



Contents

1.	The concept of beauty <i>Pier Paolo Rovatti</i>	1
2.	A noninvasive approach to facial rejuvenation <i>Pier Paolo Rovatti</i>	9
3.	Characteristics of minimally invasive aesthetic procedures in Japan <i>Ahihiro Minami</i>	17
4.	Achieving South-East Asian beauty with minimally-invasive aesthetic procedures <i>Adrian S.H. Ooi</i>	21
5.	Fine differences in facial beauty standards of Vietnamese women compared with Southeast Asian women <i>Nguyen Thien Khanh</i>	26
6.	Concepts and beauty treatment choices in Indian women <i>Pandit Shrirang</i>	31
7.	The use in aesthetic medicine of microneedling bipolar RF in Middle East <i>Fadi Hamadani</i>	35
8.	Microfocused ultrasound for skin rejuvenation <i>Taner Bahar</i>	48
9.	Minimally-invasive facial cosmetic procedures in the middle east: motivations and trending <i>Abdelkarim Khedhair, Mohammed M. Alkahtani</i>	54
10.	Scandinavian concept of beauty: how to achieve it <i>Lasarus Mitrofanoff</i>	58

11. Internal bipolar radiofrequency for contouring and tightening of the lower third of the face	61
<i>Spero J.V. Theodorou</i>	
12. Regenerative aesthetic medicine in South America	75
<i>Andres Bello Margalef, Alberto Theurel Cuevas</i>	
13. Minimally invasive facial rejuvenation techniques in Brazilian women	82
<i>Isabela M.A. Fioravanti, Alex Boso Fioravanti</i>	
14. Beauty standards and minimally-invasive facial cosmetic procedures: an Australian perspective	91
<i>Scott Ellis</i>	
15. Quantum RF: a paradigm shift in aesthetic medicine	96
<i>Eran Krieger</i>	