

The Rise of the Needle: Why Non-Surgical Nose Jobs Are Beating the Knife

Epione Beverly Hills introduces Neustem™, a breakthrough non-surgical treatment to sculpt the nose and face with natural results, minimal downtime.

LOS ANGELES, CA, UNITED STATES, September 1, 2025 /EINPresswire.com/ -- Epione Beverly Hills Unveils Neustem™: The Future of Non-Surgical Facial Sculpting

“

Neustem™ allows us to sculpt the nose and face with precision, offering natural, long-lasting results without the risks of surgery, downtime, or anesthesia—redefining the future of beauty.”

– Dr. Simon Ourian, MD

Cosmetic dermatology is undergoing a historic transformation. According to the American Society of Plastic Surgeons, non-surgical aesthetic procedures have grown by more than 65% over the last decade, with over 17 million minimally invasive treatments performed annually in the United States alone. Patients are increasingly seeking solutions that deliver precision and beauty—without the pain, risk, and downtime of surgery.

At the heart of this revolution is Epione Beverly Hills, led by world-renowned cosmetic dermatologist Dr. Simon Ourian, MD. Known globally for his artistry and innovation, Dr. Ourian has pioneered multiple breakthrough technologies—including Coolaser™, Coolbeam™, Micromatrix™, and Neustem™—that have redefined what is possible in modern aesthetics.

Among these, Neustem™ has rapidly emerged as the crown jewel: a proprietary regenerative injectable treatment designed to sculpt the face, refine the bridge of the nose, and reverse drooping with unparalleled safety and elegance.

WHY NEUSTEM™?

Unlike traditional dermal fillers, which simply add temporary volume, Neustem™ enhances structure, stimulates the skin's regenerative capacity, and integrates seamlessly with natural tissue. The result is a more refined, natural-looking outcome that lasts longer and feels authentically one's own.

Clinical Advantages of Neustem™

Non-Surgical Nose Refinement – Neustem™ can be precisely injected along the bridge of the nose to create definition, symmetry, and lift. It addresses drooping tips, flattened nasal bridges, or minor humps in under 30 minutes, compared to surgical rhinoplasty which requires anesthesia and weeks of recovery.

Facial Sculpting & Contouring – Neustem™ reshapes cheeks, jawline, and chin for a balanced, youthful profile without implants, scars, or downtime.

Safety & Reduced Risk – Surgical rhinoplasty can lead to infection, scarring, or breathing complications. Neustem™ avoids these risks, offering a reversible, low-risk alternative.

Minimal Downtime – Most patients return to normal activities the same day, with minor redness or swelling that resolves quickly. Surgical rhinoplasty often requires 2+ weeks off work and up to 12 months for full recovery.

Natural & Customizable Results – Each Neustem™ treatment is tailored to the patient's unique features, ensuring harmonization, not alteration.

THE RISING DEMAND FOR NON
SURGICAL NOSE JOBS



Before and after Neustem™ at Epione Beverly Hills—non-surgical nose lift and facial contouring with natural, immediate results and minimal downtime



Before and after Neustem™ treatment at Epione Beverly Hills—non-surgical nostril revision for improved balance, symmetry, and natural refinement with no downtime

Non-surgical rhinoplasty procedures have increased by more than 30% year-over-year, making it one of the fastest-growing areas in aesthetic medicine. Patients want a nose refined without committing to irreversible surgery.

At Epione, Neustem™ elevates this trend by combining the immediate results of fillers with the regenerative benefits of advanced biomaterials.

“With Neustem™, we can sculpt the bridge of the nose, lift a drooping tip, and refine facial proportions—all in less than an hour. The results are immediate, natural, and far safer than surgery.” Dr. Simon Ourian, MD

Neustem™ NON-SURGICAL vs. SURGICAL Rhinoplasty:

Neustem™ Non-Surgical Contouring

- Procedure Time: 20–30 minutes in-office
- Downtime: Same-day return to normal activity
- Risks: Mild swelling redness, and potential for bruising
- Result Type: Long-lasting, customizable, adjustable, reversible
- Ideal Candidates: Patients seeking aesthetic refinement

Surgical Rhinoplasty

- Procedure Time: 1–3 hours under anesthesia
- Downtime: 2–3 weeks of swelling & bruising, swelling up to 12 months
- Risks: Infection, scarring, breathing issues
- Result Type: Permanent, not reversible
- Ideal Candidates: Structural correction patients

EPIONE: A GLOBAL LEADER IN INNOVATION

Epione Beverly Hills is a global destination for beauty seekers—from Hollywood celebrities to



After a disappointing surgical nose job at another doctor's office, this patient came to Epione Beverly Hills for a safe, non-surgical solution with Neustem™ to refine and restore the nose without the risks of revision surgery.

international royalty. Its reputation rests on three pillars:

- Exclusivity – Every injection at Epione, including Neustem™ and our signature treatments, is performed personally by Dr. Simon Ourian, and cannot be found anywhere else.
- Innovation – Merging regenerative medicine with aesthetic artistry, Epione sets global benchmarks.
- Trust – With over two decades of expertise, Dr. Ourian has earned the confidence of patients worldwide.

A NEW STANDARD IN BEAUTY

The future of cosmetic dermatology is minimally invasive, regenerative, and natural-looking. Neustem™ embodies all three, offering patients confidence and beauty that honor their individuality.

As demand for discreet, safe treatments grows, Epione remains at the forefront—guiding patients toward results that are not just seen, but felt.

ABOUT EPIONE BEVERLY HILLS

Founded by Dr. Simon Ourian, MD, Epione Beverly Hills is the world's leading center for cosmetic dermatology. Known for exclusive innovations including Coolaser™, Coolbeam™, Micromatrix™, and Neustem™, Epione attracts patients worldwide seeking the highest standards in non-surgical aesthetics.

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