Beyond Botox & GLPs



Rebuilding Women from the Inside Out
A New Model for Longevity & Aesthetic Medicine

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PCAPNA Annual Conference | September 2026

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Learning Objective

At the conclusion of this presentation, participants will be able to:

IDENTIFY key hormonal and metabolic factors that contribute to accelerated aging in women

AND

DISCUSS an integrated approach that combines:

- Metabolic Optimization
- Hormone Health
- Body Composition Preservation
- Regenerative Aesthetic Medicine

to improve long-term client outcomes.

2

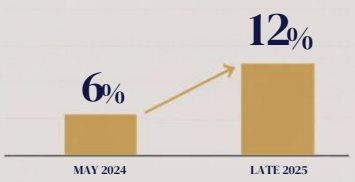
The client has changed.

Look better → Feel better
Live better
Age better

3

Women are searching

GLP-1 use in U.S. adults



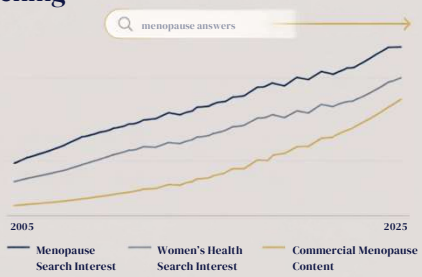
AGES 50–64
22%

KFF Health Tracking Poll, May 2024 and late 2025.

4

Women are searching for menopause answers, too

Two decades of rising interest across search and content



Farina FR et al. JAMA Network Open. 2026;9(1):e2616396. Google Trends analysis, 2005–2025.

5

The Wellness Market Is Already Here

$1.8 TRILLION
GLOBAL WELLNESS MARKET

$480 BILLION
U.S. WELLNESS MARKET

82%
OF U.S. CONSUMERS SAY WELLNESS IS A PRIORITY

Consumer behavior is telling healthcare what people want.

McKinsey & Company, "The trends defining the $1.8 trillion global wellness market in 2024" / Future of Wellness research.

6

Everything looks normal.

7

Why Aesthetics is in the Room

73% Repeat Clients

78% Female Clients are 35+

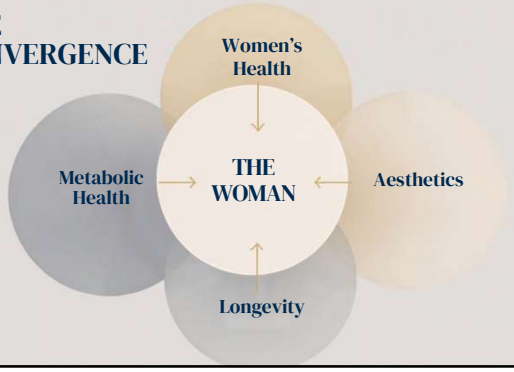
The woman seeking midlife health solutions is already my client.

American Med Spa Association.
2024 Medical Spa State of the Industry Executive Report recap.
73% repeat patient rate.
Female patient distribution: 54% ages 35–54 and 24% ages 55+, totaling 78% age 35+.



8

THE CONVERGENCE



9

Menopause Is More Than Reproductive Aging

Estrogen receptors exist throughout the body.



BRAIN
Sleep • cognition • thermoregulation

MUSCLE
Mass • strength • function

VASCULATURE
Endothelial and cardiovascular effects

BONE
Remodeling • density

ADIPOSE TISSUE
Distribution • metabolic signaling

SKIN
Collagen • elasticity • hydration

Menopause is a whole-body physiologic transition.

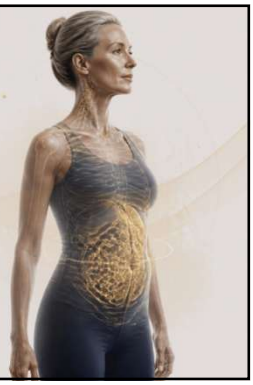
The 2022 Hormone Therapy Position Statement of The North American Menopause Society. Menopause. 2022;29(7):767–794.

10

Midlife Changes the Body

The same behaviors may no longer produce the same outcomes as physiology changes.

- Lean tissue
- Central / visceral adiposity
- Changes in insulin sensitivity
- Changes in energy expenditure
- Changes in fat distribution



The scale tells only part of the story.

Greendale GA, et al. Changes in body composition and weight during the menopause transition. JCI Insight. 2019;4(5):e124865.

