The 10th Annual

Vegas Cosmetic Surgery
&Aesthetic Dermatology

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Course Directors
S. Randolph Waldman, MD
Donn Chatham, MD
Renato Saltz, MD

An International
Multi-Specialty Symposium

MULTI-SPECIALTY AESTHETIC CONFERENCE

June 18th - 22nd, 2014

The Bellagio Resort Hotel, Las Vegas

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Thank you for helping us celebrate the 10th anniversary of Vegas Cosmetic Surgery and Aesthetic Dermatology, June 18-22, 2014 in Las Vegas, Nevada. We believe Vegas Cosmetic Surgery 2014 is going to be the most successful meeting yet, so enjoy this opportunity to network and learn alongside the leading experts in the industry.

For 10 years, VCS has brought together the core specialties of facial plastic surgery, plastic surgery, dermatology and oculoplastic surgery. Each of these specialties brings tremendous experience and expertise, and the opportunity to share these valuable assets across specialty boundaries is what makes this meeting so unique.

It truly requires a community of dedicated professionals to create such a sophisticated educational event. We have assembled the very best international multi-disciplinary faculty in the industry and with their help, have put together an elite educational program highlighting the latest issues in aesthetic medicine and surgery.

Clinical Sessions: 15-minute clinical presentations focus on industry trends and hot topics across all core specialties.

Master Seminars: Taking a deeper look into the art of aesthetics, 45-minute Masters Seminars explore techniques and investigate theories.

Practice Management Sessions: Presents all the tools you need to help build and improve your aesthetic practice. No other educational event can compare.

Roundtables: Features leading experts working in concert with our media partners to showcase the latest tools and technologies.

More opportunities to network and learn:
- Lunch and Learn
- CME Dinners
- Video Sessions
- Live Demonstrations
- Exhibit Hall with over 100 companies
- and more!

Thank you again for joining us for the 10th annual Vegas Cosmetic Surgery, the premier multi-specialty symposium in North America!

See you in Vegas,

S. Randolph Waldman, MD
Donn Chatham, MD
Renato Saltz, MD
2014 Faculty

Meeting Chairman:
S. Randolph Waldman, MD

Meeting Co-Chairmen:
Donn Chatham, MD
Renato Saltz, MD

Advisory Committee:
William Beeson, MD
Steven Dayan, MD
William Mack, MD
Guy Massry, MD
Steven Pearlman, MD
Jason Pozner, MD
Heidi Waldorf, MD
Tracy Drumm

Facial Plastic Surgeons
Benjamin Bassichis, MD, Dallas, TX
Rami Batniji, MD, Newport Beach, CA
William Beeson, MD, Indianapolis, IN
Jay Calvert, MD, Beverly Hills, CA
Andrew Campbell, MD, Sheboygan, WI
Randolph Capone, MD, Baltimore, MD
Donn Chatham, MD, Louisville, KY
Greg Chernoff, MD, Indianapolis, IN
Donn Chatham, MD, New York, NY
Nabil Fanous, MD, Montreal, Canada
Vikram Durairaj, MD, Denver, CO
Vivek Gandhi, MD, Miami, FL
John Martin, MD, Coral Gables, FL
William Mack, MD, Atlanta, GA
Jeffrey Epstein, MD, Miami, FL
Jeffrey Epstein, MD, New York, NY
Robert Schwarcz, MD, New York, NY
Jeffrey Schiller, MD, Beverly Hills, CA
Robert Black, MD, Los Angeles, CA
William Black, MD, Beverly Hills, CA
Andrew Capone, MD, Baltimore, MD
Andrew Campbell, MD, Sheboygan, WI
Jay Calvert, MD, Beverly Hills, CA
William Beeson, MD, Indianapolis, IN

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A. Jay Burns, MD, Dallas, TX
Laurie Casas, MD, Chicago, IL
Steven Cohen, MD, San Diego, CA
Bruce Connell, MD, Santa Ana, CA
Mauro de Maio, MD, Sao Paulo, Brazil
Claudio DeLorenzi, MD, Toronto, Canada
Henry Delmar, MD, Cap d’Antibes, France
Daniel Del Vecchio, MD, Boston, MA
Barry Dibbernardo, MD, Montclair, NJ
Diage Dunn, MD, Fort Collins, CO
Mike Edwards, MD, Las Vegas, NV
Julius Few, MD, Chicago, IL
Sharon Giese, MD, New York, NY
Steven Hamilton, MD, Houston, TX
Marcos Hanef, MD, Tel Aviv, Israel
Glenn Jelks, MD, New York, NY
Mark Jewell, MD, Eugene, OR
Brian Kinney, MD, Beverly Hills, CA
Val Lambros, MD, Newport Beach, CA
Timothy Marten, MD, San Francisco, CA
Constantino Mendietta, MD, Miami, FL
Gerald O’Daniel, MD, Louisville, KY
Malcolm Paul, MD, Newport Beach
Jason Pozner, MD, Boca Raton, FL
Renato Saltz, MD, Salt Lake City
Gordon Sasaki, MD, Pasadena, CA
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David Shafer, MD, New York, NY
Robert Singer, MD, San Diego, CA
Grant Stevens, MD, Marina del Rey, CA
Tunc Yarik, MD, Istanbul, Turkey
Patrick Trevidic, MD, Paris, France
Jackie Yee, MD, Miami, FL
Anthony Youn, MD, Detroit, MI
Ana Zulminna Diniz Badin, MD, Curitiba, Brazil

Oculoplastic Surgeons
Brian Biesman, MD, Nashville, TN
Marc Cohen, MD, Bala Cynwyd, PA
Vikram Durairaj, MD, Denver, CO
John Fezza, MD, Venice, FL
Robert Goldberg, MD, Los Angeles, CA
John Holdub, MD, St. Louis, MO
Wayne Lee, MD, Miami, FL
William Mack, MD, Tampa, FL
John Martin, MD, Coral Gables, FL
Guy Massry, MD, Beverly Hills, CA
Jeffrey Schiller, MD, New York, NY
Robert Schwarz, MD, New York, NY
Nancy Swartz, MD, Bala Cynwyd, PA
Angelo Tarbis, MD, Sydney, Australia
Julie Woodward, MD, Durham, NC
Steve Yelin, MD, Newport Beach, CA

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Vince Bertucci, MD, Toronto, Canada
Vivian Bucay, MD, San Antonio, TX
Joel Cohen, MD, Denver, CO
Jody Comstock, MD, Tucson, AZ
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Rebecca Fitzgerald, MD, Los Angeles, CA
Marguerite Fontana, MD, Charleston, SC
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Igor Rudenko, MD, New York, NY
Ted Schlesinger, MD, Philadelphia, PA
Mark Schlessinger, MD, Orlando, FL
Neil Sadick, MD, New York, NY
Thad Schlesinger, MD, Orlando, FL

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Keith Dekin, MD, Larkspur, CA
Christian Drohse, MD, St. Petersburg, FL
Suzanne Kim Doud Galli, MD, Reston, VA
Danica Fiaschetti, MD, Los Angeles, CA
Catherine Hwang, Los Angeles, CA
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Sobh Myint, DO, Las Vegas, NV
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Thomas York, MD, Sedenhorst, Germany

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Robert Baxter, Surgeons’ Advisor
Cheryl Beasea, Cheryl Beasea Consulting
Kim Blackwell, Allergan Practice Consulting
Michael Byrd, JD, SetteLatou
Judy Capko, Capko & Morgan
Candace Crowe, Candace Crowe Design
Joshua DeBlasio, Medica Aesthetics
Tracy Drumm, IF Marketing
Michael Effler, Practice Enhancement Specialists
David Evans, PhD, MBA, CEA Media Group
Andrew Field, Printing For Less
Marshall Franklin, Practice Enhancement
Kathy Gaughan, Healthcare Success Strategies
Gerald Gillock, JD, Gerald L. Gillock and Associates
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Jon Hoffenberg, Yellow Television Medical
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Kathleen Stilwell, RN, The Doctors Company
Alex Thersch, JD, AmSpa
Lisa Marie Wark, MBA, International Medical Spa
Jeffrey Settle, Jeffrey Settle, MD, Practice Management
Kathi Watkins, PUMC
Cheryl Whitman, Beautiful Forever Aesthetic
Terri Woja, True U Esthetics
### Day 1 - Wednesday, June 18, 2014

