

# Guidelines for Selecting Aesthetic Procedures: A Comparison of Thread Lifting, Fillers, and Botox to Enhance the Quality of Aesthetic Clinics in Thailand

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## Abstract

*This academic article presents guidelines for selecting aesthetic procedures, including thread lifting, fillers, and Botox, to enhance the quality of aesthetic clinics in Thailand. It compares the advantages, disadvantages, and limitations of each procedure. Thread lifting is effective for skin tightening and collagen stimulation; however, its results are short-lived and require expertise from a qualified physician. Fillers provide immediate facial volume restoration and contouring but are costly and need to be reapplied every 6–18 months. Botox efficiently reduces wrinkles at a lower cost, but its effects last only 3–6 months, necessitating frequent treatments. The selection of each procedure should consider cost-effectiveness, safety, and customer satisfaction. Furthermore, training personnel and integrating technologies such as AI and CRM can enhance service efficiency and quality, ultimately improving client satisfaction and the credibility of aesthetic clinics.*

**Keywords:** *Aesthetic Procedures, Thread Lifting, Fillers, Botox.*

## Introduction

The beauty industry in Thailand has experienced rapid growth in recent years, particularly in the field of non-surgical aesthetic procedures. These procedures have gained increasing popularity among both local consumers and medical tourists visiting Thailand. This industry not only addresses aesthetic demands but also reflects global social changes, including cultural acceptance of beauty enhancement and the accessibility of aesthetic treatments (Chen et al., 2022). Growth of the Beauty Industry in Thailand, Over the past decade, Thailand's beauty and aesthetic market has expanded rapidly and is projected to be worth several billion baht annually. This growth is influenced by various factors at both local and global levels, such as the impact of online media in stimulating consumer interest, increasing demand for health and aesthetic care, and cultural openness toward beauty enhancement across all genders and age groups (Chung et al., 2021). Additionally, Thailand's beauty industry benefits from advancements in technology and medical equipment, ensuring consumers access safe and highly effective treatments. Technological Advancements and Innovation in the Beauty Industry, Continuous advancements in medical technology and aesthetic treatment tools have led to innovations that significantly reduce procedure risks and improve treatment efficacy. For instance, the development of absorbable thread lifts that stimulate collagen production and tighten the skin without the need for surgery (De Boule & Heydenrych, 2020) and fillers that provide long-lasting and natural-looking results (Sundaram et al., 2020). These innovations enhance consumer confidence in aesthetic services. Furthermore, improvements in the extraction and purification processes of botulinum toxin in Botox have minimized allergic reactions and enhanced its effectiveness in wrinkle reduction (Carruthers et al., 2018), contributing to its widespread use both in Thailand and globally, further accelerating the industry's growth. Importance of Selecting Appropriate Aesthetic Procedures, Choosing the appropriate aesthetic procedure requires careful consideration of multiple factors, including treatment objectives, individual skin conditions, and desired outcomes. Thread lifting, fillers, and Botox each serve distinct purposes: thread lifting is ideal for non-surgical facial lifting, fillers effectively restore facial volume and contour, and Botox is best suited for wrinkle reduction (Sundaram et al., 2020). Selecting the most suitable procedure enhances customer satisfaction while minimizing potential risks associated with inappropriate treatments. Ensuring high standards and safety in aesthetic procedures is crucial for building

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consumer trust and maintaining a competitive edge in the market (Narsete et al., 2019). Providing accurate consultation and employing appropriate techniques help reduce risks and improve client satisfaction.

**Investment Considerations in Aesthetic Procedures**, Investing in aesthetic procedures requires evaluating costs, quality, and long-term returns. Thread lifting typically involves higher costs than fillers or Botox due to the complexity of the technique and the need for high-quality threads. Conversely, fillers may offer better cost-effectiveness when using certified products from regulatory agencies (Glogau, 2017). Assessing the cost-benefit ratio of each procedure is essential for business decision-making, ensuring optimal outcomes for both customer satisfaction and profitability. **Regulatory Challenges and Professional Standards**, Thailand enforces strict legal regulations governing aesthetic procedures to prevent risks associated with substandard products or unqualified practitioners (Narsete et al., 2019). Compliance with professional standards and safety regulations is a key consideration for aesthetic clinics aiming to establish consumer trust. Adhering to these legal and professional standards helps sustain the credibility of Thailand's beauty industry, ensuring its long-term competitiveness and sustainability (Wollina, 2021). **Guidelines for Aesthetic Clinics in Selecting Procedures**, Aesthetic clinics that adopt appropriate selection criteria for aesthetic procedures while maintaining high safety standards can establish strong consumer trust. Key considerations include selecting FDA-approved products, ensuring the expertise of service providers, and understanding market trends and customer preferences.

