

**Regenerative Cell Therapy**  
**THE Aesthetic Show Preview**  
**Neurotoxin Expert Evaluation**

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## Enzyme-Based Topical Treats Pigmentation

Topical treatment to improve the appearance of patients with excess pigmentation has long been the domain of hydroquinone. Though effective, this skin lightener is potentially irritating, resulting in some patients being unable to use it. However, a new enzyme-based, topical formulation tackles pigmentation in an entirely different manner – direct reduction of melanin – with experts reporting faster, better and safer results than other topicals for pigmentation. Furthermore, it is easy for patients to use as well.

*continued on page 3*

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# THE AESTHETIC SHOW

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## Establishes Industry Leadership

By Fran Kelly, Contributing Editor

**N**ow in its fifth year of operation, *THE Aesthetic Show* (TAS) 2011, taking place at the ARIA Hotel in Las Vegas, promises to be an unparalleled four day educational event, offering extensive hands-on instruction and expert training on the most popular medical aesthetic procedures. Attendees will hear the latest updates and insights on trends driving the market's growth, including advanced facial injectables, energy-based skin rejuvenation, regenerative cell therapy, fat transfer and cellulite treatments.



## THE Aesthetic Show 2011 Establishes Industry Leadership



**Michael Moretti**  
Founder and Chairman  
THE Aesthetic Show



**Wayne Wertheim, M.D.**  
Medical Director  
Advanced Laser  
Roslyn Heights, NY



With an impressive faculty, including strong representation from Europe, this year's program will feature an in-depth look at core technologies within the global aesthetic realm, as well as new products and procedures entering the market within the next two to five years.

"Thousands of aesthetic practitioners and their staff have attended TAS since it's inception to proactively optimize their success in the endeavor of aesthetic medicine," explained program chairman and founder Michael Moretti. "These practices understand the value of learning as it relates to improving their skills and furthering their status in this highly competitive but lucrative market."

The Medical Advisory Board, which supports TAS and *THE Aesthetic Guide*® publications, has been carefully recruited and represents an elite group of the most progressive thought leaders in the field. With global scope and experience that far exceeds the narrow product offerings available in the U.S., this world-class cadre of scientific advisors collectively contributes to the educational direction and content of TAS. "Each year we completely redesign the program to address the current needs of the medical aesthetic community," said Mr. Moretti. "Our goal is to provide attendees with the maximum return on their investment of time and money, while giving them a definitive advantage over their colleagues that do not stay ahead of the game."

TAS organizers also understand the value of professional competition, awards and peer recognition. At last year's show, seven physicians won awards and prizes in the innovative Patient Enhancement Contest. This unique competition, which involves numerous categories of treatments, inspires practitioners to submit their best work for evaluation and online voting by TAS attendees. To raise the bar for this contest, TAS 2011 has assembled a panel of experts to evaluate and judge the submissions in a live media event, titled "THE Hollywood Aesthetic Beauty Panel."

"We are taking this contest to the next level and bringing media attention by making it directly relevant to the Hollywood aesthetic procedure theme, which is an undeniable driver of consumer trends," added Mr. Moretti. "Our panel of judges represents the top tier of physicians that actually treat celebrities on a daily basis and speak to the consumer media. Winners of this contest can confidently claim that they were judged by both their peers and established luminaries of the Hollywood aesthetic medicine scene."

This well-regarded competition is a chance to earn peer recognition, cash prizes and a valuable promotional tool for your practice. "If you are fortunate enough to become a winner, it helps with your marketing, confidence and recognition within the field," said Wayne Wertheim, M.D., of Advanced Laser (Roslyn Heights, N.Y.), the 2010 winner in the Best Facial Injectable Enhancement category. "It's a way for the real world practitioner to become more a part of the leading-edge aesthetic community."

**"Thousands of aesthetic practitioners and their staff have attended TAS since it's inception to proactively optimize their success in the endeavor of aesthetic medicine."**

Dr. Wertheim displays his award in his treatment room and his staff refers to this accolade during patient consultations for dermal fillers or facial rejuvenation. Dr. Wertheim also cites this winning case study and the award in his lectures and seminars. "It really impresses people that we have won this award."

