

# Facial Aesthetics – an Introduction

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## Industry

It is an incredibly exciting time to be involved in facial aesthetics, with revolutionary products and enhanced techniques being introduced. The market is growing exponentially and it is estimated that the industry is set to be worth nearly \$16 billion by 2025. This continued growth is driven by a population with an increasing desire to look better, younger and age more gracefully. There is no better time to diversify your skillset into the world of medical aesthetics.



## What is involved?

Aesthetic medicine is the broad term that covers both surgical and non-surgical treatments to cosmetically enhance a person's appearance. This can involve, but is not limited to, treatments to improve the appearance of fine lines and wrinkles as well as the rejuvenation and enhancement of features, facial structures and profile.

One subset of this specialty is non-surgical facial aesthetics, which involves treatments that improve the face and neck area without surgical intervention. There are obvious benefits of this, including the reduced risk, downtime and cost of 'going under the knife', hence why non-surgical enhancement options have boomed in popularity. The treatments can have profound effects on patient's confidence levels where they have been bothered by aspects of their appearance or are looking to refresh a tired or aged look. This, in turn, can positively change someone's attitude on life, making it an incredibly rewarding career.

## **Treatments**

Some of the most common treatments involved in non-surgical facial aesthetics include dermal filler and Botulinum Toxin Type A injectables, commonly known as "Botox". The majority of dermal fillers are Hyaluronic Acid based, which is a naturally occurring component within skin. These are often the first procedures a practitioner learns when they wish to train in non-surgical injectable treatments. Academies such as the Aesthetic Foundation Academy are established specialist training providers, with insurance certified courses covering the most common Botulinum Toxin and Dermal filler treatments requested and performed.

Other non-surgical aesthetic treatments offered by practitioners include skinbooster-type dermal filler treatments and medical-grade skincare products, which can help to improve the quality, fullness and appearance of skin alongside targeting other skin concerns such as pigmentation, acne, rosacea as well as the signs of ageing.

## **The Rise in Demand following a Pandemic**

The 'Zoom Boom' in aesthetics has been described as the huge surge of demand for aesthetic procedures following the start of the pandemic. Millions of people have spent countless hours in front of cameras conducting video calls as a form to communicate both professionally and socially during restrictions. As a result, people have become hyperaware of what bothers them the most about their appearance, as it is constantly in view, whereas pre-pandemic people were not exposed to seeing themselves as consistently. Practitioners have seen a huge increase in enquiries and requests for aesthetic treatments from existing and new patients. With this growing demand, it is currently a great time for practitioners who are considering training in facial aesthetics; the Aesthetic Foundation Academy are a training provider who offer comprehensive

**courses in facial injectables, including insurance certified Foundation Courses.**

**Further details can be found at: [www.aestheticfoundationacademy.co.uk](http://www.aestheticfoundationacademy.co.uk)**