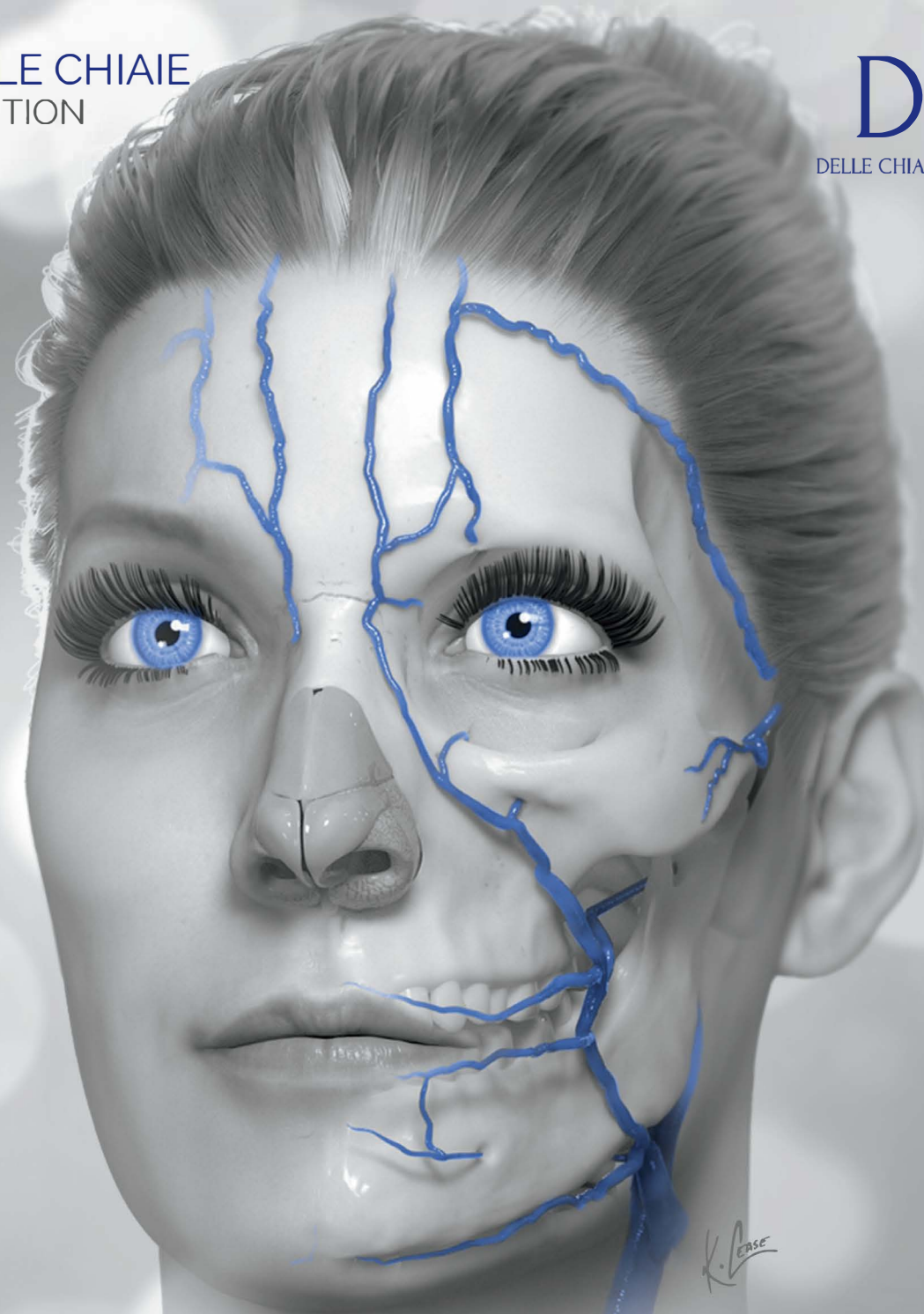


TARA DELLE CHIAIE
SECOND EDITION

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DELLE CHIAIE COSMETIC MEDICINE



ESSENTIALS OF
NEUROMODULATION

A COMPREHENSIVE GUIDE FOR AESTHETIC PRACTITIONERS

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Essentials of Neuromodulation

A Comprehensive Guide for Aesthetic Practitioners

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ABOUT THE AUTHOR

Tara Delle Chiaie grew up in Plaistow, New Hampshire, and Merrimac, Massachusetts. Her mom was a cosmetologist, and her dad, a carpenter as well as a fisherman. Tara loved traveling to New York as a kiddo to attend hair shows with her mom. However, when she was not at hair shows, Tara could often be found fishing in a taffeta dress with black patent leather shoes. Tara loves beauty and glam but also enjoys the rugged outdoors. She was a ballerina for much of her youth and loved dancing in the Nutcracker. Tara attended nursing college while working as a ballerina. Her studies eventually took her abroad to Australia's beautiful land, focusing on psychology, philosophy, and statistics.

Tara has been in medicine since 1999. She officially became a Registered Nurse in 2002. In 2011, Tara graduated from the accelerated program at the University of New Hampshire (UNH) as an Advanced Practice Registered Nurse (APRN) and immediately became nationally recognized through the American Nurses Credentialing Center (ANCC) as a Board Certified Nurse Practitioner. She is further Board Certified in Anti-Aging Medicine by the American Academy of Anti-aging Medicine. Growing up in the beauty industry, Tara found it was a great union to blend beauty with medicine. She has an astute sense of safety while her experience guides her practice to produce beautiful and natural results. She has been teaching nursing and medicine for 15 years. Sharing her knowledge and helping others define their talent brings her great joy. Tara's goal is to continually fine-tune the art of bringing one's inner beauty to the surface. This happens by increasing her own education and ensuring other health care providers deliver the same quality of care.

