

A conversation with Dr. Neil Sadick, MD

Director of the Sadick Research Group

EURO COSMETICS: *As an American Dermatologist, you have developed an extraordinary global network in the cosmetic industry. Could you tell us the path you followed to lead to this world view.*

Dr. Neil Sadick: I have always felt passionate about delivering the best clinical care for my patients and also being at the cutting edge of science and research innovation. There is no other way to achieve that than staying active and curious, participating in national and international conferences, congresses, conducting clinical trials, and providing training for the next generation of doctors. After decades of committing to both patient care and research I've developed a thriving global network that I believe is key to driving innovation through collaboration.

EURO COSMETICS: *You must have gathered a broad array of novel approaches to achieving beauty by observing and integrating different needs and techniques. Could you tell us about this.*

Dr. Neil Sadick: Being based in NYC, the cultural melting pot of the world, I see patients from diverse ethnic backgrounds, with different goals, perspectives and aesthetic ideals. That has challenged me to develop optimized protocols and techniques for each patient to ensure facial harmony. International scientific meetings, collaboration and open discussion with world experts in various aesthetic disciplines has also been important for me as apart of the clinical community to develop consensus recommendations for a broad array of techniques. This is particularly pertinent when it comes to applying



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soft-tissue fillers to distinct facial regions of ethnically diverse patients.

EURO COSMETICS: *Where in the world do you get most inspired about novel aesthetic trends, techniques and technologies?*

Dr. Neil Sadick: When it comes to the body and hair Latin America is definitely inspirational, always pursuing innovation and novel trends that end-up having a global impact. For example Brazil is considered the plastic surgery capital of the world, due to the country's innovative approaches to body contouring – namely, breast reduction, abdominoplasty, buttock augmentation (the famous brazilian buttoflift), and

brachioplasty. For the face, I admire Asian concepts, they have an intimate knowledge of the facial anatomy and the skin and their approach is very holistic and harmonious, integrating massage and spiritualism with new trends and technologies.

EURO COSMETICS: *What do you see as the major trends in each of the five continents over the next five years?*

Dr. Neil Sadick: Topical neurotoxins and potentially topically applied fillers are expected to be a big hit in the next five years. The rate of patients pursuing invasive aesthetic procedures/ cosmetic surgery is also likely to decline as technological advances continue to give rise to non-invasive alternatives that are equally effective but don't require any downtime. A new hot market in the field of aesthetic medicine is feminine rejuvenation. Right now we are treating the early adopters, but we expect to see a rise in demand in these types of procedures in the imminent future.

EURO COSMETICS: *Which continents are spearheading the whole-body rejuvenation approach?*

Dr. Neil Sadick: I would say South America, Asia and the North America are the main hotbeds of whole-body rejuvenation followed by Europe, Australia.

EURO COSMETICS: *Which new technologies will be breaking ground in the US?*

Dr. Neil Sadick: For the face, trend-setting skin rejuvenating devices seem to be fractional radiofrequency devices such as Venus Viva, and microneedling devices (IntensifRF, Endymed and Infini, Lutronic)

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which not only help to lift and revive crepiness, but also provide improvement in complexion and wrinkles without complication risks for darker skin types. The new Sciton Halo device, a hybrid fractional laser that uses a combination of wavelengths for skin rejuvenation is expected to be a hit. In the field of body contouring, SculpSure is already captivating physicians and patients both given its rapid efficacy and safety profile. There are also likely going to be new product launches in the vaginal rejuvenation arena, with more products expected from Thermi and Sciton.