<table>
<thead>
<tr>
<th>Time</th>
<th>General Session</th>
<th>Time</th>
<th>Rhinoplasty Session</th>
</tr>
</thead>
<tbody>
<tr>
<td>6:30am</td>
<td>Video - Upper and Transcutaneous Lower Eyelid Blepharoplasty Richard Anderson, MD</td>
<td>7:55am</td>
<td>Introductions S. Randolph Waldman, MD</td>
</tr>
<tr>
<td>7:30am</td>
<td>10 Tips to Improve Your Pre-Operative Evaluation William Mack, MD</td>
<td>8:00am</td>
<td>Categorizing Rhinoplasty Patients for a Smooth Post-Operative Course Philip Miller, MD</td>
</tr>
<tr>
<td>7:45am</td>
<td>Blepharoplasty: Re-Creating the Beautiful Eye Jill Hessler, MD</td>
<td>8:15am</td>
<td>Pre-Op Evaluation of the Rhinoplasty Patient Devon Graham, MD</td>
</tr>
<tr>
<td>8:00am</td>
<td>Understanding and Creating the Youthful Upper Eyelid Nancy Swartz, MD</td>
<td>8:30am</td>
<td>Optimal Application of Computer Imaging for the Rhinoplasty Patient Andrew Frankel, MD</td>
</tr>
<tr>
<td>8:15am</td>
<td>Critical Decision Making in Blepharoplasty Surgery John Holds, MD</td>
<td>8:45am</td>
<td>The Use of Implants &amp; Grafts in Rhinoplasty: How This Has Evolved in My Practice Sam Rizk, MD</td>
</tr>
<tr>
<td>8:30am</td>
<td>The 7 Step Preoperative Evaluation for Management of the Lower Lid Glenn Jelks, MD</td>
<td>9:00am</td>
<td>Video - The Boxy Nasal Tip Tunc Tiryaki, MD</td>
</tr>
<tr>
<td>8:45am</td>
<td>Blepharoplasty: Why Transcutaneous Techniques are Still State of the Art Stephen Goldberg, MD</td>
<td>9:30am</td>
<td>Maximizing Structural Integrity and Cosmetic Elegance in Tip Rhinoplasty Richard Davis, MD</td>
</tr>
<tr>
<td>9:00am</td>
<td>Avoiding Catastrophic Filler Complications Robert Goldberg, MD</td>
<td>9:40am</td>
<td>Bulbous Nasal Tips: How to Achieve Pleasant Results with the Endonasal Approach Marcos Harel, MD</td>
</tr>
<tr>
<td>9:15am</td>
<td>Levator Advancement: Ptosis Repair Pearls Jeffrey Schiller, MD</td>
<td>9:50am</td>
<td>Recessing Versus “Resecting” of the Cephalic Alar Cartilage: A New Approach to Minimize Alar Rim Retraction Nabil Fanous, MD</td>
</tr>
<tr>
<td>9:30am</td>
<td>Periorbital Region: Advanced Thinking Robert Goldberg, MD</td>
<td>10:00am</td>
<td>Tip Refinement Using Intercrural Repositioning with Suturing Techniques Andrew Jacono, MD</td>
</tr>
<tr>
<td>9:45am</td>
<td>Eyelid Malpositions After Blepharoplasty Wendy Lee, MD</td>
<td>10:15am</td>
<td>Video - Harel Rhinoplasty for Overprojected Tip Marcos Harel, MD</td>
</tr>
<tr>
<td>10:00am</td>
<td>Facial Volume Optimization as an Adjunct in Aesthetic Eyelid and Facial Surgery Glenn Jelks, MD</td>
<td>10:45am</td>
<td>Advanced Suture Techniques for Nasal Tip Contouring Stephen Perkins, MD</td>
</tr>
<tr>
<td>10:20am</td>
<td>Complications of Blepharoplasty Vikram Durairaj, MD</td>
<td>11:00am</td>
<td>Diagnosis and Surgical Management of the Caudal Excess Nasal Deformity Richard Davis, MD</td>
</tr>
<tr>
<td>10:35am</td>
<td>Achieving the Best Possible Result for the Asian Patient Jeffrey Schiller, MD</td>
<td>11:15am</td>
<td>Management of Alar-Columellar Disproportion Jonathan Sykes, MD</td>
</tr>
<tr>
<td>10:50am</td>
<td>Add or Remove Tissue from the Eyelids: Fine Points of Decision Making Robert Goldberg, MD</td>
<td>11:30am</td>
<td>My Favorite Rhinoplasty Roxana Cobo, MD</td>
</tr>
<tr>
<td>11:05am</td>
<td>Fat Transfer Technique and Mid-Face Volumization: Focusing on Ristow’s Space and the “Phi Point” with Lower Blepharoplasty John Holds, MD</td>
<td>11:45am</td>
<td>3 Techniques to Manage the Middle Vault in Rhinoplasty Fred Fedok, MD</td>
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<tr>
<td>11:25am</td>
<td>Blepharoplasty: The No-Touch Technique Adam Schaffner, MD</td>
<td>12:00pm</td>
<td>Video - The Crooked Nose Fred Fedok, MD</td>
</tr>
<tr>
<td>11:40am</td>
<td>A Simplified Classification System for Lower Eyelid Blepharoplasty Andrew Jacono, MD</td>
<td>12:30pm</td>
<td>What Makes a Nose Look Over Operated and How Can We Avoid This? Steven Pearlman, MD</td>
</tr>
<tr>
<td>11:55am</td>
<td>Aesthetic Minimally Invasive Ptosis Repair Angelo Tsirbas, MD</td>
<td></td>
<td>LUNCH</td>
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<tr>
<td>12:15pm</td>
<td>Lower Eyelid Rejuvenation: When to Cut and When to Fill Marc Cohen, MD</td>
<td></td>
<td>LUNCH</td>
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<tr>
<td>12:30pm</td>
<td>Volumizing Upper Lid Blepharoplasty Angelo Tsirbas, MD</td>
<td></td>
<td>LUNCH</td>
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<tr>
<td>12:45pm</td>
<td>LUNCH</td>
<td></td>
<td>LUNCH</td>
</tr>
</tbody>
</table>
Day 1 - Wednesday, June 18, 2014

Time | Master Seminars
---|---
8:00am | What I Am Doing Differently This Year Compared to Last Year with Respect to Dermal Fillers and Toxins
| Steve Yoelin, MD

Time | Practice Management & Marketing
---|---
7:45am | Welcome Remarks for Practice Management and Marketing Meeting
| S. Randolph Waldman, MD

Time | Practice Management & Marketing
---|---
8:00am | State of the Industry: Consumer Insights on Aging, Aesthetic Treatments and Aesthetic Surgery
| Wendy Lewis

New Era of Practice Management

Time | Practice Management & Marketing
---|---
8:20am | Mission Possible: How Defining Your Mission Sets Your Practice up for Success
| Judy Capko

Time | Practice Management & Marketing
---|---
8:40am | Business Dilemmas: What Does Being Ethical Mean in Today’s Consumer Market?
| Steven Dayan, MD

Time | Practice Management & Marketing
---|---
9:00am | Tackling the Retail Mentality in Plastic Surgery
| Randolph Capone, MD

Time | Practice Management & Marketing
---|---
9:15am | Practice Performance Goals for Better ROI
| Lou Haggerty

Time | Practice Management & Marketing
---|---
9:30am | Maximizing Medical Reimbursements
| Todd Schlesinger, MD

Time | Practice Management & Marketing
---|---
9:50am | Obamacare and How it Will Impact Our Practices
| Michael Byrd, JD

Time | Practice Management & Marketing
---|---
10:00am | Economics of HIPPA: What You Don’t Know Can Cost You
| Michael Sacopulos, JD

Time | Practice Management & Marketing
---|---
12:00pm | TOP 10 TIPS FOR ENDO BROW LIFT: HOW TO PERFORM A BROW LIFT THAT WORKS FOR THE SHORT AND LONG TERM
| Stephen Perkins, MD

Time | Practice Management & Marketing
---|---
12:30pm | JULY 18, 2014

Time | Practice Management & Marketing
---|---
12:45pm | LUNCH

New Era of Practice Management

Day 1 - Wednesday, June 18, 2014

"Vegas Cosmetic Surgery is a unique opportunity for open exchanges of information among core cosmetic specialists about topics ranging from the nuts and bolts of running a practice to specific procedural techniques. I always leave with practical pearls I can use immediately. I only wish I could be in two places at once to take advantage of the parallel sessions!"

- Heidi Waldorf, MD
Dermatologist, New York City, New York
### Time General Session

**TOWER 5**

<table>
<thead>
<tr>
<th>Time</th>
<th>General Session</th>
</tr>
</thead>
<tbody>
<tr>
<td>2:00p</td>
<td>Transblepharoplasty Midface Lift <a href="#">Jeffrey Schiller, MD</a></td>
</tr>
<tr>
<td>2:15p</td>
<td>The Bustier Lower Lid Blepharoplasty: Combining Filler with Conservative Fat Excision <a href="#">John Fezza, MD</a></td>
</tr>
<tr>
<td>2:30p</td>
<td>Lower Eyelid Fat Grafting as an Additive to the Lower Eyelid Blepharoplasty Options <a href="#">Robert Schwartz, MD</a></td>
</tr>
<tr>
<td>2:45p</td>
<td>An Optimal Approach to Orbicularis Suspension for Skin: Muscle Flaps in Lower Lids Blepharoplasty <a href="#">Harry Mittelman, MD</a></td>
</tr>
<tr>
<td>3:00p</td>
<td>Fat Resection Versus Preservation and Transpositioning in Lower Lid Blepharoplasty <a href="#">Stephen Perkins, MD</a></td>
</tr>
<tr>
<td>3:15p</td>
<td>Lateral Canthoplasty: An Algorithm for Success <a href="#">Vikram Durairaj, MD</a></td>
</tr>
<tr>
<td>3:30p</td>
<td>Simplifying Management of Post Blepharoplasty Eyelid Retraction <a href="#">Guy Massry, MD</a></td>
</tr>
<tr>
<td>3:45p</td>
<td>Adjunctive Procedures for Enhancing Aesthetic Improvements in Blepharoplasty <a href="#">Stephen Perkins, MD</a></td>
</tr>
<tr>
<td>4:00p</td>
<td>The Interdependence of the Forehead and the Upper Eyelid in Rejuvenating the Upper Orbit <a href="#">Timothy Marten, MD</a></td>
</tr>
<tr>
<td>4:15p</td>
<td>Structural Fat Grafting of Perioral and Periorbital Regions Combined with CO₂ Laser Resurfacing <a href="#">Timothy Greco, MD</a></td>
</tr>
<tr>
<td>4:30p</td>
<td>10 Truths of Lower Blepharoplasty: A 17-Year Experience <a href="#">Guy Massry, MD</a></td>
</tr>
<tr>
<td>4:45p</td>
<td>Tips for the Management of the Unhappy Post-Cosmetic Blepharoplasty Patient <a href="#">William Mack, MD</a></td>
</tr>
<tr>
<td>5:00p</td>
<td>How Do I Minimize My Risk of Getting Complications During Blepharoplasty? <a href="#">Shoib Myint, DO</a></td>
</tr>
</tbody>
</table>

**Panel -**

### Controversial Topics in Blepharoplasty

**Moderator -** Guy Massry, MD

**Panelists -** William Mack, MD; John Holds, MD; Glenn Jelks, MD; Jonathan Sykes, MD; Andrew Jacono, MD; Robert Schwartz, MD

<table>
<thead>
<tr>
<th>Time</th>
<th>Exhibit Hall Welcome Reception</th>
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</thead>
<tbody>
<tr>
<td>6:00p</td>
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</table>

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### Time Rhinoplasty Session