This academic article aims to provide valuable insights for business owners and consumers by analyzing the advantages, disadvantages, and limitations of thread lifting, fillers, and Botox. Additionally, it evaluates the cost-effectiveness of each aesthetic procedure to guide clinics in making informed investment decisions. By implementing appropriate selection strategies and post-procedure follow-ups (Narsete et al., 2019), clinics can enhance service quality, foster long-term business sustainability, and maximize customer satisfaction. Offering professional consultation and using certified products further strengthen consumer trust and yield optimal treatment outcomes.

### *Beauty Industry and Aesthetic Procedures*

The beauty industry is one of the fastest-growing sectors within the creative economy, particularly in an era where technology and innovation play a crucial role in enhancing service quality. Aesthetic procedures offered at beauty clinics have become increasingly popular, extending beyond the mere sale of beauty products to include various non-invasive and minimally invasive treatments aimed at improving clients' physical appearance. High-quality aesthetic services require multidisciplinary expertise, encompassing medical knowledge, health sciences, and marketing. These fields serve as the foundation for delivering effective and standardized services. Selecting appropriate procedures enables beauty clinics to meet client demands while adhering to strict safety regulations. **Selecting Suitable Aesthetic Procedures**, Choosing the right aesthetic procedures for a beauty clinic involves several factors, including technical considerations, safety measures, and expected outcomes. Popular treatments such as thread lifting, dermal fillers, and Botox injections must be performed using FDA-approved products to ensure safety and efficacy. Additionally, the expertise of the practitioners is paramount, as these procedures carry significant risks if performed by untrained or inexperienced individuals. **Understanding Market Trends and Consumer Preferences**, Analyzing consumer preferences is essential for selecting appropriate aesthetic procedures. Beauty clinics should continuously monitor market trends and customer demands to offer services that align with client expectations. Conducting surveys and gathering feedback on treatment effectiveness and satisfaction levels can help clinics identify the most sought-after procedures. Moreover, analyzing treatment outcomes over time allows for service improvements that better cater to market needs. **Cost-Benefit Analysis of Aesthetic Procedures**, Evaluating the cost-effectiveness of each aesthetic procedure is a key consideration for beauty clinic operators. Assessing service costs alongside expected returns enables informed decision-making. Factors such as market demand, client expectations, and the integration of advanced technology should be considered to ensure optimal service offerings. Selecting procedures that balance customer needs with manageable costs enhances service quality and business sustainability. **Post-Treatment Monitoring and Follow-Up Care**, Post-treatment care is a crucial component of aesthetic services, ensuring client satisfaction and long-lasting results. Clients should receive appropriate guidance on post-procedure care to

maintain and optimize their results. Additionally, beauty clinics should actively monitor treatment outcomes and collect client feedback to assess the advantages, limitations, and potential risks of each procedure. This information facilitates continuous service improvements and enhances overall customer experience. The Importance of Quality and Safety in Aesthetic Services, Quality and safety are fundamental to aesthetic services in beauty clinics. High-risk procedures can pose health hazards if safety standards are not rigorously followed. Continuous training for practitioners and clinic staff is essential to maintain service quality and minimize risks. Providing accurate consultations and utilizing certified products further instill confidence among clients, ensuring long-term business sustainability.

