

# In-Trend x Victor Bechara

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## **How did you start your career?**

I am a dermatologist for 5 years. I started as I realised, I wanted to express my artistic side more. I envisioned sculpting someone's face like an art.

Aesthetics are creative, I believe you are born with the talent; like dancing or singing. You are envisioning the future.

## **Do you think your creative side influenced how you approach your treatments? As I have noticed perhaps compared to the mass, you mix a lot of methods and take a very integrated approach?**

We like to adapt depending to the patient and the consumer needs. We need so many different protocols for this. For example, our Lip Glossing protocol was born from the rejection of the overfilled lip. We noticed people that thought they wanted volume lip actually wanted a bit more red, more glowing – like lip gloss.

I wanted to do treatments that could improve the quality of the skin, of the lips. We do machines like ultrasound, skin booster and microneedling with some drug delivery. I then have my own line of gloss that gives volume afterwards.

## **Have you noticed a shift in treatment preferences in your clinics?**

we are facing in a new era of dermatology here in Brazil, we see a lot of patients and doing technologies with no needles.

People are starting to embrace positive ageing. What should I do for my muscles, for the health of my skin instead of just injecting?

## **What are the top treatments you perform?**

I think when I start there was in the peak of the curve of fillers, we have 60 to 70% of fillers and almost together in the top with Botox. Now we have still Botox people. It's like basic serum in Brazil for aesthetic patients. They really do Botox like a routine treatment and after was fillers. But now we are starting to doing more bio simulator. I really like ultraformer as well.