**RAPHAEL**

**Moderators -** Steven Pearlman, MD & Devon Graham, MD

<table>
<thead>
<tr>
<th>Time</th>
<th>Rhinoplasty Session</th>
</tr>
</thead>
<tbody>
<tr>
<td>2:00p</td>
<td>How to Address the Droopy Tip in Endonasal Rhinoplasty <a href="#">Marcos Harel, MD</a></td>
</tr>
<tr>
<td>2:10p</td>
<td>Nasal Aging and the Plunging Nasal Tip <a href="#">Val Lambros, MD</a></td>
</tr>
<tr>
<td>2:20p</td>
<td>Shuttle Lifting of the Nose: A Minimally Invasive Approach for Nose Reshaping <a href="#">Tunc Tiryaki, MD</a></td>
</tr>
<tr>
<td>2:30p</td>
<td>Over Projected Nose with Chin Augmentation <a href="#">Dean Toriumi, MD</a></td>
</tr>
<tr>
<td>3:00p</td>
<td>Reduction of the Extremely Over-Projected Nose <a href="#">Jeffrey Spiegel, MD</a></td>
</tr>
<tr>
<td>3:15p</td>
<td>Evaluation &amp; Treatment of the Crooked Nose <a href="#">Devon Graham, MD</a></td>
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<tr>
<td>3:30p</td>
<td>Graduated Approach to the Nose - Form and Function <a href="#">Steven Pearlman, MD</a></td>
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<tr>
<td>3:45p</td>
<td>Video - Saddle Nose Repair <a href="#">Jay Calvert, MD</a></td>
</tr>
<tr>
<td>4:15p</td>
<td>Diced Cartilage and Fascia Graft for Nasal Dorsal Augmentation <a href="#">Marcos Harel, MD</a></td>
</tr>
<tr>
<td>4:30p</td>
<td>“Push Down” in Rhinoplasty <a href="#">Henry Delmar, MD</a></td>
</tr>
<tr>
<td>4:45p</td>
<td>Lateral Crural Repositioning <a href="#">Andrew Frankel, MD</a></td>
</tr>
<tr>
<td>5:00p</td>
<td>Can Fillers Be Used Wisely in the Nose? <a href="#">Steve Dayan, MD</a></td>
</tr>
<tr>
<td>5:15p</td>
<td>3-D Imaging: A New Paradigm in Rhinoplasty Planning and Presentation <a href="#">Steven Pearlman, MD</a></td>
</tr>
<tr>
<td>5:30p</td>
<td>The Use of Endoscopes in Cosmetic Rhinoplasty <a href="#">Sam Rizk, MD</a></td>
</tr>
<tr>
<td>5:45p</td>
<td>Rib Cartilage: More Cartilage and Less Pain <a href="#">Fred Fedok, MD</a></td>
</tr>
<tr>
<td>6:00p</td>
<td>Exhibit Hall Welcome Reception</td>
</tr>
<tr>
<td>Time</td>
<td>Practice Management &amp; Marketing</td>
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<tr>
<td></td>
<td><strong>Cutting Edge: The Business of Medicine</strong></td>
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<tr>
<td></td>
<td>Moderators - Samuel Lam, MD &amp; Wendy Lewis</td>
</tr>
<tr>
<td></td>
<td><strong>TOWER 2</strong></td>
</tr>
</tbody>
</table>
| 2:00pm     | Defeating Commoditization Through Branding  
|            | Joshua DeBlasio                  |
| 2:15pm     | TheRetention Secret of Skin Care     
|            | Terri Wojak                      |
| 2:30pm     | 8 Tips on Creating and Retaining Patients with Winning E-Newsletters  
|            | Jay Shorr                       |
| 2:45pm     | Despite What Patients Want, Don’t Automatically Do it  
|            | Timothy Greco, MD                |
| 3:00pm     | New Approach to Patient Retention and Reactivation  
|            | Matthew Arndt                    |
| 3:15pm     | **Medical Spa and Additional Sources for Practice Revenue** |
| 3:30pm     | 8 Tips on Creating and Retaining Patients with Winning E-Newsletters  
|            | Jay Shorr                       |
| 3:45pm     | Despite What Patients Want, Don’t Automatically Do it  
|            | Timothy Greco, MD                |
| 3:00pm     | New Approach to Patient Retention and Reactivation  
|            | Matthew Arndt                    |
| 3:15pm     | Sleeping Giant: Build Your Retail Profit Center and Add Product Sales to Your Practice  
|            | Cheryl Whitman                  |
| 3:30pm     | Dollars and Sense: What They Don’t Tell You About Building a Med-Spa  
|            | Michael Effler                  |
| 3:45pm     | Leveraging Your Surgical Practice by Opening a Medical Spa: Legal and Ethical Considerations  
|            | Alex Thiersch, JD               |
| 4:00pm     | Talking Points: Use Testimonials to Attract New Patients  
|            | Wendy Lewis                     |
| 4:10pm     | Top 10 Tips for Improving Social Media Exposure for the Aesthetic Practice  
|            | Wendy Lewis                     |
| 4:25pm     | Unlocking the Secret Code for Word of Mouth Marketing  
|            | Tracy Drumm                     |
| 4:45pm     | Getting Your Patients to Refer a Friend: The Surprising Secret  
|            | Marie Olesen                    |
| 5:00pm     | Top 10 Secrets for a Satisfied Patient In-Office Experience  
|            | Adam Rotunda, MD                |
| 5:20pm     | Why is the Feedback Loop with Patients so Important to the Success of Your Practice?  
|            | Donna Mendieta                  |
| 5:40pm     | Results of the 2011 Real Patient Ratings Survey as it Relates to the Cosmetic Patient Experience  
|            | Marie Olesen                    |
| 6:00pm     | **EXHIBIT HALL WELCOME RECEPTION** |
**Time** | **General Session**
--- | ---
**Moderators - John Fezza, MD & Samuel Lam, MD** | **TOWER 5**
7:00am | Video - Upper & Lower Blepharoplasty Pearls  
Guy Massry, MD
8:00am | Aesthetics and Anatomy of the Brow and Periorbital Region: Who Should Get a Brow Lift?  
Jonathan Sykes, MD
8:20am | The Idea of Beauty in South America  
Roxana Cobo, MD
8:35am | Aesthetic Inter-Dependence of the Eyebrows, the Mid-Face and Orbit: Redefining our Goals for Rejuvenation of the Forehead and Brow  
Timothy Marten, MD
9:00am | Top 10 Tips for Endo Brow Lift: How to Perform a Brow Lift that Works for the Short and Long Term  
Renato Saltz, MD
9:15am | Multi-Modality Brow Rejuvenation: It’s Not Just Endolift  
Donn Chatham, MD
9:30am | Unique Considerations in the Rejuvenation of the Male Brow  
Ross Cleovens, MD
9:45am | Peri-Orbital Fat Grafting: A New Paradigm for Rejuvenation of the Eyelids  
Timothy Marten, MD
10:00am | A Customized Approach to Maximize Brow Lift Results  
John Fezza, MD
10:15am | **BREAK**
11:00am | Lateral Brow Lift  
Jay Calvert, MD
11:15am | Combining the Open and Closed Browlift / And are Myotomies Really Worth Doing in the Endoscopic Patient  
Stephen Perkins, MD
11:30am | The Surgical Hairline Advancement/Forehead Shortening Procedure  
Sheldon Kabaker, MD
11:45am | Surgical Pearls for Successful Endoscopic Brow Lifting  
Guy Massry, MD
12:00pm | Is the Lateral Brow Lift the Lift of the Moment?  
Fred Fedok, MD
12:15pm | Open and Closed Forehead Techniques  
Timothy Marten, MD
12:30pm | Discussion / Q&A - John Fezza, MD & Samuel Lam, MD
12:45pm | **LUNCH**

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**Time** | **Rhinoplasty Session**
--- | ---
**Moderators - Richard Davis, MD & Fred Fedok, MD** | **RAPHAEL**
7:00am | Video - The External Rhinoplasty  
Russell Kridel, MD
8:00am | Contemporary Use of Extended Silastic Chin Implants  
S. Randolph Waldman, MD
8:20am | The Nasal Tip: What I Have Learned Over the Past 40 Years  
E. Gaylon McCollough, MD
8:35am | Our Experience Using Computer Modeling of the Nasal Airway  
Robert Kellman, MD
8:50am | Feminization of the Nose  
Jeffrey Spiegel, MD
9:15am | Video - Ethnic Rhinoplasty  
Richard Davis, MD
9:45am | The Mestizo Nose  
Roxana Cobo, MD
9:55am | African American Rhinoplasty  
Sam Rizk, MD
10:05am | The Middle Eastern Rhinoplasty  
Rami Batniji, MD
10:15am | The Asian Rhinoplasty  
Jay Calvert, MD
10:30am | **BREAK**
11:15am | Video - Ethnic Rhinoplasty  
Andrew Frankel, MD
11:45am | Dorsal Reduction, Spreader Flaps, and Other Cartilage Sparing Techniques in the Treatment of Internal and External Nasal Valves in Primary Rhinoplasty  
Stephen Perkins, MD
11:55am | Avoiding Airway Compromise After Rhinoplasty  
Randolph Capone, MD
12:05pm | Video - Surgical Treatment of the Large Nose  
Steven Dayan, MD
12:35pm | Final Touches in Rhinoplasty  
Roxana Cobo, MD
12:45pm | **LUNCH**

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"Vegas Cosmetic Surgery is truly a source for knowledge, innovation and inspiration. The lectures and panels consistently deliver compelling and fresh information that result in change. There is tremendous energy and passion packed into the conference, and I always leave with pages of notes and ideas!"

- Tracy L. Drumm  
President, IF Marketing, Chicago, Illinois
Day 2 - Thursday, June 19, 2014

**Time** | **Master Seminars**
--- | ---
8:00am | Top 10 Tips for Use of Autologous Fat
Mark Glasgold, MD

8:45am | The Consult to the Treatment and Everything in Between
E. Gaylon McCollough, MD

9:30am | Hair Transplantation for the Plastic Surgeon: Reparative Procedures, Hairline Lowering Surgery, Basic Transplant Technique
Jeffrey Epstein, MD

10:15am | **BREAK**

11:00am | The Aging Neck: A Diagnostic Approach to Surgical and Non-Surgical Options
Barry DiBernardo, MD

11:30am | Tip Rhinoplasty: Lessons I Have Learned
Richard Davis, MD

12:15pm | Using Extended Silastic Implants for Augmentation of the Chin-Technique and Pearls
Harry Mittelman, MD & S. Randolph Waldman, MD

12:45pm | **LUNCH**

**Moderators - William Mack, MD & Paul Leong, MD**

2:00pm | Fillers: A State of the Art Perspective
Rebecca Fitzgerald, MD & Guy Massry, MD

2:45pm | A Detailed and Simple Method of Ptosis Repair for Those New to the Procedure but Skilled in Cosmetic Blepharoplasty
William Mack, MD

3:30pm | Brought Them In - What Now? Patient Service and Crisis Control
Robert Singer, MD

4:15pm | **BREAK**

5:00pm | Integrating Bioidentical Hormone Replacement Therapy into an Aesthetic Practice
Sharon Giese, MD; Greg Butford, MD; Brian Kinney, MD

6:30pm | **ADJOURN**

---

**Time** | **Practice Management & Marketing**
--- | ---
7:45am | Employee Relations and Protecting Your Most Valuable Asset
Matthew Knight, MD

8:00am | Generate More Sales by Cultivating a Captivating Aesthetic Practice Culture
Lou Haggerty

8:15am | The Anatomy of an Invaluable Worker
Glenn Morley

8:30am | Quadrupling Surgery Scheduling Ratios
Jon Hoffenberg

8:45am | From Dating to Long Marriage - On Boarding Staff Successfully
Glenn Morley

9:00am | Staff Boot Camp
Jody Comstock, MD

9:15am | Dealing with Different and Difficult Personalities in the Workplace
Greg Chernoff, MD