According to Jason B. Diamond, M.D., F.A.C.S., a plastic surgeon in Beverly Hills, Calif., who will serve on this Hollywood panel of judges, "There are a lot of tricks to make an after picture look better but you're not going to be able to fool me. I'll be judging based on which patient shows the most significant change. Outcomes must be natural and aesthetically appropriate; you never want someone to look surgically enhanced."

Dr. Diamond, who is well-known for starring on *E!'s Dr. 90210*, endorses the value of professional competition in this field. "It's important to show colleagues the success of your technique. If you have a method that's effective you should share it so others can achieve the same results for their patients."

Adding to the educational value of this year's event will be a fast-track Certified Aesthetic Consultant (CAC) workshop. This live, one day, interactive session offers an accelerated version of the popular CAC online program, which designates mastery of core aesthetic and practice building knowledge. Registrants who complete this session and obtain their self-directed units during TAS are eligible to take the final exam and earn a certificate of completion at the end of the weekend. Hundreds of students have already furthered their careers and personal development by graduating from this program.

Taking place prior to the TAS opening, this intensive CAC curriculum is designed for the entire staff, covering fundamental skills from basic science through business management. Among the most popular sessions are those that address cost-efficient marketing strategies and practice enhancement tactics.

"There's no such thing as marketing that's one size fits all; however, there are core concepts that you can make your own," said Tracy L. Drumm, vice president of IF Marketing (Chicago, Ill.), a medical marketing firm that develops innovative strategies for aesthetic practices. "Today,

patients are bombarded with communications from competitors, or what I call communi-clutter. If you're not making contact with your patients through specific marketing campaigns, then someone else is."

Among the strategies she will discuss is the Ditch the Dirt philosophy. Ms. Drumm advises practices to eliminate the *US Weekly* and *Cosmopolitan* magazines in the reception area and replace them with brochures about procedures and products offered in the practice. "The time your patient spends in the reception area should be an educational opportunity, not entertainment."

Beyond marketing, the CAC program will give frank advice on the business of aesthetics, specifically the relationship between profit, revenue and success. As Jay A. Shorr, a motivational speaker and vice president of operations at Advanced Cosmetic Laser Center in Boca Raton, Fla., pointed out, "Many times, business owners, including physicians, are not totally aware of the cost of their supplies and equipment, and what it actually takes to ensure profitability contingent on revenue alone." Mr. Shorr will review vendor selection, cost containment and how to properly negotiate cost benefit ratio to ensure maximum return on investment.

According to Mr. Shorr, the CAC program offers a strong competitive advantage for practices, which is a key benefit in any economy. "This is one of the only true certifications offered for all levels of employees in the aesthetic industry – from the front desk to medical assistants, aestheticians, nurses, physician assistants and physicians," he said. "Today's patient is much more educated about what they want; therefore, it is extremely important to have an educated and well-trained staff."

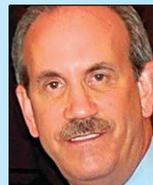
Mr. Shorr will also moderate Part I of the Practice Management and Marketing general session on Sunday. "The wealth of knowledge that can be gained from TAS will most certainly increase profitability in anyone's practice," he noted.



**Jason B. Diamond, M.D., F.A.C.S.**  
Diplomate  
American Board of Facial Plastic and  
Reconstructive Surgery  
Los Angeles, CA



**Tracy L. Drumm**  
Vice President  
IF Marketing  
Chicago, IL

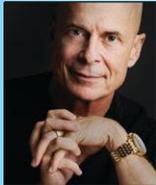


**Jay A. Shorr**  
VP Operations  
Advanced Cosmetic Laser Center  
Tamarac and Boca Raton, FL





**Alexander Rivkin, M.D.**  
Facial Cosmetic Surgeon  
Los Angeles, CA



**Joseph Niamtu, III, D.M.D.**  
Cosmetic Facial Surgeon  
Richmond, VA



**Angelo Cuzalina, M.D., D.D.S.**  
President  
American Academy of Cosmetic  
Surgery, 2011  
Diplomate  
American Board of Cosmetic Surgery  
Tulsa, OK



"This will exceed the cost of attending the conference many times over."

