

Beat: Health

## THE ANTI-AGING INDUSTRY A MODERN WAY TO DEAL WITH WOMEN

### REINVENTING BEAUTY & LONGEVITY

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**USPA NEWS** - It is all about feeling your best. The beauty is all about looking your best, adding the performance which is all about being your best. We are all concerned with this issue. The challenge ? To exploit the social combinations linked with our self-image,...

It is all about feeling your best. The beauty is all about looking your best, adding the performance which is all about being your best. We are all concerned with this issue. The challenge ? To exploit the social combinations linked with our self-image, aging and self-prevention and to capture part of the economic margins and draw from them a long-lasting competitive advantage.

We are facing a full growth of the market thanks to a younger target audience, the older audience created by the 'senior boom' and the emergence of New Medicine. The border between health and beauty no longer exists. We are driven into a global approach involving combined medical therapies and the reign of made-to-measure, with personalized treatments and procedures.

The recipe for success is to position yourself at the forefront of extremely fast market, be present in new beauty venues, win patient loyalty via the growing patient-doctor networks, tackle the cutting edge of new trends (managing emotions with the advent of happiness, fighting stress and pain, getting back to real life)...

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