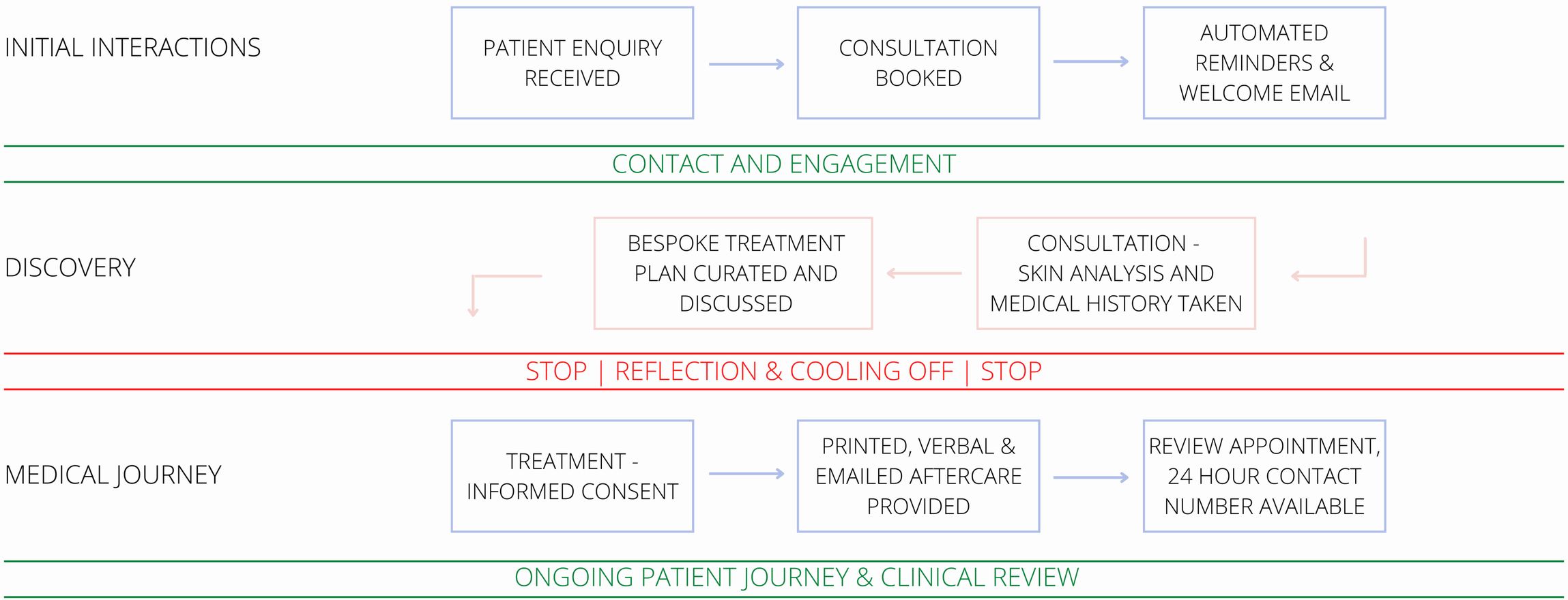FACIAL AESTHETICS PATIENT JOURNEY