

DERMATOLOGICAL BEAUTY CONNECT

WHAT WAS YOUR INSPIRATION FOR LAUNCHING BERGEN DERMATOLOGY?

Bergen Dermatology embarked on its journey in 2011, and during the past 13 years, it has changed significantly. I work a bit differently than most other dermatologists because I like to get to know my patients so we can build a long-term relationship that benefits their skin as well as their overall wellness. This idea came from an "A-HA moment" when I realized I could better serve my patients by casting a wider net that addressed the connection between their skin and their lives as a whole.

In fact, I started practicing "lifestyle medicine" well before I discovered there was a name for this integrated approach to looking and feeling good both inside and out. I have now coined the term

Lifestyle Dermatology because I believe lifestyle and overall wellness help support the health and appearance of the skin, as well as how we feel every day. The other factors I consider and weave into any treatment plan include diet, physical activity, stress management, and emotional well-being. It is about an inside-out approach, which is a philosophy that has shaped the core of my practice.

HOW HAVE YOU SEEN THE BEAUTY AND WELLNESS INDUSTRY TRANSFORM OVER THE PAST YEAR?

There is now a focus on holistic wellness and wellness tech. The intersection of these two pillars will be very interesting as companies try to address and provide offerings in both of these areas.

WHAT TRENDS AND INNOVATIONS ARE YOU MOST EXCITED ABOUT OVER THE NEXT 12 MONTHS?

“REGENERATIVE AESTHETICS IS AN INTERESTING AREA, AS WELL AS PSYCHODERMATOLOGY. THESE TWO AREAS WILL BE BIG OVER THE NEXT FIVE YEARS.

DR. NAANA BOAKYE
FOUNDER, BERGEN
DERMATOLOGY; MEDICAL
DIRECTOR, A-FRAME
BRANDS



ARE THERE ANY PARTICULAR INDUSTRY CHALLENGES YOU'VE BEEN LOOKING AT IN-DEPTH RECENTLY?

There is still a lack of research when it comes to addressing dermatological conditions in skin of color, especially in aesthetics.

WHERE DO YOU SEE THE COSMETIC DERMATOLOGY INDUSTRY IN 5 YEARS' TIME?

I pray that there is more diversity and inclusion in cosmetic dermatology, especially when it comes to lasers and other cosmetic procedures.

YOU'LL BE JOINING US IN MARCH 2024 TO DISCUSS "DIVERSE SKIN, INCLUSIVE BEAUTY: PROMOTING SKIN EQUITY IN DERMATOLOGY". WHAT'S ONE KEY MESSAGE ON THIS TOPIC YOU'D LIKE TO SHARE?

I am thrilled that this is a topic that we are talking about. By 2050, Black, Asian, Hispanic, and other minorities will be the majority in America. As a result, it is important for the beauty industry to include these groups in their marketing and research.