

ENTREPRENEURIAL INNOVATION IN NON-INVASIVE AESTHETIC MEDICINE

Name of Student

Course

Name of Professor

University

Date

Entrepreneurial Innovation in Non-Invasive Aesthetic Medicine

This paper will address how the power of entrepreneurial thought can be harnessed for the purpose of fostering the creative entrepreneurial vision in the aesthetics sector. This indicates that opportunities and risk dilution can be identified through innovative means and market scanning in a highly regulated and ethical sector (Craddock *et al.*, 2022; Ratten, 2023). The paper's purpose is to demonstrate how organised idea generation and external analysis will assist in providing safe, inclusive, and technology-focused aesthetic services. Taking these factors into account helps to develop a competitive business idea within the market.

The business opportunity presently arising is a non-invasive aesthetic business. It is based on providing specialised services with the help of image and digital technology. Currently, the growth rate of non-invasive treatment methods is outpacing the growth rate of invasive procedures, based on their effectiveness and recovery rate (Lee *et al.*, 2025; Wolska and Hassan, 2023). The new technologies that are arising within the business environment include the adoption of the ultrasonic guidance stage within the assessment stage, which could be safer as well as more precise compared to the current state that entails higher demands from consumers for additional information and tailored services (Beiu *et al.*, 2023). The proposed model satisfies the ethical forces and pressures that affect the business by considering education, inclusion, and appropriateness (Hermans and Nash, 2025). This idea of a business will meet the rising demands in the market as well as enhance the trustworthiness of the business in the long term in the market of non-invasive aesthetics.

Innovation plays an essential role in the establishment of successful business ventures in the aesthetics industry as an aesthetic entrepreneur. This follows the aspect that innovation creates room for the emergence of innovative and valuable ideas that can address the issues in the aesthetics industry as well as society (Hua, Harvey and Rietzschel, 2022; Ratten, 2023).

Innovation has become a sector in the aesthetics industry that stimulates invention around guidelines that are safe and ethical in nature. As an aesthetic entrepreneur, this will ensure the achievement of innovation practices and not aesthetic practices as they are advanced in the industry (Craddock *et al.*, 2022). Moreover, this will also promote innovation in technology and safe systems for such clinic models, in addition to having effective results and gaining trust in this industry (Kamal *et al.*, 2024). As an aesthetic entrepreneur, there is the capability to align innovation with the reality of being more responsible for such services in this business, which are safer, more inclusive, and patient-focused.

SCAMPER has been applied as the primary technique in idea generation since it presents a systematic approach to the development of innovative business ideas out of previously existing services. According to Hassan (2023), exemption, modification, adjustment, combination, and redesigning have been promoted by the model to enhance deliberate idea building against unintended resourcefulness. SCAMPER could make possible the redesigning of conventional aesthetic clinics into those that encompass personalised and non-invasive technologies alongside inclusive treatment designs. This approach constitutes an expression of the formation of concepts through improvement and restructuring of knowledge that is already available (Hua, Harvey and Rietzschel, 2022). Secondly, it enhances innovation-based entrepreneurship in line with education and infrastructure development objectives.

Environmental scanning can be referred to as the process that entails analysing trends from outside that affect business performance and strategies. Of great interest to entrepreneurs, environmental scanning acts as a crucial mechanism that can significantly decrease levels of uncertainty and new business opportunities within a market before establishment (Sawyer and Ebrahimi, 2022). In the aesthetic industry, environmental scanning can be used as a mechanism that helps in coping with pressures arising from

legislation and consumer trends within new safety standards. Factors that are not within control and business ethics performance can be closely monitored as a means that guides business organisations to create proper service frameworks that are professional (Zargarani *et al.*, 2023). All such activities help to ensure innovation and safeguard the results of patients, which act as one of the aims of a sustainable development goal within an industry (Rossi *et al.*, 2025). An effective environmental scanning mechanism increases strategic preparations to ensure a business that focuses entirely on aesthetics can act and comply with actions concerning innovation and a significant aspect of long-term sustainability and innovation strategy.

The social element of the PEST analysis is also applicable in a specific manner in the non-invasive aesthetics industry due to the change in attitude toward beauty, health, and skin regimes. Consumers fuel the demand for non-invasive treatments in search of a subtler outcome, a reduced risk of the procedure, and accelerated recovery times (Ratten, 2023). Inclusivity, as well as the requirement for aesthetically safe practices that are independent of skin tone and cultural backgrounds, is gradually being realised, as accentuated by Sangha (2024). Such sociological trends make it possible for the idea of ethical, people-centric business models through educating and trusting people in highlighting the social responsive entrepreneurship. They enable the need for non-invasive aesthetic procedures based on inclusiveness, education, and ethical engagement with patients.