9:30am | Reducing Workplace Conflict
Debra Phairas

9:45am | Leadership in the Medical/Aesthetic Practice
Todd Schlesinger, MD

10:00am | Top 10 Mistakes That Occur at Your Front Desk
Laurie Mercer

10:15am | **BREAK**

11:00am | What Exactly is an Office Manager and What Do They Really Do? Do You Really Need One in Your Practice?
Andrew Campbell, MD

11:15am | How to Develop a Practice Marketing Team: Who Will Do All You Learn at VCS?
Yvette Manard

11:30am | Mystery “Shopper” Calls - Discussions on Initial Office Interactions Between the Staff and the Patient
Kathy Gaughran

12:15pm | The Changing Marketplace: A Perspective - Where are We, Where are We Going?
Robert Singer, MD

12:45pm | **LUNCH**

---

“There is no doubt that this meeting has set a new paradigm for facial cosmetic surgery teaching.”
- E. Gaylon McCollough, MD
Facial Plastic Surgeon, Gulf Shores, Alabama
### Time  |  General Session
---|---
2:00pm | Mid-Face Aesthetics  
Jay Calvert, MD
2:15pm | Malar Suspension: How to Choose the Right Technique  
Henry Delmar, MD
2:30pm | Current Options in Mid-Facelifting  
Robert Schwarz, MD
2:45pm | Mid-Face: When to Fill, When to Lift, and When to Do Both?  
Andrew Jacono, MD
3:00pm | Fat Injections or Mid-Facelift? Resolving the Stalemate  
Tunc Tiryaki, MD
3:15pm | Filler Facelifts: Is This Really a Reality?  
Jody Cornstock, MD
3:30pm | Is it Ethical to Name or Trademark a Surgical Procedure?  
Harold Kaplan, MD
3:45pm | Anatomic Predictors of Unsatisfactory Outcomes in Surgical Rejuvenation of the Mid-Face  
Andrew Jacono, MD
4:00pm | Discussion / Q & A  
Andrew Jacono, MD & Harold Kaplan, MD
4:15pm | BREAK

### Time  |  Minimally Invasive / Non-Invasive
---|---
2:00pm | New Technologies for Skin Care  
Neil Sadick, MD
2:15pm | The Most Important Lessons I’ve Learned When it Comes to Skin Care  
Jennifer Linder, MD
2:30pm | Skin Care Myths, Perplexed Patients, and Your Products: A Quick No-Nonsense Primer on the Basic Elements of Skin Care for the Cosmetic Surgeon  
Matthew Knight, MD
2:45pm | Fat is Unpredictable, Overrated, Has Significant Complications, Can Grow and Even Distort the Face  
Val Lambros, MD
3:00pm | Radiofrequency vs. Cryolipolysis: How I Choose Between These Two Devices?  
Vivian Bucay, MD
3:10pm | Latest Update on Microneedling Technology in My Practice  
Vivian Bucay, MD
3:15pm | Medium Depth Peel: Basics of TCA and TCA Combinations  
Tatjana Pavicic, MD
3:30pm | My Tips and Pearls for the Use of Facial Injectables  
Steve Yoelin, MD
3:45pm | Injection Pearls  
Joel Cohen, MD
4:00pm | Common Skin Care Complaints Seen by the Aesthetic Practitioner  
Matthew Knight, MD
4:15pm | Updates in Treatment Strategies for Melasma and Hyperpigmentation  
Vivian Bucay, MD
5:00pm | Approach to Difficult Perioral Wrinkles: Aggressive Erbium, Multiple Lasers for Optimal Results  
A. Jay Burns, MD
5:00pm | Ablative and Fractionated, CO₂ Resurfacing, What’s the Difference and When Does it Matter?  
Michael Perksy, MD
6:00pm | Superficial and Medium Depth Chemical Peeling: Tips and Pearls for Both the Dermatology and Aesthetic Practice  
Andrew Kaufman, MD
6:00pm | Optimizing Pre- and Post-Op Care of Laser Patients  
Jill Hessler, MD
6:15pm | Optimizing Pre- and Post-Op Care of Laser Patients  
Jill Hessler, MD
6:30pm | ADJOURN
Day 2 - Thursday, June 19, 2014

**Time**

<table>
<thead>
<tr>
<th>Time</th>
<th>AAFPRS Video Session</th>
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<tbody>
<tr>
<td>8:00am</td>
<td>Endoscopic Browlift  Peter Adamson, MD</td>
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<td>8:30am</td>
<td>Deep Plane Facelift and Four Lid Blepharoplasty Norman Pastorek, MD</td>
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<td>9:30am</td>
<td>Autologous Fat Grafting Thomas Tzikas, MD</td>
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<tr>
<td>11:00am</td>
<td>The Next Generation Suspension Rhytidectomy E. Gaylon McCollough, MD</td>
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<tr>
<td>11:50am</td>
<td>Asian Blepharoplasty Robert Goldberg, MD</td>
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<td>12:15pm</td>
<td>LUNCH</td>
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**2:00 - 3:00pm Tower Ballroom 1**

**Thermi Presents:**
ThermiTight Injectable RF: Real Results Without Surgery
Douglas Key, MD & Brian Kinney, MD

**3:30 - 4:30pm Tower Ballroom 1**

**PCA Skin Presents:**
Advanced Treatment Strategies for Hyperpigmentation
Jennifer Linder, MD

**5:00 - 6:00pm Tower Ballroom 1**

**Doctor.com Presents:**
How to OWN the Internet and Dominate Your Local Market!
Bryan Edelstein

**6:15 - 7:30pm Renaissance Foyer**

**Cocktail Reception Presented by Ulthera**
Driving Practice Growth with Non-Invasive Lift
Doris Day, MD & Phil Werschner, MD

**7:30 - 9:30pm Tower 2**

**Live Injection Workshop Presented by MEA:**
Achieving Optimal Outcomes with Facial Injectables - Latest Products and Techniques
Moderator - Heidi Waldorf, MD
Faculty - Rebecca Fitzgerald, MD; Steven Yoelin, MD; G. Jackie Yee, MD

**Time**

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**5:30 - 6:45pm**

**Panel - Dealing with the Challenging Patient**

**Moderator - Donn Chatham, MD**
Panelists - MK Maloney, RN; Laurie Mercier; Brent Koch, MD; Todd Schlesinger, MD; Theresa Schultz, PhD

**5:30pm**
Dealing with the Unhappy Patient
Donn Chatham, MD

**5:45pm**
Communication Techniques to Cope with Body Dysmorphic Disorder (BDD) in Aesthetic Procedure Patients
Theresa Schultz, PhD & M.K. Maloney, RN

**6:00pm**
Handling Patient Complaints and Effective Communication
Laurie Mercier

**6:15pm**
Your Real Malpractice Premium: Communicating with Patients in Difficult Situations
Brent Koch, MD

**6:30pm**
Surveys: What We Have Learned on Asking How We Are Doing
Todd Schlesinger, MD

**6:45pm**
ADJOURN

**7:30 - 8:45pm Monet 4**

**Valeant Cocktail Reception**

Physician Loyalty Program (MVP). Everyone Welcome!
**Day 3 - Friday, June 20, 2014**

### Time | General Session
---|---
6:30am | Video - Management of the SMAS in Facelift by Bruce Connell, MD
7:45am | “We Used to Cut People?”: A Question You May Have to Answer One Day by Steven Dayan, MD
8:00am | Which Facelift When: Let Anatomy, Not Marketing Be Your Guide by Greg Chernoff, MD
8:15am | The Short Scar Facelift: How, Why, and When by Fred Fedok, MD
8:30am | Vertical Neck Lifting With Directed Facial Retaining Ligament Release for Improved Cervicamental Contour by Andrew Jacono, MD
8:45am | Integrating Faceliftung and Volume Rejuvenation by Mark Glasgold, MD
9:00am | Simultaneous Laser/Resurfacing with Faceliftung by A. Jay Juris, MD
9:15am | Deep Plane Facelift: The Results Justify the Technique by Jonathan Sykes, MD
9:30am | Cranial Suspension Rhytidectomy by Mark Jewell, MD
9:45am | The Short Scar Facelift is Not Really Shorter and in the Best Interest of the Patient by Timothy Marten, MD
10:00am | Neck-Lifting: From Suspensions to Open Purse - Strings Platysmaplasty by Tunc Tiryaki, MD
10:15am | **BREAK**
11:00am | How Minimally Invasive Procedures Can Maximize Your Results by Ana Zulmira Badin, MD
11:15am | The High SMAS Lift: Is There Anything I Have Changed Over the Years? by Timothy Marten, MD
11:30am | A New Approach to Faceliftung: Combining Anterior SMAS Dissection with the Use of Barbed Sutures by Malcolm D. Paul, MD
11:45am | Isolated Submentoplasty: Indications and Techniques by S. Randolph Waldman, MD
12:00pm | The Challenging Neck by Andrew Campbell, MD
12:15pm | Treatment Options of Jowls Based on Pre-Operative Diagnosis by Gerald O’Daniel, MD
12:30pm | Large Volume Fat Grafting During Facial Rejuvenation Procedures by Steven Cohen, MD
12:45pm | **LUNCH**

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### Time | Minimally Invasive / Non-Invasive
---|---
8:00am | Expression Plasty: How to Analyze and Reverse Unfavorable Expressions by Nabil Fanous, MD
8:12am | Reshaping the Lower Face with Botulinum Toxin and HA by Patrick Treacy, MD
8:24am | Caution in the Use of Soft Tissue Injectable Fillers in the Tear Trough Region by Brian Heidman, MD
8:36am | The Perfect Lip: Advanced Injection Techniques by Vince Bertucci, MD
8:48am | Tear Trough Augmentation by Tatjana Pavlic, MD
9:00am | Botox “Myths vs. Reality” by Patrick Treacy, MD
9:12am | Things You Didn’t Know You Could Do With a Needle: Latest Update on Facial Fillers by Jill Hessler, MD
9:24am | Improving Acne Scars With Various Filler Injections by John Joseph, MD
9:36am | Difficult Areas to Be Injected With Deep HA Fillers: Useful Tips and Tricks by Igor Rudenko, MD
9:48am | Illegal Fillers - Complications and Treatment by John Martin, MD
10:00am | Quantitative Evaluation of Processing Techniques for Autologous Fat Grafting by Mark Glasgold, MD
10:12am | **BREAK**
11:00am | Clinical Pearls in the Use of PLLA (Sculptra) by Michael Persky, MD
11:12am | Secondary Management of Diminished Fat Injections by Gerald O’Daniel, MD
11:24am | Micro Liposculpture of the Face by Andrew Campbell, MD
11:36am | Is Fat Grafting Superior to Using Fillers? by Samuel Lam, MD
11:48am | Aesthetics BoNTA for the Lower Face - Eternal Struggle With Complex Anatomy by Tatjana Pavlic, MD
12:00pm | A Facial Plastic Surgeon’s Experience Injecting 1500+ Vials of Poly-L-Lactic Acid by Richard Castellano, MD
12:12pm | Volumizing the Brow With Hyaluronic Acid Fillers by Val Lambros, MD
12:24pm | New Insights into Neurotoxins by Corey Maas, MD
12:36pm | Fillers Available in Europe: Our Preference by Patrick Treacy, MD
12:48pm | **LUNCH**
Time | Practice Management & Marketing
---|---
**Power Play:** A Must-Attend Comprehensive Marketing Day