In 2013 Tara opened her Cosmetic business, Delle Chiaie Cosmetic Medicine. Although aesthetics is her passion, she found a significant flaw in the health care system and opened a concierge medical practice; Delle Chiaie Concierge Medicine. Although Tara created her initial business with a strict business plan, she always kept one ear to the ground, listening and recognizing her environment. This keen awareness ensured her organic growth within the industry by being mindful of patient needs and economic trends. After seeing hundreds of clients needing correction work, she quickly realized it was an opportunity to begin teaching others. Creating DCCM™ Academy was her way of sharing her experience and knowledge with others while safeguarding patients from the ill-informed or the undereducated provider.

The purpose of this book is to set an industry standard in cosmetic injectables. Standards must be redefined regarding patient safety and academics for entry into this booming field.

Tara is an active member of the ANA-American Nurses Association, ISPAN -International Society of Plastic and Aesthetic Nurses, ANCC-American Nurses Credentialing Center, AAMEP-American Academy of Medical Esthetic Professionals, and American Academy of Anti-Aging Medicine. She holds 53 additional certifications in advanced aesthetic training and has traveled the world to improve her skill and exposure to the ever-growing aesthetic industry. Tara is a National speaker for Candela Medical Corporation, speaking about her business brand and development and their technology and how she has implemented the technologies to help grow her business in terms of improved patient outcomes. Candela recognized the value in her unique proprietary formula for combinationtherapies with neuromodulators, filler, and laser technology. Therefore she became a global leader and speaker.



ACKNOWLEDGEMENTS

I want to thank my very first injectable representative, Christine Brickett. I am the injector that I am in part because of her. Skill, education, and personality all make a difference, but I truly believe that relationships can also change the trajectory of one's path. This amazing woman, Christine (Chris) Brickett, changed my path. After my first course on injectables, I called the drug company, and they kindly connected me to the rep in my territory.

Chris was so very kind on the phone, and I told her I had just finished my first course yet, I felt it was not enough to begin injecting independently, and I was nervous and didn't feel ready. Chris told me, "I could help you, but you need to be willing to put in the time and money for the proper education." I paused for a minute, thinking of my three boys I was raising independently. She sensed my reservation and told me, "If I couldn't commit, then maybe I wasn't ready." That immediately sparked my drive. My response was crystal clear: "I will find a way." Together we did find a way for me to gain the experience needed and begin developing long-lasting relationships in the industry.

She quickly connected me to several providers that had been doing well in the industry to help advance my knowledge and skill in the aesthetic field of injectables. That is when I felt like the real learning began. In my first year, she introduced me to 5 different injectors to train with. Each one of these injectors had a training piece to their practice so, I was able to private pay for personalized, hands-on training. Had she not believed in me, I may never have had the fortune to be where I am today in this amazing industry.

Her experience and guidance helped connect me to the right people in the industry. Chris showed me the difference between being a point-and-shoot injector versus becoming an artful provider producing safe and beautiful results. She pushed me to demand more of myself in terms of outcomes and safety. I was fortunate to have such a savvy and intelligent rep. I owe much of my success today to her. Her wisdom, persistence, kindness, and brilliant nature are the very shoulders I stand on today. Don't ever underestimate the power of a relationship. We all need each other and can grow from one another. Thank you, Chris; I will always remember where I came from.

DEDICATION

This book is dedicated to my three boys (Quinn, Gavin, & Tristan). These three little men have supported me all along the way while I poured my heart and soul into creating this book and the growth of my practice. I went back to college for my Master's degree while on maternity leave with my third son, Tristan. The importance of education has been at the heart of our household since they were little. As they grew, their excitement and pride in me, their mom, fueled my continued growth in the industry.

I wanted to be an example, a role model for the boys to set their goals high and continually strive for more. Even if it is not aesthetics, I wanted them to see the value in education, the devotion it takes to create something you are proud of, and what it means to influence others positively. They believed in my mission to make the aesthetic industry a better place for providers and patients. I hope they have seen the difference between a career versus a job with the passion invested in my craft. May they find a career that they are wholeheartedly dedicated to. I was told many years ago; that if you follow your heart, the money will follow, and you will never work a day in your life. This is so cliché as an adult, but it resonated with me in my youth and has become a powerful truth in my adult years. It is easy to tell the difference between an educator and a salesperson. The educator believes in the task and can back it up with proof.

Boys, my message to you is; to be the leader, the educator, and the innovator. Believe in yourself and your dreams. A lack of effort is the only thing standing in your way of success. Get out there and show the world you are a shark. The shark doesn't wake up on Monday, complaining it's a Monday. Better yet, the shark is up early and biting, reminding everyone he is the shark. When someone tells you no, find a way, don't settle, and don't let your dreams die because someone else does not share your vision. Believe in yourself and your future; go get your dreams and chase your desires.

I love you three, Love Mom

DISCLAIMER

Tara Delle Chiaie of Delle Chiaie Cosmetic Medicine, PLLC, has taken great care to ensure the accuracy of the content within this book. The information is current and based on best practices utilizing research as the foundation and practical application. The author of this instructional material and teachings are not responsible for errors or omissions or for any consequences from applying the information in this book and making no warranty, expressed or implied, concerning the accuracy, completeness, or currency of the contents within this course material. Application of the information from this manual to particular situations remains the sole professional responsibility of the practitioner performing the task. Some drugs mentioned have FDA clearance, but it is still up to the individual provider to ensure each drug's safety.

The author has done her due diligence to ensure accuracy and that any section and all pages are in accordance with current best practices. Ongoing research in the field of medicine will create a constant flow of change and recommendations. It is up to the practitioner to ensure ongoing training and understanding of current trends and best practices. The readers of this material are encouraged to read each package insert and follow prescribing guidelines for each medication being utilized.

