



# Top 5 Aesthetic Trends to Watch in 2022

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# Introduction

Despite the pandemic, Americans are prioritizing health and wellness in 2022. Of all the resolutions set this year\*, two of the top three resolutions are to improve health and wellness holistically and to focus on self-care and body positivity.

As a result, aesthetic businesses are booming. "The aesthetics industry has been and always will be a fast-paced one driven by exciting new technology. At Cartessa, we believe the best way to align with this market trend is to use proven technologies in novel ways, such as unique, branded treatments or combining modalities," says Gabe Lubin, Founder & CEO of Cartessa Aesthetics.



*Gabe Lubin, Cartessa Aesthetics CEO*

"COVID continues to strongly influence the demand for aesthetic treatments; not only are patients opting for more treatments, including more invasive ones, but it's opening new patient demographics including a younger patient population, many of which are male. **Awareness and demand for aesthetic treatments is growing at an unprecedented rate; it's truly an exciting time to be entrenched in the cosmetic device space.**"

Looking to stay ahead of the game? In this white paper, we outline the 5 key trends to watch in 2022 to help you launch, grow, or turbo boost your aesthetics practice.



# Trend #1: Traditional AND Non-Invasive Body Contouring Are On The Rise

2020 and 2021 were all about the face, as we embraced the new reality of endless Zoom calls and work-from-home. According to the American Society of Plastic Surgeons, rhinoplasties, eyelid surgeries, and face-lifts topped the list of most performed surgeries in 2020\*, in spots traditionally dominated by body procedures. However, as we enter 2022, demand for facial surgeries is waning and demand for body treatments and procedures is back up.

This can be largely attributed to COVID weight gain. **61% of U.S. adults reported undesired weight changes since COVID began**, with one study showing that Americans gained an average of two pounds per week during a four-month period\* – April to June 2020 – the most intense phase of lockdown.



This has resulted a huge increase in demand for both traditional and non-invasive body contouring. **Searches for body contouring were up 35%** according to Yelp's 2022 Trend Forecast Report. While work from home has enabled some patients to undergo procedures with downtime, many others are turning to non-invasive treatments that have no downtime, no pain, no incisions, and can allow them to pop in and out during the lunch hour. With the continued evolution and improvement of non-invasive body technology, results are getting better, and treatments are getting more comfortable.



The latest innovation in non-invasive body technology, PHYSIQ was developed by DEKA to provide superior results, a better patient experience, and improved ROI for the provider. PHYSIQ is a true multi-modality device utilizing exclusive STEP (Sequential Thermal & Electrical Pulse) technology, which alternates between deep heat and electric muscle stimulation in one session. It's equipped with four independent applicators, allowing providers to treat multiple areas at once and customize treatments to patients' goals. Treatments are comfortable with no downtime, and there's no BMI or skin type restriction, allowing providers to cater to a broad audience.

PHYSIQ can also pair well with surgical procedures. Plastic surgeon Carey Nease, MD says, "For patients who are not good candidates for surgery, I can offer PHYSIQ as an effective option, or I can offer it as a complement to surgery down the road to target muscle tone and other problem areas."



## Trend #2: Injectables – It’s All About Lips

Injectables remain popular with patients, and we’ve seen new types of injectables enter the market\* as well as a spotlight on the art of lips – from natural enhancements to the latest craze, lip flips.

In 2021, **searches for lip flips were up a staggering 107%\***. For those new to these treatments, lip flips help make lips look fuller utilizing Botox instead of dermal fillers. Providers inject Botox through the upper lip muscle; this temporarily relaxes the muscles around the lip, which causes the upper lip to “flip” upward and outward, giving lips a fuller appearance. This treatment is especially great for patients who have “gummy smiles” and would like less of their gums to show\*. While lip flips don’t actually make lips fuller, they’re a quick way to help lips appear fuller without getting fillers.



A huge influence behind the rising popularity of treatments such as the lip flip is the social media platform TikTok\*. TikTok has normalized aesthetic treatments and even cosmetic surgery across the board, with many patients documenting their journeys and sharing their transformations with millions. Doctors have jumped in as well, and many dermatologists and plastic surgeons have built up followings in the millions on TikTok. As of February, **#lipflip has over 100.7 million views on TikTok**, with more and more patients being introduced to the procedures through the platform, then continuing to increase its popularity by sharing their own stories.



Help your injectables practice stand out with Sub-Z, the newest generation of cryo cooling technology from Zimmer. Sub-Z can help you reach therapeutic temperatures three times faster than other cooling devices on the market, helping you cut down on room time so you can treat more patients, while also increasing patient comfort. Completely tank-free and consumable-free, Sub-Z also eliminates the need for numbing creams.

Erin Hennessy, ARNP, DNP, and Owner of Blush Aesthetics says, “We use Sub-Z for EVERYTHING in our practice to enhance comfort, from CoolPeel to injectables and other laser resurfacing treatments.” Mei Lin Reisin, LME and Managing Partner of You Project Tampa adds, “Sub-Z has transformed our patient experience. It eases their mind that their appointment is going to be a pain- and stress-free procedure. It also eliminates the annoying (negative) lingering effects of numbing alternatives.”

## Trend #3: 1+1=3 (Combination Procedures Win Over Single Treatments)

2022 is all about working smarter, not harder, and the best way to do that is with combination treatments that complement each other and enhance overall results. There are many reasons to combine procedures\*. Firstly, it helps patients maximize their time in the office and save a few trips to the doctor. Secondly, it can help them consolidate recovery time if they're undergoing procedures that have downtime (if you're going to have downtime, might as well make it worth it!). Combining procedures can also minimize anesthesia, saving the patient money as well\*.

