

Winter • Spring 2025

volume 29, number 1

beauty • artistry • expertise • education

AESTHETIC SOCIETY NEWS



 The Aesthetic Society®

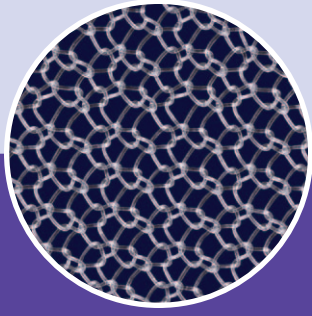
Art by: Grant R. Fairbanks, MD

— MEET Us at THE AESTHETIC MEET
Austin • March 20–23

— Discover the Revolutionary Registry
ARISE, Powered by Aesthetic One

— Celebrate Our Career Achievement
Recipients

G Fairbanks



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In plastic surgery procedures, proper tissue support is an important factor in achieving lasting, natural-looking results. Tissue repaired with poly-4-hydroxybutyrate (P4HB) has been shown to be 2-4x stronger than native tissue.¹⁻⁶

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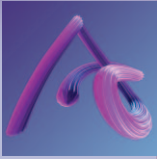


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GalaFLEX™
P4HB Scaffold by BD

INDICATIONS FOR USE: GalaFLEX™ Scaffold collection is indicated for use as a bioresorbable scaffold for soft tissue support and to repair, elevate, and reinforce deficiencies where weakness or voids exist that require the addition of material to obtain the desired surgical outcome. This includes reinforcement of soft tissue in plastic and reconstructive surgery, and general soft tissue reconstruction. GalaFLEX™ Scaffold collection is also indicated for the repair of fascial defects that require the addition of reinforcing or bridging material to obtain the desired surgical result. **IMPORTANT SAFETY INFORMATION:** Possible complications following implantation of GalaFLEX™ Scaffold collection include infection, seroma, pain, scaffold migration, wound dehiscence, hemorrhage, adhesions, hematoma, inflammation, extrusion, and recurrence of the soft tissue defect. For complete prescribing information, including indications for use, warnings, and precautions, consult the specific GalaFLEX™ Scaffold collection Instructions for Use. **REFERENCES:** 1. Preclinical data on file. Results may not correlate to clinical performance in humans. 2. Deeken, Corey R., and Brent D. Matthews. "Characterization of the mechanical strength, resorption properties, and histologic characteristics of a fully absorbable material (poly-4-hydroxybutyrate—PHASIX mesh) in a porcine model of hernia repair." ISRN surgery 2013 (2013). 3. Choi, Joe Woo. "The Influences of Skin Visco-Elasticity, Hydration Level and Aging on the Formation of Wrinkles: a Comprehensive and Objective Approach." Skin Research and Technology, vol. 19, no. 1, 2012. 4. Vera, Martin. "Phases of Wound Healing: The Breakdown." Wound Source. Accessed on Nov 13, 2020. www.woundsource.com. 5. Levenson SM, Geever EF, Crowley LV, Oates JF 3rd, Berard CW, Rosen H. The Healing of Rat Skin Wounds. Ann Surg. 1965;161(2):293-308. 6. Native abdominal wall tissue strength adapted from Deeken 2013 (69.7N +/- 13.6). 7. Pineda Molina C, Giglio R, Gandhi RM, Sicari BM, Londono R, Hussey GS, et al. Comparison of the host macrophage response to synthetic and biologic surgical meshes used for ventral hernia repair. J Immunol Regen Med. (2019) 3:13-25. 8. Stoikes NFN, Scott JR, Badhwar A, Deeken CR, Voeller GR. Characterization of host response, resorption, and strength properties, and performance in the presence of bacteria for fully absorbable biomaterials for soft tissue repair. Hernia. (2017) 21 (5):771-82. doi: 10.1007/s10029-017-1638-3. 9. Pineda Molina C, Hussey GS, Eriksson J, et al. 4-Hydroxybutyrate Promotes Endogenous Antimicrobial Peptide Expression in Macrophages. Tissue Eng Part A. 2019;25(9-10):693-706. 10. Pineda Molina C, Hussey GS, Liu A, Eriksson J, D'Angelo WA, Badyalak SF. Role of 4-hydroxybutyrate in increased resistance to surgical site infections associated with surgical meshes. Biomaterials. 2021;267:120493.

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**BONUS
CONTENT**

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above to access!



Aesthetic Society News

Quarterly Newsletter of The Aesthetic Society

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Membership Department

The Aesthetic Society

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The Power of Energy and Team

By Kiya Movassaghi, MD, DMD, FACS

Dear Members,

It has been an immense honor and a pleasure to serve as your president for the past 10 months. I began my presidency with the theme of “energy and team,” which has served as a perfect roadmap for accomplishing the many initiatives that we set forth for the year. We have a renewed sense of teamwork and accountability, infused with enthusiasm and excitement to serve The Society and our specialty.

Although we are in the early stages of reestablishing The Aesthetic Society as the gold standard in the aesthetic space, I am proud to report that the vitality of our team of dedicated volunteer leaders and staff has generated the momentum to accomplish many of our goals. We are building a solid foundation for all the pillars shaping our organization: education, membership, and industry partnerships. To achieve this, we had to reimagine how we conduct business, both within The Aesthetic Society as well as externally. This has set us up for success in adapting to the new aesthetic ecosystem.

We began this process by assessing our internal operations and looking for areas for improvement. This allowed us to modernize our governance by becoming more transparent in how we select our volunteer leaders and making sure the spirit of meritocracy is the basis for our selections. In addition, we have modified the composition of our board to make it more efficient and engaging.

Our mission is to serve our members and drive membership growth. We have worked tirelessly to improve the value proposition of membership to The Aesthetic Society. During my extensive national and international travels this year, I have learned the importance of the role that The Society has played historically, which must continue. We have streamlined the membership application process by providing four application deadlines per year. We have also expanded global outreach to our international colleagues, resulting in a total of 37 Memorandum of Understanding (MOU) global partners. Together with our MOU partners, we can improve the quality of education in aesthetic surgery and medicine on a global scale.



Dr. Movassaghi at Brazilian Congress 2024 giving the keynote on facelift technique.



Drs. Movassaghi and Brazilian President Volney Pitombo.



Drs. Sebastian Garcon, President of IMCAS, and Kiya Movassaghi at Brazilian Congress 2024.

Energy has enhanced our momentum, and with that has come tremendous growth, both domestically and internationally. A recurring observation throughout my travels has been the demand for access to our education by international residents. We listened, and I am very proud to announce the formation of the new International MOU Residents and Fellows membership tier. The outpouring of excitement among our MOU partners has been monumental.

One of the biggest gaps in the aesthetic market has been the lack of leadership in engaging the nonsurgical segment. We have created the new AlliedPro category of membership to address this overlooked group of professionals. The purpose of this new membership tier is to serve all non-MDs who

AlliedPro[®]

The Aesthetic Society[™]

deliver aesthetic services, from the front office personnel to the back office and all the ancillary providers in a medical spa. AlliedPro membership not only allows these providers to earn CEU credit, but also provides them with a sense of confidence, credibility and community. Allowing them to receive their education from the most trusted source is a great credentialing accolade to share with patients and consumers. I encourage all of you to join me by signing up all your team members for this prestigious new Society membership.

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Innovation and Growth

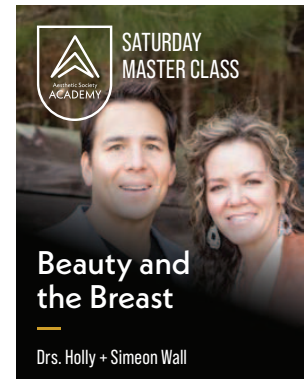
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Education is our main mission, and we must always evolve. That is why taking a fresh look at our educational resources and delivery has been one of my main initiatives this year. We recently launched The Aesthetic Society Academy, which serves as a great digital educational platform for both surgeons and non-surgeons. Through the Academy, our “reimagined” education program is taking shape, and we have developed three categories of webinars: the GEMS series to serve our MOU global partners, the Saturday Master Class series for all surgeons, and the Blueprints series for our AlliedPro members. These will provide both surgical and nonsurgical content to enhance learning, utilizing key opinion leaders.

I am also excited about our beloved annual aesthetic meeting, now known as The Aesthetic MEET. It will continue the theme of reimagining for the year. Think of it as the evolution of our annual gathering, a revitalized experience that embodies our commitment to innovation and inclusivity. It is still the heart and soul of our educational calendar, but with a fresh, contemporary twist.

In addition, our invitation to colleagues specializing in facial plastic surgery (AAFPRS), oculoplastic surgery (ASOPRS), and dermatology (ASDS) to attend our annual meeting in Austin, Texas has been received with tremendous excitement and interest. Expect top-tier educational content with diverse faculty, and an enhanced marketplace with our vendor partners, all fused with an elevated and vibrant atmosphere. Let's continue the momentum of “team and energy” by taking it to Austin, Texas for The Aesthetic MEET, March 20–23, 2025!



Through the Academy, our “reimagined” education program is taking shape, and we have developed three categories of webinars: the GEMS series to serve our MOU global partners, the Saturday Master Class series for all surgeons, and the Blueprints series for our AlliedPro members. These will provide both surgical and nonsurgical content to enhance learning, utilizing key opinion leaders.

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Lastly, our success in the aesthetic market depends on our relationship with industry partners where innovations will lead to improved patient outcomes. This has required a reevaluation of our approach to these relationships, with an emphasis on increased value proposition. I am excited to report that the industry has taken notice of our new commitment to leadership in the aesthetic market and has increased its support of those efforts.

As a society and throughout our history, we have faced challenges, but each time we have turned difficulties into opportunities. I am proud to report that with a culture of innovation and adaptability we have once again answered the call. However, as with all campaigns, our success in re-establishing ourselves as the premiere leader in the aesthetic market comes from a collective ground-up effort. Please join me in this effort as we continue to move forward. I have asked each of our volunteer leaders to sponsor two new members and to sign up their office and medical spa members for AlliedPro membership, and I ask the same of you.

It has been the highlight of my professional career to serve as your President. I want to thank my entire team of volunteer leaders, our CEO, and our staff, who have supported me in all our efforts with a new sense of energy. I would like to thank everyone I have met around the world, and especially all of our members, for your support. I know when Dr. Tracy Pfeifer succeeds me, you will continue to help us foster the new initiatives we started together, and will remain “stronger together” as an aesthetic community.

I hope you can all join me in Austin to celebrate the accomplishments of the year with a toast, and hopefully a 5K run/jog/walk, as we head toward the finish line.



Brought to you by



meetings.theaestheticsociety.org



REGISTER TODAY!




The Aesthetic MEET 2025
 March 20–23
 Exhibits: March 21–23
 Austin, TX



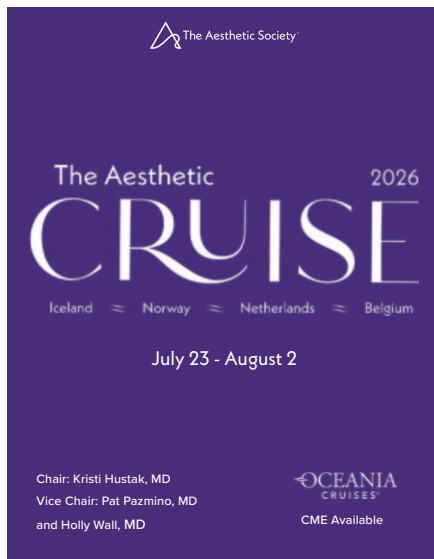
Behind The Syringe: Beauty of Injectables A Virtual Event
 June 7, 2025
 Chair: Sachin M. Shridharani, MD
 Vice-Chair: Melanie Palm, MD

In Collaboration With



12° AICPE National Congress, AICPE Italian Society of Aesthetic Plastic Surgery
 June 6–8, 2025
 Palacongressi-Rimini
 Rimini, Italy

The 6th Norwegian American Aesthetic Hybrid Meeting (NAAM6)
 October 24–25, 2025
 Oslo Militære Society, Myntgata
 Oslo Norway
oslomeeting@naam.no



The Aesthetic Cruise 2026
 July 23–August 2, 2026
 Iceland • Norway • Amsterdam • UK

The Aesthetic MEET 2026
 May 14–17, 2026
 Boston Convention & Exhibition Center
 Boston, MA

The Aesthetic MEET 2027
 April 15–18, 2027
 Miami Beach Convention Center
 Miami Beach, FL

The Aesthetic MEET 2028
 March 30–April 2, 2028
 New York Javits Center
 New York, NY

The Aesthetic MEET 2029
 April 5–8, 2029
 San Diego Convention Center
 San Diego, CA

Endorsed by



New York City Facelift & Rhinoplasty Mastercourse
 April 24–27, 2025
 New York, NY



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Visit Us in The Aesthetic Marketplace Booth # 907

Let's Connect in Austin!

The Aesthetic Meeting Reimagined! Join us for the updated and reimagined Aesthetic MEET in Austin, Texas! We've kept everything you love about our annual meeting and elevated it with an energy and sense of discovery that reflect how we are transforming The Aesthetic Society.

WHAT'S NEW THIS YEAR

Collaborative Education: Top-tier sessions featuring an incredible lineup of plastic surgeons, facial plastic experts, dermatologists, all star injectors, business pros and more.

AlliedPro Education: Custom-designed educational tracks tailored specifically for our newest membership category—the nonsurgical professionals in aesthetics.

Innovation and Technology Exchange: The live Innovation and Technology Exchange is an opportunity to hear from KOLs and experts firsthand about cutting-edge technology and breakthroughs.

Networking, Education and Fun, all in one place! Join us for a perfect blend of learning and connecting with your industry peers.



Highlights of The Aesthetic Society Booth

SAVE ON OUR BEAUTIFUL AND EFFECTIVE PRODUCTS

Expertise is everything; put it on display with these stylish and functional products. Stop by our booth to browse certificates, plaques, and folders. We're happy to extend a 20% discount on all products when you place an order in the booth or call us at 562-799-2356 and mention your Aesthetic Meeting discount. But hurry—discounts apply only through May 31!

MEMBERSHIP

Ready to join aesthetic surgery's most influential community? Transform your practice with exclusive member benefits and connections. Stop by to explore membership opportunities or begin your application process—we're here to guide your journey.

THE AESTHETIC FOUNDATION

Visit The Aesthetic Foundation in The Aesthetic Society booth and learn about the new donor levels just introduced, making your giving options easier to understand and honoring your contributions each year. Don't forget to get a Foundation "Member" pin from our staff! We will celebrate Foundation Past Presidents on Saturday at 4:00pm in the booth and would love to tell you all about recently funded projects, available research and patient assistance grants, and the Externship Program. Donate to honor the 2025 Career Achievement Award honorees Drs. Jack Fisher and G. Patrick Maxwell.

AESTHETIC SURGERY JOURNAL AND AESTHETIC SURGERY JOURNAL OPEN FORUM

Celebrate ASJ and ASJ *Open Forum* by visiting its Editors in Chief, Associate Editors, and editorial team in our booth! Feeling social? Grab a photo with the team and share it on social media. Sign up in the booth for the annual ASJ Book Giveaway (open to all MDs) and win some of the latest book publications in our specialty. The event takes place Saturday, March 22 from 4:00pm–4:30pm in The Aesthetic Society booth.

ASJ-BD CHAMPAGNE TOAST

Attend the ASJ-BD annual champagne toast and raise a glass with us! The event takes place Friday, March 21 from 4:0pm–4:30pm in The Aesthetic Society booth.

Plan to Arrive Early and Take Advantage of All the Extras Thursday Has to Offer!

Thursday Courses

6:30am – 12:30pm

NEW S1 The Ponytail Facelift: An Endoscopic Total Preservation Deep Plane Facelift Cadaver Dissection Course

Chair: Chia Chi Kao, MD
Faculty: Francisco Bravo, MD; Dominik Duscher, MD; Nicanor Isse, MD; and Raphael Wenny, MD

8:00am – 12:00pm

NEW S2 Anatomy for the Injector: AlliedPro Cadaver Lab

Chair: Sachin Shridharani, MD
Faculty: George Baxter-Holder, DNP; Jason Bloom, MD; Jeff Kenkel, MD; and Salvatore Pacella, MD, MBA

8:00am – 12:00pm

NEW S3 4S Summit Symposium

Izhak Musli; Terri Ross; and Renato Saltz, MD

8:00am – 1:00pm

S4 Rhinoplasty Symposium

Co-Chairs: Ali Sajjadian, MD and Paul Afrooz, MD

9:00am – 3:00pm

S5 Skills for Successful Patient Coordinators

Karen Zupko

7:30am – 11:00am

S6 Women Aesthetic Surgeons' Symposium

Elizabeth Lee, MD

11:30am – 4:00pm

Certification Session

S7A Foundations of Laser and Light Based Devices

John Hoopman, CMLSO

4:30pm – 6:30pm

Certification Session

S7B Office Based Laser Safety Officer Training

John Hoopman

11:30am – 6:00pm

S8 Residents and Fellows Forum

Chair: Al Cohn, MD
Vice Chair: Holly Wall, MD
Supported by Allergan Aesthetics an AbbVie company

11:30am – 5:30pm

S9 Hot Topics (with Spotlight on Research Luncheon from 11:30am – 12:30pm)

Registration fee: \$400
Chairs: Ashley Gordon, MD; Tiffany McCormack, MD; Simeon Wall Jr., MD; Rafael Couto, MD, and David Turer, MD

1:30pm – 6:30pm

S10 Masterclass: Facelift—Planning and Technique

Timothy Marten, MD

1:30pm – 6:30pm

S11 Comprehensive Deep Plane Facelift & Deep Necklift: Anatomy & Technique Cadaver Lab

Chair: Chris Surek, DO

1:30pm – 6:30pm

S12 Endoscopic and Minimally Invasive Techniques for Middle and Upper-Third Facial Rejuvenation—A Cadaver Lab

Greg Albert, MD; Grady Core, MD; Chia Chi Kao, MD; Kiya Movassaghi, MD, DMD; and Renato Saltz, MD

2:00pm – 6:00pm

S13 Modern Techniques in Rhinoplasty for Everyone—A Cadaver Workshop

Chairs: Joe Gryskiewicz, MD and Robert Gilman, MD

1:00pm – 3:30pm

S14A Injector Competence Training—Part 1—Understanding the Basics of Injection Techniques with Neurotoxins and Hyaluronic Acid Dermal Fillers

Co-Chairs: Z. Paul Lorenc, MD and Miles Graivier, MD

4:00pm – 6:30pm

S14B Injector Competence Training—Part 2—Advanced/Combination Injection Techniques with Neurotoxins and the Array of FDA-Approved Dermal Fillers

Co-Chairs: Z. Paul Lorenc, MD and Miles Graivier, MD

3:30pm – 6:30pm

NEW S15 The Ritz-Carlton Leadership Center presents: Excellence in Healthcare—Building Success from Within

Ritz Carlton Speaker TBD

4:00pm – 6:00pm

S16 Patient Coordinator Alums: Overcoming Scheduling Objections

Karen Zupko

Visit meetings.theaestheticsociety.org/the-aesthetic-meet/index.php to view the full program.

While at The MEET, Plan to Attend These Complimentary Industry LUNCH & LEARN Events



Regenerative Recovery: Topical Carboxytherapy, The New Gold Standard in Post-Procedure Care

FRIDAY, MARCH 21
Scheduled during the lunch hour
For details visit:

lumisque.com/theaestheticmeet-2025


by Establishment Labs

Motiva Expert Forum—Launching The 6th Generation of Breast Aesthetics

FRIDAY, MARCH 21
Scheduled during the lunch hour
RSVP at bit.ly/3ZSeWoU

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See What's Happening in The Aesthetic Marketplace



FUEL AND BUZZ

Visit the participating exhibitors which are noted on the meeting app, and have the Fuel and Buzz floor minder, and snag a ticket for a **FREE coffee or cocktail** at the Fuel and Buzz Bar, inside the Innovation & Technology Exchange, #241! Don't miss out!



RAISE CASH FOR
Research

SCAN TO CONNECT

Friday, March 21–
Sunday, March 23

Support Aesthetic Surgery Research!

Visit SENTÉ® at booth #1412 in The Aesthetic Marketplace. For each attendee who has their badge scanned at their booth, SENTÉ® will donate \$100 to The Aesthetic Foundation.

Your visit will directly contribute to important advancements in the field.

Thank you SENTÉ®



Dr. DiBernardo and Dr. Pozner



Innovation & Technology exchange



INNOVATION & TECHNOLOGY EXCHANGE

Experience the future of aesthetics at the Innovation & Technology Exchange within The Aesthetic Marketplace.

Visit us at booth 241 to explore cutting-edge products and services from industry leaders.

CUTTING-EDGE DEVICE TOUR

Join Drs. Barry DiBernardo and Jason Pozner for a complimentary Cutting-Edge Device Tour!

Date: Saturday, March 22nd

Time: 9:00 am

Location: In front of The Aesthetic Marketplace

See the meeting app for details. Don't miss out on this unique opportunity! .



DOWNLOAD THE MEET APP

For the Latest Details

Explore The Aesthetic Marketplace

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Nextech.....	619	Solta Medical, a division of Bausch Health US, LLC.....	1224	Young Pharmaceuticals	500
NextPatient	411	South American Plastic Surgery (SAPS).....	523	Zero Gravity Skin.....	519
Nova Medical Hair Transplant	327	Studio III Marketing	600	ZO Skin Health.....	1113
Ourself	407	Sylke, Inc.....	840		
oVioTechnologies, Inc.	434	● Symplast.....	819		
Paradigm Search Group	534	TELA Bio, Inc	935		
● PatientFi, LLC.....	1107	The Aesthetic Arena	839		
PhaseOne Health, LLC.....	820	The Aesthetic Guide.....	622		
Plastic Surgery Studios.....	719	The Aesthetic MEET 2026, Boston	1524		
PMT Corporation	1210				

■ Signature Industry Partner

▲ Premier Industry Partner

● Alliance Industry Partner

Exhibitors as of 1/20/25

Explore The Aesthetic Marketplace



Recognizing our 25 Year Exhibitors



The Aesthetic Society is honored to recognize these esteemed companies for their 25 years of unwavering support. Their commitment has been instrumental in shaping our educational offerings.

This is more than just an award, it's a testimonial to the enduring power of collaboration and the profound impact it can have on building a flourishing community.

Join us in celebrating this milestone and shining the spotlight on the power of long-lasting partnerships.



Nearly 50 years ago, Accurate Surgical & Scientific Instruments, Corp. was a pioneering women-owned company in the field of plastic surgery. Today, we are honored to be recognized by The Aesthetic Society for our contributions and partnership.

We congratulate The Aesthetic Society on its mission and look forward to our continued partnership as we shape the future of aesthetic and plastic surgery.



Marina Medical is deeply honored to receive this prestigious award at The Aesthetic MEET 2025. For over 25 years, it has been our privilege to support The Aesthetic Society and its unwavering dedication to advancing the science, art, and safe practice of aesthetic plastic surgery. From the very beginning, we recognized that The Aesthetic Society was not just a professional organization but a true cornerstone in fostering education, collaboration, and innovation within the aesthetic surgical community. Supporting this mission for 25 years has been a reflection of our shared values: an unrelenting commitment to excellence, education, and equipping surgeons with the tools and resources they need to change lives. We take pride in building strong relationships with surgeons and medical professionals, knowing

that every instrument and innovation we develop plays a role in helping them deliver the best outcomes for their patients. The Aesthetic Society has provided us with an invaluable platform to contribute to this field's growth while learning, connecting, and evolving alongside the most talented professionals in the world.

This recognition is a celebration of our shared journey, and we are grateful for the trust and partnership that The Aesthetic Society has extended to us. We remain as passionate and committed as ever to supporting this incredible community for many more years to come. Thank you for this honor, and for the opportunity to be part of something so meaningful.

Your Direct Connection to The Aesthetic MEET

Download The Aesthetic Society App!



- Browse and select your education.
- Navigate around the conference.
- Explore and contact exhibitors.
- Receive important updates.



Look for The Aesthetic Society app in your app store. Have questions? Stop by registration or the information booth at The Aesthetic MEET.

The Aesthetic Society Founding Members

*John E. Alexander, MD
 *Thomas J. Baker, MD
 *Morrison D. Beers, MD
 *Salvador Castanares, MD
 *R. Allen Chandler, MD
 *Merrill D. Chesler, MD
 *Eugene H. Courtiss, MD
 *John F. Crosby Jr., MD
 *Albert Davne, MD
 *James F. Dowd, MD
 *Simon Fredricks, MD
 *Gilbert P. Gradinger, MD
 *Michael M. Gurdin, MD
 *James B. Kahl, MD
 *Bernard L. Kaye, MD
 Donald R. Klein, MD
 *John R. Lewis Jr., MD
 Duncan M. McKee, MD
 *John B. Patterson, MD
 *Leonard R. Rubin, MD
 *Walter M. Ryan, MD
 *Joseph Safian, MD
 Marvin M. Shuster, MD
 *Richard E. Straith, MD
 *Kirkland W. Todd Jr., MD
 *Charles P. Vallis, MD
 *Richard C. Webster, MD
 *Sidney K. Wynn, MD

*deceased

The Aesthetic Society Past Presidents & Annual Meetings

Organizational Meeting	October 1968	New Orleans, LA
*Thomas D. Rees, MD	May 1980	Orlando, FL
*Bernard L. Kaye, MD	April 1981	Houston, TX
*Thomas J. Baker, MD	April 1982	Las Vegas, NV
Donald R. Klein, MD	April 1983	Los Angeles, CA
*Rex A. Peterson, MD	March 1984	Washington D.C.
George C. Peck, MD	April 1985	Boston, MA
*Frederick M. Grazer, MD	April 1986	New Orleans, LA
*Stanley A. Klatsky, MD	March 1987	Los Angeles, CA
*Norman M. Cole, MD	March 1988	San Francisco, CA
*Gaspar W. Anastasi, MD	April 1989	Orlando, FL
Peter McKinney, MD	April 1990	Chicago, IL
Jack A. Friedland, MD	April 1991	New York, NY
*Edward S. Truppman, MD	May 1992	Los Angeles, CA
*William P. Graham, III, MD	April 1993	Boston, MA
Sherrell J. Aston, MD	April 1994	Dallas, TX
Robert Singer, MD	March 1995	San Francisco, CA
*James L. Baker Jr., MD	April 1996	Orlando, FL
*Gustavo A. Colon, MD	May 1997	New York, NY
*Lawrence B. Robbins, MD	May 1998	Los Angeles, CA
John G. Penn, MD	May 1999	Dallas, TX
Fritz E. Barton Jr., MD	May 2000	Orlando, FL
Daniel C. Morello, MD	May 2001	New York, NY
Malcolm D. Paul, MD	April 2002	Las Vegas, NV
*Franklin L. DiSpaltro, MD	May 2003	Boston, MA
Robert W. Bernard, MD	April 2004	Vancouver, B.C. Canada
Peter B. Fodor, MD	April 2005	New Orleans, LA
Mark L. Jewell, MD	April 2006	Orlando, FL
James M. Stuzin, MD	April 2007	New York, NY
Foad Nahai, MD	May 2008	San Diego, CA
Alan H. Gold, MD	May 2009	Las Vegas, NV
Renato Saltz, MD	April 2010	Washington, D.C.
Felmont F. Eaves, III, MD	May 2011	Boston, MA
Jeffrey M. Kenkel, MD	May 2012	Vancouver, B.C. Canada
Leo R. McCafferty, MD	April 2013	New York, NY
Jack Fisher, MD	April 2014	San Francisco, CA
Michael C. Edwards, MD	May 2015	Montréal, Québec, Canada
James C. Grotting, MD	April 2016	Las Vegas, NV
Daniel C. Mills, II, MD	April 2017	San Diego, CA
Clyde H. Ishii, MD	April 2018	New York, NY
W. Grant Stevens, MD	May 2019	New Orleans, LA
Charles H. Thorne, MD	April 2020	The Aesthetic Meeting @Home
Herluf G. Lund Jr., MD	April 2021	Miami Beach, FL
William P. Adams Jr., MD	April 2022	San Diego, CA
Jennifer L. Walden, MD	April 2023	Miami Beach, FL
Melinda J. Haws, MD	May 2024	Vancouver, B.C., Canada
Kiya Movassaghi, MD, DMD	March 2025	Austin, TX

Thank You to Our Many Volunteers—The Lifeblood of Our Society!

The Aesthetic Society Board of Directors

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Tracy M. Pfeifer, MD, MS—President-Elect
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R. Brannon Claytor, MD
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Kristi Hustak, MD
Lorne K. Rosenfield, MD
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Emily Hu, MD—Parliamentarian
Melinda J. Haws, MD—Immediate
Past President
Onelio Garcia Jr., MD—The Aesthetic
Foundation President

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Leo McCafferty, MD
Jennifer L. Walden, MD

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Erin Kennedy, MD
Frank Lista, MD
Robert Singer, MD
Gary Tuma, MD

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Conflict of Interest Committee

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Sarvam TerKonda, MD—Co-Chair

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Jeffrey M. Kenkel, MD—ASJ Editor-in-Chief
Al Aly, MD—ASJ Open Forum Editor-in-Chief

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Karen Horton, MD—Chair

Publications Committee

Charles H. Thorne, MD—Chair

Digital Marketing & Website Advisory Committee

Tracy M. Pfeifer, MD, MS—Chair

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Nolan Karp, MD—Commissioner

Aesthetic Training Committee

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Trent Douglas, MD—Chair

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Program Committee

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Douglas Steinbech, MD—Co-Chair

Symposium Committee

Michael R. Lee, MD—Chair

Teaching Course Subcommittee

James D. Namnoum, MD—Chair

Traveling Professor Program

Leo R. McCafferty, MD—Services Coordinator
Richard Bensimon, MD

Dino Elyassnia, MD
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James M. Grotting, MD
Michael R. Lee, MD
Gabriele C. Miotto, MD
Foad Nahai, MD
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Volunteer Recognition and Awards

Continued from Page 17

The Aesthetic Foundation—The Aesthetic Surgery Education and Research Foundation

The Aesthetic Foundation was established in 1993 as the philanthropic arm of The Aesthetic Society.

BOARD OF DIRECTORS

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 David Turer, MD—Foundation Co-Chair

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Representatives to The Aesthetic Society Board of Directors

Onelio Garcia Jr., MD—The Aesthetic Foundation President
 Patricia A. McGuire, MD—The Aesthetic Foundation President-Elect

THE AESTHETIC FOUNDATION PAST PRESIDENTS

Simon Fredricks, MD	1993–1997
Norman M. Cole, MD	1997–2001
Robert Singer, MD	2001–2004
Jeffrey Lang, MD	2004–2006
Alan H. Gold, MD	2006–2008
Bahman Guyuron, MD	2008–2009
Laurie A. Casas, MD	2009–2010
Geoffrey R. Keyes, MD	2010–2011
V. Leroy Young, MD	2011–2012
Joe M. Gyskiewicz, MD	2012–2013
William P. Adams Jr., MD	2013–2014
Al Aly, MD	2014–2015
Neal R. Reisman, MD, JD	2015–2016
Steven Teitelbaum, MD	2016–2017
Barry E. DiBernardo, MD	2017–2018
Julio L. Garcia, MD	2018–2019
Robert Whitfield, MD	2019–2020
Luis M. Rios Jr., MD	2020–2021
Louis L. Strock, MD	2021–2022
Bruce W. Van Natta, MD	2022–2023
Caroline A. Glicksman, MD, MSJ	2023–2024
Onelio Garcia Jr., MD	2024–2025

Awards

In most cases, winners from the last 3 years are listed. For a complete list of previous award winners, please visit www.theaestheticfoundation.org

RAYMOND VILAIN AWARD FOR OUTSTANDING SCIENTIFIC PRESENTATION

The Raymond Vilain Award is presented to an International Active member or an international surgeon for an outstanding scientific presentation at an Aesthetic Society/Aesthetic Foundation meeting. This award is given in the name of Raymond Vilain, MD, a Corresponding Member of the Society from 1973–1989.