In addition to extensive management and marketing guidance, attendees of TAS 2011 will also have the opportunity to receive treatment training from experts in aesthetic medicine. In response to requests for more advanced training, TAS is introducing three, half-day courses offering expert instruction from luminaries in neuromodulator injection techniques, energy-based facial rejuvenation and dermal fillers. Participants will not only improve technical skills under the guidance of skilled experts, they will also receive course materials, a certificate of training and CE / CME credit upon completion of the courses.

"Hands-on demonstration and the ability to ask questions of the person leading the session is a critical learning experience," said Alexander Rivkin, M.D., a facial cosmetic surgeon in Los Angeles, Calif., who will lead the Advanced Dermal Filler Techniques training course.

During this session, Dr. Rivkin will discuss the full spectrum of products available in the U.S., detailed technique instruction and the overall patient consultation process. "We have a wide palette of dermal filler choices. It's a bit of an art to figure out how to provide optimal treatment in each situation, while accounting for the patient's personality and expectations."

Like all of the advanced courses, this session is intended for experienced practitioners seeking more sophisticated training and insights. Participants will gain increased comfort in the choices of non-surgical aesthetic improvements available, and clinical insight into injection techniques for the most popular dermal fillers and neurotoxins to achieve a natural outcome.

In Dr. Rivkin's opinion, TAS offers a high value for aesthetic practices. "This is one of the only multi-day forums focused specifically on education, not the typical medical meeting where most speakers are

presenting esoteric techniques. You will find something interesting for any level."

As in 2010, the main agenda of TAS begins Friday morning with a state of the aesthetic market trend analysis and progress report from Mr. Moretti. Joined by a panel of esteemed colleagues, he will talk about cultural, medical, psychological and technological innovation in the industry. He will also provide a proprietary forecast of anticipated procedure growth areas, and identify which devices or products practitioners should focus on to maintain market leadership.

Over the ensuing two days, practitioners and their staff can attend educational workshops and lectures exploring the multi-dimensional aspects of the aesthetic industry. Perhaps the most popular sessions revolve around the burgeoning body shaping procedure market. Advanced topics will include fat transfer, cellulite treatments, laser lipolysis and non-surgical energy-based body contouring.

"*THE Aesthetic Show* is a special and unique meeting because it is inclusive of everything that's happening in the contemporary arena of cosmetic surgery and aesthetics," said Joseph Niamtu III, D.M.D., a surgeon, teacher and lecturer in Richmond, Va. "Collectively, it completely represents the entire marketplace – surgical, non-surgical, support and ancillary personnel. It's rare that you can get all that at one meeting."

Dr. Niamtu will speak from personal and professional perspectives about how more aggressive laser technologies still remain the most effective in producing dramatic change. "Nothing has displaced the CO<sub>2</sub> as the gold standard. I explain to patients that we can reverse a half century of aging but it needs a two week investment."

According to Angelo Cuzalina, M.D., D.D.S., a cosmetic surgeon in Tulsa, Okla., and president of the *American Academy of Cosmetic Surgery*, TAS serves an unmet need in the industry. "There is no teaching

institution or medical school for cosmetic surgery. At TAS "you will always learn something, some kind of clinical knowledge."

Dr. Cuzalina will present on abdominal contouring, including the proper diagnosis, especially with women who've had children. "I'll address liposuction alone, versus a full tummy tuck. The point of my lecture is to help practitioners decide which procedure to use."

According to Dr. Cuzalina, even a physician who doesn't perform surgical procedures will benefit from many of the surgical lectures by gaining the ability to determine what issues require surgery and what type of patients they should avoid."

As a mainstay of the aesthetic space, dermal fillers will be the subject of several sessions. Sabine Zenker, M.D., a dermatologist in Munich, Germany, will present her experiences using an automated system to inject hyaluronic acid fillers – a device that is in the U.S. market pipeline.

Dr. Zenker conducted a trial using polydensified hyaluronic acid, comparing the use of an automated system against manual injection and saw a significant difference. "The mechanized injection was less disruptive, used far less product and resulted in decreased pain for the patient when compared to the manual technique." She will also address the use of cannulas in dermal fillers, a popular technique among advanced injectors in Europe.