**Moderators:** Brent Koch, MD & Lou Haggerty [TOWER 2]

### Brand Building

- **7:45am** Key Insights into Aesthetic Shopper Preferences
  - Tom Seery

- **8:10am** Brand Management: Cultivating Your Brand
  - Ryan Greene, MD

- **8:25am** Luxury Branding the Cosmetic Practice
  - Cheryl Bisaera

### The Patient Centered Practice

- **8:45am** Scheduling Efficiency: Tips from the Trenches
  - Benjamin Bassichis, MD

- **9:00am** 21 Things You Can Do Now Without Breaking the Bank
  - Cheryl Bisaera

- **9:15am** The Patient Centered Practice
  - Judy Capko

### The Patient Centered Practice

- **9:30am** Creating a Busy Practice from Within
  - Benjamin Bassichis, MD

- **9:45am** Increase Revenue from Your Existing Practice: Designing for Wellness
  - Michael Effler

- **10:00am** The Aesthetic Patient: Communication and Education Remain the Cornerstone of Cosmetic Procedures
  - Heidi Waldorf, MD

- **10:15am** Break

- **11:00am** Pricing Strategies and Structures for Success
  - Joshua DeBlasio

- **11:15am** 10 Pearls: Tips You Can Use During Procedures to Market your Practice
  - Anthony Youn, MD

### Core Marketing Strategies

- **11:30am** 5-Step Dynamic Marketing Planning Process
  - Yvette Manard

- **11:50am** A Simple Plan for Marketing Your Practice
  - Tracy Drumm

- **12:10pm** A Science-Based Approach to Medical Marketing - Why a “Free Consultation” is Not the Answer
  - Fernando Lamounier, MD

- **12:25pm** Credentialing: Why this May Be the Key to Success
  - Kim Blackwell

- **12:45pm** LUNCH
Day 3 - Friday, June 20, 2014 Continued...

**Time** | **General Session** | **Minimally Invasive / Non-Invasive**
--- | --- | ---

Moderators - Donn Chatham, MD & Gerald O’Daniel, MD  
TOWER 5

2:00pm  
Secondary Surgery for Suboptimal Neck Lifts  
Gerald O’Daniel, MD

2:15pm  
How and Where I Inject Fat During a Facelift  
Timothy Marten, MD

2:35pm  
Combination Therapy in Facial Rejuvenation: Fillers Plus Short Scar Facelift  
Brian Kinney, MD

2:55pm  
Facelifting: What I have Changed in My Practice in the Past 10 Years  
Renato Saltz, MD

3:15pm  
Coronal and Endoscopic Brow Lift are Often Overdone and Aesthetically Unattractive  
Val Lambros, MD

3:30pm  
Segmental Anatomy and Variations in Facelift Technique in the Younger Patient  
Brian Kinney, MD

3:45pm  
Complications in Facelifting: Prevention and Management  
E. Gaylon McCollough, MD

4:00pm  
Stem Cells and Fat Grafting: Basic Science and the Exciting Prospects for the Future  
Brian Kinney, MD

4:15pm  
**BREAK**

Moderator - Harry Mittelman, MD

5:00pm  
John H. Woodbury and the Origins of Cosmetic Surgery  
Keith Denkler, MD

5:10pm  
Skin Analysis and Treatment as an Adjunct to Invasive Alternatives  
Barry DiBernardo, MD

5:20pm  
Acne Scar Treatment with Fractionated Laser and Radiofrequency  
Ryan Greene, MD

5:30pm  
Evaluation of Micro-Focused Ultrasound for Lifting and Tightening of Facial and Neck Skin  
Phil Werschler, MD

5:40pm  
Alar Repositioning Technique (ART)  
Mohsen Tavoussi, MD

5:50pm  
An Inside Look at the Nasal Valve  
David Saadat, MD

6:00pm  
Prospective, Multi-Center, Pivotal Trial: Evaluation the Safety and Effectiveness of Micro-Focused Ultrasound with Visualization (MFU-V) for Improvement in Lines and Wrinkles of the Décolletage  
Steven Dayan, MD

6:10pm  
150+ Cases of Laser Lipolysis Using Multiple Wavelengths (1064, 1320, and 1440) with and without Facelifting  
Richard Castellano, MD

6:20pm  
Discussion  
Harry Mittelman, MD

6:30pm  
**ADJOURN**

Moderators - Corey Maas, MD & Patrick Treacy, MD  
RAPHAEL

2:00pm  
Update on Vascular Filler Complications  
Claudio DeLorenzi, MD

2:15pm  
Non Surgical Optimization of Surgical Facial Rejuvenation  
Grant Stevens, MD

2:30pm  
Don’t Ignore Temporal Hollowing When Formulating Your Rejuvenation Strategy  
Sharon Giese, MD

2:45pm  
Bipolar Fractional RF: How it is Changing the Paradigm  
Michael Gold, MD

3:00pm  
Anatomy and Lip Enhancement  
Patrick Trevidic, MD

3:15pm  
Keloids and Hypertrophic Scarring: Gaps and Challenges  
Jill Waibel, MD

3:30pm  
Innovations in Microneedle Technology  
David Shafer, MD

3:45pm  
Essential Skin Care Items My Patients Can’t Live Without  
Heidi Waldorf, MD

4:00pm  
New Approaches to Hair Loss in Men and Women  
Neil Sadick, MD

4:15pm  
**BREAK**

5:00pm  
Micro-Focused Ultrasound and RF For Skin Tightening: New Clinical Concepts  
Michael Gold, MD

5:15pm  
New Approaches to Vascular Lasers  
David Goldberg, MD, JD

5:30pm  
Skin-Tightening Without Surgery: Hope or Hype  
Neil Sadick, MD

5:45pm  
Décolleté and Neck and Hands: Sensible Additions for the Facial Practice  
Steven Dayan, MD

6:00pm  
Current Thoughts On Female Hair Loss: Diagnosis and Treatment  
Patrick Treacy, MD

6:15pm  
Perfect Lips: Anatomy & Injection Techniques  
Tatjana Pavicic, MD

6:30pm  
**ADJOURN**

"Thank you for the vision and drive to put this incredible meeting together. Its the best meeting I have ever attended and the spirit of collegiality between the core specialties is unparalleled”  
- Vivian Bucay, MD  
Dermatologist, San Antonio Texas
<table>
<thead>
<tr>
<th>Time</th>
<th>AAFPRS Video Session</th>
<th>TOWER 1</th>
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<tbody>
<tr>
<td>8:00am</td>
<td>Otoplasty  Peter Adamson, MD</td>
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<td>8:30am</td>
<td>Arcus Marginalis Release and Orbital Fat Repositioning  Robert Goldberg, MD</td>
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<td>9:00am</td>
<td>External Rhinoplasty  Ron Gunter</td>
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<td>10:15am</td>
<td>Correction of Increased Tip Projection and Bulbous Tip and Dorsal Hump  Jack Gunter, MD</td>
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<tr>
<td>11:15am</td>
<td>Cosmetic Upper Lid and Transconjunctival Lower Lid Blepharoplasty with Skin Pinch  Peter Adamson, MD</td>
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<td>12:15pm</td>
<td>Ptosis Repair  Donald Kikawa, MD</td>
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<td>12:45pm</td>
<td>LUNCH</td>
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**Time Management & Marketing**

*Power Play: A Must-Attend Comprehensive Marketing Day*

**Moderators:** Brent Koch, MD & Lou Haggerty  
**TOWER 2**

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<thead>
<tr>
<th>Time</th>
<th>Practice Management &amp; Marketing</th>
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<tbody>
<tr>
<td>2:00pm</td>
<td>10 Ways Staff Can Credential the Doctor  Jay Shorr</td>
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<tr>
<td>2:15pm</td>
<td>Men are from Mars, Women are from Venus: Approaching the Male Patient in Facial Plastic Surgery  Ross Clewens, MD</td>
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<tr>
<td>2:30pm</td>
<td>Bridging the Generational Divide  Yvette Manard</td>
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<tr>
<td>2:45pm</td>
<td>What is Content Marketing and Why Could it be Important for Your Practice?  Greg Buford, MD</td>
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<tr>
<td>3:00pm</td>
<td>Push vs. Pull Marketing for the Aesthetic Practice  Kathy Gaughran</td>
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**Pictures and Promotions: Reaching Your Patients**

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<tbody>
<tr>
<td>3:15pm</td>
<td>In-Office Promotions and Tools: Speed Revenue  Tracy Drumm</td>
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<td>3:30pm</td>
<td>Power of Print: The Rock of Marketing  Andrew Field</td>
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<tr>
<td>3:45pm</td>
<td>If a Photo is Worth a 1000 Words, Then What Do You Think a Good Before and After Set is Worth?  Candace Crowe</td>
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<tr>
<td>4:00pm</td>
<td>The Small Office Photo and Video Studio: How to Set it Up  Steven Schadt</td>
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**Internet Marketing and Social Networking**

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<thead>
<tr>
<th>Time</th>
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<tbody>
<tr>
<td>5:00pm</td>
<td>Social Media and How it is Reshaping Patient's Perceptions and How they Decide  Paul Leong, MD</td>
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<tr>
<td>5:15pm</td>
<td>Emailing and Texting with your Patients: What You Need to Know  Michael Sacopulos, JD</td>
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<tr>
<td>5:30pm</td>
<td>What You Think is Happening is Not  Sandy Roos</td>
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<tr>
<td>5:50pm</td>
<td>The 5 Deadly Marketing Mistakes That Are Holding Your Practice Back and Preventing You from Becoming the Leader in Your Market  Fernando Lamounier, MD</td>
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<tr>
<td>6:15pm</td>
<td>Leveraging EMR Technology in the Cosmetic Consultation: Educate Patients and Close Consults  Tim Sayed, MD</td>
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<thead>
<tr>
<th>Time</th>
<th>Lunch Party Presented by Zeltiq</th>
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<tbody>
<tr>
<td>6:15 - 7:30pm</td>
<td>Renaissance Foyer</td>
</tr>
</tbody>
</table>

**Cocktail Reception Presented by Zeltiq**

**Discussion 1: Is CoolSculpting Right for My Practice?**  
**Discussion 2: How to Use CoolSculpting to Grow My Entire Aesthetic Business**