EURO COSMETICS: *What are the hottest fillers in EU and the US?*

Dr. Neil Sadick: The market for fillers in the US is slower compared to Europe and other parts of the world given the FDA, but the newest kid on the block Voluma, has been a great hit since it gives immediate soft, natural looking results. In my practice I still use Sculptra for panfacial volumization in younger patients and Bellafill for the older age groups. Im looking forward to trying Volbella for the lips that's coming soon and will likely replace Juvederm Ultra. The two game-changer fillers in Europe currently are ProfHilo a biocompatible filler composed of pure HA alone, with has a reduced risk of side effects, since it is absent of additives, and Belotero Volume that can go more deeply for contouring and deep volumization. Other new fillers

that colleagues seem to be very satisfied with is Modélis from the Belotero line, that will eventually start trials in the US and the Teoxane line of products.

EURO COSMETICS: *What is your experience with women's beauty pursuits in Asia?*

Dr. Neil Sadick: Beauty pursuits and aesthetic ideals of Asians growing up in the US are different than those of Asians growing up in Asia. For example, Asians in their home countries tend to embrace their ethnic nuances such as prominence of the pre-tarsal bulge, or they have the long-standing tendency to want to whiten or lighten their skin. It's important for clinicians delivering aesthetic treatments to be aware of the typical congenital baseline for Asian patients, to understand that Asian patients are not the homogeneous population that some perceive them to be, and to appreciate the cultural disparities in beauty ideals. In my experience in the end, individualized treatment planning and implementation transcends ethnic boundaries.

EURO COSMETICS: *Dermo-cosmetics: myth or reality?*

Dr. Neil Sadick: Dermocosmetics are not regulated and tested as drugs which leads to many misconceptions about their true efficacy, but that doesn't mean they aren't physiologically active cosmetics with often beneficial effects for a myriad of skin indications such as pigmentation, erythema,



rejuvenation, sun protection and even hair loss. In fact, numerous peer-reviewed clinical studies published every year attest to the value the dermocosmetics. Main active ingredients in formulations with proven efficacy include antioxidants (polyphenols, flavonoids, vitamins C, E) and growth factors. Physicians are in an ideal position to help patients and potential users understand the benefits and realistic limitations of these products. In my personal experience dermocosmetics offer an excellent strategy as a combination approach to in-office procedures, such as skin rejuvenation, as they can facilitate healing, reduce side-effects and may potentially provide synergize for clinical outcomes.

EURO COSMETICS: *Do you experience men's perception and aesthetic goals changing across the world and what are the major directions and areas where this happening?*

Dr. Neil Sadick: We definitely are living a "Renaissance" in aesthetic medicine. There is a dramatic increase of men seeking a number of minimally or non-invasive

cosmetic procedures such as cryolipolysis, to get rid of love handles and enhance the appearance of abdominal muscles, neurotoxins and fillers to fight signs of facial aging and laser/light procedures for skin rejuvenation. There are also various skin care lines exclusively for men that take into account gender differences in skin structure. Overall there is far less taboo about men looking after their appearance compared to the past, and these days we treat men in the clinic as often as women. The main "look" men strive for is "youthful and relaxed", and the main motivators for aesthetic treatments are improving their competitiveness in the job market or life circumstances such as divorce. Although invasive procedures are still good options for some men, the majority prefers non-invasive treatments with no downtime, side effects and that are more "discreet".

EURO COSMETICS: *What is your core approach to age prophylaxis and skin health?*

Dr. Neil Sadick: My anti-aging philosophy and approach to maintaining skin health is to embrace the concept of 3D rejuvenation using a combination of topicals with non-invasive procedures. That means using strategies that stimulate cell turnover in the epidermis (peels, laser), induce collagen in the dermis (RF, ultrasound), fillers that replete age-related fat loss in the subcutaneous fat layer, together with an at-home skincare regime. For skincare I advocate the AM/PM approach, where products that provide sun-protection and hydration are used in the AM, while in the PM dermal remodeling products are applied. Addressing and targeting all skin layers can ensure a continuous influx of rejuvenating factors to the soft tissues that manifest as radiance and keep the skin youthful, health and most importantly natural-looking.

EURO COSMETICS: *Thank you for the conversation.* ■

