Vic Narurkar, MD

Dr. Vic Narurkar is a past president of the American Society of Cosmetic Dermatology and Aesthetic Surgery (www.ascdas.org) and co-director of the Cosmetic Boot Camp LLC (www.cosmeticbootcamp.com). In addition to running a private practice in San Francisco, Dr. Narurkar has served as a lead clinical investigator for various products and devices, while also authoring numerous articles on various areas in cosmetic dermatology. Ahead, Dr. Narurkar discusses both the evolution and future direction of cosmetic procedures in modern practice.

What have you learned about beauty and patient satisfaction from your years in practice?

“Since starting my aesthetic practice, our concept of beauty and patient satisfaction has advanced dramatically, as we have so many different tools in our aesthetic toolbox. This has led to a tremendous increase in patient satisfaction with noninvasive and nonsurgical procedures. We now think of ‘global rejuvenation’ of the face, hands, neck, and body. The ‘global’ not only applies to addressing the many components of aesthetics but also to a ‘global’ audience, which includes every different skin type and gender. To maximize treatment outcomes, we now routinely perform combination therapy—combining neuromodulators, dermal fillers, and energy based devices for facial and non-facial rejuvenation and combining noninvasive fat reduction with skin tightening for global body rejuvenation. The timing and sequence of combination therapies has evolved considerably so we can address multiple issues with our toolbox. There have been tremendous advances in topical therapies and enhanced delivery of topicals. This is a logical extension of combination therapies, where patients notice enhanced results with cosmeceuticals as well as maintenance of results with cosmeceuticals and home-based energy devices.”

As you look to the future of aesthetics and the increasing role of non-invasive procedures, how do you see the industry and the field itself taking shape?

“The future of aesthetics is exceptionally bright. In the last 10 years, we have gone from chasing lines with collagen to panfacial balancing with dermal fillers in the three-dimensional phase. We have exceptionally successful noninvasive fat reduction technologies such as CoolSculpting, Liposonix, and Ultrasound where the only option in the past was invasive liposuction. We have numerous novel topical agents with remarkable capabilities such as Resveratrol, Lytera, Phloretin, and non-prescription retinols for the facial canvas, and we have evolved from full on ablation and peeling to lasers such as Fraxel and Clear + Brilliant for maximizing safety without compromising efficacy in a broad range of skin types. We look forward to some innovations in the pipeline such as the Kythera ATX-101 injectable for submental fat and the Revance RT001 topical botulinum toxin for needle phobic patients, as well as a variety of novel cosmeceutical compounds in conjunction with home based fractional laser devices for maintenance of office based procedures. Currently we are also looking at panfacial rejuvenation with a palette of injectables and topical agents for patient satisfaction—something we do routinely but has yet to be studied in a systematic fashion. This will further the concept of ‘global’ rejuvenation in an evidence-based fashion. I have been so fortunate to be involved in many of these pivotal clinical trials and to rethink and re-challenge myself daily. This is truly the Renaissance of cosmetic dermatology.”

With innovations occurring rapidly, how has your approach toward cosmetic dermatology evolved?

“Innovations are a mixed blessing. For me to incorporate innovations, there has to be evidence basis, as many innovations may be hyped. We combine evidence-based innovations with tried and true, time-tested technologies. For example, I call Botox Cosmetic the big bang of cosmetics—over 10 years since FDA clearance but timeless in results and patient satisfaction—while recent innovations such as CoolSculpting for non-invasive fat reduction, Voluma XC for mid-face rejuvenation and lifting, and the Clear + Brilliant Permea laser for enhanced delivery of topical cosmeceuticals, are evidence based innovations, which follow this trend. While I have been very fortunate to participate in many of the clinical trials of innovative technologies, I always approach each advance in aesthetics with a healthy dose of skepticism. This has allowed us to optimize tried-and-true aesthetic treatments with evidence-based innovative treatments. This is truly the golden age of cosmetic dermatology, where we are the leaders in these technologies as well as having exceptional investment in research and development.”