MEDICAL*LiveWire*

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Introduction

It has been well documented in recent years that the global demographic has seen a sharp rise in the age of the population. Latest figures from independent think tank the Pew Research Centre in Washington claim that 10,000 Americans are turning 65 every day and that by 2030 70 million Americans will be over the age of 65. According to a study from the UN, World Population Ageing 1950-2050, the global population aged 60 and over is forecast to reach two billion by 2050 increasing from 606 million in 2000. By 2050, over-60s will represent one in three persons living in the developed regions, climbing to 37% in Europe. We have entered what independent economist George Magnus has coined "the age of ageing".

Unlike many industries where commentators have focused upon the challenges this trend creates we are able to highlight the growing opportunities it unveils in the aesthetics arena. The International Association for Physicians in Aesthetic Medicine (IAPAM) say that these figures give practitioners in non-invasive or minimally-invasive anti-ageing procedures the perfect opportunity to grow their business by capturing a rapidly emerging market. In this guide we take a look at the landscape for the medicalisation of ageing and beauty by detailing the key trends, developments in education & training, and outlining how practitioners can avoid litigation.

In terms of procedure trends minimally invasive procedures have increased significantly, while plastic surgery growth has been modest as men and women alike are increasingly looking towards anti-ageing treatments such as injections. However, breast augmentation still remains the most popular cosmetic surgical procedure performed and in this guide we have included an article on the current challenges and complications facing surgeons. We have also included a focus on the current issues in breast reconstruction and an article highlighting the specialist topic of treating hyperpigmentation on black skin.