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## 7 Aesthetic Trends That Will Takeover in 2024

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As we look back on the beauty breakthroughs of 2023, marked by the surge in buccal fat removals, breast reductions and post-Ozempic skin tightening, we wonder what 2024 has in store for aesthetics. To learn what's already starting to make a mark, we spoke with top experts to unravel what's poised to dominate our newsfeeds. Unsurprisingly, doctors say the marriage of technology and medicine will continue to grow as the influence of artificial intelligence takes center stage, as well as procedures designed to not only enhance aesthetics but also promote healthier, more radiant-looking skin.

### 1. BBL Dash and Sylfirm for Radiant Skin

Newton Centre, MA plastic surgeon Joseph Russo, MD notes the rising popularity of BBL Dash, a treatment using broadband light for pigment and vascular lesions, coupled with radio frequency for skin tightening. "BBL Dash using broadband light to treat pigment and vascular, lesions and textural issues on the skin is going to be big," he says. "Radio-frequency for skin tightening is also going to be big with treatments like Sylfirm X, which features settings that allow for little to no downtime without sacrificing results."

### 2. An Injectable Moisturizer

Healthy skin is in and New York plastic surgeon Mokhtar Asaadi, MD says the game-changing Skinive treatment will be everywhere. "This hyaluronic acid injection hydrates the skin,

effectively combating fine lines and wrinkles and our patients are loving it. Their skin looks illuminated and beautiful without makeup.” Dr. Asaadi recommends strategic injections beneath the skin, cautioning against superficial application. His expert advice on dosage and application techniques ensures optimal results, leaving patients with a radiant, natural glow.

### 3. The Rise of Early Intervention

Beverly Hills, CA facial plastic surgeon **Kimberly J. Lee, MD** anticipates a shift towards preventative procedures in 2024. Advances in skin-rejuvenation treatments, including radiofrequency devices, cater to consumers seeking less-invasive solutions with minimal downtime. “2023 was one of the most impactful years in which there was a shift from correction to preventative paradigms,” she says. “I saw more younger patients coming in for facelifts to prevent the signs of aging. Now, of course, this isn’t your grandmother’s facelift. As we advance in surgical techniques and become more creative with hiding scars, patients are seeking prevention to age gracefully with time. Likewise, there may be a shift towards procedures that focus on preventive skin-care rather than solely corrective measures.”

### 4. AI in Aesthetic Medicine

The integration of AI in aesthetic medicine takes center stage in predictions from Dr. Lee and other experts. Dr. Lee envisions AI analyzing facial features to guide virtual consultations, recommending specific areas for neurotoxins, fillers or laser treatments. “I see AI being integrated for skin analysis and customized treatments,” she explains. “On the surgical side, I’ve used 3D imaging for many consultations as it is a cutting-edge technology that utilizes advanced imaging techniques to create a 3D model of a patient’s face to simulate potential surgical outcomes and aid in treatment planning.”

An AI-powered laser caught the attention of New York dermatologist Marina Peredo, MD. “AVAVA’s Miria is a first-of-its-kind smart laser using breakthrough AI technology. This laser promises personalized results for all skin types, aligning with the growing demand for tailored aesthetic solutions,” she says. Dr. Peredo says this technology has the potential to transform the landscape of noninvasive skin treatments.

### 5. Needle-Free Enhancements

Dr. Paul Jarrod Frank, a New York dermatologist, foresees a trend in injectable-sparing technologies. Addressing the fear of an overdone look, these technologies focus on improving elasticity, fine lines and muscle strengthening without excessive injections. “I think looking at procedures like Emface, which works on the muscular infrastructure of the face, in combination with a devices like Exion provides a strong result,” he says. “This works for the elasticity of the skin by using combination combined efficacy of ultrasound and radio frequency treatments. I think we’re going to see more of these non-injectable type of technologies coming out as well.”

## 6. Minimally Invasive Necklifts

From the plastic surgery perspective, New York plastic surgeon Andrew Peredo, MD predicts the rise of minimally invasive necklift procedures using innovative techniques like FaceTite and MyEllevate suture platysmaplasty. Combining liposuction with radio-frequency energy, this procedure offers impressive results with minimal downtime. “The combination of liposuction and radio-frequency thermal energy with FaceTite achieves unparalleled skin tightening. MyEllevate, a permanent stitching method, also plays a pivotal role in executing the necklift, all accomplished through tiny stab incisions.”

## 7. Regenerative Medicine

Looking ahead, Dr. Marina Peredo says she also sees a future powered by regenerative medicine using our own cells. “I believe the future of aesthetic medicine will be regenerative treatments that will include PRP, exosomes and stem cells.”

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