Thus, the selection of aesthetic procedures should not only prioritize effectiveness and results but also consider safety and the use of FDA-approved products. Delivering high-quality aesthetic services enhances client trust and retention while fostering long-term business growth. Continuous service evaluation and improvement further contribute to customer satisfaction and business longevity. Prioritizing quality and safety in aesthetic services builds market credibility and ensures the sustainability of beauty clinics by offering standardized procedures that align with client expectations. Additionally, conducting cost-benefit analyses for different procedures enables business operators to make well-informed decisions while maintaining a loyal customer base (Narsete et al., 2019).

#### *Investment Decision in the Beauty Business*

Importance of ROI and Opportunity Cost in Beauty Business Investment, The beauty industry has seen a rapid rise in investment, particularly in non-surgical aesthetic procedures such as thread lifting, fillers, and Botox. These services are highly popular among clients seeking convenience and quick results. Investing in a beauty business requires careful consideration of several factors, with a strong emphasis on analyzing return on investment (ROI) and opportunity costs associated with different procedures. Effective investment decisions can enhance business sustainability and profitability in the long run. A well-informed investment strategy ensures that business owners select the most cost-effective procedures while evaluating the expected returns, potential risks, and opportunity costs. By carefully considering these aspects, beauty clinics can optimize their service offerings to maximize profitability and market competitiveness. ROI and Opportunity Cost in Beauty Business Investment, One of the most critical factors in beauty business investment is calculating ROI, which measures the efficiency of an investment by comparing the profit generated to the costs incurred. Aesthetic service businesses often require significant initial investments, including medical professional fees, marketing expenses, and equipment purchases. Accurately assessing ROI enables business owners to determine which procedures yield the highest returns relative to their costs. ROI calculation involves comparing revenue from specific procedures to their operating costs, providing insight into financial viability. Typically expressed as a percentage, ROI helps entrepreneurs make data-driven decisions regarding service offerings and long-term financial planning. Opportunity cost analysis is also essential, referring to the trade-offs involved in choosing one investment over another. For instance, if a beauty clinic invests in filler treatment equipment without evaluating its revenue potential, it may miss out on a more profitable investment alternative. Some procedures may also require extended periods to generate returns, affecting overall business profitability. Selecting procedures with the lowest opportunity costs enhances investment efficiency and financial sustainability. Marketing Strategies to Enhance Service Appeal, Effective marketing strategies play a crucial role in increasing the attractiveness of beauty services, especially in a highly competitive market. Engaging marketing approaches help attract new customers and retain existing clients. Successful beauty business marketing strategies often focus on building customer trust through credible information, including testimonials from satisfied clients and expert endorsements. Online marketing, particularly via social media, is instrumental in expanding customer reach. High-quality content, such as procedural videos, expert interviews, and client success stories, fosters trust and encourages customer engagement.

Additionally, promotions and exclusive offers, such as discounts for first-time clients or complimentary post-procedure care, help drive customer interest and increase service utilization. These strategies not only boost short-term revenue but also contribute to long-term customer loyalty. Integrating technology into service delivery further enhances business potential. Online appointment scheduling, digital payment

systems, and virtual consultations via video calls improve customer convenience and service accessibility. Aligning Investment Planning with Marketing Strategies, Investment decisions and marketing strategies should be closely aligned for optimal business performance. ROI calculation and opportunity cost analysis help identify the most profitable aesthetic procedures, while effective marketing strategies enhance service appeal and customer acquisition. A well-structured marketing approach that targets the right audience and builds trust can significantly improve ROI and ensure business growth. Therefore, investing in a beauty business requires not only financial analysis but also strategic marketing to stand out in a competitive industry. Selecting high-value procedures that meet customer demand, combined with marketing strategies that foster trust and engagement, enhances investment efficiency. This approach ensures the long-term sustainability and success of beauty businesses in a rapidly evolving market.

