



# CARE

ESTHETICS

*A Healthy Way to Natural  
Facial Rejuvenation*



## Dedication

*To the hundreds of doctors and CARE Esthetics providers who have contributed to the field of facial esthetics in a more natural approach. Your efforts continue to pave the way to a healthier attitude toward facial esthetics and regenerative medicine. Thank you for doing what's right.*

### Library of Congress Cataloging-in-Publication Data

Names: Miron, Richard J. (Richard John), 1983- editor.  
Title: CARE Esthetics : a healthy way to natural facial rejuvenation / edited by Richard J. Miron.  
Description: Chicago : Quintessence Publishing, 2021. | Includes bibliographical references and index. | Summary: "Explains the basics behind skin aging and facial rejuvenation before demonstrating the minimally invasive procedures available with PRF, lasers, and Botox/fillers as well as proper skin care to achieve natural facial rejuvenation instead of that plastic surgery look"-- Provided by publisher.  
Identifiers: LCCN 2021045700 | ISBN 9781647241285 (paperback)  
Subjects: LCSH: Face--Surgery. | Skin--Care and hygiene. | Dermatology.  
Classification: LCC RD119.5.F33 C37 2021 | DDC 617.5/2059--dc23/eng/20211021  
LC record available at <https://lcn.loc.gov/2021045700>



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Quintessence Publishing Co, Inc  
411 N Raddant Road  
Batavia, IL 60510  
[www.quintpub.com](http://www.quintpub.com)

5 4 3 2 1

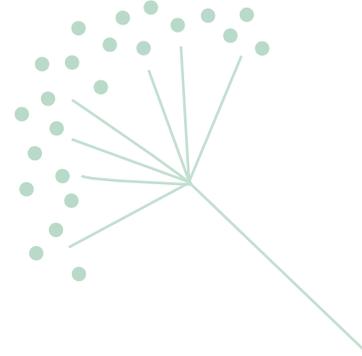
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Editor: Leah Huffman  
Design: Sue Zubek  
Production: Sue Robinson

Printed in the USA



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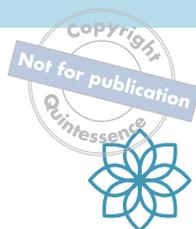
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## *Chapter 1*

# Introduction





**F**irst, I'd like to start by introducing myself. I am one of the many CARE Esthetics providers in the country who has helped contribute to this book for the betterment of our patients. You may wonder: What exactly is CARE Esthetics?

CARE Esthetics stands for the **C**enter for **A**dvanced **R**ejuvenation and **E**sthetics and was established several years ago due to the growing patient demand for minimally invasive facial esthetic and regenerative procedures performed in the safest, most effective, and most natural way possible. We have become one of the largest facial esthetics groups in the world (Fig 1), which allows us to rapidly accumulate new information and knowledge as thousands of procedures are being performed throughout our many clinics across the United States. Just think about it: If each provider tries a new therapy 10 times in an organized group with 100 clinics, 1,000 cases would be performed using that unique new technology. As a single provider, I would only have access and experience from my 10 cases. But by joining CARE Esthetics and teaming up with like-minded clinicians, I can now learn from all 1,000 cases. Together we learn faster, share experiences faster, and ultimately deliver better therapies faster for the benefit of our patients.



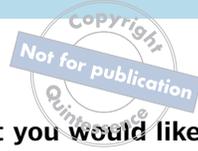
**FIG 1** CARE Esthetics team.



At CARE Esthetics, our providers include medically trained professionals from many backgrounds by design. Some are daily clinical providers who have years of experience in the field. Some are clinical researchers based out of universities who have developed some of the technologies we use daily in clinical practice. Some are plastic surgeons with the ability to handle complications quickly. Some are technology center professionals treating patients for the very first time with new technologies in research-based facilities (with informed consent from our patients of course). Together, through our shared experiences, we aim to advance the field collectively with one goal in mind—**to treat our patients the best way possible, in the safest way possible, in the most natural way possible.** You can only learn through experience, and our combined team has thousands of years of experience in the field. We continuously remain fully dedicated to providing the healthiest and safest regenerative strategies in facial esthetics to patients like you, and this book was written as an educational tool to give you an up-to-date guide on such therapies.

