THE AESTHETIC GUIDE®
The Leading Aesthetic Practice Resource™

Future of Neurotoxins

THE Aesthetic Show 2011 Highlights

THE Aesthetic Awards

Innovative Concept Creates Unique Tx Category

For patients seeking repair of photodamaged skin, typical treatment options fall into two categories: aggressive skin resurfacing or fractional rejuvenation versus milder chemical peels and photofacial treatments. However, there remains a large gap between these two ends of the treatment spectrum. A new fractional laser technology fills this void and provides patients with a cost-effective continuum-of-care to help prevent the signs of aging or maintain results achieved with more substantial treatments.

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July/August 2011
Circulation 30,000
www.miinews.com

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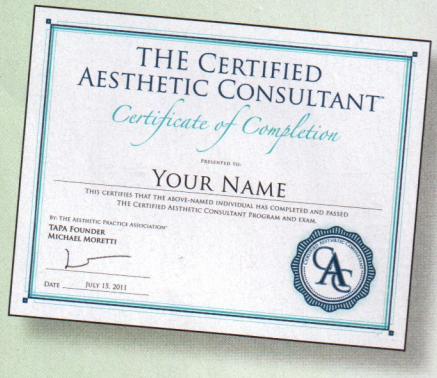

Motivated Aesthetic Professionals Earn CAC Certification at THE Aesthetic Show 2011

By Sarah Franz Wheeler, Contributing Editor

More than ever, discerning aesthetic patients seek out highly qualified professionals before booking treatment, driving practices to raise their standards in order to remain competitive. In May 2008, *THE Aesthetic Practice Association* (TAPA) established the industry's only Certified Aesthetic Consultant (CAC) online educational program. With a focus on core competencies, best business practices and advanced training, CAC accreditation adds measurable value to any medical aesthetic practice. In 2010, TAPA began offering the CAC curriculum in an intensive, one-day fast track program at *THE Aesthetic Show*™ (TAS) in Las Vegas and *THE Aesthetic Academy*™ regionally based, live events.

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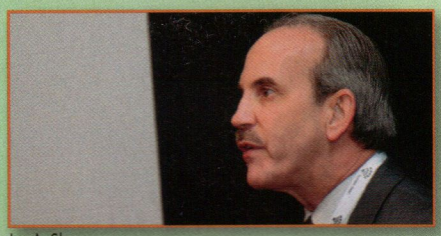

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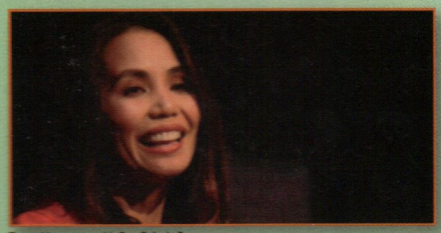
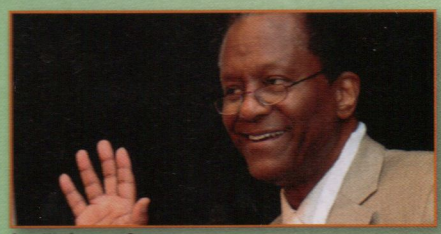
Advanced Cosmetic Laser Center



Tess Mauricio, M.D., F.A.A.D.



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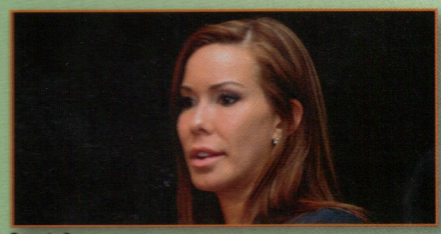

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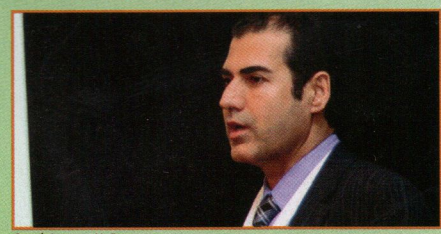

Syed Amiry, M.D.

ultimate goal – client satisfaction. From excellent customer service on the initial phone call to the amazing results seen after a treatment, a happy, satisfied customer is going to be our best advertisement."

Shawn Schenk, cosmetic coordinator at Water's Edge Dermatology in St. Lucie West, Fla., graduated the CAC program with a "better understanding of products and procedures that are being offered in the cosmetic world. The program was challenging and I now feel better prepared to answer the tough questions."

> "In addition to benefits of the CAC curriculum, attending TAS was essential to our staff's education of new products and advancements in aesthetic technology."

Kyra Sullivan, an aesthetician at Water's Edge Dermatology, believes the CAC certification will better help her meet patient expectations and run a more efficient, profitable aesthetic program. After graduating from the program Ms. Sullivan immediately added the CAC acronym to her business cards. "As an aesthetician, it will help me attain a higher credibility when conducting consultations."

Within the CAC program, students receive an in-depth look at fee-for-service patient dynamics. Faculty discusses how to build rapport, put patients at ease, identify hidden motivations and clarify vague expectations. The importance of identifying patients with potential psychiatric disorders such as body dysmorphic disorder is also carefully addressed.

Concentrated industry expertise and an engaged student body guarantee a dynamic learning experience. Ms. Sullivan added, "I found that listening to the plastic surgeons and dermatologists gave me so much valuable insight to practice building, as well as sales and marketing techniques."

As a supplement to the CAC study modules, students also have the opportunity to learn about the latest technology and devices. "In addition to benefits of the CAC curriculum, attending TAS was essential to our staff's education of new products and advancements in aesthetic technology," said Jasmin Johanson, another CAC graduate from Body Perfect USA. "Speaking directly with company representatives allowed us to better understand the latest products and how we could incorporate them into our business."

From a professional standpoint, Dr. Mauricio noted, "You can't beat the networking that TAS offers. The attendees and faculty are some of the most innovative, brilliant, open-minded people in the industry. I enjoy teaching and feel it is so important to keep current by attending the best conferences."

Open to all aesthetic professionals including physicians, nurses, physician assistants, nurse practitioners, medical assistants, aestheticians, as well as office staff, the next CAC Fast Track program will be offered at *THE Aesthetic Academy* in Miami, Fla., November 19, 2011. For more information about either CAC program, please visit: www.tapamed.org/cac.php. ■