IAPAM's 7 Top Anti-Aging Trends for 2009

The IAPAM (International Association for Physicians in Aesthetic Medicine), in consultation with its members and associated industry experts, has compiled its list of the top trends in aesthetic medicine for 2009. From the continued market dominance of minimally-invasive procedures over surgical options, to anticipated unparalleled demand in the medical weight-loss field, 2009 promises to be a year of many anti-aging milestones.

Las Vegas, NV (PRWEB) January 27, 2009 -- The International Association for Physicians in Aesthetic Medicine (IAPAM), the leading international organization of physicians practicing aesthetic medicine, sees the following trends in anti-aging for 2009. These trends were compiled through consultation with leading aesthetic medicine physicians from around the world and in consultation with the medical advisory board of the IAPAM.

1. Minimally invasive procedures will significantly outperform surgical options

Minimally-invasive anti-aging procedures will continue to secure the majority of the aesthetic medical procedures' market over more invasive, expensive surgical offerings.

The public will choose these less expensive and less risky procedures over surgeries. People generally desire to look 10 years younger, and minimally-invasive procedures can achieve this desired outcome. "During hard economic times, men and women look to non-invasive cosmetic treatments such as Botox Cosmetic, Dermal Fillers and Skin Rejuvenation as a means to feel and look better about themselves physically and emotionally," says Dr. Alexander Ataii of Laser Clinque in San Diego.

Moreover, with wrinkle reduction treatments using Botox Cosmetic® and dermal fillers increasing in popularity, new players will emerge in this arena. Botox® will continue to be the most popular product, but it's anticipated that Medicis will release a competitor, Reloxin®, sometime in 2009.

Finally, a new generation of minimally-invasive liposuction procedures, resulting in less pain to the patient and little or no downtime, will evolve and become more effective. Laser and ultrasound-based equipment will help physicians remove localized fat instead of requiring patients to entertain aggressive liposuction procedures. New entrants into this arena include laserlipoysis (SmartLipo, Cynosure), and focused ultrasound for body sculpting (LipoSonix, Ultrasound), which is awaiting FDA approval. A third fat-reduction option for consideration, Cryolipolysis (Zeltiq Aesthetics), involves non-invasive cooling of fat cells to induce lipolysis.

Therefore, minimally-invasive body sculpting and liposuction procedures will continue to be a hot trend, with many new entrants entering the US market this year. The IAPAM also expects to see some new non-invasive procedures become widely available, like Ultrasound and SonoSculpt, which are currently being used in other countries.

2. The "eyes" have it!

Building upon the aforementioned popularity of minimally-invasive procedures, "EyeJuvenation" will become an increasingly popular offering among physicians. Coupled with the recent FDA approval of products such as Allergan's Latisse®, which supports the growth of fuller, darker eyelashes, practitioners will offer a suite of services and products focusing specifically on the eye, including Botox Cosmetic® for treatment of crows-feet

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and deep wrinkles between the brows, coupled with the use of dermal fillers such as Juvederm®, Restylane® to fill deeper hollows below and around the eyes.

3. Cosmeceutical market will continue to grow

Latisse in only one of the many new cosmeceuticals likely to hit the market in 2009. In a report published in October 2008 by the Freedonia Group, "the US Cosmeceuticals Market will increase by 7.2 % per year to $8.2 billion in 2012, propelled by a stream of new and technologically advanced product introductions offering age-defying and other appearance enhancing benefits for an aging population. The rapid growth of the cosmeceutical market will continue to be based on a combination of science and astute marketing."

Dr Jennifer Linder, MD, board certified dermatologist and advisory board member of the International Association for Physicians in Aesthetic Medicine, also comments that, within the cosmeceutical industry, "stem cell technology will be utilized for anti-aging topical products. Up until now stem cells have been used in medicine to generate new cell growth in wounds and burns. This same thought process is now being researched for improving the appearance of mature skin. Stem cells never die so the cellular proliferation they can provide would be incredible. By generating healthy cells in aging skin, products can potentially reverse some of the damage accrued over the years."

Finally, Dr. Linder notes that "DNA-based lines are also being marketed. These lines claim to actually repair the DNA damage caused by UV, free radicals and inflammation." However, Dr. Linder concedes that further study into these product lines is needed.

4. From caffeine to peptides, over-the-counter topical products will include innovative ingredients

Caffeine will burst onto the beauty-product market as a marquee ingredient in many drugstore cosmetics. While Jennifer Linder cautions that, "the science is still lacking to substantiate its long-term effects", many researchers suggest that caffeine "reduces eye puffiness," "increases micro-circulation," which in turn carries away excess fluids from the skin, reduces the appearance of cellulite, and contributes to overall cell renewal.