Our team is always growing. Some of our clinical researchers have PhDs in molecular and cell biology, which means that not only do they practice facial esthetics with patients, but they also spend time in a research facility investigating new technologies to the cellular and molecular level. The basis of their work involves the study of implanted medical devices/biomaterials into host tissues and exactly how the body interacts with these newly introduced substances. These biomaterials run the gamut from liquid growth factors to titanium dental/orthopedic implants and screws to human/animal graft tissues originating in cadavers or animal byproducts. Each of these biomaterials causes a foreign body reaction when it enters the body, which is basically the body's immune system deciding whether it likes this newly introduced material or not. To complicate matters, everyone's body is different. What may be perfectly well suited for one person may cause an allergic reaction in another. That is why this book discusses many types of chemical biomaterials/synthetic additives utilized in facial esthetics—to provide you with as much knowledge as possible prior to deciding for yourself which therapy you'd like to pursue to achieve your own personal goals and objectives.

After all, the goal of this book is NOT to encourage you to select one therapy over another. **The goal of this book is to give you accurate, up-to-date information that you can understand to inform your**



**decisions about what you would like to introduce into your own body.** There are no right or wrong choices, and the belief of every CARE Esthetics provider is that YOU should make the decision based on as much up-to-date information and knowledge as possible. Which route, products, or therapies you decide to pursue is up to you. In fact, you might read this entire book and decide that no therapy is right for you. That's perfectly okay. Your body is yours, and you—not I—should be making decisions about what you put into it. Far too often I have witnessed patients entering into facial procedures without adequate knowledge regarding their reasoning or choices or the potential long-term benefits or side effects of such choices. This book was written to fill that gap of knowledge and empower our patients to feel confident in their decisions. Read as much or as little of this book as you'd like. Skip around or read through all of the chapters. The choice is entirely yours!

The field of facial esthetics is booming, and the demand for such procedures has never been greater. Let's be honest: It's no secret that we all want to look better, to live longer and healthier lives, and to feel as young as possible for as long as possible. Because of societal pressures to look our best, new technologies in this field are being developed rapidly, some with exciting new outcomes and others with too much hype and too little scientific merit. This makes the field extremely exciting but also a bit scary at the same time. As an esthetic clinician, it is my job to break down this hype in order to provide you with the absolute best therapies out there.

Because our group joins over 100 clinics, each treating thousands of patients yearly, collectively we gather massive amounts of clinical data that we can scientifically assess in terms of patient satisfaction and clinical improvement. We compare new therapeutic discoveries and trends and share new technologies from various conferences we attend within our CARE Esthetics community. Our ability to collaborate collectively has placed us among the best minimally invasive facial esthetics clinics in the world, and clinicians from across the globe have been traveling to the US to learn from our group.

Another advantage of our size is that we can invest in the absolute best high-end technology (Fig 2). Technology startup costs are often too high for smaller individual clinics, potentially limiting the services that can be offered at such centers. By joining our clinics under the CARE franchise, we all benefit from lower bulk pricing for technology, and we are all required to



**FIG 2** One of our CARE Esthetics providers using a Fotona laser system.

complete comprehensive training on these new therapies as well as yearly educational programs to stay active and up to date in the field. Safety is our top priority.

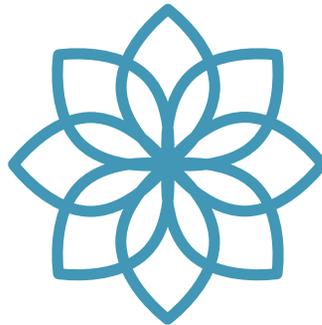
This book will cover existing therapies, including Botox, dermal fillers, laser therapy, platelet concentrates, PDO threads, and various surgical options. The book will always favor more natural and biocompatible regenerative strategies that utilize the body's own healing potential rather than the introduction of foreign substances or chemical fillers. But as highlighted throughout this book, the final choice is always and entirely yours. We are simply here to provide you with up-to-date information and answer any questions you may have. There are no right or wrong choices or bad questions. You can ask as many questions as you need to feel comfortable making your decision, and you can know that we stand on the shoulders of many pioneers and giants in this field who have afforded us the privilege of providing safer and more effective therapies to enhance physical beauty. Over the years, we have learned to reach our end goals faster, utilizing more



natural approaches without necessarily having to use chemical additives or toxins.

Furthermore, as medicine has continued to advance and evolve, almost all fields have shifted from a more aggressive and invasive surgical approach using scalpels and blades to less invasive and more natural-looking esthetic procedures. The field has also shifted from using more synthetic chemicals that fill tissues toward therapies that are more natural and more regenerative. The downtime for most modern therapies can be as little as 24 hours or less. In later chapters, you'll learn exactly what happens as we age and how aging subsequently leads to facial volume loss and the dreaded droopy-face look. You'll also learn how these can be corrected naturally using amazing new technologies such as lasers and/or platelet concentrates.

As someone who has a practice devoted to esthetics, I believe in these treatments. But I also believe that you need to understand the procedures you're pursuing, so I hope you enjoy reading this book and deciding for yourself what's best for you!



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