

## INDICE:

The concept of beauty	Pier Paolo Rovatti
A noninvasive approach to facial rejuvenation	Pier Paolo Rovatti
Characteristics of minimally invasive aesthetic procedures in Japan	Ahihiro Minami
Achieving South-East Asian beauty with minimally-invasive aesthetic procedures	Adrian S.H. Ooi
Fine differences in facial beauty standards of Vietnamese women compared with Southeast Asian women	Nguyen Thien Khanh
Concepts and beauty treatment choices in Indian women	Pandit Shrirang
The use in aesthetic medicine of microneedling bipolar RF in Middle East	Fadi Hamadani, Tamar Halperin
Turkish beauty: how to treat it	Taner Bahar
Minimally-invasive facial cosmetic procedures in the Middle East: motivations and trending	Abdelkarim Khedhair, Mohammed M. Alkahtani
Scandinavian concept of beauty: how to achieve it	Lasarus Mitrofanoff
A non invasive treatment for contouring lower third of face	Erez Dayan
Regenerative aesthetic medicine in South America	Andres Bello Margalef, Alberto Theurel Cuevas
Minimally invasive facial rejuvenation techniques in Brazilian women	Isabela M.A. Fioravanti, Alex Boso Fioravanti
Beauty standards and minimally-invasive facial cosmetic procedures: an Australian perspective	Scott Ellis
Beauty in Eastern European women: how we achieve it	Irina Sharkova, Evgeni Sharkov
Quantum RF: a paradigm shift in aesthetic medicine	Eran Krieger
Ignite RF: an innovative technology that will transform aesthetic treatments	Pier Paolo Rovatti
Conclusions	