Emphasizing a growing trend in the industry, Dr. Zenker will discuss the global approach to beauty – not in terms of geography, but in terms of a whole-face solution. "In the beginning we were happy to fill a fold but now we are restoring lost volume, shaping the face," she said. "When a patient comes in for nasolabial augmentation I determine where the fold comes from. In most cases we end up filling the cheek area which lifts the nasolabial fold." Dr. Zenker will also share her exposure to

a wide portfolio of dermal filler products (up to 150 in her market) and new technologies still on the U.S. horizon.

Attendees consider this insight into future technologies a very important piece of the puzzle and the big question is: What does the future of aesthetics look like? A special roundtable debate, featuring physicians who are on the cutting-edge of their respective fields, will explore forthcoming innovations in regenerative medicine, stem cells, dermal fillers and more.

Richard Ellenbogen, M.D., F.A.C.S., F.I.C.S., a world-renowned plastic surgeon in Beverly Hills, Calif., and considered by some as the "father of fat grafting," will share his observations about using adipose-derived stem cells to enhance traditional face-lifts.

According to Dr. Ellenbogen, since the U.S. instituted a ban on embryonic stem cells, researchers searched for other sources. Eventually they discovered dormant stem cells in liposuctioned fat and many believed these cells could mimic embryonic cells.

Dr. Ellenbogen has implemented a highly laborious process to extract and activate stem cells for re-injection into the face during a face-lift. "Anecdotally, we've seen a number of things that we relate to the use of stem cells in face-lifts," he reported. "The skin is absolutely radiant, the pores are smaller, the skin develops a certain shine similar to fresh skin and face-lift scars are virtually invisible at about the two week period."

Overall, *THE Aesthetic Show* is "a completely different medical education experience versus conventional medical society meetings," commented Mr. Moretti. "It's a dynamic networking forum that fosters organic education across the most important aesthetic categories, breaking down the communication barriers between various medical specialties and providing a window into future trends that will impact your business." ■

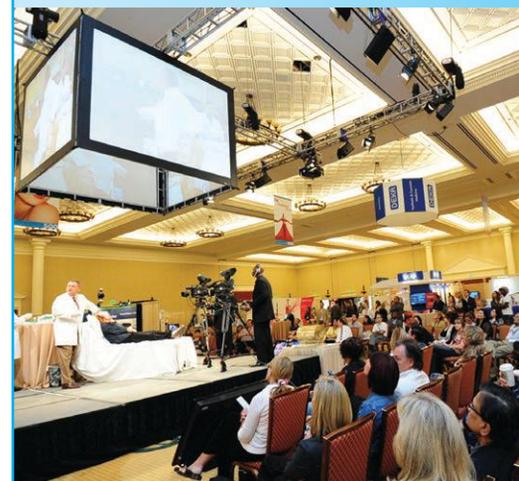


Sabine Zenker, M.D.  
Dermatologist  
Dermatology Surgery Clinic  
Munich, Germany



Richard Ellenbogen, M.D.,  
F.A.C.S., F.I.C.S.  
Plastic Surgeon  
Beverly Hills, CA

"TAS fosters organic education across the most important aesthetic categories, breaking down the communication barriers between various medical specialties and providing a window into future trends that will impact your business."