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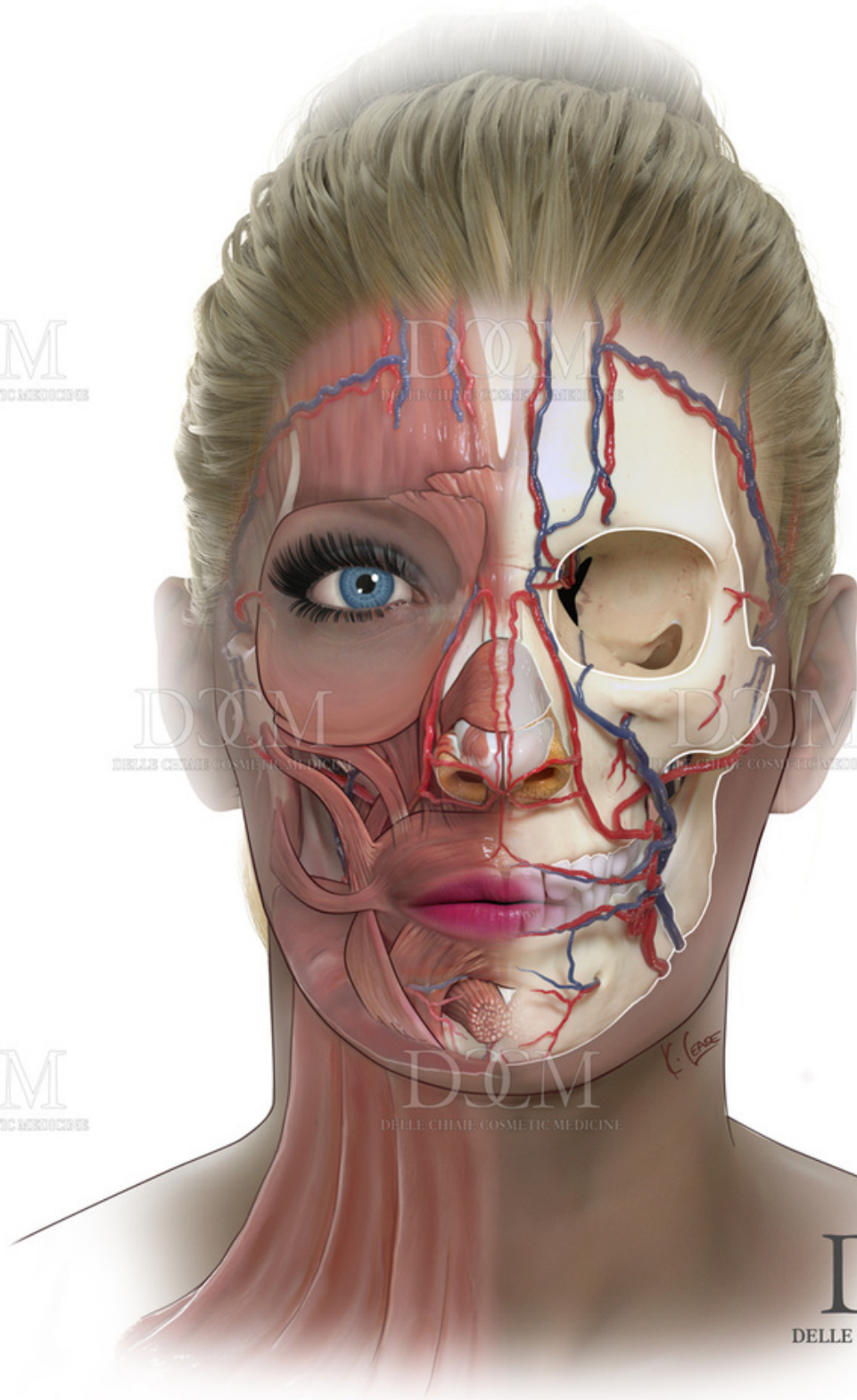
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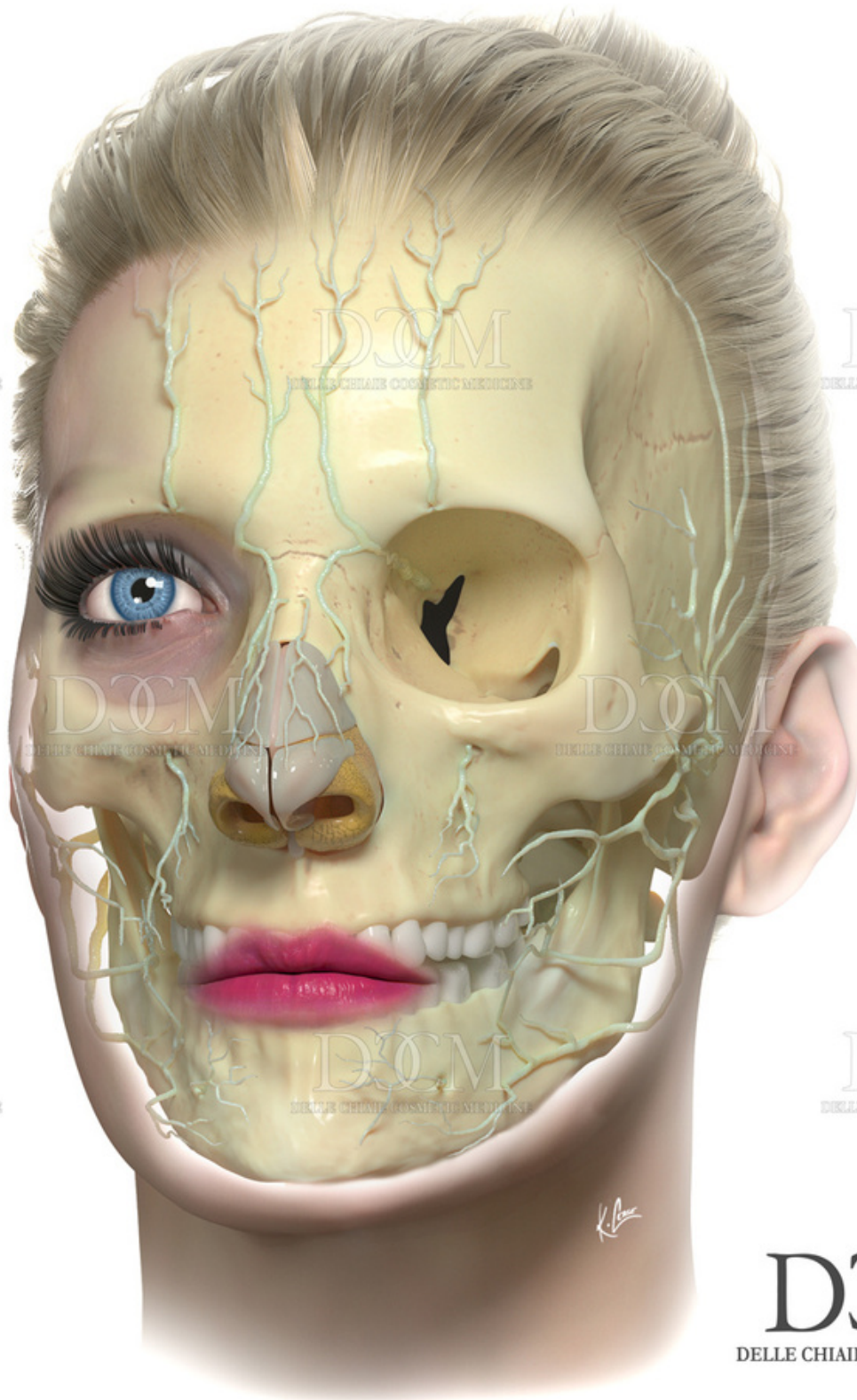