Patrick Mallucci, MD	2022
Ruth Graf, MD	2023
Stefan Danilla, MD	2024

SHERRELL J. ASTON AWARD FOR BEST PRESENTATION BY A RESIDENT, FELLOW, OR CANDIDATE

The Sherrell J. Aston Award was created by Dr. Sharadkumar Dicksheet's "named fund" contribution to The Aesthetic Foundation for the best presentation by a resident, Fellow, or member of The Aesthetic Society Candidate Program. (Beginning in 1995 the criteria was limited to entries from Aesthetic Society annual meetings.)

David M. Turer, MD	2022
David Turer, MD & Jonathan Cook, MD	2023
Jonathan T. Bricker, MD	2024

DISTINGUISHED SERVICE AWARD

This award is presented to members of the Society whose dedication, service, and/or contributions to the development, wellbeing, and success of the Society have been demonstrated over many years and have exemplified action above and beyond the expected or ordinary. The award is a Tiffany crystal trapezoid.

Leo R. McCafferty, MD	2021
Jeffrey M. Kenkel, MD	2022
Foad Nahai, MD	2023

TIFFANY AWARD— BEST SCIENTIFIC PRESENTATION

A Tiffany crystal prism on an onyx base is presented to the individual who provides the Best Scientific Presentation during the annual meeting of the Society. The trophy is presented during the subsequent annual meeting.

Steven R. Sigalove, MD	2022
Pat Pazmino, MD	2023
R. Brannon Claytor, MD	2024

SIMON FREDRICKS AWARD FOR BEST PANELIST

The Simon Fredricks Award is presented to the individual who is judged the Best Panelist at the annual meeting of the Society.

M. Bradley Calobrace, MD	2022
Chris Surek, DO	2023
Francisco Bravo, MD	2024

ROBERT SINGER AWARD FOR BEST HOT TOPICS PRESENTATION

The Robert Singer Award is presented to the individual who is judged the Best Hot Topics presenter at The Aesthetic Society/The Aesthetic Foundation Annual Meeting.

Patricia A. McGuire, MD	2022
Dustin Reid, MD	2023
Pat Pazmino, MD	2024

WALTER SCOTT BROWN AWARD FOR BEST VIDEO

The Walter Scott Brown Award is presented to the individual(s) presenting the Best Video at the annual meeting. This award is made possible by a fund established by Walter Scott Brown, MD (1906–1985).

Jamil Ahmad, MD	2022
Ash Ghavami, MD & Aaron Kosins, MD	2023
Frank Lista, MD	2024

PETER B. FODOR AWARD FOR BEST PANEL MODERATOR

The Peter B. Fodor Award is presented to the individual who is judged the Best Panel Moderator at The Aesthetic Society/The Aesthetic Foundation Annual Meeting. This etched crystal is made possible through a restricted fund established in 2001 by Barbara and Peter B. Fodor, MD.

Tiffany McCormack, MD	2022
Julius Few, MD	2023
Richard Warren, MD	2024

BEST JOURNAL ARTICLE

This award is for the best aesthetic surgery article published in *Aesthetic Surgery Journal*.

2022 Domestic: *Practice Advisory on Gluteal Fat Grafting*

Daniel Del Vecchio, MD; Jeffrey M. Kenkel, MD, FACS

2022 International: *Injection Guidelines for Treating Midface Volume Deficiency With Hyaluronic Acid Fillers: The ATP Approach (Anatomy, Techniques, Products)*

Patrick Trévidic, MD; Joely Kaufman-Janette, MD; Susan Weinkle, MD; Raymond Wu, MD; Benji Dhillon, MD; Stéphanie Antunes, PhD; Emilie Macé, PharmD; Pauline Maffert, MSc

2023 Domestic: *Brazilian Butt Lift—Associated Mortality: The South Florida Experience*

Pat Pazmiño, MD; Onelio Garcia, Jr., MD

2023 International: *Lifting the Anterior Midcheek and Nasolabial Fold: Introduction to the Melo Fat Pad Anatomy and Its Role in Longevity and Recurrence*

Lennert Minelli, MD; Cameron P. Brown, PhD; Richard J. Warren, MD; Berend van der Lei, MD, PhD; Bryan C. Mendelson, AM, FRCSE, FRACS, FACS; J. William Little, MD, FACS

BEST AESTHETIC SURGERY JOURNAL RESEARCH PAPER

This award is for the best aesthetic surgery research paper published in *Aesthetic Surgery Journal*.

2022: *3-part series—Impact of Capsulectomy Type on Post-Explantation Systemic Symptom Improvement: Findings From The Aesthetic Foundation Systemic Symptoms in Women—Biospecimen Analysis Study: Part 1*

Caroline Glicksman, MD, MSJ, FACS; Patricia McGuire, MD; Marshall Kadin, MD; Marisa Lawrence, MD; Melinda Haws, MD; Jill Newby, PhD; Sarah Ferenz, BA; James Sung, MD, FCAP; Roger Wixtrom, PhD

Heavy Metals in Breast Implant Capsules and Breast Tissue: Findings from the Systemic Symptoms in Women—Biospecimen Analysis Study: Part 2

Roger Wixtrom, PhD; Caroline Glicksman, MD, MSJ, FACS; Marshall Kadin, MD; Marisa Lawrence, MD; Melinda Haws, MD; Sarah Ferenz, BA; James Sung, MD, FCAP; Patricia McGuire, MD

Microbes, Histology, Blood Analysis, Enterotoxins, and Cytokines: Findings From The Aesthetic Foundation Systemic Symptoms

in Women—Biospecimen Analysis Study: Part 3
Patricia McGuire, MD; Caroline Glicksman, MD, MSJ, FACS; Roger Wixtrom, PhD; C. James Sung, MD, FCAP; Robert Hamilton, PhD, D(ABMLI); Marisa Lawrence, MD; Melinda Haws, MD; Sarah Ferenz, BA; Marshall Kadin, MD

2023: *Study of the Effect of Different Breast Implant Surfaces on Capsule Formation and Host Inflammatory Response in an Animal Model*

Fabio Santanelli di Pompeo, MD, PhD; Michail Sorotos, MD, PhD; Rossella Canese, PhD; Mauro Valeri, PhD; Cirombella Roberto, BS; Scafetta Giorgia, BS; Guido Firmani, MD; Arianna di Napoli, MD, PhD

BEST AESTHETIC SURGERY JOURNAL OPEN FORUM PAPER

This award is for the best paper published in the *Aesthetic Surgery Journal Open Forum*.

2023: *Brazilian Butt Lift Safety and Florida Legislature: What You Should Know, How You Can Help*

Jeffrey M. Kenkel, MD, FACS; Max Polo, MD; Pat Pazmiño, MD; Onelio Garcia, MD, FACS

BEST AESTHETIC SURGERY JOURNAL OPEN FORUM INTERNATIONAL PAPER

This award is for the best International paper published in the *Aesthetic Surgery Journal Open Forum*.

2023: *The Prevalence of Undiagnosed Ptosis Among Candidates for Upper Eyelid Blepharoplasty*

Bahram Eshraghi, MD; Mohsen Pourazizi, MD; Akbar Taghian, MD; Samira Chaibakhsh, PhD; Ali Aghajani, MD

BEST AESTHETIC SURGERY JOURNAL OPEN FORUM RESEARCH PAPER

This award is for the best paper published in the *Aesthetic Surgery Journal Open Forum*.

2023: *A Prospective, Open-Label Study to Evaluate Functional Changes Following Electromagnetic Muscle Stimulation of Abdominal Muscle*

Eric P. Bachelor, MD; Suzanne Kilmer, MD; John P. Porcari, PhD; Sylvia Gamio, MSc

THE AESTHETIC FOUNDATION JEWELL PATIENT SAFETY AWARD

Onelio Garcia, Jr., MD	2024
Pat Pazmino, MD	2024
Robert Singer, MD	2024

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Volunteer Recognition and Awards

Continued from Page 19

BEST AESTHETIC SURGERY JOURNAL OPEN FORUM RESEARCH PAPER

This award is for the best paper published in the Aesthetic Surgery Journal Open Forum.

2021: *The Combined Effect of Intravenous and Topical Tranexamic Acid in Liposuction: A Randomized Double-Blinded Controlled Trial*
Nicolas M. Abboud, MD; Ayush K. Kapila, MBBS, MD, MRCS; Sofie Abboud; Elie Yaacoub, MD; Marwan H. Abboud, MD

LEADERSHIP AWARD

This award is presented to an Aesthetic Society member who shows exemplary leadership, service, creativity, and dedication to the subspecialty of Aesthetic Surgery, advancing the organization in the pursuit of its stated mission. The Award is presented at the discretion of the Board of Directors to recognize a superior contribution.

Michael C. Edwards, MD	2021
Charlie Thorne, MD	2022
William P. Adams Jr., MD	2023

SPECIAL MERIT

The Award of Special Merit commemorates the paramount contributions to the success and wellbeing of The Society which, in the judgment of The Society, was above and beyond the expected and ordinary. The recipient need not be a member of The Society. This award was originally in the form of a document suitable for framing. In 1987, an engraved silver bowl was adopted..

Robert Aicher, Esq.	2022
Sue M. Dykema, CAE	2023
Courtney Muehlebach	2024

THE AESTHETIC FOUNDATION CAREER ACHIEVEMENT AWARD

This award honors an esteemed plastic surgeon recognizing their significant contributions and distinguished career; dedication and commitment to aesthetic surgery training and patient safety. This award is funded by donations in his/her name from the surgeons that know him/her best and thankfully recognize his/her powerful influence on our careers and lives.

Robert Singer, MD	2019
Sherrell J. Aston, MD	2022
John B. Tebbetts, MD (posthumous)	2023
James M. Stuzin, MD	2023
Laurie Casas, MD	2024
Jack Fisher, MD	2025
G. Patrick Maxwell, MD	2025

SPECIAL AWARD

Debi Toombs	2022
Sue M. Dykema, CAE	2022
Erika Ortiz-Ramos	2023
Tiffany Weckerly	2024
Faith Cuellar	2024
Maribel Gomez	2024

THE AESTHETIC FOUNDATION SPECIAL AWARD

Barry E. DiBernardo, MD	2021
Courtney Muehlebach	2022
Alicia Potochniak-Vale	2024

SCOTT SPEAR AWARD

The Scott Spear Award honors the Best Breast Presentation at The Aesthetic Meeting.

Caroline Glicksman, MD, MSJ and Patricia A. McGuire, MD	2022
Julie Khanna, MD	2023
Holly Wall, MD	2024

COMMUNITY SERVICE AWARD

Tolbert Wilkinson, MD	2009
<i>Gang Tattoo Removal Program of Texas</i>	
Jack E. Demos, MD	2013
<i>Founder, Surgicorps, International</i>	
Joe M. Gryskiewicz, MD	2015
<i>Volunteer Services to the Children of Ecuador</i>	

JEROME R. KLINGBEIL AWARD FOR TEACHING EXCELLENCE

The Jerome R. Klingbeil Award for teaching excellence was established in 1988 to recognize the efforts and the achievements of outstanding Teaching Course instructors and as a memorial to Jerome R. Klingbeil, MD, CAE, (1918–1988). This award was named in honor of Dr. Klingbeil's faithful and dedicated service to the Society. Dr. Klingbeil served this organization and its membership in numerous capacities, including 1973 Local Arrangements Chairman, Chairman of the Convention Planning and Coordination Committee (1974–1984) and as its first Executive Director (1981–1985). In keeping with the high degree of emphasis Jerry placed upon quality education and professional development, this award is conferred upon Teaching Course instructors who have donated their time and expertise to furnish significant and long-term contributions to the Society and the specialty.

Mary Lind Jewell, RPT	2019
Geoffrey R. Keyes, MD	2020
Joe M. Gryskiewicz, MD	2020
Z. Paul Lorenc, MD	2020
Barry E. DiBernardo, MD	2022
Ruth Graf, MD	2023

IN CHUL SONG AWARD FOR PHILANTHROPIC SERVICE

This award is made possible by a generous contribution to The Aesthetic Surgery Education and Research Foundation by Sharadkumar Dicksheet, MD. This award is bestowed upon a plastic surgeon whose philanthropic plastic surgery efforts best exemplifies humanitarian service.

Julio L. Garcia, MD	2011
Larry Weinstein, MD	2012
Raj N. Lalla, MD	2013

GASPAR W. ANASTASI AWARD

The Gaspar W. Anastasi Award is presented to the highest rated resident and/or fellow scientific papers at the Residents & Fellows Forum during the annual meeting of the Society. The award consists of a check for \$250 and the opportunity to present the paper to the full Scientific Session of the annual meeting.

Alannah Phelan, MD	2022
Jeffrey L. Lisiecki, MD	2022
Lauren Powell, MD	2023
Bryan Pyfer, MD	2023
Jaime L. Bernstein, MD	2024
Adam D. Glenner, MD	2024

THE AESTHETIC FOUNDATION RESEARCH AWARD

The Aesthetic Foundation Research Award is conferred in those extraordinary circumstances when the results of research projects have a profound and monumental effect upon the specialty of Aesthetic Plastic Surgery and the quality of service provided to our patients.

V. Leroy Young, MD	2004
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TED LOCKWOOD AWARD FOR EXCELLENCE IN BODY CONTOURING

This award was created to recognize Dr. Ted Lockwood's visionary contributions to aesthetic body contouring. The recipient of this award is a plastic surgeon who demonstrates a dedication to research, clinical excellence, patient safety and peer education in all aspects of body contouring as demonstrated by publication in scientific journals, clinical presentations, and by ongoing innovation in body contouring techniques.

Simeon H. Wall Jr., MD	2022
Kristi Hustak, MD	2023
Charles Galanis, MD	2024

The Aesthetic Foundation Career Achievement Award



The Aesthetic Foundation Career Achievement Award

is presented to individuals who have made a significant impact on the field of aesthetic plastic surgery—having spent their entire career promoting and improving the specialty through education, communications, administration, and research, while having held leadership roles with The Aesthetic Foundation and/or The Aesthetic Society.

Join The Aesthetic Foundation as We Honor
Dr. G. Patrick Maxwell and Dr. Jack Fisher
For Their Many Achievements

SATURDAY, MARCH 22, 2025

12:00PM – 2:00PM CST

Austin Convention Center

The Society and Foundation Annual Member Business Meeting



A Lifetime of Achievements—
A Legacy to Last Generations

Breast Cancer Journey Assistance Fund



Pay Tribute to Our Honorees— Support the Breast Cancer Journey Assistance Fund

Drs. Maxwell and Fisher have requested that donations made in their honor benefit the Foundation’s Breast Cancer Journey Assistance Fund, which provides financial assistance to breast cancer patients for non-surgical expenses. 100% of your donation goes directly to the patient! Visit The Aesthetic MEET’s registration area to make your gift or use the QR code.

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- Earn CME with on-demand access to current Society meetings
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- Access to all archived meetings for non-members at a flat fee

On-Demand Now

- The Aesthetic Meeting 2024
- Breast + Body Symposium
- Behind the Syringe: Beauty of Injectables
- Saturday Masterclass Series

Aesthetic Society Members
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academy.theaestheticsociety.org



Advancing Aesthetic Surgery for More than 50 Years!

We provide surgeons and allied professionals with the latest and most cutting-edge tools, techniques and resources they need to safely innovate and advance the field of Aesthetic Surgery and Medicine.



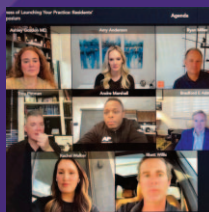
The Aesthetic MEET 2025

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Combined: Face + Rhino and Breast + Body—A True Winner!

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The Business of Launching Your Practice: A Resounding Success

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Your Pathway to Aesthetic Mastery

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The Aesthetic MEET

March 20–23, 2025 Austin, TX

Shaping the future of Aesthetics

More than a meeting—The Aesthetic Society’s annual meeting is a pivotal moment where the trajectory of the aesthetic industry is determined.

Speakers

OVER 200
SPEAKERS

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OVER 90 UNIQUE
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CME

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COMPANIES

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AND EXHIBITOR
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WHAT'S NEW THIS YEAR



Collaborative Education:

Top-tier sessions featuring an incredible lineup of plastic surgeons, facial plastic experts, dermatologists, star injectors, business pros, and more.

AlliedPro Education:

Custom-designed educational tracks tailored specifically for our newest membership category—the nonsurgical professionals in aesthetics.

Networking, Education, and Fun:

Join us for a perfect blend of learning and connecting with industry peers.



Reinventing The Meeting Experience:

We've kept everything you love about our annual meeting and elevated it with an energy and sense of discovery that reflect how we are transforming The Aesthetic Society.

Technology & Innovation Exchange:

The live Innovation & Technology Exchange is an opportunity to hear from KOLs and experts firsthand about cutting-edge technology and breakthroughs.

shape the future



REGISTRATION
IS NOW OPEN



Combined: Face + Rhino and Breast + Body—A True Winner!

Over 97% of attendees said attending the symposium enhanced their professional effectiveness

The Combined Symposium was held this past September in Scottsdale, Arizona and was led by our Chairs, Drs. Chris Surek, Michael Lee, Oren Tepper, David Sieber and Kristi Hustak. With hands-on opportunities, lively discussions and optimal networking opportunities, this meeting continues to be a great success.

Missed the symposium or couldn't catch all the sessions? Don't worry! The Breast + Body program is now available on-demand through The Aesthetic Academy. See for yourself why it's creating so much buzz!

Purchase access today at: academy.theaestheticsociety.org. If you attended the meeting in person, on-demand access is already included with your registration. Simply email Amelia at Amelia@theaestheticsociety.org to get started.

Thank you to Premier Partner, BD/GalaFlex, for their support!

Content was up-to-date and relevant to my practice. Speakers were excellent and forthcoming with both the positive aspects and challenges of particular surgical techniques.

The small size allowed for easy communication with speakers and colleagues.



I really enjoyed the symposium. This was very educational. Coming from a reconstructive background I really appreciated the aesthetic standpoint and also will use the tips and tricks and incorporate some of the practices described in my reconstructive work. Excellent panels, beautiful results and very interactive work. Faculty was very good and fun to be around.



Over 98% of attendees would recommend this symposium to a colleague

The Business of Launching Your Practice: A Resounding Success

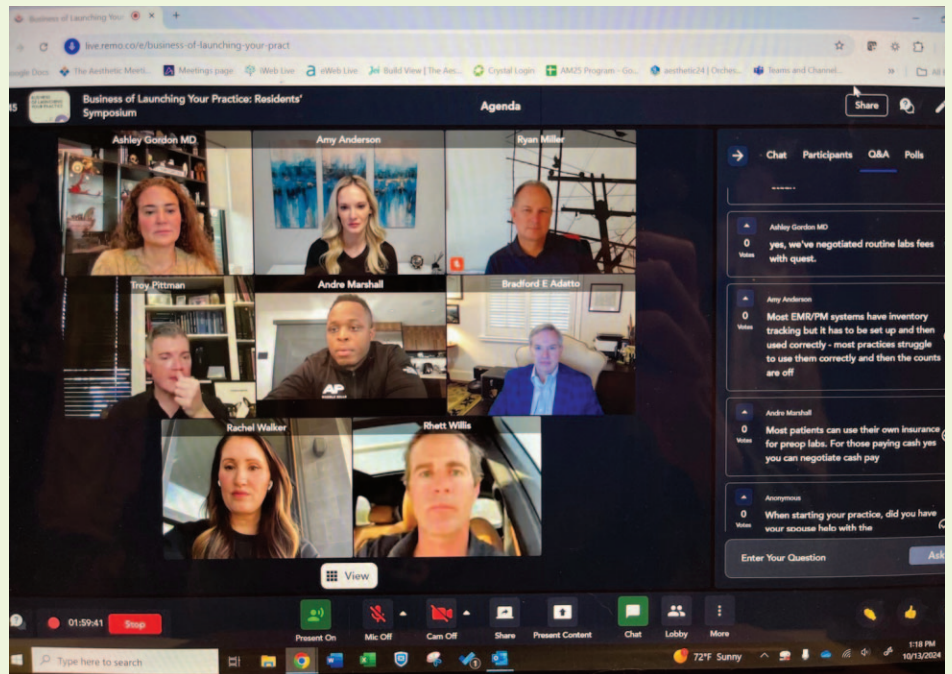
The Residents' Symposium once again proved to be an invaluable resource for residents and recent graduates navigating the path from training to professional practice. Held virtually over the weekend of October 12–13, the event was expertly led by our dedicated Chairs, Drs. Nolan Karp and Ashley Gordon.

Featuring a diverse lineup of speakers—including accomplished plastic surgeons, legal experts, practice startup consultants, marketing professionals, and financial planners—the symposium offered a well-rounded exploration of key topics. Attendees gained essential insights and practical tools to confidently take the next steps in their careers.

Whether you're charting the course for private practice, joining an established team, or exploring alternative career paths, this event equipped participants with the knowledge and strategies needed to succeed in today's dynamic medical landscape.

If you missed the symposium, be sure to keep an eye out for on-demand access on The Aesthetic Academy!

Thank you to Allergan Aesthetics an AbbVie company for their support.

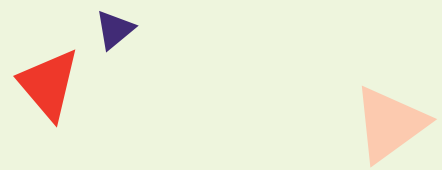


“I found the resident symposium to be extremely invaluable. The amount and depth of information at this conference was more than I had received from any of the previous “resident conferences” I had attended at other meetings!”

“Amazing, extremely helpful at all stages of training. Very honest and humble speakers, eager to guide and help the next generation.”

“This is an overwhelming topic that made me more comfortable to tackle things that I might have otherwise seen as impossible.”

100% of attendees said the meeting met or exceeded their expectations





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Maximizing Projection in
BBL for Enhanced Results**
February 1, 2025
8am PST
Dr. Pat Pazmino

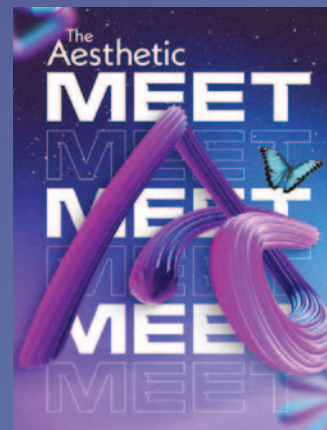
**The Skinny Shot
Showdown: Weighing
Different Treatment
Perspectives**
February 11, 2025
Drs. Johnny Franco
& Jonathon Kaplan

Beauty and the Breast
March 1, 2025
8am PST
Drs. Holly & Simeon Wall



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March 20–23, 2025
Austin, TX
3,000+ Registered Attendees
& Exhibitor Representatives



**Behind the Syringe:
Beauty of Injectables**
June 11, 2025
10:30am–3pm
Sachin Shridharani, MD, FACS
+ Melanie Palm, MD

The Aesthetic Society Mission

Advance the **science, art,** and **safe practice** of **aesthetic plastic surgery** and cosmetic medicine through **education, research,** and **innovation** while maintaining the highest standards of ethical conduct.

Education

Expertise

Beauty

Artistry



Message from
The Aesthetic
Society CEO,
Mark Theis

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The Aesthetic
Society
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Update on the
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Non-Competes:
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Q&A with Grant
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The Evolution of
Excellence:
ARISE Registry
Powered by
Aesthetic One

By Caroline Glicksman
MD, MSJ Vice-Chair,
Aesthetic One
Committee

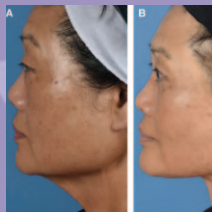
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Is Research the
Future?

By Grace Tolan

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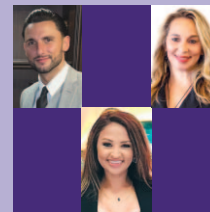
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Alliance
Industry Partners

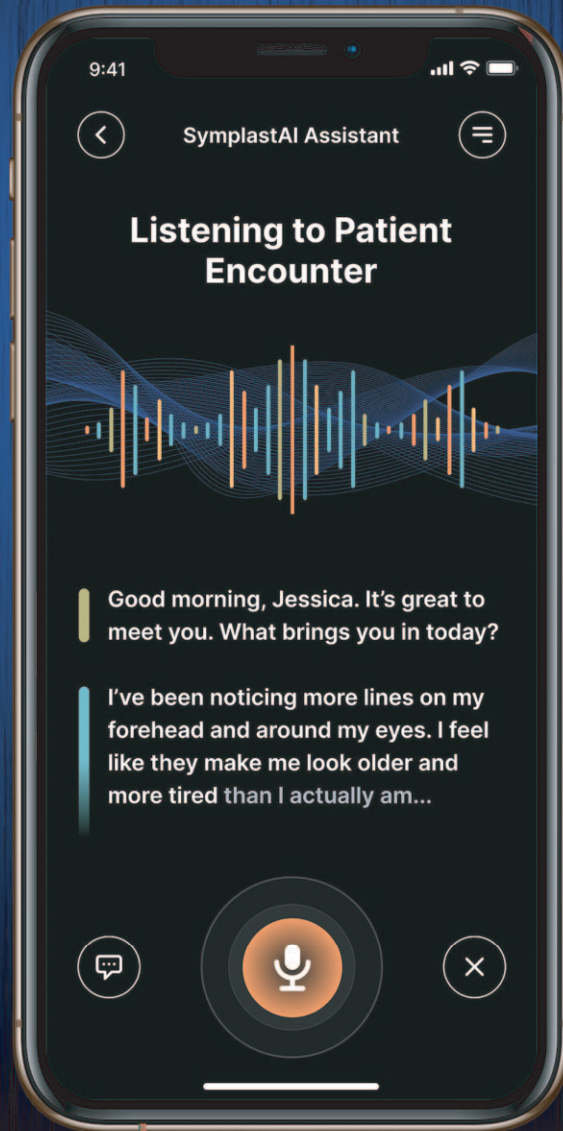
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Industry Partners
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Aesthetic
Society's
Mission

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Message from The Aesthetic Society CEO, Mark Theis

It feels like a perfect time to reflect on our wins over the past year and to get excited about the future.

It's hard to believe how quickly this year has gone by, and that this coming summer will be my two-year mark with The Society.

As many of you know, a primary focus of mine has been maintaining the growth of our organization, and ensuring our longevity and leadership in the marketplace. This takes time, and transformation doesn't happen overnight—but we should acknowledge the strides we have taken and congratulate ourselves on the progress we have made.



We rolled out The Aesthetic Society Academy, our online on-demand learning resource, exclusively for members.



The next evolution of Aesthetic One is currently in final phase of beta testing. This exciting and newly-enhanced platform expands beyond basic device tracking to also capturing comprehensive operative and clinical usage data. It fuels and serves as a true FDA registry, ARISE (American Registry for Implant Surveillance and Education), that not only meets FDA registry requirements but advances research and scientific analysis.



The Foundation continues to raise funds for research and larger initiatives, including a formalized major-giving and endowment structure. Your \$200 annual Foundation dues payment along with your Society dues, is a chance to make a difference for your specialty. The more members we have, the more impactful we will be.



Since our last annual meeting in Vancouver, we have all spent significant time on the launch of AlliedPro, our membership program for non-surgical professionals. This provides education and resources for the entire practice, driving positive outcomes for patients and a sense of community for everyone in the field. I'm pleased to announce we have already enrolled close to 300 AlliedPro members.



Our biggest undertaking is reimagining how we continue to provide superior, industry-leading education opportunities for our members. That begins with not only reimagining our annual meeting—now known as The Aesthetic MEET—but also by introducing new ways to generate excitement within the marketplace and share knowledge among the diverse group of professionals in the aesthetic industry.



In line with that goal, I am thrilled to announce we have hit a new milestone of thirty global alliances. In addition to fostering a (global!) sense of community, this achievement is also a testament to our quest to grow the organization internationally.

I HAVE OTHER EXCITING NEWS TO SHARE



We just selected an exciting itinerary for the 2026 Aesthetic Cruise, based on the input of our past attendees. The cruise will include visits to Iceland, Norway, Amsterdam, and the UK. The dates are July 23–August 2, 2026. Mark your calendars now.



Our website is going through some important changes, including the migration of our registration page for The Aesthetic MEET to a new user-friendly format. We will continue to make consumer-facing refinements as we refresh our brand across the entire site.



We just rolled out a new Signature level for industry partners. This complements our existing Alliance and Premier levels and gives us greater flexibility in bundling their Society benefits and commitments. It will also allow unique customization so we can find a win-win agreement with corporate partners.



I hope you were able to catch the premiere of our new quarterly podcast: Society Scoop. In our webcast, I sat down with Kiya to answer questions and share

insights and information—part of our efforts to be transparent with our members as the Society evolves. Be on the lookout for our next episode which will be “live” at The Aesthetic MEET.



Dr. Jeff Kenkel and Dr. Al Aly are thrilled to announce the inaugural Impact Factor for *ASJ Open Forum*—1.6. This is an extremely competitive first score that pays tribute to the high quality of articles and unwavering dedication of the entire team. Our society members can take advantage of a 25% discount on publication charges until the end of the year, making the Fall an ideal time to submit: mc.manuscriptcentral.com/asjof



Internally, we have continued to focus on operating more efficiently, streamlining our office services, and finding ways to optimize our IT infrastructure.



As I voiced during my first month with the organization, the key to growth is being present, agile, and participating in the process of change. I want you to know that your ongoing membership commitment and support are critical in advancing our transformation, and I look forward to continuing our journey. Renewing your 2025 membership is vital to continuing our path going forward.



SCAN TO PAY



You have heard both Kiya and I mention the key concepts of his year as president: Team and Energy. Our team has pulled together to achieve the progress noted above. It is a rule of physics that energy cannot be lost, it can only be transformed. Thanks to an amazing team, committed members, and partnerships with industry, that transformation is already taking place.

Mark

The Aesthetic Society 2025–2026 Members to Vote on Slate of Candidates

Active Members of The Aesthetic Society will hear reports on Society business and elect new officers for 2025–2026 during The Aesthetic Society/Aesthetic Foundation Annual Business Luncheon. All active Members are invited to attend on **Saturday, March 22, 2025, at 12 noon** during The Aesthetic MEET in Austin, TX.



