

theASN

Aesthetic Society News

Dr. Tracy Pfeifer reflects:
Leadership, continuity, and The
Society's evolving priorities.

Continuing Our Legacy

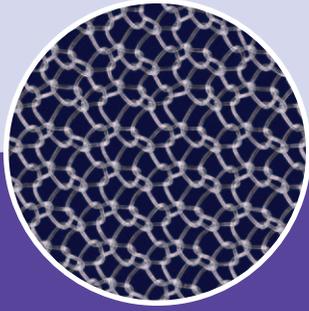
Modernizing The Society

CEO Mark Theis shares how operational change
is positioning The Society for long-term strength.

Expanding Our Community

How AlliedPro is opening doors for the
nonsurgical aesthetic professionals.

The
Aesthetic
MEET
Boston Preview



eXperience

the P4HB advantage



Biologically derived



Strong



Monofilament



Bioabsorbable



Predictable performance



Colonization resistance

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

GalaFLEX™ Scaffold is made from the proprietary P4HB technology developed by BD. The body elicits a positive immune response to P4HB to encourage natural healing from the start and provide support beyond the procedure.^{1,2,7-10}

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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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Aesthetic Society News

Biannual Publication of The Aesthetic Society

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Stewarding Excellence: Strategy, Continuity, and Success

By Tracy M. Pfeifer, MD

Dear Friends and Colleagues,

This is my final *ASN* article as President. As I write in November for your February issue, six months remain in my term—time enough for initiatives to continue evolving, but not enough to change the guiding principles that have grounded my presidency: **Strategy, Continuity, and Communication.**

Our Society was founded nearly 60 years ago by visionary surgeons who refused to be sidelined, challenged the status quo, and created a dedicated home for aesthetic plastic surgery education. Today, aesthetic plastic surgery and aesthetic medicine are mainstream, rapidly evolving, and deeply woven into modern life. To remain relevant, any member organization must adapt while honoring its core values. As the leader in aesthetic plastic surgery education, our Society continues to do exactly that—and it has been a privilege to help advance this momentum.

Every few decades, society undergoes accelerated change, when cultural, economic, and generational forces converge and reshape long-standing systems. Institutions that embrace innovation and support the next generation emerge stronger; those that cling to old models often falter. Understanding where our Society stands in this moment has guided my leadership over these past years.

STRENGTHENING OUR ORGANIZATIONAL STRUCTURE

A defining moment for the Society came with the retirement of our Executive Director, Sue Dykema. As Leadership prepared for

the future, it became clear that the Society needed a more business-forward operational model—one that would strengthen our infrastructure without losing the collegiality that grounds us. I introduced the concept of creating a CEO position when, as President, Dr. Jennifer Walden established the Search Committee.

As President-Elect, Dr. Mindy Haws skillfully chaired the Search Committee and, as President, guided the organization through this shift. Alignment across four consecutive Presidents made this transition seamless and strong. Today, our CEO Mark Theis has modernized operations, optimized staff structure, and embraced a disciplined, data-informed strategy that positions the Society for long-term success.

ADVANCING A MODERN EDUCATIONAL VISION

A core priority of my Presidency has been shaping the future of aesthetic education and challenging the status quo. Our Blue Sky Workgroup—continuing from Dr. Kiya Movassaghi's Education Reimagined initiative—focuses on the needs of younger generations whose perspectives will shape the next era of our specialty. To serve this future, we must embrace new learning styles, emerging technologies, and the cultural shifts affecting how surgeons learn and practice.

As President-Elect, I launched the monthly Master Class webinars, which have grown into a strong, year-round educational series. Findings from the Blue Sky Workgroup now

inform programming at The Aesthetic MEET, including moderator training, enhanced interactivity, expanded surgeon courses, and new offerings for our AlliedPro community. We also launched year-round business and practice management education—topics consistently requested by members.

While I've helped move this vision forward, the true momentum comes from members looking 10–15 years ahead and imagining what our specialty will become. By approaching the future with curiosity, openness, and a commitment to the greater good, we will continue to lead and innovate for generations to come.

STRENGTHENING THE PIPELINE AND GROWING MEMBERSHIP

Membership growth—first elevated as a priority by Past President, Dr. Grant Stevens—remains essential to the Society's long-term health.

Resident outreach is especially important. While residency prepares trainees for Board eligibility, those pursuing aesthetic practice require additional mentorship and resources. To support this need, we launched a pilot education program for NYC plastic surgery residents and initiated a collaboration with Dr. Amanda Gosman to strengthen aesthetic training nationwide.

As President, I also prioritize attending state and regional meetings—where young surgeons and residents are most engaged. Our presence reinforces that the Society is here to support their educational and practice needs. The Visiting Professors Program further strengthens these connections.

EXPANDING ALLIEDPRO

Aesthetic plastic surgery has expanded dramatically, evolving into a comprehensive field that embraces the full continuum of aesthetic medicine. Our AlliedPro membership category—initiated by Dr. Movassaghi and strongly supported by my Board this year—has become essential to meeting this moment.

AlliedPro strengthens our member surgeons and their teams while providing aesthetic medicine professionals, including nurse injectors and physician assistants, with a true professional home grounded in high-



At the Boca Facial and Rhinoplasty meeting with part of our great team—Seena Harim, Manager, Member Services and Engagement; Kiya Movassaghi, MD, Chair and Immediate Past President; Mark Theis, CEO; Brannon Claytor, MD, Faculty and Board Member; and newest team member, Lisa Lopez, Managing Director, Business Development.

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Stewarding Excellence: Strategy, Continuity, and Success

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quality education and shared values. Skilled, well-trained staff elevate patient outcomes and reinforce the surgeon as the trusted expert. Expanding AlliedPro is one of our greatest opportunities to extend decades of benchmark education to the professionals who support our work every day.

GLOBAL PARTNERSHIPS AND INTERNATIONAL LEADERSHIP

Another example of strategy carried forward with continuity is the growth of the Global Alliance program, which has enriched our meetings with innovation, diversity, and global insight.

In 2021, the Society had five Global Alliance Partners. A multi-year effort—led by three consecutive Presidents—transformed this landscape:

- 2022: Dr. Walden expanded the program to 13
- Dr. Haws grew it to 24
- Under Dr. Movassaghi, it reached 48

Today, we have reached a new milestone with a record 53 Global Alliance Partners, marking a shift from expansion to deeper engagement and growth of international residents and fellows.

Through the exceptional efforts of these Past Presidents, the initiative and talent of Phaedra Cress, and the continued support of Mark Theis, our Global Alliance network now exceeds 50 partners—a historic milestone that strengthens the Society's global influence. The opportunity ahead is to leverage these alliances to grow international membership by offering unique value that complements—but remains independent from—their home societies.

ELEVATING OUR PUBLIC VOICE AND DIGITAL PRESENCE

From my earliest volunteer role as the first RADAR editor, I have been committed to positioning Aesthetic Society members as the public's trusted experts. Modern search tools and AI now recognize distinctions we have championed for decades, finally giving us meaningful leverage in educating patients about ABMS Board Certification.

We expanded the Society's Instagram presence with our bi-monthly Before and After series. For the first time, the American Board

of Plastic Surgery partnered with The Society and ASPS on social media outreach through a video series explaining Board Certification. I am grateful to Dr. Keith Brandt for fostering this collaboration.

The Society's rebrand and website overhaul, conceived and championed by Dr. Stevens, modernized our visual identity and positioned the Society as the premier authority in aesthetic plastic surgery and medicine.

The updated logo honors our history while symbolizing transformation, growth, and momentum.

As Chair of the Rebrand Task Force, I worked closely with Drs. Stevens, Ishii, Thorne, multiple Boards, and our staff. Today, the rebrand is foundational to our visibility, credibility, and market leadership—a powerful example of how strategy, collaboration, and continuity strengthen our organization.

DRIVING MODERN, DATA-DRIVEN MARKETING

This year, we significantly elevated our marketing strategy by embracing a sophisticated, data-driven digital approach. I am especially proud of our work modernizing the marketing for the Facial and Rhinoplasty Meeting in November. Building on an approach initiated by Dr. Movassaghi, we incorporated targeted social campaigns, intelligent paid media retargeting, and elevated creative assets.

These strategies dramatically expanded our reach—bringing tens of thousands of new viewers into the Society's ecosystem and contributing to record-setting attendance. Our faculty remains our foundation, but bold digital marketing played a decisive role.

ENHANCING MEMBER ENGAGEMENT

With the leadership of Drs. Camille Cash and Mark Albert and the work of our membership team, we advanced initiatives to strengthen member connection, including:

- Targeted outreach to first-time attendees at The Aesthetic MEET 2026
- A new member engagement communications strategy
- Customized communication approaches
- A shift from passive to active engagement

This reflects a broader cultural shift: the Society actively reaching out to members. Our team is also developing a new Member App, launching Fall 2026, designed to bring our community together in dynamic new ways.

THE SOCIETY'S FOUNDATION AND ARISE

I continue to work closely with Foundation President Dr. Patricia McGuire, strengthening the relationship between the Society and its research and philanthropic arm. Together, we champion enrollment in the ARISE breast implant registry and advance the Close the Gap campaign—both vital to research, patient safety, and public trust. I am hopeful we will soon announce a major philanthropic collaboration that will expand the Foundation's impact even further.

CELEBRATING OUR MILESTONES

A highlight of 2025 was the extraordinary success of the *Aesthetic Surgery Journal*, which achieved an impact factor of 3.9—the highest in plastic surgery. This reflects the leadership of Dr. Jeff Kenkel, the enduring contributions of Dr. Foad Nahai, and the work of our researchers, authors, reviewers, and editorial team led by Phaedra Cress.

Looking ahead, we will celebrate even more milestones:

- **MEET Boston 2026**—the 30th anniversary of ASJ
- **MEET Miami 2027**—the 60th anniversary of The Aesthetic Society

These celebrations anchor our history and illuminate our future.

To our volunteer leaders and dedicated staff—your contributions are invaluable. And to our members: **you are the reason The Aesthetic Society exists.** Every initiative we undertake is in service to you.

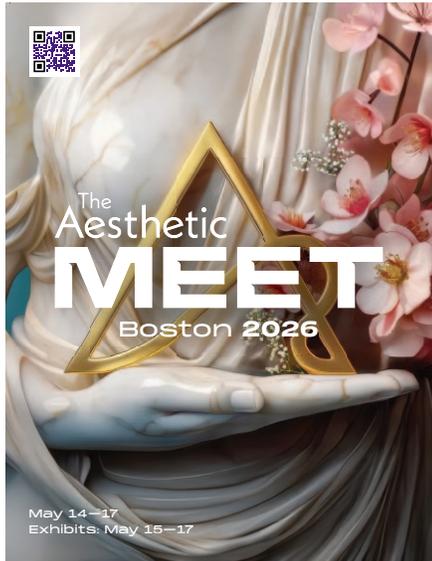
As many of you know, I am a lover of history and deeply believe that we stand on the shoulders of those who came before us. To be entrusted with the leadership of this Society has been both a responsibility and a privilege. Serving as your President has been the honor of my professional life, and I look forward to supporting the continued growth, innovation, and unity of our extraordinary Society.

Warmly, Tracy

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meetings.theaestheticsociety.org



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



The Aesthetic Cruise 2026
July 23–August 2, 2026
 Iceland • Norway • Netherlands • Belgium

REGISTER TODAY!

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3rd Mediterranean Conference of Plastic Surgery Innovations
September 5–7, 2026
 Crete, Greece

In Collaboration With



AICPE 13th National Congress
April 10–12, 2026
 ERGIFE Hotel Conference & Center
 Largo Lorenzo Mossa, 8
 Rome
congresso.aicpe.org

ISAPS World Congress 2026
October 27–31, 2026
 Cancun, Mexico
isaps.org/education/events/world-congress-2026-cancun/



Facial and Rhinoplasty Symposium
November 13–14, 2026
 The Boca Raton
 Boca Raton, FL

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



Miami Breast Aesthetics Hands-On Course
March 6–7, 2026
 MARC Institute—Miami, Florida
breastimplantsprogram.com/miami2026

Dallas Cosmetic Medicine & Surgery and Rhinoplasty Meeting
March 19–22, 2026
 Westin Galleria Dallas—Dallas, Texas
dallasrhinoplastyandcosmeticmeeting.com



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Visit Us in
The Aesthetic
Marketplace
Booth # 708

Let's MEET in Boston!

Join us for the updated and reimagined Aesthetic MEET in Boston, MA! 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 HAPPENING 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.

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 brochures, certificates, plaques, consultation folders and more. We're happy to extend a 20% discount on all products when you place an order in the booth during The MEET. Select products are available only to US/CANADA Members due to shipping fees, tracking, and returned orders.

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 donor levels available, making your giving options easier to understand and recognizing 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. Be sure to celebrate the 2026 Career Achievement Award honoree, Mark L. Jewell, MD, with a donation to The Foundation.

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, May 16 from 4:00pm–4:30pm in The Aesthetic Society booth.



Plan to Arrive Early and Take Advantage of Extra Courses

Thursday Courses

6:30am – 8:00pm

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

Chair: Chia Chi Kao, MD

8:00am – 12:00pm

S2 Anatomy for the Injector: AlliedPro Cadaver Lab

Chair: Sachin Shridharani, MD

8:00am – 12:00pm

S3 Women Aesthetic Surgeons' Symposium: Body, Mind, and Spirit. Staying Safe, Strong and Centered for Career Longevity

SURGEONS ONLY

Chair: Kristi Hustak, MD

7:30am – 6:30pm

S4 Rhinoplasty Society Annual Meeting in Partnership with The Aesthetic Society

Co-Chairs: Manish Shah, MD and Ali Totonchi, MD

9:00am – 3:00pm

S5 Skills for Successful Patient Coordinators

NO EXHIBITORS

Karen Zupko

10:00am – 2:00pm

S6 The Last Frontier in Body Contouring: Rib Contouring Cadaver Lab

Alfredo Hoyos, MD

11:30am – 6:00pm

S7 Residents and Fellows Forum

For all Residents, Fellows and Medical Students

Chair: Al Cohn, MD

Vice Chair: Holly Wall, MD

11:45am – 6:00pm

S8 Hot Topics (with Spotlight on Research Luncheon from 11:45am – 1:00pm)

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

1:30pm – 6:30pm

S9 Masterclass: Facelift—Planning and Technique

Timothy Marten, MD

1:30pm – 6:30pm

S10 Comprehensive Deep Plane Facelift & Deep Necklift: Anatomy & Technique Cadaver Lab

SURGEONS ONLY

Chair: Chris Surek, DO

1:00pm – 3:30pm

S12A 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

S12B 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

S13 Redefining the Standards of Aesthetic Patient Care Through Unreasonable Hospitality

Lisa Lickstein and Amy Anderson, MBA

4:00pm – 6:00pm

S14 Patient Coordinator Alums: Overcoming Scheduling Objections

NO EXHIBITORS

Karen Zupko

Friday Course

1:30pm – 6:30pm

S11 Endoscopic and Minimally Invasive Techniques for Middle and Upper-Third Facial Rejuvenation—A Cadaver Lab

Faculty: Grady Core, MD; Mark Albert, MD; Chia Chi Kao, MD; Kiya Movassaghi, MD, DMD; and Renato Saltz, MD

Your Direct Connection to The Aesthetic MEET

Download
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W New lead — WordPress

Hi! I was hoping to make an appointment for next Friday afternoon.