Market research is an essential activity in doing business as it ensures the commercialisation of creative thought into an opportunity in the market. It can aid entrepreneurs in ascertaining assumptions, achieving awareness of what the client desires, and determining if there is sufficient demand for a service that an entrepreneur will provide (Ratten, 2023). More to the point, market research in the aesthetics industry will aid in ascertaining what pertains to a non-invasive procedure, what pricing will be acceptable, and

what concerns relate to trusting the aesthetics business or service provided by an entrepreneur. Moreover, market research will provide an understanding of the market and competitors position, which will aid in planning, unlike the strategy based on intuition (Hua, Harvey and Rietzschel, 2022). Market research will help in the sustainability of a business if it is based upon facts and represents an aim of the development of a company, which pertains to education and innovation.

The paper has revealed how the three concepts of creativity, environmental scanning, and market research have helped in supporting the development of a viable non-invasive aesthetics business. The major strengths of the suggested idea are the emphasis on patient safety, inclusivity, and tailored care, with prior support of the social and industry trends. The organised application of SCAMPER promoted innovation without apprehension of ethical and regulatory responsibility. Environmental scanning was used to determine external fit, and market research was used to prove the nature of demand and positioning. The market research, developing the service offering, confirming compliance with the regulations, and testing the feasibility of the business model are some of the steps suggested.

Reference List

- Beiu, C. *et al.* (2023) 'Personalisation of minimally-invasive aesthetic procedures with the use of ultrasound compared to alternative imaging modalities', *Diagnostics*, 13(23), article 3512. Available at: <https://doi.org/10.3390/diagnostics13233512>
- Craddock, N. *et al.* (2022) "'We should educate the public that cosmetic procedures are as safe as normal medicine": understanding corporate social responsibility from the perspective of the cosmetic procedures industry', *Body Image*, 43, pp. 75-86. Available at: <https://doi.org/10.1016/j.bodyim.2022.08.011>
- Hassan, S.M. (2023) 'SCAMPER as a creative idea generation method: case study on graphic design students', *Information Sciences Letters*, 12(4), pp. 1417-1426. Available at: <https://doi.org/10.18576/isl/120453>
- Hermans, A.M. and Nash, R. (2025) 'Cosmetic gatekeepers: negotiations of beauty and (re) shaping bodies by medical aesthetic practitioners', *Social Science & Medicine*, 380, pp. 1-11. Available at: <https://doi.org/10.1016/j.socscimed.2025.118165>
- Hua, M., Harvey, S. and Rietzschel, E.F. (2022) 'Unpacking "ideas" in creative work: a multidisciplinary review', *Academy of Management Annals*, 16(2), pp. 621-656. Available at: <https://doi.org/10.5465/annals.2020.0210>
- Kamal, J. *et al.* (2024) 'Esthetic clinic management software—can we improve patient safety?', *Journal of Plastic, Reconstructive & Aesthetic Surgery*, 88, pp. 145-152. Available at: <https://doi.org/10.1016/j.bjps.2023.10.123>
- Lee, C. *et al.* (2025) 'Non-surgical correction of facial asymmetry: a narrative review of non-surgical modalities and clinical case examples', *Journal of Clinical Medicine*, 14(24), article 8828. Available at: <https://doi.org/10.3390/jcm14248828>

Ratten, V. (2023) 'Entrepreneurship: definitions, opportunities, challenges, and future directions', *Global Business and Organizational Excellence*, 42(5), pp. 79-90. Available at:

<https://doi.org/10.1002/joe.22217>

Rossi, O. *et al.* (2025) 'How to establish the baseline for non-invasive technological regenerative esthetic medicine in the face and neck region: a literature review', *Journal of Personalized Medicine*, 15(7), article 283. Available at: <https://doi.org/10.3390/jpm15070283>

Sangha, A.M. (2024) 'Clinical tips for non-invasive cosmetic procedures in skin of colour patients', *The Journal of Clinical and Aesthetic Dermatology*, 17(3-4), pp. 24-25. Available at: https://pmc.ncbi.nlm.nih.gov/articles/PMC11003412/pdf/jcad_17_3-4_s1_s24.pdf

Sawyerr, O.O. and Ebrahimi, B.P. (2022) 'Executive environmental scanning and strategic uncertainty: the impact of institutional context', *International Studies of Management & Organization*, 52(1), pp. 7-24. Available at: <https://doi.org/10.1080/00208825.2021.2023442>

Wolska, J. and Hassan, H. (2023) 'Noninvasive lipolysis modalities in aesthetic medicine', *Journal of Cosmetic Dermatology*, 22(10), pp. 2635-2649. Available at:

<https://doi.org/10.1111/jocd.15929>

Zargaran, D. *et al.* (2023) 'Cosmetic business mechanics in London: a cross-sectional analysis and audit of ASA compliance', *Journal of Cosmetic Dermatology*, 22(9), pp. 2520-

2527. Available at: <https://doi.org/10.1111/jocd.15750>