PRESIDENT

(automatic from
President-Elect)

Tracy M. Pfeifer, MD, MS

New York, NY

Private Practice

Current Board Position:

President-Elect

Current Aesthetic Society/Aesthetic

Foundation Committee Work: The Aesthetic Society Executive Committee, Industry Support Committee, Conflict of Interest Committee, Industry Policy Committee, Finance & Investment Committee, AestheticConnect Committee, Program Committee, Digital Marketing & Website Advisory Committee (Chair), Application Review Committee, and International & Global Alliances Committee

National Affiliations: The Aesthetic Society, The Aesthetic Foundation, ACS, AAPS, ASPS, and ISAPS

Training: New York Hospital-Cornell Medical Center, Institute of Reconstructive Plastic Surgery-NYU Medical Center, Plastic Surgery of the Breast, Atlanta Plastic Surgery

ABPS Certification: 2001



PRESIDENT-ELECT

(1 year term)

Jamil Ahmad, MD

Toronto, Ontario, Canada

Private Practice; Assistant Professor, Department of Surgery, University of Toronto

Current Board Position:

Vice President

Current Aesthetic Society/Aesthetic

Foundation Committee Work: The Aesthetic Society Executive Committee, Conflict of Interest Committee, Industry Policy Committee, Publications Committee, Continuing Medical Education Committee, Finance & Investment Committee, Breast Emergency Response Workgroup, ASJ Editorial Board, Application Review Committee, and International & Global Alliances Committee. The Aesthetic Foundation Innovative Procedures Committee

National Affiliations: The Aesthetic Society, The Aesthetic Foundation, CSAPS, CSPS, ISAPS, and The Rhinoplasty Society

Training: Medical School, Royal College of Surgeons in Ireland; Integrated Plastic Surgery, University of Texas Southwestern Medical Center; Breast Reconstruction Fellowship, University of Toronto

Royal College of Physicians and Surgeons: 2010



VICE PRESIDENT

(1 year term)

Nolan S. Karp, MD

New York, NY

Vice Chair of Clinical Operations, Hansjörg Wyss Department of Plastic Surgery, Professor of Plastic Surgery, NYU School of Tisch Hospital, Director, American Board of Plastic Surgery

Current Board Position: Treasurer

Current Aesthetic Society/Aesthetic

Foundation Committee Work: The Aesthetic Society Executive Committee, Education Commissioner, Finance & Investment Committee, Aesthetic One Committee, Industry Policy Committee, Breast Emergency Response Workgroup, Continuing Medical Education Committee, Program Committee, Symposium Committee, International & Global Alliances Committee, and Representative to the ACS Cosmetic/Breast Advisory Council.

National Affiliations: The Aesthetic Society, The Aesthetic Foundation, ASPS, PSRC, ACS, and AAPS

Training: Northwestern University School of Medicine, New York University School of Medicine, Institute of Reconstructive Plastic Surgery at New York University School of Medicine

ABPS Certification: 1994



TREASURER

(1 year term)

Trent D. Douglas, MD

Larkspur, CA

Private Practice

Current Board Position:

Secretary

Current Aesthetic Society/Aesthetic

Foundation Committee Work: Administration Commissioner, Finance & Investment Committee, Continuing Medical Education Committee (Chair), Industry Policy Committee, Patient Safety Committee, Program Committee, and Teaching Course Subcommittee

National Affiliations: The Aesthetic Society, The Aesthetic Foundation, ASPS, and CSPS

Training: Emory University School of Medicine, Plastic Surgery, Naval Medical Center San Diego, General Surgery

ABPS Certification: 2007, 2017



SECRETARY

(1 year term)

Douglas Steinbrech, MD

New York, NY

Private Practice

Current Board Position:

Member-at-Large

Current Aesthetic Society/Aesthetic

Foundation Committee Work: Continuing Medical Education (CME) Committee, Education Reimagined Work Group, Program Committee (Co-Chair), Young Aesthetic Plastic Surgeons Committee

National Affiliations: The Aesthetic Society, The Aesthetic Foundation, ISAPS, NESPS, ASPS, ACS, and AMA

Training: University of Iowa Medical School, New York University, General Surgery, New York Institute of Reconstructive Plastic Surgery

ABPS Certification: 2006

MEMBERS-AT-LARGE

(3 year terms)



Camille G. Cash, MD

Houston, TX

Private Practice

Current Board Position:

Director

Current Aesthetic Society/Aesthetic Foundation Committee Work:

Membership Commissioner, Finance & Investment Committee, Media Relations Committee, Education Reimagined Work Group, Program Committee, MEDSIPS (Co-Chair), AlliedPro Committee, Aesthetic Foundation Externship Program Task Force (Co-Chair)

National Affiliations: The Aesthetic Society, The Aesthetic Foundation, Texas Society of Plastic Surgeons, ASPS

Training: MD: Baylor College of Medicine, 1995; General Surgery and Plastic Surgery: St. Joseph Medical Center, Houston, TX 1995–2002s

ABPS Certification: 2004, 2014



M. Bradley Calobrace, MD

Louisville, KY

Private Practice; Gratis Clinical Faculty, University of Louisville; Gratis Clinical Faculty, University of Kentucky

Current Board Position:

Member-at-Large

Current Aesthetic Society/Aesthetic

Foundation Committee Work: Aesthetic One Committee, Industry Support Committee, Breast Emergency Response Workgroup, Aesthetic Training Committee (Chair), Education Reimagined Workgroup, Program Committee, Symposium Committee, AlliedPro Committee, ASJ Editor

Continued on Page 35

MEMBERS-AT-LARGE

(3-year terms)

Continued from Page 34

National Affiliations: The Aesthetic Society, The Aesthetic Foundation, ASPS, ACS, ISAPS, Alpha Omega Alpha Honor Society, SSPS

Training: Indiana University Medical School; USC General Surgery, USC Plastic Surgery, Aesthetic Fellowship with Drs. Patrick Maxwell and Jack Fisher

ABPS Certification: 1999, 2008



Michael R. Lee, MD

(Completing a 1-year position for Dr. Steinbrech's term)

Dallas, TX
Private Practice

Current Board Position:
Parliamentarian

Current Aesthetic Society/Aesthetic Foundation Committee Work: Continuing Medical Education (CME) Committee, Program Committee, Symposium Committee (Chair), Visiting Professor Program, ASJ Editor

National Affiliations: The Aesthetic Society, The Aesthetic Foundation

Training: University of Texas, Southwestern

ABPS Certification: 2014



Sachin M. Shridharani, MD, FACS

New York, NY
Private Practice
Associate Clinical Professor,
Division of Plastic and
Reconstructive Surgery,
Washington University in

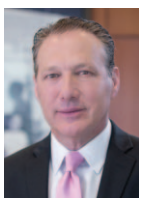
St. Louis School of Medicine

Current Aesthetic Society/Aesthetic Foundation Committee Work: AlliedPro Committee (Co-Chair), Program Committee, Education Reimagined Work Group, Program Committee, ASJ Editor, ASJ Open Forum Editor

National Affiliations: The Aesthetic Society, The Aesthetic Foundation, New York State Society of Plastic Surgeons, ASPS

Training: Residency—Plastic and Reconstructive Surgery: The Johns Hopkins University School of Medicine Fellowship—Aesthetic Plastic Surgery: Manhattan Eye, Ear, & Throat Hospital

ABPS Certification: 2016



TRUSTEE

(3-year term)

Renato Saltz, MD

Atlanta, GA

APPLICATION REVIEW COMMITTEE

(3-year terms)



Renee Burke, MD

Barrington, IL
(Midwest)



Allen Gabriel, MD

Vancouver, WA
(Northwest)



Justin Perez, MD

Marina Del Rey, CA
(Southern CA)



Adam Rubinstein, MD

Miami, FL
(Florida)

ETHICS COMMITTEE

(3-year terms)



Karen M. Horton, MD

San Francisco, CA
Far West



Carmen Kavali, MD

Sandy Springs, GA
Southeast



JUDICIAL COUNCIL

(3-year term)

Lee Daniels, MD

Eugene, OR
(Far West)

Those continuing in positions:

MEMBERS-AT-LARGE



Mark Albert, MD

(until 2026)



R. Brannon Claytor, MD

(until 2027)



Kent Kye Higdon, MD

(until 2026)



Kristi Hustak, MD

(until 2027)

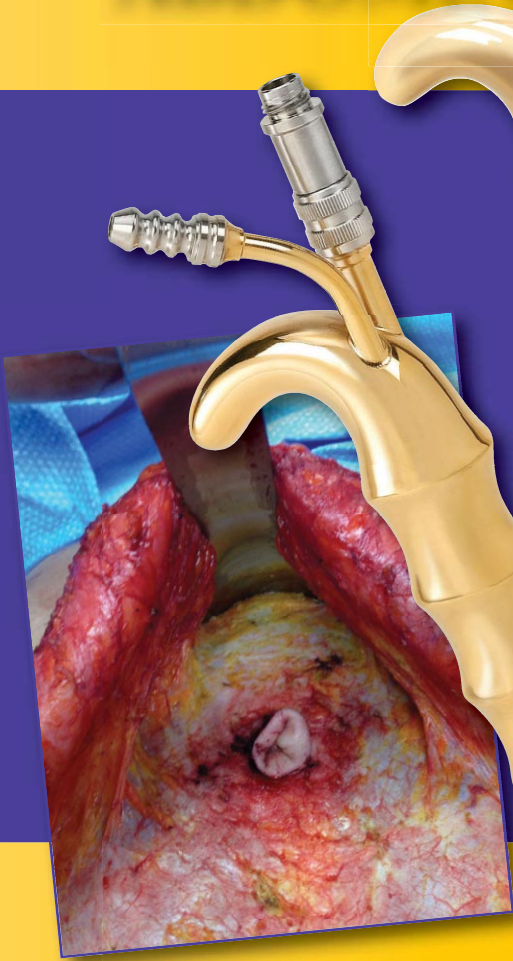


Christopher C. Surek, DO

(until 2027)

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LEGAL UPDATE

By Christopher L. Nuland, JD
Aesthetic Society General Counsel

Update on the FTC Ban on Non-Competes: What You Need to Know

The proposed ban on restrictive covenants, scheduled to go into effect on September 4, 2024, has been enjoined, meaning that non-competes (subject to state law) may continue to be enforced.

As many will recall, on April 23, 2024, the Federal Trade Commission issued its Final Rule on worker restrictive covenants. Arguing that such non-competes are an inherent violation of Section 5 of the FTC Act as an “unfair method of competition,” and that the elimination of such barriers would save \$74–194 billion over the next ten years, the new FTC Rule (16 CFR Part 910) was scheduled to become effective on September 4, 2024. Restrictive covenants entered into after that date would be invalid, and non-competes

entered into before that date would only be enforced if the worker is a “senior executive,” defined as a worker making more than \$151,164 per year who also has a “policy making position.”

As expected, reaction to the announcement was immediate, as three lawsuits seeking to enjoin enforcement of the new law were instantly filed. The lawsuits are based upon three legal theories, to wit, that the new rule is arbitrary and capricious, is not within the scope of the FTC’s authority under the FTC Act, and is a violation of Article I, section 9 of the U.S. Constitution. While the US District Court in Pennsylvania upheld the rule, the

District Court in Texas found that the Rule was indeed arbitrary and capricious and beyond the authority of the FTC; therefore, on August 21, 2024, Judge Ada Brown issued a national injunction invalidating the new rule.

Regardless of the final outcome, The Aesthetic Society will be tracking events in this ongoing saga and will keep its members informed as events transpire. In the meantime, should members have any questions, please feel free to contact me at nulandlaw@aol.com.

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Your Legal Counsel

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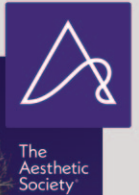
nulandlaw@aol.com



Jacksonville, Florida

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Emily B. McLaughlin, MD
Member Since 2017



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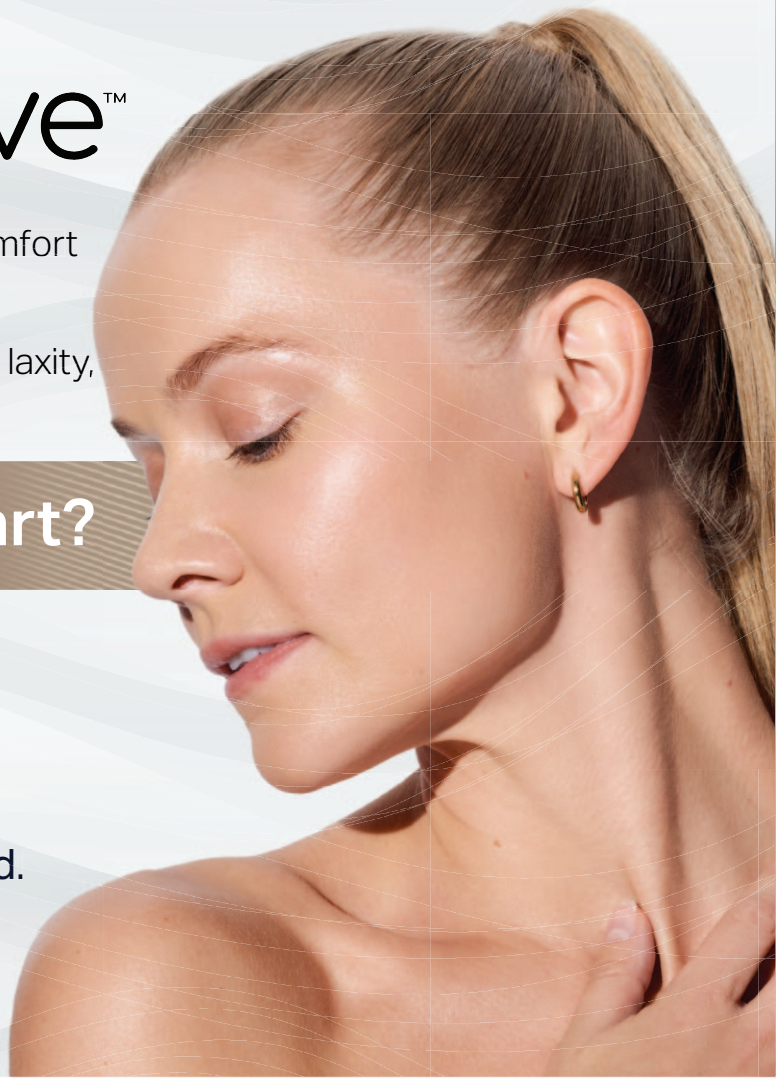
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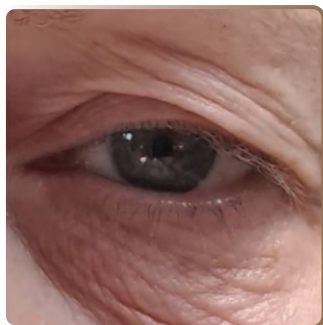
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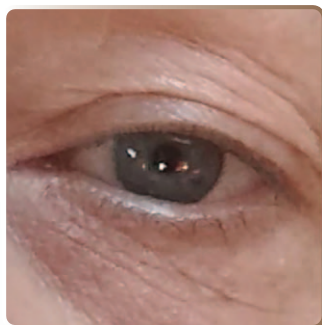
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Courtesy of Oliver Spencer, MD

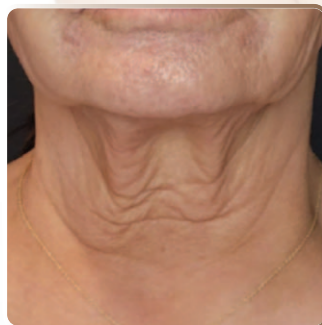


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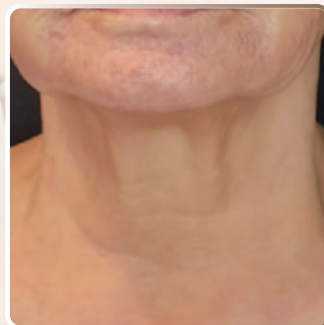


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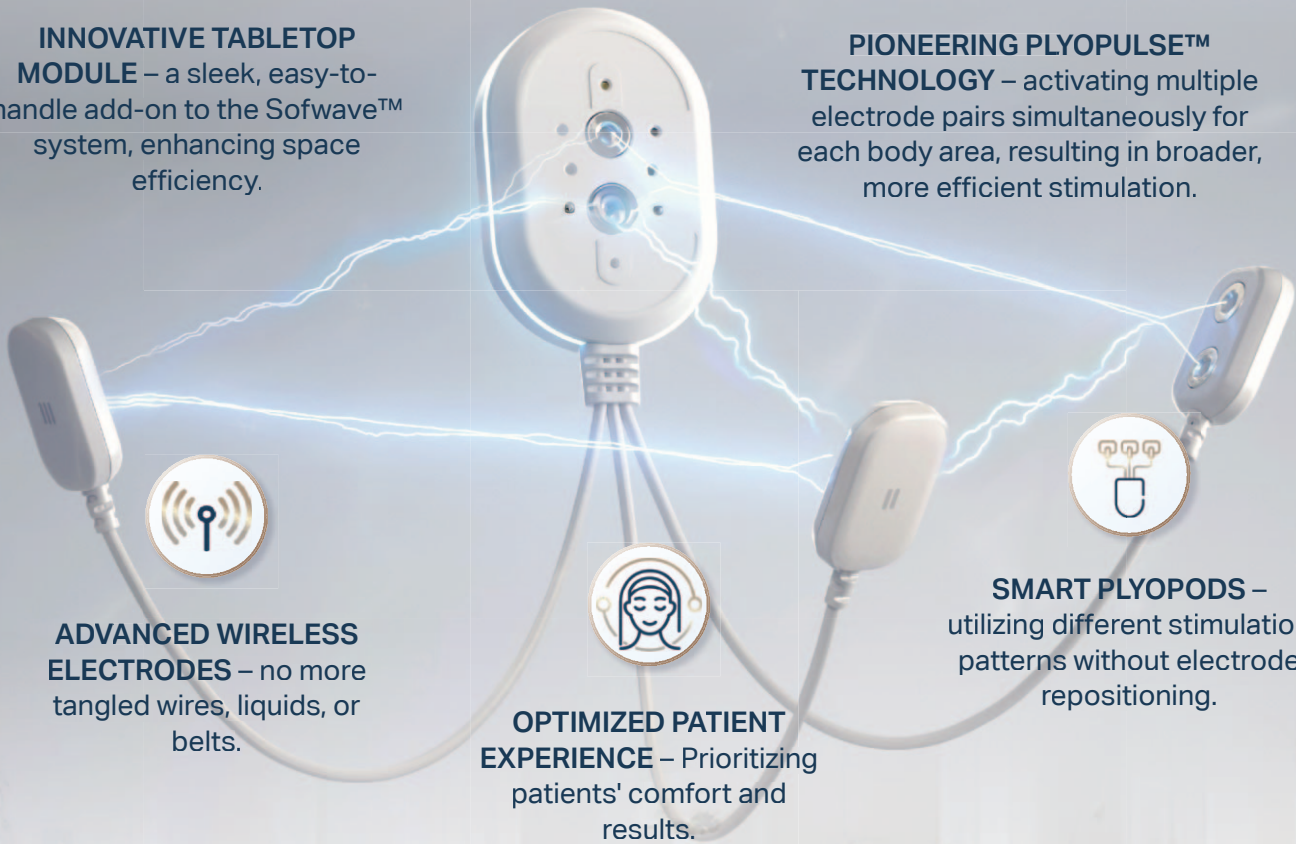
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Q&A with Grant R. Fairbanks, MD—ASN’s Winter/Spring 2025 Cover Artist

**How long have you been painting?
How did you get started?**

I have been painting since age 12 or 13. My father was a Professor of Sculpture at the University of Michigan and later became the first Dean of the School of Fine Arts at the University of Utah. I grew up in a family of artists, my grandfather, uncle, and brother. My brother taught me a great deal about painting. He became curator at the Museum of Fine Arts, Boston. During my premedical years, I took all the art and sculpture courses.

**What is your artistic inspiration?
Do you look at photos or simply use your imagination?**

I use models, and I use my imagination. I will paint on site doing landscapes. I do use photographs to supplement my memory. I learn by copying from the masters—Leonardo Da Vinci (Mona Lisa), Vermeer (Girl with the Pearl Earring), Botticelli (Venus), Winged Victory of Samothrace (headless 9-foot marble Hellenistic Greek statue at the top of the stairs in the Louve, Paris, France). I made a painting of the Winged Victory Statue but added a head as an artist’s prerogative.

What is your Design Process? Do you paint every day? Do you have a studio? In your home or elsewhere?

When painting, I prefer a dark canvas. Once I have chosen a subject, I will sketch it in with chalk over the dark surface, abstract forms initially and then blocking in with basic light and dark tones. My motto is “tone before color.” Once the abstract forms come together to depict the subject reality, I will begin to add color. If it is too bright, I will over-paint with a diluted transparent color such as burnt sienna—called Sfumato—then I will rub out the highlights. Over-painting with multiple layers is key to getting depth and a sense of reality in an oil painting. An oil painting will frequently have 15 layers of paint. Leonardo’s Mona Lisa, I believe, had 21 layers. The final touches are the minute details and subtleties. These bring the work to perfection. The artist must stop at some point and decide that the painting is finished—before he ruins it.

I paint once a week, as I still practice surgery and medicine during the week.

I have an art studio. It is an old church located just west of one of the canyons that has the best skiing in the world.



Dr. Fairbanks modeling Pegasus for Michigan State University, in clay.

Do you have a favorite artist or a style you like to emulate?

This is a difficult question as I appreciate so many artists. Of course, my father, Avard T. Fairbanks PhD, sculptor, is my all-time art hero. He was a master of figure sculpture, portrait busts, and major monuments. The finest figure painter ever was William Adolphe Bouguereau. I obviously admire Vermeer, Da Vinci, and Botticelli. American artists that I admire are John Singer Sargent, Rembrandt Peale, and Gilbert Stuart. Another of my all-time favorites—Arnold Friberg—was a great illustrator and a personal friend.

What is your favorite medium?

My favorite medium is oil painting. It is powerful and versatile. I also do sculpture (bronze) and have a number of notable works to my credit. These can be seen on my website—fairbanksplasticsurgery.com.

Do you see yourself painting full-time in the future?

I may possibly do art full-time after retirement.

Have you ever had a gallery show? Or sold your pieces?

Yes, I had a gallery show last year, July to December 2023, at the Springville Museum of Art. I have sold pieces on occasion.

Do you give these extraordinary pieces as gifts?

Yes, a copy of the “Joan of Arc” was gifted to the model. I have given other works as well.

Art & Plastic Surgery

Plastic surgery is the finest of the fine arts, especially cosmetic/aesthetic surgery. All plastic surgeons would do well to have an art

background. For this reason, I taught a full-day course at the annual Aesthetic Society Meetings entitled “Medical Life Drawing and Sculpture,” for the past 20 years. After a didactic lecture on art theory, the surgeons would draw in two different mediums from a live (nude) model. In the afternoon, they would sculpt the human torso. Each student received a syllabus containing the basics of art theory. This includes basic forums, perspective, composition, The Golden Ratio, Rhythm in Art, Types of Symmetry, Light and Shadow, Anatomical Design, Face and Body Proportion, Concepts of Beauty, and Applications of Art to Plastic Surgery. As surgery depends on anatomy, so anatomy depends upon art.



Girl Playing a Lute by Grant R. Fairbanks.



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By Caroline Glicksman MD, MSJ Vice-Chair, Aesthetic One Committee

As a plastic surgeon and long-time advocate for advancements in our specialty, I am excited to announce the next chapter in implant documentation technology: ARISE powered by Aesthetic One. What started as a groundbreaking mobile app has evolved into an extraordinary web-based platform that is reshaping our approach to implant documentation, tracking, and, most importantly, patient care.

A PLATFORM TRANSFORMED

This platform represents a fundamental shift in how we approach implant tracking and patient safety by combining cutting-edge technology with clinical expertise, we've created a platform that serves every stakeholder in the breast implant ecosystem.

Having registered over 50,000 implants, Aesthetic One has evolved from an innovative tracking solution into something truly remarkable. This evolution represents more than an upgrade—it's a complete reimagining of how we approach implant documentation. By seamlessly connecting surgeons, patients, and manufacturers in one unified platform, we've created a network that sets new standards for efficiency and accessibility.

INDUSTRY PARTNERSHIP EXCELLENCE

I'm particularly proud of our strengthened collaborations with leading manufacturers—Allergan Aesthetics, an AbbVie Company; Mentor Worldwide, LLC; Motiva by Establishment Labs; and Tiger Aesthetics—which enables immediate device registration at the point of care. This streamlined approach eliminates traditional documentation barriers while ensuring comprehensive device tracking throughout the implant lifecycle. These partnerships enable instant device registration and streamlined documentation, eliminating traditional barriers to efficient practice management. Thank you to Allergan Aesthetics an AbbVie company, for their ongoing support.

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Our transition to a web-based platform marks a significant advancement in functionality. Users still enjoy app-like convenience by saving the platform to their device's home screen while benefiting from:

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As a practicing surgeon, I understand the importance of efficient, reliable documentation systems. ARISE powered by Aesthetic One represents not just a platform but a commitment to excellence in our specialty. By joining this evolution, you're investing in a future where information flows effortlessly and device documentation is comprehensive.



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Is Research the Future?

A MEDICAL STUDENT'S PERSPECTIVE ON THE IMPORTANCE OF DOING A RESEARCH YEAR PRIOR TO APPLYING FOR A PLASTIC SURGERY RESIDENCY

By Grace Tolan

"I don't think you have no chance of matching. I just think you should be really strategic to optimize chances and play the game a bit."

This was the sentence that catapulted my seven-month journey of searching for a research position. After five interviews, hundreds of unanswered emails, and over 30 rejections, I had one day to find what was supposed to be my key to matching into an integrated plastic surgery residency. With these failed efforts and an inevitable deadline, my advisor and I formulated a plan to piece together an application and forge forward with dual applying to plastic surgery and general surgery in the upcoming cycle. Fully committed to the plan, I spent the night researching programs trying to see where I would even have a chance of interviewing with my limited research background. The next day I was on my way home from the hospital listening to "3 Ways to Brainwash Yourself for Success & A More Meaningful Life," when I received a call from Dr. Claytor that would change this patchwork plan. He offered to take me on as a research fellow for the year without ever meeting me, and never having had a research fellow before, he was willing to take a chance on me. After a cross-country drive from Arizona to Pennsylvania, I arrived at the Claytor Noone Plastic Surgery clinic, where the real journey began. I started this position with some apprehension, skeptical of being able to "pump out applications and secure letters of recommendation from department chairs," as I had repeatedly been told was the entire purpose of this research year. This was even more critical as I was coming from a medical school without its own plastic surgery residency program. Here I was taking a position with one private practice



Dr. Barry Noone, Grace Tolan, and Dr. Brannon Claytor

cosmetic surgeon; again, no program and no research peers or PhD professors to help skyrocket my publication numbers. Having no idea what I had gotten myself into, I arrived in the OR on my second day where I watched my first abdominoplasty. That first week I was able to spend three full days in the OR, countless hours with Dr. Claytor, and had already started writing our first manuscript. I realized despite not doing research at a structured academic program, the experience I am gaining is something no other medical student is allotted. After spending the last three years confined to the "A, B, C, D" answer form with only one correct answer, I was forced to think in a streamlined manner. Through this experience, I have been able to tap back into my creative mindset and I have witnessed the importance of "thinking outside the box" in the clinical world. In one week, I had more exposure to plastic surgery than I had throughout my entire three years of medical school. This experience is truly unique as I am gaining an immense amount of

knowledge and exposure to aesthetic and cosmetic surgery, something even many residents don't get the privilege of observing. Though I may not spend my days with fellow research students, I have the unique opportunity to witness the integration of research and innovation into clinical practice, despite not being in an academic institution. I know this experience will influence my future career in a way that no publication has the ability to do. Every day I remind myself how lucky I am to witness Dr. Claytor instill confidence in patients through surgery, the core at my pursuit into this field. I am grateful Dr. Claytor took a chance on me and has provided me with such a rewarding experience. Speaking with other medical students, the majority of us who decide to take a research year have goals of flooding our CVs with as many publications as possible. However, over these past months I have quickly come to realize the mentorship and insurmountable exposure to the field are far more advantageous.



Dr. Brannon Claytor and Grace Tolan

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4 ways to ease the awkward money talk

Financial conversations don't have to be difficult. Here are practical ways to smooth them out.

We know talking about cost is one of the toughest parts of cosmetic care—these conversations can feel uncomfortable or even intimidating. Check out these strategies for discussing flexible financing, which can help smooth communication and ease stress for all parties.



Tip 1

Before the Consultation

Let patients know flexible financing is available when they call to schedule their consultation.

Patient:

"How much do you charge for breast augmentation?"

Practice:

"Our cost ranges from \$XXXX to \$XXXX and varies based on your specific needs. We do accept the CareCredit health, wellness and beauty credit card to help you pay over time. You can ask questions and get an estimate for your procedure during one of our complimentary consultations. Would you like to schedule that today?"

Tip 2

During the Consultation

In addition to total cost, give patients an estimate of what their monthly payment could be with the CareCredit credit card. You can use the online payment calculator or patient financing brochure to show estimated monthly payments and disclosures to the patient.

Practice:

"I'm glad you're happy with the surgeon's recommendation. You're going to love the way you look and feel! The total cost for your procedure is \$XXXX. With the CareCredit health, wellness and beauty credit card, your estimated monthly payment could be \$XXX. Would you like to learn more about this option?"



The online payment calculator and patient financing brochure are available at [carecreditprovidercenter.com](https://www.carecreditprovidercenter.com).

Tip 3

Addressing Concerns About Cost & Financing

Remind patients that the CareCredit credit card can be used for copays, deductibles and out-of-pocket costs for surgery, as well as prescriptions, skincare products, and minimally invasive treatments.

Patient:

"I really want this procedure, but I just don't have room in my budget right now."

Practice:

"We want to help you look and feel your best, which is why we accept CareCredit. It's a health, wellness and beauty credit card that can help you fit the procedures you want or need into your budget."

Patient:

"I already have a credit card. How is this different?"

Practice:

"With the CareCredit credit card, promotional financing is available on purchases of \$200 or more. If you're approved, you can use it again and again to pay over time for additional cosmetic procedures at our office. Would you like to learn more about CareCredit or see if you prequalify?"

Tip 4

Handling Patients Not Yet Ready to Schedule

If the patient says they need to think about the procedure, be empathetic and have a strong follow-up plan.

Patient:

"I need time to think it over."

Practice:

"We understand this is a big investment. Here's a printout of the surgeon's full recommendation. If cost is a concern, we have a link to the CareCredit credit card application on our site so you can apply from home. Would you mind if we followed up in a few days to address any additional questions?"

Highlight Budget-Friendly Financing

Make sure patients know CareCredit offers a way to help pay for the care they want or need. Display a window cling at your front door, stock brochures at the front desk, and place counter displays in waiting areas to highlight the CareCredit health, wellness and beauty credit card. Display your custom QR code in your office reception area and add your custom link to your website so patients can see if they prequalify and apply easily from their mobile device.

To order promotional items for your practice, log in at [carecreditprovidercenter.com](https://www.carecreditprovidercenter.com).

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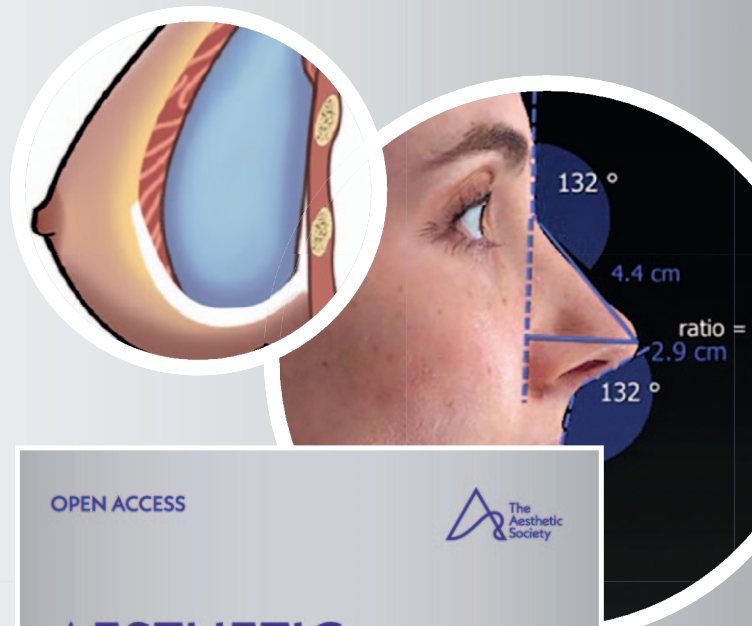
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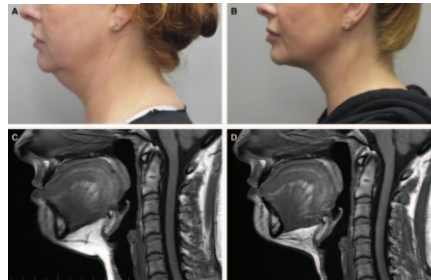
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AESTHETIC SPOTLIGHT

Welcome to a new feature in *ASN* where we share an image from recent articles in both journals, their related Visual Abstracts, a link and a QR code to access the articles quickly. As a reminder, all *ASJ Open Forum* articles are freely available. We invite you to read, cite, and share these articles.