## Faculty List

Glynis Ablon, M.D.  
Syed Amiry, M.D.  
Roger E. Bassin, M.D.  
Mark Berman, M.D., F.A.C.S.  
Martin Braun, M.D.  
Lori A. Brightman, M.D.  
Joseph S. Cervone, M.D.  
Angelo Cuzalina, M.D., D.D.S.  
Jason B. Diamond, M.D., F.A.C.S.  
Tracy L. Drumm  
Richard Ellenbogen, M.D.,  
F.A.C.S., F.I.C.S.  
Stephen W. Eubanks, M.D.  
Dana Fox  
Dore J. Gilbert, M.D.  
Michael H. Gold, M.D.  
Richard M. Goldfarb, M.D., F.A.C.S.  
Miles H. Graivier, M.D., F.A.C.S.  
Tracy Hankins, M.D., F.A.C.S.  
Per Hedén, M.D., Ph.D.  
Bill J. Johnson, M.D., M.M.M.  
Will Kirby, D.O., F.A.O.C.D.  
Shelena C. Lalji, M.D.  
Ryan Maloney, Ph.D.  
David Matlock, M.D., M.B.A.,  
F.A.C.O.G.  
Tess Mauricio, M.D., F.A.A.D.  
Sharon McQuillan, M.D.  
John A. Millard, M.D.  
Amir Moradi, M.D., F.A.A.C.S.,  
A.B.F.P.R.S.  
R. Stephen Mulholland, M.D.,  
F.R.C.S.(C)  
Mark S. Nestor, M.D., Ph.D.  
Peter Newen, M.D.  
James Newman, M.D., F.A.C.S.  
Joseph Niamtu III, D.M.D.  
Francisco Pérez-Atamoros, M.D.  
Kristel D. Polder, M.D.  
Dianne Quibell, M.D.  
Alexander Z. Rivkin, M.D.  
Berthold Rzany, M.D., Sc.M.  
Bruce M. Saal, M.D.  
Jay A. Shorr, M.B.A.  
Farhan Taghizadeh, M.D.  
Carl R. Thornfeldt, M.D., F.A.A.D.  
Elizabeth Vanderveer, M.D.  
Greg Washington, Sr.  
William Philip Werschler, M.D.,  
F.A.A.D., F.A.A.C.S.  
Sabine Zenker, M.D.  
Edward Zimmerman, M.D.

## THE Aesthetic Show 2011 – Preliminary CME Program\*

**Friday, June 3, 2011**

**Exhibit Hall Hours 8:30 am to 5:00 pm**

**8:30 am Breakfast in Exhibit Hall**

**9:30 am to 11:30 am General Session – Welcome Address – Discovering the Science of Aesthetic Medicine**

Aesthetic medicine has achieved mainstream status and now exerts a pervasive influence on society and concepts of self image. The dynamic cultural, medical, psychological and technological innovations which fuel this modern day phenomenon will be explored by leading experts from a variety of related disciplines.

*Moderator:* Michael Moretti

*Expert Faculty:*

Progress: Michael Moretti

Discovery: Per Hedén, M.D., Ph.D.

Innovation: William Philip Werschler, M.D.,  
F.A.A.D., F.A.A.C.S.

Connection: Jason B. Diamond, M.D., F.A.C.S.

**11:30 am to 1:00 pm Lunch in Exhibit Hall**

Presentation of Awards for Winning Abstracts

**1:00 pm to 3:15 pm Breakout Educational Workshops**

Session One: 1:00 pm – 2:00 pm

Session Two: 2:15 pm – 3:15 pm

**3:15 pm to 4:30 pm Break in Exhibit Hall**

**3:30 pm to 7:00 pm Advanced Hands-On Procedural Training Course: Advanced Neuromodulator Techniques**

**4:30 pm to 6:30 pm General Session I – Advanced Body Shaping Technologies Part One**

This session will provide a comprehensive review of the leading procedures and technologies for invasive and non-invasive fat removal and skin tightening. Expert faculty will provide an analysis of the increased demand for new and innovative body shaping products, fat removal and cellulite treatments, as well as a critical assessment of the latest innovations in laser-assisted lipolysis and the advantages or disadvantages of energy-based devices for body contouring.

*Moderator:* Per Hedén, M.D., Ph.D.

*Expert Faculty:*

• Choosing the Best Abdominal Contouring Procedure: Angelo Cuzalina, M.D., D.D.S.

• Fat Grafting to Achieve Advanced Body Sculpting Results: John A. Millard, M.D.

• Water-Assisted Liposuction: Roger E. Bassin, M.D.

• New Techniques for Treating Body Contouring Concerns: R. Stephen Mulholland, M.D.,  
F.R.C.S.(C)

• The Benefits of Combining Laser Lipolysis with Face-Lifting: Farhan Taghizadeh, M.D.

• The Use of Segmental Fat Transplants in Plastic Surgery: Per Hedén, M.D., Ph.D.