Grant Stevens, MD, FACS; Jay Burns, MD, FACS; Renato Saltz, MD, FACS; Barry DiBernardo, MD  
**non-CME**

**Valeant Dinner Featuring Live Injection:**

**The Valeant Aesthetic Showcase - Up Close and Personal**

Moderator: Steven Dayan, MD  
**non-CME**
### Time | General Session
---|---
6:40am | Video - Cosmetic Otoplasty  
Moderators - Sheldon Kabaker, MD & Jason Pozner, MD
7:15am | Video - Over-Projected Nose with Chin  
Augmentation  
Moderators - Sheldon Kabaker, MD & Jason Pozner, MD
7:45am | Subliminal Changes: Patients are Demanding it, Are You Offering it?  
Steven Dayan, MD
8:00am | Latest Skin Resurfacing Innovations  
E. Victor Ross, MD
8:15am | History of IPL: What is New and Different  
Michael Gold, MD
8:30am | At Home with Aesthetic Devices: Will this Play a Bigger Role in the Future?  
Neil Sadick, MD
8:45am | A No-Nonsense Look at Automation in Hair Restoration and Other Advances in the Field  
Jeffrey Epstein, MD
9:00am | Non-Surgical Body Contouring: Separating Hope from Hype  
Grant Stevens, MD
9:10am | Comparison of Nerve Ablation Devices  
Jason Pozner, MD
9:20am | Drug Delivery Concepts in 2014  
Michael Gold, MD
9:30am | Non-Invasive Microwave Energy: Applications Beyond Hyperhidrosis  
Anthony Youn, MD
9:40am | Non-Invasive Body Lipolysis: Update 2014  
Mark Jewell, MD
9:50am | Combining CO₂ Fractional Laser Resurfacing with a De-Pigmentation Agent  
Ana Zulmira Diniz Badin, MD
10:00am | Temperature Controlled Radio Frequency: Soft Tissue Tightening of the Neck, Abdomen, and Other Tissues  
Brian Kinney, MD
10:10am | Integrating Photodynamic Therapy Into Your Practice  
Joel Cohen, MD
10:20am | Lasers, Cellulite, and Non-Invasive Reduction of Subcutaneous Fat: An Alternative to Liposuction or Not?  
Brian Kinney, MD
10:30am | Break

### Time | Minimally Invasive / Non-Invasive
---|---
8:00am | Is Human Beauty Just an Evolutionary Programmed Response? Do “Beautiful” People Have a “Beautiful Life”?  
Nabil Fanous, MD
8:15am | Highlights and Shadows: A Road Map to More Sophisticated Injecting  
Mark Glasgold, MD
8:30am | Coming to America: New Injectables Available in Canada  
Vince Bertucci, MD
8:45am | Choosing the Right Filler for the right Patient Based on Art, Science and Economics  
Heidi Waldorf, MD

### Panel - Dermatology Times
**Roundtable on Light-Based Technology 2014: Separating Hope from Hype**
Moderators - Renato Saltz, MD; Heather Onorati; S. Randolph Waldman, MD
Panelists - Michael Gold, MD; E. Victor Ross, MD; David Goldberg, MD, JD; A. Jay Burns, MD; Grant Stevens, MD; Jill Waibel, MD; Jason Pozner, MD
12:45pm | Lunch

### Panel - 9:10 - 10:30am
**Prime International Journal of Aesthetic Medicine**
**International Round Table on Advances in Autogenous Soft Tissue Fillers and Neuromodulators**
Moderators - Corey Maas, MD & Heidi Waldorf, MD
Panelists - Doris Day, MD; Tatjana Pavicic, MD; Joel Cohen, MD; Patrick Treacy, MD; Vivian Bucay, MD; Brian Biesman, MD, Neil Sadick, MD
10:30am | Break

### 11:15am - 12:45pm
**Sponsored by Allergan**
**juvéderm Voluma® XC:** The Next Dimension in Mid-Face Volumizing
Presenter - Mauricio de Maio, MD

### 12:45pm | Lunch

### 2:00 - 4:00pm
**MEAT**
**Live Injection Workshop**
**What's New in Injectables - Tips & Techniques for Safe & Outstanding Outcomes**
Moderator - Julius Few, MD
Faculty - W. Philip Werschler, MD; Julie Woodward, MD; Jackie Yee, MD
Day 4 - Saturday, June 21, 2014

Time | Master Seminars
---|---
8:00am | **DA VINCI**
8:00am | Moderators - Renato Saltz, MD & Robert Kellman, MD
8:00am | Less Invasive Nose Surgery: Indications and Techniques for Suspension Techniques and Isolated Tip-Plasty
8:00am | Tunc Tiryaki, MD
8:30am | 20 Year Experience on Endoscopic Brow Lift - The Gold Standard
8:30am | Renato Saltz, MD
9:00am | Nuances in Peri-ocular Rejuvenation
9:00am | Julie Woodward, MD
9:30am | Avoiding and Preventing Fraud and Embezzlement in Your Practice
9:30am | Debra Phairas & Michael Sacopulos, JD
10:15am | **BREAK**
11:00am | High SMAS Lift Combined with Fat Grafting
11:00am | Timothy Marten, MD
11:45am | Mid-Facelifting: The State of the Art
11:45am | Julius Few, MD
12:15pm | The Terrible Truth About Lawyers: What to Know, What to Ask, and How Much to Pay?
12:15pm | Alex Thiersch, JD
12:15pm | **LUNCH**

**Moderator - Steven Cohen, MD**

2:00pm | Fat Grafting and the Future: Optimizing the Process Along Evidence-Based Approaches
2:00pm | Steven Cohen, MD
2:45pm | Pearls for Excellent Surgical Male and Female Facial Rejuvenation
2:45pm | Bruce Connell, MD
3:30pm | Top 10 Tips for Effective and Practical Use of Injectable Fillers
3:30pm | Julie Woodward, MD
4:15pm | **BREAK**
5:00pm | Update on Filler Complications in 2014: Identification and Intervention
5:00pm | Steven Dayan, MD; Claudio DeLorenzi, MD; Joel Cohen, MD
6:30pm | **ADJOURN**

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**SkinMedica Presents:**
The Rise of Content Marketing and Why You Need to Get Involved.... Now!
Greg Buford, MD

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**Syneron & Candela Presents:**
Incorporating Skinhibitions into your practice: Featuring eTwo™
Stephen Eubanks, MD

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Time | Practice Management & Marketing
---|---
7:45am | Social Rules: Spreading the Word, Building your Reputation and Retaining Patients
7:45am | Moderators: Grant Stevens, MD & Page Piland
7:45am | **TOWER 2**
7:45am | Top 10 Items in the Plastic Surgery News Over the Past 12 Months
7:45am | Denise Mann
8:15am | Top 10 Mistakes that Turn into a Malpractice Suit
8:15am | Kathleen Stillwell, RN
8:40am | How to Evaluate and Incorporate New Technologies into Your Practice
8:40am | Brian Kinney, MD

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**Advertising Rules to Rule Your Market**
9:00am | Patient Preferences in Print Advertisement Marketing for Aesthetic Medicine and Surgery
9:00am | Jeffrey Spiegel, MD
9:15am | Choice Words: Pay Per Click Ads Can Be an Important Part of Your SEO Strategy
9:15am | David Evans
9:30am | Forecasting the Action Steps for Doctors to get Ahead of Google
9:30am | Greg Washington

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**Panel - Reputation Management: Bulletproofing Your Practice**
11:00am | Donn Chatham, MD
11:00am | Moderators - Ryan Miller; Greg Chernoff, MD; Marie Olesen; Jeff Segal, MD, JD; Tom Seery; Michael Sacopulos, JD
11:00am | **TOWER 2**
11:00am | Reputation Management: Bulletproofing Your Practice
11:00am | Donn Chatham, MD
11:15am | Online Reputation: Beyond 5 Stars
11:15am | Ryan Miller
11:30am | Reputation Management Scams: How to Spot Them!
11:30am | Greg Chernoff, MD
11:45am | Reviews are the New Advertising? How do I Get More of Them, and What do I Do with a Negative Review?
11:45am | Marie Olesen
12:00pm | Patient Reviews and the Difference Between Success and Bankruptcy
12:00pm | Jeffrey Segal, MD, JD
12:15pm | You Need a Negative Review and Other Important Facts about Reputation Management
12:15pm | Tom Seery
12:30pm | Is That the Best You Can Do? Dealing with Patients Who Want to Haggle
12:30pm | Michael Sacopulos, JD
12:45pm | **LUNCH**
**Panel -** 2:00 - 3:15pm  
**When Ethics & Controversies Collide:**  
**Real Patients / Real Choices**  
Controversies from aesthetic practices can create ethical dilemmas. Our expert panel will be given real cases & debate how to best handle them.  
*Audience input is requested*  
**Moderator:** Donn Chatham, MD  
**Panelists:** Jason Pozner, MD; Val Lambros, MD; Renato Saltz, MD; Sheldon Kabaker, MD; A. Jay Burns, MD; Michael Gold, MD; Laurie Casas, MD; Barry DiBernardo, MD; S. Randolph Waldman, MD

<table>
<thead>
<tr>
<th>Time</th>
<th>General Session</th>
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<tbody>
<tr>
<td>3:15pm</td>
<td>Cosmetic Medicine Pearls Grant Stevens, MD</td>
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<tr>
<td>3:30pm</td>
<td>Will Injectables Replace Facial Surgery? Limits and Solutions from a Surgeon’s Point of View Mauricio de Maio, MD</td>
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<tr>
<td>4:00pm</td>
<td>BREAK</td>
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**Open Forum**  
**Moderator:** Robert Killman, MD

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<thead>
<tr>
<th>Time</th>
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<tbody>
<tr>
<td>2:00pm</td>
<td>How to Engage Facebook Users [Lisa Marie Wark, MBA]</td>
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<tr>
<td>2:10pm</td>
<td>Are You (P)interested Yet? Hot New Media and Sharing Web Sites [David Evans, PhD, MBA]</td>
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<tr>
<td>2:20pm</td>
<td>YouTube Tips On How to Tell Your Story [Lisa Marie Wark, MBA]</td>
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<td>Integrating Social Media Campaigns for Optimal Results: Why Integration and Automation Become Critical Components of a Social Media Engagement Plan [Kathi Watkins]</td>
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<td>How to Employ Your Staff to Efficiently Keep Up With Social Media [Lou Haggerty]</td>
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<td>Using Video to Dominate Search: The Keys to the Castle [Timour Haider]</td>
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**Panel - 3:15 - 4:15pm**  
**An Evidence-Based Analysis of Internet Marketing Using Hard Facts**  
**Moderator:** Steven Pearlman, MD  
**Panelists:** Steven Dayan, MD; Jeffrey Epstein, MD; Robert Baxter; Tom Seery; Greg Washington