Hi Adrianna, this is Avery from Aspen Med Spa. Does 1pm tomorrow work?



Perfect! Thank you.



Call Completed

3:05

[View call details](#)



Adrianna paid \$265.00

Thanks for your payment. View your receipt from Aspen Med Spa for \$265: <http://pay.podium.co>

G Leave us a review!



G ★★★★★

Aspen Med Spa was amazing! They were so helpful and easy to work with!

[View details](#)

Hi Adrianna, Book your next appointment and receive 10% off your service. [Call now](#)



The Aesthetic Foundation Career Achievement Award

SATURDAY, MAY 16, 2026

12:00PM – 2:00PM EST

Boston Convention & Exhibition Center

The Society and Foundation
Annual Member Business Meeting

Join The Aesthetic Foundation
as we honor

DR. MARK L. JEWELL

For His Many Achievements

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.



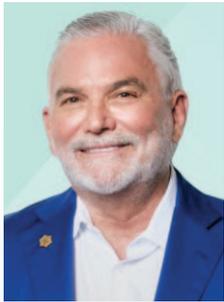
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Honoree by Supporting
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Dr. Jewell and his

distinguished career, please visit
The Aesthetic MEET's registration area
to make your gift or use the QR code.
Donations will benefit the Foundation's
most critical areas of needs, with a focus
on patient safety.



A Lifetime of
Achievements—
A Legacy to Last
Generations

See What's Happening in The Aesthetic Marketplace



DON'T MISS THE MARKETING & WEBSITE INNOVATION TOUR HOSTED BY DR. W. GRANT STEVENS
See What's New to Optimize Your Aesthetic Practice!

Please join Dr. Stevens on a tour that delivers a truly valuable experience in digital growth and medical marketing. Get an up-close look at the most advanced marketing platforms and website design strategies.

- **Date:** Friday, May 15
- **Time:** 10:15 am
- **Location:** At the bottom of the escalators inside of The Aesthetic Marketplace



JOIN DR. MARK ALBERT AND DR. CAMILLE CASH FOR THE AESTHETICS FOR ALL TOUR
Presented by the Inclusion & Diversity Committee

Please join Dr. Mark Albert and Dr. Camille Cash for a tour designed for new members, first time attendees, Residents and Fellows, Medical Students, and anyone wanting to connect with industry leaders. All are welcome!

- **Date:** Friday, May 15
- **Time:** 4:00 pm
- **Location:** At the bottom of the escalators inside of The Aesthetic Marketplace

Tours are subject to change.



DISCOVER CUTTING-EDGE INNOVATION WITH DR. BARRY DIBERNARDO AND DR. JASON POZNER!

Your VIP Access To Revolutionary Aesthetics!

Please join Dr. Barry DiBernardo and Dr. Jason Pozner, as they personally guide you through a truly revolutionary and immersive experience. This tour is your unique opportunity to DIVE IN and get an up-close look at the most advanced devices and technology available.

- **Date:** Saturday, May 16
- **Time:** 10:15 am
- **Location:** At the bottom of the escalators inside of The Aesthetic Marketplace



ALLIEDPRO TOUR HOSTED BY RACHEL REYNOLDS AND SARAH VIEBROCK

Join the tour designed specifically for AlliedPro members. Explore the latest innovations shaping non-surgical aesthetic products and technologies. The tour will be led by Rachel Reynolds, Advanced Aesthetician and Sarah Viebrock, Registered Nurse.

Please see the meeting app for details.

Innovation & Technology *exchange*



INNOVATION & TECHNOLOGY EXCHANGE

Experience the Next Big Thing. Head to the Innovation & Technology Exchange to discover the future of aesthetics. From industry giants to game-changing startups, see what's powering the next generation of treatments. Find the future at Booth 136.



The Aesthetic Foundation

**RAISE
CASH FOR**
Research

PRESIDENTIAL WELCOME RECEPTION

Join us inside The Aesthetic Marketplace—the hub of innovation and networking—on **Friday, May 15th from 6:30 pm to 8:00 pm.** This reception is the ideal social event to network and relax after the day's events!

SCAN TO CONNECT

Turn Your Badge Scan into a \$100 Donation!

Friday, May 15 – Sunday, May 17

Make a difference in minutes! Join us in The Aesthetic Marketplace and help fund the future of our field.

Simply stop by the SENTÉ® Booth (#730) to get your badge scanned. For every scan at the SENTÉ® booth, they will generously donate \$100 to The Aesthetic Foundation.

Your visit helps power the next generation of aesthetic surgery research.

NETWORKING RECEPTION

Visit The Aesthetic Marketplace on **Saturday, May 16th between 4:00 pm and 4:30 pm** for a networking reception. This is a prime opportunity to connect with industry representatives, cultivate new partnerships, and share insights on the latest innovations you've discovered. Enjoy the conversation along with complimentary refreshments.



Explore The Aesthetic Marketplace

Company Name.....Booth Number

4th Dimension EMR	1039
Acclaro Medical.....	1044
ACollaboratory America Inc.	640
AD Surgical	304
Ad Vital	947
AestheticMatch.....	120
Aliform B.V.....	641
Alira Medical Devices LLC.....	745
■ Allergan Aesthetics, an AbbVie company	925, 1224
Alleviate LLC.....	439
Alpha Aesthetics.....	537
ALPHAEON Credit	937
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Recognizing our 25 Year Exhibitors

The Aesthetic Society warmly thanks these valued companies as we celebrate their 25 years of support. Their ongoing dedication has played an important role in shaping and enhancing our educational programs. This milestone highlights the lasting impact of strong partnerships and the positive influence they have on building a connected, collaborative community. We invite you to join us in recognizing this meaningful anniversary and the vital contributions of our longtime partners.



Alpine Pharmaceuticals is deeply honored to receive this quarter century milestone recognition from The Aesthetic Society. With our aligned purpose of providing safe, effective, and successful outcomes for aesthetic clients, we have steadfastly supported the Society since the late 1990s. As an industry leader, Alpine Pharmaceuticals introduced to the membership a radically traditional complementary medicine as an adjunctive post-operative recovery assistance in a dosage and form that is gentle and effective. We are most grateful that through our long association with the Society, we have been able to partner with research organizations to further the body of knowledge of traditional treatments to offer evidence based after care through clinical pilot studies. We appreciate the opportunity to support the Society and the forum to connect, educate, and collaborate with your members. All the very best to the Society. May our partnership continue to thrive and grow through the coming years.

JOIN US ON
Friday
May 15 • 10:15am
 The Aesthetic Arena
 Booth #1137



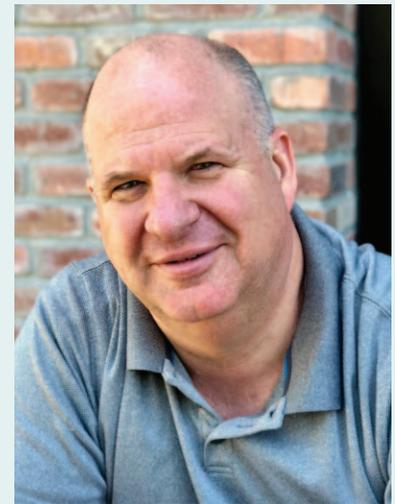
AMERICAN SOCIETY OF
 PLASTIC SURGEONS®

ASPS has participated in The Aesthetic Society's annual meeting as part of our ongoing commitment to engage with plastic surgeons wherever they learn, collaborate, and exchange ideas. It has allowed us to connect with many of our members and provide resources that support their professional needs. ASPS values the full breadth of the specialty—both aesthetic and reconstructive—and remains committed to meeting and recognizing the many surgeons who practice across that spectrum. ASPS appreciates every forum where board-certified plastic surgeons gather to advance the specialty and enhance patient care.



Integra is truly honored to be recognized with this award and to celebrate our longstanding, 25-year partnership with The Aesthetic Society.

The Michael J. Powers Distinguished Exhibitor Award



The Aesthetic Society is honored to posthumously present this award to Michael J. Powers of Plastic Surgery Studios.

Michael passed away on August 13, 2025, leaving a void that will be deeply felt by all who knew him.

For nearly 27 years, Plastic Surgery Studios, a family-owned business, has been a steadfast exhibitor and supporter of The Aesthetic Society. Michael was the heart and soul of their presence, a true pillar of the exhibits community. Having served on the Exhibits Advisory Committee for many years, his contributions were invaluable, and he was someone everyone knew they could always count on.

Michael had a unique way of making everyone feel seen and heard. He greeted you with a genuine smile and was always ready to listen, whether you had a suggestion or just needed to chat. He was the eyes and ears of the exhibit hall, a familiar and trusted face who made it his mission to welcome new exhibitors and ensure everyone felt at home. His kindness and incredible personality left a lasting impression on countless people.

The Aesthetic Marketplace will not be the same without Michael. We will forever cherish the memories we have of him and will miss his warmth, his wisdom, and his unwavering dedication to The Aesthetic Society.



CEO WELCOME

I'm proud to introduce the new ASN, refreshed in both design and voice to better reflect the people who shape aesthetic medicine today. The new cover is the first step in our ongoing process to stay fresh and evolve. Watch for more refinements in upcoming issues.

For members, ASN is a platform to share ideas, highlight progress, and stay connected to the work and culture of our field. For residents and early-career surgeons, it's a window into the profession, its challenges, its evolution, and the community that supports it. For our industry partners, it offers context and perspective on the conversations shaping the future.

While the cover is new, our purpose is not. ASN continues to uphold The Gold Standard in Aesthetics: education, excellence, and shared insight that moves the field forward.

Mark Theis
CEO, The Aesthetic Society

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 *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
Tracy Pfeifer, MD, MS	May 2026	Boston, MA

Member App Drops Oct. 2026

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Volunteer Recognition and Awards

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

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 David A. Sieber, 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
Patricia A. McGuire, MD	2025–2026

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

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.

Pat Pazmino, MD	2023
R. Brannon Claytor, MD	2024
Ramon Llull, MD	2025

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.

Chris Surek, DO	2023
Francisco Bravo, MD	2024
Haideh Hirmand, MD	2025

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.

Dustin Reid, MD	2023
Pat Pazmino, MD	2024
Jonny Franco, MD	2025

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).

Ash Ghavami, MD & Aaron Kosins, MD	2023
Frank Lista, MD	2024
Chia Chi Kao, MD	2025

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.

Ruth Graf, MD	2023
Stefan Danilla, MD	2024
Aris Sterodimas, MD	2025

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.

Julius Few, MD	2023
Richard Warren, MD	2024
Camille Cash, MD	2025

SCOTT SPEAR AWARD

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

Julie Khanna, MD	2023
Holly Wall, MD	2024
Ashley Gordon, MD	2025

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 Surgery Education & Research Foundation for the best presentation by a resident, Fellow, or member of the Aesthetic Society Associate Program. (Beginning in 1995 the criteria was limited to entries from Aesthetic Society annual meetings.)

David Turer, MD & Jonathan Cook, MD	2023
Jonathan T. Bricker, MD	2024
Andrea Castaldo, MD	2025

BEST JOURNAL ARTICLE

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

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

2024 Domestic

Symptom Improvement After Explantation With No Capsulectomy for Systemic Symptoms Associated With Breast Implants
Patricia McGuire, MD; Caroline Glicksman, MD, MSJ; Sarah Ferenz, BA; Melinda Haws, MD; Marisa Lawrence, MD; Summer Black, MD; Kate Faasse, PhD

2024 International

Implant-Based Breast Reconstruction After Nipple-Sparing and Skin-Sparing Mastectomy in Breast-Augmented Patients: Prepectoral or Submuscular Direct-to-Implant Reconstruction?
Marzia Salgarello, MD; Mariachiara Fabbri, MD; Giuseppe Visconti, MD, PhD; Liliana Barone Adesi, MD

2025 Domestic

Outcomes of In-Office, High-Resolution Ultrasound Silicone Breast Implant Surveillance by Plastic Surgeons
Adam D. Glener, MD; Amanda R. Sergesketter, MD; William P. Adams, Jr., MD

2025 International

Effect of Subcutaneous Injection of Tranexamic Acid on Ecchymosis and Edema After Oculofacial Surgery: A Prospective, Randomized, Split-Face, Double-Blind Study
Teresa H. Chen, MD; Dylann Fujimoto, MD; Eduardo Damous Feijó, MD, PhD; Jose Eduardo Rios, MD; Marisa Novaes de Figueiredo Rassi, MD, PhD; Rafael Leão, MD; Jeremiah P. Tao, MD; Roberto Murillo Limongi, MD

BEST AESTHETIC SURGERY JOURNAL RESEARCH PAPER

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

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

2024

Transplantation of Cold-Stimulated Subcutaneous Adipose Tissue Improves Fat Retention and Recipient Metabolism
Yucheng Luo, MS; Wenhui Ma, MS; Shaowen Cheng, MD; Tao Yuan, MS; Jingyi Li, MS; Huiqin Hao, MS; Kai Liu, MS; Minxi Zeng, MS; Yong Pan, MD, PhD

2025

Exosomes From Adipose-Derived Stem Cells Inhibit Skin T-Cell Activation and Alleviate Wound Inflammation
Hongfan Ding, MD(c); Yichen Wang, MD(c); Ruiqi Bai, MD(c); Qiang Li, PhD; Boyuan Ren, PhD; Jide Jin, PhD; Minliang Chen, MD; Xiao Xu, MD

