What to watch out for in 2017: clinical advances and complaints management

Aesthetics is a fast-evolving sector and it is incumbent on nurses to keep their knowledge of clinical advances and professional initiatives up to date. In the Private Independent Aesthetic Practice Association’s first column of the year, its co-founder Yvonne Senior predicts what products and procedures are likely to be in demand over the next 12 months. She also highlights some important events and initiatives.

For most people, New Year is about looking forward and is a good time to bring order to some of the unfinished projects, ideas and tasks that take a back seat when Christmas arrives. Here are some of the things the Private Independent Aesthetic Practices Association (PIAPA) think are worth looking out for in 2017.

**Hydrating fillers have their moment**

Dermal fillers are taking a different direction with several products appearing on the market designed to rejuvenate the volume and appearance of the skin, rather than to fill, contour and shape. Aesthetic practitioners should look out for the new hyaluronic acid (HA) product, Profhilo (IBSA Farmaceutici Italia), which is really starting to take a niche corner of the market. Its manufacturers claim the filler is not just for fine lines and wrinkles, but also remodels the skin and improves skin laxity by dramatically increasing tissue quality even in the most challenging areas.

Another company to keep watch for is Hyalu1, whose range of products stimulate the anti-aging process on a cellular level by redermalising the skin.

**Smart Ideas seminar sets up**

This event run by the Consulting Room may not be as big and bold as some of the long-established and big-name aesthetic conferences that have been plugging themselves in the industry for decades, but that is actually one if its greatest strengths. Smart Ideas is not overbearing with multitudes of treatments, technologies, softwares, training services and marketing services all under one roof, but rather it concentrates very strongly on the business side of aesthetics—something all practitioners need a helping hand with.

The day’s agendas offer invaluable focus on aspects that can be foreign to a medical practitioner and enable delegates to re-evaluate their business model and re-focus their energy into applying some of their thoughts and advice. Adam Hampson has become a permanent fixture for their digital marketing presentations and his advice is comprehensive and excellent for anyone looking to identify and correct gaps in their online reach.

**Arbitration and complaints services start to arrive**

Most clinic owners still seem unaware that it is a legal requirement to provide complainants with a third-party redress scheme to help arbitrate in commercial issues between a business and client. The Cosmetic Redress Scheme (CRS) is the first redress service that focuses only on the aesthetic sector.

Hamilton Fraser have applied their knowledge in complaints and claim handling to form CRS. The scheme is exceptionally useful for subscribers with legal advice and complaints handling guides readily available, as well as a service that can help prevent non-medical complaints being misdirected to the courts or medical councils.

**Thread lifting increases in popularity**

Nobody could foresee that thread lifting would pick up so much momentum when it was first presented to aesthetic practitioners several years ago. The science and method appeared a little more daring than some were willing to venture towards; however, the treatment’s results and its potential in practice became too exciting to resist.

Thread lifting has really paved the way for instantly noticeable augmentation in the face and body and as new materials are consistently improved, and techniques are revised, the process and outcomes continue to impress.

One thing to note is this treatment is not for the inexperienced and those training in it should be confident in their anatomy knowledge and injection skill. As with the plethora of available fillers, there are many threads coming on to the market, so always check what testing has been done, and of there are CE marks and support available with the product.

**Needles get thinner**

Although thinner needles cost a little more, they are worth it. TSK Laboratories design their syringes so that no solution is lost in the injecting process. The plunger meets the bottom of the hub and nothing is left in there. The extra money practitioners spend on these types of needles is therefore recouped in no loss of product.

The manufacturer’s new, thinner needles are also fantastic as a starter needle for treating nervous patients with low pain thresholds, especially in cases of hyperhidrosis. The needles are so thin they do not even have a gauge.

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