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<thead>
<tr>
<th>Time</th>
<th>Social Media Strategy: What You Need to Know Part 1</th>
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<td>How to Engage Facebook Users [Lisa Marie Wark, MBA]</td>
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</table>

**Panel - 5:00 - 6:30pm**  
**Hot Seat, Bigger and Better:**  
**Live Malpractice Vignettes**  
**Moderator:** Kathleen Stillwell, RN  
**Panelists:** David Goldberg, MD, JD; Alex Thiersch, JD; Paul Nassif, MD; Renato Saltz, MD; Jeffrey Segal, MD, JD; Michael Sacopulos, JD; Lisa Madden, JD; Gerald Gillock, JD

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<tr>
<th>Time</th>
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<tr>
<td>6:30pm</td>
<td>ADJOURN</td>
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**Cocktail Reception Presented by Revance:**  
**RT002: A Novel Approach to Longer-Lasting Botulinum Toxin** (non-CME)
### Day 4 - Saturday, June 21, 2014

<table>
<thead>
<tr>
<th>Time</th>
<th>AAFPRS Video Session</th>
<th>TOWER 1</th>
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<tbody>
<tr>
<td>8:00am</td>
<td>MACS Lift and Facial Fat Grafting Patrick Tonnard, MD</td>
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<td>9:30am</td>
<td>Facelift with SMAS James Stuzin, MD</td>
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<td>10:30am</td>
<td>The Pre-Trichial Brow Lift E. Gaylon McCollough, MD</td>
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<tr>
<td>11:30am</td>
<td>Upper Lid and Transconjunctival Lower Lid Blepharoplasty with Fat Pad Repositioning</td>
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<td></td>
<td>Stephen Perkins, MD</td>
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<tr>
<td>12:00pm</td>
<td>Primary Rhinoplasty Mark Constantian, MD</td>
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<tr>
<td>12:45pm</td>
<td><strong>LUNCH</strong></td>
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“Vegas cosmetic surgery has become the pre-eminent meeting in facial cosmetic surgery. I have been involved in planning other meetings, and I know it is nice to be appreciated and have someone say thanks for a job well done.”

- Ross A. Clevens, MD
  Facial Plastic Surgeon, South Harbor City, Florida

### Day 5 - Sunday, June 22, 2014

<table>
<thead>
<tr>
<th>Time</th>
<th>Master Seminars</th>
<th>DA VINCI</th>
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<tbody>
<tr>
<td>7:00am</td>
<td>Video - Ptosis Repair Don Kikkawa, MD</td>
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<tr>
<td>7:30am</td>
<td>Otoplasty Video Presentation Peter Adamson, MD</td>
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</table>
| 8:00am  | Muscle Inhibition with BoNT-A or Muscle Modulation with Fillers in Facial Expression?  
  Maurice de Maio, MD                                      |          |
| 8:30am  | The Non-Endoscopic 3-Incision Forehead Lift Nabil Fanous, MD                      |          |
| 9:00am  | Rejuvenation of the Aging Face Jennifer Linder, MD                                |          |
| 9:30am  | Top 10 Tips for Use of Devices for Aesthetic Procedures - Combining Visible Light & Fractional Lasers for Rejuvenation  
  E. Victor Ross, MD                                        |          |
| 10:15am | Top 10 Tips for Successful Blepharoplasty Guy Massry, MD                          |          |
| 10:45am | Establishing a Skin Care and Cosmeceutical Practice in a Surgical Office Julie Woodward, MD |          |
| 11:15am | 10 Pearls to Achieve Excellence and Avoid Complications in Blepharoplasty  
  Ross Clevens, MD                                          |          |
| 11:45am | **ADJOURN**                                                                      |          |

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**Practice Management & Marketing**

**Moderators** - Steven Dayan, MD & Candace Crowe  
**Tower 5**

### Social Media Strategy:
**What You Need to Know Part 2**

<table>
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<tr>
<th>Time</th>
<th>Practice Management &amp; Marketing</th>
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</table>
| 8:00am  | State of the Industry: HIPPA Compliance: The Game is Changing! Is Your Office Prepared?  
  Michael Sacopulos, JD                                      |          |
| 8:20am  | Top 10 Tips for Improving Social Media Exposure for the Aesthetic Practice  
  Lisa Marie Wark, MBA                                        |          |
| 8:40am  | 5-Point Action Plan for PR Success Melissa Kelz                                              |          |
| 9:00am  | Danger: Pitfalls in Marketing Purchases Tracy Drumm                                           |          |
| 9:20am  | Aesthetic Office 2.0 Ryan Miller                                                              |          |
| 9:40am  | Email Essentials Tracy Drumm & Ryan Miller                                                     |          |
| 10:00am | How Do I Maximize My Patient Leads? Alisha Merlo                                               |          |
| 10:20am | ROI 101: Are You Getting Enough Bang for Your Online Buck?  
  David Evans                                                   |          |

### Panel - Wrap Up: 10:30am - 12:00pm

**Getting from Vegas to Home with Plan in Hand: What To Do Next**

**Panelists** - Candace Crowe; Cheryl Whitman; Tracy Drumm

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<thead>
<tr>
<th>Time</th>
<th>Panel - Wrap Up: Getting from Vegas to Home with Plan in Hand: What To Do Next</th>
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<tbody>
<tr>
<td>12:00pm</td>
<td><strong>ADJOURN</strong></td>
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Workshops & Live Demonstrations

Wednesday, June 18th 2014

12:15 - 2:00pm Tower Ballroom 2
Lunch and Learn Presented by ellman
Rejuvenate Your Patients, Rejuvenate Your Practice
Speakers - Vivian Bucay, MD, FAAD; Adam Schaffner, MD, FACS; Michael Gold, MD; Wendy Lewis (non-CME)

2:00 - 3:00pm Tower Ballroom 1
Restoration Robotics Presents:
The ARTAS Robotic Hair Transplant and ARTAS Hair Studio: A quantum leap forward in technology and hair transplant outcome modeling William Yates, MD (non-CME)

4:30 - 5:30pm Tower Ballroom 1
Cutting Edge Aesthetic Presents:
Advanced Multi-modality Fractionated CO2 Laser Therapy for the Face and Body Gregory W. Chernoff, MD, FRCS (non-CME)

6:00 - 7:30pm Grand Ballroom
Exhibit Hall Reception Sponsored by MERZ
Everyone Welcome! (non-CME)

7:30 - 9:00pm Monet 4
Alma Lasers Reception / Presentation:
Experts’ Forum
Moderator - Michael Gold, MD
Speakers - Yaniris Avellanet, MD; Jill Waibel, MD; Edward Zimmerman, MD (non-CME)

Thursday, June 19th 2014

6:30 - 8:00am Renaissance Foyer
Obagi Breakfast Presentation
Use of Neotensil in Your Practice Doris Day, MD (non-CME)

2:00 - 3:00pm Tower Ballroom 1
Thermi Presents:
ThermiTight Injectable RF: Real Results Without Surgery
Douglas Key, MD & Brian Kinney, MD (non-CME)

3:30 - 4:30pm Tower Ballroom 1
PCA Skin Presents:
Advanced Treatment Strategies for Hyperpigmentation
Jennifer Linder, MD (non-CME)

5:00 - 6:00pm Tower Ballroom 1
Doctor.com Presents:
How to OWN the Internet and Dominate Your Local Market! Bryan Edelstein (non-CME)

6:15 - 7:30pm Renaissance Foyer
Cocktail Reception Presented by Ulthera
Driving Practice Growth with Non-Invasive Lift
Doris Day, MD & Phil Werschler, MD (non-CME)

7:30 - 8:45pm Monet 4
Valeant Cocktail Reception
Physician Loyalty Program (MVP). Everyone Welcome! (non-CME)

7:30 - 9:30pm Tower 2
Live Injection Workshop Presented by MEA:
Achieving Optimal Outcomes with Facial Injectables - Latest Products and Techniques
Moderator - Heidi Waldorf, MD
Faculty - Rebecca Fitzgerald, MD; Steven Yoelin, MD; G. Jackie Yee, MD (CME)
## Workshops & Live Demonstrations

### Friday, June 20th 2014

#### 2:00 - 3:00pm Tower Ballroom 1

**Lumenis Presents:**

Cornerstones to a Thriving Aesthetic Practice  
Doris Day, MD & Jody Comstock, MD  

**Cynosure Presents:**

Revitalize Your Practice and Patients Face and Neck with Precision Tx and Picosure  
Barry DiBernardo, MD & Adam Schaffner, MD  

#### 3:30 - 4:30pm Tower Ballroom 1

**SkinMedica Presents:**

My Eyes Featuring LATISSE®  
Joel Cohen, MD  

#### 6:30 - 8:00pm Renaissance Foyer

**Signet Interactive Breakfast Presentation:**

EPIC Breakfast - The Convergence of Media, Marketing, and Mind Share  
Jeff James, Signet Interactive’s Chairman  

### Saturday, June 21st 2014

#### 11:15am - 12:45pm Raphael

**Injectable Workshop Presented by Allergan**

*Juvéderm Voluma® XC: The Next Dimension in Mid-Face Volumizing*  
Mauricio de Maio, MD  

#### 2:00 - 3:00pm Tower Ballroom 1

**Sciton Presents:**

Combining Ablative and Non-Ablative Fractional Laser Treatments with the World’s First and Only Hybrid Fractional Laser  
Jason Pozner, MD  

#### 5:00 - 6:00pm Tower Ballroom 1

**Syneron & Candela Presents:**

Incorporating Skinhibitions into your practice: Featuring eTwo™  
Stephen Eubanks, MD  

#### 6:30 - 8:00am Renaissance Foyer

**Cocktail Reception Presented by Zeltiq**

Discussion 1: Is CoolSculpting Right for My Practice?  
Discussion 2: How to Use CoolSculpting to Grow My Entire Aesthetic Business  
Grant Stevens, MD, FACS; Jay Burns, MD, FACS; Renato Saltz, MD, FACS; Barry DiBernardo, MD  

#### 7:30 - 9:30pm Tower 2

**Valeant Dinner Featuring Live Injection:**

The Valeant Aesthetic Showcase - Up Close and Personal  
Moderator - Steven Dayan, MD  

#### 6:15 - 7:30pm Renaissance Foyer

**Cocktail Reception Presented by Revance:**

RT002: A Novel Approach to Longer-Lasting Botulinum Toxin  

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*CME designations indicate Continuing Medical Education credits.*
help take their wrinkles all the way to smooth

INDICATION: BELOTERO BALANCE® is FDA-approved for injection into the mid-to-deep dermis for correction of moderate-to-severe facial wrinkles and folds, such as nasolabial folds.