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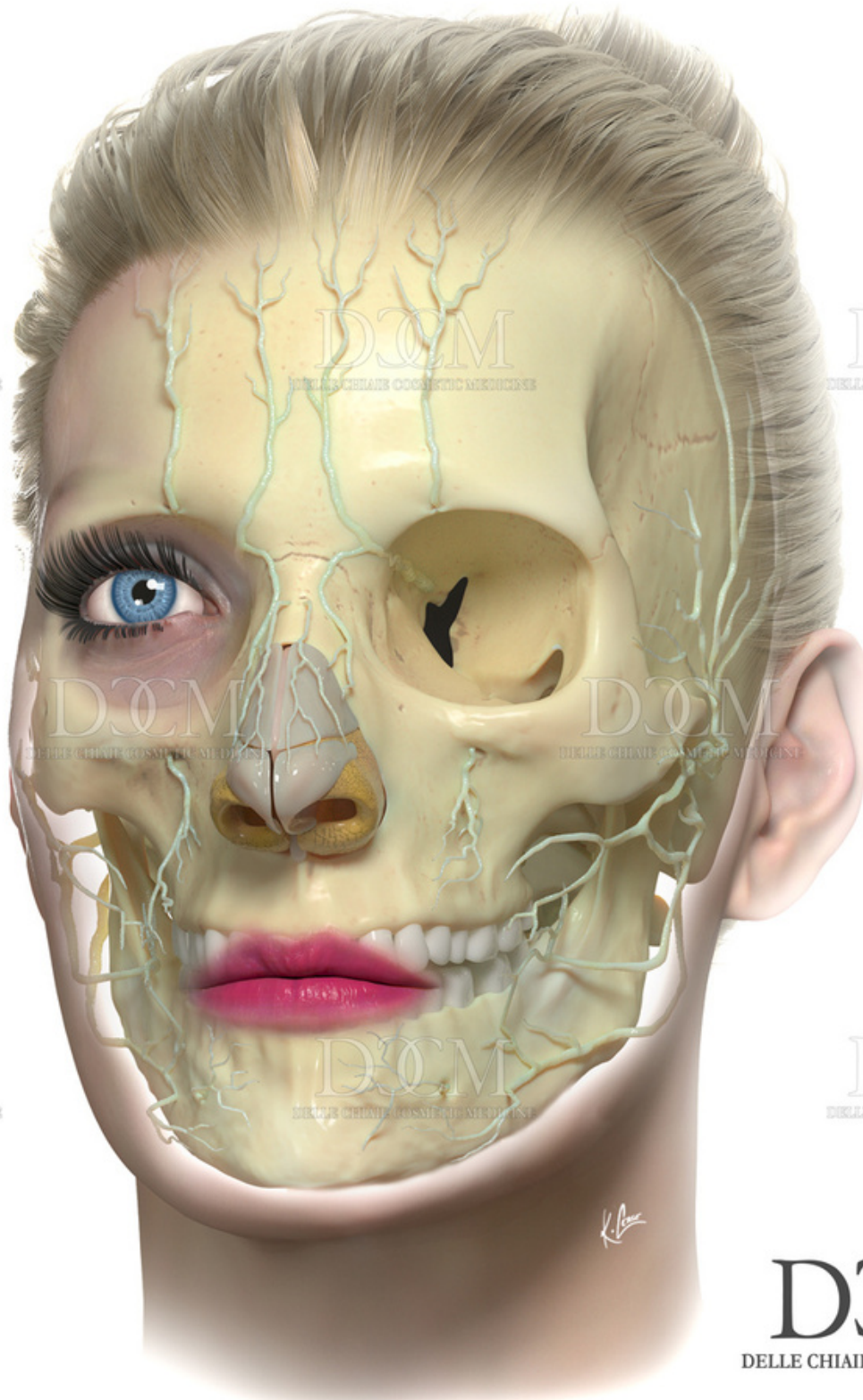
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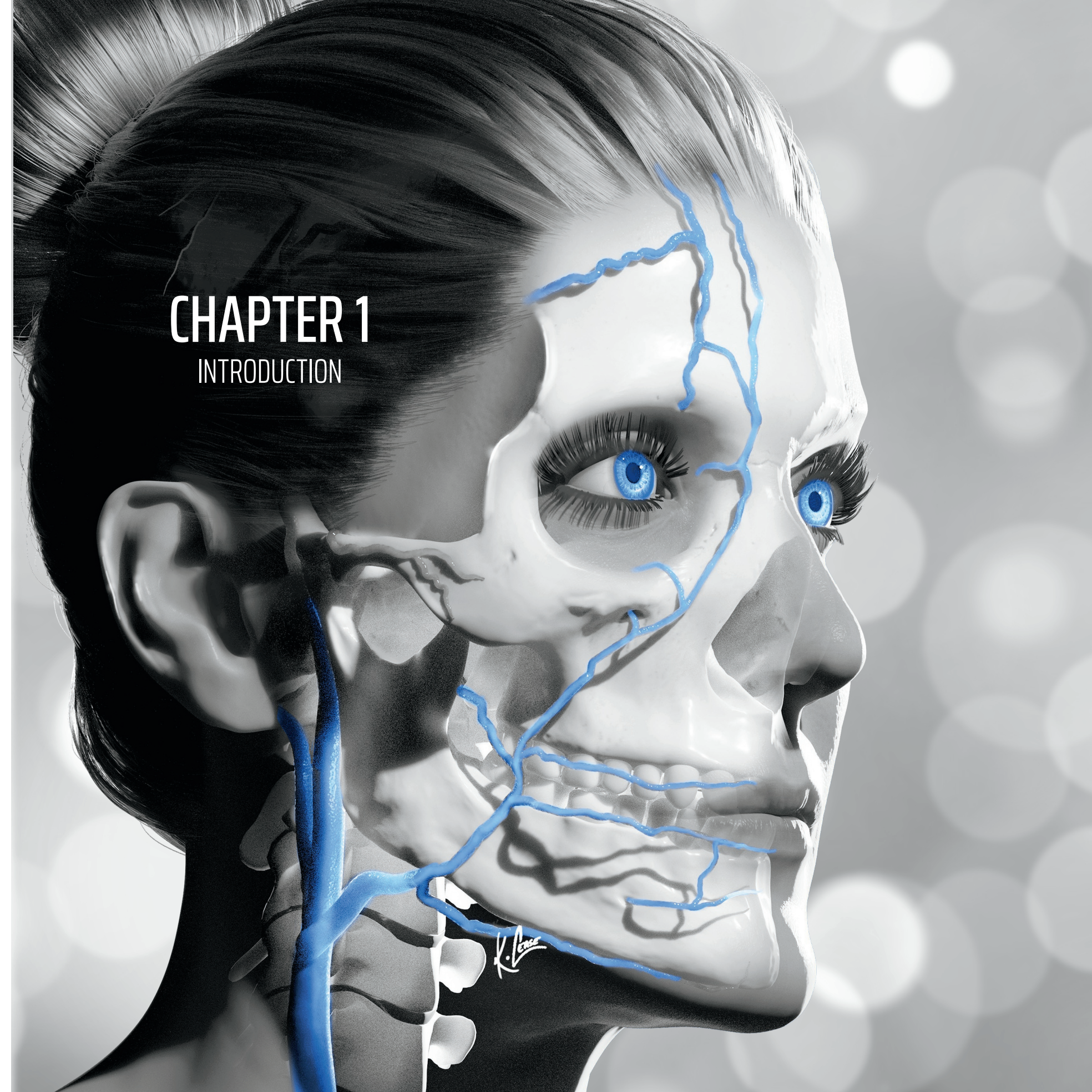
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CHAPTER 1