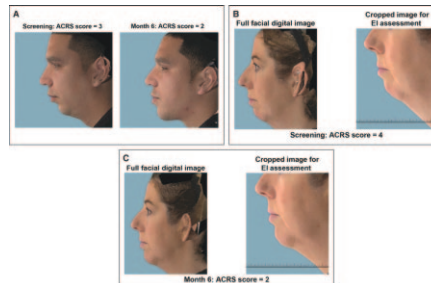
ASJ AESTHETIC SPOTLIGHTS

Efficacy and Safety of Tapencarium (RZL-012) in Submental Fat Reduction



Pictures and MRI scans (A, C) before (screening, C-CAT 4, S-CAT 3) and (B, D) after (Day 84, C-CAT 1, S-CAT 1) dosing of a 44-year-old female patient who was administered 240 mg RZL-012 (high-dose group). C-CAT, Clinician Chin Assessment Tool; MRI, magnetic resonance imaging; S-CAT, Subject Chin Assessment Tool.

Higher Responder Rates Observed With Live Participant Assessment Versus Photographic Assessment After VYC-20L Hyaluronic Acid Treatment for Chin Augmentation



Representative participant photographs. (A) The 32-year-old representative male participant had an EI-rated ACRS score of 3 (severe) at baseline and 2 (moderate) at Month 6 after treatment with VYC-20L for chin retrusion. The 43-year-old representative female participant had an EI-rated ACRS score of 4 (extreme) at baseline (B) and 2 (moderate) at Month 6 after treatment with VYC-20L for chin retrusion (C). For panels in (A) and left panels in (B) and (C), images show the 2-dimensional rendering of the chin profile generated from 3-dimensional full facial digital images. Right panels in (B) and (C) show cropped photographs that include only the lower face, evaluated by the EI to determine ACRS rating. Photographs were assessed to ensure consistent head positioning across visits. ACRS, Allergan Chin Retraction Scale; EI, evaluating investigator.

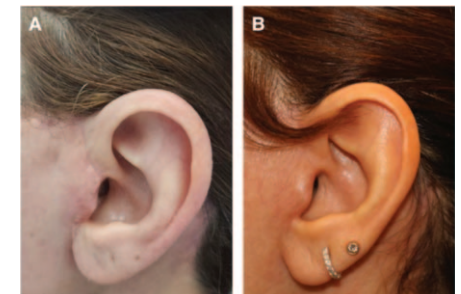
Racial Perspectives on Facelifts: Evaluating Techniques and Outcomes Across Diverse Populations



Presented in this figure is a 64-year-old Asian female who was primarily concerned with the laxity of the skin in her neck and the drooping of her jowls. She was also concerned with her nasolabial folds, brow position, and loss of facial volume. Preoperative images (A, C, E, G and I) display minimal platysmal banding with no major lipodystrophy of the neck. She had jowls bilaterally and moderate nasolabial folds. Nine-month postoperative images (B, D, F, H, and J) demonstrate the results of a high SMAS (superficial musculoaponeurotic system) facelift, open anterior neck lift with deep fat excision, facial fat grafting, upper and lower blepharoplasty with crease formation, and buccal fat pad excision.

ASJ OPEN FORUM AESTHETIC SPOTLIGHTS

Assessing the Efficacy of Hyperbaric Oxygen Therapy on Facelift Outcomes: A Case-Control Study Comparing Outcomes in Patients With and Without Hyperbaric Oxygen Therapy



A depiction of the improvement of a 42-year-old female who underwent a facelift and experienced delayed wound healing, and hence underwent 5 sessions of HBOT. The patient is shown (A) a few days after the facelift surgery, prior to receiving HBOT and (B) after completing 5 sessions of HBOT.

Continued on Page 51

ASJ and ASJ Open Forum

Continued from page 51



Comorbid Conditions and Complications in Body Contouring Surgery: A Retrospective Review

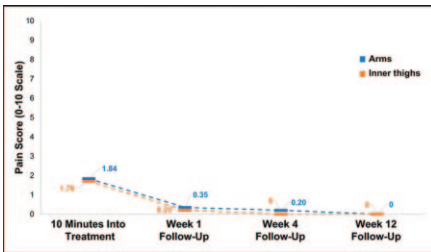
Table 4. Complication Rates Among Patients Undergoing Body Contouring Procedures [Open in new tab](#)

Complications	Body contouring	Abdominoplasty	Panniculectomy	Augmentation/mastopexy
No. of patients	243,886	17,202	46,198	3270
Hematoma	6224	905	2616	41
Surgical-site infection	4336	596	1973	26
Wound dehiscence	7944	935	3097	54
Urinary tract infection	5765	479	1730	71
Pneumonia	1607	148	608	11
Venous thromboembolism	1379	173	591	0

Complication Rates Among Patients Undergoing Body Contouring Procedures.



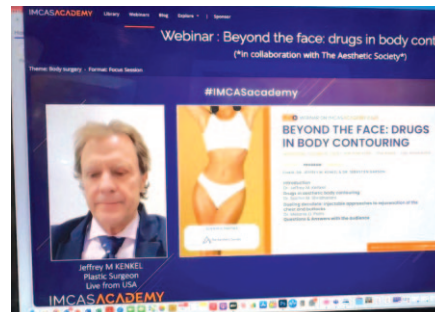
Cryolipolysis of the Arms and Inner Thighs Shows Similar Treatment Outcomes in Chinese Individuals Compared to White Individuals Treated in a Prior Study: The XinCOOL Study



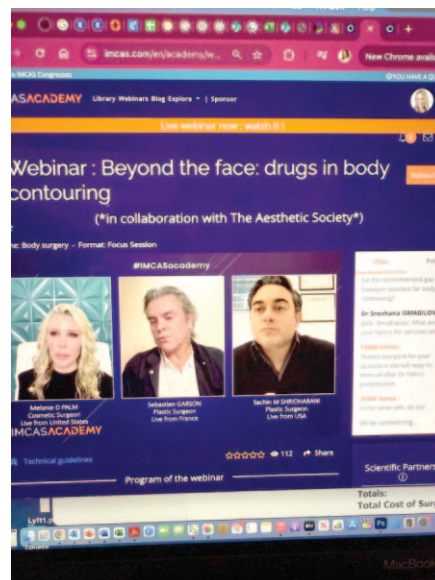
Mean self-reported pain during treatment and at follow-ups. Participants were asked to rate their pain for each treated area 10 min into treatment and again at the Weeks 1, 4, and 12 follow-ups. Pain scoring was based on a scale of 0 (no pain) to 10 (worst possible pain).

JOINT WEBINAR WITH IMCAS

In October, Dr. Jeffrey Kenkel and Dr. Sebastien Garson chaired the webinar Beyond the Face: Drugs in Body Contouring with Dr. Sachin Shridharani and Dr. Melanie Palm serving as presenters. There were more than 100 attendees and the recording is available by using the QR code below for users who set up a free account.



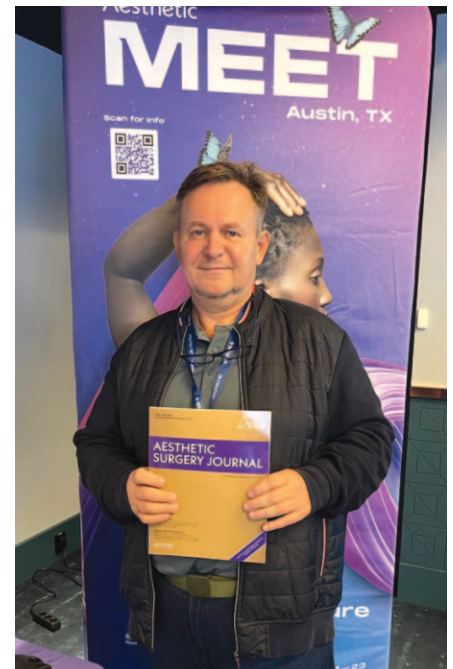
Dr. Jeff Kenkel kicks off the webinar as moderator.



Dr. Melanie Palm, Dr. Sebastien Garson, and Dr. Sachin Shridharani answering questions during the webinar.

ATTENDING ESAPS IN GOTHENBURG, SWEDEN

Dr. Mindy Haws and Phaedra Cress joined MOU partner ESAPS for their annual meeting in September during which Dr. Nora Nugent became President. She also just became President of BAAPS, a long-standing partner to our journals and The Aesthetic Society. Congratulations Dr. Nugent! She also serves on the ASJ Editorial Board and a Section Editor for ASJ Open Forum.



Dr. Peter Chovan, a Slovakian practicing in the Czech Republic, who submitted his application for membership during the ESAPS meeting.



Dr. Jesus Benito Cruz and his wife tangoed during the gala event and asked ESAPS leaders to join them onstage.



Dr. Nora Nugent, Dr. Mindy Haws, Dr. Per Heden, Dr. Mario Mendanha and Dr. Martin Halle during the conference.



Time for a quick walk around the center of Gothenburg with Dr. Mindy Haws, Dr. Katarina Andjelkov, Phaedra Cress, Tom Terranova (QuadA) and from Italy, Dr. Eddio Riggio and his wife Claudia, and Dr. Barbara Machado.



Dr. Mindy Haws, Dr. Ivan van Heijningen (founder of ESAPS) and Phaedra Cress at the booth during the conference.



Dr. Mindy Haws presents about The Aesthetic Society during a closed session of society presidents moderated by Dr. Nora Nugent.



Dr. Nora Nugent, Dr. Katarina Andjelkov, and Dr. Mindy Haws during the gala reception.



Dr. Mindy Haws, Dr. Rojda Gumuscu (President, Swedish Association for Aesthetic Plastic Surgery) and Phaedra Cress in Gothenburg, Sweden.



Immediate Past President of BAAPS, Dr. Marc Pacifico, presents during ESAPS.

ASJ, ASJ OPEN FORUM AND TAS LEADERSHIP ON THE ROAD



Medical Students and The Aesthetic Foundation 2024–2025 Externship Program participants (L–R): Ashley Choi, Sara Bokhari, Christina Miao, Madeleine Givant, Yamila Salazar, Avery Apostle, and Foundation Executive Director, Courtney Muehlebach.



Dr Haisong Xu from China and Abby Pugh reflect on ASJ-China collaborations.



It's selfie time with Mark Theis and SICPRE President Dr. Stefania De Fazio during their annual meeting in Italy.



UTSW Medical Students Bhavana Thota and Lauren Kim meet with Abby Pugh in the booth during ASPs.



UTSW Research Fellow Vidhya Nadarajan raises a glass with Abby Pugh.



CONTENT CURATED FOR MEMBERS OF THE AESTHETIC SOCIETY

Ready to read more? These articles from *ASJ* and *ASJ Open Forum* have been especially curated for a special journal page on the Society website. Check it out here.



SIGN UP FOR E-ALERTS IN ASJ AND ASJ OPEN FORUM

Ready for regular alerts about *ASJ* and *ASJ Open Forum* content? Sign up here for e-alerts and don't miss a single article.



READ 8 INTERNATIONAL DIGITAL EDITIONS

Browse our 8 Digital Editions, free-to-access online materials that showcase cutting-edge research from *Aesthetic Surgery Journal* and our open access journal, *ASJ Open Forum*. Access:

- Free-to-read translated article abstracts (available in Portuguese, Spanish, Chinese, Korean, and more)
- A selection of free-to-read papers making an impact in the field
- Fully open access video articles from *Aesthetic Surgery Journal Open Forum*
- Information about our Editorial Board members



ASJ BOOK GIVEAWAY: DONATE TODAY!

As you know, we host the *ASJ* Book Giveaway each year during the annual meeting. If you are a plastic surgery book author, we welcome your book donation for The Aesthetic Meet 2025 in Austin, Texas. Contact phaedra@theaestheticsociety.org for details or to make a donation. Please watch this year's well-attended event here: <https://shorturl.at/2OZqA>.

ASJ Journal Club: A Special Thank You

We have been so fortunate to have two devoted moderators leading ASJ Journal Club. Beginning in January, we welcome their successors. We'd like to sincerely thank Dr. Ryan Austin and Dr. Mark Albert for five years of loyal service as our moderators. Ryan helped us grow the global profile of the webinars and was always the most prepared person on the call. He championed innovations including live translations and improved the diversity of our speakers. We'll miss your tuxedos, Ryan, and your tireless dedication not only in this role, but also as Lead Next Generation Editor (NGE). Dr. Maryam Zamani will succeed him and becomes the Lead NGE. Dr. Mark Albert was able to tap into his KOL network and bring a higher level of experts and discussants to our



We'd like to sincerely thank Dr. Ryan Austin and Dr. Mark Albert for five years of loyal service as our moderators.

webinars. As the Chair of the YAPS committee, he combined his leadership skills with mentorship of Residents and Fellows, increasing exposure of the webinars. Mark holds the record for the highest number of registrants and participants, testimony to his

success in this role. We plan to break the record in 2025, Mark, and we know you'll be rooting for us. Dr. Deniz Sarhaddi will succeed him. Thank you, Ryan and Mark, and welcome aboard, Deniz and Maryam!

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IMCAS CHINA 2025
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Stronger Together



GLOBAL ALLIANCES





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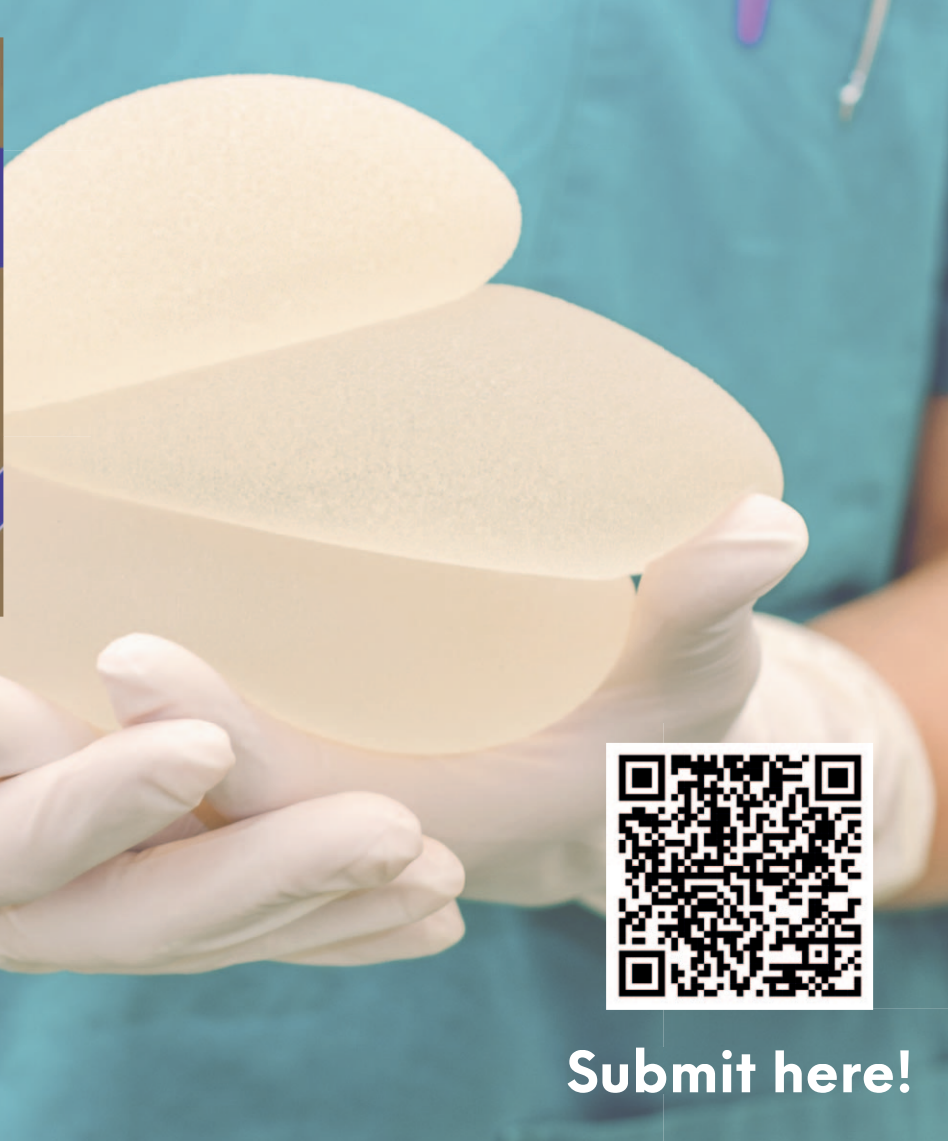


IMCAS



Introducing: ASJ Rapid Review

3-workday decision guaranteed



Submit here!



Apply for Active Membership

Application deadlines are
January 5 • April 5
July 5 • October 5

Education

Expertise

Beauty

Artistry

Are you ready to join the ranks of the leading experts in aesthetic plastic surgery? The Aesthetic Society welcomes board-certified plastic surgeons like you to become part of our esteemed community, committed to advancing the art and science of aesthetic surgery.

QUARTERLY APPLICATION DEADLINES

Your opportunity to join now comes four times a year: January 5 • April 5 • July 5 • October 5

MEMBERSHIP FAQ: WHAT YOU NEED TO KNOW

1. Who can join?

Exceptional board-certified plastic surgeons committed to excellence in aesthetic surgery.

2. What sets The Aesthetic Society apart?

Exclusive education and networking opportunities

- Access to cutting-edge research
- Enhanced credibility with patients and peers
- Leadership roles that shape the future of our specialty

3. What's the investment?

Consider membership an investment in your professional legacy.

Application Fee: \$250 USD

Annual Membership Dues:

- Active Members: \$1,475 USD
- International Active Members: \$500 USD

4. How long is the review process?

Applications are reviewed quarterly, with elections held shortly after each deadline.

5. What exclusive benefits do members receive?

- World-renowned annual meeting with VIP access
- *Aesthetic Surgery Journal* subscription
- Legal consultation services
- Exclusive discounts on scrubs, airfare, hotels, and practice technology
- Priority listing in Find a Surgeon network
- Prestigious member logo privileges

6. How do I start my journey to membership?

Visit theaestheticsociety.org/membership for the full application process and to submit your materials.

READY TO JOIN AND GO BEYOND WITH US?

Don't let another quarter pass you by. Apply now and position yourself among the best in our field.



SCAN THIS QR CODE TO START YOUR APPLICATION NOW!

QUESTIONS? INTRIGUED?

Contact our Membership Concierge: membership@theaestheticsociety.org



Visit theaestheticsociety.org/shop to order!



Membership Certificate



Classic Walnut Membership Plaque



Floating Metallic Membership Plaque

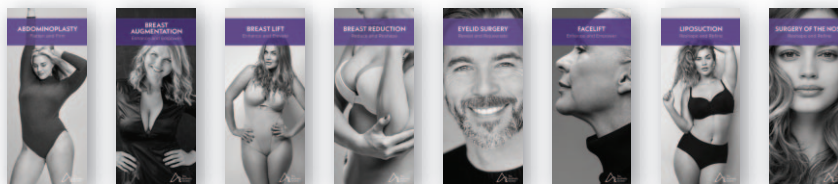


Consultation Folders (Packs of 100)

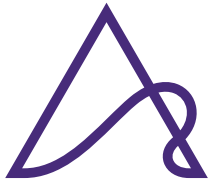


Mailing Labels:
White & Silver (500 | 1000)

Mailing Labels:
Clear (500 | 1000)



Procedure Brochures (Packs of 50)
Abdominoplasty, Breast Augmentation, Breast Lift, Breast Reduction, Eyelid Surgery, Facelift, Liposuction, Surgery of the Nose



We have a profound appreciation for the transformative power of collaboration.

Proudly working with the world's most influential brands

We recognize the shared commitment to the pursuit of artistry, innovation, and excellence that our partners bring to the table. Their support fuels our ability to push boundaries, curate unparalleled experiences, and shape a global aesthetic narrative.

Together we are setting the new standard in safety, education, and the advancement of aesthetics.

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NEWBEAUTY



Alliance
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Media Notes and Quotes

AP NEWS

The Aesthetic Society Reaches Major Milestone with 31 Global Alliance Partners

Excerpt: *This remarkable achievement represents our vision of uniting the world's leading aesthetic plastic surgeons under one collaborative umbrella," said Dr. Kiya Movassaghi, President of The Aesthetic Society. "By bringing together expertise from diverse backgrounds and surgical programs, we're creating unprecedented opportunities for education and knowledge exchange that will advance our specialty globally. We are truly stronger together.*

NEWBEAUTY

Beyond Size: The Art and Science of Personalized Breast Shaping

Excerpt: *Breast augmentation has made incredible strides in recent years, moving beyond a one-size-fits-all approach. Today,*

surgeons are focusing on creating results that feel natural and suit the patient's unique anatomy. We spoke with The Aesthetic Society President, Dr. Kiya Movassaghi, to explore five key ways breast surgery has evolved in recent years. These advancements not only improve outcomes but also give patients more personalized and lasting results.

KTLA

ASJ Open Forum Announces Breakthrough Inaugural Impact Factor of 1.6

Excerpt: *The rapid success of ASJ Open Forum reflects our dedication to high-quality, innovative content, including Video Articles, Roundtables, and Commentaries," said Dr.*

Jeffrey M. Kenkel, Editor-in-Chief of Aesthetic Surgery Journal. "As the top open-access journal in aesthetic surgery, ASJ Open Forum ensures an efficient publication process, with decisions in under 30 days and online publication within a week of acceptance. Indexed in key databases like PubMed Central, ESCI, and DOAJ, the journal achieves global visibility and impact—covering topics from body contouring and oculoplastic surgery to artificial intelligence, ASJ Open Forum supports a range of article types and enriches scholarly communication, deepening the understanding of complex techniques.

connect.theaestheticsociety.org

Aestheticconnect

Have You Joined the Conversation?

The newest member benefit is a brand-new place for Society members to interact. This is an opportunity to join a conversation, ask questions, share documents, collaborate on research through ARC, network... all behind a password-protected Member Portal.



Have You Mistakenly Unsubscribed from Aesthetic Society Emails?

The Aesthetic Society has recently become aware that some members and colleagues have mistakenly clicked “Unsubscribe” on our emails, which removes a person entirely from all Aesthetic Society email communication. Typically, a person may think that they are unsubscribing from only that particular symposium promotion, for example, but in

reality they are unsubscribing from all Society emails. The Aesthetic Society makes every effort to ensure that the emails we send are relevant to you, with important Society information, educational opportunities, and member offerings. Please be assured that we never loan or sell our email lists.

If you have not received email from The Aesthetic Society in some time, it is likely that you may have mistakenly unsubscribed from email communications. If this was in error, please email hello@theaestheticsociety.org, and ask to be re-subscribed to our communications list. We value your support of The Aesthetic Society. Thank you!

← Your artwork here!

Submit Your Artwork for ASN’s Next Cover!

Aesthetic Society members, we invite you to submit a photo of your **original art** to:

hello@theaestheticsociety.org. One of our **four**

brand pillars is artistry, so we want to **showcase**

your work. After all, many of our members are artists, not

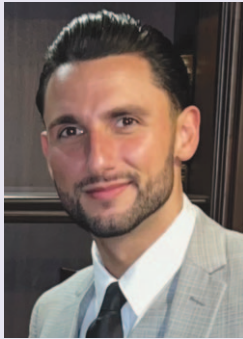
only on, but off the operating table. In years past, we adorned the cover of *Aesthetic Surgery Journal* with **member-submitted artwork**. Now is a perfect time to return to that tradition, but for the cover of this publication,

Aesthetic Society News.

So please, show us what you’ve got; we would love to feature your creations!



Meet the Staff



Constantine Andreadis is Sr. Manager, Projects and Delivery

Hello everyone, my name is Constantine Andreadis, and I'm the Senior Manager for Projects and Delivery at The Aesthetic Society. It's been an exciting journey so far, and my first few months here have been incredibly fulfilling. Collaborating with such a talented, passionate team has been rewarding, especially as we work toward ambitious goals in this dynamic industry.

I am originally from New York, now residing in Fort Lauderdale, Florida. Over the years, I've gained valuable experience working with the New York Jets for three years and Tesla for seven. My career has revolved around managing large-scale programs, diving into data analysis, enhancing reporting systems, and driving operational excellence. What truly motivates me is building innovative programs and fostering collaboration with diverse stakeholders to bring them to life.

Outside of work, I enjoy staying active with fitness and spending time at the beach. I'm passionate about cooking and love exploring new destinations around the globe. In my free time, you'll often find me engaged in hobbies like drone photography, video editing, and music mixing.

I'm grateful for the opportunity to connect with such an inspiring team and am excited to see what we'll accomplish together in 2025 and beyond.



Seena Harim is Manager, Member Services and Engagement

Hello, I'm Seena Harim! Born and raised in sunny Southern California, I'm a proud boy mom and love every moment of it. In my free time, I'm often in the kitchen testing out new recipes—if life had taken a different path, I might have become a chef! I also enjoy gardening, crafting, and discovering healthy, easy food hacks on social media.

I joined The Society in February 2024, bringing a background in sales, manufacturing, and construction marketing. Moving into a new industry has been an exciting learning experience, and the role of Manager of Member Services and Engagement is a natural fit. Building strong relationships has always come naturally to me, and I'm enthusiastic about connecting with our members each day.

With a large family, weekends are filled with laughter and quality time—moments I truly cherish. I look forward to meeting even more members and making a positive impact together!

Congratulations to Phaedra Cress!



Phaedra Cress is Sr. Director, Publishing and Global Partnerships

The Society, The Foundation, and ASJ proudly celebrate Phaedra Cress as the 2024 Ira Salkin Service Award recipient. Presented by the International Society of Managing and Technical Editors (ISMTE), this award honors outstanding dedication to advancing the field of peer-reviewed publishing. Phaedra's exceptional service and mentorship embody the excellence this award represents.

Phaedra served as Vice President of ISMTE for 2 years: 2022 and 2023. She has also chaired and served on numerous committees over the past 10 years as an active and enthusiastic member of ISMTE.



SHARE YOUR STORY

Do you go beyond... your practice?
We need your story for our new column!

We are featuring a different Aesthetic Society member in each issue of *Aesthetic Society News*... Getting a look behind the OR and gaining a better understanding of who you are and what you do outside of your regular practice.

We want to hear from you. Send us an email and get ready to tell us more about yourself: hello@theaestheticsociety.org

Signature PARTNER

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At Allergan Aesthetics, an AbbVie company, we develop, manufacture, and market a portfolio of leading aesthetics brands and products. Our aesthetics portfolio includes facial injectables, body contouring, plastics, skin care, and more. With our own research and development function focused on driving innovation in aesthetics, we're committed to providing the most comprehensive science-based product offering available. For more information, visit www.AllerganAesthetics.com.

PREMIER PARTNER

The Aesthetic Society's partnership program provides industry with strategic benefits and opportunities to collaborate with Aesthetic Society members in support of our mission.

As a benefit, Premier and Alliance partners are given the opportunity to provide key updates and information on products, promotions, and discounts. The Aesthetic Society is driven to provide visibility and support for our partners.

GalaFLEX
P4HB Scaffold 

The GalaFLEX™ Scaffold Collection supports, repairs and reinforces soft tissue in plastic and reconstructive surgery procedures. GalaFLEX™ Scaffolds are bioabsorbable, monofilament and constructed of poly-4-hydroxybutyrate (P4HB™)—an advanced, biologically derived polymer. The body elicits a positive immune response to P4HB to encourage natural healing from the start and provide support beyond the procedure. The GalaFLEX™ Scaffold Collection is available in a variety of shapes, sizes and thicknesses including lightweight, low-profile options. To reach your dedicated BD Plastic Surgery Navigator and to learn more about The GalaFLEX™ Scaffold Collection visit us at galateasurgical.com.

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Galderma is the emerging pure-play dermatology category leader, present in approximately 90 countries. We deliver an innovative, science-based portfolio of premium flagship brands and services that span the full spectrum of the fast-growing dermatology market through Injectable Aesthetics, Dermatological Skincare and Therapeutic Dermatology. Since our foundation in 1981, we have dedicated our focus and passion to the human body's largest organ—the skin—meeting individual consumer and patient needs with superior outcomes in partnership with healthcare professionals. Because we understand that the skin we are in shapes our lives, we are advancing dermatology for every skin story. For more information: www.galderma.com

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Mentor Worldwide LLC, part of Johnson & Johnson MedTech, is the global leader in breast aesthetics. For 40 years, the company has developed, manufactured, and marketed innovative, science-based products for surgical procedures that allow breast surgery patients to improve their quality of life. Mentor is focused on two strategic areas: breast augmentation and breast reconstruction. Mentor products are available in 118 countries, and over 9 million women around the world have MENTOR™ Breast Implants. For more information, visit: www.mentorwllc.com.

MERZ AESTHETICS™

We have been family-owned since 1908 and treat customers, patients and employees like family. It drives our unique connection with health care professionals, and it's what makes their success our success. For us it's personal—listening, advising, supporting and celebrating them as we pursue a shared vision to help the world look better, feel better and live better.

We are a leading, global aesthetics company, and our award-winning portfolio of injectables, devices and skin care products help health care professionals fuel confidence through aesthetic medicine.



Establishment Labs is a global medical technology company dedicated to improving women's health and wellness through the power of science, engineering, and technology. The company offers a portfolio of Femtech solutions for breast health, breast aesthetics and breast reconstruction. Nearly four million Motiva® devices have been delivered worldwide, to plastic and reconstructive surgeons since 2010 and have created a new standard for safety and patient satisfaction in the over 86 countries.

The Motiva Portfolio in the United States includes the Motiva Flora® tissue expander, which is the first and only magnet free & MR Conditional breast tissue expander in the US. The portfolio also includes the Motiva SmoothSilk® Round & Ergonomix® breast Implants, which recently received FDA approval in September, 2024 and represent state of the art innovation in plastic surgery. These devices feature the patented SmoothSilk® surface, designed for enhanced biocompatibility and scientifically shown to promote low inflammation. The Motiva® SmoothSilk Ergonomix® device is the first breast implant in the world that embodies the science of ergonomics, as it is designed to adapt, react, feel, and move like natural breast tissue. They are also unique to the implant market, as their shape can adapt as the body changes position, maintaining a round shape when lying down and a teardrop shape when standing up. The Motiva® SmoothSilk® Round implants provide increased upper breast fullness and softness while keeping a round full form regardless of position.

For more information, please visit motivausa.com

For information on the products and services offered by industry, please contact the companies directly, and let them know you are an Aesthetic Society member!



MTF Biologics is a global organization that saves and heals lives by honoring the gift of donated tissue, serving patients, and advancing science. We offer regenerative medicine solutions in soft tissue reconstruction, surgical site optimization, advanced wound care, craniofacial and aesthetics procedures. For more than 35 years, MTF Biologics has set itself apart with a dedication to advancing the science of transplantation. As a 501(c)(3) nonprofit, founded by surgeons and governed by surgeons to this day, we've provided over 11 million allografts to facilities and healthcare providers for transplantation.