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Volunteer Recognition and Awards

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BEST AESTHETIC SURGERY JOURNAL ALLIEDPRO FEATURED ARTICLE

2024

The Use of Hyaluronidase in Aesthetic Practice: A Comparative Study of Practitioner Usage in Elective and Emergency Situations
Elena Currie, RN; Bronwyn Granata, RN, BScN; Greg Goodman, MBBS, FACD, Graddiplinepi, MD; Alice Rudd, MBBS, FACD; Katy Wallace, RN, MN; Alexander Rivkin, MD; Sarah Hart, MBChB, NZSCM; Catherine E. Porter, MBBS; Steven Harris, MBChB, MS; Lee Walker, BDS, MFDS, MJDF; Frank Lin, MBBS, FRACS; Niamh Corduff, MBBS, FRACS; Nik Davies, MBChB, BSc, MRRCGP, FRACGP; Stefania Roberts, MBBS, FRACGP, FRACP; Michael Clague, BSc; Peter P. Callan, MBBS, FRACS, MBA; Cara McDonald, MBBS, BMedSci, MPH, FACD; Mark Magnusson, MBBS, FRACS; Angelo Tsirbas, FRANZCO; Ritu Gupta, MBBS, PhD, FACD; Philip Bekhor, MBBS, FACD; Belinda Welsh, MBBS, MMed, FACD

2025

Systemic Symptoms Associated With Breast Implants: A Psychological Study of Beliefs and Emotions
Caroline Glicksman, MD, MSJ; Patricia McGuire, MD; Kirsten Barnes, PhD; Meike Shedden-Mora, PhD; Kate Faasse, 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

2024

Decreasing Seroma Incidence Following Abdominoplasty: A Systematic Review and Meta-Analysis of High-Quality Evidence
Christopher D. Liao, MD; Kelley Zhao, BS; Nia Nikkhahmanesh, MD; Duc T. Bui, MD

2025

Technical Aspects of Addressing Lower Buttock Ptosis and Contouring: The Thong Lift Technique
Kishan S Shah, BS; Cameron J Sabet, MA, MBA; Paul E Chasan, 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

2024

Posterior Müller Muscle-Conjunctival Resection as a First Step to Treat Eyelid Ptosis: Clinical Results and Treatment Algorithm
Maarten Fechner, MD; Isabelle Francisca Petronella Maria Kappen, BSc, MD, PhD; Joep Antonius Franciscus van Rooij, BSc, MD; Berend van der Lei, MD, PhD

2025

Waistline Aesthetic Slimming by Puncture and Parallel Approach (WASP) for Rib Remodeling Procedures
Alfredo E. Hoyos, MD; Mauricio E. Perez Pachon, MD; Paulo Duarte, MD; Hugo Aguilar Villa, MD; Ricardo Proto, MD; Mariana Borrás-Osorio, MD; Maria P. Castiblanco, MD; Mateo Leon-Machicado, 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

2024

Soft Tissue Facial Changes Following Massive Weight Loss Secondary to Medical and Surgical Bariatric Interventions: A Systematic Review
Ali B. Jafar, MD; Jerril Jacob, MS; Wee Katherine Kao, MD; Tang Ho, MD

2025

Increasing SMAS Durability and Retention in Facelift Surgery: Emerging Role of Photochemical Tissue Passivation
Vlad Tereshenko, MD, PhD; Madison R. Hussey, BSc; Michael C. McCormack, MBA; William G. Austen, Jr., MD

BEST AESTHETIC SURGERY JOURNAL OPEN FORUM ALLIEDPRO FEATURED ARTICLE

Botulinum Toxin: Surely, We Can Do Better? Optimizing Results Beyond On-Label Techniques and Teaching

Greg J. Goodman, MBBS (Hons), FACD, MD; Adrian Lim, FACD; Sarah Hart, MCChB, NZSCM; Peter Callan, MBBS, FRACS, MBA; Sarah G. Boxley, MBBS, BSc (Hons), MSc, MRCP, FRACGP; Cara B. McDonald, MBBS, BMedSci, MPH, FACD; Frank Lin, MBBS, FRACS; Michael Clague, BA; Niamh Corduff, FRACS; Stefania Roberts, MBBS; Alice Rudd, MBBS, FACD, MA, FRACP; Katy Wallace, MN NP; Narendra Kumar, PhD; Antoinette Ciconte, FACD, MBBS; Firas Al-Niimi, MSc, MRCP, EBDV; Sean Arendse, FACEM, FCPA; Philip Bekhor, MBBS, FACD; Lee-Mei Yap, MBBS (Hons), FACD; Maeve A. Ahern, MBChB, BSc (Hons), MSc; Andrew Clark, MBBS, PhD, BMedSci; Anita Patel, MBBS, MMed, FACD; Terence Poon, FACD, MBBS (Hons), PhD; Howard M. Studniberg, MBBS (Hons), FACD; Catherine E. Porter, MBBS; Aakriti Gupta, MBBS, FACD; Nina Wines, BSc, MBBS, DRANZCOG, IFAAD, FACD; Linda Williams, MBBS, FRACGP, FACCSM (Med), FCPA

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.

Foad Nahai, MD	2023
Jack Fisher, MD	2024
Clyde H. Ishii, MD	2025

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. The 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.

Barry E. DiBernardo, MD	2022
Ruth Graf, MD	2023

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.

Laurie Casas, MD	2024
Jack Fisher, MD	2025
G. Patrick Maxwell, MD	2025
Mark L. Jewell	2026

THE AESTHETIC FOUNDATION JEWELL PATIENT SAFETY AWARD

Onelio Garcia, Jr., MD	2024
Pat Pazmino, MD	2024
Robert Singer, MD	2024
Caroline Glicksman, MD, MSJ	2025
Patricia McGuire, MD	2025

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.

William P. Adams Jr., MD	2023
Herluf Lund, MD	2024
Renato Saltz, MD	2025

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 as this award.

Sue M. Dykema, CAE	2023
Courtney Muehlebach	2024
Mark Theis, CEO	2025

SPECIAL AWARD

Erika Ortiz-Ramos	2023
Tiffany Weckerly	2024
Faith Cuellar	2024
Maribel Gomez	2024
Phaedra E. Cress	2025
Jackie S. Nunn	2025

THE AESTHETIC FOUNDATION SPECIAL AWARD

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

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

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. Gyskiewicz, MD	2015
<i>Volunteer Services to the Children of Ecuador</i>	

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.

Lauren Powell, MD	2023
Bryan Pyfer, MD	2023
Jaime Bernstein, MD	2024
Adam Glener, MD	2024
Andrea Castaldo, MD	2025
Jaime Bernstein, MD	2025

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
Mark Jewell, MD	2025

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.

Kristi Hustak, MD	2023
Charles Galanis, MD	2024
Babis Rammos, MD	2025

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- AlliedPro Forum Webinars
- Behind the Syringe: Beauty of Injectables
- Saturday Masterclass Series

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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 2026

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Facial and Rhinoplasty Symposium

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The Aesthetic Cruise 2026

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Tracy Pfeifer, MD, MS
President, The Aesthetic Society

Join us at The Aesthetic MEET

This year's theme, Beauty Revealed, is more than a title—it's an invitation to uncover the latest surgical techniques, gain insider tips from world-renowned experts, and elevate every aspect of your practice. Bring your staff to sharpen their skills alongside you, ensuring your entire team grows stronger together. Along the way, we'll celebrate a milestone—30 years of *Aesthetic Surgery Journal*, a trusted source that has guided our specialty for three decades.



Patricia A. McGuire, MD
President, The Aesthetic Foundation

Boston, with its rich history, provides a meaningful backdrop as the nation celebrates its 250th anniversary. Here, our community will come together to exchange knowledge, build connections, and advance the art and science of aesthetic surgery. Come to learn. Come to celebrate. Come to be inspired. Together, we reveal the beauty of our profession.

Unparalleled Education

- Hands on Cadaver Lab: Ponytail Facelift
- Unreasonable Hospitality: Elevating Your Practice
- The Last Frontier in Body Contouring:
Rib Contouring Cadaver Lab
- Foundation Spotlight on Research
- Extensive Non Invasive Tracks
- Business Tracks
- ISAPS Mini Symposium
- Global Rumble [Back by popular demand!](#)
- + Many More!



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TODAY:**



The Aesthetic MEET

May 14–17 | Exhibits: May 15–17

Boston 2026: Beauty Revealed

At The Aesthetic MEET 2026, beauty is revealed in countless ways. It's in the mastery of a new technique, the spark of an idea shared with a colleague, and the inspiration found in exploring the latest innovations. Here, discovery and connection fuel progress for our specialty. The Aesthetic MEET 2026 is where our future comes to light, revealing new possibilities for aesthetics.

What to Look Out for

30 Years of ASJ Celebration

Come celebrate ASJ's 30th anniversary! We thank our members, board, authors, and reviewers for all their contributions, which has made ASJ #1 in aesthetic and plastic surgery based on an Impact Factor (IF) of 3.9. Check out our brand-new cover, logo, and celebratory videos and editorials. ASJ Open Forum is also #1 in the specialty with an 1.6 IF score.

MEET the Faculty in The Aesthetic Society Booth

Stop by The Aesthetic Society booth in the Aesthetic Marketplace to connect with our expert faculty. Keep the conversation going, ask your questions, and gain valuable insights to enhance your practice.

Innovations and Technology Exchange

Discover how industry leaders are moving the needle with innovative products and services designed to take your practice to the next level. Explore the latest advancements that can elevate your patient care and your success.

Friday Night Welcome Reception

Join us in The Aesthetic Marketplace for the Welcome Reception, inspired by the beautiful Boston Garden. It is the perfect time to reconnect with friends, network with colleagues and kick the meeting off in style.



Testimonials



"Your friends are here—we're all learning together."

DR. JEFF KENKEL



"I'm at The MEET with my AlliedPro team to connect, build community, learn, and be part of innovation."

ERICA HAMILTON, ALLIEDPRO MEMBER

Support Vital Research

Scan your badge at participating exhibit booths and register for the 5K Fun Run/Walk.



RAISE CASH FOR
Research



Facial and Rhinoplasty Symposium 2026

The Boca Raton

Nov. 13–14, 2026

Chairs

Francisco Bravo, MD
Michael Lee, MD



Rhinoplasty Chair

Dino Elyassnia, MD

Recap of The Aesthetic Society’s Fall 2025 Educational Symposia



THE BUSINESS OF LAUNCHING YOUR PRACTICE

The Residents’ Symposium was held in September and it was once again reviewed as an invaluable resource for residents and recent graduates navigating the path from training to professional practice

Chaired by Drs. Ashley Gordon and Troy Pittman, and 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.

Were you unable to attend? You’re in luck! The symposium is available for viewing on-demand on The Aesthetic Academy at academy.theaestheticsociety.org.

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

100% of Attendees Said the Meeting Met or Exceeded Their Expectations

Testimonials from our attendees:

- Amazing, extremely helpful at all stages of training. Very honest and humble speakers, eager to guide and help the next generation.
- 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!
- This is an overwhelming topic that made me more comfortable to tackle things that I might have otherwise seen as impossible



BEHIND THE SYRINGE: THE BEAUTY OF INJECTABLES

The Aesthetic Society successfully hosted Behind the Syringe: The Beauty of Injectables, a dynamic, expert-led virtual event chaired by Drs. Sachin Shridharani and Jeff Kenkel. The program delivered in-depth education on advanced injectable techniques, with focused sessions covering fillers, neurotoxins, advanced pan-facial injectables, and injectable-based body contouring.

Attendees gained valuable insight through real-time patient markings and live injection demonstrations presented by renowned specialists. The highly engaging virtual format encouraged active participation, allowing participants to connect with peers, ask questions during live Q&A sessions, and engage in interactive chat—all while enjoying the convenience of attending from anywhere.

Testimonials from our attendees:

- I loved that there were multiple injectors showing multiple ways to do the same treatment. Every part of the face was injected which was helpful to see all the different methods.
- This was not only educational but very informative and fun! Beautiful talent and raw knowledge to bettering our techniques and skills! I cannot wait to do it again and speak with y’all one day! Thank you!
- Very Informative, educational yet relaxed presentation approach!



AESTHETIC INTERACTIVE: FACIAL AND RHINOPLASTY SYMPOSIUM

The Aesthetic Society’s recent facial surgery symposium, chaired by Dr. Francisco Bravo and Dr. Kiya Movassaghi, delivered an intensive, hands-on educational experience designed to equip surgeons with practical techniques they could immediately apply in clinical practice. The program brought together an exceptional faculty of leading surgeons who are actively shaping the future of facial aesthetic and rhinoplasty surgery.

Through expert panels, masterclasses, and in-depth discussions, attendees gained a deeper understanding of facial anatomy, both endoscopic and traditional deep plane techniques, including approaches utilizing periauricular incisions. Emphasis was placed on safely integrating the latest anatomical insights into modern aesthetic facial plastic surgery.

A cornerstone of the program was the comprehensive cadaver lab experience. During the Facial Cadaver Lab, participants refined advanced surgical techniques with a strong anatomical. The Endoscopic Cadaver Lab provided immersive, technique-driven training, featuring innovative endoscopic approaches presented by Drs. Chia Chi Kao, Ramin Kassir, and Oscar Ramirez.

Designed by surgeons for surgeons, the symposium fostered a collaborative learning environment that balanced technical precision with practical application. Attendees left with enhanced surgical confidence, a deeper anatomical understanding, and actionable skills to elevate their facial aesthetic outcomes.

100% of Attendees Stated that Attending the Symposium Enhanced Their Professional Effectiveness.

Testimonials from our attendees:

- The symposium educational program was excellent with great speakers, amazing presentations, and the cadaver lab was fantastic!

Continued on Page 33

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Recap of The Aesthetic Society’s Fall 2025 Educational Symposia

Continued from Page 31

- What I found very useful was learning the different points of view of experienced surgeons, sharing my experience with surgeons from other countries, and introducing new techniques into my practice.
- The venue was great! The course was amazing, almost every talk was amazing. Enjoyed the mix of different levels of practice and the international contingency.
- There was a wonderful diversity of speakers from all around the world with different and innovative techniques. You had younger surgeons as well as some of the most experienced in the world. Kudos!
- This meeting allowed the attendee to not only listen with many of the world leaders in facial aesthetics but to also interact with them to better understand their approach and their technique.
- Very friendly and educational environment. Great location and timing in the year. There was education for all levels. Good destination to bring family along.