### *Comparison of Outcomes and Customer Satisfaction Across Different Aesthetic Procedures: A Case Study of the Beauty Industry in Thailand*

The beauty industry in Thailand has experienced rapid growth, particularly in non-surgical aesthetic procedures such as thread lifting, dermal fillers, and botulinum toxin (Botox) injections. These procedures have gained popularity among consumers seeking immediate results with minimal recovery time. The selection of aesthetic procedures in beauty clinics must consider not only their effectiveness but also customer satisfaction, as these factors significantly influence business success. Therefore, a comparative analysis of outcomes and customer satisfaction across different procedures is crucial for guiding beauty clinics in selecting appropriate treatments that enhance service quality and align with market demands. Importance of Procedure Selection in the Beauty Industry, Choosing the right aesthetic procedure is essential for building customer trust, which directly impacts their decision to seek services and their long-term satisfaction. Currently, the most popular non-surgical aesthetic treatments include thread lifting, dermal fillers, and Botox. Each of these procedures has distinct advantages and limitations in terms of efficacy, safety, and convenience: 1) Thread Lifting: This procedure involves the insertion of specialized threads under the skin to lift and tighten facial contours while stimulating collagen production. The effects are visible immediately after the procedure, with optimal results appearing within one to two months. Thread lifting is minimally invasive with a short recovery period. However, its effects are less durable than those of fillers or Botox. 2) Dermal Fillers: These involve injecting gel-like substances, such as hyaluronic acid, into targeted areas such as nasolabial folds, lips, or fine lines to restore volume and reduce wrinkles. The results are immediately visible and can last between six months to one year, depending on the type of filler used. While fillers offer instant improvements with minimal downtime, they carry potential risks, such as inappropriate substance use or incorrect injection techniques. 3) Botulinum Toxin (Botox): Botox injections relax facial muscles to reduce expression lines, such as forehead wrinkles and crow's feet. Results typically become noticeable within three to seven days and last for approximately three to six months. Beyond cosmetic applications, Botox is also used to treat medical conditions such as excessive sweating and muscle spasms. Comparison of Customer Satisfaction Across Procedures, Evaluating customer satisfaction is crucial in the aesthetic industry, as it enables businesses to offer procedures that meet client expectations. High safety standards and effective results contribute to increased customer trust and repeat business. According to Narsete et al. (2019), customers who undergo filler and Botox treatments tend to report higher satisfaction levels due to their immediate results and minimal recovery time. In contrast, thread lifting may yield slower outcomes and pose a higher risk of side effects, such as infection or unwanted complications.

Case Study: The Beauty Industry in Thailand, The Thai beauty industry is highly competitive and diverse, making the selection of appropriate procedures and high-quality service delivery key factors in business success. Clinics that focus on fillers and Botox treatments have gained significant customer traction due to their immediate and effective results. Successful beauty clinics often employ experienced medical professionals and use FDA-approved products, ensuring both safety and efficacy. A case study of beauty clinics specializing in fillers and Botox indicates high customer satisfaction due to pain-free treatments and visible improvements shortly after the procedure. Additionally, maintaining service quality and offering professional consultations encourage repeat visits. Marketing strategies, particularly leveraging social media and customer testimonials, have also played a vital role in attracting new clients. Recommendations for

Enhancing Beauty Clinic Services in Thailand, Selecting the most suitable aesthetic procedures requires a careful assessment of various factors, including expected results, customer satisfaction, safety, and cost-effectiveness. Comparative studies on the outcomes and satisfaction levels of different procedures can help business owners make informed decisions that align with their clientele's needs. Furthermore, expert medical consultation and the use of FDA-approved products can enhance trust and satisfaction among customers. In conclusion, comparing the outcomes and satisfaction levels of different aesthetic procedures not only helps beauty clinics select appropriate treatments but also improves service quality. Safe and effective procedures contribute to customer satisfaction, fostering long-term business success in Thailand's competitive beauty industry.

### *Guidelines for Choosing Aesthetic Procedures: A Comparison of Thread Lifting to Enhance the Quality of Beauty Clinics in Thailand*

Aesthetic procedures have gained increasing popularity in Thailand, particularly non-surgical methods such as thread lifting. This approach addresses skin issues such as wrinkles, sagging, or lack of firmness without the long recovery time required for surgery. Thread lifting has become a notable option for individuals seeking to enhance facial contours or lift sagging skin without surgery. This article discusses the advantages, disadvantages, and limitations of thread lifting to help beauty clinics in Thailand effectively incorporate this procedure and improve service quality. According to Narsete et al. (2019), aesthetic procedures are defined as follows: Thread Lifting involves the use of special threads (PDO, PCL, or PLLA) that are absorbable by the body to lift and tighten sagging skin by inserting the threads into the skin at the targeted areas. This procedure stimulates collagen production, which helps tighten the skin. The treatment is quick, and results are visible immediately.