11

Muscle Is Longevity Currency

- Strength.
- Function.
- Metabolic health.
- Bone support.
- Independence.

The goal cannot simply be a smaller body. It must also be a stronger one.



Cruz-Jentoft AJ, Sayer AA. Sarcopenia. Lancet. 2019;393:2636–2646.

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Menopause Shows Up in the Mirror



- COLLAGEN
- ELASTICITY
- HYDRATION
- BARRIER FUNCTION
- SKIN THICKNESS

The skin is responding to physiology, too.

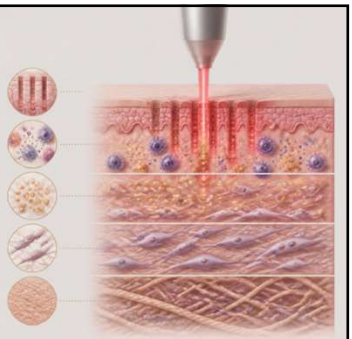
Thornton MJ. Estrogens and aging skin. Dermatoendocrinol. 2013;5(2):264–270.
Raine-Fenning NJ, Brincat MP, Muscat-Baron Y. Skin aging and menopause. Am J Clin Dermatol. 2003;4(6):371–378.

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The Laser Is the Stimulus.

The body is the change agent.

- CONTROLLED INJURY
- ↓
- INFLAMMATORY SIGNALING
- ↓
- GROWTH FACTORS
- ↓
- FIBROBLAST ACTIVATION
- ↓
- COLLAGEN + ELASTIN REMODELING



The laser creates the opportunity,
The body creates the result.

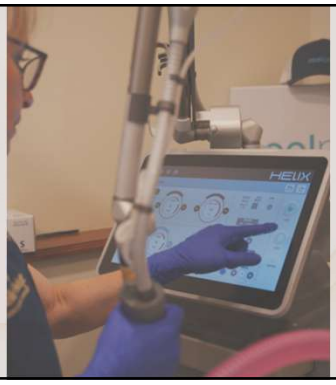
Manstein D, et al. Fractional photothermolysis: a new concept for cutaneous remodeling using microscopic patterns of thermal injury. Lasers Surg Med. 2004;34(5):426–438.

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Healing is the Treatment.

The laser starts the conversation.

The body finishes it.

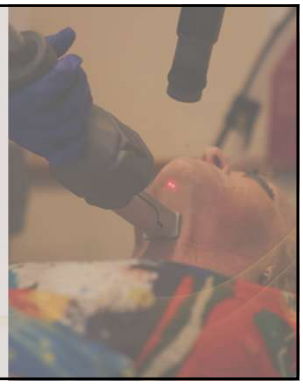


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You Can't Laser Your Way Out of Biology.

Treat the substrate

then treat the surface.



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2002

The Women's Health Initiative

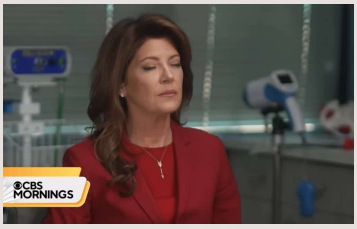
One study changed a generation's relationship with hormones.



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2025: The Warning Finally Changed

More than two decades after the WHI



"Decades of misinterpretation."

Rachel S. Rubin, MD
Urologist & Sexual Medicine Specialist
CBS News interview with Norah O'Donnell

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What Got Lost in the Headline?

The average woman was 63.

Many were years beyond menopause.

Two different hormone regimens were studied.

And they did not have the same outcomes.

The WHI was important.
The problem was how its findings were generalized.

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The Generation That Missed Out

"I am 72 and was part of the cohort that totally missed out on the positive effects of taking HRT.

Thankfully, in my mid 60s, I started doing my own research and was able to find a female doctor who listened to me.

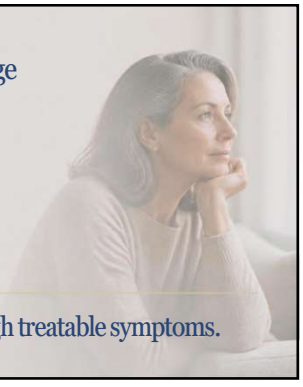
I am so upset that medical doctors were not educated about this and my generation suffered unnecessarily."

— @lynnirving5848, commenting on Dr. Rachel Rubin's CBS News interview

One comment. An entire generation's experience.

