

Letter to the Editor – *Fast Company*

June 22, 2018

Dear Editor,

The American Society for Dermatologic Surgery (ASDS) is deeply concerned about your article "Can this 'Drybar of Botox' disrupt the cosmetic injectables biz?" for minimizing cosmetic medical treatments when in fact they are medical procedures. A cosmetic injection is not equivalent to a haircut. There are real risks of complications that can result in serious adverse effects when procedures are administered by practitioners without appropriate training and expertise.

Furthermore, the patient visit featured depicted inadequate consultation regarding the treatment options available and education on risks and potential side effects. The article says, "...dermatologists rarely have the time to talk clients through their aesthetic need" and "only perform a few cosmetic procedures a week." These are blatant generalizations and simply not true with many of our members' practices focused exclusively on aesthetics. ASDS members take pride in their consultative approach with the understanding of facial anatomy and the aging process offering patients a variety of treatments to support overall skin health. Often patients might come wanting wrinkle-relaxing injections, but through our medically trained expertise, we can guide them to other options that may provide a better outcome or result.

Looking at the data, the 2017 ASDS Survey on Dermatologic Procedures revealed that ASDS members performed more than eight million cosmetic procedures, including over 3.7 million injectable procedures. Dermatologists have 12 years of medical training on a variety of treatment options to address skin health and beauty concerns. *Dermatologic Surgery* published a first-of-its-kind study indicating that dermatologists are the leading pioneers in 12 of 18 categories including wrinkle-relaxers, fillers, laser hair removal, laser rejuvenation, body sculpting and more. These stats reinforce ASDS member dermatologists as the leading skin experts for cosmetic medical treatments with the ability to optimize natural, high-quality outcomes using a full-face aesthetic acumen.

This message is a disservice to consumers misleading them to believe that these cosmetic medical procedures do not require medical expertise. Our Society supports appropriate onsite physician supervision, oversight and training in the interest of patient care and safety. We encourage you to share with your readers that more information and a referral service to board-certified dermatologists can be found at asds.net.



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