Dr. Linder identifies that another pre-eminent ingredient in topical products will be peptides. "Peptides will continue to be some of the most effective topical ingredients available. New peptides, such as neuropeptides, are being developed and are thought to possibly contribute to a feeling of well-being. Anti-inflammatory and antibacterial peptides are also becoming available and may potentially help in the treatment of adult acne and sensitive skin conditions. Anti-aging peptides continue to be at the forefront of age control product development, with new types being developed each year. More studies are needed in order for their benefits to be proven, but the market is sure to see more products containing different types of peptide technology in the future." Indeed, products such as Jane Iredale's Zap & Hide concealer contain the active acne-fighting peptide called Tego Policosanol. This coupled with topical antiseptics and anti-inflammatories such as tea tree leaf or lavender oils, or algae and other extracts, result in make-up that provides both medicinal healing to skin as well as cosmetic coverage.

On a final note regarding topical beauty products, Dr. Linder, anticipates that, "result-oriented weekly treatments are sure to gain popularity in the shadow of the current global economic crisis. Masks, serums and creams that are marketed to work, when applied once or twice per week, versus daily, will be appealing as they will last longer for the consumer."
5. Anti-aging from the "inside-out"

Building upon the link between aging and diet, consumers are seeking treatments, both injectable and topical, to achieve better health through traditional dietary products. Peter Lam, in a January article in Skin Inc. Magazine, comments that, "the preventive strategies of anti-aging are being expanded and even exploited by the food industry with the promotion of nutraceuticals and antioxidants, such as the inclusion of botanicals and green tea in foods. Even the cosmetics industry has begun including these substances in skin care product formulations. The belief is that these ingredients can penetrate the skin topically in order to nourish and prevent skin conditions."

Dr. Linder agrees that "antioxidants of all types continue to hold an important place in age control products. As the consumer becomes more aware of the benefits of internal and topical antioxidants, demand is increasing. Potent antioxidants such as resveratrol from grapes, goji berry extracts, turmeric root extract and acai extracts are being introduced to topical products to improve the health and appearance of aging skin by quenching free radicals."

Finally, Dr. Linder identifies that probiotics are making their way from the grocery store to the cosmetic counter. "Several lines are introducing probiotic agents to skin care formulations. These companies claim to "soften, smooth and exfoliate your skin, giving it a fresh youthful appearance. Most available research only supports skin benefits when probiotics are taken internally, and even that is somewhat inconclusive and lacking. Clinical proof aside, more and more companies are introducing probiotic technology for topical use."

6. Medical weight loss management "grows" in popularity

Globally, the World Health Organization estimated that in 2005, 400 million people were obese. Currently, 78 million Americans are classified as obese. This number is projected to increase to 700 million world-wide by the year 2015. Therein, with obesity continuing as such a universal epidemic, medical weight management will be offered by more and more physicians internationally. People are tired of yo-yo diets and special meals, and are looking for physicians to help them lose weight permanently. Therein, doctors are in a unique position to help clients with effective weight loss strategies, since they already have the trust of their patients.

Consistent with this anticipated market growth, the IAPAM is proactively working to develop a medical weight management program for 2009, that combines healthy lifestyle changes, exercise, and the latest medical weight management procedures, like laser-assisted liposuction," says Jeff Russell, Executive-Director of the IAPAM.

7. Public place trust in physicians for aesthetic medical offerings

The IAPAM's Aesthetic Medicine Consumer Study surveyed women across the U.S., ages 21-60 on their perception of various aesthetic medicine procedures. As an apparent reaction to the unregulated medical spa industry, 78% of women rated medical credentials as very important when choosing an aesthetic treatment provider. "The results clearly indicate most women are concerned about their safety when choosing aesthetic procedures, which is a huge opportunity for physicians who wish to expand their practice with aesthetic treatments," says Jeff Russell.

Given this, the field of aesthetic medicine will see non-physician owned medical spas close at a very fast rate. "Many non-physician owned medical spas opened to take advantage of the profit potential, but soon realized the key to success is to have a physician-owner, who is on-site," comments Russell.
Furthermore, expect to find the most common minimally-invasive procedures (Botox, dermal fillers, laser hair removal) at your current general practitioner's practice. More and more physicians are being expertly trained in the most common, minimally-invasive, procedures and they are in a position to offer these procedures in the convenience of their offices to their existing patient base.

About the International Association for Physicians in Aesthetic Medicine (IAPAM)

The International Association for Physicians in Aesthetic Medicine is a voluntary association of physicians and supporters, which sets standards for the aesthetic medical profession. The goal of the association is to offer education, ethical standards, credentialing, and member benefits. IAPAM membership is open to all licensed medical doctors (MDs) and doctors of osteopathic medicine (DOs). Information about the association can be accessed through IAPAM's website at http://www.IAPAM.com. Additional information can be accessed by contacting:

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