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The Cost of Getting the Message Wrong



Fear replaced nuance.

Women stopped treatment.

Providers stopped prescribing.

Menopause education stalled.

Women were left to suffer through treatable symptoms.

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Twenty Years Later, the Story Looks Different

Estrogen alone was associated with:

- ↓ Breast cancer incidence
- ↓ Breast cancer mortality

Combined CEE + MPA showed a different risk profile.

Hormone therapy is not one drug, one risk, or one conversation.

22

Modern Menopause Care



The Woman Matters.

- TIMING MATTERS.
- FORMULATION MATTERS.
- ROUTE MATTERS.
- INDICATION MATTERS.

SOURCE: The North American Menopause Society. 2022 Hormone Therapy Position Statement. Menopause. 2022.

23

My Story

-90 Pounds

2020–2021

I changed my body,
And for years, I maintained it.



24

And Then Menopause Happened.

+15 LB

Same woman.
Same discipline.
Different physiology.



The same behaviors were no longer producing the same outcome.

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GLP-1s Changed the Conversation

For the first time, we have medications capable of producing substantial, sustained weight loss.

But…

WEIGHT LOSS ≠ METABLIC HEALTH

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Would You Inject Your Own Botox?

PRODUCT ≠ EXPERTISE



Possessing the medication isn't the same as understanding:

- THE PERSON
- THE PHYSIOLOGY
- THE DOSING
- THE RISKS
- THE OUTCOME

A GLP in the refrigerator isn't a metabolic health program.

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Weight Loss Is an Outcome.

It isn't a complete definition of health.

WEIGHT
BODY COMPOSITION
STRENGTH + FUNCTION
NUTRITION



SLEEP
HORMONAL HEALTH
BONE HEALTH
METABOLIC HEALTH

The question isn't only:
"How much did she lose?"

It's:
"How well is she aging?"

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The Scale Doesn't Tell Us What Was Lost.

STEP 1 DXA SUBSTUDY
SEMAGLUTIDE 2.4 mg
68 WEEKS

BODY WEIGHT	TOTAL FAT MASS	VISCERAL FAT	LEAN BODY MASS
↓ 15.0%	↓ 19.3%	↓ 27.4%	↓ 9.7%

When we're treating obesity in a midlife woman,
we also need to ask:
WHAT DID SHE PRESERVE?

- Wilding JPH, et al. Once-Weekly Semaglutide in Adults with Overweight or Obesity. *N Engl J Med.* 2021;384:989–1002.
- DTEXA substudy: Wilding JPH, et al. Impact of Semaglutide on Body Composition in Adults With Overweight or Obesity: Exploratory Analysis of the STEP 1 Study. *J Endocr Soc.* 2021;5(Suppl 1):A6–A17.

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Beyond GLP-1

THE INCRETIN PIPELINE IS MOVING FAST.

GLP-1	GIP + GLP-1	GIP + GLP-1 + GLUCAGON
Semaglutide	Tirzepatide	Retatrutide
		INVESTIGATIONAL — NOT FDA APPROVED

The science is moving faster than the marketplace can absorb it.

- Jastreboff AM, et al. Triple-Hormone-Receptor Agonist Retatrutide for Obesity — A Phase 2 Trial. *N Engl J Med.* 2023;389:514–526.

30

MAHA + Peptides: A Changing Federal Conversation



- BROADER ACCESS
- PATIENT AUTONOMY
- REGULATORY REFORM
- CONCERNS ABOUT THE GRAY MARKET

Peptide access is no longer just a longevity-clinic conversation.

31

The Vote Surprised a Lot of People.



- ✓ BPC-157
- ✓ KPV
- ✓ TB-500
- ✓ MOTS-C
- ✓ SEMAX
- ✓ EPITALON
- ✗ EMIDELTIDE / DSIP

ADVISORY VOTE ✋ FDA APPROVAL

FDA advisory committees provide non-binding recommendations. Contemporary reporting following the July 23-24, 2026 FDA Pharmacy Compounding Advisory Committee meeting reported favorable recommendations for BPC-157, KPV, TB-500, MOTS-C, Semax and Epitalon, with an unfavorable recommendation for Emideltide / DSIP.

ADVISORY RECOMMENDATION ≠ FDA APPROVAL.

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Access ?≠ Optimization

ACCESS

Medication

OPTIMIZATION



- Nutrition
- Protein
- Resistance training
- Body composition
- Sleep
- Menopause care
- Long-term strategy

A prescription is not a program.