Please see IMPORTANT SAFETY INFORMATION for BELOTERO BALANCE® on the following page. *Individual results may vary. Touch-ups were allowed if needed.

Soften etched-in lines with BELOTERO BALANCE®

Provide a finishing touch. Our unique dual cross-linking process forms a cohesive gel that evenly integrates into the dermis, producing a smooth texture and a natural appearance. You and your patients will see the difference.1-4

BELOTERO BALANCE® A smoother finish

BOOTH 401
INDICATION:
BELOTERO BALANCE® is FDA-approved for injection into the mid-to-deep dermis for correction of moderate-to-severe facial wrinkles and folds, such as nasolabial folds.

BOOTH 401

Provide a finishing touch. Our unique dual cross-linking process forms a cohesive gel that evenly integrates into the dermis, producing a smooth texture and a natural appearance. You and your patients will see the difference.1-4

Soften etched-in lines with BELOTERO BALANCE®1

IMPORTANT SAFETY INFORMATION FOR BELOTERO BALANCE®

Contraindications: BELOTERO BALANCE® should not be used in patients with severe allergies manifested by a history of anaphylaxis, with a history or presence of multiple severe allergies. BELOTERO BALANCE® contains a trace amount of gram-positive bacterial proteins, and is contraindicated in patients with a history of allergies to such material. BELOTERO BALANCE® must not be implanted into blood vessels.

Warnings: Use of BELOTERO BALANCE® at specific sites in which an active inflammatory process (skin eruptions such as cold sores, cysts, pimples, rashes, or hives) or infection is present should be deferred until the underlying process has been controlled. BELOTERO BALANCE® must not be injected into blood vessels of any size. Introduction of BELOTERO BALANCE® into the vasculature may occlude the vessels and can cause infarction of overlying tissue or embolization with resultant necrosis of potentially large areas of distant tissue such as the lip or the nose. Injection site responses to BELOTERO BALANCE® have been observed, consisting mainly of short-term inflammatory symptoms starting early after treatment and with 7 days duration or less.

Precautions: The safety or effectiveness of BELOTERO BALANCE® for the treatment of dermal contour defects other than nasolabial folds, such as use in the lips, has not been established in controlled clinical studies. The safety of BELOTERO BALANCE® for use during pregnancy, in breastfeeding females, or in patients under 21 years has not been established. As with all transcutaneous procedures, BELOTERO BALANCE® injection carries a risk of infection. Patients who are using substances that reduce coagulation, such as aspirin, non-steroidal anti-inflammatory drugs, and warfarin may, as with any injection, experience increased bruising or bleeding at injection sites. Patients should inform their physicians if they are taking such substances. Laser treatment, chemical peeling, or any other procedure based on active dermal response performed after treatment with BELOTERO BALANCE® may increase the risk of an inflammatory reaction at the injection site. Similarly, the administration of BELOTERO BALANCE® before the skin has healed completely after such a procedure may also increase the risk of inflammatory reactions. Exposure of the treated area to excessive sun, UV lamp exposure, and extreme cold weather should be minimized until any initial swelling and redness have resolved and puncture sites have healed.

Adverse Events: The most common side effects seen after injection were swelling, bruising, redness, and hardening that resolve within one week. More rare side effects may include swelling that lasts longer, unevenness or firmness in the area injected, and as with any injection, there may be a risk of infection.

Important: For complete instructions for use, please visit www.Belotero.com or call Merz Aesthetics Customer Service at 866-862-1211

Caution: Rx only

THE MUST-READ MARKETING GUIDE
FOR EVERY AESTHETIC PRACTICE

TACKLE TODAY’S CHALLENGES WITH
PROVEN, PRAGMATIC STRATEGIES & TOOLS

Expect to be engaged by candid stories of what has
succeeded and failed in aesthetic marketing, and discover the
reasons for their respective results. Void of overly academic
theories and useless clichés, DRIVE simply presents the hard
facts that challenge modern day practices and provides the
tools to overcome those obstacles.

DRIVE INCLUDES:
- Complete, Outlined Marketing Plan
- Over 100 Ideas to Instantly Generate Revenue
- Ideas Followed by Execution Tips to Guarantee Results
- Proven Tools with Quantifiable Returns

To find the “What’s in it for Me” for your market ask:
1. Does my product or treatment impact their lives?
2. If so, in what way?
3. What are the tangible and intangible benefits?
4. How best do we communicate this value?
5. What do your points of differentiation as a practice or
   provider mean to the patients (ex. faster treatment times,
   more comfort from the latest technology or, perhaps,
   convenience through multiple office locations)?

DRIVE by Tracy Drumm

Price: $99.00 + Shipping
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VEGAS COSMETIC SURGERY AND AESTHETIC DERMATOLOGY IS TURNING 10

Wendy Lewis previews the 10th Vegas Cosmetic Surgery and Aesthetics Dermatology Symposium, held in Las Vegas from 18–22 June 2014

VEGAS COSMETIC Surgery and Aesthetic Dermatology is celebrating a big milestone. 2014 marks its 10th anniversary in Las Vegas under the leadership and coordination of its founder, Kentucky facial plastic surgeon S. Randolph Waldman, MD.

According to Dr Waldman, ‘We are extremely proud to host the leading educators and teachers in the fields of facial plastic surgery, plastic surgery, dermatology, and oculoplastic surgery. Vegas Cosmetic Surgery and Aesthetic Dermatology was not only the first truly multispecialty forum in the aesthetic field, but by listening to our faculty and attendees, it has grown to be the largest event of its kind in North America.’

The goal of Vegas Cosmetic Surgery (VCS) was to foster a spirit of cooperation and understanding among the medical specialties that are primarily involved in the science, practice, and teaching of aesthetic surgery and medicine. ‘We try to have at least 25 members of each specialty represented so it is a true multi-specialty meeting. We go out of our way to make sure any interspecialty conflicts are left out of this meeting. It’s not about politics, it’s about education. We believe we are inviting the best people in their respective fields to join our faculty, and we try to find the leaders on each subject within their fields as well,’ said Dr Waldman.

According to Kentucky facial plastic surgeon Donn Chatham, ‘VCS is an equal-opportunity symposium, regardless of specialty, we all have much to share and much to learn. And there is really no political agenda but to listen and improve one’s game.’

‘VCS 2014 is an opportunity to network and learn alongside your peers as well as mingle with many of the leading experts in the industry,’ said plastic surgeon Renato Saltz, MD, FACS. ‘This multi-specialty conference provides plastic surgeons, facial plastic surgeons, dermatologists, oculoplastic surgeons, physician extenders, and practice managers with a great educational experience. It is also the only meeting where one can bring the entire office staff and everyone will take new information home’

Under Dr Waldman’s experienced tutelage, the VCS team devotes their concerted efforts all year round to keep the programme relevant to their registrants. ‘I’m always looking towards what I want to hear, who would I be interested in listening to, and what are the trends and hot topics,’ said Dr Waldman. ‘The courses and workshops are where registrants really learn pearls they can take away and use in clinical practice.’

Executive Director Delphine Hepp has her work cut out for her. She and her team of three go to task on the next year’s event as soon as the annual meeting concludes. ‘It’s a full time job and then some. Along with Executive Assistant, Sheridan Likoy, and Meeting Coordinators, Laura Beth Harris and Matthew Waldman, the VCS staff has a full plate. We believe that Vegas Cosmetic Surgery and Aesthetic Dermatology brings together the best of the best in the cosmetics and aesthetics world, and it has been very exciting to see it grow over the years,’ said Hepp.

And their hard work has certainly paid off, with a loyal following of faculty and attendees. ‘The Vegas Meeting has such great appeal because it brings together thought leaders in the core subspecialties so that ideas are exchanged and developments within each subspecialty are shared. Dr Waldman and the steering committee develop the programme by inviting speakers who are innovators, so the meeting is different each year and the attendee can acquire new ideas and techniques that can help the practitioner better serve their patients. It has become a must attend for top physicians across the country,’ said New York facial plastic surgeon Andrew Jacono.

2014 multispecialty programme
With such a diverse 5-day programme, there is a wealth of topics to choose from.
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For those who run busy aesthetic practices. We were the first meeting to put emphasis on the idea of practice management and marketing. Because of that, we have recognised the importance of the office staff in aesthetic practices. We encourage physicians to participate in meetings with their staff because they are as important, if not more so, than the physicians. We were the first meeting to put the practice marketing track on the same level with the clinical sessions,’ said Dr Waldman.

According to Jeffrey Spiegel, MD, FACS, a facial plastic surgeon in Boston, ‘I find this conference to be very focused on areas of interest for those who run busy aesthetic practices. The different concurrent programmes (e.g. surgery, non-invasive, practice management) allows for an intensive learning experience.’

Las Vegas
Vegas Cosmetic Surgery and Aesthetic Dermatology will be held on 18–22 June 2014 at The Bellagio in the heart of the Las Vegas strip. Las Vegas is known as a playground for adults and world-class restaurants, shows and concerts, and designer shops abound. The immensely popular O from Cirque du Soleil® features an international cast of acrobats, synchronised swimmers, divers, and characters who perform in, on, and above the water for a truly memorable evening. Enjoy some unique dining experiences at Petrossian, Le Cirque, Michael Mina, Picasso, and Prime Steakhouse, or shop-til-you-drop on the strip in between courses.

New products from skin care to injectables and devices are featured in the exhibition hall so attendees are able to gain an overview of what is new and exciting.

‘The meeting attracts a wealth of key opinion leaders under one roof that draws industry to participate year after year,’ said Dr Waldman. ‘Along with a packed programme of workshops and special events, many sponsors will have receptions going on to meet and greet your colleagues and peers from all over the country and the world.’

Over 100 exhibitors
The aesthetic industry is also an important component of the decade-long VCS success story. There are over 100 exhibitors registered this year. New products from skin care to injectables and devices are featured in the exhibition hall so attendees are able to gain an overview of what is new and exciting.

This is a meeting with a high yield of knowledge acquisition and opportunity.

Andrew Jacono, MD, FACS

Emphasis on practice management
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Interested in starting a medispa or skin care range?
The VCS practice management track features a roster of specialists who will be speaking on a wide range of critical issues in online marketing, social media, staff training, managing difficult patients, SEO, SEM, coding, medical liability, public relations, reputation management, and much more.

The marketing and management workshops present the tools you need to help your aesthetic practice thrive and grow. We were the first people who put the emphasis on the idea of practice management and marketing. Because of that, we have recognised the importance of the office staff in aesthetic practices. We encourage physicians to participate in meetings with their staff because they are as important, if not more so, than the physicians. We were the first meeting to put the practice marketing track on the same level with the clinical sessions,’ said Dr Waldman.

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