# Aesthetic and Anti-Ageing Medicine World Congress 2025 showcases innovative trends



In 2025, the Aesthetic and Anti-Ageing Medicine World Congress (AMWC) convened at the Grimaldi Forum in Monaco, attracting approximately 12,000 delegates, including medical professionals and enthusiasts from around the globe. The congress has established itself as a premier platform in the field of aesthetic medicine, showcasing the latest advancements in cosmetic procedures aimed at combating the visible effects of ageing.

Amidst the grandeur of the event, participants engaged with a plethora of offerings, including traditional and modern injectables such as hyaluronic acid fillers, neuromodulators, and innovative biostimulators. Attendees observed a noticeable trend towards less artificial aesthetics, with many professionals advocating for a return to the "natural face" as opposed to the exaggerated features that characterised cosmetic trends in previous years. Mexican surgeon Dr Rodolfo Reynoso highlighted the concept of the "androgynous face," which aims to enhance a patient's natural attributes without pushing extreme feminisation or masculinisation.

A significant shift in focus emerged during this year's congress, moving from merely enhancing one's appearance to a more holistic approach encompassing wellness, longevity, and disease prevention. Dr Cristiana Banila introduced the MitraClock, a novel tool developed to measure the biological age of skin, providing empirical data on the effectiveness of various treatments. This innovation aims to offer consumers a clear understanding of how their investments in skincare impact their true skin age.

One of the buzzworthy innovations presented at the congress involved "bioregenerative aesthetics," promoting the body's natural healing and regeneration abilities. Several companies unveiled products containing exosomes, which are said to facilitate cellular communication and promote tissue repair, although the efficacy and safety of these treatments remain subjects of debate. Dr Hernan Pinto indicated that research on exosomes had yielded mixed results regarding their effectiveness.

Other notable presentations included new techniques for achieving "glass skin," a sought-after aesthetic primarily popularised in South Korea. This look is facilitated by "mesobotox," a micro-needling procedure that utilises Botox to minimise pore visibility, though it requires frequent maintenance due to its temporary results.

Attention was also directed towards the impact of weight-loss medications, such as Ozempic, on aesthetic medicine. American plastic surgeon Steven Dayan cautioned about potential skin and muscle changes in patients undergoing rapid weight loss, stressing the importance of regular consultations with aesthetic doctors to properly manage these effects.

Additionally, the introduction of digital twins, a concept utilising extensive biodata to forecast a patient's physical transformations over time, showcased a growing intersection between technology and cosmetic medicine. Dr Theodora Mantzourani described how this technology enables personalised lifestyle and dietary recommendations based on predictive analytics.

As manufacturers unveiled a range of promising new products, including fillers designed to enhance earlobes and innovative lip treatments that give a "permanently glossed" appearance, concerns over regulatory standards within the UK came to the fore. The event highlighted the variability in training and qualifications among providers of aesthetic treatments, which could lead to significant disparities in treatment quality across different regions.

The congress underscored that the landscape of aesthetic medicine is evolving, presenting both opportunities and challenges as it intertwines with advancements in health science and technology.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://www.hellomonaco.com/news/latest-news/biostimulators-lasers-and-lip-lifts-whats-new-from-monaco-amwc-2025/> - Corroborates AMWC 2025's focus on aesthetic medicine advancements, including biostimulators and the shift towards more natural aesthetics. It highlights the event's significance in the field and the growing interest in holistic wellness approaches.
* <https://www.porteriumagazine.com/amwc-monaco-2025-the-must-attend-event-for-aesthetic-and-anti-aging-excellence> - Supports the idea that AMWC Monaco 2025 is a leading platform for learning about aesthetic and anti-aging medicine, offering insights into the latest techniques and products like the 'natural face' trend.
* <https://www.amwc-conference.com/en/home.html> - Confirms AMWC's status as a premier event in aesthetic and anti-aging medicine, showcasing cutting-edge innovations and featuring a wide range of industry leaders and brands.
* <https://www.hellomonaco.com/news/latest-news/biostimulators-lasers-and-lip-lifts-whats-new-from-monaco-amwc-2025/> - Provides information about the trend towards holistic approaches in aesthetic medicine, including the emphasis on wellness and longevity, and discusses recent innovations in skin treatments and bioregenerative aesthetics.
* <https://www.porteriumagazine.com/amwc-monaco-2025-the-must-attend-event-for-aesthetic-and-anti-aging-excellence> - Highlights the importance of networking and learning at AMWC, which aligns with the congress's goal of integrating technology and traditional cosmetic medicine to enhance patient outcomes.