

Global Facial Injectables Market Report: 2013 Edition

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Abstracts

Cosmetic surgery is an exclusive branch of medical science that focuses on enhancing appearance of an individual through surgical and medical procedures; while preserving their unique attributes. On the other hand, plastic surgery is defined as a surgical specialty that focuses on repairing and reconstructing the abnormal structures of the body parts. Cosmetic procedures include surgical procedures as well as non-surgical procedures. Both surgical and non-surgical procedures are considered to be an appropriate treatment for the people who want to inculcate an instant change in their appearance. However, along with the various advantages, aesthetic surgical procedures also have certain disadvantages associated with them.

Minimally invasive and non-invasive procedures; also known as petit surgery have become mainstream in cosmetic surgery industry. Around 20 years ago, facelift surgery was the only way to get rid of wrinkles but presently facial injectables are the most widely used treatment for the same. Over the past few years, the popularity of facial injectables has grown considerably well and this change can be attributed to their convenience and relatively low cost. Facial injectables are broadly divided into three categories, namely botulinum toxin, traditional fillers; also known as dermal fillers; and collagen stimulators. Out of the aforementioned procedures, the global facial injectables market is majorly governed by two segments namely, botulinum toxin and dermal filler injectables. Apart from the application in facial injectables, botulinum toxin is also used for ophthalmology, dentistry, gastroenterology, plastic surgery, Urology purposes. Common applications of the dermal filler treatment are lip augmentation, cheek plump, reduction of marionette lines.

In most of the western countries, a strong growth in the demand for facial injectables has been observed among males and females aged 40 to 54. This increase was noted on the account of rise in demand for the anti-aging treatments. In today's modern arena of technological innovation, one of the most effective non-surgical procedures is Radio

Frequency facials. The US Food and Drug Administration (FDA) has approved radio frequency facelifts as a non-surgical treatment for wrinkles and facial skin imperfections. Managing unrealistic expectations of the clients remains one of the major challenges faced by this industry. Moreover, lack of proper regulations on cosmetic intervention by unauthorized practitioners is a matter of concern for global aesthetics industry.

With the focus on research and development activity, expansion in the global marketplace and invention of new products, the key players of botulinum toxin include Allergan, Ipsen and Merz, apart from other players. Some of the major players of dermal filler market are Galderma, Bloomage BioTechnology and Beijing Emeical BioTechnology.

This report provides an analysis of the global facial injectables market. It discusses major challenges faced by the industry along with major market trends and industry developments. The report also includes the competitive structure of the industry, regional analysis and profiles of major players with a discussion of their key business strategies.

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