SURVEY: WITH FACIAL AGING CONCERNS, IT’S LIKE MOTHER, LIKE DAUGHTER

Galderma’s latest campaign Mom Genes™ aims to change the way moms and daughters talk about and approach facial aging.

According to a new survey commissioned as part of the campaign, 82 percent of moms hope facial aging is easier for their daughters, but more than half never talk about it together.

The survey found:

- 67 percent of moms and daughters frequently worry about their face showing signs of aging. This number rises to 77 percent among daughters who report they are aging like their mom.
- 90 percent of moms and 88% of daughters believe expectations to look younger longer are greater now than in the past.
- 77 percent of daughters and 66 percent of mothers agree that they would be more interested in a facial treatment at a healthcare specialist’s office if they could get more natural-looking results.
- 81 percent of mothers would support their daughter getting a facial treatment at a healthcare specialist’s office if she wanted one.

The Mother-Daughter Facial Aging Survey was conducted online by Wakefield Research on behalf of Galderma Laboratories, Inc. among a representative sample of 1,002
women in the United States (502 women ages 50+ with daughters ages 25-40 and 500 women ages 25-40 between October 30 and November 5, 2015).

**ASDS: COSMETIC TREATMENTS CAN CORRECT FACIAL DEFORMITIES, TOO**

Soft-tissue fillers, neurotoxins, and lasers can be used to correct facial deformities caused by a variety of medical conditions, according to information presented at the 2015 American Society for Dermatologic Surgery meeting.

During the session, Washington, DC’s Cheryl M. Burgess, MD, and Miami’s Jill S. Waibel, MD, discussed how cosmetic medical treatments can address facial lipoatrophy associated with HIV and localized variants such as morphea, Bell’s palsy, Strabismus, Parry-Romberg syndrome, Lupus profundus, hemangiomas, surgical deformities, scars and burns.

While facial asymmetry is severe in several of these conditions, Dr. Burgess says that bringing the deficient side of the face to the standard of the normal side is an attainable goal. “We have to think in that frame of mind of how you’re going to make that person symmetrical,” Dr. Burgess says in a release. “It can be challenging, but it is rewarding if you can significantly change their lives.”

For HIV-associated facial lipoatrophy, soft-tissue fillers can help restore facial volume, she says. Patients who have lupus profundus can also benefit from fillers, Dr. Burgess said. Botulinum toxin treatments are effective for Bell’s palsy.

“When we look at patients who have not formed developmentally correct or if there’s been a disease or an injury, our goal is to help restore their desired facial anatomy,” Dr. Waibel said. “We’re not going to make it perfect. We are going to make it better.”

**GLOBAL FACIAL REJUVENATION MARKET SET TO SURGE IN COMING YEARS**

Growing numbers of 30-somethings seeking facial rejuvenation will bolster the growth of the global facial rejuvenation market over the next five years, according to a new report by Persistence Market Research. The report, Global Facial Rejuvenation Market for the Period 2015-2021, credits lifestyle changes occurring due to rising disposable income levels for the influx of younger patients. The increasing popularity and rising adoption rates for minimally invasive and non-invasive cosmetic procedures in both developed and developing economies will also drive the growth of the facial rejuvenation market, with North America expected to emerge dominant and most attractive over the forecast period.

Botulinum type-A injections will be the product of choice among physicians and patients worldwide, and dermal fillers will also gain popularity over the forecast period, the report predicts.

**EXPANDING INDICATIONS FOR NEUROMODULATORS AND FILLERS**

Emerging science of neuromodulators and fillers are expanding the role of these agents in dermatology practice, according to Dee Anna Glaser, MD. Watch Dr. Glaser discuss using neuromodulators to treat scars. With respect to fillers, recent approvals for use in hand rejuvenation expand the options for patients seeking aesthetic treatments.

Watch at dermtube.com/series/daily-coverage-maui-derm-2016/odonipib/

**By the Numbers**

The expected compound annual growth rate of the US aesthetic laser and energy-based device market by 2020, according to the latest market study from Technavio. The report, Aesthetic Lasers and Energy Devices Market in the US 2016-2020 predicts growth will be fueled by innovation within this umbrella category as well as the trend toward minimally invasive aesthetic procedures.

The light therapy segment will be the biggest driver of growth, followed by ultrasound and radiofrequency devices, the report states.