INTRODUCTION



The human face is more than just a physical space; facial features are directly linked to our psyche, contrary to popular belief. Our facial features demonstrate our identity, and our expressions speak a language unlike any other species. The slightest flick of an eyebrow has significant meaning in the unspoken language. Any mother can relate to this very concept as they can appreciate the silent impact that the hairy eyebrow they dart at their misbehaving child can have. A mother's disapproving face can stop a child dead in their tracks, and the mother does not even have to utter a word. When I am not freshly TOXED, I speak silent volumes to my children publicly, and they know exactly what I mean. The point here is; our features matter despite the naysayers that claim that looks do not matter. Being a part of a multibillion-dollar industry based on looks and image strongly suggests that looks, in fact, do actually matter, and consumers are willing to pay for it. If looks did not matter, then why were filters created for photos? Why are so many body shaping and slimming devices, as well as slimming clothing, on the market all succeeding?

Our facial features can help exude confidence, or to the contrary, our aging features or disfigurement can be the grim reaper of our very soul. A person slowly deteriorates over time, not just physically but emotionally; every time they look in the mirror, they see their life slipping away both physically and metaphorically. With each glance in the mirror, they see their life, youth, and beauty wasting away. A patient told me once that she felt like the filler and neuromodulator that I injected was as if I filled her back up with her own sense of power and her zest for life. The patient stated that as she saw the wrinkles and volume loss taking over her image all the while, she felt as if she was losing her identity. She continued, "it was as if I injected her identity back into her with every syringe. The filler and neuromodulator injected were like you were injecting me back into life. Since my treatment, I have been doing my hair every day, going to the gym, dressing my best, and have been much more efficient with my tasks." Injections are a powerful treatment for our patients, not just physically, but socially and emotionally.

What cosmetic providers do for their patients is more than just physical. The work is essential to the emotional well-being of the patients. It is necessary for the emotional happiness and confidence of the clients to help them look and feel refreshed, youthful, and beautiful. It eludes to the concept of mind, body, and spirit, or shall we say mind, face, and spirit, in the aesthetic industry. When people are happy with themselves physically, emotionally, and functionally, they give off different signals to others. Confrontation, sad, elusive, confident, and humble are just a few signals portrayed from one person to the next based on looks. This concept, yet again, references the importance of facial expressions, and how we communicate with others is directly affected by our features. This concept is tied to the success and confidence of the individual. One repairs an aging deck or pool, so it seems to make sense that one would make repairs to our aging faces to maintain appearances. What motivates individuals to address their aging self is unique, varied, colorful, and rich with personal history. It is up to the cosmetic providers to develop an acute sense of looking through their lens to see how they view themselves and their purpose in their aesthetic journey.