From left to right Francisco Bravo, MD, Chia Chi Kao, MD and Kiya Movassaghi, MD, DMD

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- 60+ EXHIBITORS
- 10+ SCIENTIFIC PARTNER

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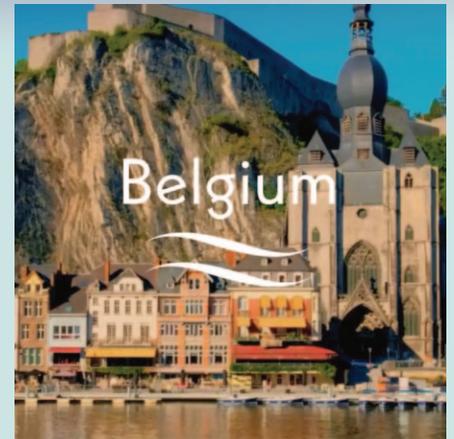
Set sail on a journey where professional growth meets unforgettable adventure. The Aesthetic Cruise is more than a meeting—it's a once-in-a-lifetime experience combining world-class education with awe-inspiring destinations.

All while earning Continuing Medical Education (CME) credits in an intimate, enriching setting with leading experts in aesthetic surgery and medicine.

Only a few staterooms remain before we're completely sold out.

Don't miss your chance to learn, explore, and connect—reserve your spot today and join us on this unforgettable voyage.

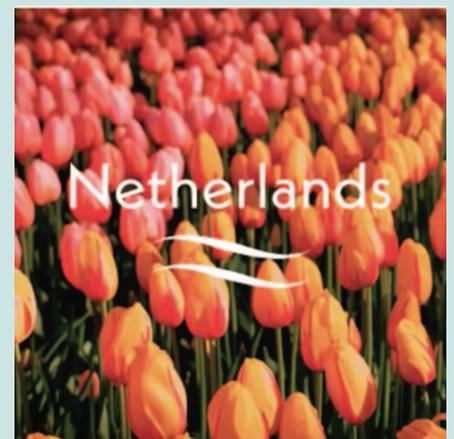
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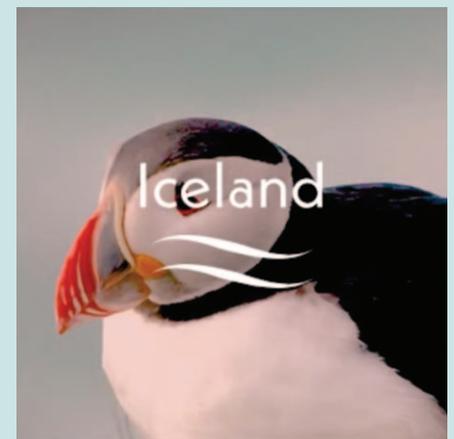
Cruise Norway's breathtaking fjords



Drift along Amsterdam's storybook canals



Spot puffins on Iceland's dramatic shores



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
2026–2027
Members to Vote
on Slate of
Candidates

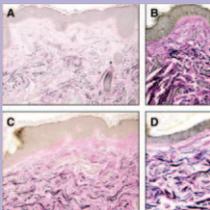
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Legal Update—
HIPAA 2025

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Premier
Industry Partners

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Industry Partners

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Industry Partners
Support The
Aesthetic
Society's
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AlliedPro

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Message from The Aesthetic Society CEO, Mark Theis

Spring doesn't arrive until next month, but The Aesthetic Society is already experiencing renewed energy and new growth. I wanted to answer some questions about what's next.

Hello members and readers! When I joined The Society over two years ago, we began a journey to fortify the organization—to ensure that we remained vital to our members and the industry and had a trajectory that would guarantee our future success. We used a three-legged stool as our model—the three critical areas that support our organization are Corporate Support, Membership and Education & Meetings.

Here are some questions and answers about what we have done and what's ahead as we continue to expand and strengthen our support and leadership in the industry.

Question

Using the three-legged stool as your model, how have we strengthened these pillars of support?

Answer

The idea was to establish a vision grounded in growth and future relevancy and one that ensures financial stability down the road. We've already made great strides in all these areas.

Question

I'm sure many readers are aware of the new AlliedPro membership category for non-surgical professionals. What else are we doing to grow membership?

Answer

We are now welcoming new non-voting categories of members—affiliated specialties for facial plastics and oculoplastics, who uphold high moral, professional, and ethical standing, and who have demonstrated achievement in the field of aesthetic surgery. But beyond including more members in all facets of the aesthetic industry, we are making membership much more valuable for everyone.

Question

How so?

Answer

A great example is The Aesthetic Academy, our online learning resource. In addition to providing educational resources for surgeons, we are now offering guidance for all aspects of running a practice—establishing and growing your business, providing resources for front and back-office staff, and curating a learning journey specific to each surgical and non-surgical member's career. Already, AlliedPro members are able to access a specialized learning path and receive "badges" to recognize their progress and achievements, something they can also show off to patients. We want to provide an experience that is relevant to fellows and residents, PA's, nurse coordinators, injectors, office managers, and surgeons alike.

Question

Have there been changes to other educational offerings?

Answer

In order to keep our offerings relevant and easily accessible to members, we have reinvented our online webinars. Offerings now include Saturday Master Classes, AlliedPro Forums, and ASJ Journal Club and GEMS webinars. We aim to be the north star of aesthetic education—maintaining our leadership in providing the best resources to drive optimal beauty outcomes and patient safety.

Question

You also rebranded your annual meeting—now known as The Aesthetic MEET.

Answer

We started reimagining our meeting in Vancouver, BC in 2024. The goal was to ensure that the content was state-of-the-industry current, and relevant to our members. We also wanted to present the information in ways that are visceral and immersive.

Question

What changes are in store for this year's meeting in Boston in May?

Answer

We are excited to be hosting our opening party in the Marketplace this year. It's just one of the ways we are adding energy to the exhibit floor. We are also going to host "Meet the Experts" after-sessions in our booth to provide an interactive experience with our speakers. The topics our speakers and experts will cover will be much more inclusive this year: how to run a successful practice, insights into hiring, marketing, patient loyalty, office systems, and some other standouts. Clinical highlights include:

- 5 cadaver labs covering Anatomy for the Injectors, Comprehensive Deep Plane Facelift and Deep Necklift, Endoscopic and Minimally Invasive Techniques and NEW this year, Ponytail Facelift and Rib Contouring
- New "Marking" Courses covering Body and Breast
- 12 New Courses "For AlliedPro, By AlliedPro" covering neurotoxins, fillers, lasers, skincare, ultrasounds and more.
- Video Spotlight presentations covering Comprehensive Upper & Lower Body-lifting and How to do Your First Preservation Rhinoplasty.
- Experiential learning on why and how your business can offer "Unreasonable Hospitality."

Also, we will be celebrating a major milestone—ASJ's 30th anniversary. It is especially timely, as the Journal has now achieved its highest impact rating ever—establishing ASJ as the number one journal in aesthetics.

Question

Corporate support is also evolving—can you let us know about your efforts in that area?

Answer

In 2025 we welcomed our first Signature partner, Allergan Aesthetics. We created this new level to allow our corporate partners to customize a package of opportunities and benefits that are tailored to their specific needs.

Our corporate partners have traditionally been companies directly involved in the aesthetic industry. We realized that there is also a large number of companies that are not in the aesthetic industry, but valuable and relevant to our membership and the patients they serve—luxury, lifestyle and wellness brands like Rolex, Peloton and Lululemon.

We recently added Lisa Lopez as our Managing Director of Business Development, and she will lead our drive to identify and bring more of these brands into the fold. We are already conducting focus groups to determine which non-endemic companies to pursue.

Question

There are also a lot of things going on behind the scenes at The Society, right?

Answer

Yes! The one I am most excited about is implementing a new CRM (Customer Relationship Management) system. It will allow us to better drive personal engagement and loyalty across each of our member categories, based on the individual needs of members. We can curate our relationship with each member and incorporate their personal preferences in the content we provide and the way we communicate with them. It provides a convenient way for all our systems to talk to each other and ultimately make the member user experience more friendly and seamless. We have also implemented many initiatives and processes to improve operational efficiencies.

Question

Did I hear a mobile member app is on the way?

Answer

Correct. Later this year we will be rolling out a mobile app for members, using the brand recognition of Aesthetic One. While we know Aesthetic One serves as the application for our breast registry, ARISE (presently under review for FDA recognition), the release of a new, comprehensive member app will further enable us to offer a centralized, all-in-one channel for our members. It will be like checking the news or the weather on your phone when you wake up—a way to conveniently connect directly with our

members, provide notifications, and other turnkey abilities. It will evolve into our meeting app, a CME tracker, and a convenient way to update member profiles and pay member dues.

Question

There is also a noticeable new look to many of your educational offerings and events...

Answer

I'm glad our new "look" is getting attention! We elevated our branding with new marketing assets over the past year, in particular with the F&R Symposium and the Aesthetic Cruise, and also with The Aesthetic MEET. You'll notice our new look when you visit our events online.

Question

What is your proudest achievement here at The Society?

Answer

Shifting our perspective to the bigger picture and recognizing the importance of maintaining our edge in the industry and laying the groundwork for future financial stability. Beyond our day-to-day operations, we want to focus on growth and building a brand that drives affinity and engagement.

Question

I know you come from a hospitality and corporate background—how did you weave your experience into the strategies you've championed here at The Society?

Answer

Like the best hospitality brands, I believe in focusing on POD's (points of differentiation) that set us apart, telling a compelling story, and creating a sense of community and loyalty where members feel they really belong. People remember an experience based on how they felt, not just the experience itself.

Additionally, we are focused on data-driven initiatives, and as an example, have recently engaged an outside research company to develop a new organizational tagline. They surveyed our members to analyze their perceptions and emotional connections with our organization in order to craft the best

slogan possible. That process led to our new tagline, The Gold Standard of Aesthetics, which is now being rolled out across the organization and through our communication channels.

Question

Any other developments we should be aware of?

Answer

Our governance structure has been modernized and streamlined. We shifted to a competency-based model with a vetting matrix, where the nominating committee scrubs candidates to ensure we identify the best individuals to fill openings on our Board of Directors. We have already implemented this new nomination process for the 2026/27 slate.

And I don't want to forget to mention The Aesthetic Foundation! Not only are we excited about submitting ARISE for FDA consideration, but also the ongoing focus on developing new donor tiers and developing a fundraising strategy that will allow more funds, including grants, to be directed to vital research.

Question

Does "thinking big and looking forward" accurately describe The Society's current trajectory?

Answer

Definitely. And because of the tremendous knowledge and terrific teamwork of our staff, and the active collaboration by our Boards of both The Society and The Foundation, our efforts are already bearing fruit.

Question

You clearly seem to be someone that thinks 3 steps ahead—what are the concerns or challenges that still keep you up at night?

Answer

I'm constantly considering how to scale our brand and value proposition across our growing, more expansive community—while preserving and enhancing the personal, high-touch experience that truly sets us apart.

The Aesthetic Society Members to Vote on the 2026–2027 Slate of Candidates

Active Members of The Aesthetic Society will hear reports on Society business and elect new officers for 2026–2027 during The Aesthetic Society/Aesthetic Foundation Annual Business Luncheon. All Active Members are invited to attend **Saturday, May 16** at 12 noon Eastern Time during The Aesthetic MEET 2026 in Boston, MA.



PRESIDENT

(automatic from President-Elect)

Jamil Ahmad, MD

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

Current Board Position: President-Elect

Current Aesthetic Society/The Aesthetic Foundation Committee Work:

The Aesthetic Society Executive Committee, Conflict of Interest Committee, Industry Policy Committee, Publications Committee, Symposium/Continuing Medical Education Committee, Finance & Investment Committee, Breast Emergency Response Workgroup, Program Committee, *ASJ* Editorial Board, Application Review Committee, International & Global Alliances Committee. The Aesthetic Foundation Board of Directors and 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

Certification: Royal College of Physicians and Surgeons: 2010



PRESIDENT-ELECT

(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, Vice Chair, American Board of Plastic Surgery

Current Board Position: Vice President

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, Symposium/Continuing Medical Education Committee, Program Committee, International & Global Alliances Committee, and Representative to the ACS Cosmetic/Breast

Advisory Council. The Aesthetic Foundation Board of Directors and Finance & Investment Task Force.

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



VICE PRESIDENT

(1 year term)

Trent D. Douglas, MD

Knoxville, TN
Private Practice

Current Board Position: Treasurer

Current Aesthetic Society/Aesthetic Foundation Committee Work:

The Aesthetic Society Executive Committee, Administrative Commissioner, Finance & Investment Committee, Symposium/Continuing Medical Education Committee (Chair), Industry Policy Committee, Innovative Ideas Task Force, International & Global Alliances Committee (Vice Chair), and Patient Safety Committee. The Aesthetic Foundation Innovative Procedures Committee.

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

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

ABPS Certification: 2007, 2017



SECRETARY/ TREASURER

(1 year term)

Douglas Steinbrech, MD

New York, NY
Private Practice

Current Board Position: Secretary

Current Aesthetic Society/Aesthetic Foundation Committee Work:

The Aesthetic Society Executive Committee, Finance & Investment Committee, Industry Support Committee, Brand Strategy Committee (Chair), 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)



Mark Albert, MD

New York, NY

Private Practice; Program Director of The Manhattan Eye, Ear, and Throat Hospital
Aesthetic Surgery Fellowship; Assistant Clinical Professor at Zucker School of Medicine

Current Board Position: Member-at-Large

The Aesthetic Society/Foundation

Committee Work: Membership Vice Commissioner, Program Committee, Marketing Committee, Finance & Investment Committee, AlliedPro Committee, Governance Task Force, Young Aesthetic Plastic Surgeons Committee (Chair), Aesthetic Training Committee (Co-Chair), and *ASJ* Editorial Board. The Aesthetic Foundation Externship Program Task Force.

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

Training: Undergraduate: The University of Pennsylvania, Medical School: Michigan State College of Medicine, Integrated Plastic Surgery; University of Massachusetts, Aesthetic Fellowship: Manhattan Eye, Ear, and Throat Hospital.