NEWBEAUTY

For more than two decades, NewBeauty has led the way in aesthetic industry coverage. Evolving from its roots as a pioneering beauty-exclusive magazine into a luxury powerhouse, NewBeauty remains devoted to educating and empowering aesthetically conscious consumers. Recently, NewBeauty has announced its Digital Growth Program for selective Top Doctors. This digital initiative meets the surging demand for enhanced practice marketing. Leveraging NewBeauty's esteemed brand, extensive first-party and zero-party data, and cutting-edge technologies, the program connects practitioners with new patients. It sets a new benchmark in aesthetic practice marketing, trusted by leading professionals nationwide to expand patient bases. Embrace the future of digital transformation with NewBeauty today—unlock the full potential of our Top Doctor Program and elevate your practice to new heights in aesthetic care marketing. Contact Angelina Leal at aleal@newbeauty.com for more information.



New Products to Check Out!
Special Offers for
Aesthetic Society Members



Tiger Aesthetics' unique portfolio and approach enables our customers to differentiate their practices and build new revenue streams, inside and outside the operating room. As we grow alongside our customers, we will introduce new modalities for body rejuvenation, create transformative treatments for facial aesthetics and continue to innovate in breast aesthetics. Our portfolio includes the Avéli® cellulite reduction device, Viality™, Sientra® implants, breast tissue expanders, BellaFill® and the forthcoming alloClae structural adipose filler. Visit tiger-aesthetics.com to learn more.

Thank you Industry Partners!

The Aesthetic Society thanks all of our industry partners for their ongoing support and collaboration.

The Aesthetic Society's partnership program provides industry with strategic benefits and opportunities to collaborate with Aesthetic Society members. Working together to support our mission to advance the science, art, and safe practice of aesthetic plastic surgery and cosmetic medicine through education, research, and innovation.

Alliance PARTNER



Applied Medico-Legal Solutions Risk Retention Group, Inc (AMS RRG), a medical liability company, has been assigned a rating of A- (Excellent) by AM Best. AMS RRG's financial strength, operations, business profile and risk management all played significant roles in the rating. To learn more about how AMS RRG can protect you and your practice from medical and cyber liability contact Christopher Edge at 609-737-1154 ext 301.



CareCredit is a health, wellness and beauty credit card that can help patients get the aesthetic procedures and treatments they want or need, including weight loss products, injectables and fillers, laser treatments, and more at locations in the CareCredit network.

Help your practice bloom by working with a flexible financing partner that you and your patients can trust. With over 35 years of experience, we pride ourselves on our customer service and provider training. Enrolled providers can benefit from reduced merchant rates that don't change based on the patient's credit score, and you get paid directly within 2 business days with no recourse if a patient doesn't pay.*

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CO2Lift® is a topical carboxytherapy treatment available for in-office, surgical, or at-home use. Often described as a topical "hyperbaric oxygen chamber," it delivers controlled CO2 to the skin, clinically proven to enhance oxygenation, hydration, elasticity, and healing. It is particularly effective as a pre- and post-surgical adjunct.

CO2LiftV® focuses on vulvovaginal rejuvenation, using CO2 to thicken the epithelium, stimulate neovascularization, and improve circulation. By enhancing tissue oxygenation, it regenerates cells, improves sensitivity, and increases lubrication.

Both treatments are safe, science-backed, and recommended by top physicians as non-invasive options for skin and tissue repair, making them ideal for integration into plastic and reconstructive surgery protocols. For information go to: www.lumisque.com



CosmetAssure provides insurance designed to reduce or eliminate out-of-pocket medical expenses related to treating complications following aesthetic surgery.

For over 20 years, CosmetAssure coverage has been helping surgeons convert consults into clients and distinguish their practice from competitors.

Data gathered by CosmetAssure fuels research that helps move the industry toward safer surgeries with better outcomes.

As a proud Alliance Partner of The Aesthetic Society, coverage is available to all members with no formal underwriting or additional fees.

Learn more at cosmetassure.com or contact us at info@cosmetassure.com or call 855.874.1230.

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The Aesthetic Society
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industry partners for
their ongoing support
and collaboration.



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INMODE

InMode Ltd. is a leading global provider of innovative and award-winning medical technologies that focus on well-being and life-changing results. InMode develops, manufactures, and markets platforms that harness novel radio-frequency (RF) based technology that strives to enable new emerging minimally-invasive procedures and improve existing surgical procedures. InMode has leveraged its medically-accepted RF technologies to offer a comprehensive line of platforms that will enable us to capitalize on a multi-billion dollar market opportunity across several categories of surgical specialty such as plastic surgery, gynecology, dermatology, ENT's and ophthalmologists. www.inmodemd.com



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Attract, convert, and retain more patients with PatientFi—the only single-platform solution for monthly payment plans and memberships.

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PatientFi leads as the easiest way to power your practice with payment plans and memberships. See how we can unlock your practice revenue and patient retention at join.patientfi.com, or let's chat: 949-441-5484.



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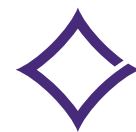
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Putting patients at its core, Symplast's EHR & PM System enables over 4,400 users to elevate their aesthetic businesses through improved patient engagement. Tailor-made for the aesthetic industry, our true-cloud software offers a user-friendly patient app, ensuring your practice meets compliance standards. With the ability to manage your practice remotely, our 24/7 unlimited support, and an "own your own data" approach, Symplast offers seamless business operations and data control. We're more than a system; we're a growth partner in retail health. Choose Symplast for a solution that evolves with you.

Is Your Company Ready to Fully Engage with The Aesthetic Society?

Contact Jackie Nunn at jackie@theaestheticsociety.org for more information about partnership opportunities.



New Products to Check Out!

Special Offers for Aesthetic Society Members

Industry Partners Support The Aesthetic Society's Mission

The Aesthetic Society is pleased to partner with industry in support of The Society's mission to advance the science, art, and safe practice of aesthetic plastic surgery and aesthetic medicine among qualified plastic surgeons.

"The Aesthetic Society's ongoing partnership with industry is vital to the advancement of aesthetic plastic surgery. Industry support helps The Aesthetic Society unleash the power of science and education to advance outcomes and safety for our patients." —Dr. Grant Stevens, Industry Relations Chair.

We'd like to thank and acknowledge Premier Partners BD/GalaFlex and NewBeauty, and Alliance Partners AMS and InMode for their continued support.

The Aesthetic Society values our Industry Partners, and we thank all our partners for their meaningful contributions.

PREMIER PARTNER



THE SCIENCE BEHIND P4HB

In pre-clinical studies P4HB has been shown to demonstrate resistance to infection and greater strength retention.

Poly-4-hydroxybutyrate (P4HB) is a fully bioabsorbable, biologically-derived polymer.¹ The unique design of P4HB scaffolds allow for an open pore pattern that encourages the proliferation of healthy tissue at the repair site, after which the product completely bioabsorbs.² It has been reported that monofilament materials have on average 60% less surface area than that of multifilament materials, which may improve the healing response.^{1,3-6} In a 7-day pre-clinical study on bacterial resistance, scientists found that ADM material demonstrated the greatest susceptibility to infection. In comparison, P4HB has been shown to demonstrate resistance to infection.^{1,7}

Although the scaffold loses strength with time, its porous construction was designed to allow native tissue ingrowth and gradual transfer of load from the scaffold to the tissue.^{1,2} In a 90-day pre-clinical study on strength retention, scientists found that short-term PDO scaffolds degrade rapidly with greater than 35% strength remaining at 30 days and no residual strength after 90 days.^{8,9} While P4HB scaffolds provide long-term support to the repair, maintaining greater than 90% strength at 30 days and greater than 70% strength after 90 days.^{1,10,11}

P4HB's innovative design makes it a proven choice for plastic surgery procedures that demand strength and stability in soft tissue repair.

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For over two decades, *NewBeauty* has been a trailblazer in the beauty and aesthetics industry, offering expert insights and unparalleled access to the latest innovations. What started as a pioneering beauty-exclusive magazine has evolved into a trusted luxury authority, connecting discerning consumers with the products, procedures and professionals they need to make informed decisions.

From uncovering breakthrough treatments to reviewing transformative skin care, *NewBeauty* is the go-to resource for anyone seeking reliable, expert-backed advice. Its exclusive Top Doctor program plays a key role, bridging the gap between readers and board-certified plastic surgeons, dermatologists, and aesthetic professionals who uphold the highest standards in the industry. Through this program, *NewBeauty* ensures readers have direct access to the most trusted experts, empowering them to pursue their beauty and wellness goals with confidence.

Additionally, TestTube, *NewBeauty's* exclusive sampling program, and BeautyPass, powered by BeautyEngine, connect consumers directly with the brands and products they love. TestTube allows readers to experience deluxe samples of the latest beauty innovations firsthand, while BeautyPass offers exclusive trials, giveaways, and insider access to exciting new launches. Together, these programs transform *NewBeauty* into a dynamic platform that goes beyond education, fostering meaningful engagement with readers.

Now in its fourth year of the *State of Aesthetics Survey*, *NewBeauty* continues to lead the industry with real-time insights into consumer trends and attitudes. These findings not only inform the brand's content but also provide invaluable data to doctors and brands shaping the future of aesthetics.

As *NewBeauty* celebrates 20 years of setting the standard, it remains dedicated to raising the bar. From its authentic content and trusted Top Doctors to its innovative BeautyPass program, the brand continues to empower readers and transform the beauty landscape.

Visit newbeauty.com to explore the full range of resources, programs, and expert insights that make *NewBeauty* the ultimate beauty authority.

Industry Partners Support The Aesthetic Society's Mission

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Since 2003, AMS RRG has provided high-value insurance and enterprise risk management solutions with unparalleled service to our clients while ensuring the financial strength of the company.

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AMS RRG's demonstration of consistent operating results since inception have been driven by an unwavering member focus along with a differentiated risk management approach.

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AM Best has assigned a **Financial Strength Rating of A- (Excellent)** and a **Long-Term Issuer Credit Rating of "a-" (Excellent)** to AMS RRG. **The outlook assigned to these Credit Ratings is Stable. The rating, in their opinion, demonstrates an excellent ability to meet ongoing insurance and senior financial obligations.**

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I N M O D E

**InMode Introduces QuantumRF,
New Minimally Invasive Technology
on the IgniteRF Platform**

InMode Ltd. recently introduced IgniteRF, a ground-breaking minimally invasive workstation inclusive of nine technologies which offer soft tissue contraction across multiple tissue depths. Amongst the technologies is QuantumRF, a new advanced, minimally invasive technology which deploys fractionated radiofrequency to maximal depths and is designed for tightening and contouring with fast, safe, and effective results. The two versatile and lightweight cannulas: QuantumRF 10 for small, more delicate treatment zones and QuantumRF 25 for larger treatment zones enable physicians to deliver unprecedented results without invasive surgery. QuantumRF redefines the standards of patient care, offering solutions that address skin laxity with precision and reliability.

Dr. Alfredo Hoyos, a board-certified plastic surgeon and a global authority in body contouring and aesthetic innovation, continues to lead the field with his pioneering techniques and remarkable expertise. Widely celebrated for his groundbreaking contributions, Dr. Hoyos has successfully performed over 100 QuantumRF procedures.

"QuantumRF represents a monumental leap forward in skin retraction technology," stated Dr. Hoyos. "This innovation combines unparalleled safety, efficiency, and consistently exceptional results. Unlike any other device on the market, QuantumRF utilizes cutting-edge internal bipolar technology, making it seven times more efficient than its competitors. It delivers outstanding short-term improvements while ensuring sustained, long-term results.

Hoyos continues, *"I am deeply committed to advancing the field and enhancing outcomes for my patients, while maintaining the highest standards of safety. QuantumRF aligns perfectly with this vision, setting a new benchmark for what is possible in modern aesthetic medicine."*

Dr. Kevin Hanz, a board-certified plastic surgeon renowned for his expertise in minimally invasive facial rejuvenation and cutting-edge technologies, shared his enthusiasm about QuantumRF. Dr. Hanz commented, *"InMode delivers once again with QuantumRF. The device is easy to use and provides immediate contraction with early results that have been truly amazing."*

Johnny Franco MD, FACS says, *"This is a great treatment for patients who have been on GLP because they still have a few areas on the body that need to be tweaked and QuantumRF targets and tightens these hard to reach areas and can be combined with Morpheus8 for even more skin tightening."*





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Next Member?**



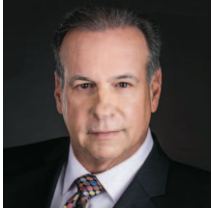
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The Aesthetic Foundation Mission

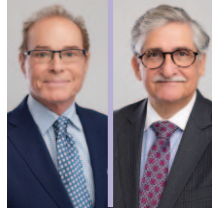
To **improve** the **safety**
and **effectiveness** of
aesthetic surgery
and **medicine.**





Update on
The Aesthetic
Foundation
By Oni Garcia Jr., MD

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Drs. G. Patrick
Maxwell and
Jack Fisher to
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The Aesthetic
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LET'S PROVE WE GO BEYOND.

As an Aesthetic Society member, you go beyond what's required to get the highest level of education and provide the highest level of aesthetic care. Being a member of The Aesthetic Foundation is another important way to go beyond.

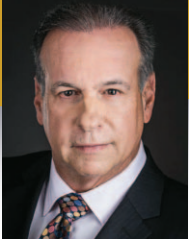
The Aesthetic Foundation funds and supports research that helps save lives, guide regulations, inform education, and drive innovation. We also fund programs that empower the next generation of aesthetic professionals and provide breast cancer patients with financial support they need and deserve.

But we can't do it alone. It's your questions, ideas, expertise, leadership, passion, and generous donations that make aesthetic advancement possible.

Will you be part of the collective impact?
Become a member or donate today at
theaestheticfoundation.org.

**Together,
we advance
aesthetics.**





Update on The Aesthetic Foundation

By Oni Garcia Jr., MD, FACS

As I look back from May 4 last year, when Caroline passed the gavel to me, I am proud of what the Board and committees of The Aesthetic Foundation have been able to accomplish and the contributions we have made to the specialty and patients.

Here is a rundown of all we have accomplished and ongoing projects that will keep The Foundation relevant to our current and future membership.

UPDATE ON GOALS FOR THE YEAR

Goal 1: All Aesthetic Society Members Stay/Become Aesthetic Foundation Members

As of this writing, 65% of Society members have paid their \$200 Foundation dues, committing to the betterment of the specialty. We increased from 54% of Society members in 2024, and we have work to do to reach the 100% goal. The Board and I knew this was a lofty goal, but we also recognized it was important to reach as high as possible. Thank you to those who paid their dues and make sure to find your name on the Donor Wall at The Aesthetic MEET 2025!

Goal 2: Increase Breast Implant Registrations Via the Aesthetic One App

As you hopefully all know by now, a major project in 2024 was a complete reimagining of Aesthetic One, elevating it with advanced tracking capabilities. Aesthetic One data powers ARISE, America's most sophisticated implant surveillance registry. This comprehensive registry provides patients with access to their device details while also maintaining data on implants placed in the United States.

EXCITING ACHIEVEMENTS

The Foundation will be launching new donor levels at The Aesthetic MEET, providing more opportunities to donate at levels that are comfortable for you and make an impact in the areas most important to you. The Foundation strived to create levels that would be easy to understand and allow us to highlight and thank those who contribute. Donors at any level make the work we all do possible.

1. Member—Membership remains the first step in supporting The Foundation. Dues are only \$200 a year, (an amount that has not increased in over 20 years) but



I had the honor of being faculty for a Gluteal Fat Grafting panel alongside Drs. J. Peter Rubin, Dan Del Vecchio, Pat Pazmino and Portes Castro during the ASPS meeting in San Diego.

the collective impact is exponential when our whole community comes together.

- 2. Beyond Club**—Go beyond your membership by doubling your dues. Join the club by donating an extra \$200 or more in a calendar year. Make a one-time donation or sign up for monthly giving.
- 3. Champions League**—Champion a specific area of interest and need by donating \$10,000 or more in one calendar year to the cause you are most passionate about. Aesthetic Research, the Breast Cancer Journey Assistance Fund, and the Externship Program are year-long projects all in need of ongoing support.
- 4. President's Circle**—Provide the highest level of support and make the greatest impact with a cash gift of \$50,000+ or a legacy gift of \$100,000+. Our President's Circle donors may also designate the funds to an area of interest most near and dear to them.

RESEARCH GRANTS

Six research grants were approved during my presidency, totaling \$241,406 in funding for novel research. Thank you to our Scientific Research Committee, led by Drs. Caroline Glicksman and John Y. S. Kim

for thoroughly vetting each application. Newly funded research includes:

- "Histologic Effects of Energy-Based Skin Tightening Treatments"—Brendan Cronin, MD and Jason Roostaeian, MD
- "Cytotoxicity of Implant-Exposed Serum on Breast Cancer"—Megan Fracol, MD
- "Impact of Xeomin, Dysport, and Botox on Nerve Injuries"—Trina Ebersole, MD
- "Effects of Intramuscular Fat Grafting on New Muscle Formation"—Jeffrey M. Kenkel, MD
- "Detection of Bacterial DNA Following Breast Reconstruction Using NGS"—David M. Otterburn, MD
- "Tranexamic Acid: Is It As Safe As We Think?"—Jason Spector, MD and Jaime Bernstein, MD

BREAST CANCER JOURNEY ASSISTANCE FUND

Launched in early 2024, the Breast Cancer Journey Assistance Fund, to date, has provided \$81,506 in patient assistance grants to over 90 patients. These funds go directly to the patients after verification of their needs from their plastic surgeon, physician, nurse navigator, or social worker for non-surgery medical expenses such as

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Update on The Aesthetic Foundation

Continued from Page 77

wigs, transportation, co-pays, and treatments. See pages 82–85 for more information. The need has been so great that funds were exhausted in 2024. Through donations to the 2025 Career Achievement Award, we hope to replenish funds and continue to help the many patients in need.

The expanded Externship Program successfully accepted 12 Externs with Scholarship, 30 Externs matched with in-state mentors, and 2 projects to date for the Cooperative Research Externship Program. With 2 years under our belt and 1 in progress, we have found the Externship Program to be incredibly beneficial in fostering relationships between Aesthetic Society members and medical students. Many continue to stay in touch with our staff and their mentors with enthusiasm to share their path to plastic surgery after the program. Many thanks to Drs. Camille Cash and Caroline Glicksman for their work leading the Externship Program Task Force this past year.

TRAVELS & EDUCATION

Since the last newsletter I have had the privilege of serving as faculty at 4 national and international meetings. I always take the opportunity to promote both The Aesthetic Society and Foundation to the attendees. It is a tremendous source of pride for me that The Society/Foundation are held in such high esteem by plastic surgeons all over the world. Despite the fact that the majority of national and international plastic surgeons believe that membership would add value and prestige to their practice, many properly credentialed surgeons (especially international) are unaware of the application requirements. They have been reluctant to apply, with many citing what they perceive to be a burdensome and onerous process. In the past few years, the application process has become more streamlined and straightforward for properly credentialed applicants. It may be time to disseminate this information again, so that plastic surgeons with an interest in aesthetic surgery and/or breast reconstruction, who meet our admission requirements may feel compelled to apply.



I always enjoy spending time with past and current Aesthetic Foundation Board members. Dr. Rafael Couto invited me to attend the Puerto Rico Society of Plastic Surgery annual meeting where I was fortunate to spend time with him and Drs. Gabi Miotto and Bruce Van Natta.

OPPORTUNITIES AT THE AESTHETIC MEET 2025

As always, we have multiple opportunities for MEET attendees to interact with and support The Aesthetic Foundation. See page 89 for more information on all activities and education listed below and please be sure to take a photo with our donor wall at the Convention Center to share your dedication to aesthetic plastic surgery on social media.

- **2025 Career Achievement Award**—One of the highlights of my presidency was getting to call both Jack Fisher and Pat Maxwell to let them know that they would be receiving the 2025 Career Achievement Award. They were both surprised and incredibly honored, and I am excited to celebrate their accomplishments and contributions at The Foundation Member Business Meeting, Saturday, March 22, at 12:00PM CST. I personally invite all of Drs. Fisher and Maxwell's former residents and fellows to attend the awards ceremony in Austin. The number of individuals who have enjoyed the privilege of training under both of our honorees is substantial and having all of you present during the awards ceremony will make the moment much more special for our recipients.
- **5K Fun Run/Walk**—Saturday, March 22 at 6:30AM CST, meet friends and colleagues at Fareground Austin in the Yard. All proceeds go to support aesthetic surgery research. Not a runner? That's okay, you can walk or sleep in and still donate. Supported by Allergan Aesthetics an AbbVie company!

- **Foundation Past Presidents' Happy Hour**—It was important to me that we establish a time for our prestigious Past Presidents to reconnect during The Aesthetic MEET. In what I hope will become an annual event, the Happy Hour will begin on Saturday, March 22 at 4:00PM CST. Meet in The Aesthetic Society Booth #907.
- **S9 Hot Topics with Spotlight on Research Luncheon Included**—Also important to me was increased exposure for The Foundation's Spotlight on Research. The presentations from Foundation-funded study Principal Investigators have been cutting-edge and crucial to the advancement of our specialty and patient safety. I continue to be impressed year after year, and including Spotlight on Research as a part of your Hot Topics registration will expose more of you to what these researchers have to offer.

In conclusion and on a personal note, thank you to The Foundation Board of Directors and all committee members for sharing your time and expertise with your peers. The Foundation will be in incredibly capable hands with Dr. Pat McGuire taking the gavel as President. I look forward to seeing all she and the Board are able to accomplish in the year ahead with her calm yet passionate approach to the work we do and helping patients.

Onelio Garcia Jr., MD, FACS practices in Miami, Florida and serves as President of The Aesthetic Foundation

Drs. G. Patrick Maxwell and Jack Fisher to Receive The Aesthetic Foundation’s 2025 Career Achievement Award

The Aesthetic Foundation is proud to announce that **Drs. G. Patrick Maxwell** and **Jack Fisher** will be co-recipients of the Foundation’s **2025 Career Achievement Award**. These two revered surgeons and close friends will be honored on March 22 during The Aesthetic MEET 2025 in Austin, Texas.

Dr. Maxwell is recognized nationally and abroad for his achievements in breast surgery. He was a pioneer in the areas of breast reduction and microsurgery and invented the textured tissue expander that has become a primary device used in breast reconstruction over the last two decades. A staple in the Nashville plastic surgery community since the mid-1980s, Dr. Maxwell is a graduate of the Vanderbilt University School of Medicine and has taught plastic surgery at his alma mater since 1985. He has been invited to speak and present at more than 300 medical conferences worldwide and has been published more than 200 times.

“Receiving this incredible honor with Pat Maxwell only enhances the significance of this award for me after working for decades closely together,” said Dr. Fisher. “I can think of no other individual who is more deserving of this Award than Dr. Maxwell.”

Dr. Fisher, a Past President of The Aesthetic Society (2013–2014), retired in 2022 after an accomplished 44-year career as an aesthetic plastic surgeon, educator and author. Like Dr. Maxwell, he is a Nashville resident, starting in 1986 when he accepted an invitation to join Dr. Maxwell in private practice. That same year, Dr. Fisher became an Associate Clinical Professor of Plastic Surgery at the Vanderbilt University School of Medicine, a position he has held since. He has more than 120 publications and has been invited to speak and present at over 300 medical conferences throughout the world.

Said Dr. Maxwell about his longtime friend and colleague: “It is altogether fitting that Dr. Fisher and I are sharing this award which is based upon our 30-year partnership in practicing plastic surgery.”

Drs. Maxwell and Fisher have made a significant impact on aesthetic plastic surgery innovation and education and have a combined 85 years of experience. Their



The Aesthetic Foundation



G. Patrick Maxwell, MD (left) and Jack Fisher, MD will be honored on March 22 during The Aesthetic MEET 2025 in Austin, Texas.

friendship had a special moment at The Aesthetic Meeting in 1989, where they were co-recipients of the Walter Scott Brown Award for Best Video Presentation.

At the request of both honorees, donations to The Aesthetic Foundation made in their honor will benefit its Breast Cancer Journey Assistance Fund that was established in 2023 to provide financial assistance to

breast cancer patients with non-surgical expenses.

“It is with great humility that we are honored together with this award,” added Dr. Maxwell, “and even more so, in that all donations will be put towards this important patient assistance fund—this closes the circle around our careers in this great specialty.”



Jack Fisher, MD and G. Patrick Maxwell, MD receive the Walter Scott Brown Award for Best Video Presentation at The Aesthetic Meeting in 1989. The award was presented by the president of The Aesthetic Society, Gaspar W. Anastasi, MD



SCAN TO DONATE IN HONOR OF DRs. MAXWELL AND FISHER

Or visit: theaestheticfoundation.org

Choose “Breast Cancer Journey Assistance Fund & 2025 Career Achievement Award” from the drop down menu.

Indicate “I’m donating in honor/memory of someone,” and leave a personal message for Drs. Fisher and Maxwell.

The Aesthetic Foundation 2025–2026 Members To Vote on Slate of Candidates



The Aesthetic Foundation

Active members of The Aesthetic Foundation will hear reports on Foundation business and elect new officers for 2025–2026 during The Aesthetic Society/Aesthetic Foundation Business Meeting Luncheon. All Active Members are invited to attend **Saturday, March 22, 2025** at 12 noon Central Time during The Aesthetic MEET 2025 in Austin, Texas.



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President-Elect)

**Patricia A.
McGuire, MD**

St. Louis, MO

Associate Professor of

Surgery, Division of Plastic Surgeon at
Washington University, St. Louis

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Position:** President-Elect

**Current Aesthetic Society/Aesthetic
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Foundation Executive Committee, Ethics
Committee, Breast Emergency Response
Workgroup (Vice Chair), Informed Consent
Task Force, Traveling Professor Program,
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Committee, The Aesthetic Foundation Finance
& Investment Task Force, The Aesthetic
Foundation Fund Development Committee
(Chair), The Aesthetic Foundation Breast
Cancer Journey Assistance Fund Task Force,
and The Global Alliance for Women Leaders in
Aesthetic Plastic Surgery

National Affiliations: The Aesthetic Society,
The Aesthetic Foundation, ISAPS, AMWA,
ASPS, and AWS

Training: St. Louis University, University of
Missouri, Kansas City; Washington University;
St. Louis University

ABPS Certification: 1993



PRESIDENT-ELECT

(1-year term)

David A. Sieber, MD

San Francisco, CA

Private Practice

**Current Aesthetic
Foundation Board**

Position: Vice President

**Current Aesthetic Society/Aesthetic
Foundation Committee Work:** Foundation
Executive Committee, Aesthetic One
Committee (Chair), Program Committee, *ASJ
Open Forum* Editorial Committee, Foundation
ARISE Task Force

National Affiliations: The Aesthetic Society
and The Aesthetic Foundation

Training: Loyola University Medical Center,
University of Minnesota, University of Texas
Southwestern

ABPS Certification: 2018



VICE PRESIDENT

(1-year term)

Allen Gabriel, MD

Vancouver, WA

Private Practice

**Current Aesthetic
Foundation Board
Position:** Treasurer

**Current Aesthetic Society/Aesthetic
Foundation Committee Work:** The Aesthetic
Foundation Executive Committee, Foundation
Breast Cancer Journey Assistance Fund
(Chair), Foundation Career Achievement
Award Steering Committee (Co-Chair),
Foundation Finance & Investment Task Force
(Chair), Foundation Mollenkopf Breast
Reconstruction Fund Grant Review Committee,
Aesthetic Society Ethics Committee, and
Aesthetic Society Application Review
Committee

National Affiliations: The Aesthetic Society,
The Aesthetic Foundation, ASPS, ACS,
and CSPA

Training: Loma Linda University Medical
Center, University of Nevada School
of Medicine

ABPS Certification: 2009



TREASURER

(1-year term)—Completing a
1-year term for Dr. Gabriel

Rafael A. Couto, MD

San Juan, PR

Private Practice—Couto
Plastic Surgery

Current Aesthetic

Foundation Board Position: Secretary

**Current Aesthetic Society/Aesthetic
Foundation Committee Work:** Foundation
Executive Committee, Foundation Innovative
Procedures Committee (Co-Chair), Foundation
Scientific Research Committee, Aesthetic
Society Program Committee

National Affiliations: The Aesthetic Society,
The Aesthetic Foundation, ASPS, PRSPS, and
Alpha Omega Alpha Medical Honor Society

Training: Residency—Cleveland Clinic
Foundation, University of Texas Southwestern
Medical Center

ABPS Certification: 2021



SECRETARY

(2-year term)

David M. Turer, MD

Pittsburg, PA

Private Practice; Assistant
Professor of Plastic Surgery,
University of Pittsburgh

Current Aesthetic

Foundation Board Position: Director

**Current Aesthetic Society/Aesthetic
Foundation Committee Work:** Breast
Emergency Response Task Force, *ASJ Open
Forum* Editor, Foundation ARISE Task Force,
Foundation Innovative Procedures Committee,
Foundation Scientific Research Committee,
and Foundation SETA Task Force

National Affiliations: The Aesthetic Society,
The Aesthetic Foundation, ASPS

Training: University of Michigan; University of
Pittsburgh; Aesthetic Fellowship UT
Southwestern

ABPS Certification: Certified 2023

DIRECTORS

(2-year terms)



**Stephen D.
Bresnick, MD**

Los Angeles, CA

Private Practice

National Affiliations: The
Aesthetic Society, The
Aesthetic Foundation, ASPS

Training: UCLA—DDS, MS;

UCSD—MD, Stanford University—
General/Plastic Surgery, USC/CHLA—
Pediatric/Craniofacial Fellowship

ABPS Certification: 2001



Danielle LeBlanc, MD

Fort Worth, TX

Private Practice; Assistant
Clinical Professor UT
Southwestern Department
of Plastic Surgery

**Current Aesthetic
Society/Aesthetic**

Foundation Committee Work: Mollenkopf
Breast Reconstruction Fund Grant Review
Committee, Breast Cancer Journey Assistance
Fund Task Force, Scientific Research
Committee

National Affiliations: The Aesthetic Society,
The Aesthetic Foundation, ASPS, TSPS

Training: UT Austin, UT Southwestern

ABPS Certification: 2006

Continued on Page 81

DIRECTORS

(2-year terms)

Continued from Page 80



(1-year term, fulfilling term for Dr. Turer)

Renee Burke, MD

Barrington, IL
Private Practice

**Current Aesthetic Society/
Aesthetic Foundation
Committee Work:** Digital

Marketing & Website Advisory Committee,
Media Relations Committee, Program
Committee

National Affiliations: The Aesthetic Society,
The Aesthetic Foundation, ASPS, ISAPS,
Midwestern Association of Plastic Surgeons
(President), Illinois Society of Plastic Surgeons

Training: Emory University General Surgery,
Vanderbilt University Plastic Surgery, Tony
Wolfe/Miami Children's Hospital Craniofacial
Fellowship, Mark A. Codner Oculoplastic and
Aesthetic Fellowship

ABPS Certification: 2013, 2023

Those Continuing Their Terms:

DIRECTORS



Gianfranco Frojo, MD

(until 2026)



Salvatore J. Pacella, MD, MBA

(until 2026)



Pat Pazmino, MD

(until 2026)



Nicholas Sinclair, MD

(until 2026)

VOLUNTEER FOR AN AESTHETIC FOUNDATION COMMITTEE OR TASK FORCE

Opportunities are available to support the programs of The Foundation and begin your path to leadership through committee and task force work. Topics range from research and innovation; patient assistance; fund development; and medical student, resident, and fellow education opportunities.

View the list of committees and task forces and complete the form to express your interest. A member of our staff will contact you!

[www.theaestheticfoundation.org/
about-us/governance/committees](http://www.theaestheticfoundation.org/about-us/governance/committees)



TRUSTEE

(2-year term)

William P. Adams Jr., MD

Dallas, TX

Thank You to The Aesthetic Foundation President's Circle Members!

