

Introduction

Cosmetic surgery trends typically follow the celebrity style of the present day. For instance, buttock implants were the fastest growing procedure in 2015 as patients aspired to the Kim Kardashian look. The following year saw a surge in lip filler procedures after Kylie Jenner opened up about her artificial pout. Then in 2017, we saw new trends such as thigh lighting emerge as women are becoming more attuned to the perfectly sculpted figures of their favourite celebrities.

The trend that supersedes all of these however is the widespread acceptance of the aesthetic and cosmetology industry into the mainstream market. No longer is the subject considered taboo amongst both celebrity circles and the general population. New data released by the American Society of Plastic Surgeons (ASPS) revealed a 3% increase in the number of completed procedures year-on-year. In addition to this, searches for Botox went up 15%, microneedling shot up 85%, and interest in the non-surgical nose job spiked 35%, according to RealSelf.

Some commentators believe that the rise of “selfies” and photo filtering is a key reason behind the boom in surgery as both men and women want to look their best on social media platforms such as Facebook, Instagram and Snapchat. Another reason perhaps is that procedures are now considered cheaper, safer and more advanced than ever before. With the technological advances of today, there seems to be a treatment to rectify even the smallest of imperfections.

In this expert guide we explore some of the most revolutionary innovations within the industry. We discover how Dr Lewis Obi is taking scientific capabilities to the next level with adult stem cell expansion, 3D bioprinting and the incorporation of regenerative medicine. Mark Garrick discusses the innovative developments in the field of wound surgery. Other highlighted topics include an overview on labiaplasty surgery following a 39% increase in the number of procedures in the United States last year and an explorative look at the vast options for targeted fat reduction following new cosmetic procedural trends related to the role of fat in body shaping.