 | 8:26pm | Updated

The Economist

Menu

Weekly edition

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The Cosmetic Surgery “Zoom Boom” Is Real — But There’s More To The Story

JOLENE EDGAR

LAST UPDATED [OCTOBER 6, 2021, 1:55 PM](#)

[International](#) | [Here’s looking at me](#)

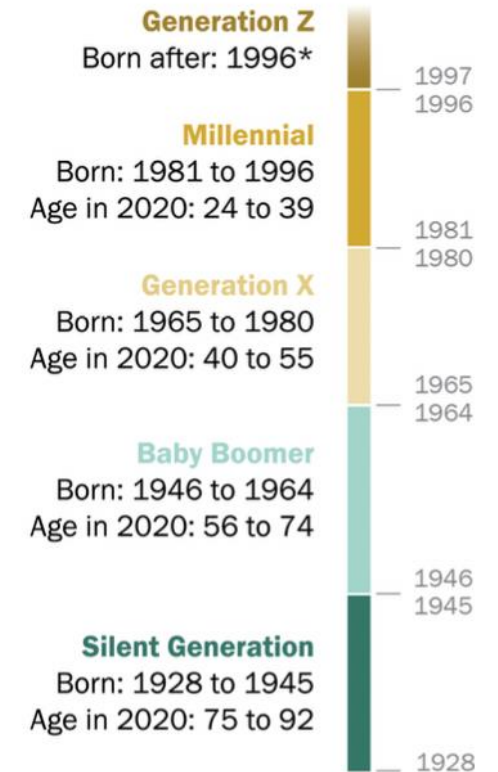
Covid-19 is fuelling a Zoom-boom in cosmetic surgery

Depressed by your appearance on video calls? Men and women alike are splashing out on face-lifts, lip-plumping and more

Trends in Aesthetic Procedures

- Continued increase in both invasive / noninvasive procedures in the US and worldwide
- The millennial takeover continues
 - Patients aged 56 or older represent a lower percentage of overall procedures in 2021
- Trending towards more gender balanced procedures
- Social media is the key marketing platform

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

The Millennial Patient

- Born 1981- 1996
- While millennials are considered economically disadvantaged with more student debt / lower incomes, they outspend boomers 2:1 in the self-care industry
- Worldwide, millennials are also more likely to consider preventative treatments compared to any other age-group
- Heavily influenced by social media

Aesthetics in the Millennial Patient

- A review of procedures over 4.5 years in a single practice August 2015 to February 2020
- Top procedure: 1/4 of total were injectable neurotoxins
- The second most common procedure: vascular laser (telangiectasias, rosacea, angiomas, scars, striae, and acne)