ABPS Certification: 2018



K. Kye Higdon, MD

Nashville, TN

Private Practice—Higdon Plastic Surgery, Franklin, TN

Current Board Position: Member-at-Large

The Aesthetic Society/Foundation

Committee Work: The Aesthetic Society Communications Commissioner, Finance & Investment Committee, AlliedPro Committee, *ASJ* Editorial Board, and *ASJ Open Forum* Editorial Board.

National Affiliations: The Aesthetic Society, The Aesthetic Foundation, AAPS, Southeastern SPRS, ASPS, PSF, TNSPS, JB Lynch Society

Training: University of Alabama, Medical School at University of MS, University of TN (General Surgery), Vanderbilt University Medical Center (Plastic Surgery Fellowship), Aesthetic Society Endorsed Fellowship—James Grotting, MD, Fellowship Director

ABPS Certification: 2012

Members-at-Large
Continued on Page 41

MEMBERS-AT-LARGE

(3-year terms)

Continued from Page 40



Michael R. Lee, MD
Dallas, TX
Private Practice; Assistant Professor, University of Texas Southwestern

Current Board Position:
Member-at-Large

The Aesthetic

Society/Foundation Committee Work:
Symposium/Continuing Medical Education Committee (Vice Chair), Program Committee, Teaching Course Subcommittee, Visiting Professor Program, and *ASJ Open Forum* Editorial Board.

National Affiliations: The Aesthetic Society, The Aesthetic Foundation

Training: University of Texas, Southwestern

ABPS Certification: 2014



TRUSTEE

(3-year term)

Charles Thorne, MD
New York, NY

APPLICATION REVIEW COMMITTEE

(3-year terms)



Jonathon Cook, MD
Boca Raton, FL
(Southeast)



Michael Lee, MD
Dallas, TX
(South Central)



Andrew Weinstein, MD
New York, NY
(New York City)

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(3-year terms)



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(Midwest)



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(until 2028)



Camille G. Cash, MD
(until 2028)



R. Brannon Claytor, MD
(until 2027)



Kristi Hustak, MD
(until 2027)



Sachin M. Shridharani, MD, FACS
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¹CareCredit Cardholder Engagement Study, 2023. CareCredit is a Synchrony solution.

²CareCredit Provider Satisfaction Findings, 2022. CareCredit is a Synchrony solution.

³Health & Wellness 2023 Analytics and 2023 U.S. Census Bureau. Medallia, 2024, medallia.com/net-promoter-score.

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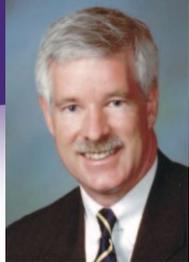
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LEGAL UPDATE—HIPAA 2025

By Christopher L. Nuland, Esq.
Aesthetic Society General Counsel



Hacking and ransom attacks have become increasingly frequent, leading to the necessity for every office to take steps to protect its systems and patient records from breaches; these steps should be incorporated into the practice's HIPAA Privacy and Security Policies.

When the HIPAA Privacy Rule went into effect in 2003, physicians created a new industry in the form of Compliance Programs designed to protect the privacy of Protected Health Information. Compliance rates were high, and the Office of Civil Rights (the federal agency entrusted with the enforcement of HIPAA) had only a handful of agents dedicated to HIPAA enforcement. Moreover, penalties for non-deliberate noncompliance were low, limited to only \$1,000 for deficiencies that could be corrected in thirty days or less.

The lenient times of HIPAA enforcement ended in 2009 with the new Obama Administration and the enactment of the HITECH Act. Fines were increased to \$10,000 per violation, and the number of enforcement personnel was also increased exponentially. Requirements for business associate agreements were heightened, and enforcement of the new Security Rules, which added 18 new standards to HIPAA compliance requirements. Perhaps more importantly, the Office of Civil Rights was charged with performing random audits (it had previously only responded to consumer complaints) targeting covered entities.

The results of these random audits have been troubling for physicians. While compliance rates for the Privacy Rule remain fairly high, few covered entities have performed the Risk Assessment required by the Security Rule. Moreover, few Business Associate Agreements have been modified to require Business Associates (those outside the practice who may have access to Protected Health Information) to protect such information to the extent required by HIPAA,

report unauthorized disclosures, and mitigate the damage of any such disclosures.

In addition, all covered entities (including all physicians) must now not only amend their Business Associate Agreements, but also their Privacy Notice to include notices that the patient may obtain their records in electronic form, must be informed of any breach of their PHI, have marketing communications made to them only if authorized by the patient and to decline to have PHI delivered to health insurers if the patient pays for services in full without submitting a claim.

And the changes did not stop there. When HIPAA was first promulgated, cybersecurity was not a concern for most practices, especially those that relied on paper charts. In 2025, however, virtually every plastic surgeon's office has computers and relies, at least to some extent, on electronic transmissions. Furthermore, hacking and ransom attacks have become increasingly frequent, leading to the necessity for every office to take steps to protect its systems and patient records from breaches; these steps should be incorporated into the practice's HIPAA Privacy and Security Policies.

Fines for violating these standards have been increased to up to \$1.5 million.

For these reasons, it is essential that surgeons review their HIPAA Corporate Compliance Plans to ensure that they include the latest information, are designed to protect cyber-attacks, and can survive a government audit. Aesthetic Society members having questions may always contact the Society Legal Affairs Division at nulandlaw@aol.com.

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Aesthetic Surgery Journal

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Current issue of ASJ: academic.oup.com/asj/issue/46/1

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Aesthetic Spotlight

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ASJ



Semaglutide and Postoperative Outcomes in Nondiabetic Patients Following Body Contouring Surgery

AUTHORS: Joshua E Lewis, BS; Mbinui Ghogomu, BS; Stanley J Hickman, BS; Adedamola Ashade, BS; Raven J. Hollis, BS; Jimmie E Lewis, III, BS; Wei-Chen Lee, PhD *Aesthetic Surgery Journal*, Volume 45, Issue 4, April 2025, Pages 381–386, <https://doi.org/10.1093/asj/sjae241>

SUMMARY: Researchers retrospectively searched the TriNetX patient cohort database to evaluate whether preoperative semaglutide affects postoperative outcomes in nondiabetic obese patients undergoing body contouring after bariatric surgery. Comparing patients who used semaglutide for at least six months before surgery with those who did not, and applying propensity score matching, the researchers found significantly higher rates of postoperative complications among semaglutide users, including wound dehiscence, delayed healing, surgical site infections, gastrointestinal symptoms, hypertrophic scarring, and surgical site pain. The study concludes that preoperative semaglutide is associated with increased postoperative risk, underscoring the importance of careful counseling and surgical planning for this patient population.



Efficacy and Safety of CBL-514 Injection in Reducing Abdominal Subcutaneous Fat: A Randomized, Single-Blind, Placebo-Controlled Phase II Study



AUTHORS: Michael Gold, MD; Joel Schlessinger, MD; Greg J. Goodman, MD; Steven Dayan, MD; Janet DuBois, MD; Yu-Fang Ling, MS; An-Yi Sheu, MS; Wilson W. S. Ho, MBChB, FRCSEd; Yin-Chia Chou, MS *Aesthetic Surgery Journal*, Volume 45, Issue 6, June 2025, Pages 611–620, <https://doi.org/10.1093/asj/sjaf032>

SUMMARY: In this Phase 2, single-blind, placebo-controlled trial, the authors evaluated the injectable small-molecule lipolysis drug CBL-514 for reducing abdominal subcutaneous fat in 76 participants. Those treated with CBL-514 received up to four sessions and showed significantly greater fat-volume reduction than placebo at both follow-up visits, with 69.6% achieving at least a 150 mL reduction and none in the placebo group meeting that threshold. Many participants also reached higher reduction levels, and nearly half of responders achieved meaningful fat loss after just one treatment. Adverse events were mainly mild-to-moderate injection site reactions. Overall, CBL-514 demonstrated significant efficacy and a favorable safety profile, suggesting it may offer a promising noninvasive option for targeted subcutaneous fat reduction.



Prepectoral Breast Reconstruction: Early and Long-Term Complications and Outcomes of Total Coverage Acellular Dermal Matrix and Implants vs. Polyurethane-Coated Implants Without Use of Acellular Dermal Matrix

AUTHORS: Marzia Salgarello, MD; Mauro Barbera, MD; Giuseppe Visconti, MD, PhD; Lorenzo Scardina, MD; Gianluca Franceschini, MD; Alba Di Leone, MD; Liliana Barone Adesi, MD; Nicolò Lentini, MSc; Roberta Pastorino, PhD

Aesthetic Surgery Journal, sjaf158, <https://doi.org/10.1093/asj/sjaf158>

SUMMARY: Immediate prepectoral breast reconstruction using polyurethane-coated implants appears to provide safer and more effective outcomes than acellular dermal matrix (ADM)-covered implants, according to a retrospective study of 97 patients (135 breasts). Compared with ADM use, PU-coated implants showed markedly lower early rates of seroma and infection and, over 5 years, significantly reduced severe capsular contracture, especially in non-irradiated patients. Rates of rippling and step-off deformities were similar between groups, but aesthetic assessments favored PU-coated implants, demonstrating better symmetry and overall appearance. The findings suggest that PU-coated implants may offer advantages in complication profiles and aesthetics, though individualized anatomical and oncologic considerations remain essential for implant selection.



Ultrasound-Guided Gluteal Fat Grafting: What is the Evidence? A Systematic Review and Meta-Analysis

AUTHORS: Andre Milani Reis, MST; Maria Meritxell Roca Mora, MD; Pedro Bicudo Bregion, MST; Lucas Kreutz-Rodrigues, MD; Steven Camp, MD; Basel A. Sharaf, MD *Aesthetic Surgery Journal*, sjaf059, <https://doi.org/10.1093/asj/sjaf059>

SUMMARY: Buttock augmentation has become one of the most sought-after cosmetic procedures, but concerns over fat

Continued on Page 50

Aesthetic Spotlight

Continued from Page 49

embolism-related fatalities have raised significant safety issues. Guidelines emphasize that fat grafting should remain in the subcutaneous layer, avoiding intramuscular injection. The authors of this systematic review and meta-analysis assessed the efficacy and safety of ultrasound-guided gluteal fat grafting via a systematic search of PubMed, Cochrane Central Register of Controlled Trials, analyzing patient satisfaction, complication rates, mortality, fat embolism, fat necrosis, infection, and seroma. The findings of this systematic review indicate that ultrasound-guided gluteal fat grafting is associated with low complication rates and no reported serious adverse events, such as death or fat embolism, reinforcing its role as a safer technique for buttock augmentation.

Endoscopic Deep Plane Facelift: A Classified Approach

AUTHOR: Mirza Firat, MD
Aesthetic Surgery Journal,
 Volume 45, Issue 10, October
 2025, Pages 989–1001,
<https://doi.org/10.1093/asj/sjaf110>

SUMMARY: This single-surgeon study presents a structured endoscopic facelift technique that uses a 5-group classification system to guide individualized surgical planning and improve aesthetic outcomes. In a prospective series of 393 patients treated between 2020 and 2024, the method emphasized minimally invasive access, minimal skin undermining, vertical vector lifting, and cable suture suspension tailored to brow, midface, lower face, and neck aging patterns. After at least 12 months of follow-up, no permanent nerve injuries occurred, and revision procedures for cosmetic concerns were required in only 4.8% of patients, primarily early in the surgeon's experience with this technique. The author concludes that this approach delivers consistent, natural-looking results with low complication rates, offering a reproducible alternative to traditional facelift techniques.

ASJ OPEN FORUM



A Single-Center, Blinded, Placebo-Controlled Study Evaluating Cosmetic Efficacy and Safety of a Novel Topical GLPSGLT in Glucagon-Like Peptide-1 Analog-Treated Patients

Alec Semersky, BA, Sydney Pryor, LE, Caitlin Barwood-Parent, RN, Mike Lee, MD, Karen Copeland, PhD, Julius Few, MD
<https://doi.org/10.1093/asjof/ojaf030>



ABSTRACT

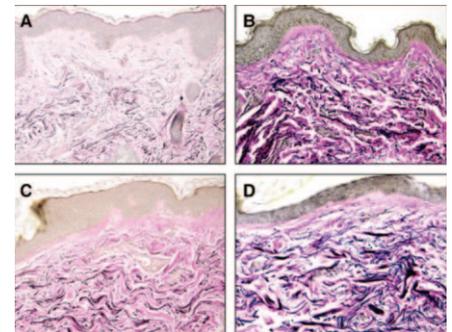
Glucagon-like peptide-1 receptor agonists (GLP-1 RAs) and Sodium-glucose cotransporter 2 (SGLT-2) inhibitors are widely used for Type 2 diabetes and weight management but may adversely affect skin quality, resulting in dermal thinning, decreased elasticity, and accelerated aging—a phenomenon referred to as “GLP-1 Face.” A novel topical serum, GLPSGLT (Aforé LLC), was developed to counteract these effects using a proprietary blend of a bioavailable retinoic acid derivative, peptides, and botanical agents to support keratinocyte function and dermal repair. The authors of the study aim to evaluate the safety and efficacy of GLPSGLT serum in improving facial skin quality in patients undergoing GLP-1 RA or SGLT-2 therapy. In this split-face, double-blind pilot study, 7 female patients (median age 55) on stable GLP-1 RA/SGLT-2 therapy applied GLPSGLT serum to one side of the face and placebo to the other, twice daily for 6 weeks. Assessments at baseline, Day 21, and Day 42 included the Global Ranking Scale (GRS), standardized photography reviewed by a blinded physician, and a 26-item patient-satisfaction questionnaire. Treated sides showed statistically significant improvements across all 13 GRS domains vs placebo ($P < .0001$), particularly in hydration, surface roughness, pigmentation, vasculature, visible pores, and static wrinkles. The blinded reviewer correctly identified the treated side in all cases. Patients reported greater satisfaction with skin texture, firmness, radiance, and hydration. No adverse events were reported. GLPSGLT serum significantly

improved skin quality in GLP-1 RA/SGLT-2-treated patients and was well-tolerated, warranting further investigation in larger, histologically assessed cohorts.