William P. Adams Jr., MD
Sherrell J. Aston, MD
Mark T. Boschert, MD
M. Bradley Calobrace, MD
Sepehr Egrari, MD
Julius W. Few, MD
Allen Gabriel, MD
Dr. and Mrs. Julio Garcia
Caroline A. Glicksman, MD, MSJ
Dr. and Mrs. Joe Gryskiewicz
Daniel A. Hatef, MD
Dr. and Mrs. Jeffrey Kenkel

Luis López Tallaj, MD
Patricia McGuire, MD
Dr. and Mrs. Dan Mills
Susan and Steve Mollenkopf
Dr. and Mrs. James Payne
Dr. and Mrs. Luis Rios, Jr.
Dr. and Mrs. Robert Singer
Douglas S. Steinbrech, MD
Dr. and Mrs. Louis L. Strock
Charles H. Thorne, MD
Bruce W. Van Natta, MD



Join your colleagues and support aesthetic surgery research and education.

Scan the code above to donate to The Aesthetic Foundation today!

Who will be next?

Breast Cancer Journey Assistance Fund

Established in 2023, the Breast Cancer Journey Assistance Fund provides financial support to breast cancer patients struggling to pay for non-surgery expenses incurred. Current Aesthetic Foundation Treasurer, Dr. Allen Gabriel, brought the idea for the fund to the Board of Directors, and serves as Chair for the small, but industrious Task Force who have made an impact on the lives of 90 patients. (As of November 2024.) Drs. Gabriel, Danielle Le Blanc, Patricia McGuire and Louis Strock review applications submitted by surgeons, physicians, nurse navigators and social workers on behalf of their patients for monies to cover costs the patient feels they need most.

Foundation staff member, Shelly Faucett, processes all applications for the Task Force and has been in contact with many of the patients before and after they apply. The gratitude expressed for the support, no matter the amount, continues to inspire hope that the work of The Foundation is making a difference where there is great need. We share these testimonials as a thank you to those who have donated, and as a reminder to those who have not, of what even the smallest amount can do for a women battling breast cancer.

Due to the great need, funds are exhausted quickly. Donate today to support a patient in need!

Breast Cancer Journey Assistance Funds may be used for any breast cancer care expenses such as deductibles, co-pays, medications, medical equipment, respite care, support for loved ones and caregivers, wigs, transportation to appointments and more.

Grants are provided for \$250-\$750 to patients in the United States and Canada.



I am so grateful to The Aesthetic Foundation for selecting me as a recipient of their breast cancer grant. Also to my nurse navigator, Sadie, at St. Charles Cancer Center who helped me apply for it. I was taken off-guard finding out I had breast cancer at 54 with no family history, or typical risk factors. I am a mother of 4 grown sons and grandmother of 12 beautiful grandchildren. I had already been dealing with other underlying health issues and living on a fixed income. This award has helped cover so many out-of-pocket expenses I could not have budgeted on my own. Insurance does not cover every expense including over-the-counter meds you may need, and dietary supplements. To know I was able to cover those extra costs without it affecting my ability to pay my normal bills took a huge load of stress off of a life-changing situation. I am still at the beginning of my journey, but placing Faith over Fear.



Hello, my name is Angelica, and I was diagnosed with breast cancer in February of last year. I have gone through two surgeries, a lumpectomy, and another mastectomy. Now, I am undergoing chemotherapy. I have knocked on many doors for help, and The Aesthetic Foundation is the only one to help me, although I have faith that others will help me eventually. Thanks to your help, I will be able to continue with my treatment and it will relieve my family of monetary worries.

I was surprised by a diagnosis of Paget's Disease of the Breast and DCIS. Two weeks later, I lost my job and had a unilateral mastectomy with an ECM and expander placement. I went on to have breast reconstruction three months later. A year later I had a preventive MRI, which revealed an abnormality. This led to a mammogram, ultrasound, and ultrasound-guided biopsy. Thankfully, the results showed the abnormality was benign, but the procedures were expensive. I'm grateful that funding from The Aesthetic Foundation covered my bills for the imaging, biopsy, and pathology. This grant has alleviated the financial burdens associated with the procedures required to rule out a potential breast cancer recurrence.

My name is Jennifer. At age 40, I found a couple good-sized lumps on my left breast. It was stage 1 invasive ductal carcinoma, the same breast cancer my aunt had, although tests showed mine wasn't hereditary. With my double mastectomy I had lymph nodes removed under my left arm and found the cancer wasn't there, which was incredible news. I was so happy when I heard about The Aesthetic Foundation's Breast Cancer Journey Assistance fund. I have been struggling with money since being diagnosed with breast cancer. I've needed to take time off work two times due to two different surgeries and healing afterwards. I also had to miss work due to not feeling well from the tamoxifen, and dealing with increased depression and anxiety since being diagnosed with cancer. If it weren't for you helping me with some of my bills, I would probably be homeless. I appreciate all you have done for me! Dr. Allen Gabriel and his office staff are angels.



My cancer journey began when my daughter was 6 weeks old, and my son was 12 years old. A diagnosis of breast cancer was shocking. Then I found out it was extensive, and I may only be around a year.

As of October 6th, 2024, it has been 31 years since that diagnosis! My daughter is now 31 and my son now 43. I have been stage 4 for 26 years. It has been a long journey, tiring at times, rewarding at other times. Financially depleting often. Working on building blocks of time with different treatments to hopefully stay around and watch my children grow.

I have done pre-chemo, mastectomies, a bone marrow transplant, post-chemo, radiation, estrogen therapy, immunotherapy, and targeted therapy. Doing all mostly as a single parent. Countless cat scans, bone scans, echocardiograms, port placements, lab tests and professional counseling just doing my best to enjoy each and every day with my family and my friends.

Life changes after a diagnosis of cancer, and priorities change, and special times are so important, no matter how small. Finances become difficult with expensive drugs, trips to the cancer center and various physicians, caring for family members—my aging parents—and feeling exhausted lots of the time. Just paying the normal everyday bills when you are unable to work a full time job, or even a part time job. I busy myself living, and work on keeping my stress level down the best I can. I keep doing my weekly infusions and daily medications praying I stay stable.

Getting help from an organization such as this is life-changing in the most positive of ways. I cannot express my gratitude and thanks except to say it comes from my heart and thank you so much.



First of all, praise God! I'm truly blessed, grateful and thankful for The Aesthetic Foundation Breast Cancer Journey Assistance Fund and my oncology nurse navigator Nicola Stewart for asking me to share my story on battling this aggressive, triple negative breast cancer. My name is Crystal, I'm 41 yrs old, and got diagnosed at 40 at the Metropolitan hospital in the E.R. It started as a small, pebble-size around September 2023, and

within a 4-month span, it began to get extremely painful and grew significantly to about the size of a softball on my right breast. I hadn't gone to get checked sooner for many reasons, but the main one was I didn't have any health insurance at the time and honestly I've never had any health issues prior, so I really didn't think much of it. I got diagnosed with breast cancer on January 20th 2024. It was devastating and frightening news to my family and me. We found an amazing oncologist and team and she said we had to work fast because I literally had no time. I got diagnosed with triple negative, stage 3C breast cancer and started treatment right away. I went through 7 different types of chemotherapy including adrinomysine, in which I had multiple near death experiences and ended up in the emergency room multiple times needing immediate supportave care and blood transfusions. I finally completed phase 1 of chemotherapy with the grace of God, and I'm currently healed from a unilateral mastectomy, in which they found suspicious spots, and I'm scheduled to have surgery again tomorrow morning to remove "suspicious spots." It's continuing to be an uphill battle, I'm needing to undergo radiation, two more surgical procedures after radiation, and phase 2 of chemotherapy. I look forward to overcoming and conquering this aggressive cancer, having God, my family, an awesome support team, and amazing foundations such as The Aesthetic Foundation on our side. Words cannot describe how thankful and grateful I am.

My name is Jessica, I was diagnosed with stage 3 breast cancer in February 2024 at age 35. Being a single mother of 3 children, the money from this foundation will help pay my utility bills as well as getting clothes and shoes for the kids! Programs like these is what helps this journey become a little easier. Thank you so much!

Thank you so very much for the financial assistance! This year has been particularly challenging with increased medical expenses, lower income, and the rising cost of raising 2 teen boys. As a metastatic breast cancer thriver, the stress of making sure finances stay in order for my family weighs very heavily on me. This goes a long way to taking some of that stress off my plate so I can focus on treatments and making the most of the time I have.

Mentally it was stressful, depressing, and hard to actually process my stage IV diagnosis. I never asked, "Why me?" more, "What can I do to get through the process and keep myself healthy and alive?" To enjoy time with family and friends... to live as long as my granny did! (98 years old)? This money will help me with some back payments and help me feel relief. I am elated! I am extremely grateful, thankful, and appreciative to The Aesthetic Foundation for choosing me."

Thanks to the Breast Cancer Journey Fund for their generous donation towards my treatment and recovery from a second bout of breast cancer, seventeen years after my first diagnosis. I have used the donation towards head coverings and acupuncture treatments for chemo-induced peripheral neuropathy. Thanks again for your assistance. Cancer is a challenge on so many levels!



**SCAN TO LEARN MORE,
APPLY FOR FUNDS, OR DONATE**



The Aesthetic Foundation

Providing **TWO WAYS** to Assist Your
BREAST CANCER PATIENTS

Mollenkopf Aesthetic Breast Reconstruction Fund

Grants of up to \$10,000



Breast Cancer Journey Assistance Fund

**Financial Relief for
Breast Cancer Patients**

We need your donations
more than ever to support patients.



SCAN TO LEARN MORE

Breast Cancer Journey Assistance Fund

I am 58 years old, I received my 2nd breast cancer diagnosis in December of 2023—this time my right breast. I was diagnosed with breast cancer in my left breast in December of 2015. As we live in very small isolated community, both times my husband and I traveled 350 miles round-trip multiple times for me to receive care—sometimes in treacherous wintertime travel conditions. I had three surgeries in January, on consecutive Tuesdays, 1st a partial mastectomy followed by two margin re-excisions. Coming home following my second surgery, we had a little excitement as a huge pine tree had fallen and was blocking the highway, likely just shortly before we came upon it. We called the Highway Dept (found out 911 works even when there is no cell service) but my husband was able to pull it somewhat off of one lane, and thanks to 4-wheel drive we were able to drive over the remaining debris before they arrived. Currently we leave home on Mondays and return home on Fridays as I am receiving radiation 5 times a week. We are fortunate to have family to stay with while we are away from home and to have excellent medical insurance. And now we have been further blessed to receive this gift from your foundation. It has been used toward our travel expenses, primarily gas, we need to fill our gas tank 2–3 times a week, and for when we need to have an occasional meal out. Thank you so much, your kindness has helped us in a very meaningful way and made a difficult season of life a bit less stressful.

Many, many appreciations to the The Aesthetic Foundation Breast Cancer Journey Assistance Fund for the generous financial assistance of \$750. This support helped me significantly with living expenses. My breast cancer journey began in December 2023. I have been diagnosed with Stage 1A Invasive Ductal Carcinoma and DCIS, ER/PR negative HER-2 strongly positive disease. Based on my family history there is cause for concern and urgency with my treatment. This diagnosis has been overwhelming for both me and my family to process. Also, I have been unable to work consistently given my focus on my breast cancer diagnosis, appointments and treatment. This support from the Breast Cancer Journey Assistance Fund was right on time and has reduced stress and anxiety around my current financial state. These awarded funds help me to get back on top of my financial affairs while I navigate my healing journey. This assistance has restored hope within me. Thank you to all at The Aesthetic Foundation Breast Cancer Journey Assistance Fund for this invaluable support.



I have recently been diagnosed with stage II invasive ductal carcinoma breast cancer. While I was 32 weeks pregnant, I

discovered a lump in my left breast. Following an ultrasound and a mammogram, we found calcifications in the area. At 35 weeks pregnant, I underwent a biopsy of the lump, which revealed it to be cancerous. My obstetrician quickly coordinated a plan with my oncologist to induce labor at 37 weeks, allowing me to start chemotherapy treatment right afterward. I am currently undergoing my second round of chemotherapy and look forward to ringing the bell to celebrate the end of my treatment. I am grateful for the financial assistance to help with co-pays and other bills.

In July 2024, my world was turned upside down when I received a diagnosis of Stage 1 breast cancer. It was a moment that felt surreal, as if I were watching a movie instead of living my reality. The word “cancer” echoed in my mind, bringing with it a whirlwind of emotions: fear, uncertainty, and disbelief. Yet, amidst the chaos, I found a flicker of determination. After countless consultations and discussions, I faced the next step: surgery. On August 13th, I underwent a lumpectomy, where they removed the tumor along with some surrounding tissue. I remember waking up in the recovery room, the weight of what had just happened settling over me. The surgery had gone well, but I knew the journey was far from over. In the weeks that followed, I learned I would need to undergo six rounds of chemotherapy, followed by radiation. Each treatment felt like a mountain to climb, but I drew strength from the support of my family and friends from the church. Their encouragement became my lifeline, a reminder that I was not alone in this fight. As I began chemotherapy, I experienced the physical challenges that came with it: fatigue, nausea, and the emotional toll of it all, especially hair loss. I love my hair and knowing I had to let it go felt surreal to me. Yet, during those difficult days, I discovered a resilience within myself that I didn’t know existed. I started journaling my thoughts and feelings, a way to process the rollercoaster of emotions. Each entry became a testament to my strength and a reminder of my purpose. I found solace in my church community, as I continue my journey through chemotherapy and look ahead to radiation. I hold on to the belief that this experience, while challenging, is shaping me into a stronger person. I’ve learned to appreciate the little things. Cancer may have entered my life unexpectedly, but it has also opened my eyes to the strength that resides within me and the love that surrounds me. My story is not just about a diagnosis; it’s about resilience, hope, and the incredible support that can emerge from hardship. I am committed to sharing my journey, raising awareness, and advocating for those who face similar challenges. Together, we can create a community of support and understanding, reminding each other that we are never alone in this fight.

DONOR GUIDE



The Aesthetic Foundation is dedicated to improving the safety and effectiveness of aesthetic surgery and medicine, and your support makes a significant difference.

Whether you pay membership dues or go beyond with a larger donation, you further the impact we can make. With each donation level, you receive a higher level of recognition on our website, social channels, donor wall at The Aesthetic MEET, and more. Thank you for your contributions and for being an inspiration for others to join in your generosity.

Together, we advance aesthetics.

Foundation Member

Membership is the first step in supporting The Foundation. Dues are only \$200 a year, but the impact is exponential when our whole community comes together. Our goal is for 100% of Society members to be Foundation members.

\$200

Annual dues

Beyond Club

Go beyond your membership by doubling your dues. Join the club by donating at least \$200 beyond your dues in a calendar year. Make a one time donation or sign up for monthly giving. Donors recognized for amount given.

\$200+

Gift beyond your annual dues

Champion's League

Champion what matters most to you by donating \$10,000 or more in a calendar year to a specific area of need. You can support research, breast cancer patients, our externship program, and more. You'll receive special recognition as a top annual donor committed to a cause.

\$10,000+

Donation to a specific cause

President's Circle

Provide the highest level of support and make the greatest impact with a cash or pledged gift of \$50,000+ or a legacy gift of \$100,000+. This level of support allows you to build a legacy that will be recognized year after year. Donors also receive a certificate, lapel pin, and feature in ASN.

\$50,000+

Cash or Pledged Gift
(or \$100k+ Planned Gift)



DONATE TODAY

www.theaestheticfoundation.org
hello@theaestheticfoundation.org // (562) 799-2356
All donations are tax-deductible.

The Aesthetic Foundation Externship Program—Sarah Gubara’s Experience

On the week of my 29th birthday, I had the honor of completing my observership with Dr. Bruce Van Natta at his practice in Carmel, Indiana. And it was nothing short of extraordinary. Dr. Van Natta’s practice opened my eyes to what a truly patient-centered private practice looks like. From the business intricacies to the clinic to the operating room, each day was a masterclass in the depth and breadth of aesthetic surgery. What truly struck me was the depth of patient relationships he nurtured. I was moved by the long-term relationships Dr. Van Natta had built with his patients, some even spanning multiple generations within a family. The idea of building such enduring, trusted relationships with patients—and even their loved ones—is something I have always deeply aspired to create in my own career.

The operating room was a welcoming and supportive environment, which gave me the space to learn and observe with confidence, as I could freely ask questions without the usual high pressure. Dr. Van Natta even arranged for me to observe his partners’ facial plastic surgeries, giving me a broader view of the specialty. I also had the opportunity to work with Indiana University’s plastic surgery residents, which showed me that it’s possible to incorporate teaching and mentorship within an aesthetic-focused career.

It is clear that Dr. Camille Cash made an ideal match; Dr. Van Natta and I clicked on so many levels—not only in our shared love for plastic surgery but on other topics that matter deeply to me, like climate change, race, and family. His compassion and authenticity deeply impacted me, and I felt truly seen and supported in ways I hadn’t anticipated. His dedication goes far beyond professional guidance; he is genuinely invested in my growth and consistently makes time to connect, educate, and share insights that I will carry with me.

This observership opened my eyes to the true heart of aesthetic surgery, and it sparked a passion in me that I never fully anticipated. I can never express enough gratitude for this incredible opportunity I got to be a part of.



Bruce Van Natta, MD and Sarah Gubara



Foundation Leadership, Drs. Camille Cash and Bruce Van Natta, connected with Externs at the ASPS meeting in San Diego.

The Aesthetic Foundation

Mentor in Every State

Sign Up Today to Support the Next Generation—Mentor a Medical Student!

SCAN THE QR CODE TO SIGN UP

The Aesthetic Foundation’s Externship Program is always in need of mentors. The more mentors committed, the more students we can expose to aesthetic plastic surgery without delay once we open the program each year.

The Aesthetic Foundation President's Circle

THESE MEMBERS HAVE DONATED \$50,000 OR MADE A \$100,000 PLANNED GIFT TO THE AESTHETIC FOUNDATION



William P. Adams Jr., MD



Sherrell J. Aston, MD



Mark T. Boschert, MD



M. Bradley Calobrace, MD



Sepehr Egrari, MD



Julius W. Few, MD



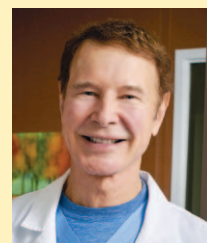
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Dr. and Mrs. Julio Luis Garcia



Caroline A. Glicksman, MD, MSJ



Dr. and Mrs. Joe Gryskiewicz



Daniel A. Hatef, MD



Dr. and Mrs. Jeffrey M. Kenkel



Luis López Tallaj, MD



Patricia A. McGuire, MD



Dr. and Mrs. Daniel C. Mills II



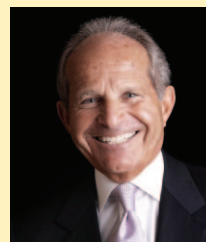
Susan and Steve Mollenkopf



Dr. and Mrs. James Payne



Dr. and Mrs. Luis M. Rios Jr.



Dr. and Mrs. Robert Singer



Douglas S. Steinbrech, MD



Dr. and Mrs. Louis L. Strock



Charles H. Thorne, MD



Bruce W. Van Natta, MD

**Will You Be Our Next
President's Circle Member?**

Contact Ivan Rodriguez
ivan@theaestheticsociety.org
for more information.

THE AESTHETIC FOUNDATION AT THE AESTHETIC MEET 2025

RAISE CASH FOR Research

The mission of The Aesthetic Foundation is to improve the safety and effectiveness of aesthetic surgery and medicine. With your support, we can fund research that helps us deliver on our mission and drive meaningful progress in aesthetics.

Join The Foundation and donate in any or all the ways available during The Aesthetic MEET 2025!



5K FUN RUN/WALK

Saturday, March 22 • 6:30am
Fareground Austin in the Yard

When you register for The Aesthetic MEET 2025, choose to donate to The Aesthetic Foundation and participate in the 5K Fun Run/Walk or sleep in and donate. Already registered? Fax in a Registration Form and indicate you want to participate in the Fun Run/Walk at the bottom of page 1 then provide payment information on page 2, or register on-site Thursday, March 20, or Friday, March 21.

Lace up your running/walking shoes, set your alarm, and RAISE CASH FOR RESEARCH!

Sponsored by:

Allergan Aesthetics
an AbbVie company



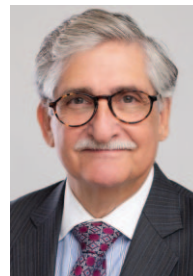
SCAN TO CONNECT

Friday, March 21–Sunday, March 23
The Aesthetic Marketplace

Visit The Aesthetic Marketplace Friday–Sunday and get your badge scanned at booths with the floor decal that says “RAISE CASH FOR RESEARCH: SCAN TO CONNECT.” These companies will donate \$100 for every attendee who gets their badge scanned up to a limit.

Senté

Visit SENTÉ® in Booth #1412 to learn about their products, make connections, and RAISE CASH FOR RESEARCH by getting your badge scanned!



2025 CAREER ACHIEVEMENT AWARD

Saturday, March 22
Foundation Member Business Meeting

Drs. Jack Fisher and G. Patrick Maxwell will receive this prestigious award. Both have made tremendous contributions to the field of aesthetic surgery and medicine through education and leadership. The well-deserved honor will be bestowed

upon them both during The Aesthetic Foundation’s Member Business Meeting, Saturday, March 22, 2025. (See page 79 for more information about our honorees.)



Donate now to honor Drs. Fisher and Maxwell and help us reach our fundraising goal. At special request of our honorees,

all proceeds from Career Achievement Award donations will go directly to the Breast Cancer Journey Assistance Fund, providing breast cancer patients with financial support for non-surgery medical expenses. Choose “Breast Cancer Journey Assistance Fund & 2025 Career Achievement Award” from the drop-down menu and indicate that you are donating in honor of Drs. Fisher and Maxwell. (See pages 82–85 for more information about the fund.)

FOUNDATION PAST PRESIDENTS’ HAPPY HOUR

Saturday, March 22 • 4:00pm–4:30pm
Booth #907

Foundation Past Presidents are invited to network and reconnect in The Aesthetic Society Booth #907. The whole booth will be a party, and we want to celebrate you and all you have done and continue to do for The Aesthetic Foundation! Cheers!

THE AESTHETIC FOUNDATION EDUCATION

Thursday, March 20 • 11:30am–5:30pm

S9 Hot Topics with Spotlight on Research Luncheon INCLUDED in your registration!

Chairs: Simeon Wall Jr., MD; Ashley Gordon, MD; Tiffany McCormack, MD; Rafael Couto, MD; and David Turer, MD

Join us for lunch and the Research Foundation Spotlight on Research at 11:30am, included in your Hot Topics registration! Hot Topics will start at 12:30pm.

Evaluate techniques currently in the patient spotlight and identify how to separate hype from reality.

*Optional course, registration fee of \$400 required. Only interested in registering for Spotlight on Research from 11:30am–12:30pm Register for optional course S9A for \$100.

Introducing:

AlliedPro[®]

The Aesthetic Society[®]

Say hello to AlliedPro[®] from The Aesthetic Society. The membership program that offers training and community for the nonsurgical aesthetic professional—to help foster their expertise in the field, grow their business, and enhance patient outcomes.



Are You All in?



\$250/year for each AlliedPro member

*For a limited time only

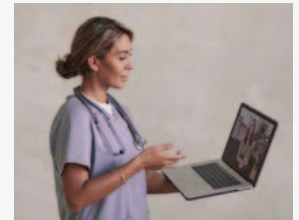
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to use **today** to help **your**
practice run more efficiently.



The Real Value of a Patient: Calculating Their LTV

By Samuel E. Peek, JD

94



Standing Out in a Saturated Market

By Shelby Reed, MHA

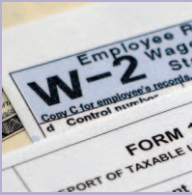
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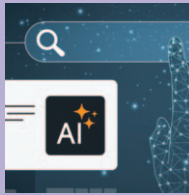
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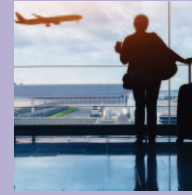
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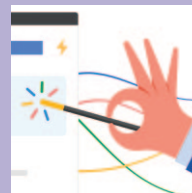
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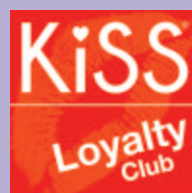
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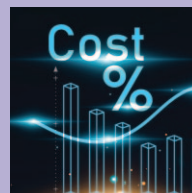
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The Real Value of a Patient: Calculating Their LTV

By Samuel E. Peek, JD

How much is a patient worth to you? No, really—have you ever thought about it? Have you ever sat down and done the actual math?

Is their value solely that of an initial consultation fee? Maybe it's the revenue from a single procedure? Maybe it is the total revenue generated from them over the course of the next year (if you can keep them that long)?

If any of these was your answer, I've got some bad news: you're thinking too small. How much a patient is truly worth can't be reflected by a one-time transaction—it's the long-lasting relationship and their LifeTime Value (LTV) that they bring to your practice.

LTV is not just about what they themselves spend in your practice - it's about their potential to return, refer, and grow your business over time. It's about building loyalty that pays off in the long run. So, let's dive into why understanding and increasing patient LTV is a game-changer for the success of your aesthetic practice - and how you can start calculating and leveraging it today.

THE MATH

Let's crunch some numbers. Say a patient spends \$1,500 on their first treatment. Is that their value? Wrong.

That same patient then returns for an average of three follow-ups annually for \$500 each. Over five years, that's a whopping \$9,000. But we aren't done. Let's now add in the potential referrals they bring in: friends, family, their impact with positive reviews, and more. If they bring in two additional friends into the practice who each spend a similar

amount of money, your total revenue from that single patient skyrockets to \$27,000.

But what if those friends also bring in more people? That is a bit outside the scope of what is mathematically based and can be linked via causality—plus it starts to feel very much like an MLM pitch—so we will leave it here for now.

When you start looking at these numbers, it's clear that every patient isn't just a single patient in a vacuum—they're a long-term asset. And losing a patient? That's not just one procedure walking out the door, it's potentially hundreds of thousands of dollars in lost revenue.

THE FORMULA: HOW TO CALCULATE LTV

Quick caveat: LTV is really useful in aesthetic practices that offer nonsurgical procedures on a repeat basis. It is also very useful if you have a complex, multi-faceted aesthetics business that has several divisions, such as surgical, nonsurgical, dermatology, weight loss, hair treatment, hormone treatments, wellness, and more. It is, however, not as useful (and this does not apply the same way) as a pure 100% based surgical-only practice does. Since patients often are "one and done", or have multiple years within surgery, other calculations are needed to determine value and impact to the practice.

To calculate the LTV of a potential patient, you need to understand its three main components:

1. **Revenue per visit (R)**—How much does your patient typically spend per visit?
2. **Number of annual visits (V)**—How often do they come back in a year?
3. **Years with your clinic (Y)**—How many years do they stay loyal to your practice?

Now, the formula itself couldn't be easier—in order to find out what is your patient's lifetime value, all you need to do to is multiply the three elements:

$$LTV = R \times V \times Y$$

Let's put this into practice. If your number one hypothetical patient persona target, we will call her Anne, spends \$2,600 per year

Read
**The Male Patient:
Aesthetics'
Missing Person(a)**
also by Sam Peek
in our digital
Flipbook.

between injectable maintenance, one-off nonsurgical treatments (lasers), and, of course, skincare, she will have three separate visits and attend your open house every year. Anne has been loyal to your practice for eight years. What is her LTV?

Patient Anne

1. **Revenue per visit (R)** = \$650
2. **Number of annual visits (V)**—Four (4)
3. **Years with your clinic (Y)**—Eight (8)

$$LTV = \$650 \times 4 \times 8 = \$20,800$$

This is the simple formula. This does not include:

- Inflation
- Upselling
- Cross Selling
- Surgical (Or high end one-off treatments)
- Referrals

This is your baseline. Set your patient persona to target, and calculate what they are worth (at the minimum) for the coming lifespan in the clinic. Once that is done, we can map out a path to increase their value, increase their utilization, and turn them into the ambassadors of your practice.

STRATEGIES TO INCREASE PATIENT LTV

Once you know your patients' base LTV, the next step is boosting it. Here's how you can do that using these tactics:

Build strong relationships. Patients are more than just names in your appointment book - they're real people, coming to you with their very real problems. Show them you care. Personalized follow-ups, consistent quality of care, or even remembering their favorite skincare products can make a huge difference in how attached they feel to you and your practice. As we all know, the stronger the attachment, the more a patient is willing to spend - both in terms of time and money.

Gamify your patients' experience. Gamification isn't just for Starbucks and its stars (yes, I have over 5,000) - it can also work wonders in aesthetic medicine. Create reward systems where patients earn points for things

How much a patient is truly worth can't be reflected by a one-time transaction—it's the long-lasting relationship and their LifeTime Value (LTV) that they bring to your practice.



Standing Out in a Saturated Market

By Shelby Reed, MHA

like referrals, reviews, or coming back for follow-ups. Loyalty programs can add even more value to that, offering discounts, free treatments after a set number of visits, or exclusive perks. This approach is not only engaging and fun but also keeps patients actively invested in your practice, creating a sense of excitement that ultimately makes them stay with your practice for a longer time, as well as potentially come in for more treatments.

Creating long-term aesthetic plans.

Understand more than just the short-term goals of your patients. Understand their long-term needs, craft individualized plans to show them the route to the big picture instead of just a short-term sprint, and provide them with examples of the final outcome and what they can ultimately achieve by putting their trust in you (and investing more in their LTV).

YOUR PATH TO LONG-TERM GROWTH

Patients with high LTV aren't just repeat clients—they're the foundation of a successful aesthetic practice. They're loyal, spend more, and often become your biggest advocates, helping to spread the word about your services. That's why, when you're focusing on increasing the lifetime value, you're not just boosting your revenue - you're building long-term stability and growth.

For that reason, viewing your patients through the LTV lens is the only way that will allow you to actually understand their real value. And what it comes down to is that each one of your patients isn't just a visitor, they're an investment. So, treat it like one—because, at the end of the day, the more you invest in your patients, the more they're willing to invest in you.

Sam Peek is the founder and CEO of Incredible Marketing, a leading international digital marketing agency, focused primarily on the Aesthetics Industry. Combining legal expertise with creative digital marketing skills, Sam has propelled Incredible Marketing to serve over 1,500 practices in 22 countries. A published author and sought-after consultant, he has presented at over 250 conferences worldwide, covering digital marketing, patient privacy, and emerging technologies.

Sam's command of the aesthetics industry and bleeding-edge marketing approaches has garnered him a reputation as the premier thought leader, strategist, and pioneer among top industry organizations and startups alike.

I am the Practice Manager of a QuadA Plastic Surgery Office in South Florida that specializes in aesthetics. And I am not alone.

Besides beautiful beaches, luxury homes, and Michelin-star restaurants, South Florida also boasts the most per-capita aesthetic plastic surgery offices in the country. What does that mean? Well, it means that to stand out, attract new patients, and retain them as loyal customers, we have to work harder than our neighbor.

We've discovered it isn't all about online presence or social media, as you might think. It's about what happens to the patient once they are through the doors. I've come up with a few very important rules that sets our office apart from the ten other aesthetic practices in our zip code and I'm happy to share them with you today.

RULE #1 WHITE GLOVE CUSTOMER SERVICE

Traditional customer service metrics of being friendly and helpful are great. But to truly stand out, you must anticipate your patient's needs, customize their treatments, and go above and beyond the basics. For example, in our office, when we require the patient to get pre-op testing, we call and make the arrangements for them, making the process as seamless as possible. (Fun fact—this allows us to get results faster in most cases).