Advantages of Thread Lifting, 1) Non-surgical lifting: Thread lifting provides a non-invasive solution for skin tightening, a major advantage as it eliminates the need for surgery, reducing the risks and long recovery times associated with surgical facelifts. 2) Natural collagen stimulation: The threads stimulate the production of collagen, an essential factor in skin firmness and smoothness. The natural collagen boost can make results last longer even after the threads are absorbed. 3) Short recovery time: Unlike surgical facelifts, thread lifting requires minimal downtime. Patients can resume their daily activities shortly after the procedure.

Disadvantages of Thread Lifting, 1) Temporary results: The results from thread lifting typically last only 6-12 months, requiring repeated procedures to maintain the desired effect. 2) Risk of complications: There are potential risks such as infection or improper placement of threads, which could lead to unsatisfactory results or scarring. Thus, choosing an experienced professional is essential. 3) Procedure limitations: Thread lifting must be performed by a qualified doctor, as improper placement of threads can negatively impact the results. Also, the cost is higher than Botox but lower than fillers.

Guidelines for Selecting Thread Lifting in Beauty Clinics, To elevate service quality, beauty clinics must consider factors such as skin suitability for thread lifting, use of high-quality materials, staff training, and thorough client consultations to manage expectations. Thread lifting can be an excellent way to enhance the appearance of clients in a safe and efficient manner, fostering trust in the clinic. In addition, clinics must ensure that the materials used are approved by relevant health authorities (e.g., FDA) and that proper equipment standards are followed to avoid complications. Cost management is also essential for attracting and retaining clients, as thread lifting presents a viable option for customers seeking non-surgical solutions without the high cost of fillers.

Examples of Threads Approved by the Thai FDA, 1) MINT Thread: Made from PDO (Polydioxanone), MINT threads are designed to lift and tighten the skin while being safely absorbed by the body. These threads are known for their strength and ability to stimulate collagen production. Results can last up to 12-18 months, although the threads dissolve within 6-9 months. 2) Advantages of MINT Threads, 2.1) Immediate lifting effect, with visible results that improve over the following weeks. 2.2) Safety and FDA approval, with a proven history in medical use. 2.3) Suitable for various areas including the face and neck, reducing recovery time compared to surgical alternatives. 2.4) Provides a natural-looking result without stiffness.

Disadvantages of MINT Threads, 1) Results are temporary, typically lasting 12-18 months. 2) MINT threads are often more expensive than standard PDO threads due to their durability. 3) Possible side effects such as swelling or bruising during the first week post-treatment. 4) Potential thread migration if not placed correctly by an experienced professional.

YOURLINE Thread: Made from a blend of PLLA (Poly-L-Lactic Acid) and PCL (Polycaprolactone), YOURLINE threads are known for their strength and flexibility. These threads offer superior lifting and collagen-stimulating properties, making them effective for long-term results, lasting up to 24 months. Advantages of YOURLINE Threads, 1) Higher strength and flexibility than PDO threads, making them effective for lifting and tightening skin. 2) Stimulates collagen production for long-lasting results. 3) FDA-approved, ensuring safety for users. Differences from Other Threads, Uses a blend of PLLA and PCL, which provides superior strength and flexibility compared to PDO threads and Manufactured using Molding Press Process for better skin adhesion.

Fillers (Dermal Fillers): Fillers are substances used to add volume to areas like nasolabial folds or to sculpt the face. Types include Hyaluronic Acid (HA), Calcium Hydroxylapatite (CaHA), and Poly-L-lactic acid (PLLA), each catering to different skin issues and needs. Advantages of Fillers, 1) Effective in filling deep wrinkles and reshaping facial contours. 2) Immediate results with minimal downtime, allowing clients to resume normal activities. 3) Natural results tailored to the individual's facial structure and needs. Disadvantages of Fillers, 1) Results are temporary, lasting 6-18 months depending on the type of filler and treated area. 2) Potential for side effects such as swelling, bruising, or vascular occlusion if injected improperly and 3) Higher costs, especially for high-quality fillers like HA or CaHA, which might deter some clients from opting for them regularly.