The aesthetic industry is booming, and medical spas are popping up at alarming rates all across the world. Nurses and doctors are leaving the traditional bedside role to become a part of this new wave of medicine. Over the past few decades, neuromodulators have taken the aesthetic industry by storm and become well-adopted into mainstream culture for both patients and providers. Twenty years ago, the consumer's only option was plastic surgery or a CO2 laser to fight back against poor lifestyle decisions such as sunburns and cigarettes, coupled with the dreaded hands of time. Nowadays, consumers have a myriad of treatment options to age gracefully without going under the knife. There are so many avenues to access information, and it can be very confusing to consumers and our fellow peers and colleagues looking to break into the industry. What treatment is best? What product is best? Who is the best? Is a plastic surgeon better than a cosmetic nurse? Who is best to train within the aesthetic industry? These are just a few burning questions from new injectors and patients alike. Let this book help understand the aesthetic industry, the consumer, and the educational process necessary to become beyond proficient at cosmetic injections.

Grandview (2020) reported that in 2019 the non-surgical cosmetic industry was an 8.88 billion dollar industry. With the recent rise in zoom meetings, telehealth, and social media of every platform, people are becoming increasingly conscientious of their appearance. With the onslaught of video calls, it is as if the patients are forced to look in the mirror all day long. As they peer down at the computer screen, they can see the hands of time pulling them downward. Certain features can be enhanced or exacerbated by the positioning of the face. Often with video conference calls, patients are looking in a downward position, thus exacerbating the negative look of the nasolabial folds or the jowls on their faces.

“ With the onslaught of video calls, it is as if the patients are forced to look in the mirror all day long. ”

The funny or unrealistic filters one can put on themselves can only take a person so far in life. Snapchat filters and apps such as Face Tune can take the average person with severe signs of aging, and presto; the app has now made them a clone of the Kardashians. Nevertheless, let us pause for a minute and consider what the external filter is doing. Filters are actually just a filtered reality of oneself. A new sense of reality must be achieved to reach a point in society with the realization that a filter will not do anyone any good. In-person encounters do not come with a filter, therefore, making it essential to represent an honest presentation in person and online. Once a person goes to meet their new Tinder date in real life, the reality is now the presence of a lie if filters were utilized on the profile picture. Unless, of course, they meet in the darkest of darkest speak EZE, then the darkness will masquerade as a filter. However, the utilization of filters is helping the aesthetic industry forge forward. Injectables help to create, so to speak, an internal filter for the patient. Instead of filtering the photo, patients can now filter themselves. This way, the patient has rejuvenated themselves from the inside out and can have confidence that their new date from the app will

appreciate the honest person who shows up and recognizes them.

Open up any social media platform, and it is evident that the trend for minimally invasive procedures is on the upswing. Between 2000-2014 cosmetic surgery showed a 12% decline compared to minimally invasive procedures, demonstrating an upward shift of 154%, according to Khunger (2015). In 2015, 13.5 billion dollars was spent on non-surgical and surgical procedures (Khunger N., 2015). Then in 2016, the industry increased spending by 1.5 million dollars in the industry (Khunger N., 2015). Social media and influencers are definitely aiding in driving the industry's growth. The Aesthetic Society (2019) reported that out of 17.7 million minimally invasive procedures performed, 15.9 million were minimally invasive procedures like neuromodulation and dermal fillers.

According to The Aesthetic Society (2019), Botox® treatments have been the number one leading non-surgical procedure since 1999. More than ONE BILLION dollars was spent on injectables in 2019 (The Aesthetic Society, 2019). It is no wonder why Botox has become a common household name, and everyone has heard of the wrinkle-busting medication internationally and right here in the US.

« Cutting corners will only harm the patients and, in turn, harm our industry. »

Cosmetic or aesthetic medicine are terms used loosely to describe a myriad of treatment options, both surgical and non-surgical; they extend from plastic surgery to injectables, lasers, and so much more. With the click of a few buttons, consumers can now search for nearly anything they want online from the comfort of their own homes. With a plethora of information at their fingertips and a booming field of surgical and non-surgical treatments available, the world is their oyster. Consumers can now have their facial features augmented without taking on

the increased risk of going under the knife for cosmetic surgery. Perhaps the patient needs a minor enhancement but is not ready to have a surgical facelift just yet; the non-surgical side of injectables can help to extend their youthful looks before they go under the knife. High-risk practices, such as unapproved products (bought illegally), off-label use of products, inadequate medical facilities, and poorly supervised staff performing procedures and subpar training, are the mainstay of increased complications. This is a very competitive and fast-paced industry. It takes a lot to get ahead and even more to develop mastery of skills. At the end of the day, this is still medicine, and the practice and art of injectables is a medical specialty. Cutting corners will only harm the patients and, in turn, harm our industry.

Surgery has its place but comes with significantly more risk than injectables. That said, injectables are equally, if not more dangerous, if the injector is not adequately educated. Minimizing patient risk is the best way for providers to care for their patients; this can be achieved by education and minimally invasive procedures. Neuromodulators and

dermal fillers, coupled with lasers, have opened the doors for providers to improve patient outcomes and offer them various treatment options that best fit their budget, lifestyle, and aesthetic goals. Even with non-surgical options, providers can minimize the effects of aging, lift, plump, soften, and even correct genetic asymmetries. With that said, Neuromodulators and other injectables do come with their own inherent risk, both by the product and the injector providing the service. Although the risk of harm is minimal compared to surgery, there is still a significant risk, and that needs to be addressed with thorough education. The best way to mitigate or reduce the risk of harm is by proper education, coupled with an in-depth understanding of anatomy, both at rest and in motion. Practitioners should seek post-secondary education and guided practice with experienced and licensed practitioners to become proficient.