Exploratory Analysis of Age-Related Trends in Biostimulatory Response to Combined Calcium Hydroxylapatite-Carboxymethylcellulose and Microfocused Ultrasound With Visualization Treatments

Amanda Doyle, MD, Iris Looi, PA-C, Paul Chu, MD, Keith A Martinez, PhD, Alec D McCarthy, PhD
<https://doi.org/10.1093/asjof/ojaf023>



ABSTRACT

Background: Biostimulators and energy-based devices are increasingly used in combination to address visible signs of aging. Previous research demonstrated that pairing microfocused ultrasound with visualization (MFU-V) and hyperdiluted calcium hydroxylapatite-carboxymethylcellulose (CaHA-CMC) enhances dermal elastin synthesis and improves aesthetic outcomes up to 120 days posttreatment. However, the impact of patient age on the histological response to these treatments remains unclear. **Objectives:** To explore whether age influences the biostimulatory response to combined hyperdiluted CaHA-CMC and MFU-V treatments in healthy adults aged 39 to 62 years. **Methods:** This secondary analysis leveraged data from a 12-patient, IRB-approved clinical study in which patients received 2 combination treatment protocols: Group A (MFU-V followed by hyperdiluted CaHA-CMC) and Group B (hyperdiluted CaHA-CMC followed by MFU-V). Biopsies obtained before and 120 days after completion of treatments were stained for elastin and quantitatively assessed. Linear regression analyses

assessed correlations between age and changes in elastin staining intensity and area coverage.

Results: No significant correlation was found between patient age and changes in dermal elastin intensity or area. In subgroup analyses, neither protocol showed a significant age-dependent difference in elastin intensity. Although 1 subgroup (Group B) revealed a marginal correlation between age and elastin area, the pooled data did not support age as a significant predictor of biostimulatory response.

Conclusions: This exploratory analysis suggests that within the studied age range, patient age may not significantly influence the histological response to combined CaHA-CMC and MFU-V treatments. Larger, statistically powered studies are needed to validate these findings and further investigate age-related effects.



Needle-Free Jet Injectors and Their Potential Applications in Plastic Surgery: A Review

Neil M Vranis, MD, Spero Theodorou, MD

<https://doi.org/10.1093/asjof/ojaf019>



ABSTRACT

Needle-free jet injector (NFJI) devices offer an alternative to traditional needle–syringe injection for administration of medications, vaccines, and other fluids. They are already in clinical use around the world for vaccines and insulin administration. NFJIs have reproducibly demonstrated improvement in speed of drug absorption and efficacy; however, this technology has yet to prevail in the plastic surgery industry. Plastic surgeons have

experimented with this technology to inject botulinum toxin for palmar hyperhidrosis, steroids for keloids/hypertrophic scars, and local anesthesia. A review was conducted to identify studies published in the last 10 years, indexed on PubMed, involving NFJI devices. Original articles that included ex vivo experimentation, animal studies, and human trials were included. Review articles, mathematical modeling theoretical articles, and nonmedical applications of jet injectors were excluded. A total of 767 identified articles were screened. Once exclusion criteria were applied, there were 115 articles remaining. The majority of the studies were conducted on human patients (n = 62, 53.9%), followed by ex vivo, small, and large animal models. Subcategories of investigations included device efficacy, mechanics, safety, and patient preferences. In conclusion, NFJI are a viable, safe, and potentially more efficacious delivery system compared with traditional needle–syringe techniques for the delivery of medications, vaccines, and other injectable fluids. Patient preference and pain were improved with NFJI. These devices have significant potential clinical applications in the plastic and dermatologic fields.

ASJ and ASJ Open Forum

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 2026 in Boston, Mass. Contact phaedra@theaestheticsociety.org for details or to make a donation.

Please watch this year's well-attended event by scanning the QR code. And as always, we thank our moderator, Dr. Jeff Gusenoff. Join us on Saturday, May 14 at 4pm in The Aesthetic Society booth.

WATCH ASJ JOURNAL CLUB AND ASJ GEMS

Are you on the list? Let us know if you're not receiving our emails about ASJ Journal Club and GEMS webinars. We'll be happy to sign you up so you don't miss any of these 12 educational events throughout the year. You can watch the recordings on the ASJ website and, for members, on The Aesthetic Academy. Special thanks to all of our authors, discussants, and presenters in 2025, we couldn't do it without you and we appreciate all the expertise you've shared with us.

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: tinyurl.com/mr2rhbaa

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 by scanning the QR code.

INTERNATIONAL GLOBAL ALLIANCE PROGRAM

We're thrilled to announce that we've grown our base of alliances to 53! We're always ready to collaborate and invite all our members to engage with our alliances and their members. You can also find a global calendar listing of meetings worldwide here: <https://shorturl.at/FB4b8>

ASJ, ASJ Open Forum and TAS Leadership On the Road

ATTENDING THE SICPRE ITALIAN SOCIETY MEETING IN NAPLES, ITALY



Dr. Amin Kalajji, Phaedra Cress, and Dr. Gianluca Campiglia during the SICPRE reception in Naples.



Phaedra Cress and Dr. Ari Sterodimas attending a formal SICPRE event at the Museo e Real Bosco di Capodimonte.



Phaedra Cress in the booth with past SICPRE President Dr. Stefania de Fazio.



A SICPRE member and winner of the ASJ Best International Paper Award last year dropped by to catch up with us during the meeting.



SICPRE residents visit The Aesthetic Society booth during the meeting and signed up to become International Resident and Fellow members.



Phaedra Cress takes a moment to chat with Dr. Gianluca Campiglia during a meeting break.

ATTENDING THE SBCP BRAZIL SOCIETY ANNUAL MEETING IN BELO HORIZONTE, BRAZIL



Dr. Alexandre Piassi (SBCP Treasurer), Phaedra Cress, Dr. Ronaldo Righesso (First Vice President), and Dr. Jeff Kenkel during a business meeting.



ASJ Editor in Chief Dr. Jeff Kenkel building bridges in Brazil.



We're grateful to welcome another new membership applicant during the meeting.



SBCP Residents signed up on-site to become International Resident and Fellow Members of The Aesthetic Society.



Dr. Alfredo Hoyos, Phaedra Cress and Johana Poveda talk about his next submission to ASJ Open Forum.

President of The Aesthetic Foundation Dr. Pat McGuire with Phaedra Cress after lunch in a local market.



Aesthetic Surgery Journal

Top 50 Reviewers of 2025

Darren Abbas, MD
William P. Adams, Jr., MD
Brian Bassiri-Tehrani, MD
Mehmet Bayramiçli, MD
Francesco Bernardini, MD
Alessandro Borgognone, MD, PhD
Carter Boyd, MD
Stephen Bresnick, MD
Mitchell Brown, MD, MEd, FRCSC
Jenny Carvajal, MD
Gabriela Casabona, MD
Minliang Chen, MD
Chun Yu Cheng, MD
Steven Cohen, MD, FACS
Christopher Coroneos, MD, MSc, FRCSC
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Spero Theodorou, MD
Dean Toriumi, MD
Bruce Van Natta, MD
Arthur Yu, MD, PhD
Vincent Zubowicz, MD



A message from Editor-in-Chief Dr. Jeffrey M. Kenkel:

I would like to recognize and thank these reviewers for their outstanding service to *ASJ*. The hard work and dedication of our reviewers is instrumental in making us the #1 journal in aesthetic and plastic surgery.

ASJ, ASJ Open Forum and TAS Leadership On the Road

ATTENDING PSTM IN NEW ORLEANS, LA



Our two Presidents: Dr. Tracy Pfeifer, The Aesthetic Society and Dr. Pat McGuire, The Aesthetic Foundation.



Phaedra Cress and Dr. Camille Cash with Motiva staff Rosalyn D'Incelli and Emily Bryant.



Mark Theis and Phaedra Cress visited with the Glacial Skin team including Dr. Barry DiBernardo's daughter, Christie.



Women of The Aesthetic Society at the booth. Jackie Nunn, Phaedra Cress, Dr. Tracy Pfeifer, Lisa Axisa, Lisa Lopez, and Erika Ortiz-Ramos.



Dr. Jeff Gusenoff and Phaedra Cress shot video for ASJ outside Café Du Monde in New Orleans.



Mark Theis and Phaedra Cress salute all of our members and friends we had the good fortune to spend time with in New Orleans.



Strength in Unity



GLOBAL ALLIANCES





BAAPS



Asociación Argentina de Cirugía Estética



IMCAS



SWISS AESTHETIC SURGERY



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Loupes Needed!

Not using
your
loupes?



ASAPS President
Tracy Pfeifer, MD, MS

Dr. Tracy Pfeifer and our team are seeking donations of unused surgical equipment to support our medical peers in Kenya, where such instruments are often scarce.

Your donations can help.



KSPRAS President
Ferdinand Nagole, MD



SEND YOUR DONATIONS to:

The Aesthetic Society 11262 Monarch Street Garden Grove, CA 92841 USA



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?

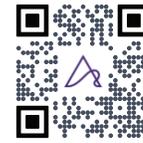
- World-renowned annual meeting with VIP access
- *Aesthetic Surgery Journal* subscription
- Legal consultation services
- Exclusive discounts on scrubs, airfare, hotels, and practice technology
- Priority listing in Find a Surgeon network
- Prestigious member logo privileges

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

Distinguish Your Practice With Aesthetic Society Products

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

Meet Your Membership Team: A Fresh Chapter of Connection and Growth

We're thrilled to introduce the dynamic team behind membership at The Aesthetic Society—each bringing energy, expertise, and a deep commitment to our members. With a renewed focus on personalization and strategic engagement, this team is here to elevate your membership experience.



LISA LOPEZ
MANAGING DIRECTOR
BUSINESS DEVELOPMENT

Lisa is the newest member of The Aesthetic Society's membership team. She leads the team in driving growth, retention, and engagement. With a rich background in hospitality—including leadership roles in hotels, destination marketing organizations, and convention centers—Lisa brings a strategic lens to member and corporate partner relations. Fun facts: TAS was her client for years, and she once lived in Garden Grove! Now based in NYC with her husband Steve and cat, Nola, Lisa enjoys time with her family, travelling the world, and fancy cocktails.



SEENA HARIM,
MANAGER OF MEMBER SERVICES
AND ENGAGEMENT

Seena ensures that every member—from application to renewal—receives exceptional support and value. She collaborates closely with committees, leadership, and partners to strengthen member connections and foster a vibrant community. Seena oversees our US & Canada—Active Surgeons, Associate, and AlliedPro members, and is dedicated to creating experiences that help members thrive professionally and personally.



Being a mom to my best friend
is my favorite title.

Over the past 24 months, The Society has been rapidly advancing a growth strategy—one that not only enhances our value to members but also introduces innovative approaches to strengthen our bold presence in the market and among partners and consumers.

Together, this team has been restructured intentionally, so our deployment model will allow us to better serve members by segment—allowing for a more personalized and strategic approach. Whether you're a resident just starting your journey or a seasoned international member, you'll now receive tailored support and over time more distinctive benefits that reflect your unique needs and goals.

We're also ramping up efforts to grow membership through targeted marketing campaigns and in-person resident engagement. These initiatives are designed to expand our reach and deepen relationships.

And of course, membership comes with a suite of exclusive benefits designed to empower your professional growth:

- **Virtual Learning:** In addition to our suite of virtual meetings—including Webinars, Saturday Masterclasses, AlliedPro Forums, ASJ GEMS, and ASJ Journal Club—we've launched a new, Netflix-style on-demand educational platform, The Academy, that delivers engaging, high-quality content anytime, anywhere.
- **ASJ (Aesthetic Surgery Journal):** Ranked #1 among all aesthetic and plastic surgery journals, ASJ boasts an impressive impact factor of 3.9 and delivers cutting-edge research and insights along with ASJ *Open Forum* our international peer reviewed, open access journal.
- **Member-Exclusive Offers & Savings:** From discounted resources to special promotions, our website features a growing list of valuable perks available only to members.

As we know best, being part of a community that remains true to our identity as the Gold Standard in Aesthetics Education means leading the way in sharing knowledge to elevate our profession—and ultimately improve patient safety and beauty outcomes.

We're grateful for the opportunity to serve such an inspiring community of aesthetic professionals. Whether you're attending The Aesthetic MEET, reading the latest ASJ article, or connecting with peers, we're here to support your journey every step of the way.



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.

Signature PARTNER

**Allergan
Aesthetics**
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PREMIER PARTNER



Alliance PARTNER



Signature PARTNER

**Allergan
Aesthetics**
an AbbVie company

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, Signature, 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.

GALDERMA EST. 1981

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

MENTOR™

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 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



The Foundation of Fat. A Decade of Science. The Future of Volume.

Renuva is the only 100 percent adipose extracellular matrix (ECM) supported by more than a decade of published science, including 14 clinical and scientific studies and 8 ongoing trials with leading academic institutions. Developed by MTF Biologics, a 501(c)(3) nonprofit tissue bank with 37+ years of

expertise, Renuva is aseptically processed and not terminally sterilized to preserve the inherent growth factors and honeycomb-matrix structure found in native fat tissue. The result is a safe, off-the-shelf, non-surgical solution for restoring volume where fat naturally exists. Renuva is trusted by elite injectors and surgeons leading the adipose category and setting new standards for natural volume restoration outcomes, whether in an office setting or OR.

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.

REVANCE

Revance is a fast-growing global aesthetics and skincare company focused on providing innovative aesthetics and market-leading skincare offerings throughout every stage of life. With a differentiated portfolio of products spanning 60 countries, Revance meets the evolving needs of patients and consumers worldwide through continued innovation and commercialization of new products and treatments. Revance's global headquarters and experience center is located in Nashville, Tennessee.



Sofwave™ stands as the award-winning leader in regenerative aesthetics, redefining skin lifting with its revolutionary SUPERB™ ultrasound technology. This powerful, FDA-cleared, non-invasive solution delivers remarkable results, providing a naturally lifted appearance without needles and with minimal downtime. When combined with Pure Impact™, our cutting-edge 4th-generation muscle stimulation device, Sofwave truly leads the way in advanced aesthetic treatments.



NEW PREMIER PARTNER

Symplast is the only all-in-one practice platform officially aligned with The Aesthetic Society—built by plastic surgeons, for plastic surgeons. We're more than software; we're your strategic growth partner, designed to support the full scope of aesthetic care.

From consult to post-op, Symplast unifies your EHR, CRM, scheduling, telehealth, payments, and marketing into one seamless, mobile-first ecosystem—built for the pace and precision of surgery.