#### *Guidelines for Beauty Clinics and Future Quality Enhancement*

Investment and Cost-Effectiveness in Beauty Procedures, Thread Lifting, Fillers, and Botox, In the rapidly growing beauty industry, investment decisions regarding procedures such as thread lifting, fillers, and botox must be made thoughtfully, particularly in terms of cost-effectiveness and operational expenses. The success of beauty clinics relies heavily on selecting appropriate procedures, not only considering the aesthetic results but also accounting for costs, operational expenses, and anticipated returns. Staff training and the selection of high-quality products are critical in elevating service quality and ensuring customer satisfaction. When considering procedures like thread lifting, fillers, or botox, various cost factors must be evaluated, including product costs, equipment costs, doctor service fees, staff training expenses, and expected returns from services. These factors directly impact investment decisions. Each procedure has its pros and cons, and evaluating their cost-effectiveness requires considering multiple dimensions such as sustainability of results, safety, and customer satisfaction. 1.) Thread, Lifting While thread lifting has a higher cost than botox but lower than fillers, it is suitable for those seeking non-surgical skin lifting with results lasting approximately 6-12 months. Thread lifting offers short-term profit potential but also carries risks of complications such as infections or improper thread placement, which may affect the clinic's reputation. 2) Fillers, Fillers tend to be costly due to the high-quality, expensive materials used. Administering fillers requires skilled professionals trained in the procedure, as improper injection can lead to severe complications like vascular occlusion. Although the results last longer than botox (6-18 months) and appear more natural, investing in fillers requires careful product selection and staff training. 3) Botox, Botox presents a more cost-effective option overall, despite its shorter-lasting results (3-6 months). It is the least expensive among the three procedures and can provide continuous income due to the need for repeated treatments, especially if a stable customer base is established through high-quality service.

Enhancing Clinic Quality Through Training and Product Selection, 1) Staff Training Staff training, particularly for beauty procedure operators, plays a pivotal role in customer satisfaction. Training medical professionals in techniques for high-quality procedures and using certified products can reduce the risk of complications and increase service efficiency. Training should also focus on consultation skills, providing customers with comprehensive information about the expected outcomes, risks, and limitations of various procedures. This increases customer confidence and promotes trust in the clinic. 2) Product Selection Choosing high-standard products is essential for both safety and customer satisfaction. Products like fillers

and botox must be FDA-approved or certified by relevant authorities to ensure safety and efficacy. The quality of products used directly affects the quality of service and clinic reputation. Using high-standard products helps minimize complications and enhances the clinic's image, leading to customer loyalty and the potential for business expansion.

Safety Standards and Protocols for Beauty Procedures, 1) Adherence to Ministry of Public Health Guidelines Clinics must comply with Ministry of Public Health standards to ensure safety and high service quality. Adherence includes using certified products, quality equipment, and following proper procedures conducted by well-trained professionals. This prevents complications such as infections, allergic reactions, or unnatural outcomes. 2) Customer Consultation and Expectations Management Consultation is critical in preventing misunderstandings regarding the expected results of procedures. Clear communication about the duration of results, such as thread lifting (6-12 months) or botox (3-6 months), ensures customers are well-informed, which helps them make realistic decisions and plan for future treatments.

Integrating Technology in Beauty Clinics, 1) AI in Skin Analysis and Procedure Selection AI technology can assist in analyzing skin conditions and recommending suitable procedures. By processing facial images, AI identifies issues like wrinkles, sagging, or skin atrophy, helping to recommend appropriate procedures such as thread lifting, fillers, or botox. This ensures higher accuracy in service delivery and allows the clinic to meet customer needs more effectively. 2) CRM Systems for Enhanced Customer Experience Customer Relationship Management (CRM) systems play a vital role in enhancing customer satisfaction by tracking treatment histories, including thread lifting, fillers, and botox. The CRM system enables personalized marketing, optimizes services, and ensures continuous improvement in customer care. This technology fosters customer loyalty and contributes to the clinic's sustainable growth. In summary, selecting beauty procedures like thread lifting, fillers, or botox requires a balance of cost-effectiveness, safety, and quality. Proper staff training, high-standard product selection, and adherence to safety guidelines are essential for maintaining service quality and customer satisfaction. Integrating AI and CRM systems can further enhance precision in treatment selection and improve customer experience, leading to a sustainable and growing beauty clinic business.

