aesthetic MEDICINE

INDIA
BOMBAY EXHIBITION CENTRE
15-16 SEPTEMBER 2019

POST SHOW REPORT

YOUR PARTNER IN PROMOTING BEST PRACTICE IN AESTHETIC MEDICINE
AESTHETIC MEDICINE INDIA SHOW 2019- A SUCCESS STORY

The Professional Beauty Group, one of the world’s leading events and media houses in the aesthetics, beauty, cosmetics and wellness space proudly launched its first edition of Aesthetic Medicine India (AMI). Aesthetic Medicine is a 15 year old show and magazine that was launched in the UK in 2013, and in 2019 the magazine and show saw its launch for the aesthetics and dermatologist communities in India.

Today with the advent of medical science and boom in minimally invasive procedures, a number of medical practitioners want to explore the field of cosmetology and aesthetic medicine. Aesthetic Medicine India conference and expo covered cutting edge techniques, practices, technological advances, and future trends in the dynamic, ever expanding field of medical aesthetics. As the Indian beauty market evolves significantly, paving the way for emerging areas like clinical cosmetology and medical trichology AMI endeavoured to be the knowledge hub and networking ground for like-minded practitioners, educators, and service providers.

AMI 2019 is the beginning of a journey to connect the various communities across aesthetics and after a successful start we are focused on strengthening this industry platform across our future editions.

AESTHETIC MEDICINE INDIA SHOW WAS INAUGURATED BY PROFESSIONALS OF THE AESTHETIC INDUSTRY.
EXHIBITION

The Aesthetic Medicine India expo was a comprehensive industry platform that covered a full spectrum of products, technologies and service providers from the practice of medical aesthetics.

AESTHETIC MEDICINE INDIA 2019 DELIVERED

- **1500** Gross SQM.
- **1163** Trade Visitors
- **176** Delegates
- **44** Industry Speakers
- **35** Exhibitors
- **34** Sessions
- **2** Supporting Associations

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GLIMPSES FROM AESTHETIC MEDICINE INDIA
EXHIBITOR KEY OBJECTIVES

27% PROMOTE BRANDS / PRODUCTS
36% GENERATE NEW BUSINESS LEADS
22% PRODUCT DEMONSTRATION & NEW PRODUCT LAUNCH
12% ENGAGING & NETWORKING WITH AESTHETIC MEDICINE PROFESSIONALS
03% MEETING POTENTIAL DISTRIBUTORS & BUSINESS PARTNERS

95% OF EXHIBITORS SAY AESTHETIC MEDICINE DELIVERED THE RIGHT AUDIENCE FOR THEM
93% OF EXHIBITORS WILL RETURN BACK IN 2020

It has been an amazing experience. We have met many aesthetic industry professionals who are the target audience for our products. We are glad to be part of the launch edition of Aesthetic Medicine India which was very well organized.

KANAYA LAL,
Director,
Cos Derma

This is been a very good experience because as well as taking many learnings from my clinical surgeon point of view, there have been many more practical tips on business and clinic management. It was really enlightening and I really liked the event and I visited a lot of stalls which is also helpful in our practice and I’m looking forward to more such events from AM.

MANJU GARG,
Country Head,
Merz

We are participating in the first edition of Aesthetic Medicine and it is a beautiful amalgamation of the business, trade and the specialists like plastic surgeons and dermatologists. It is a one of a kind platform where we have seen plastic surgeons and dermatologists coming together and so we are excited for the next year as well.

ANJALI MEHTA,
Brand Manager,
Aakar Medical Technologies
Aesthetic Medicine India brought together industry clinicians, surgeons, dermatologists in contact with suppliers, wholesalers, manufacturers and importers of laser devices, skin analysis machines, hyaluronic acid serums, peptide serums and collagen creams to name a few.
Understanding latest trends in technology and devices

Talk to as many suppliers as possible in order to achieve specific business objectives

Experiencing product demonstration and gaining technical knowledge

Visit different exhibitor stands to see what is new and interesting in the industry

Networking and engagement with existing suppliers and partners to discuss current or past business

Meeting international suppliers to source new products

VISITOR OBJECTIVES
ABOUT THE CONFERENCE

Aesthetic Medicine India 2019 provided ample opportunity for industry delegates to learn from the knowledge and experiences of medical subject matter experts on a wide array of topics ranging from treating scars to non-surgical hair treatments to discussing why fat is the new age of marvel in medical aesthetics. To deliver power-packed sessions on these interesting topics.

We’re glad that the scientific sessions at Aesthetic Medicine India sparked discussions and deliberations amongst leading medical practitioners from this field. The positive feedback we’ve received has been overwhelming.

It’s wonderful to see an exposition such as Aesthetic Medicine. It’s really good to experience so many stalls, equipment, treatment options, products, novel formulations. It was great to see the conference room packed with industry professionals who were eager to learn the right things, the right way and we are happy as experts to come here and share our experiences, lend expertise and I wish this exposition and the whole venture a huge success for its future editions.