Even though Botox is a common name among households and coffee shops, there is still confusion surrounding the purpose and meaning for patients as well as new injectors. The following chapter's goal is to demystify the stigma, define the terms, and provide the reader with a clear understanding of how to inject neuromodulators with a comprehensive anatomical understanding. The intention is for injectors to learn more knowledge while becoming leaders and innovators, not just injectors. It is necessary to reset the standard of care and education in the injectables industry. Gone are the days when trophies are doled out because of a weekend course attendance. In order to elevate the bare minimum of initiation into the industry, a paradigm shift must occur, starting with the foundational concept of education. An eight-hour course is not enough to demonstrate understanding, let alone proficiency or mastery. Classes should be created with follow-up advancing the knowledge and skill of the student. A stepwise approach would be best paired with a mentorship program or a fellowship, just like a surgeon endures. Pause here for a minute and reflect on the mastery necessary for a surgeon. The surgeon has several years dedicated to a fellowship after completing the initial training before they can work independently. It is time to have aesthetic courses with mentorships and fellowships to develop mastery in the art of injectables. Studies demonstrate that it takes ten years and ten thousand hours of practice to the craft or study to become a master. Look at Mozart or Steve Jobs, or Bill Joy; they all dedicated ten years and ten thousand hours of blood, sweat, and tears into their craft before it finally amounted to something. Surgical options are still an active and necessary part of the industry; however, the non-surgical field of aesthetic medicine is growing exponentially. When injectors are learning how to inject, they must first have a stronghold on what products are being injected. Then they must develop an intimate understanding of where to inject and how it interacts with the tissues and the patient's overall facial expressions.

To be a proficient cosmetic injector, one must understand anatomy on a different level than what was previously taught in the basics of nursing or medical school. Injection anatomy calls for an in-depth understanding of learned anatomical behaviors and characteristics. Dr. Arthur Swift defines injection anatomy as its own learning curve and feels it differs from surgical anatomy. This concept is realized by understanding the tissue's response to the product that is being placed, the risks one takes while injecting, and the behavior of the needle and the extrusion force of the product. The basic knowledge of the anatomical location is not enough to be successful in the

aesthetic industry as a cosmetic injector. The injector must understand all of the planes of the injected structures along with the depths. When it comes to the muscles, their direct effect on the face's dynamic expressions and how it may interfere with a person's ability to blink, swallow, and masticate is the greatest concern for the injector. It is of equal importance to have an in-depth understanding of the medications (products) you inject and each product's characteristics, syringe, and needle. The face is the canvas, and the product and syringes are the paintbrushes. As the reading continues along, repeating themes will begin to emerge. The goal is not just to show injectors how to perform the injection but for the reader to gain an in-depth understanding of why and, even more importantly, how to avoid negative consequences, called severe adverse events or AE's.

Successful Tips to Limit Serious Adverse Events or Displeasing Results.

- 1. Know your injection anatomy.**
- 2. Understand dynamic and static expression.**
- 3. Understand the equal and opposing areas that can aid in the remedy to complication post treatment.**
- 4. Know the depths and relative dimensions of the structures you are injecting.**
- 5. Educate yourself with more than just one weekend course.**
- 6. Comprehensively understand the pharmacokinetics and pharmacodynamics of the neuromodulator in use.**
- 7. Proper and in-depth facial assessment is key in great outcomes.**
- 8. Strict adherence to state board and regulatory parameters.**
- 9. Know your Scope of Practice for the state you are practicing.**
- 10. Have a comprehensive understanding of the aging process.**

With the rise in minimally invasive procedures, we are now seeing trends of complications arising from the otherwise safe procedures. With longer follow-up periods, scientists and statisticians can wrap their heads around the actual safety and danger of minimally invasive procedures. Soft gel dermal fillers have presented to be the most dangerous aesthetic treatments. The development of occlusions, blindness, stroke, granulomas, infections, and disfigurement of the soft tissue is a catastrophic event post-dermal filler treatment. If the word invasive is part of the sentence, it must go without saying that there is still a risk. The most significant risk with minimally invasive procedures comes from the untrained professional or the at-home injectable party. It is imperative that the provider be well educated and additionally trained in aesthetic medicine.

Furthermore, the provider needs to be well versed in facial anatomy and safety protocols for the treatment they are performing. Even though providers and researchers are now seeing more and more complications given the sheer number of treatments currently performed, this still has not brought about the need for change in injectors' academic preparedness. At home, parties and the youtube trained professional have left a vulnerable population of patients to suffer and hide in shame with disfigurement and judgment after receiving what they thought was a minimally invasive procedure. Health care providers' jobs are to be the expert and be sure that a healthy respect is maintained as injectables are still medicine. Aesthetics is a softer side of medicine but, nonetheless, still medicine. Aesthetic medicine incorporates an art form of beauty and symmetry alongside the rigid protocols of medicine. Educating providers within the industry and holding the craft with the highest regard is of the utmost importance to deliver natural and beautiful results. The more injectors understand the risk of complications and how to prevent adverse outcomes, the better the education will be for our newcomers. This process will allow for the development of safer techniques, improved outcomes, and detailed protocols. Eventually, standardizing treatments and safety while still allowing for the artistic creativity of beauty imposed by the individual injectors.