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What Does This Mean for Aesthetics & Longevity?

POTENTIAL UPSIDE

- RESEARCH
- SCRUTINY
- PHARMACY OVERSIGHT
- SAFER ACCESS

Consumer demand is not going away.

REMAINING REALITIES

- LIMITED HUMAN DATA
- COMPOUNDED ≠ FDA-APPROVED
- QUALITY + DOSING MATTER

More access doesn't remove the need for expertise.

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Aesthetics Is Changing Too.



CORRECTION → REJUVENATION → REGENERATION

From treating what aging looks like... *to asking why tissue is aging in the first place.*

The conversation is moving beyond the surface.

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Sculptra: A Regenerative Story



2004
HIV-associated facial lipoatrophy

2009
Aesthetic correction of nasolabial folds + facial wrinkles

2023
Fine lines + wrinkles in the cheek region

2025–2026
Medication-driven weight loss creates a new aesthetic conversation

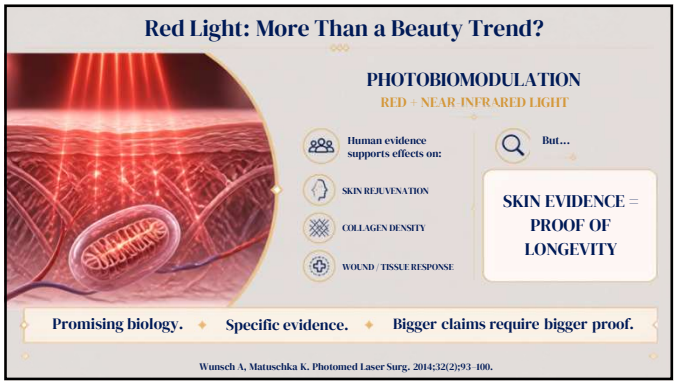
A product born from restoring lost tissue is now part of a conversation about preserving tissue quality.

U.S. FDA. Sculptra approval history, 2004, 2009 and 2023.
American Society of Plastic Surgeons. GLP-1 medication and aesthetic procedure trends, 2024.

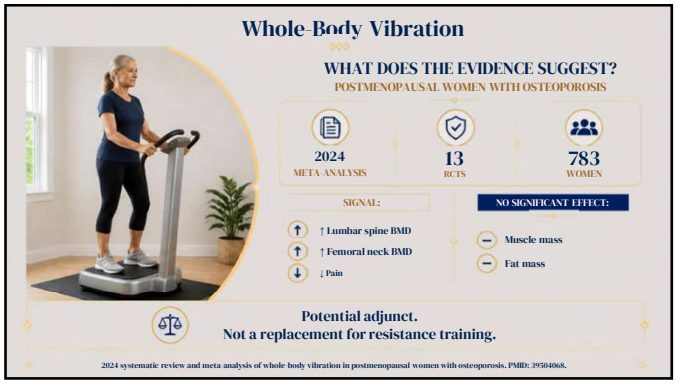
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And Then Longevity Walked Into the Treatment Room.
RED LIGHT
SAUNA
HYPERBARIC OXYGEN
VIBRATION
PEPTIDES
SUPPLEMENTS
EXOSOMES
STEM CELLS
IV THERAPY
Science?
Signal?
Salesmanship?

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Red Light: More Than a Beauty Trend?
PHOTOBIOMODULATION
RED + NEAR-INFRARED LIGHT
Human evidence supports effects on:
SKIN REJUVENATION
COLLAGEN DENSITY
WOUND / TISSUE RESPONSE
But...
SKIN EVIDENCE = PROOF OF LONGEVITY
Promising biology.
Specific evidence.
Bigger claims require bigger proof.
Wunsch A, Matuschka K. Photomed Laser Surg. 2014;32(2):93–100.

38


Whole-Body Vibration
WHAT DOES THE EVIDENCE SUGGEST?
POSTMENOPAUSAL WOMEN WITH OSTEOPOROSIS
2024
META-ANALYSIS
13
RCTS
783
WOMEN
SIGNAL:
↑ Lumbar spine BMD
↑ Femoral neck BMD
↓ Pain
NO SIGNIFICANT EFFECT:
Muscle mass
Fat mass
Potential adjunct.
Not a replacement for resistance training.
2024 systematic review and meta analysis of whole body vibration in postmenopausal women with osteoporosis. PMID: 39504068.