Dr MALAVIKA KOHLI

| 176  | CONFERENCE DELEGATES |
| 44   | SPEAKERS               |
| 8    | PRODUCT DEMO’S        |
| 34   | CONFERENCE SESSIONS   |
CONFERENCE DAY 1

Keynote: the present and future of Aesthetic Medicine in India

Out of the box with Botulinim Toxin – Newer trends and microbotox

PRP: the jack of all trades? - Realistic view from the experts on the use of PRP in facelifts and hair rejuvenation.

Scar Wars: how to deal with scars – The kind of scars that can be non-surgically treated and the techniques involved. Understanding the psychology of the patients with scars.

Combination treatments – The key to achieving good results.

Hair Strike: Going the non-surgical way – Evidence-based analysis of various non-surgical treatment for hair. Are non-surgical methods more effective or simply more in demand?

Session by Alma Medical- “Alma Product Introduction”

Why fat is the future - Why is fat the new age aesthetic marvel? What all can be done with fat to treat ageing?

Enigma of Facial Melanosis: My experience

What’s new in threads? - Newer threads for the face and body Medico-legal issues and how to tackle them: Dr Medha Bhave

Tattoos and lasers: Do they leave a lot to be desired? Preventing mishaps and treating complications in your clinic

Dr Bernhard from Germany demonstrating Rejutone device

The Face Protocol: How to treat an ageing face chronologically - establishing protocols Recognising the ‘trouble’ patient?

Fire side talk - Respecting and recognising boundaries in aesthetic medicine practice
CONFERENCE DAY 2

Keynote address 01: Importance of continued training and certifications

Keynote address 02: Uniformity in service across multiple outlets

Staff management: How to deal with front office and technical staff, how to maintain healthy relationship, perks and increments and how to tackle atttition

Panel Discussion – Making the right choice: Selecting the right products and devices for your clinic

The non-invasive invasion: why including non-invasive and non-chemical treatments makes smart business sense for your clinic

Micro blading – What kind of market exists for it in India? Does it offer ROI for clinics? Is the trend of scalp micropigmentation likely to catch up in India?

Session by Skinovation

What not to treat? - When, what and where to refer? Skin microbiome

Dr Scalp/Aromase session – What adding value to the missing corner brings to dermatologists

Session by Merz for Ulthera

Instrumentation in hair restoration– Session by Tejco

Body contouring – non-invasive treatments

Session by Reform Aesthetics

Psychological techniques to improving patient satisfaction

Session by Dr. Reddy’s

Digital marketing for clinics, doctors and medical practices

Panel discussion: How to use social media to your best advantage

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WHAT INDUSTRY LEADERS SAY ABOUT US

I had this amazing conference session by Aesthetic Medicine on the role of social media in today’s generation, how doctors and practitioners should be using that for their advantage and it was overall a great conference. I learned a lot of things from the medical fraternity and I’m sure I am going to be using those things in my work and seeing what more can be gained through this. Thank you Aesthetic Medicine India.

Dr AMI SAVLA

As the secretary of the Indian Association of Aesthetic Plastic Surgeons we are glad to be endorsing this conference and get on the same platform with professionals interested in Aesthetic practices. The event is very well organized and well attended by each sector of the industry. Plastic surgery has been given the right industry-representation and the attending delegates benefitted from a wide array of relevant business and technical learnings.

Dr MEDHA BHAVE

We appreciate Aesthetic Medicine for bringing this forum, a confluence of medical practitioners, dermatologists and cosmetic plastic surgeons who actually deliver different treatments of beauty aesthetics. This confluence is a unique learning platform for those who are not into this phase of learning, the beauticians and the clinics. The most important thing for India or the people who are into the aesthetic field is to first learn and we need to have such congresses to learn and develop our own individual skills and also choose the right products. I wish Aesthetic Medicine best of luck and success in the days to come.

SOUHEN DUTTA,
Managing Director,
Alma Medical Pvt Ltd

Aesthetic Medicine is a very well thought of conference with great speakers, the content is really good. Waiting to participate in the future edition of Aesthetic Medicine in India next year.

Dr SEJAL SHAH

Aesthetic Medicine is a great venture, first of its kind in India. The show is a good learning platform where doctors especially dermatologists and plastic surgeons and also other segments of this industry can interact and discuss business. My best wishes to the Aesthetic Medicine team.

Dr AMIT LUTHRA

Aesthetic Medicine 2019 is the first chapter in India and is one of the best platforms to showcase our product range to dermatologists and professionals in the medical field. We are thrilled with the response, there was a lot of interest from dermatologists all over India and then the presentations were also excellent. We had a lot of product interest and we wish to follow up with more of such chapters in the future. We want Aesthetic Medicine India to grow and to take it to different parts of the country so we can also expand our participation.