Social media is a wonderful and potent tool in the field of aesthetics. Unfortunately, it has also become a negative platform, portraying a false sense of filtered reality. Social media has given a false sense of expectations to consumers and

“ Better yet, providers should focus on the patient instead of being the cliché one uppers of social media. ”

eager new injectors, dismissing the education and understanding necessary to provide safe and exceptional results with non-surgical aesthetic procedures. Social media has become a place of filtered reality, influencing the perception of what an injector can achieve. There is an enormous disparity between reality and results with social media these days. Many dating apps have disappointed customers when someone other than the image portrayed on the profile picture

shows up on the date. The same process is to be considered when cosmetic providers showcase their work. Providers should not be bowing down to this deceptive and deceitful style of marketing. Better yet, providers should focus on the patient instead of being the cliché one-uppers of social media. Filtering work to lure customers is an unethical and deceitful practice. An injector's goal on social media should be to showcase their work to the public and inspire colleagues. Experienced providers need to set the tone and relay the truth to the public (the patients) on social media, not the filtered version of the results. It is time injectors utilize social media to showcase the unfiltered talent and retrain the consumers to expect more realistic outcomes.

Some treatments offered by aesthetic providers have minimal downtime or only take a mere ten minutes to perform. However, it certainly does not mean a lack of time was invested in education and further training to deliver the seemingly quick ten-minute treatment. An extensive amount of time and money goes into the educational foundation to perform such a task in five or so minutes. Erickson purported that it takes ten years and ten thousand

hours of practice and dedication to the craft to become a master. With a quick yet eye-catching sixty-second video clip, a provider can showcase just how easy and quick a neuromodulator treatment can be. The short yet eye-catching videos can be highly misleading to patients and colleagues looking to enter the field. When providers make it look so easy, consumers will begin to question why it is so expensive. It is more than a quick injection in five or so minutes. Understanding the dose, the product, the patient's goals, the relationship of nearby structures, and unique features to the individual patient makes the treatment successful. Much more goes into the art of neuromodulation and aesthetic procedures than meets the eye on social media.

As for fellow colleagues looking to break into the industry, they begin to think that it is easy and can make so much money in this field. They miss the element of time, dedication to education, and devotion to the industry that is completely lost in the whimsical, eye-catching social media post. Don't be mistaken; social media is necessary and can be very powerful to help elevate an aesthetic practice and showcase the work. However, a balance needs to be struck between valuing education and the ability to showcase the aesthetic industry's beauty. Be sure to represent the industry with the highest of regard. Aesthetic medicine is medicine, after all. It is well known that social media has helped elevate awareness and excite consumers for treatments, but it perhaps has given a bit of a false sense of ease. With that said, weekend training courses are abundant, as are poor outcomes and a lack of respect for the industry. Sixteen hours of education is not enough to be an expert or develop mastery within the field of injectables or any type of medicine, for that matter. My goal is to begin resetting the standard of entry-level academic programs to get a foot in the door into the aesthetic industry. I am working with nursing programs to start implementing the basics of neuromodulation to set the tone and the standard for academics in the field.

Discounting a medical provider's talent and the sanctity of the grueling educational process is an outright appalling tactic. Non-surgical and minimally invasive procedures such as neuromodulators are still medicine. At no point should a discount have ever even come into play. Think about the surgeons' office patients; they are not offered a buy one, get one half off breast augmentation, or a buy one, get one oophorectomy. I have yet to hear of a cardiac surgeon who offers a free carotid endarterectomy with a quadruple bypass. Why is the cosmetic medicine industry compelled to discount their talent, service, and medicine when others in medicine would not dream of offering a flash sale? When these flash sales occur, it can attract the wrong type of client, setting the practice and the injector up for malpractice, at which point an attorney may be needed. Do not be fooled; an attorney will never give you a special on two litigations over one. Be mindful of the talent, time, and money spent on the education necessary to perform tasks such as neuromodulators. Respect the profession and the degree required to practice medicine.

It is said that a cosmetic injector has a much more luxurious lifestyle and is stress-free. The idea that the aesthetics business is a life of luxury is not the case at all. If an injector values and respects the license they hold, they will always be a little nervous and extremely hungry for new knowledge. When I decided to move my career away from

emergency medicine, and into the Aesthetic medicine industry, I thought I was giving up a punishing schedule to have a more luxurious life. I thought my job would be to point and shoot with a few flicks of a syringe. Little did I know, I would be on call over vacations, nights, and weekends after injecting the patient. The patient is my responsibility the minute I inject them. Our industry is such a small niche and so highly specialized that an emergency room or a primary care provider's office is not the place for the patient to be should an issue arise post-treatment. The safest place for a patient experiencing an adverse event is back in the hands of the original provider or, at minimum a provider specializing in this particular field of medicine. Patients can suffer from lymphatic stalling after neuromodulation treatment. The patient may then rush to the emergency room, thinking they are having an allergic reaction or a stroke due to the puffiness from edema. The patient will end up with a huge bill, an unnecessary CAT scan or MRI, and further unnecessary tests and expenses. I thought I was giving up difficult patients in the emergency room and grueling schedules for a comfortable life. I was wrong. However, I love my career and would not change it for the world. I just want you, newcomers, to be prepared for the next steps. Days are longer and the education to get into the industry is steep. Patients are savvy, high maintenance, and needy but equally impressive and vulnerable. Each patient has a special place in my heart; they become your extended family. I adore and respect each one of them. They will complain, but it is up to the provider to learn from the complaint and figure out why they feel the way they do post-treatment. As the injector becomes skilled, the focus is not on the criticism of the patient any longer. The focus is now on how and why the muscles and tissues interact to make the patient feel a particular way. At the beginning of an injector's career, a complaint is terrifying.

At some point, a switch is flipped, and the injector will no longer look at a complaint as negative feedback. The crowning moment is when the injector can hear the words and turn the complaint into an opportunity to understand the craft better and set proper expectations for the patient. The injector will then better serve their patients regarding education, outcome, safety, and expectations. Patients sometimes teach us more than we learn from a course on injectables. Listen and observe the movements of every patient. Each one of them has a valuable lesson to teach the injector. We need to be humble enough to hear it, smart enough to listen to it, and talented enough to deliver the results.

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