## Summary

The selection of aesthetic procedures in beauty establishments plays a crucial role in directly impacting customer satisfaction and the overall success of the business. Popular procedures, such as thread lifting, fillers, and botox, each offer distinct advantages, disadvantages, and limitations. The decision to choose an appropriate procedure requires consideration of several factors, including investment value and its impact on the business. The application of technology and staff training also plays an important role in enhancing service quality to meet customer satisfaction and increase competitive potential in the beauty market. 1) Comparison of the advantages, disadvantages, and limitations of thread lifting, fillers, and botox: 1.1) Thread Lifting *Advantages:* Thread lifting can lift the skin without surgery by using special threads to stimulate natural collagen production, resulting in a firmer and more youthful appearance. The recovery period is short, and there is no need for surgery. *Disadvantages:* The effects of thread lifting may only last 6-12 months, requiring a repeat procedure. There are also risks of complications, such as infections or improper placement of the threads, which can affect results. *Limitations:* Thread lifting must be performed by a skilled doctor who can correctly place the threads. Additionally, the cost is higher than botox but lower than fillers. 1.2) Fillers *Advantages:* Fillers can effectively fill deep wrinkles and reshape facial features, providing a smooth, firm appearance with natural and quick results. There are various types of fillers available, depending on the customer's needs. *Disadvantages:* After filler treatment, there may be swelling and bruising at the treated areas. Fillers also need to be reapplied every 6-18 months, resulting in long-term costs. *Limitations:* Fillers can be expensive, especially high-quality ones, and must be injected by a doctor trained in specialized techniques. 1.3) Botox *Advantages:* Botox is effective for reducing wrinkles and reshaping the face. It is a quick procedure with a lower cost than thread lifting and fillers. *Disadvantages:* The effects of botox last only about 3-6 months, requiring frequent re-injections. There are also risks, such as muscle weakness or drooping eyelids. *Limitations:* Botox must be administered using a high-quality product and by a skilled doctor. 1) Investment Value Analysis for Beauty Establishments, The decision to invest in

each procedure must consider long-term value. Using high-cost procedures such as fillers, although offering long-lasting results, requires establishments to invest in staff training to reduce the risk of complications and ensure quality service. This helps build trust and credibility. On the other hand, botox, being less costly, may seem more appealing in the short term due to lower initial costs. However, its short-lived results may not provide long-term cost savings. In the short run, botox may be more cost-effective, but in the long run, fillers or thread lifting may offer greater value by reducing the need for repeated treatments. 2) Appropriate Approaches for Using Aesthetic Procedures in the Beauty Industry, When selecting the appropriate procedure, establishments should consider the client's needs and desired results. If the client seeks non-surgical skin tightening, thread lifting may be the most suitable option due to its long-lasting effects and quick recovery. If the client wants to reshape facial features, such as filling deep wrinkles, fillers would be the optimal choice, as they provide natural and fast results. For clients seeking short-term wrinkle reduction or skin tightening, botox may be the best option due to its speed and affordability. Botox can be a viable choice for clients who desire immediate results at a lower cost. 3) Enhancing the Quality of Beauty Establishments Enhancing the quality of a beauty establishment involves more than just selecting the right procedures; it also requires adherence to safety standards and providing staff training to ensure proficiency in performing various procedures. Technology can also be used to assess skin conditions and determine the most suitable procedures, such as AI for skin analysis and CRM systems to track customer service history. Therefore, the selection of aesthetic procedures is crucial in enhancing service quality and customer satisfaction. Comparing the advantages, disadvantages, and limitations of thread lifting, fillers, and botox helps business owners make informed decisions based on the value of investment and customer needs. Staff training and the use of technology are also vital in improving service delivery and boosting competitiveness in the beauty market.

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