Through combo treatments, **providers have more flexibility to create a customized approach** for each patient\*. There are a variety of ways to couple treatments both invasive and non-invasive. For example, patients may undergo non-invasive body contouring treatments to debulk before liposuction, or they may utilize the same treatments after surgery to maintain their ideal body. In the non-invasive realm, it's popular to combine injectables or different types of laser and energy-based treatments, which can allow the provider to target different layers of the skin.

Renowned Manhattan plastic surgeon Kenneth Rothaus, MD frequently employs this approach: "More advanced laser and RF treatment protocols enable us to customize the treatment for each patient. After a detailed exam and discussion with the patient, we'll choose the appropriate devices, wavelengths, or delivery mechanisms, alone or in combination, to not only target the appropriate chromophores, but also, hopefully, a more precise anatomical location within the skin and subcutaneous tissues."



\*Aedit, NewBeauty, Allure

Provide an exclusive, branded combination treatment with the Ultimate Duo. This treatment couples [VirtueRF microneedling](#) with CoolPeel, the no-downtime CO2 treatment that can only be performed on the [SmartXide Tetra](#) device. The deep, collagen stimulating benefits of RF microneedling plus the impressive superficial results of the CoolPeel resurfacing treatment provide an impressive list of benefits, including reducing fine lines and wrinkles, erasing sun spots and sun damage, and improving skin tone and texture.

This unique combination allows providers to target multiple concerns in one session and provide better and faster results with minimal to no social downtime. Not only does this lead to happier patients, but it also improves ROI for the provider by maximizing treatment room time and adding value to the patient without discounting treatment (plus, consumables clock in at less than \$100 per treatment).

## Trend #4: Your Skin But Better

Great skin is in, and the industry continues to see skincare at the forefront of growth amongst beauty categories\*. Euromonitor predicts we'll see the skincare category grow amidst the continuation of the "skiminalism" trend, which focuses on a simplified routine with a few key products and active ingredients. For many consumers, **there's an increased focus on improving overall skin health\***, versus solely focusing on getting rid of "problems" such as wrinkles.

For those "skiminalists" looking to get naturally glowing, healthy-looking skin without a 15-step skincare routine, they might turn to a treatment like the glow facial, which Yelp reported as a top beauty trend for 2022. While facials are always popular, **searches for glow facial were up an impressive 66%\***, making it the most popular facial among Yelp users. Although the specific treatment may vary from practice to practice, a glow facial typically involves multiple steps from deep cleansing to extraction to product infusion and massage. It can even include LED light therapy.

This kind of glow facial is a great example of a non-invasive combination treatment. Through combining techniques and products, providers can help rejuvenate the skin and improve skin health, leading to glowing patients!



Want glowing patients and glowing reviews? The Skinwave is a multi-dimensional treatment that includes an aqua delivery system, hydradermabrasion, Hydrogen therapy, electroporation, and a contouring roller to make this treatment more effective and relaxing. The aqua delivery handpiece infuses solutions rich in Alpha Hydroxy Acid (AHA), Beta Hydroxy Acid (BHA), Hyaluronic Acid, and Hydrogen (H<sub>2</sub>) deep into the skin using hydradermabrasion, while gentle extraction removes impurities. Hydrogen therapy bonds with reactive oxygen in the skin that is linked to drying and aging, which are then extracted to provide antioxidant and moisturization benefits. Plus, an electrical pulse hand piece opens pores to maximize solution absorption and deliver red or blue LED light therapy, while a double-lifting handpiece activates lymphatic circulation, provides muscle relaxation and skin tightening/ lifting effects.

Manhattan dermatologist Sejal Shah, MD, says, "Skinwave is the ultimate complement to brighten skin, improve vitality, and improve tone. The best part? There's zero downtime. My patients love it!"



## Trend #5: Calling All Men

Don't put men in the corner! The male-marketed beauty and grooming industry is on the rise. This sector is expected to generate **\$81 billion in global sales by 2024\***. This rising interest in men's beauty is prevalent in and fueled by pop culture\*, with celebrities from Harry Styles to BTS (the biggest K-pop group in the world) helping to redefine masculinity through style, makeup, and even nail polish. With more and more men becoming comfortable with embracing self-care, beauty products, and new norms, not only is the beauty industry seeing a spike in the men's market, but we're seeing similar trends in plastic surgery as well.



As plastic surgery continues to evolve into a less stigmatized category and becomes more openly discussed on social media, the increased overall awareness and acceptance has led to a heightened interest from male patients\*. One example is that reduction of breast tissue in males has become an increasingly popular procedure. Interestingly, some plastic surgeons note **a difference in what men are looking for geographically**. Men in Silicon Valley and the tech industry are looking to stay young to ward off ageism, while power players in Washington, D.C. want to look more serious and conceal facial expressions.

Regardless of each patient's goals, it's a positive sign for the aesthetics industry that a large demographic such as the male population can now feel more comfortable and confident to pursue treatments and procedures that help them look and feel their best.



When it comes to non-invasive treatments, do you have your male patients covered? For the men looking to take their fitness to the next level, PHYSIQ is the perfect non-invasive body device to complement their routines by helping to stimulate and re-educate muscles. Carey Nease, MD told us, "More men than women have come in [for PHYSIQ] despite not specifically advertising to a male audience. Our practice is almost 95% female, so the men PHYSIQ has attracted are incremental patients. Many of these patients have converted to other treatments like Botox or laser hair removal."

Speaking of laser hair removal, offer truly pain-free treatments to your male patients with Motus. Its breakthrough Moveo technology uses continuous movements over a small area, gradually delivering a precise dosage of energy to the targeted tissue without damaging the surrounding skin. The newest generation, Motus AZ+, also comes with 3 additional Moveo applications: pigmented lesion reduction, skin revitalization, and vascular lesion reduction.



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