With 4,400+ users and white-glove support, Symplast helps Society members streamline operations, elevate care, and scale with confidence.

Join the Society members who are scaling smarter with Symplast.



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.

Alliance PARTNER



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.*

Patients have the ability to see if they prequalify for the CareCredit credit card with no impact to their credit score, and if approved, they can use the card over and over again at any of the 270,000+ locations in the CareCredit network without having to reapply.

See the beauty of CareCredit at carecredit.com/asn or call 855-860-9001.

*Subject to the representations and warranties in the Agreement with Synchrony.



CO2Lift® and CO2LiftV®

Lumisque Skincare introduces CO2Lift®, a medical-grade cosmeceutical line leveraging carbon dioxide (CO2) for advanced skin and tissue rejuvenation.

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.



More Than A Product. We're Your Partner.

Our Evolux® Loyalty Program is designed to accelerate your profitability. We put your practice front and center with co-branded marketing opportunities, our Evolus Rewards patient loyalty program, and transparent pricing. We're the only company in the tox space that can say that we're the only one dedicated exclusively to aesthetics.

Thank you Industry Partners!

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



Integra LifeSciences, headquartered in Princeton, New Jersey, is a world leader in surgical, neurologic, and regenerative care. Integra's Plastic & Reconstructive Surgery Division offers devices for implantation to reinforce soft tissue where weakness exists and for surgical repair of damaged or ruptured soft tissue membranes.



NEW ALLIANCE PARTNER

Nextech delivers intelligent, connected solutions built specifically for aesthetic practices and plastic surgeons. Our award-winning technology streamlines workflows, strengthens financial performance, and elevates every step of the patient journey, from consultation to follow-up. With more than 25 years dedicated to specialty care, we blend deep understanding of the evolving aesthetics landscape with thoughtful innovation that reduces friction and simplifies complexity. Our intuitive platform helps practices more confidently and efficiently attract and convert leads, engage and educate patients, showcase treatment results, and provide a premium overall experience for greater retention that supports long-term growth.



Maximize Revenue and Patient Retention with PatientFi

Attract, convert, and retain more patients with the easiest-to-use platform for monthly payment plans, proven to drive 2x faster case acceptance and 40% more growth in surgical financing compared to medical credit cards. We approve more patients for higher amounts, up to \$50,000, exclusive to your practice, with no impact to their credit score. That means you can increase case sizes and boost long-term value. With the lowest fees in the industry and quarterly cash back, you can guarantee savings with PatientFi.

Visit patientfi.com to unlock your maximum revenue potential today!



NEW ALLIANCE PARTNER

Podium is the all-in-one lead management and communication platform trusted by over 100,000 businesses. Built for medical and aesthetics practices, Podium helps you attract, convert, and re-engage more patients from a single, easy-to-use platform.

By unifying texts, calls, emails, web chat, reviews, and social messaging, every patient conversation is streamlined in one inbox.

Podium's integrated phone system turns calls into consultations with missed call texts, caller insights, and summaries.

Aesthetic Society members enjoy exclusive discounts. Text "DEMO" to 801-979-8096 to learn more.

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

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!

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.” for our patients. —Dr. Grant Stevens, Industry Relations Chair.

We'd like to thank and acknowledge Premier Partners Mentor, MTF Biologics, and Revance for their continued support. We'd also like to recognize and thank Alliance Partners, PatientFi and Podium for their partnerships.

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

PREMIER PARTNER



Introducing the Modern Consultation: How AR Simulation Is Reshaping Surgeon-Patient Conversations

This article is sponsored by Mentor Worldwide LLC and Johnson & Johnson and its affiliates

The aesthetics consultation room is changing. Patients, especially those in younger demographics, are arriving with filtered expectations, visual goals, and a desire to be seen, not just heard. To meet these rising expectations while streamlining in-practice workflows, Mentor has partnered with Arbreo to bring you the Arbreo Breast Simulator App for surgeons.

WHY SIMULATION, WHY NOW?

In 2025, digital media continues to play a defining role in how patients visualize and pursue aesthetic procedures. Byrdie's Top Plastic Surgery Trends 2024 highlights a growing challenge: patients are arriving at consults with expectations shaped by filtered and often unrealistic images.¹ For surgeons this can mean spending more of the consultation resetting expectations and clearly communicating what is realistically achievable in each case.¹

Meanwhile, industry data show that conversion remains a challenge, with a prospect-to-patient conversion rate of 66.8% for cosmetic surgery practices.² As independent private practices face rising costs and intensifying competition, many are under pressure to grow in order to stay viable.³ In this environment, surgeons are increasingly looking for practical ways to support lead generation and streamline consultation flow.

Simulation is becoming increasingly more common, especially among Gen Z and millennial patients who view aesthetic procedures as part of routine self-care and are strongly influenced by image-driven social media.^{4,5} This is where the Arbreo Breast Simulator Surgeon App may drive effective communication and engagement with patients.

WHAT SETS THE ARBREO APP APART?

Unlike older simulators, the Arbreo Breast Simulator Surgeon App runs directly on the device with no need for internet or cloud processing. This is designed to protect patient privacy while delivering results in seconds. It's fast, mobile, and easy to use on both phone and tablets across iOS and Android. Its proprietary AR technology allows you to scan, simulate, and visualize outcomes within seconds.

Key standout features include:

- Real-time 3D and AR visualization with no external hardware or cloud processing
- Fast setup, easy onboarding with intuitive software
- Secure, on-device storage with video consent capability
- Simplify patient decision making with realistic visuals



Proudly working with the world's most influential brands

These features work together to help create a seamless patient experience that builds confidence and increases clarity, without additional systems or complexity.

DESIGNED FOR TODAY'S AESTHETIC PRACTICE

From streamlining your consults to improving alignment between patient expectations and surgical outcomes, the Arbre Breast Simulator Surgeon App is built for the way you practice. Clinics using the app have reported conversion rates as high as 87%.⁶ This is modern consultation: mobile, intuitive, and backed by Mentor.



Get started with personalized virtual onboarding and support designed to get your team up and running fast. Scan the QR code

*We will use your information to register you for virtual onboarding, to book a live demonstration, to provide support for our products and services, or any other purpose based on your selection. You may withdraw your consent at any time. Please read our Privacy Policy.

References:

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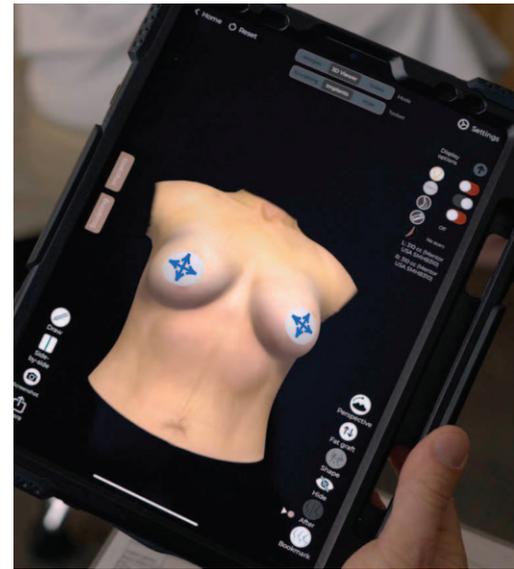
WARNING:

- 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 are indicated for breast augmentation in women at least 22 years old 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 are pregnant or nursing.

The most common complications with the MemoryGel™ Breast Implants include reoperation, capsular contracture, asymmetry, and breast pain. A lower risk of complication is rupture. The health consequences of a ruptured silicone gel-filled 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. For detailed indications, contraindications, warning and precautions associated with the use of MemoryGel™ Breast Implants. Please refer to the P Instructions for Use (IFU) provided with each product, or online at www.mentorwwllc.com. ©Johnson & Johnson and its affiliates 2025 US_MNT_AMNT_408921

Industry Partners Support The Aesthetic Society's Mission

PREMIER PARTNER



Renuva's 100% Extracellular Matrix Advantage Backed by a Decade of Clinical Evidence

In a growing adipose landscape, Renuva remains the only adipose allograft backed by over a decade of published clinical and scientific data, including 14 peer-reviewed papers and 8 ongoing studies at leading academic institutions. This evidence-based support has established Renuva as a trusted solution for restoring volume where fat naturally exists.

100% EXTRACELLULAR MATRIX— AND THAT'S THE POINT.

Renuva is a minimally-manipulated adipose tissue allograft that is a 100% extracellular matrix (ECM) and that is free of [intact] donor fat cells, oil, or cellular debris. Adipocytes, or intact fat cells, are intentionally removed, and residual DNA is reduced to trace, non-functional fragments through a validated aseptic process, helping to reduce antigen exposure while preserving the ECM.

MTF Biologics chose to include only the extracellular matrix (ECM), as free lipids released from donor fat cells are known to contribute to inflammatory response in the recipient. By removing cellular material and debris, Renuva maintains consistency, shelf-life, and reliable handling throughout injection.

The ECM found in Renuva is processed to preserve the inherent collagen, laminin, glycosaminoglycans, and growth factors, which provide a favorable environment for restoring volume. Unlike products combining ECM with adipocytes to provide immediate, static volume or cushioning, Renuva's ECM is a scaffold that the body gradually replaces with its own living fat tissue.

AGING AND WEIGHT LOSS: WHY FAT MATTERS

Facial aging is driven, in part, by changes within the adipose compartments and the ligamentous structures that suspend them. With age and/or weight loss, subcutaneous and deep fat pads may undergo atrophy, while the retaining ligaments progressively elongate and lose tension. As these ligaments weaken, the compartments they anchor descend, leaving true volumetric deficits in their original anatomical positions and contributing to the appearance of facial aging. Effective restoration focuses on precisely replenishing fat within those original compartments re-establishing proportion, contour, and the patient's native youthful facial characteristics.



hands, and neck. It stays exactly where it is placed and contains no bulk from donor fat cells. This precision allows for smooth, predictable outcomes over time

UNCOMPROMISED QUALITY

Developed by MTF Biologics, the world's largest nonprofit tissue bank, Renuva reflects more than 37 years of tissue expertise and stewardship. Each graft is ethically donated, consented for aesthetic use, and validated to a Sterility Assurance Level (SAL) equivalent of 10^{-6} . Every syringe originates from a single donor and undergoes comprehensive testing to ensure sterility, consistency, and safety. MTF's mission centers on patients and providers, not shareholders, ensuring uncompromised quality, consistency, and trust.

Growth Factors	renuva	Human Adipose
Collagens IV, VI, I & III	✓	✓
GAGs	✓	✓
HA	✓	✓
Angiopoietin-2	✓	✓
EGF	✓	✓
FGF-1	✓	✓
FGF-2	✓	✓
VEGF	✓	✓
Adiponectin	✓	✓

RENUVA: THE FOUNDATION OF FAT

Renuva is not a filler and not a biostimulator. The ECM is a scaffold that the body gradually replaces with its own fat cells, on average, over three to six months.^{1,2} Renuva is uniquely suited for areas with thin or delicate tissue, including the face,

LEARN MORE AT WWW.MYRENUVA.COM

- 1 Snyder DL, et al. Acellular Adipose Matrix Supports Adipogenesis and Angiogenesis In Vivo. *Plast Reconstr Surg.* 2016;138(3):495e–505e.
- 2 Kokai, L. E., et al. (2019). Injectable allograft adipose matrix supports adipogenic tissue remodeling in the nude mouse and human. *Plastic and Reconstructive Surgery*, 143(2), 299e–309e. <https://doi.org/10.1097/PRS.0000000000005269>

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most influential brands

REVANCE®

Newly Combined Revance: Driving Science-Powered Innovation Beyond Convention

In February 2025, Crown Laboratories, Inc. acquired Revance Therapeutics, Inc. bringing together two leaders in aesthetics, skincare and therapeutics under the Revance name. The integration combines complementary strengths across regenerative therapeutics, aesthetic injectables, and skincare, positioning Revance to advance science-powered innovation that creates possibilities across generations.

Leading the combined organization is Nadeem Moiz, who brings a clear vision: to build the most trusted and innovative aesthetics, skincare and therapeutics company in the world. That mission expands beyond scientific discovery and clinical results—it is also incorporated into how Revance serves its customer base. It is about supporting aesthetic professionals with patient-centered, evidence-based solutions.

Revance's next chapter is focused on shaping a new era in aesthetics—one grounded in science, authenticity and collaboration. By combining world-class

formulation capabilities with a deep understanding of aesthetics practice needs, Revance is unlocking new potential across its portfolio. Expect to see advancements in regenerative offerings, injectables, and integrated solutions that bridge the medical and skincare experience. The Company is also investing in digital tools designed to enhance patient engagement, streamline clinical workflows, and strengthen provider connectivity.

Looking ahead, Revance is aligning its efforts to accelerate growth, advancing access to care globally, and connecting with aesthetic professionals. The Company remains committed to the entrepreneurial spirit and scientific rigor that have long defined both Crown Laboratories, Inc. and Revance Therapeutics, Inc., and now as Revance.

Together, Revance is driving innovation beyond convention, and reimagining what's possible in aesthetics and skin health through science, partnership and purpose.



“We’re aligning all our efforts in science, commercial and operations under one shared vision: to redefine excellence in aesthetics, skincare and therapeutics through science-powered innovation. Our teams are focused on deepening customer trust and expanding globally while maintaining our company agility.”

—Revance CEO Nadeem Moiz

By combining world-class formulation capabilities with a deep understanding of aesthetics practice needs, Revance is unlocking new potential across its portfolio. Expect to see advancements in regenerative offerings, injectables, and integrated solutions that bridge the medical and skincare experience. The Company is also investing in digital tools designed to enhance patient engagement, streamline clinical workflows, and strengthen provider connectivity.

Industry Partners Support The Aesthetic Society's Mission

Alliance

PARTNER



The #1 All-in-One Communication Platform Behind Today's Leading Aesthetic Practices

"With Podium, we're able to manage our leads more effectively, so that none of them go unanswered or missed. Missed calls get automatic texts, so we don't lose the conversation and overall being able to communicate with patients primarily over text has been extremely efficient for us."

—Orkan Sozer, COO, El Paso Cosmetic Surgery

Plastic surgery practices are built on precision, expertise, and trust. At Podium, we honor those same values by helping aesthetic practices create exceptional patient experiences at every touchpoint.