KAPIL KUMAR,
Founder,
Aromase

I am happy to be a part of Aesthetic Medicine and appreciate the efforts taken to organize this event. It is a great platform for plastic surgeons and dermatologists to intermingle and exchange ideas on topics that are of interest. The exhibition hall has various stands with presentations from all over the world, quite a few from south Asian countries also and they have on display their lasers, the fillers, the toxins, the peels and more. The event has been a good platform to find out what is available today and we will make the most of this particular venture to help each of us and our practices. I wish Aesthetic Medicine all the very best for future and look forward to the event being bigger and better.

Dr LAKSHYAJIT DHAMI
MARKETING INVESTMENT AND REACH

1,20,000+ GLOBAL CAMPAIGN RECIPIENTS/REACH
10,000+ GLOBAL EMAIL RECIPIENTS
5,000 WEBSITE VISITS

DIGITAL CAMPAIGN
70,123

RE-MARKETING
49,273

SOCIAL MEDIA REACH
13,987

MEDIA PARTNERS & SUPPORTING ASSOCIATIONS
3

OFFICIAL WEBSITE
6,723

INDUSTRY PROFESSIONALS DATABASE
20,000+
The Professional Beauty Group is one of the world’s leading events and media houses in the beauty, cosmetics, hair and wellness industry. Owners of properties such as Aesthetics Medicine Live show and magazine, Global Spa & Wellness Summit & Awards, Cosmetic Ingredients and Packaging Innovation Expo, Hairdressers Journal, Modern Barber show and magazine, Professional Beauty shows and magazine and Salon International the group’s pedigree and experience is over 150 years old and spread across Europe, Middle East, Africa and Asia.

In South Asia, Professional Beauty is the no.1 trade show for the cosmetics and wellness industry having organised 25+ trade shows with approximately 40,000 trade buyers visiting each year. As the only international expo organiser with a long term success story in India Professional Beauty is recognised as the show at the very heart of the industry in South Asia.
Launched in 2003, Aesthetic Medicine has grown to become the leading trade show and publication for the aesthetic industry in the UK. 2019 saw the India launch of The Aesthetic Medicine India magazine and expo, the first independent trade show and congress connecting leading brands, manufacturers and distributors of the latest pharma products, treatments and machines with cosmetics plastic surgeons and dermatologists from across India.

Hairdressers Journal International is one of the world’s oldest magazines for the hairdressing industry. Published in the United Kingdom, the magazine has been in circulation since 1882 and is considered a valuable source of information for the industry focusing on hairdressing imagery, trend features, salon business advice and coverage of news and events in the hairdressing industry.

The Professional Beauty Global Group is one of the world’s leading events and media houses in the beauty, cosmetics, hair and wellness industry. Owners of properties such as Professional Beauty Expo and Magazine, Salon International Expo, Aesthetics Medicine Expo and magazine, Hairdressers Journal the group’s pedigree and experience is over 130 years old and spread across Europe, Middle East, Africa and Asia.

Considered the home of hairdressing excellence, Salon International is an annual three-day hair and beauty trade show that was founded in 1973 and takes place each October in London, UK. Salon International is where you can see, try and buy from the industry’s biggest names, with over 400 brands exhibiting. From the latest salon interior trends, colour and styling products to electricals, scissors and salon software along with the best in hair education at the famous Salon Live show, Salon International is really the home of hair.

A strategic convention, brand showcase and networking programme, World Spa & Wellness Asia will put your brand in front of the leading spas, hotel groups and distributors of ASEAN nations.
Cosmetic Ingredients and Packaging India (CIPI) is a focused trade show catering to the beauty, cosmetics and personal care ingredients industry, primarily manufacturers and suppliers of raw materials and ingredients including packaging products and labelling companies who form the basis of the beauty and cosmetics industry. Co-located alongside South Asia’s leading finished products show, Professional Beauty Mumbai, CIPI is a logical step in connecting brand owners, manufacturers and those looking to enter the cosmetics industry with innovative experts who can help design and build better cosmetics products.

The Makeup Week show (MUW) is a show packed with masterclasses, open education, networking opportunities, access to professional brands and makeup magic. From building a better makeup kit, learning new technical and business tips to develop your career, meeting domestic and global makeup legends, shopping with your favorite brands and connecting with your community.

Inspired by the world-famous Salon International show in London, Salon India is a dedicated show for the hair stylist community in India. Bringing the latest content from around the world and India, Salon India is 2 days of live seminars and brand expo delivering the best in technical education, product education and business education to the hairstylist community.

Salon Management Congress (SMC) is the only dedicated forum in India looking at tackling the business challenges faced by salon owners throughout India. From retailing products, to understanding whether to franchise or build one's own brand, to using technology to drive salon profitability, the Congress brings together experts and industry veterans to share war stories and solutions to some of the most critical business challenges in the industry today.
Stand out from the crowd. Enhance your presence at:

www.aestheticmed.in