39

Sauna: Association Is Not Causation



LONG-TERM FINNISH COHORT DATA

More frequent sauna bathing has been associated with:

- CARDIOVASCULAR MORTALITY
- ALL-CAUSE MORTALITY
- DEMENTIA / ALZHEIMER'S RISK

BUT..

≠ OBSERVATIONAL DATA ✓ PROOF OF LIFESPAN EXTENSION

A compelling signal.
Not a prescription for immortality.

Laukkanen T, et al. JAMA Intern Med. 2015;175(4):542-548. Laukkanen T, et al. Age Ageing. 2017;46(2):245-249.

40

Hyperbaric Oxygen: What Does "Age Reversal" Mean?



SMIL SMALL PROSPECTIVE STUDY

35 HEALTHY ADULTS AGE 64+

60 DAILY HBOT SESSIONS

REPORTED:

- ↑ Telomere length in selected immune cell populations
- ↓ Senescent cell fractions

BUT..

BIOMARKER CHANGE ↕ PROVEN LONGEVITY

Changing a marker of aging
is not the same as extending life.

Hachmo Y, et al. Aging (Albany NY). 2020;12(22):22445-22456.

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ACT VII:
RESPONSIBLE INTEGRATION

The Cowboy Problem

WHEN OPPORTUNITY MOVES FASTER THAN EXPERTISE.

42

Profit Matters.

Purpose Matters More.

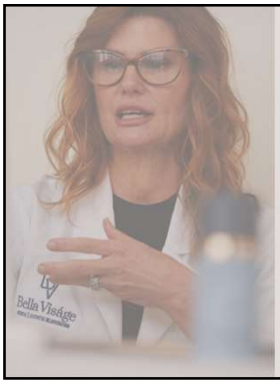
43

I Believe in It Enough to Respect It.

There are things
you can dabble in.

Women's health isn't one of them.

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I Am Learning, Too.

CLINICIAN.
WOMAN.
PRACTICE OWNER.
STUDENT.

Something important is
happening.
I think we should pay attention.

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The Model Is Changing

YESTERDAY: SEPARATE SPECIALTIES

PRIMARY CARE

WOMEN'S HEALTH

METABOLIC / WEIGHT

AESTHETICS



ONE WOMAN MOVING BETWEEN DISCONNECTED CARE

TOMORROW: THE WOMAN



ONE WOMAN AT THE CENTER. INTERCONNECTED PHYSIOLOGY AND GOALS INFORM COORDINATED CARE.

INTEGRATION ≠ EVERY PROVIDER DOING EVERYTHING

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Why this matters here

Polk County is growing — fast.

874,790
2025 population

+20.7%
since the 2020 estimates base

+23,356
people added in one year July 2024–July 2025

#4 in the U.S.
Lakeland–Winter Haven metro percentage growth, 2024–2025

The healthcare market is growing with the community.

U.S. Census Bureau, Vintage 2025 Population Estimates.

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The healthcare landscape is responding

Population growth

↓

Changing consumer expectations

↓

New models of care

Hormone health | Medical weight management | Direct care | Functional / integrative medicine

Longevity | Sexual health | Regenerative aesthetics

The way consumers access health and wellness care is changing.

U.S. Census Bureau; McKinsey Future of Wellness; Farina et al., JAMA Network Open, 2026; national concierge/direct primary care growth data, 2018–2023.

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Where the data point next

01 Consumer-directed healthcare will keep growing
Wellness direct care telehealth personalized care

02 Metabolic care will move beyond weight alone
Body composition strength nutrition maintenance

03 Women's health and aesthetics will increasingly intersect
The same woman the same life stage overlapping goals

04 Expertise will matter more as access gets easier
Evidence • judgment • collaboration • appropriate referral

Access is expanding. The differentiator will be how well we care for the woman.

McKinsey Future of Wellness; KFF GLP-1 tracking; Farina et al., JAMA Network Open, 2026; American Med Spa Association 2024; national concierge/direct primary care growth data.

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The opportunity ahead

Treat the substrate. Then treat the surface.

The opportunity isn't to become everything.

It's to understand where healthcare is going — and decide where we belong in it.

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Let's stay connected

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@jeanna.rene.parker

Questions?

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U.S. Census Bureau.
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University of Florida BEBR.
Florida Population Estimates and County Projections.

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