**General Session II – Energy-Based Anti-Aging Skin Treatments Part One**

This session will focus on energy-based skin treatments for resurfacing and anti-aging. Experts will discuss new techniques and applications as well the clinical results of various fractional technologies and guidance on patient selection to achieve a more positive patient experience and outcome.

*Moderator:* Michael H. Gold, M.D.

*Expert Faculty:*

• Fast, Comfortable and Reliable Laser Hair Removal: Dore J. Gilbert, M.D.

• Next-Generation Skin Tightening: R. Stephen Mulholland, M.D., F.R.C.S.(C)

• Laser Skin Resurfacing – From Maxi to Mini: Joseph Niamtu, III, D.M.D.

• Treatment of Melasma with a Novel Fractionated 1927 nm Thulium Fiber Laser: Kristel D. Polder, M.D.

• Multi-Dimensional Use of Energy Sources: Michael H. Gold, M.D.

**Saturday, June 4, 2011**

**Exhibit Hall Hours 8:30 am to 7:00 pm**

**8:30 am Breakfast in Exhibit Hall**

**8:30 am to 12:00 pm Advanced Hands-On Procedural Training Course: Advanced Dermal Filler Techniques**

**9:30 am to 11:30 am General Session I – Next-Generation Anti-Aging Skincare Products**

This session will provide insight into the many categories of available products and ingredients commonly used in skincare products and cosmeceuticals. Learn how to successfully incorporate these highly profitable revenue generating products into your practice and provide your patients with a balanced skincare regimen.

*Moderator:* Tess Mauricio, M.D., F.A.A.D.

*Expert Faculty:*

• The Science of Skincare Ingredients: Carl R. Thornfeldt, M.D., F.A.A.D.

• Adding Skincare Products to Your Practice: Shelena C. Lalji, M.D.

• The World of Cosmeceuticals: Elliott Milstein

• The Value of Custom Skincare Products: Tess Mauricio, M.D., F.A.A.D.

**General Session II – Energy-Based Anti-Aging Skin Treatments Part Two**

This session will discuss combination energy-based treatments for skin resurfacing and skin tightening as well as technology for other applications and skin types. Experts will detail important criteria for device selection and pre-and post-procedure patient care.

*Moderator:* Martin Braun, M.D.

*Expert Faculty:*

• Periorbital Rejuvenation: Combining Lasers and Injectables: Syed Amiry, M.D.

• Fractional Treatment of Scars and Stretch Marks a Better Way: Dianne Quibell, M.D.

• Fractional CO<sub>2</sub> Lasers for Facial Rejuvenation: Francisco Pérez-Atamoros, M.D.

• Energy-Based Dermal Remodeling: James Newman, M.D., F.A.C.S.

• Radiofrequency – Where Have We Been and Where Are We Going?: Martin Braun, M.D.

**11:30 am to 1:00 pm Lunch in Exhibit Hall**

**1:00 pm to 3:15 pm Breakout Educational Workshops**

Session One: 1:00 pm – 2:00 pm

Session Two: 2:15 pm – 3:15 pm

**3:15 pm to 4:30 pm Break in Exhibit Hall**

**4:30 pm to 6:00 pm General Session I – Understanding the Science of Facial Injectables**

This session will provide a review of dermal fillers and neuromodulators currently available in both the U.S. and Europe, covering their similarities and differences as well as a brief review of the near-term pipeline. Expert faculty members will discuss how to more effectively use a palette of injectables to grow your practice while producing more satisfied patients and minimizing complications.

*Moderator:* Berthold Rzany, M.D., Sc.M.

*Expert Faculty:*

• Review and Evaluation of the Top Ten Products: Michael H. Gold, M.D.

• Dermal Filler Selection – The What, Where and How of Injectable Fillers: Alexander Z. Rivkin, M.D.

• Dermal Fillers – Injections into Delicate Facial Regions: Amir Moradi, M.D., F.A.A.C.S.,  
A.B.F.P.R.S.

• How to Incorporate Platelet-Rich Fibrin Matrix (PRFM) into Your Cosmetic Practice: Richard M. Goldfarb, M.D., F.A.C.S.

• Overview of European Injectables: Berthold Rzany, M.D., Sc.M.

