

Medical aesthetic devices: a viable, long-lasting treatment option to improve appearance

Abstract

Medical aesthetic refers to the use of various treatments to enhance the aesthetic appearance of a person by removing conditions such as excessive fat, skin laxity, cellulite, moles, scars, unwanted hair, liver spots, skin discoloration, and wrinkles. Aesthetic medicine involves surgical and non-surgical procedures to improve the physical appearance of a person. Moreover, deformities as a result of trauma, accident, and other congenital disorders are rectified by the use of medical aesthetic devices or implants. Over the years, the use of **medical aesthetic devices market** has increased and gained popularity among the young population. It is now the most sought-out medical procedure to retain beauty or reverse the aging process to a certain extent.

In today's era of innovations, the medical aesthetic is continuously evolving and more and more people are aware of the benefits of such treatments and how they can improve lifestyle. Thanks to cutting-edge technologies making their way into the field of medical aesthetics, the industry has opened several opportunities to people like never before.

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Ashish Gujrathi

Allied Market Research, India

Correspondence: Ashish Gujrathi, Allied Market Research, Viman Nagar Pune, India, Tel 09049962983, Email ashish.gujrathi@alliedanalytics.com

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Launch of novel solutions and medical aesthetic devices

Recently, Revelle Aesthetics, Inc., a Med Tech company that has been focusing on redesigning precision technologies, launched Avéli™, a novel medical aesthetic device. The company has been working for years to develop smart aesthetic devices that offer effective results for both women and health care practitioners. Avéli is a new cellulite device that helps reduce the appearance of cellulite on thighs and buttocks temporarily in a one-time procedure. For years, the company had focused on R&D to understand underlying anatomy and challenges to overcome while addressing cellulite. Now, it has offered Avéli, a precision device that identifies the culprit septa that causes cellulite depression and offers accurate and precise results that all customers and healthcare practitioners demand.

As per the company, Avéli is a disposable device for cellulite and requires an advanced minimally-invasive procedure with only local anaesthesia. With the use of Avéli, women use gets visible and meaningful results after the procedure that has almost no downtime.

Such innovations have gained interest from both customers and investors. Over the last few years, several start-ups have secured million-dollar funding to develop novel medical aesthetic devices that require minimally-invasive procedures. Moreover, companies and researchers have focused on enhancing the life of aesthetic implants by introducing new coatings and materials.

For instance, a team of Australian researchers from Flinders University, RMIT, and Swinburne University has introduced a new way to improve the antimicrobial resistance of aesthetic implants and extend their life. The team has developed a new surface coating by adding gallium liquid metal to hydroxyapatite to improve its antibacterial properties. They have published their results in the *ACS Applied Materials and Interface*.

The major concern of people undergoing surgical procedures to install implants is their overall life and chances of bacterial infection. Even after taking the highest degree of precaution and sterilization measures, opportunistic bacteria that are resistant to antibacterial drugs can form on biofilm and build up on contact surfaces of implants

and other surgical devices. Thus, this new technique improves viability of the metallic implants and enhances bacterial resistance after the surgery. As around half of such bacterial infections can lead to further surgery and even removal of the device, this coating offers a promising solution to patients and doctors.

Major trends in the medical aesthetic devices industry

According to Allied Market Research, the global medical aesthetic devices market is expected to reach \$38.91 billion by 2030, growing at a CAGR of 10.7% from 2021 to 2030. The increase in the incidence of congenital face & tooth deformities and rise in awareness of aesthetic appearance have boosted the market growth.

Over the years, the world of aesthetic treatment has gained importance. Since the 1990s when invasive cosmetic surgery was introduced, it has not become one of the most popular surgical treatments to improve aesthetics and lifestyle. In addition, with the introduction of novel technologies and medical aesthetic devices, the treatments often offer quick, visible results at significantly lower costs. This has increased the inflow of people undergoing non-invasive procedures such as Platelet-Rich Plasma (PRP), medical facials, skin tightening, and body contouring. The influence of social media and awareness regarding the benefits of such procedures have further increased the demand for medical aesthetic devices. Thus, it is important to know the current and old trends in the medical aesthetic devices industry.

Focus on small changes instead of major invasive surgeries:

Today, opting for aesthetic medicine is similar to taking regular medical treatments as people find it important to maintain their healthy and natural-looking appearance. Moreover, minimizing the effects of aging is now as important as staying fit, active, and healthy. Thus, people look for opting for aesthetic devices and enhancements that help them look natural instead of changing their appearance dramatically. This trend has increased the demand for those surgical procedures that use the body fat of the patient as an implant or enhancement. The pressure of improving looks pertains to the overuse of social media. Thus, the vast majority of younger generations opt for

non-invasive procedures such as Botulinum Toxin, Nonsurgical Fat Reduction, Hyaluronic Acid, Hair Removal, and Photo rejuvenation.

Demand for PRP

These treatments are widely used for facial rejuvenation, acne scarring, and hair loss. When it comes to improving aesthetics and battling the signs of aging, PRP treatments are ideal to treat fine lines, wrinkles, sagging skin, and uneven tone of the skin. PRP treatments use the blood of the patient to promote the production of collagen and offer a younger-looking appearance to the patient. The demand for PRP treatment has increased as it is an allergy-free, all-natural process. In the case of reducing hair loss, the use of PRP is most beneficial as it creates inflammatory responses which promote growth factors that stop hair loss. Moreover, PRP treatments show results within a couple of days but results may vary from patient to patient.

The advent of micro needling

Micro needling is not a new procedure but it has gained new popularity due to the promotion of social media platforms. This cosmetic procedure helps a variety of skin conditions and it causes the body to increase the production of collagen and elastin to heal tiny injuries. Moreover, it helps tighten the skin and reduce the appearance of wrinkles, blemishes, and fine lines. The advent of radiofrequency micro needling, which combines micro needling with radiofrequency energy, has gained traction as it improves skin rejuvenation procedures.

Non-surgical fat reduction

People demand non-surgical treatments due to the small recovery period, effective results, and less pain. Thus, the introduction of non-surgical fat reduction is the most popular and long-lasting trend in

the medical aesthetic devices industry. These treatments focus on destroying fat cells from stubborn areas of the body such as the abdomen, thighs, upper arms, and bottom. These treatments are also known as non-surgical body contouring and they do not involve laser fat removal techniques or anaesthesia, stitches, incisions, or a long recovery period.^{1,2}

Conclusion

Getting the desired look without working about pain and invasive surgeries is the driving factor of the medical aesthetic devices market. Over the years, the definitions of what comes under beauty treatments have changed. For years, undergoing laser treatment for hair removal was an expensive and major treatment that only a few opted for. Now, people are more aware of their appearance and demand for invasive and non-invasive treatments to improve their looks and lifestyle.

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Conflicts of interest

Author declares there is no conflict of interest.

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