TOP 5 MINIMALLY INVASIVE PROCEDURES

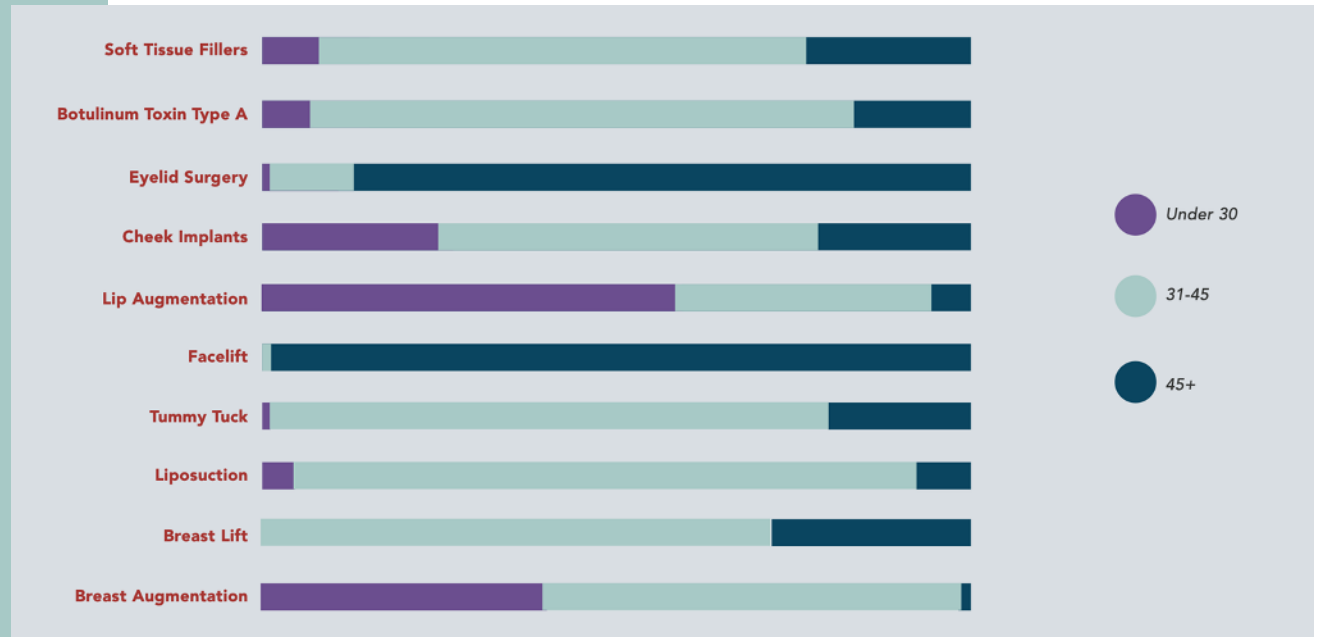
1 Botulinum Toxin Type A

2 Soft Tissue Fillers

3 Noninvasive Fat Reduction

4 Nonsurgical Skin Tightening

5 Skin Care & Treatments



If Friends aired
in 2022:

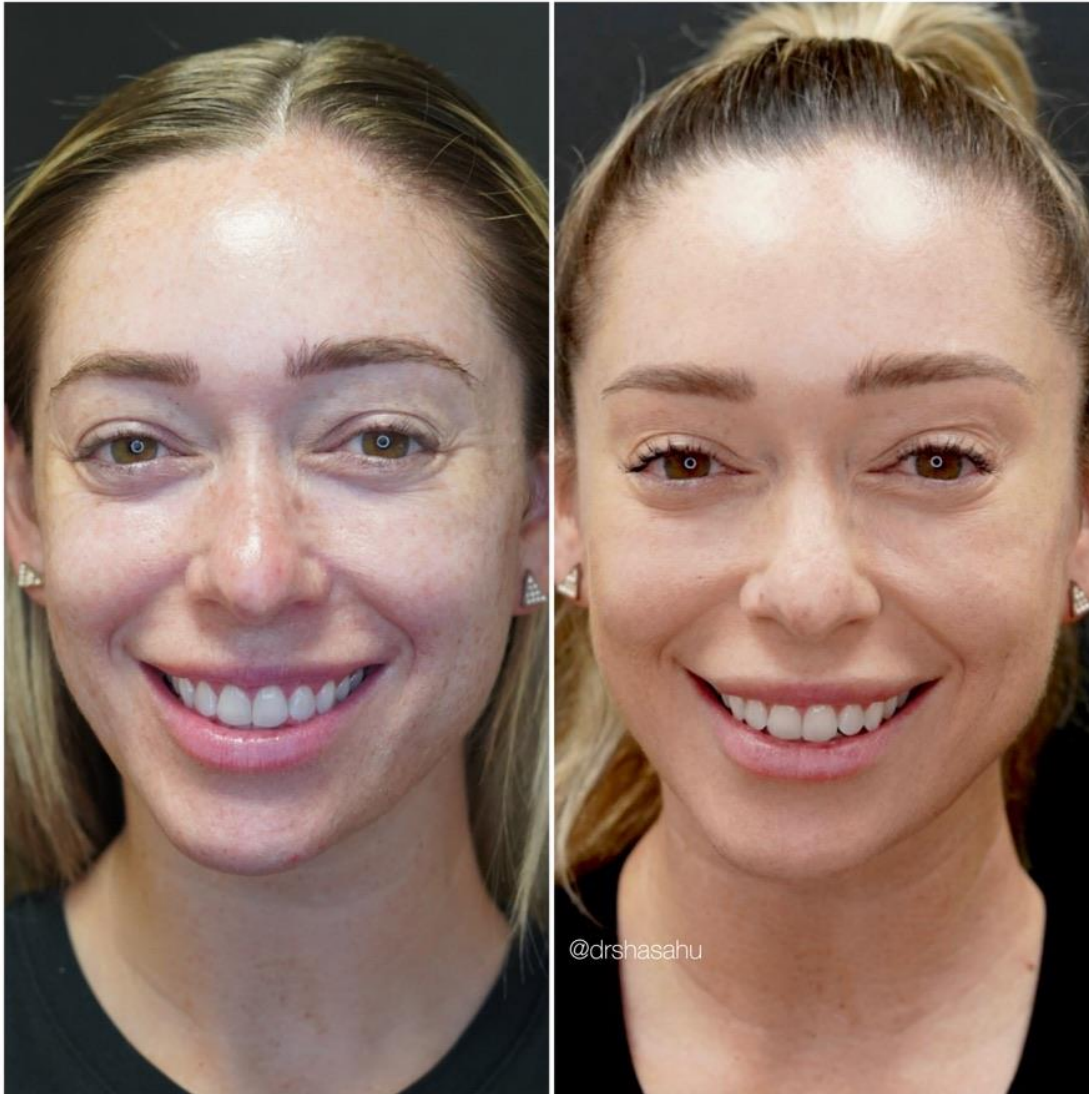




Social Media

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

Commonly Requested Procedures



Neurotoxin

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

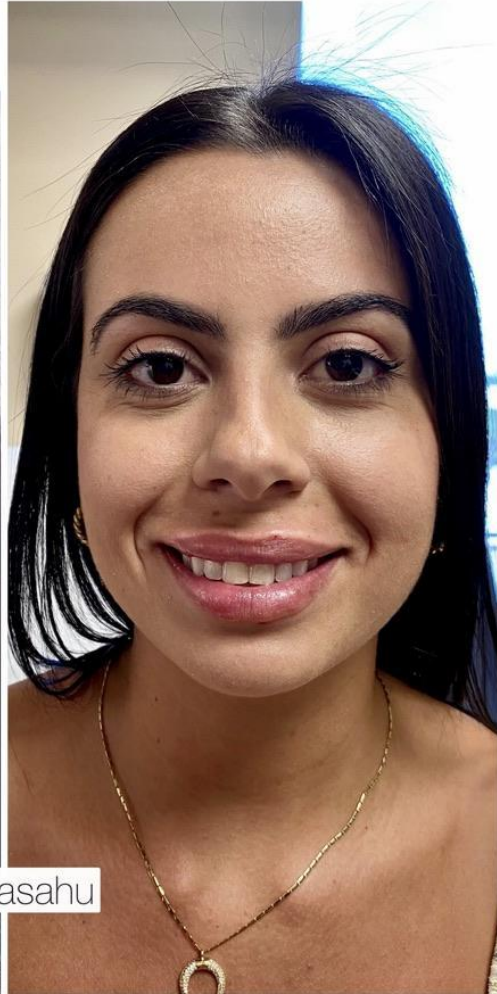
Dermal fillers

- Lips
- Undereye
- Cheeks
- Jawline

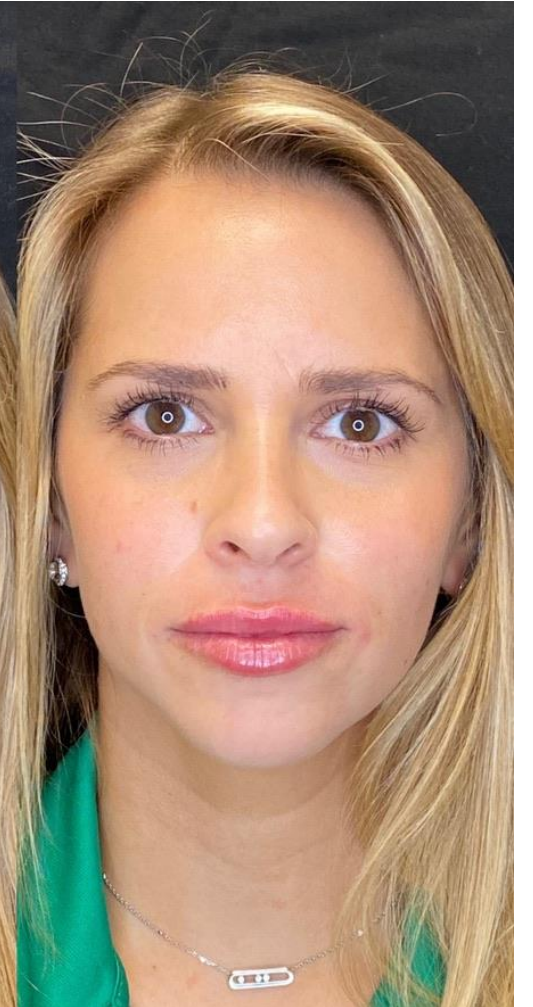
Laser

- Acne scar
- Rosacea
- Sun spots/ photodamage

Lip filler



@drshasahu



Tear Trough filler



Prejuvenation or Beautification



Beautification



Transformation



11/2018

10/2021

- Staged combination treatment to achieve most optimal results

Body Contouring is on the Rise



Optimize Aesthetic Practice

- Knowledge in anatomy, product selection, injection technique
- Practical experience in treating and *servicing* diverse patients
- Appreciate the art of aesthetics
- Always be learning, always be humble

Agenda

- **Aesthetic Facial Anatomy – Z. Paul Lorenc, MD**
- **Aesthetic Products Review – Omar Ibrahim, MD**
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- **Expert-Guided Pearls on Technique – Shasa Hu, MD**
- **Ask the Experts: Interactive Panel Discussion**