

THE AESTHETIC GUIDE



The Power of Peptides
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Expert Tips for Adding Injectables to Your Practice

By Cindy J. Papp, Contributing Editor

It is no secret that injectables are a lucrative addition to the medical aesthetic practice. However, according to Guidepoint Qsight, 2024, there are approximately 70,000 injectors in the U.S.,¹ which can make standing out seem like a nearly impossible undertaking. In this feature some of the top injectors are sharing their pro tips on how to become a successful injection practice in a saturated market.

Tips for Education and Training

Any medical professional can choose to offer injectables, which makes training each practitioner's responsibility. That means seeking out education and guidance from expert, reliable resources.

"Whether you are just starting or want to add injectables to your practice, some of the best training you can get today is provided by the manufacturers," reported Brooke Nichol, RN, CANS, owner and founder of Saving Face (Austin, Texas). "I have been an Allergan trainer for 10 years and I think they do an incredible job of getting you started. Third party trainers are also great resources. The Aesthetic Immersion provides well-rounded training, and Palette Resources is a great platform to learn about multiple brands and off-label techniques."

According to Gideon Kwok, DO, co-founder of The Aesthetic Immersion (Rancho Cucamonga, Calif.), training starts with the fundamentals. "New injectors should always begin with a good foundation," he explained. "We offer numerous courses at The Aesthetic Immersion both online and in-person training, including a live course at The Aesthetic Show (Las Vegas, Nev.), which teaches the foundations of injecting. One of our most popular training courses is the cadaver dissection webinar for both new

and experienced injectors to help providers safely and confidently take their injection skills to the next level."

"I believe courses like [those offered at] The Aesthetic Immersion are good to develop foundational knowledge, like anatomy, technique and safety procedures," reported Alexander Rivkin, MD, cosmetic surgeon and owner of RIVKIN Aesthetics (Los Angeles, Calif.). "But after your initial training, it is an ongoing process. I run training courses and have a one-day conference for high-risk injection areas, and we offer shadowing and proctoring for intermediate and advanced injectors. As an experienced injector, I go to five or six conferences a year because it is important to stay updated on new aesthetic approaches, safety, techniques and products. It is a quickly evolving field and you never stop learning."

Nicole Frontera, FNP, owner of Nicole Frontera Beauty (Rockaway Park, N.Y.) and The Formula (Rye, N.Y.) agreed that beginning with the fundamentals is important and added this tip for new injectors: "Cadaver classes really help you to understand the anatomy in the areas you inject. Start by learning the basics and then inject only the most common areas for neurotoxins and fillers until you have some experience," she stated. "Once you feel confident with the

basics, then move to more advanced injectable courses and techniques." After completing a basic injectables course, it is helpful to reach out to injectable product manufacturers and have their reps visit your practice to teach you how the products in their portfolio work, Ms. Frontera added.

Ms. Nichol echoed this approach. "Product manufacturer portfolios are extensive and most of their training deals with the rheology or the viscosity of their



Brooke Nichol, RN, CANS
Owner and Founder
Saving Face
Austin, Texas



Gideon Kwok, DO
Co-Founder
The Aesthetic Immersion
Rancho Cucamonga, CA



Alexander Rivkin, MD
Cosmetic Surgeon
RIVKIN Aesthetics
Los Angeles, CA



Before and ten years after performing a permanent nonsurgical rhinoplasty
Photos courtesy of Alexander Rivkin, MD

Brooke Nichol, RN, CANS: An Unexpected Path to Aesthetics

By Jessica Barry, Contributing Editor

Brooke Nichol, RN, CANS, knew she wanted to work in healthcare after her experience in an Intensive Care Unit (ICU) at eight years of age. “I underwent a three-hour surgery to repair a depressed skull fracture after I was hit in the head with a golf club,” she shared. “I remember wanting to know what was happening with the patients around me because I was so intrigued with trauma and how it is treated.”

This interest inspired Brooke to pursue a career in nursing. Soon after completing her education and training in 2001, she accepted a travel nurse assignment in Los Angeles, Calif., and began working in ICUs and emergency rooms (ERs) across Southern California.

Her career took a turn in 2004 when she met renowned plastic surgeon Garth Fisher, MD. Working as his operating room nurse exposed Brooke to the world of aesthetics, which led to an unexpected new passion – injectables.

“I remember telling Dr. Fisher that I would ‘never do Botox or work with women who do,’” Brooke admitted. “But he convinced me to attend an aesthetic injectable class taught by cosmetic dermatologist Rebecca Fitzgerald, MD and it was life-changing,” she recalled. “Listening to Dr. Fitzgerald analyze my face as I stood in front of all the attendees made me fall in love with the art of injectables.

“It also taught me to never say ‘never,’ and carefully consider the judgements I make,” she added.

Brooke worked for Dr. Fisher and plastic surgeon Gary Motykie, MD, as an aesthetic injection specialist for six years before opening her own private medical aesthetic practice in Austin, Texas. She had intended to open an injectables-only lounge, but was forced to pivot when her husband, Jason, fell ill. “He needed to tend to his health, so what I wanted to be a side hustle became our only hustle – and Saving Face was born,” Brooke explained.

Her business has continued to grow since opening its doors in 2013, as has her family. In 2015, Brooke and her husband welcomed their daughter, Miller, followed by their son, Knox, in 2019. Balancing her career and family life has been a challenge, but a ‘quality over quantity’ mindset has helped Brooke succeed in both arenas.

“When I am with my kids, I am present. That means I do my best to make sure all my work commitments are wrapped up before I walk in the house. It is important for me to no longer be the ‘boss lady,’” she admitted. “And I do not stress the little things – like ordering takeout sometimes instead of cooking a homemade meal.

“I work hard and love my team big – whether at home or at work,” Brooke concluded.



Good to Know

Fun Facts about Brooke Nichol, RN, CANS

Q: What is your favorite song?

“Into the Mystic” by Neil Young.

Q: What is your favorite location to visit?

Seaside, Fla., or Crazy Mountain Ranch in Montana.

Q: What is your favorite childhood book?

The Giving Tree

Q: What is the most courageous thing you have ever done?

In December, I danced the Samba in front of 1,200 of Austin’s elite philanthropic donors. It was quite a shock to my nervous system! Together, with my Saving Face community, we raised \$160,000 for The Center for Child Protection.

Q: Do you believe in ghosts?

I believe there is a thin veil between us and the spirit world. I think that if we are clear and simply present long enough, it can be easy to connect with it.