RULE #2 CUSTOMIZABLE TREATMENTS

Sure, we boast similar aesthetic treatments to everyone else in town, but we take it one step further. Each patient receives a full-faced assessment during their appointment, allowing our providers to offer and customize the

treatment plan in real time! Just because the schedule says Toxin or Fillers, doesn't mean that is what the patient needs for best results to achieve the look they desire. And the best results are what will make a patient return time and time again, as well as recommending our office to their friends, family and colleagues.

RULE #3 IMPECCABLE TIMING

One thing a patient hates more than anything is waiting. So, to combat an overcrowded office and long wait times, we intentionally see less patients per day. If you think this would hurt our revenue, think again. Our dollar per patient spend ranks in the 95th percentile according to national data. How do we do that? We believe it is about quality, not quantity. We give our patients the time they deserve during each appointment. We get to know them, we make them feel safe, comfortable, and cared about. (Because we actually do care!).

RULE #4 TRANSPARENT PRICING

We operate with the belief that patients deserve to know and understand our fees for service. We have price menus in our lobby and provide them to patients during every appointment. We also give out the starting price over the phone to prospective patients, to let them make decisions before scheduling. This helps us build trust from the very beginning of our journey with them.

Ultimately, it is up to you to create an environment that values the patient's experience above all else if you want to stand out against your peers. Because patients are savvy, and they have choices. If they have a bad experience at an office in a saturated market, it is just as easy for them to go next door.

By following these rules, I'm happy to say our office has a patient retention rate two times higher than the national average.

Shelby Reed is the practice manager for Dr. Cristina Keusch, Boca Raton Plastic Surgery Center in Boca Raton, Florida.
www.drkeusch.com

One thing a patient hates more than anything is waiting. So, to combat an overcrowded office and long wait times, we intentionally see less patients per day. If you think this would hurt our revenue, think again.



Holistic and Wellness Integration: Elevating Your Aesthetic Practice Through Comprehensive Patient Care

By Terri Ross, Terri Ross Consulting

The aesthetic landscape is evolving, with patients seeking more than just cosmetic improvements—they want a holistic approach that enhances their overall well-being. Integrating wellness services into your practice is not only a growing trend but a strategic move to set your practice apart in a competitive market.



Partner with wellness professionals, such as nutritionists or hormone specialists, to ensure high-quality services. These collaborations also open cross-referral opportunities.

THE SHIFT TOWARD HOLISTIC AESTHETIC CARE

Today's patients are more informed and seek comprehensive solutions that connect beauty with wellness. This shift has led aesthetic practices to embrace a holistic approach, focusing on improving patients' overall health alongside their physical appearance.

At Terri Ross Consulting, we've observed that practices incorporating wellness services experience increased patient satisfaction and significant growth, establishing a unique value proposition that resonates with the health-conscious consumer.

WHY INTEGRATE WELLNESS SERVICES?

1. Enhanced Patient Outcomes

While aesthetic procedures can help patients achieve their goals, long-term success often requires additional services and support. For example, body contouring can be more effective when combined with nutrition counseling, 3D body scanning with measurement capabilities, empowering patients to maintain their results. Hormone imbalances, affecting everything from skin health to mood, can also be addressed with hormone therapy, allowing patients to not only look better but feel better.

2. Increased Patient Satisfaction and Retention

Patient satisfaction is the key to a successful practice and retention. When patients feel their needs are met, their loyalty and satisfaction increase, leading to repeat business and referrals. For instance, a patient seeking skin rejuvenation may also benefit from red light therapy and micronutrient therapy as underlying stress

can impact their skin. A more comprehensive approach leads to better results and improves overall well-being, encouraging patient retention.

3. Differentiation in a Competitive Market

Standing out in the aesthetic industry is crucial. By offering a blend of aesthetic and wellness services, such as nutrition counseling, hormone therapies, detox programs, etc... you provide more comprehensive care that few competitors offer. This approach can also attract wellness-minded individuals who may not have considered aesthetic treatments but are drawn to a practice that prioritizes their overall health.

IMPLEMENTING WELLNESS SERVICES

1. Assess Patient Needs

Understanding your patients' needs is the first step. Use surveys, focus groups, or direct conversations to identify what holistic and integrative services would best enhance your aesthetic offerings.

2. Collaborate with Experts

Partner with wellness professionals, such as nutritionists or hormone specialists, to ensure high-quality services. These collaborations also open cross-referral opportunities.

3. Integrate Wellness into Marketing

Promote your new wellness services through updated websites, social media, and marketing materials. Emphasize the benefits of a holistic approach and consider offering package deals that combine aesthetic treatments with wellness services.

Read
**To Dance or Not to Dance?
The TikTok Marketing
Dilemma for a Seasoned
Plastic Surgeon**
also by Terri Ross
in our digital Flipbook.

4. Educate Your Team

Your staff should be well-informed about the wellness services you offer and their benefits. Proper training can help them effectively communicate the value of these services to patients, enhancing cross-promotion opportunities.

5. Monitor and Measure Success

Track patient satisfaction, retention rates, and revenue generated from wellness services to gauge the effectiveness of your integration. Patient feedback is essential for refining your approach and ensuring your offerings meet their evolving needs.

THE FUTURE OF AESTHETIC MEDICINE

A Holistic Approach Wellness integration is not a fleeting trend; it represents the future of aesthetic care. As patients increasingly seek solutions that enhance both their appearance and health, practices that adopt a holistic approach will be better positioned for long-term success.

Terri Ross is a world-renowned, strategic practice growth consultant, author, international speaker, thought leader, and high-performance sales coach for both medical aesthetic practices and Fortune 500 medical aesthetic companies. She is the Founder and CEO of Terri Ross Consulting.



Understanding and Optimizing Your W-2 Income: A Guide for Plastic Surgery Practice Owners

By Practice Integration Advisor Thomas Bodin, CFA, CFP®

If you're a plastic surgery practice owner filing taxes as an S corporation, you're likely aware that your income is divided into two main categories: W-2 wages and distributions.

Many owners aim to reduce the income they recognize as an employee of their practice, commonly known as W-2 income, to avoid paying the Social Security and Medicare taxes associated with it. However, this strategy comes with hidden risks and may not be the most tax-efficient approach. In this article, I'll outline how to think of income recognition as a strategic tool to maximize wealth creation and minimize risk.

THE RISKS OF UNDERSTATING W-2 INCOME

One of the main perils of reducing your W-2 income too much relates to the IRS's requirement that this revenue must be "reasonable." But what does this mean? According to the IRS, "Reasonable compensation is the value that would ordinarily be paid for like services by like enterprises under like circumstances." Clear as mud, right? If the IRS determines that you've underpaid yourself, you could face fees, penalties and back taxes.

A common guideline is the 60/40 rule, where 60% of profit is paid as W-2 income and 40% as a distribution. Depending on your industry, role and profitability, you should consider the Social Security wage base as a potential floor for your salary, which fell at \$168,600 in 2024. Many accountants also use geographically-centered databases to compare compensation for similar roles and help set reasonable salaries.

IS THERE A CEILING FOR W-2 INCOME?

With some rules established on the W-2 floor, is there a ceiling for how high it should be? It's best to defer to your accountant regarding what they consider reasonable, but generally there's no benefit in exceeding the 401(a)(17) limit. This cap represents the



By the end of the third quarter, it's usually possible to forecast staff hours and pay for the full year with some accuracy. For the practices I work with, I typically recommend setting a reasonable salary based on prior years' data, generally between \$200,000 and \$250,000.

maximum amount of wages that can be considered for non-discrimination testing in a qualified plan. For 2024, the 401(a)(17) limit is \$345,000. The maximum for 2025, though not yet announced when writing this article, is forecasted to be \$350,000.

DETERMINING THE OPTIMAL W-2 INCOME

So, with both a floor and a ceiling in mind, how do you determine the right W-2 income? The answer involves a dynamic process. Ideally, as a high-income practice owner, you have a safe harbor top-heavy 401(k) plan. Your third-party administrator (TPA) can provide allocation studies that estimate the effect of various W-2 income levels on profit-sharing.

By the end of the third quarter, it's usually possible to forecast staff hours and pay for the full year with some accuracy. For the practices I work with, I typically recommend setting a reasonable salary based on prior years' data, generally between \$200,000 and \$250,000. At this point, reach out to your TPA and ask them to run three scenarios: one at your current W-2 income (say, \$250,000), another at \$300,000 and a final one at the maximum (around \$350,000).

In most cases, you'll notice the higher your W-2 income, the more you retain in profit-sharing contributions. However, depending on your census there is a point where the returns diminish. To make an informed decision,

Read
Understanding the Corporate Transparency Act: Reporting Beneficial Ownership Information
 also by Thomas Bodin
 in our digital
 Flipbook.

compare the additional profit-sharing retention against the employee portion of the Medicare tax rate of 1.45%. If you're married and your household's taxable income fall within the qualified business income (QBI) phaseout range—\$383,901 to \$483,900 for 2024—factor in the additional 20% tax reduction on distributed income.

Thomas Bodin, CFA CFP® MBA is a practice integration advisor with Buckingham Strategic Wealth. Thomas provides comprehensive financial advisory services to medical clinicians and practice owners, including tax, pension and retirement planning. He is motivated by a passion to help medical professionals connect the hard work they put into their practices with their most deeply held values and goals, through Buckingham's evidence-based approach to true wealth management.

If you have any questions, email TBodin@buckinghamgroup.com or call 317.975.3498.

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Generative Engine Optimization (GEO) for Plastic Surgeons: What It Is and How to Use It

By Keith C. Humes, CEO Rosemont Media, LLC

As search engines increasingly adopt AI, plastic surgeons can leverage Generative Engine Optimization (GEO) to enhance online visibility. Unlike traditional SEO, which focuses on link-based rankings, GEO optimizes content to fit AI-generated responses.

This strategy involves creating structured, relevant, and patient-centered content that AI can quickly synthesize into accurate answers—positioning your practice as a trusted source in a competitive field.

WHAT IS GEO?

Generative Engine Optimization ensures content is optimized for AI-driven search engines that now generate answers rather than just lists. For plastic surgeons, this means crafting content that aligns with common patient inquiries about procedures like rhinoplasty, facelifts, and liposuction. By strategically tailoring this information, your practice can appear as the “preferred” answer in AI results.

GEO optimizes your content’s structure and context, making it both search-friendly and “answer-friendly.” For instance, specific procedure details, patient FAQs, and post-operative care tips can be presented in ways that appeal to AI algorithms, providing clear, precise information that serves prospective patients and promotes your expertise.

WHY GEO IS CRUCIAL FOR PLASTIC SURGEONS

For plastic surgeons, GEO represents an advanced approach to reach targeted audiences while showcasing unique expertise. Here’s how GEO benefits plastic surgery practices:

- **Enhanced Patient Targeting:** GEO helps your practice be seen by potential patients actively researching cosmetic procedures, increasing the quality of leads.



- **Expert Positioning:** By aligning your content with AI’s answer-friendly structure, you establish your practice as a trusted authority on advanced, safe, and effective plastic surgery.
- **Local Search Visibility:** GEO integrates seamlessly with local SEO, ensuring your practice appears in relevant, location-based searches, attracting patients in your service area.

IMPLEMENTING GEO FOR YOUR PRACTICE

To incorporate GEO effectively, plastic surgeons should focus on content that directly addresses patient needs, with a structure that AI can interpret as authoritative and reliable. Here are key elements to focus on:

1. **Create In-Depth FAQs:** Answer common patient questions about surgical and non-surgical options, recovery times, and potential risks in concise, patient-friendly language.
2. **Leverage Before-and-After Content:** Visual content helps AI recognize expertise and satisfies potential patients’ curiosity, positioning your practice as both skilled and transparent.

3. **Stay Current:** Regularly update your content to reflect the latest advances in cosmetic and reconstructive procedures, as well as any relevant legal or safety guidelines.
4. **Optimize Local Listings:** Ensure that all local business information is consistent and accurate to boost local visibility on Google and other search platforms, reinforcing your presence in your target area.

THE FUTURE OF GEO IN PLASTIC SURGERY MARKETING

As AI-driven search continues to evolve, plastic surgeons who adapt to GEO will stand out in competitive markets. By aligning content to match AI’s preferred answer formats, you not only reach more potential patients but also build a reputation as a trusted, authoritative figure in plastic surgery. GEO is a forward-thinking approach that places your practice at the forefront, connecting you with patients seeking expertise and guidance in cosmetic enhancement.

Keith Humes is Founder/CEO of Rosemont Media, LLC, a San Diego-based digital marketing agency. As the founding Aesthetic Society Alliance Partner, the firm has helped numerous members successfully navigate the rapidly evolving digital marketing landscape with innovative and effective SEO strategies, social media optimization, and customized website development.

Specific procedure details, patient FAQs, and post-operative care tips can be presented in ways that appeal to AI algorithms, providing clear, precise information that serves prospective patients and promotes your expertise.



The Healthcare Industry is at a Crossroads: New Research Reveals Top Travel & Expense Management Challenges

By Chris Juneau—SAP Concur—SVP, Head of SAP Concur Product Marketing

With constant financial pressure, regulatory compliance issues, and workforce shortages, managing in the healthcare industry means anticipating problems, and evolving quickly.

Being able to manage your personnel's time, to keep them focused on delivering patient care, is the difference between a profitable quarter and financial struggle, but more than a quarter of healthcare leaders (29%) admit they are still using manual data entry when it comes to travel and expense (T&E) spending. Not only are they using manual processes, but for more than a quarter (28%) their T&E solution does not connect to internal business systems. On the accounts payable (AP) side, over a third (35%) use a T&E system that does not connect with AP processes.

These manual processes take away from patient care and these challenges, revealed in a recent study from Wakefield Research, show that the healthcare industries are facing a travel and expense (T&E) management crisis.

With tighter budgets and stricter compliance demands, healthcare practices need to look for solutions that free up employee time. This research revealed that many healthcare practices are discovering a more modern approach to T&E management to drive operational efficiency, improve the experience for their employees and meet their compliance needs.

ADMINISTRATIVE BURDEN THREATENS PATIENT CARE

With every minute spent on manual data entry, caregivers are spending less time with patients and the pressure for change is mounting. An overwhelming 85% of healthcare leaders are now actively seeking modern T&E solutions, driven by clear organizational priorities:

- 46% seek automated internal compliance checks



As the Wakefield Research reveals, those who embrace modern T&E solutions now won't just solve today's challenges—they'll be better positioned to meet tomorrow's demands. The question isn't whether to transform, but how quickly organizations can adapt to this new reality.

- 34% aim to reduce administrative tasks through automation
- 40% prioritize user-friendly experiences
- 44% plan to implement cloud-based platforms

Alongside these operational improvements, the industry is also making a push toward sustainability, with 95% of organizations following environmental guidelines. One-third of leaders now rank sustainability initiatives among their top priorities, seeking systems that can track and report environmental impact alongside financial data.

The future of healthcare administration lies in automation. With 40% of leaders prioritizing user-friendly experiences and 44% pushing for cloud-based platforms, the focus is clear: free up medical professionals to do what they do best—care for patients.

FROM CRISIS TO OPPORTUNITY

Modern, cloud-based solutions offer a path to navigate an increasingly complex regulatory landscape. Organizations are moving beyond compliance to embrace solutions that offer:

- Automated workflows that free up staff for higher-value work
- Integrated systems that break down data silos

- Robust reporting capabilities that turn data into insights
- Sustainability tracking that meets growing environmental mandates

As the Wakefield Research reveals, those who embrace modern T&E solutions now won't just solve today's challenges—they'll be better positioned to meet tomorrow's demands. The question isn't whether to transform, but how quickly organizations can adapt to this new reality.

For complete findings, explore the Wakefield Research report collection: *Balancing Act: Healthcare Looks to Technology to Focus Less on Compliance, More on Patient Care*

Christopher Juneau has extensive global business strategy, operations and marketing experience with more than 20 years travel, expense, and invoice payment industry experience while at SAP Concur. Mr. Juneau played a lead role in shaping SAP Concur's growth from a \$30M to a multi-billion-dollar annual revenue company in various roles. The primary objective of his role is to set and drive the growth strategy for SAP Concur worldwide.



Comprehensive Aesthetic Consultations: A Guide for Medical Aesthetic Providers

By Davina Isaacs, MBA—BrinsonAnderson Consulting

In the evolving landscape of medical aesthetics, the role of the medical aesthetic provider is pivotal in delivering comprehensive care to patients.

From executing advanced skincare treatments to building lasting relationships, aesthetic providers play a crucial role in medical spa and plastic surgery settings. A thorough consultation is the cornerstone of successful treatment outcomes and patient satisfaction.

UNDERSTANDING THE AESTHETIC PROVIDER'S ROLE

Medical aesthetic providers offer a diverse skill set, engaging in a variety of services such as chemical peels, dermaplaning, laser treatments, and injectables. Many also assist with bodysculpting procedures like CoolSculpting and Emsculpt. Beyond technical skills, their responsibilities include educating patients on skincare regimens, maintaining patient privacy, and fostering long-term relationships.

Successful practitioners utilize effective communication, tailored treatment plans, and ongoing education in their patient care. Their role is not just to perform treatments but to empower clients with knowledge about their skin and the best care practices to reach their goals.

THE IMPORTANCE OF A DETAILED CONSULTATION

A comprehensive aesthetic consultation should last about an hour, allowing ample time to gather vital information about the patient. Start with a thorough intake form to document medical history and aesthetic concerns. Use the FORD technique—Family, Occupation, Recreation, Dreams—to build rapport and understand the client's lifestyle so you can develop a personalized treatment plan to meet their aesthetic goals.

CREATING A COMFORTABLE ENVIRONMENT

Prepping the consultation room is equally important. Ensure that the environment is clean, organized, and equipped with necessary tools. Pay attention to details like room temperature, lighting, and seating arrangements. Sitting down at eye level with the patient fosters a comfortable atmosphere, encouraging open communication and trust.

MIRRORING COMMUNICATION STYLES

Effective communication is essential during the consultation. Pay attention to the patient's verbal and nonverbal cues; mirroring their communication style can help establish rapport. If they are detailed and analytical, respond with thorough explanations. If they are more casual, adopt a relaxed tone to make them feel at ease.

CRAFTING A PERSONALIZED TREATMENT PLAN

Once you've gathered information, create a customized annual treatment plan that outlines all modalities your office offers, not just the services the patient initially inquired about. This comprehensive approach allows patients to understand the full spectrum of treatments available, enhancing their trust in your expertise and provides a roadmap for achieving their aesthetic goals.

Building an effective annual treatment plan begins with understanding the patient's timeline for their goals. Ask open-ended questions to determine when they hope to see results—whether for a special event, a seasonal change, or a long-term improvement in their skin health. This information is critical for shaping a plan that is both achievable and motivating.

Once you have established the patient's timeline, outline the necessary treatments and services needed to meet their goals. For instance, if a patient desires smoother skin for a wedding in six months, you might recommend a series of laser treatments, neuromodulator treatments, and dermal fillers, followed by chemical peels to maintain results. This structured approach ensures that each treatment builds

on the previous one, maximizing effectiveness and reinforcing patient commitment.

In addition to initial treatments, it's vital to incorporate maintenance strategies into the plan. Discuss the importance of ongoing care, such as regular facials, monthly skincare routines, and sun protection, to sustain results over time. Emphasize that achieving aesthetic goals is not a one-time effort but a continuous journey. This reinforces the idea that the provider is not just a service provider but an accountability coach guiding them through their ongoing skincare journey.

Once the patient is committed to the treatment plan, ensure that they leave with their next 2–3 treatments scheduled, which reinforces their dedication to the plan and enhances continuity of care and outcomes.

CONCLUSION

The role of the medical aesthetic provider extends far beyond performing treatments; it encompasses educating patients, establishing trust, and providing tailored care. By implementing a comprehensive consultation process, including adequate scheduling, a well-prepped environment, and attentive communication, providers can foster lasting relationships with their patients. Ultimately, an informed and engaged patient is key to achieving optimal aesthetic outcomes and driving business success in a medical spa or plastic surgery practice.

Davina has worked in the aesthetic industry for over 20 years as an aesthetic injector, med spa manager, and practice manager for plastic surgery and other specialty practices. She intimately understands plastic surgery and med spa operations, personnel management, skin care and injectable sales techniques, and vendor relations. Davina's forte is in coaching aesthetic providers on how to develop comprehensive annual aesthetic treatment plans, a proven technique for successfully building and maintaining patient retention.

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PRACTICE SOLUTIONS

The CRM Mistake 90% of Plastic Surgeons Make

By Jennifer Neuenschwander, MBA

In today's competitive landscape, plastic surgery practices need a strategic edge to stand out. A **Customer Relationship Management (CRM)** system can be that edge—yet, for most practices, it's a missed opportunity.

The common mistake? Treating the CRM as a static contact list rather than a powerful tool for patient engagement and conversion.

THE ESSENTIAL ROLE OF CRM IN PLASTIC SURGERY PRACTICES

A CRM is far more than a digital rolodex. In a plastic surgery practice, it should act as the backbone of the patient journey—from initial inquiry to booked consultation, surgery, and even post-op follow-up. A properly implemented CRM captures new leads, nurtures them effectively, and builds lasting patient relationships, which ultimately boosts conversions and enhances patient satisfaction.

THE CRM MISTAKE: USING IT AS A PASSIVE DATABASE

Many practices fall into the trap of relying on CRMs solely to store patient contact info. It logs inquiries but lacks the engagement to drive conversions. Without automated follow-ups or personalized outreach, leads go cold, patient interest fades, and competitors who follow up diligently win out. This passive use of CRM is costly—lost leads, missed touchpoints, and wasted marketing dollars.

When your CRM functions only as a database, every inquiry risks falling through the cracks. Leads need nurturing, and in an industry where decisions are both emotional and financial, failing to stay top-of-mind often means a missed surgery booking. In short, an inactive CRM is a silent revenue leak.

Leads need nurturing, and in an industry where decisions are both emotional and financial, failing to stay top-of-mind often means a missed surgery booking.

LEVERAGING CRM FOR ACTIVE LEAD ENGAGEMENT

A CRM configured for active engagement transforms your approach. Automated follow-ups, personalized messages, and nurturing campaigns keep leads warm and attentive, even if they don't book a consultation immediately. Actively engaged leads feel a connection with your practice, making them more likely to book—and stay loyal.

MAPPING THE PATIENT JOURNEY: FROM INQUIRY TO REPEAT PATIENT

A well-designed CRM maps the entire patient journey in one visual dashboard, giving your team a clear view of where each lead stands. This roadmap—from inquiry to consultation, through to surgery and follow-up—ensures no lead falls through the cracks.

This structured journey enables your team to identify any "gaps" in communication. Mapping these stages ensures the process is thorough, preventing patient disengagement. It allows every staff member to contribute to seamless, timely follow-up that builds trust and retention.

PRE- AND POST-CONSULTATION WORKFLOWS

With effective workflows, CRMs build rapport at each step of the patient journey. Pre-consultation, patients receive educational materials and reminders, arriving prepared and engaged. Post-consultation, follow-up messages reinforce trust, answer questions, and keep patients connected to your practice. This steady engagement significantly improves conversion rates and strengthens patient loyalty.

TRACKING KEY METRICS: CONVERSION, SOURCE, AND ROI

A high-performing CRM does more than manage contacts—it tracks critical metrics like conversion rates, lead sources, and ROI. These insights let you see which strategies are working, refine your outreach, and measure returns on marketing efforts, creating a clear, data-driven path to maximize growth.

Read **Why Leads Hate Your Phone Calls** also by Jennifer Neuenschwander in our digital Flipbook.

ACTION STEPS TO TRANSFORM YOUR CRM

- **Automate Workflows:** Set up automated steps from inquiry to post-surgery.
- **Segment Contacts:** Use tags and lead scoring to reach high-value leads.
- **Schedule Regular Follow-Ups:** Keep leads engaged with consistent, timely outreach.

CONCLUSION: YOUR CRM AS A COMPETITIVE EDGE

A CRM isn't just software; it's a strategic asset for growth. Practices that actively leverage their CRM systems outperform those that don't, enjoying stronger patient relationships, increased conversions, and a streamlined workflow. By shifting your CRM from passive storage to active engagement, you turn it into a growth engine that sets your practice apart and keeps patients coming back.

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Jennifer Neuenschwander, MBA, is the founder and lead strategist at Zone Digital Marketing, specializing in helping aesthetic practices achieve sustainable growth through innovative marketing strategies. With a Bachelor's in Multi-Media Marketing and an MBA, Jennifer and her team leverage their diverse backgrounds in multi-channel and multi-media marketing to connect with leads on a unique and deeper level. Their consulting approach ensures personalized and strategic guidance tailored to each practice. Follow Jennifer on Instagram @jennifertalksmarketing or visit her website at www.zonedm.com for more insights and resources.



Adapting to Google's Generative AI: How Plastic Surgeons Should Shift Their SEO Strategy

By Peter Houtz, Vice President of Sales at Plastic Surgery Studios

Search engine optimization (SEO) has been the gold standard in digital marketing for helping plastic surgeons enhance their online presence to reach new patients.

But with Google's introduction of generative AI, website traffic and visibility have been impacted, and plastic surgeons are having to adapt and shift their SEO strategies to stay ahead of the curve.

THE IMPACT OF GOOGLE'S GENERATIVE AI ON WEBSITE TRAFFIC AND VISIBILITY

Google's generative AI has changed the way search results are served. Instead of sending users to websites for answers, Google's AI is generating summaries and answers and placing them at the top of the search results page. Searches that used to drive traffic to plastic surgery websites now drive users to stay on Google instead of clicking through to other websites. As a result, plastic surgeons are seeing a decrease in organic traffic.

With Google putting AI-driven summaries and answers at the top of the page, click-through rates for informational queries have decreased. Featured snippets and zero-click search results provide answers at the top of the page and eliminate the need for users to visit external websites. For example, if a patient searches "What is a deep plane facelift?" they may get all the information they need from Google's AI summary without having to click through to a plastic surgeon's website to get the answer. This is a big challenge for plastic surgeons who rely on content-driven traffic.

FOCUS ON TRANSACTIONAL AND COMMERCIAL INTENT KEYWORDS

One SEO strategy is to move away from informational keywords and towards keywords with transactional and commercial intent. Informational keywords like "what is a facelift?"



target users looking for general information. In contrast, transactional and commercial intent keywords, such as "top facelift surgeon in Houston," target users who are closer to making a decision and more likely to convert into patients. By focusing on transactional and commercial intent keywords, plastic surgeons can attract higher-quality traffic that is more likely to result in consultations and bookings.

OPTIMIZE CONTENT FOR CONVERSIONS

Another SEO strategy is to optimize content for conversions. Landing pages for procedures, patient testimonials, and photo galleries are key to turning visitors into patients. Plastic surgeons should also do local SEO by including location-based keywords in their content so they show up in relevant searches like "facelift surgeon near me." Providing a good user experience and mobile optimization will also help boost conversions.

BUILD TOPICAL AUTHORITY

Although keywords with transactional and commercial intent are important, SEO also requires using information content to establish topical authority. When plastic surgeons consistently publish high-quality, informative blogs—such as frequently asked questions about top procedures or postoperative recovery guides—they increase their authority in Google's eyes, which helps them rank higher for both informational and transactional

Read
**Building Authority With Backlinks:
How Traditional Marketing Can
Boost Your SEO**
also by Peter Houtz
in our digital
Flipbook.

queries. For example, a detailed blog on "what to expect during tummy tuck recovery" will attract traffic and also signal expertise in the field.

MONITOR SUCCESS AND ADJUSTING YOUR STRATEGY

To ensure success, plastic surgeons must monitor key performance indicators (KPI), such as traffic from transactional keywords, conversion rates, and engagement metrics like time on page and bounce rates. By monitoring KPI, plastic surgeons can identify what SEO strategy works and adjust their marketing to focus on areas that deliver the highest ROI.

Peter Houtz is the Vice President of Sales for Plastic Surgery Studios, a full-service marketing agency serving the aesthetics industry since 1998. Peter is a frequent presenter at The Aesthetic Meeting and can be reached by phone at (909) 758-8320 or by email at peter.houtz@plasticsurgerystudios.com.



Three Tools That Provide Both Asset Protection and Tax Benefits

By David Mandell, JD, MBA and Carole Foos, CPA

Because plastic surgeons are often in the highest income tax brackets and their specialty lends itself to potentially elevated levels of liability exposure, many have a keen interest in opportunities to protect assets and reduce taxes.

This article outlines three tools which can help achieve both planning goals.

1. QUALIFIED RETIREMENT PLANS (QRPS)

Qualified Retirement Plans are tools that are likely being used by a significant number of doctors. QRPs include both defined contribution plans, like 401(k)s or 403(b)s, as well as defined benefit plans, such as cash balance plans.

From a tax point of view, QRPs all provide a current deduction against a physician's income, so they are extremely attractive for tax planning. In fact, these tax deductions can range anywhere from the \$20,000 range for 401(k)s to \$200,000 or more for certain types of defined benefit plans.

In terms of asset protection, these plans often have the highest level of creditor protection under state law. Some states provide the highest level of protection only for a limited dollar amount, and some provide protection for an unlimited value. Be sure to check with an asset protection expert on the protections in your state.

2. THE PRIMARY RESIDENCE

Like QRPs, a large percentage of doctors already own a primary home or will in the future. Regarding asset protection, nearly every state protects some or all of a home's equity from lawsuits and creditor claims. State laws vary significantly here—ranging from no protection to protection of an unlimited amount of home equity. Be sure to check with an asset protection expert to understand the

Regarding asset protection, nearly every state protects some or all of a home's equity from lawsuits and creditor claims. State laws vary significantly here—ranging from no protection to protection of an unlimited amount of home equity.

specifics of your state's homestead law.

The tax benefits of home ownership are consistent in all states and include the ability to write off mortgage interest (with limitations), as well as a \$500,000 capital gain exclusion for a married couple on the sale of a home (\$250,000 for single filers). In addition, local property taxes on a primary home can be deductible against your federal income tax.

3. PERMANENT LIFE INSURANCE

Permanent, of cash value, life insurance is shielded from creditors under state law. Once again, these exemptions vary significantly among the 50 states.

From a tax point of view, the benefits are also consistent throughout the U.S. since they emanate from the federal tax code. These include the ability for the cash value inside of such policies to grow tax-free, and if managed properly, accessed tax-free. Death benefits paid to beneficiaries are also generally income tax-free.

Further, the Internal Revenue Service allows for the tax-free exchange of these types of policies, using a *like-kind exchange*. Using this technique can be very beneficial, as one could move cash value from one policy to another with no taxation. This might be attractive if costs come down, new policies are more attractive, or new features of competing policies are more aligned with your planning.

CONCLUSION

For many plastic surgeons, asset protection and tax planning are two leading wealth planning goals. In this article, we have described three tools that can help plastic surgeons reach both goals.

*Mr. Mandell and OJM Group partners are pleased to announce the 2024 publication of our newest book, **Wealth Strategies for Today's Physician: A Multi-Media Playbook**. The Playbook's innovative format features*

Read **Everything Physicians Need to Know About Life Insurance** by David Mandell, JD, MBA and Jason O'Dell, MS, CWM in our digital Flipbook.

more than 90 links to videos and podcast episodes to enhance important financial topics for physicians. To receive a free print copy or ebook download, scan the QR Code or text ASAPS to 844-418-1212.

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Seven Types of Patients that will Ruin Your “Conversion” Rates

By Karen Zupko

A suggestion on semantics. Consider replacing the phrase “conversion rate” with “patient acceptance ratio” (PAR). In today’s world where terms used and accepted for decades have suddenly become controversial, consider dropping the idea of “converting” anyone. No one likes to think they are being “converted” or “sold” anything. The term “Patient Acceptance Ratio” (PAR) is a better descriptor for those who decide you are their surgeon of choice for their aesthetic procedures.

