



COSMETIC PHYSICIANS  
COLLEGE  
OF AUSTRALASIA

## PRESS RELEASE

MARCH 2021

### **THE RISE AND RISE OF NON-INVASIVE AESTHETIC TREATMENTS IN THE POST COVID ERA**

As our return to normality is forging ahead in 2021, so too, is the increase in demand for non-invasive aesthetic treatments. Non-surgical procedures have gathered even more momentum in the post COVID19 world and are predicted to increase dramatically in Australia with practitioners reporting they are booked out for months.

According to the Cosmetic Physicians College of Australasia (CPCA) the impact of 'Zoom Boom' has definitely been one of the key drivers behind the growing demand for non-invasive facial procedures.

"The comment 'I saw my face on Zoom' has been a major contributor to this enormous swell of interest in anti-wrinkle injections, particularly among newcomers who have never had this treatment before. This of course, also coincides with the rising popularity of dermal fillers. COVID19 and the 'Zoom Boom' phenomenon has seen cosmetic physicians now providing their patients with suggestions on camera positioning and lighting, reassuring them that things are nowhere near as bad as they thought," said Dr Molton, President of the CPCA.

Dr Kosenko, Vice President of the CPCA agrees: "Once we reopened following the prolonged Victorian lockdowns, there was a huge rush on wrinkle reduction treatments. Most patients found that their treatments had worn off and they were very keen to get things 'back on track', especially as they were able to start socialising again. In addition, we have also seen a surge of patients wanting to improve their skin quality, especially after wearing masks in Melbourne for so long, so we are seeing an increased demand for skincare products, BBL, HIFU and fractionated RF treatments."

While the demand for anti-wrinkle injections post-lockdown saw many clinics booked out weeks in advance because of high demand, according to Dr Molton, there has also been an uptake of procedures using 'non-ionising radiation' (the new term used for describing devices like lasers, IPL, BBL etc), along with skin deep cleansing procedures and medical cosmeceutical treatments.

“‘Quick fix’ procedures have become more commonplace, gaining popularity particularly when people felt they had been let loose from their caged isolations, reuniting with friends, family and colleagues. However, perhaps, more importantly, these procedures have also been sought by patients who have faced unemployment in 2020 and are applying for new jobs and getting back into the work force. The great thing about these treatments is that while they enhance someone’s aesthetic appearance, they also contribute significantly to their psychological well-being.

And, let's face it, it's been exhausting, so it's no wonder people look tired. They actually are; so there's a huge desire to shed those shackles and feel good about themselves. Looking good is often synonymous with feeling good so there's a natural link there,” said Dr Molton.

Travel restrictions post COVID19 have also resulted in many people reinvesting this money in themselves.

“Many of our patients decided that money spent on self-care was money well spent. The inability to travel has meant more time and more funds for patients to commit to a course of treatments to achieve their desired outcomes, and several months later they can see that the effort has been worthwhile. Among our most popular treatments are broadband light treatments for pigmentation and redness, radio frequency (RF) for wrinkle reduction and ultrasound for double chin fat reduction (which we also attribute to 'Zoom Boom' as people notice this area more as a result of looking down into their computer's camera),” said Dr Kosenko.

As to 2021 and beyond, subtle is the new skin buzzword.

“My patients are mainly 40 and older and the common theme amongst them is that they do not want to appear 'done'. Whilst they still have dermal fillers and wrinkle reduction injectable treatments, many of them have decided that what they really want is to improve the quality of their skin. They want to see less redness, less pigmentation, smaller pores and have skin that 'glows'. Many of them want to reduce their reliance on make-up, so my prediction is that as the age of our regular patients increases, they will want to have procedures that makes their skin look healthier and with less blemishes whilst still looking natural, said Dr Kosenko.

The future of non-invasive aesthetic treatments will also benefit from new and improved innovative technology and speedier results but this may also see the continued rise of 'cowboy' clinics.

However, Dr Molton is hopeful as there there's a broader patient attitude called the 'selectivity process' that will help counter this. Patients are becoming more discerning of where to go and who to see . The 'selectivity process' starts with the patient's first impression of the person who is likely to be the treating practitioner and whether, instinctively it feels right. This cautious approach has risen out of a growing awareness that anyone can pretend to know how to perform these procedures but it's up to the individual to protect themselves.

“COVID19 has caused all of us to be health focused, and in the case of cosmetic medicine people are becoming increasingly selective of health practitioners and the types of environments where they practice. The growing trend at the moment is the awareness that there is significant risk when these procedures are performed by personnel who have little or no proper training and experience. People are much more aware that broader regulation of cosmetic medicine comes from the profession itself rather than government. The CPCA has always promoted patient safety as being the number one commitment. It's often said it's hard to find a cosmetic medical practitioner you can engage with, not just a one-off occasion but someone who will know your particular needs and whom you can build a long term relationship with. One way to seek out that one person is simply to go to [cPCA.net.au/find-a-doctor](http://cPCA.net.au/find-a-doctor) where patients will be able to easily locate a cosmetic physician in your locality”, said Dr Molton.

With innovative procedures breaking new ground all the time, the trend to find practitioners who keep abreast of change will also feature strongly as we move forward. Increasing confidence that there are excellent practitioners out there who put patient safety and welfare first is definitely trending upwards.

#### **About the CPCA:**

The CPCA is the leading representative body for medical practitioners practicing non- or minimally-invasive cosmetic medical treatments in Australasia. The College, which evolved from the Cosmetic Physicians Society of Australasia, provides education, training and ethical practice standards for its Fellows and Members who are required to have relevant training and experience as prerequisites for admission to the College. Members are also required to keep abreast of the most up-to-date, relevant information and latest medical and scientific advances

Overall, the key role of the CPCA is to develop and maintain the highest standards in cosmetic medicine, which helps safeguard the public.

<http://www.cPCA.net.au/>

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