**General Session II – Advanced Body Shaping Technologies Part Two**

This session will continue the comprehensive review of the leading procedures and technologies for invasive and non-invasive fat removal and skin tightening. Expert faculty will provide an analysis of the increased demand for new and innovative body shaping products, fat removal and cellulite treatments, as well as a critical assessment of the latest innovations in laser-assisted lipolysis and the advantages

or disadvantages of energy-based devices for body contouring.

*Moderator:* Miles H. Graivier, M.D., F.A.C.S.

*Expert Faculty:*

- Jet-Assisted Fat Transfer to the Face and Hands: Mark S. Nestor, M.D., Ph.D.
- Total Patient Image Planning: Warren Tracy Hankins, M.D., F.A.C.S.
- Non-Surgical Ultrasonic Body Shaping: Joseph S. Cervone, M.D.
- Combining Non-Invasive and Invasive Technologies to Achieve Superior Results: Miles H. Graivier, M.D., F.A.C.S.

#### 6:00 pm to 7:00 pm THE Main Reception

Grand Prize Drawing for Attendees and Best Patient Enhancement Awards

**Sunday, June 5, 2011**

#### Exhibit Hall Hours 8:30 am to 1:00 pm

#### 8:30 am Breakfast in Exhibit Hall

#### 8:30 am to 12:00 pm Advanced Hands-On Procedural Training Course: Advanced Energy-Based Facial Rejuvenation

#### 9:30 am to 12:00 pm General Session I – Practice Management and Marketing Part One

This session is intended to assist practices with building, growing and marketing an aesthetic business. Experts will discuss incentive programs used to maximize staff performance, incorporating benchmarking into one's practice to reduce overhead expenses, payroll costs and improve revenues, as well as tips on maximizing team building and staff satisfaction and retention. Marketing topics will also be addressed, including how to attract new patients, retain current patients, build a website and get it listed on the top search engines. Learn how to recession proof your practice and how to enlist the help of major aesthetic product providers in growing your practice.

*Moderator:* Jay A. Shorr

*Expert Faculty:*

- Aesthetic Success — Work Smarter, Not Harder: Shelena C. Lalji, M.D.
- Increase Your Patient Retention: R. Stephen Mulholland, M.D., F.R.C.S.(C)
- Novel Ways to Market Your Practice: Tess Mauricio, M.D., F.A.A.D.
- Free Advertising — The Importance of Staff Having Personal Experiences with Aesthetic Procedures: Peter Newen, M.D.
- Operating a Smart and Efficient Aesthetic Practice: Jay A. Shorr

#### General Session II – Advanced Injectable Applications and Techniques

This session will provide advanced injectors

with a methodology to analyze the face for volume deficits and demonstrate a variety of injection techniques for different areas of the face. Learn novel injection techniques, unconventional applications and tips from experienced injectors.

*Moderator:* William Philip Werschler, M.D., F.A.A.D., F.A.A.C.S.

*Expert Faculty:*

- Advanced Techniques for Restoration of Facial Volume: Warren Tracy Hankins, M.D., F.A.C.S.
- Hyaluronic Acid Injections with an Automated Injection System: Sabine Zenker, M.D.
- Unconventional Applications of Botulinum Toxin: Francisco Pérez-Atamoros, M.D.
- Understanding the Aesthetics of Lip Design: Martin Braun, M.D.
- Choose Your Weapons Carefully: William Philip Werschler, M.D., F.A.A.D., F.A.A.C.S.
- Panel Discussion: Complications with Injectable Dermal Fillers

#### 12:00 pm to 1:00 pm Lunch in Exhibit Hall

#### 1:00 pm to 3:30 pm General Session I – Practice Management and Marketing Part Two

This session continues to build on the process of growing and marketing an aesthetic business. Experts will discuss customer service standards for increasing patient referrals and other ways to increase revenue. Marketing topics will again be presented, including the latest internet trends for increasing practice visibility and the latest marketing techniques. Learn how to recession proof your practice and how to enlist the help of major aesthetic product providers in growing your practice.