Now that the semantics have been clarified...

There is a proven business adage that goes like this: You cannot manage what you don’t measure. But what if your measuring system is “off”? Let’s take a look at some common situations that could be skewing your results.

THE SHOPPER

It is prudent for prospective patients to consult with more than one surgeon to be confident in their choice. However, there are some patients who like to “window shop” to see where they can get “free” second, third and fourth opinions. If you are a practice with low or no consultation fee, you are likely to be filling up your schedule with patients who are not really serious or might even have already booked with another surgeon. Make your barrier to entry a bit higher and you will eliminate the shoppers. Have a consult fee that represents your value.

THE FINANCIALLY-CHALLENGED

Prior to booking any consultation, make every effort to avoid putting a patient into sticker shock. Having staff give starting points or ranges for the most requested procedures. This may eliminate some patients from scheduling a consult, but you also save them the embarrassment of having to admit, “I had no idea it was that much.” Save the open slot for someone who is not shopping for plastic surgery based on price.



If you are a practice with low or no consultation fee, you are likely to be filling up your schedule with patients who are not really serious or might even have already booked with another surgeon. Make your barrier to entry a bit higher and you will eliminate the shoppers. Have a consult fee that represents your value.

THE PROCRASTINATOR

Some patients have done their homework about the procedure, and have identified specific dates when surgery fits their busy social schedule. Others have not. Your staff should immediately distinguish those “thinking about it” and those who are serious. We recommend asking about scheduling preferences on the first call. Add the intended surgery time to the web forms. Unless you have many open consult slots, you’d be smart to prioritize scheduling patients with clear surgery dates in mind.

THE SURFER

Practices spend considerable amounts of their marketing budget on their online presence. No doubt, it is necessary to have an online presence, but the highest quality leads are referrals. People referred by friends and family are highly likely to book versus the online stranger. Staff should always ask the caller if they were referred by an existing patient and give them precedence. Note: Assure patients you will not reveal their visit to anyone without their express permission.

THE MODIFIER

The patient books a consult for a blepharoplasty. The staff checks the bleph box on the software program. During the consultation, the conversation shifts to the face and neck. The patient decides to amend her original plan and do an entire facial rejuvenation. If the reason for the appointment is not changed electronically, the report will be wrong. No credit for the face and neck lift.

THE GHOST

A gentleman arrives for a rhinoplasty. During the consultation it becomes clear to Dr. Smart that this patient has BDD. Counseling, not plastic surgery is the recommendation. This patient did not schedule, but not because he didn’t want to. Subtract these non-candidates from your count.

THE MIRACLE SEEKER

While many patients are realistic about recovery time, our workshops continue to see unrealistic recovery expectations as a frequent block to scheduling. Skilled practices may direct this patient to some of the non-surgical solutions they offer with little to no downtime. It is a good idea to ask about planned recovery time even before they schedule the appointment. Alert surgeons to the patient’s expectations, so there are no surprises.

BOTTOM LINE

Take calculating your Patient Acceptance Rate (PAR) seriously. Educate your staff. Evaluate practice assumptions and policies that can reduce scheduling marginally appropriate patients. Having fully-booked consultation days with a collection of poorly pre-screened patients not only leads to frustration but negatively skews the results of your “consultation to surgery” ratio.

Karen Zupko is a regular contributor to ASN who participates in the annual meeting regularly. Her firm KZA offers training for PCCs and other staff, as well as operational consultations.

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Plastic Surgery Marketing Trends Working Now to Attract Cosmetic Patients

By Catherine Maley, MBA

Marketing for cosmetic patients is evolving due to changes in consumer behavior, technology, and patient expectations. It's all about the patient and giving them more visual, interactive content that educates and builds trust, so they choose you when they are ready for a change.

Staying on top of these latest marketing trends is essential for you to get your fair share of cosmetic patients, so here are the most effective marketing trends working now, to help you thrive:

PERSONALIZED MARKETING CAMPAIGNS

Tailor your messages based on patients' past purchases, preferences, and demographics. Segment email and texting campaigns by age, gender, or procedures and send educational/promotional messages like:

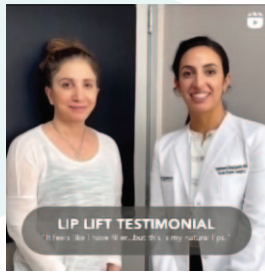
- Offering fillers to Botox patients
- Introducing non-surgical facelifts to females aged 45+
- Sharing lip lift educational video and photos with lip filler patients



VIDEO MARKETING AND REAL-TIME CONTENT

Video content remains the most popular content. Patients want to see your personality, learn about procedures, and view results in action. Share quick videos answering FAQs, before-and-after transformations, and behind-the-scenes glimpses of your practice.

Live Q&A sessions answering audience questions is also effective. This lets prospective patients connect with you on a personal level, while educating them and building trust.



CREATE CONTENT WITH YOUR PATIENTS

User-generated content is invaluable. When happy patients share their stories, it provides authentic social proof. Ask satisfied patients to participate in quick videos by answering simple questions such as:

- What was recovery like?
- Was it worth it?
- How do they feel now?
- Your advice to others thinking about it?

This content on Instagram compels your audience to chime in with their own questions and comments and that's how you get the conversation started.

LOCAL SEARCH

Google prioritizes local search, so optimize your website for keywords like "best plastic surgeon near me" or "non-surgical facelift [city]." Ensure your Google My Business listing is updated with accurate contact information, reviews, and procedure categories to rank higher and increase visibility.

AI-POWERED CHATBOTS AND VIRTUAL ASSISTANTS

AI is transforming patient interactions by providing instant responses to inquiries. AI-powered chatbots on your website or messaging platforms can answer FAQs, offer pre-consultation details, and handle appointment scheduling 24/7.

While AI improves efficiency and ensures no leads are missed, remember that over-automation can reduce the personal touch that builds patient trust. Test and balance automation with human interaction to maintain high conversion rates.


PAID ADVERTISING WITH PRECISION TARGETING

Pay-per-click (PPC) campaigns on Google and social media continue to drive patient inquiries, so move beyond generic ads and

use advanced targeting options to reach the right audience.

For example, retarget individuals who visited your website but didn't schedule a consultation. Repeated exposure to your ads encourages them to reconsider.

Geo-targeted ads can promote your services to high-income neighborhoods or areas with ideal patient demographics. You can even target people walking or driving through specific zip codes—a powerful tool in modern advertising.



LOYALTY PROGRAMS TO ENCOURAGE REPEAT BUSINESS

Patient retention is the new patient attraction strategy in today's world, largely due to the excessive costs of attracting new patients. Reward patients for returning, referring, reviewing, and sharing photos on their social media. This reduces your advertising costs while turning patients into unpaid brand ambassadors.

Your own loyalty program, builds relationships with patients, while boosting their lifetime value. Visit kissloyalty.com

CONCLUSION

It takes a multi-channel marketing approach blending technology, personalization, and trust-building strategies. Surgeons who embrace content creation will build stronger trust and loyalty, over those who don't.

Catherine Maley, MBA is a cosmetic practice consultant, speaker, trainer, blogger and author of Your Aesthetic Practice/What Your Patients Are Saying that is read and studied by plastic surgeons and their staff all over the world.

Her popular podcast, "Beauty and the Biz" interviews plastic surgeons who talk about the business and marketing side of growing their practices.

She and her team specialize in growing plastic surgery practices using creative patient attraction, conversion, follow up and retention strategies as well as staff training to turn team members into converting rock stars.

Visit Catherine for Free resources at www.CatherineMaley.com or Instagram @catherinemaleymba.

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– Daniel C. Mills, M.D., F.A.C.S. Past President of the American Society for Aesthetic Plastic Surgery



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The Straight & Narrow

By Joe Gyskiewicz, MD

No good deed goes unpunished!

Question

Do I have recourse? A plastic surgeon in my city recently performed a breast augmentation on a patient—who subsequently arrived three days post-op

in our emergency department. I was asked to see her, as the surgeon who performed the augmentation didn't have privileges at my hospital—although I should note that he also never suggested that the patient be transferred back to his hospital, which was no more than 20 miles away and where he was on staff.

When I was called, she was in the process of being admitted. I saw her the following morning and found cellulitis of her flank—but there was no obvious need to remove the implant. She stayed in the hospital and on IV antibiotics. Unfortunately, her condition worsened and a couple of days into her hospitalization, I called her surgeon to inform him of her regression. I was concerned she might lose her implant, and he agreed with my recommendation for a CT scan to confirm the presence of fluid.

I suggested to the operating surgeon that since she was stable, he should accept her in transfer. He dismissed this suggestion and told me I shouldn't worry about any financial issues because a private, surgical insurance policy was in place. I then suggested to the patient that she might consider requesting to be transferred back to his care, since he was her operating surgeon and might be able to help by waiving fees, etc. Her response was that private insurance would cover the hospitalization and the treatment of the

complications. You can probably already guess that, in the end, there was no such coverage.

The operating surgeon again refused a transfer after a CT scan revealed periprosthetic fluid. He then upped the ante by saying the situation had become an emergency, and I was now responsible for her care. If I didn't want to perform the surgery, he argued, perhaps someone else at the hospital would do it.

Hang on, there's more. I also learned from the patient's records—neither from the physician nor the patient—that she had a pain pump that exited the area of the initial cellulitis. With no alternatives, I opted to remove the implant.

Her private insurance denied coverage of the hospitalization and my charges—a development made only more frustrating by the fact that my office staff devoted a considerable amount of time and effort unsuccessfully attempting to collect.

I really got burned by this surgeon's complication. Adding insult to injury, the operating plastic surgeon is angry with me, arguing that I'm the culpable party.

I don't think I'm out of line in thinking the whole thing seems unethical, but does The Aesthetic Society's Code of Ethics speak to this messy situation? It doesn't seem like there's a simple course of action.

Answer

First off, you have my condolences—it's been a while since I read a horror story with this many twists and turns. Dealing with another doctor's complications is never fun, but to compound that with being left hanging on compensation stings in a way that too many of us probably know.

My opinion is that you're a stand-up guy for the thankless work you performed, but to be

Have an ethics question for Dr. Joe? Email ethics@theaestheticsociety.org

fair, the sequence of events that began when she presented at your E.R. makes the situation tricky to analyze, not least of all from a legal standpoint. The Emergency Medical Treatment and Active Labor Act (EMTALA) imposes legal obligations on both you and the original surgeon regarding patients who present to the E.R. with emergency conditions—and it restricts the physician's and the hospital's ability to transfer such patients.

The questions of potential legal obligations of each party under EMTALA or whether in this instance they have been met are beyond my jurisdiction, but let's assume your ethical and legal obligations do not align with those of the original surgeon. The Society's Code of Ethics doesn't contain a particularly succinct or applicable provision for this situation—but it does have a provision relating to the obligation of its members in emergency situations. Section 1, Ethical Responsibilities to Patients, Article **1.11 Interruption of Services** *A member should make reasonable efforts to ensure continuity of medical services in the event that services are interrupted by factors such as unavailability, relocation, illness, disability or death.* **1.12 Termination of Services** *A member should take reasonable steps to avoid abandoning patients who are still in need of services. A member should withdraw services precipitously only under unusual circumstances, giving careful consideration to all factors in the situation and taking care to minimize possible adverse effects. A member should assist in making appropriate arrangements for continuation of services when necessary.* I believe that could apply here, as you opted to treat this patient in her emergent state.

As to the question of potential patient abandonment, a few facts elude me. Why did the patient come to your E.R. versus the E.R. at the hospital where her physician practiced? Maybe she no longer wanted to be treated by this surgeon? A 20-mile (or less) difference in location seems insignificant, but it's possible certain details of the patient-physician relationship weren't made known to you. The explanation could provide mitigating factors in this case.

Continued on Page 110

Yes, there could be grounds for an ethics complaint here given that the doctor dodged further responsibility for his patient, but the devil might be in the details as to why that decision was made and why the patient chose your hospital.



The Straight & Narrow

Continued from Page 109

New Graduates, New Practice, and the Master Checklist

By Savannah Moon, DO—Co-owner, Himmarshee Plastic Surgery Partners

As recent graduates stepping into the world of private practice, my partner, Stephanie Scurci, MD, and I have had the privilege of building a plastic surgery practice from the ground up.

While we are both board-eligible plastic surgeons and new to this entrepreneurial journey, we are fortunate to have the mentorship of my father, Dr. Harry K. Moon, as we establish a legacy in Fort Lauderdale, Florida.

The demands of starting a practice—regulatory compliance, bookkeeping, marketing, credentialing, insurance—can be overwhelming. Our collaboration with Applied Medical Solutions (AMS) and BrinsonAnderson Consulting has been instrumental. These partnerships have guided us with a detailed roadmap; the “Master Checklist” from BrinsonAnderson has been critical for creating a strong foundation.

THE MASTER CHECKLIST IN ACTION

Initially, our focus was on startup essentials: registering the business, setting up the office, and fulfilling regulatory requirements. Now, we’re transitioning to clinical milestones, such as preparing for our QuadA operating room inspection and pursuing ambulatory surgery center certification.

To date, we’ve achieved key milestones, including refining business operations, building our patient base, and advancing our QuadA accreditation process, which upholds the utmost in patient safety and industry standards.

STREAMLINING OPERATIONS WITH EXPERT GUIDANCE

The checklist has been especially helpful for operational processes. Beyond clinical skills, we’ve learned that successful practice management requires administrative and strategic planning. AMS Risk Retention Group

provided malpractice and liability coverage tailored to our needs, ensuring we understood risk management nuances.

BrinsonAnderson Consulting offers vital support in developing office policies and managing human resources. Their expertise helped us establish protocols for onboarding staff, OSHA and HIPAA compliance, and patient communications. This guidance has streamlined recruitment, retention, and administrative workflows.

EVOLVING PRACTICE, EVOLVING CHECKLIST

Our checklist gave us the necessary guidance during the startup phase, and we’ve found that the checklist continues to evolve as our practice grows. Now, we’re focused on scaling and refining systems—expanding marketing efforts, recruiting operative and clinical staff support and streamlining administrative workflows.

As we continue to grow and refine our practice, we’re excited about what the future holds. Our next steps include expanding our service offerings, increasing patient referrals, and enhancing our social and local community outreach.

For anyone considering starting their own practice, we highly recommend having expert guidance and a structured plan. The Master Checklist has been our foundation, guiding us through each step of this exciting journey.

We look forward to sharing more about our experiences and lessons as we grow Himmarshee Plastic Surgery.

“The Master Checklist” is available at: www.brinsonanderson.com/plastic-surgery-new-practice-start-up.

For more information, please visit www.amsrrg.com/solutions/preferred-programs and click on the “Request A Quote” link or please contact Christopher Edge at news submission@amsrrg.com.

Christopher Edge is Vice President of Preferred Programs and New Business Development At AMS Management Group

Again, we can choose whom we serve. In theory, you could have refused to care for this patient instead of establishing the doctor-patient relationship. Also in theory, you could have insisted before she was admitted to your hospital that she transfers back to her operating surgeon.

Personally, I would want to take care of my own complications—in part to maintain rapport with my patients. What’s the plastic surgeon’s twist on the old adage? “Keep your patients close and your complications closer.” It’s difficult for me to fathom that the operating surgeon would dodge this responsibility. It’s even more appalling to me that after all the care you and the hospital provided to this patient, he still has the nerve to blame you.

Yes, there could be grounds for an ethics complaint here given that the doctor dodged further responsibility for his patient, but the devil might be in the details as to why that decision was made and why the patient chose your hospital.

Again, you are a good person for taking on the responsibility and saving this patient from potential further complications. Unfortunately, another old adage comes to mind: “No good deed goes unpunished.” Lastly, check with your State Laws because many states have laws saying that the operating surgeon is responsible for providing or coordinating post-surgical care.

The columnist, Joe Gryskiewicz, MD, FACS of Minneapolis, Minnesota, currently has over 35 years in practice and has written ethics columns for over a decade. He is past president of The Aesthetic Foundation, and The Rhinoplasty Society, a Trustee of The Aesthetic Foundation and sits on The Judicial Council for ASAPS. He is an adjunct professor at the University of Minnesota School of Dentistry Craniofacial Cleft Palate Clinics. Readers are encouraged to submit questions directly to “Dr. Joe” at drjoe@tcplasticsurgery.com. Names will be withheld, and the views expressed in this column are those of the author.



Crunch the Numbers Right: The Smart Way to Calculate Operating Overhead for Your Plastic Surgery Practice

By Amy Anderson, MBA

To manage a successful plastic surgery practice, you must know what it costs to run the business. These costs are known as operating overhead. Understanding your overhead percentage allows you to assess the financial health of your practice, analyze efficiency and profitability, and make informed decisions.

Many surgeons, however, approach this calculation incorrectly, potentially leading to inaccurate financial assessments and misguided business decisions. Let's look at the proper method of calculating operating overhead.

UNDERSTANDING OPERATING OVERHEAD

Operating overhead encompasses the essential costs required to run a plastic surgery practice. These expenses typically include:

- Wages and benefits for staff
- Rent for the office
- Medical and office supplies
- Marketing expenses
- Administrative costs

DISTINGUISHING OPERATING OVERHEAD FROM DISCRETIONARY EXPENSES

To accurately calculate operating overhead, it's crucial to differentiate between the true costs of operating the business and discretionary expenses of the physician owner. Discretionary expenses for business activities, while tax-deductible, should not be included in the overhead calculation. These may include:

- Physician owner's membership dues for professional societies
- Physician owner's travel expenses for conferences and meetings
- Physician owner's cell phone bills
- Physician owner's business auto expenses

Additionally, the physician owner's salary or distributions as a business owner should not be considered part of the operating overhead.



Accurate calculation of operating overhead is fundamental to the financial health and success of a plastic surgery practice. By distinguishing between true operating expenses and discretionary costs, surgeons can gain a clearer picture of their practice's financial performance.

CALCULATING OPERATING OVERHEAD PERCENTAGE

To determine the operating overhead percentage, follow these steps:

1. Segregate operating overhead expenses from discretionary physician expenses on your profit and loss (P&L) statement.
2. Sum up the total operating overhead expenses.
3. Divide the total operating overhead expenses by the practice's income.
4. Multiply the result by 100 to get the percentage.

Formula:

$(\text{Total Operating Overhead Expenses} / \text{Income}) \times 100 = \text{Operating Overhead \%}$

Take a look at this simplified example of a start-up practice P&L:

Income	\$1,100,000
OPERATING OVERHEAD	
Salaries & Benefits	\$265,000
Medical Supplies	\$100,000
Office Supplies	\$95,000
Administrative Expenses	\$135,000
Total Operating Overhead	\$595,000
PHYSICIAN OWNER EXPENSES	
Salary & Benefits—Physician	\$120,000
Continue Education—Physician	\$5,000
Travel—Physician	\$8,000
Total Physician Expenses	\$133,000
Net Income	\$372,000

The Operating Overhead in this hypothetical practice, is:

$$(\$595,000 / \$1,100,000) \times 100 = 54\%$$

OVERHEAD GOAL

The Operating Overhead goal I set for plastic surgeons is 50%. If your overhead is higher than that, critically evaluate ways to increase income or reduce expenses.

Accurate calculation of operating overhead is fundamental to the financial health and success of a plastic surgery practice. By distinguishing between true operating expenses and discretionary costs, surgeons can gain a clearer picture of their practice's financial performance. Regular monitoring and analysis of overhead percentages, coupled with strategic goal-setting, can lead to improved profitability and long-term sustainability.

Amy Anderson, co-founder of BrinsonAnderson Consulting, Inc., is a seasoned healthcare business coach. With over two decades of experience working with plastic surgeons, she has coached hundreds of surgeons, administrators, PCCs, and team members on building a strong office culture, improving revenue, and optimizing business management practices. Amy's approachable style and practical advice make her a favorite among surgeons and staff alike. Follow Amy on Instagram @amyandersonmba.

www.brinsonanderson.com



CULTURE OF SAFETY



Management of Emergency Situations in the Office

By Grady Core, MD



CULTURE
OF SAFETY

Putting
**Patient
Safety
First**
Benefits
Everyone

The Aesthetic
Society's **Patient
Safety Committee**
would like to
remind you that
an **increased
focus** on patient
safety leads to
**enhanced surgical
performance** and
efficiency which
ultimately impact
your **bottom line.**

Having trained post-graduate aesthetic fellows for a number of years, I have noticed a trend between residents with full training in general surgery prior to plastics, as opposed to those who trained in 6-year plastic surgery programs, in regard to how they respond to situations that are potentially emergent.

Unfortunately in integrated programs, plastic surgery residents are not given high-level independent responsibility in general surgery, especially in regard to critical care and emergency situations. Therefore, their opportunity to gain expertise as the primary care giver in emergent situations where a patient's life is threatened by a complication or unexpected medical event is nonexistent. Understandably, general surgery programs do not want to delegate such responsibility to residents who are only in the first two years of training, as that is usually reserved for chief residents or perhaps 4th year residents.

Nonetheless, any surgeon who operates on patients where potential disaster can be just around the corner, needs to have an understanding of the proper sequence of diagnostic and management skills for life-threatening and/or emergent situations. Plastic surgery involves procedures which while they are usually done on patients who are stable, there may arise the uncommon situation where the plastic surgeon is the only person in the room who is there to manage an unexpected crisis, whether it be a medical complication such as an MI, or a surgical one, such as a perforated lung, viscous, or large caliber vessel.

For such events, there is a fundamental skill of critical analysis that best comes from being exposed to such events as the doctor

responsible, as opposed to just watching the chief resident intubate and run a code or perform a life-saving surgery. The first part of this skill is to recognize when danger is at hand or potentially at hand and how seemingly non-threatening situations can rapidly turn for the worse .

The second part is to know how to remain calm and enter a hierarchy of actions that lead to early diagnosis and selection of the proper course of supportive management.

Since we cannot reproduce the former except with personal experience, this article will attempt to inform and prepare those who have not had this experience in regard to the latter.

The basics of any emergent event involves a compromise of one or more bodily functions that if not reversed quickly can result in loss of life or serious injury.

The old adage of ABCs is a good start in this area as it is usually an airway issue, a breathing issue, or a circulation issue that is the source of the problem and the sequence of support events is directed at immediately reversing any compromise in these areas.

First assure or obtain a patent airway.

Secondly make sure the patient has respiratory capability with that airway and has functional lung capacity evidenced by moving air bilaterally and is oxygenating, and thirdly that the patients circulation is not compromised either by cardiac dysfunction, blood loss, or other causes of blood pressure dysfunction such as sudden and dramatic loss of peripheral vascular resistance.

Continued on Page 114

Any surgeon who operates on patients where potential disaster can be just around the corner, needs to have an understanding of the proper sequence of diagnostic and management skills for life-threatening and/or emergent situations.

Management of Emergency Situations in the Office

Continued from Page 113

AIRWAY

All plastic surgeons should be proficient at intubation and have the ability to manage a difficult airway. Furthermore all plastic surgeons should be proficient at emergency tracheostomy and all outpatient ORs equipped to handle this procedure with a ready to go instrument pack with appropriate retractors, suction and trach tubes .

BREATHING

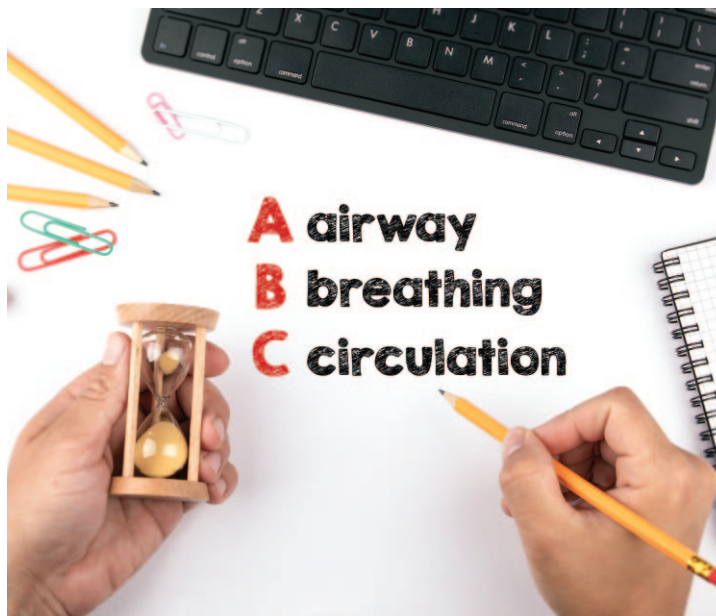
Stethoscopes seem to be less common these days but are still critical in emergency situations to be sure that air is moving bilaterally to maximize oxygen delivery. As soon as an airway is established then bilateral air movement into each chest cavity should be immediately documented. Physical diagnosis of a pneumothorax is also a necessary skill especially in secondary liposuction of the abdomen and thorax and plastic surgeons need to be astute and capable of treating an acute tension pneumothorax .

Once the airway and breathing are documented then oxygenation should be documented and end tidal CO2 assessed.

CIRCULATION

Circulatory issues will be either secondary to cardiac output suppression or peripheral vascular issues such as volume loss through bleeding or severe vasodilation with reduction in peripheral vascular resistance.

Surgeons should have expertise in reading EKGs to the extent they can recognize acute ischemic events quickly as well as fundamental knowledge of how to recognize and treat arrhythmias. Maintenance of certification in basic and advanced life support is critical. If the circulation issue is not due to an issue with cardiac output but due to volume loss this is usually from blood loss in surgery. Management of acute bleeding from a large vessel should be a fundamental skill and instruments to repair such injuries should be on hand. Judgement on when to hold pressure versus when to gain proximal and distal control is critical. Large hematomas with bright red blood visible in the area need to be rapidly evacuated to evaluate the source of bleeding instead of just continuously suctioned as blood loss continues while searching for the source.



The old adage of ABCs is a good start in this area as it is usually an airway issue, a breathing issue, or a circulation issue that is the source of the problem and the sequence of support events is directed at immediately reversing any compromise in these areas.

THE FOLLOWING ARE THE BASICS OF ANY EMERGENT EVENT THAT MAY OCCUR IN THE OUTPATIENT SETTING

1. Assessment, stay calm, know physical signs and be able to assess quickly. Don't just depend on machines. Check pulses for rate and pressure, skin color, chest movement, use a stethoscope, and other quick means of physical assessment.
2. ABCs Go through in order Airway, Breathing, Circulation and manage as necessary.
3. Don't wait to call for help/911. This is not only the best route medically but also legally.
4. Maintain life support measures until help arrives. Do not leave the patient.
5. Let the family know as soon as possible if there is an issue and be completely honest about what the issue is.
6. Call ahead to ER with history and have them prepared for patient arrival.
7. Stay engaged as the primary caregiver until help arrives.

While the above is no substitute for experience and proper training, hopefully it will give the surgeon not trained in management of emergent situations a basic guideline on how to proceed should such a situation ever occur.



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WARNING:

- Breast implants are not considered lifetime devices. The longer people have them, the greater the chances are that they will develop complications, some of which will require more surgery.
- Breast implants have been associated with the development of a cancer of the immune system called breast implant-associated anaplastic large cell lymphoma (BIA-ALCL). This cancer occurs more commonly in patients with textured breast implants than smooth implants, although rates are not well defined. Some patients have died from BIA-ALCL.
- Patients receiving breast implants have reported a variety of systemic symptoms such as joint pain, muscle aches, confusion, chronic fatigue, autoimmune diseases and others. Individual patient risk for developing these symptoms has not been well established. Some patients report complete resolution of symptoms when the implants are removed without replacement.

The sale and distribution of Mentor Breast Implant Devices are restricted to users and/or user facilities that provide information to patients about the risks and benefits of the device prior to its use in the form and manner specified in approved labeling to be provided by Mentor Worldwide LLC.

Important information: Prior to use, refer to the instructions for use supplied with this device for indications, contraindications, side effects, warnings and precautions.

Caution: US law restricts this device to sale by or on the order of a physician.

IMPORTANT SAFETY INFORMATION:

MENTOR™ MemoryGel™ Breast Implants, MENTOR™ MemoryShape™ Breast Implants, and MENTOR™ Saline-filled Breast Implants are indicated for breast augmentation in women (at least 22 years old for MemoryGel™ Implants and MemoryShape™ Implants, and 18 years old for Saline Implants) or for breast reconstruction. Breast implant surgery should not be performed in women with active infection anywhere in their body, with existing cancer or pre-cancer of their breast who have not received adequate treatment for those conditions, or who are currently pregnant or nursing.

Breast implants are not lifetime devices and breast implantation may not be a one-time surgery. The chance of developing complications increases over time. The most common complications for breast augmentation and reconstruction with MemoryGel™ Implants include any re-operation, capsular contracture, and implant removal with or without replacement. The most common complications with MemoryShape™ Implants for breast augmentation include re-operation for any reason, implant removal with or without replacement, and ptosis. The most common complications with MemoryShape™ Implants for breast reconstruction include re-operation for any reason, implant removal with or without replacement, and capsular contracture. A lower risk of complication is rupture. The health consequences of a ruptured silicone gel breast implant have not been fully established. MRI screenings are recommended three years after initial implant surgery and then every two years after to detect silent rupture. Breast implants are also associated with the risk of breast implant-associated anaplastic large cell lymphoma (BIA-ALCL), an uncommon type of lymphoma. An individual's risk of developing BIA-ALCL with MENTOR™ Breast Implants is low based on the incidence of worldwide cases. The most common complications with MENTOR™ Saline-filled Implants include re-operation, implant removal, capsular contracture, breast pain, and implant deflation.

For MemoryGel™ Implants, patients should receive a copy of Important Information for Augmentation Patients about MENTOR™ MemoryGel™ Breast Implants or Important Information for Reconstruction Patients about MENTOR™ MemoryGel™ Breast Implants. For MemoryShape™ Implants, patients should receive a copy of Patient Educational Brochure - Breast Augmentation with MENTOR™ MemoryShape™ Breast Implants or Patient Educational Brochure - Breast Reconstruction

with MENTOR™ MemoryShape™ Breast Implants, and a copy of Quick Facts about Breast Augmentation & Reconstruction with MENTOR™ MemoryShape™ Breast Implants. For MENTOR™ Saline-filled Implants, patients should receive a copy of Saline-Filled Breast Implants: Making an Informed Decision. Your patient needs to read and understand the information regarding the risks and benefits of breast implants, with an opportunity to consult with you prior to deciding on surgery.

The ARTOURA™ Breast Tissue Expander or CONTOUR PROFILE™ Breast Tissue Expander can be utilized for breast reconstruction after mastectomy, correction of an underdeveloped breast, scar revision, and tissue defect procedures. The expander is intended for temporary subcutaneous or submuscular implantation and is not intended for use beyond six months. ARTOURA™ Breast Tissue Expander and CONTOUR PROFILE™ Tissue Expanders include magnetic injection domes, which contain a rare earth permanent magnet, and are NOT MRI compatible. The device could be moved by the MRI causing pain or displacement, potentially resulting in a revision surgery. Do not use the ARTOURA™ Tissue Expander nor CONTOUR PROFILE™ Tissue Expander in patients where an MRI may be needed. DO NOT use the ARTOURA™ Breast Tissue Expander and CONTOUR PROFILE™ Tissue Expander in patients that have a previously implanted device such as pacemakers, drug infusion devices, artificial sensing devices, etc. that could be affected by a magnetic field. Mentor has not tested the in vivo effects of radiation therapy with ARTOURA™ Breast Tissue Expander and CONTOUR PROFILE™ Expander devices and cannot warrant the safety of such use. The incidence of extrusion of the expander has been shown to increase when the expander has been placed in injured areas: scarred, heavily irradiated or burned tissue, crushed bone areas, where severe surgical reduction of the area has previously been performed and where steroids are used in the surgical pocket.

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