

The Ultimate Guide to Preventing and Managing Bruising in Aesthetics

Bruising is a common concern for patients receiving injectable treatments, yet it's often underestimated by practitioners. Terms like *haematoma*, *ecchymosis*, *petechiae*, and *purpura* may describe different types of bruises, but to patients, they all represent one thing: an injury that impacts their confidence, daily life, and even relationships.

Imagine this: a patient who leaves your clinic feeling great about their treatment later faces awkward questions about a visible bruise. They may need to explain to friends or strangers, navigating assumptions ranging from an accidental injury to an abusive relationship—or even disclosing their aesthetic procedures. To them, it's not “just a bruise.” It's a story they'd rather not tell.

As practitioners, it's crucial to minimize bruising—not only for your client's experience but also for your clinic's reputation, patient retention, and aftercare workload. This guide breaks down bruising into manageable insights and actionable steps to help you refine your practice and ensure your patients feel cared for every step of the way.



What Causes a Bruise?

At its core, bruising occurs when blood escapes the vascular system and pools within the tissues. This can happen during procedures due to:

- Needle punctures (veins, arteries, capillaries).
- Tearing of vessels (common with cannulas).

Types of Bruising:

1. **Petechiae:** Small, pinpoint bruises (1-2 mm) at needle entry points.
2. **Purpura:** Bruises up to 1 cm in size.
3. **Ecchymosis:** Larger skin discolorations (a typical “bruise”).
4. **Haematoma:** A lump formed by clotted blood under the skin, the most severe form of bruising.

Each type of bruise has its own implications, and your goal is to minimize trauma to the vessels to reduce their occurrence.

Understanding Bruising: The Three Key Factors

1. Trauma (Injection Technique):

- This is the most controllable factor. Precise needle control and detailed anatomical knowledge are essential to reducing tissue damage and minimizing bruising.

2. Blood Flow in the Skin:

- Factors such as elevated body temperature, hormonal changes, alcohol consumption, and physical exertion can increase blood flow, making bruising more likely.

3. Clotting Rate:

- Patients vary in their clotting abilities, influenced by medications (e.g., anticoagulants like warfarin, aspirin) or individual biology. Slow clotting increases the likelihood of significant bruising.
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16 Tips to Prevent and Minimize Bruising



Pre-Treatment

1. Identify Risk Factors:

Discuss with patients any medications, recent alcohol consumption, or lifestyle habits (e.g., exercise, sauna use) that could increase bruising risk. Always consider the patient's overall health before recommending adjustments.

2. Know the Anatomy:

Understand the three-dimensional location of arteries and veins in the face.

3. Map the Veins:

Use good lighting and position the patient flat to identify veins more easily. Mark these areas to avoid them during the procedure.

4. Position the Patient Upright for Injection:

This allows blood to drain from the head, minimizing vessel engorgement.

Injection Technique

5. **Perfect Needle Control:**

- Stabilize your body: Feet shoulder-width apart, equal weight distribution.
- Anchor your upper body against the treatment bed.
- Support your arm and hand to reduce movement.

6. **Stabilize the Patient's Head:**

Ensure the head is supported to prevent unnecessary movement during injections.

7. **Use Sharp Needles:**

Replace dull needles to minimize force and reduce trauma.

8. **Inject Superficially:**

Particularly around sensitive areas like the eyes, limit penetration to 1-2 mm.

9. **Withdraw Slowly:**

Allow tissues time to seal around the needle, reducing blood pooling.

10. **Compress Immediately:**

Apply firm pressure to any bleeding points for 1-5 minutes to limit bruising.

11. **Minimize Entry Points:**

Use techniques like fanning with dermal fillers to reduce the number of injections needed.

12. **Consider Cannulas:**

While they can reduce trauma, take care with the entry point, as larger bore needles may cause bruising.

Aftercare Advice

13. **Avoid Heat and Exercise:**

Advise patients to avoid strenuous activity or excessive heat (e.g., saunas, hot baths) post-treatment.

14. **Encourage Compression:**

If bruising begins to develop, firm compression can help limit its size.

15. **Topical Remedies:**

While evidence for arnica or vitamin K creams is limited, their use can offer patients a sense of control and care.

16. **Advanced Options for Severe Cases:**

In rare instances, haematomas can be treated with hyaluronidase to liquefy clotted blood, followed by aspiration.

When Bruising Happens: Patient Communication

Acknowledge the bruise and explain what caused it. Show empathy by listening to the patient's concerns and reassure them with clear expectations:

- Small bruises typically heal in 5-10 days.
- Larger bruises may take up to a month, with lingering yellow discoloration possible for up to 6 weeks.

Take time to reflect on the treatment session and discuss ways to minimize bruising in future procedures. This open dialogue can rebuild trust and demonstrate your commitment to excellence.

In Summary

To your patient, a bruise is more than a mark; it's an emotional burden and an injury. By mastering your injection technique, understanding the variables at play, and prioritizing patient care, you can reduce bruising by up to 90% compared to novice practitioners.

At Cavendish Aesthetics Academy, we empower our students to deliver exceptional results while fostering lasting patient trust. Let's make every injection a step toward excellence!



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