*Moderator:* Tracy L. Drumm

*Expert Faculty:*

- Internet Trends — Emerging Technologies and Search Engine Optimization: Greg Washington, Sr.
- From Average to Fortunate is a Game of Statistics. What's Your Strategic Edge?: Dana Fox
- Improve Closing Rates with 3D Imaging: R. Stephen Mulholland, M.D., F.R.C.S.(C)
- Extraordinary Customer Service — The Life Blood of Marketing Your Cosmetic Practice: Syed Amiry, M.D.
- Marketing Techniques That Always Work: Tracy L. Drumm

#### General Session II – Innovation and Technology Evaluation Roundtable

In this futuristic session faculty will analyze and explore the pipeline of products and procedures that will shape medical aesthetic practice over the next five years. Discover your

future options and learn how to evaluate new technologies.

*Moderator:* Sabine Zenker, M.D.

*Expert Faculty:*

- Planning for the Future with a R&D Pipeline: Michael Moretti
- A Validated, Compliant Method for Stem Cell Isolation and Its Importance in Aesthetic Medicine: Sharon McQuillan, M.D.
- The Process of Developing a New Invention: Per Hedén, M.D., Ph.D.
- Activated Stem Cell Face-Lift: Richard Ellenbogen, M.D., F.A.C.S., F.I.C.S.
- Three-Dimensional Face-Lift using Facial Fat Graft: Mark Berman, M.D., F.A.C.S.
- What We Want in a Next-Generation Dermal Filler: Sabine Zenker, M.D.
- Panel Discussion: Regenerative Medicine

#### 3:30 pm to 5:30 pm Certified Aesthetic Consultant Exam

\* Program schedule and faculty subject to change

#### Target Audience

This activity has been designed to meet the educational needs of physicians and ancillary health care professionals such as nurses, physician assistants, nurse practitioners and other medical professionals involved in the care of aesthetic patients.

#### Statement of Need/Program Overview

THE Aesthetic Show brings the latest aesthetic procedures, products and technologies together in an intensive and interactive educational format to provide an affordable educational experience designed for all physicians and staff of a medical practice.

THE Aesthetic Show provides an enriching educational program focusing on aesthetic medicine that welcomes physicians as well as all professional medical staff to ensure they are able to acquire the knowledge necessary to provide high levels of patient care.

#### Educational Objectives

After completing this activity, the participant should be better able to:

- Identify the latest and most current aesthetic techniques, trends and procedures.
- Identify and better perform the latest techniques and applications of neurotoxins and cosmetic dermal fillers.
- Identify and better perform the latest advancements in cosmetic lasers.
- Identify the latest skin rejuvenation treatment options.
- Identify the latest cosmetic body shaping procedures.
- Identify the latest technology and practices for medical offices.
- Describe the latest uses of cosmeceuticals in an aesthetic medical practice.
- Identify the latest advancements in general surgical techniques, implant techniques and appropriate surgical expectations.
- Employ techniques for optimal results in photorejuvenation and photodynamic therapy.

#### Accreditation Statement

This activity has been planned and implemented in accordance with the Essential Areas and Policies of the Accreditation Council for Continuing Medical Education (ACCME) through the joint sponsorship of Medical Education Resources (MER) and THE Aesthetic Show. MER is accredited by the ACCME to provide continuing medical education for physicians.

#### Credit Designation

Medical Education Resources designates this educational activity for a maximum of 11 PRA Category 1 credit(s)<sup>™</sup>. Physicians should only claim credit commensurate with the extent of their participation in the activity.

#### Nursing Accreditation

Medical Education Resources is an approved provider of continuing nursing education by the California Board of Registered Nursing, Provider #CEP 12299. This CE activity provides 11 contact hours.

## CME/CE Credits



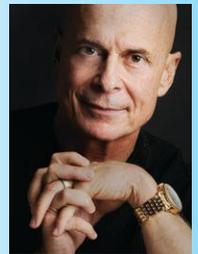
Jason B. Diamond, M.D., F.A.C.S.



Michael H. Gold, M.D.



Per Hedén, M.D., Ph.D.



Joseph Niamtu III, D.M.D.



William Philip Werschler, M.D., F.A.A.D., F.A.A.C.S.



Sabine Zenker, M.D.