

# Beauty Trends, Bends & Revolutions

By Alan Teo

**Mr. Alan Teo** is the managing director of Aesthetics Marketing Pte. Ltd.

Established in 1993, Aesthetics was founded by Mr. Teo, who has enjoyed great success in providing cosmetics and skincare products for beauty salons and spa. Alan's continuing success and vision have nurtured the success of Aesthetics Marketing into being the only proven company that has a beauty and medical division serving different markets - truly a multi-disciplined consultant company.

An ISO certified company, Aesthetics Marketing today covers about 80% of the beauty and spa industry and is now making waves in the aesthetic medicine industry with value added concept consulting services for clinics.

Currently, the company has offices and support in Singapore, Malaysia, Indonesia and Thailand.



**T**HE HEALTH AND BEAUTY industry has developed very rapidly in recent years with the introduction of many high technology devices that are equipped with FDA approvals. The rising trend of doctors practicing aesthetic medicine in clinics is also highly visible.

Studies have shown that while consumers head down to clinics for intensive treatments, the soothing comforts of a high touch beauty salon

or spa is still a favorite for these same end-users.

The spa industry has seen a slowdown in customer turnover, while the aesthetic practice has seen higher patient statistics throughout, what exactly does the end-users want?

Perhaps, we would see a revolution soon. While Medi-Spa is not new, the definition certainly needs refinement, in an exciting time and space within Asia, like Singapore and Malaysia.

The *new definition* would then be integrated modern aesthetic procedures, medical science, high touch and high tech approach.

**Integrated aesthetics** are combination of evidence-based procedures, done to enhance the beauty of the individual, utilising proven science and practice.

While vanity is traditionally the area of beauty business, more new and in-office procedures may be served

at the same time to the patient, like aesthetic dentistry, or a fractional skin resurfacing done by accredited doctors within the same visit.

Take aesthetic dentistry for example. Gone are the days when going to dentist are dreadful experiences; now people frequent dental clinics to whiten teeth combined with a soft laser system. And, voila, within an hour, the teeth are whitened by at least a few shades.

The recent hype and attention is on fractional skin resurfacing procedures. The most welcoming features of these procedures are its low downtime and high patient satisfaction. Each fractional technology has its key laser system, but each seek to produce tissue tightening on skin laxity, handles dyschromia and improve skin texture. The laser system from the different manufacturer has minimise downtime from 3 days to 14 days depending on its laser wavelength and energy settings, each session can be

executed from 15 minutes to an hour on average. Typically, only one session is required to achieve stated results.

Areas of specialty treatments in modern aesthetics procedures fall generally in these categories, complexion blending, collagen remodeling, facial and dental enhancements, body wellness programs.

Medical sciences play a vital role in ensuring safety on all procedures and practice. The medical practitioners are also able to look after the interest of the patient's primary healthcare needs, like building an acceptable rehabilitation program to reduce hypertension, or stress-related issues with the wellness programs. Other examples are, managing obesity cases with a clinical perspective, managing expectations, counseling, changing mindsets, preparing the patient for change in lifestyle, short-term drug intervention, clinical customised slimming program,

and many others.

High-technology clinical skincare and aesthetic enhancement medical devices not only provide the new medi-spa revolution a leadership position, but also signify a benchmark of excellence. This intangible element of the business speaks volume on the commitment and challenge to standards, in services, products and clinical efficacies of every single treatment.

Today's well-informed consumers know cosmetic ingredients like the back of their hands. The new age consumer would need to be convinced of the efficacies of not only skincare, but in relation to the Asian skin.

Integrated aesthetics, medical science, high touch, high tech are key success areas, but beyond, the new revolution with added people service factor, will propel a truly new medi-spa and the next BIG experience. **TE**



"To run a business is not easy. In good times or bad, you must face up to the difficulties and people issues that add to character-building. I personally feel my character is being moulded in the process because I become more mature and a better person at the end of the day. Thus, the beauty of running my own business is really more than skin deep."

*Joshua Yim, CEO and founder of JCG Search International, a leading executive search and recruitment firm in Asia.*