

# Regenerative Aesthetics Insights

Thank you for subscribing to our Regenerative Aesthetics Insights newsletter! This newsletter is designed to keep you at the tip of the spear on the latest news and trends across the aesthetics market. As a leading manufacturer of Exosomes, we want our support and customer engagement to match the unquestionable quality and performance of our products.

## What's New at Exocel Bio



### New Product: Exovex Refine (75B)

ExocelBio is excited to announce the launch of our latest product, Exovex Refine, our 75 billion exosomes designed concentration for individuals battling extensive hair loss. Refine is the result of rigorous testing, featuring exosomes sourced from regenerative Placental Mesenchymal Stem Cells. You can read the full article in Dermatology Times.

[Read Full Article](#)



### The Exovex Quick Start Guide

At ExocelBio, we are committed to your success with our Exovex products. In that spirit, we are excited to share a new resource that we have developed to guide you on all things Exovex. Here is just a snapshot into what is included in the Guide.

#### General Resources

- Storage
- Usage
- Tips for Talking to Your Patients
- Picture Program

#### Marketing Resources

- Flyers
- Brochures
- Images
- Practitioner Spotlight
- Social Media Assets

#### Other Resources

- Clinical Data
- Videos
- E-books
- Newsletters
- Blogs
- Best Practices
- FAQs

### The Exovex Quick Start Guide

The Exovex Quick Start Guide is available for customers only and is password protected. [Email us](#) for your password today!



### Navigating Inflation: Strategies for Promoting Premium Regenerative Aesthetic Services

The world of regenerative aesthetics has witnessed significant growth over the past decade, with consumers increasingly seeking innovative treatments to enhance their appearance and boost their confidence. However, the challenges of inflation can impact the ability of regenerative aesthetic practices to offer premium services without compromising profitability.

In our most recent blog, we explore some strategies that aesthetic practices can implement to continue selling premium services and maintain their competitive edge during periods of inflation.

[Read Full Article](#)



EXOCELBIO

### See Behind the Scenes Where Exovex is Made

Have you ever wanted to see where Exovex is made? Check out our recent video that gives you a behind-the-scenes look at our facility and the people that put the magic behind Exovex.

[Tour Exocel Bio](#)

## Practice Spotlight





**Jacqueline Fancher is a Medical Aesthetician and owner of Scottsdale Skin and Makeup Studio since 2008.**

Jacqueline started her career as a makeup artist in Los Angeles, working for highly recognized brands such as MAC, Chanel, and Lancôme. She has combined this experience with her medical aesthetic training to offer the highest quality medical aesthetics to her clients.

**What types of procedures are you using Exovex Exosomes for?**

*"I like to stack treatments. Normally I start with a chemical peel (BioRePeel or PRXT-33), then I wipe down the patient and numb them for microneedling, then complete the treatment with topical Exovex to calm inflammation and maximize results."*

**What have your results been like?**

*"AMAZING...patients love being able to resume their daily activities right away, and they also appreciate the reduced post-procedure discomfort."*

**How to you talk to your patients about exosomes?**

*"Most patients are familiar with PRP, so I explain how Exovex is far superior. With PRP, your platelets are only as good as the donor. So, especially for older patients, PRP will not work nearly as well as Exovex. Not to mention, Exovex is anti-inflammatory, which reduces their downtime, and delivers superior results. Exovex contains proteins, cytokines, and mRNA. The mRNA provides the blueprint to cells to tell them what they need to do to repair damaged tissue. This results in reduced fine lines, improved skin texture, and thickening the dermis by increasing collagen production."*

**What role do you anticipate exosomes will have in regenerative aesthetics in the future?**

*"I see exosomes becoming the gold standard, one day making PRP obsolete. I see many clinicians who previously doubted exosomes now becoming believers. I also see specialties like wound care and plastic surgery beginning to understand the potential for exosomes, which gives them a lot of credibility."*

**You can see her amazing results on their website.**

[Visit Site](#)

## Industry News



### Exosomes: What to Know About the Science Behind the Emerging Skincare Therapy

A recent article in Glam explores the benefits of exosomes in skincare, shedding light on their role in rejuvenating and repairing skin at a cellular level. The article discusses how exosomes, tiny vesicles released by stem cells, can deliver growth factors and cellular instructions to improve skin texture, reduce signs of aging, and promote overall skin health. By providing a comprehensive overview of the science and potential advantages of exosome-based skincare, the article offers valuable insights for individuals seeking effective and innovative solutions for their skincare routines.

[Read More](#)

## Best Practices for Medical Aesthetic Practices



Create Loyalty Programs or Memberships



### Create Loyalty Programs or Memberships

In the competitive landscape of medical aesthetics, patient retention is important for long-term success. One way to improve that metric is to give your patients a reason to come back. Create loyalty programs or memberships that offer discounts, exclusive access, or special perks for returning clients. Also, consider offering referral incentives to encourage clients to refer friends and family.

## Did You Know



**In 2022, the average revenue for a med spa in the United States was \$1.9M.**

**([Source](#))**

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