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## Aesthetic Medicines

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### ABSTRACT

Aesthetic medicine will provide assistance to patients seeking aesthetic beauty by aiding the maintenance, modification, and reshaping of their bodily appearance and beauty. Aesthetic medicine includes aesthetic surgery, aesthetic dermatology, aesthetic dentistry, aesthetic traditional chinese medicine, aesthetic medical technology, aesthetic healthcare technology, aesthetic clinical psychology, medical aesthetic techniques, etc. The branches of aesthetic medicine originate from their parent discipline and share related objectives and aims. Aesthetic surgery originated from plastic, maxillofacial, eye, ear, nose, and throat, and orthopedic surgeries, including microsurgery, etc. The target population is different: interventions are not aimed at traditional patients but healthy individuals who perceive themselves as having appearance and bodily defects and experience psychologic requirement for aesthetic improvement, so called aesthetic seekers. The differences of medical requirements and services: all programs within aesthetic medicine can be considered as non-essential medical needs.

**Keywords:** Aesthetic medicine, chinese medicine, aesthetic medical technology, bodily defects, aesthetic seekers.

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### CONTENTS

1. Introduction . . . . .	08
2. Conclusion . . . . .	10
3. References . . . . .	10

### 1. Introduction

Aesthetic Medicine comprises all medical procedures that are aimed at improving the physical appearance and satisfaction of the patient, using non-invasive to minimally invasive cosmetic procedures. The Aesthetic Medicine specialty is not confined to dermatologists and plastic surgeons as doctors of all specialties seek to offer services to address their patient's aesthetic needs and desires. Some Aesthetic Medicine procedures are performed under local anesthesia while some procedures don't require

anesthetics at all. The exciting field of Aesthetic Medicine is a new trend in modern medicine. Patients not only want to be in good health, they also want to enjoy life to the fullest, be fit and minimize the effects of normal aging. Indeed, patients are now requesting quick, non-invasive procedures with minor downtime and very little risk. As a general rule, the needle is increasingly replacing the scalpel<sup>1-4</sup>.

**This recent trend explains the current success of Aesthetic Medicine around the globe. These aesthetic procedures consist of<sup>5-9</sup>:**

- Hair Reduction
- Fat Grafting/Platelet Rich Plasma
- Laser and IPL
- Injections of Neurotoxins and Dermal Fillers
- Chemical Peels
- Cosmetic Dermatology treatments
- Microdermabrasion
- Body Contouring and Treatment of Cellulite
- Nutrition
- Hair Transplant
- Scar Management
- Venous Treatment
- Cosmetic Gynecology

**Some of the most popular treatments under aesthetic medicine are<sup>10-15</sup>:**

- **Reconstructive surgery** – The goal of reconstructive surgery is two fold; first, it aims to revert the appearance of a particular part of the body that may have been damaged by disease, malpractice, or trauma. These include women who have their breasts removed during a mastectomy or a person with significant burns. Second, it can improve the body part's function, although it's not always a guarantee. For example, new breasts may no longer be able to produce milk while treated skin burns may increase a patient's mobility.
- **Physical surgery** – Physical surgery is an in-depth procedure that is done on the body, particularly the face, with the sole purpose of enhancing the appearance. Under these are fat removal methods such as liposuction and tummy tuck (which can be partial or complete). Others are to reduce skin laxity, which normally happens as a person ages. Surgeries these days have already become less invasive, which means they involve fewer cuts and risks such as infection, long recovery, and bleeding. To perform these, aesthetic medicine specialists often use scopes such as laparoscope and other new technologies<sup>16-22</sup>.
- **Non-invasive procedures** – These are aesthetic medicine practices that can boost the physical appearance without the need for general anesthesia and surgery. Good examples are chemical peeling, skin tightening and photorejuvenation, hair and tattoo removal, and treatment of skin blemishes and conditions including moles, hyperpigmentation, acne, and scars. Meanwhile, some of the technologies that are under non-invasive procedures are Botox injections that use a purified form of toxin that helps relax the muscles and reduces the

appearance of wrinkles and fine lines, dermal fillers that create more defined contours and smoothen wrinkles, and microdermabrasion crystals that lift dead skin cells to stimulate the production of new ones<sup>23-28</sup>.

Aesthetic medicine also delves on the assessment and diagnosis of certain conditions that may have change a person's physical appearance such as acne, eczema, allergies, as well as symptoms of hormonal imbalances like excessive hair and weight gain. Aesthetic specialists also needs to have a deep understanding and knowledge on fitness, nutrition, use of lasers and other similar technologies, medications, and analgesia, to name a few. Patients are expected to counsel, especially since many procedures can lead to significant change in appearance, and provide the much-needed medical care all throughout the process, including pre- and post-operative care. Existing doctors, nurses, and other healthcare specialists can join the field. Aesthetic medicine is still considered a new medical specialty, and thus, there's no definite certification or certification board for it. Some, however, have decided to limit the kinds of doctors they admit, usually based on the geographical area of practice, to establish a more comprehensive unifying standard in the profession<sup>29-30</sup>.

**Conditions associated with aesthetic medicine:**

- **Are seeing the physical signs of aging:** Aesthetic medicine also falls under anti-aging medicine since it deals with the common signs associated with increased age, such as skin laxity as the body reduces the production of collagen, a fiber protein that provides support to the skin tissue, and slow metabolism, which can lead to excessive, unwanted fat<sup>31-35</sup>.
- **Want to boost your self-esteem:** Aesthetic medicine can help improve the mental and social capabilities of patients. A better physical appearance often enhances mood, increases self-confidence, and leads to better self-satisfaction<sup>36-39</sup>.
- **Have undergone trauma that have affected with individuals appearance:** Violence and accidents can create traumatic injuries on the body that may be so severe they can lead to disfigurement, amputation (loss of limb), or significant decrease in body function. Burns, for example, can contract the skin, limiting the movements of the limbs.
- **Are diagnosed with certain medical conditions** – Aesthetic medicine can be considered as a preventive or management measure for certain medical conditions that can potentially change the patient's physical appearance. These include cancer, diabetes, obesity, hormonal imbalances, hyperhidrosis, hirsutism, allergies, autoimmune diseases like lupus and psoriasis<sup>40</sup>.

## 2. Conclusion

There is no systematic indication to enhance human beauty. The professional techniques differ with aesthetic medicine not only employs multiple clinically applied technical skills and uses medical aesthetic capabilities. The applied techniques have to be practiced within the purview of aesthetic enhancements. The effectiveness of aesthetic medicine is evaluated according to body aesthetic standards. The principles and requirements of medical ethics, medical sociology, medical laws, etc, differ from those of clinical medicine. All programs within aesthetic medicine can be considered as non-essential medical needs, whereas all branches of clinical medicine are considered basic medical needs.

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