

PROFILE:**Name:** Roy Cowley**Category:** Aesthetic Medicine**Country:** UK**Discipline:** Energy Based Devices & Skincare Founder**Website:** <https://www.3d-aesthetics.co.uk/>**IN-TREND'S TAKE:****Who?**

Founder and Managing Director of 3D Aesthetics.

What?

A pioneer in non-surgical technology, creating multi-technology platform devices and skincare. A visionary leader and driving force of the company, who is constantly innovating in the aesthetics space.

Why?

Recognizing a significant unmet need in non-invasive treatments for the body, targeting not just fat loss but also addressing cellulite reduction and skin tightening, Roy set out to launch multi-technology platform devices to treat multiple indications on the the face and body. 3D offers a complete and prescriptive non-surgical approach.

INTERVIEW:**Date of interview:** 16/04/2024**What is 3D's USP?**

We specialize in the development of multi-technology platform devices that address a wide range of indications for both the face and body, prioritizing both affordability and high specifications. Championing affordability without sacrificing quality which is a very powerful value proposition, especially in this industry. If you're charging £600 for a treatment and £120,000 for a machine, you've got very limited appeal in the marketplace. We are the biggest in the UK, as far as selling devices is concerned and that's because we offer value that our competitors just don't. Providing the right technology, at the right price, with the right philosophies, and the money will follow, and that's where we're at. This approach resonates

well with clinics, as it allows them to offer cutting-edge treatments without breaking the bank. Our devices exceed industry standards at a reasonable cost. You're not only helping clinics enhance their services but also contributing to better patient outcomes.

The 3D Emlift has just had some amazing clinical trial results, big congratulations. Can you please tell us more about the combination of the two technologies and how it works?

It targets both the muscle and the skin because the system combines two state-of-the-art technologies that have been proven to provide remarkable facial rejuvenation and anti-ageing outcomes. High Intensity Focused Electromagnetic Energy combined with Radio Frequency (RF). You've got full concentration across the entire muscle group we're working on for 20 minutes. The trend is for quicker treatments, faster results, and this really supersedes previous technologies, in terms of the speed, the efficacy and the treatment time.

Wellness is becoming an important add on in aesthetic medicine. Do you see that merging with your products as part of your business strategy?

When we're talking about treatments, we're very much talking about a prescriptive approach. There are many elements to wellness and people should look at the whole package. Whether it's supplementation, diet, mental health and meditation, and possibly removing some of the stresses in life. A 360 strategy for the inner health, the health of the skin,, the health of the mind.

What are some of the key trends influencing the Aesthetic medicine market at the moment?

Preventative measures, natural-looking results and a demand for speed. Younger consumers are adopting preventative measures such as integrating energy-based options way before any potentially unnecessary interventions. Devices that deliver prescriptive, customized treatments are desirable for today's consumers of all ages, over single "quick fixes. We are also focused on the headlines in our marketing approach, it's needle-free, it's hands-free, it's filler-free and it's toxin-free.

The idea of integrated skincare is becoming important for consumers, skincare brands and aesthetic medicine manufacturers. So, It's all about the pre and the post, pairing skincare with professional treatments. Is this something that you are planning to launch?

We are launching a website very soon and will be launching post-laser care, for example, a lot of soothing post-treatment products. The other thing that we're moving into is that we're looking at skin boosters so effectively post-treatment skin boosters with growth factors to accelerate healing and results. The devices themselves work well as a pre-treatment to a Botox or fillers, for instance. If you're lifting the chin with one of our devices, guess what, you're not going to need much filler in the end to enhance it. Devices should be also integrated with alternatives like fillers etc, if this is still the chosen route for some. So, it's about having all of these tools to give the best patient outcomes. There's no one quick fix, not one machine that's going to fix everything.