Today's patients expect communication that is fast, convenient, and personalized. Podium equips practices with the tools to deliver exactly that. As an Industry Alliance Partner of The Aesthetic Society, we are committed to supporting surgeons with technology that elevates engagement, improves efficiency, and drives measurable growth.

Every patient journey begins with a moment of inquiry—and that moment is critical. Podium ensures your practice captures their attention first.

By bringing text messages, phone calls, Instagram

DMs, email leads, and website contact forms into a single unified inbox, Podium makes it easy for your team to manage every interaction without missing a single opportunity. When all communication happens in one place, staying responsive becomes effortless—and in aesthetics, speed to lead isn't just a metric; it's a competitive advantage.

Discover why leading aesthetic practices trust Podium to enhance their patient communication at podium.com.



Webchat



Payments



Reviews



Text Marketing



Surveys



POWERED BY AI



Email



Integrations



Inbox



Reports



Phones

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PatientFi is Built Specifically for Aesthetics

PatientFi

Attracting, converting, and retaining more patients doesn't have to be complicated. PatientFi makes it simple. Our platform gives patients instant access to flexible monthly payment plans, helping practices achieve up to 2x faster case acceptance and an average of 40% more growth in surgical financing compared to traditional medical credit cards.

PatientFi is built specifically for aesthetics. We approve more patients for higher amounts, up to \$50,000, exclusively for your practice. That means providers can confidently present full-treatment recommendations, and patients can say yes without hesitation, all with zero impact to their credit score. More approvals lead to larger case sizes, stronger long-term patient loyalty, and predictable revenue growth across both surgical and non-surgical treatments.

Profitability is another advantage. PatientFi offers the lowest fees in the industry, with transparent pricing. On top of that, your practice has the opportunity to earn quarterly cash back

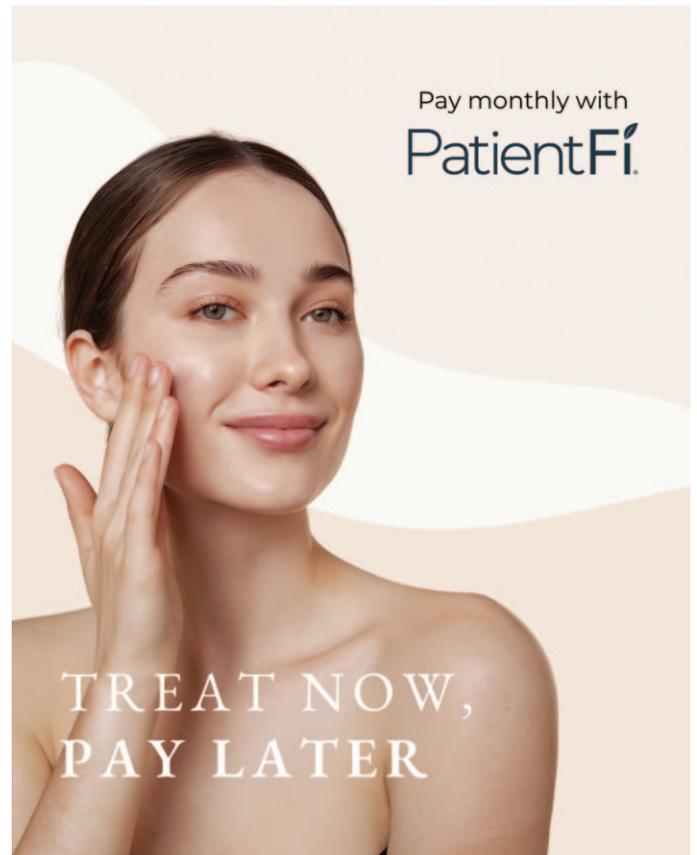
up to 3.5%, turning every transaction into a revenue-positive moment. Few financing solutions pay you back, PatientFi does.

The PatientFi platform is designed for speed, clarity, and ease. Approvals take seconds. Applications are mobile-friendly. Patients manage everything from their phones, while your team has real-time visibility into activity and payments. Dedicated practice support ensures workflows are optimized and conversions are maximized from day one.

In a landscape where financial flexibility drives patient decisions, PatientFi stands out as the growth partner your practice needs. From

higher approvals and larger case sizes to industry-leading rates and quarterly cash back, PatientFi removes financial barriers and unlocks revenue you might otherwise leave on the table.

Visit patientfi.com to discover how much more your practice can achieve with a financing partner that actually delivers.





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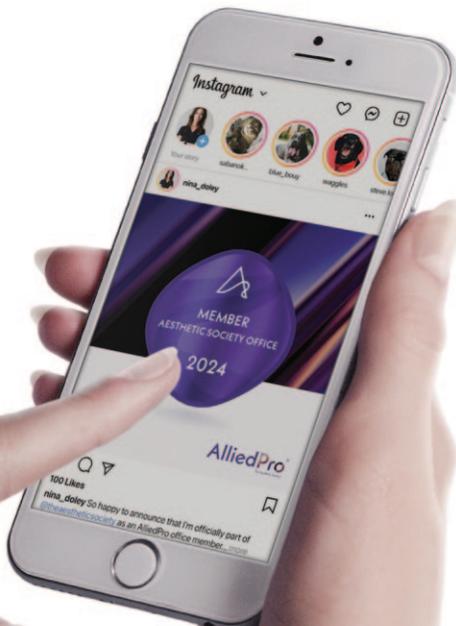
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COMMUNITY OF AESTHETIC
PROFESSIONALS

Join a community of passionate
aesthetic professionals for fun,
engaging sessions and events that
promise connection and innovation.

The Aesthetic Foundation Mission

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





Update on
The Aesthetic
Foundation

By Patricia A.
McGuire, MD

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The Aesthetic
Foundation
2026–2027
Members To
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Join The
Foundation and
Donate in Any
or All Ways
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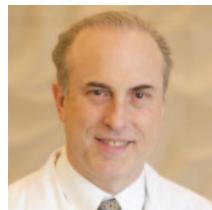
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The Aesthetic
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LET'S PROVE WE GO BEYOND.

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 Patricia A. McGuire, MD

I hope that 2026 has been off to a prosperous start for all of you. The work continues for The Aesthetic Foundation, and I am proud of what the Board and Committees have been able to accomplish so far during my time as President.

“CLOSE THE GAP” MEMBERSHIP CAMPAIGN

In 2025, The Foundation began efforts to “close the gap” between the number of Aesthetic Society Active Members who choose to pay annual Foundation dues and those who choose not to. The \$350 dues are automatically included on your Society dues notice, with the option to opt out. I have been told by members that often their staff will uncheck anything that is not mandatory. Because of our non-profit status we cannot make dues mandatory, so we hope that you feel supporting the research that The Foundation funds is important enough for you to ask your staff to include the \$350 dues in your Society payment for 2026.

As of this writing, 62% of Society members who have paid their dues have chosen to pay Foundation dues as well. I want to continue to close this gap, getting closer to 100% with information that I feel justifies the expense each year.

The dues support the 30+ ongoing studies that have been funded by The Foundation including studies such as “Cytotoxicity of Implant-Exposed Serum on Breast Cancer,” “Impact of Xeomin, Dysport, and Botox on Nerve Injuries”, “Effect of Intramuscular Fat Grafting on New Muscle Formation”, “Does TXA reduce Bruising After Hyaluronic Acid Filler Injection: A Prospective half face study,” “Increasing SMAS Durability via Photochemical Passivation for Facelifts,” and “Histologic Effects of Energy-Based Skin Tightening Treatments.” The grants cover a wide variety of research that affects all our practices and our patients.

In addition to research, medical students from schools without plastic surgery programs are matched with plastic surgeon mentors through The Foundation’s Externship Program to provide these students with exposure to our specialty and hopefully improve their chance of securing a plastic surgery residency position when



With Dr. Moustapha Hamdi at CATBBAS VIII.



Delivering the Keynote address at CATBBAS VIII in Brussels.



At the Brazilian Society's black-tie gala along with residents from Sao Paolo.

they graduate. This Program has seen great success in exposing the next generation to our specialty.

I know that we are all inundated with requests for money, so I understand why you or an office manager might skip the non-mandatory parts of our membership dues. We hope to increase participation in The Foundation to at least 80% of Aesthetic Society members, so please ask your staff to ensure your dues are paid for 2026.

If you have already paid your 2026 Society dues and did not pay Foundation dues, visit the website to complete a short form, and our staff will contact you for payment, theaestheticfoundation.org/about-us/governance/membership.

PATIENT ASSISTANCE AND YOUNG SURGEON EDUCATION FUNDS

On top of the exceptional research being funded by The Foundation, the work of the Board, Committees, and staff also supports patients in need and the future of the specialty through multiple funds and programs:

- The Breast Cancer Journey Assistance Fund provides breast cancer patients with funds for non-surgery related expenses.
- The Mollenkopf Aesthetic Breast Reconstruction Fund gives life-changing support to patients facing financial

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Update on The Aesthetic Foundation

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obstacles in completing their aesthetic breast reconstruction journey following breast cancer.

- The James Stuzin Aesthetic Education Excellence Fund reduces financial barriers preventing residents, fellows, and recent graduates from participating in aesthetic education.
- The Externship Program introduces aesthetics to medical students attending a school without a home plastic surgery program.

Visit theaestheticfoundation.org to learn more, apply, and/or donate to any of these programs.

ARISE

I am thrilled to tell you that the first Annual Report of the American Registry for Breast Implant Surveillance (ARISE) was released in October. This represents a significant accomplishment in The Foundation's ongoing commitment to advancing patient safety, transparency, and evidence-based care.

At the time of the Annual Report, over 122,000 breast implants had been registered in ARISE, and over 37,000 patients were connected to their implant and procedural information. These numbers continue to grow thanks to ARISE's compatibility with five leading device manufacturers.

Through tireless efforts of the ARISE Committee, and in particular Chair, Dr. Caroline Glicksman, and Society and Foundation COO, Frank Im, the release of the Annual Report brings ARISE to the table for FDA recognition and further validation of its incredible capabilities for data collection and research.

The FDA no longer recognizes faxed registration so all surgeons must utilize an online system whether through the manufacturers or ARISE or NBIR. ARISE has undergone recent updates to allow a faster, more convenient system. It is also collecting data on how and why procedures are being performed to further our knowledge and improve implant safety. If you are not currently using ARISE, please contact Josh Orozco at josh@theaestheticsociety.org.

View the ARISE Annual Report at theaestheticfoundation.org under the "ARISE" heading.



With Dr. Ruth Graf at the Brazilian Society Meeting in Belo Horizonte, Brazil.

TRAVELS & EDUCATION

In November, I was fortunate to be invited as faculty to the Brazilian Society annual meeting in Belo Horizonte. I gave an update on our Systemic Symptoms associated with breast implants study with the most recent data on what we have learned about the potential causes and current recommendations for management of our patients, to packed rooms of over 300 people. The energy of this meeting was electric, and the black-tie gala, while it went on much later than my bedtime, was a wonderful opportunity to network with residents from Sao Paulo and other attendees. Brazilians are fun, passionate people and their hospitality is genuine. I am very thankful for any opportunity to educate and network with surgeons who share our Society and Foundation's passion for patient safety, quality of care, and successful outcomes.

I was also invited faculty for the CATBBAS (Controversies, Art, and Technology in Breast and Body Contouring Aesthetic Surgery) meeting in Brussels, October 3–5. I was honored to deliver the Keynote address also for an update on our

Systemic Symptoms in patients with breast implant research, which remains a hot topic in plastic surgery around the world.

OPPORTUNITIES AT THE AESTHETIC MEET 2026

See page 84 of this issue for more detailed information about opportunities to engage with The Aesthetic Foundation at The Aesthetic MEET 2026 in Boston. Highlights include:

- **Premier Global Hot Topics with Spotlight on Research Luncheon INCLUDED—** Register early for Course S8 for the always popular Hot Topics and receive access to Spotlight on Research at no extra cost. The level of research presented during Spotlight on Research continues to impress, you do not want to miss either of these courses, Thursday, May 14, 11:45AM.
- **The 5K Fun Run/Walk Fundraiser—** Taking place along the beautiful Boston waterfront, Saturday, May 16, at 6:30AM.
- **Career Achievement Award Presentation—**The Board of Directors is honored to present this prestigious award to **Dr. Mark Jewell** during The Foundation Member Business Meeting, Saturday, May 16, at 12:00PM.
- **Visit SENTÉ Booth #730 to Donate—** For the 6th consecutive year, Sente will donate \$100 to The Foundation for every MEET attendee who gets their badge scanned at their booth. Thank you once again SENTÉ!

As I reflect on my term as President of The Foundation, I am proud of the accomplishments we achieved with a very talented and committed Board of Directors and staff. But I realize that we have not done a good job of educating Aesthetic Society members on the important role that The Foundation plays in research advancing safety and guiding the future of aesthetic surgery through science and innovation. I hope that as we highlight the increasingly more complex research grants that The Foundation has awarded, we will see an increase in support and interest to take these important endeavors to the next level.

Patricia A. McGuire, MD practices in St. Louis, Missouri and serves as President of The Aesthetic Foundation.

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 \$350 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.

\$350

Annual dues

Beyond Club

Go beyond your membership. 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)



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All donations are tax-deductible.

The Aesthetic Foundation 2026–2027 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 2026–2027 during The Aesthetic Society/Aesthetic Foundation Business Meeting Luncheon. All Active Members are invited to attend **Saturday, May 16** at 12 noon Eastern Time during The Aesthetic MEET 2026 in Boston, MA.



PRESIDENT

*(Automatic from
President-Elect)*

David A. Sieber, MD

San Francisco, CA
Private Practice
Current Aesthetic

Foundation Board Position: President-Elect

Current Aesthetic Society/Aesthetic

Foundation Committee Work: The Aesthetic Foundation Executive Committee, Finance & Investment Task Force, ARISE Committee, *ASJ Open Forum* Editorial Committee

National Affiliations: The Aesthetic Society, The Aesthetic Foundation

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

ABPS Certification: 2018



PRESIDENT-ELECT

(1-year term)

Allen Gabriel, MD

Vancouver, WA
Private Practice, Clinical
Professor of Surgery
Department of Plastic
Surgery, Vanderbilt

University Medical Center & Loma Linda
University Medical Center

Current Aesthetic Foundation Board

Position: Vice President

Current Aesthetic Society/Aesthetic

Foundation Committee Work: The Aesthetic Foundation Executive Committee, