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Fresh frozen cadavers courses for aesthetic rejuvenation procedures

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The continuous arrival of new techniques in the field of aesthetic and cosmetic medicine procedures involves difficulties and obstacles both for learning as for the evaluation of safety of these interventions as well. The famous “learning curve” performed in most cases with actual live patients demands-in many cases-giving a solution to practical issues for which many of the newcomers in the cosmetic field are not yet prepared, facing with the risk of undesirable results. With the objective of evaluating different techniques applied to aged-skin rejuvenation, we performed infiltrations of dermal fillers, volume augmentation, lifting threads and other interventions using either a blunt cannula or a sharp needle, and combining them with or without local hyaluronidase. These procedures were performed on fresh cadavers heads, and then followed by an anatomical dissection to record the description of findings. This study was carried out within the scope of the Master degree in Aesthetic and Antiaging Medicine of the Complutense-University of Madrid. Thanks to these procedures, we were able to verify the location and injection plane of different filling materials and threads, even the relationship between certain rejuvenation techniques and anatomical risk zones and the anatomical plane where different types of threads are implanted. The fresh cadavers heads had the ideal characteristics for observing and summarizing the behavior of wrinkle-filling materials of different densities according various rejuvenation techniques. They represent also a suitable method for learning and evaluating new procedures. We present with the findings and consider that in the near future this type of training should be a requirement in the aesthetic medical training.

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Building a sustainable and profitable aesthetic business

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When you first started your business, what was your motivation? Perhaps your motivation was the freedom of never being an employee again? Or perhaps it was financial or time freedom? So, is your business living up to your original dreams and desires? Or have you simply ‘bought yourself a job’ with no freedom, limited profits and no time? I know an experienced aesthetic business owner. He is great at his job, however, he’s just not happy or fulfilled. He’s frustrated. He’s brilliant at what he does, his patients love him, but he still has to compete on price. In the hope of increasing his profits - he tried a number of quick fixes: new staff, improved incentives, new equipment and an expensive marketing campaign. At one point he even reduced his prices. Each time things improved for a while, but the effects didn’t last and he ends up in exactly the same place, running faster but going nowhere. His story isn’t unique. Many business owners jump from one shiny idea to the next, but ultimately, the freedom they dream about, remains a dream. Many owners structure their businesses without a real plan in mind. As the business expands, they simply hire more staff. Businesses don’t usually grow in an orderly, methodical way. Growth turns up in lumpy chunks, and the key to your success is how you manage those chunks. These chunks are not based on set periods of time, but rather on the ‘energy’ within the business. Leadership needs constant work. Culture needs your constant attention. Your team wants to feel part of something with a purpose more compelling than just making money. Making money is of course the ultimate outcome for your business, but getting everyone aligned in a common purpose and managing the energy of your team is vital.

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