

Help Counter Inflammaging with Weight Loss Services

Adding weight management services supports patient satisfaction.

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See how inflammaging can lead to better patient satisfaction for cosmetic weight loss

In an age where patients seek instant gratification, many rush to medspas and aesthetic providers to take advantage of the latest fat reduction procedures to achieve their desired weight and body shape. But, these patients are often met with disappointment in the consultation stage, realizing that they do not qualify for the procedure because of their current weight or that they will not be able to achieve their desired outcomes with the chosen technology.

In addition, they are likely unaware of the harmful health and cosmetic effects that inflammation caused by a high body mass index (BMI) and an unhealthy lifestyle can inflict on their bodies. This “inflammaging” effect makes nonsurgical medical weight loss services a natural adjunct to cosmetic fat-reducing procedures.

The combination provides two key benefits: a clinically effective medical weight loss program can help the practice qualify more patients for cosmetic procedures or surgery. This will generate additional revenue to the practice and, more importantly, generate better aesthetic and health outcomes; and the cosmetic-weight loss practice combination supports patients’ desires for long-term results.

These programs typically include behavioral intervention, nutritional counseling, prescribed high-protein meal replacement plans and, where helpful, prescribed weight loss medication. They can provide the tools that will help patients keep the weight off long after their procedures, leading to higher patient satisfaction and better word of mouth for your practice or medspa.

Understanding Inflammaging

If there is one-word medical cosmetic practitioners should add to their lexicon, it is “inflammaging,” a concatenation of “inflammation” and “aging.”

Researchers continue to find evidence that chronic inflammation has a significant impact on the aging process. This might come as bad news for patients who look to aesthetic procedures as their sole anti-aging solution. No amount of botulinum toxin injections or liposuction can reverse the signs of aging if underlying chronic inflammation is not addressed in a meaningful way. And that requires lifestyle and behavioral modification, especially in the realm of weight management.

According to the U.S. Centers for Disease Control (CDC), obesity is one of the most pervasive chronic conditions in the U.S. with 42.4% of adults having a Body Mass Index (BMI) of 30 or higher. The condition generates significant inflammation, which increases the risk of developing other inflammatory chronic conditions as well as accelerating the rate of aging.

The symbiotic relationship between weight and aging suggests medical cosmetic practitioners would do well to integrate obesity medicine with aesthetic services. The combination can not only improve overall patient health and cosmetic outcomes, but augment practice revenues and profitability as well.

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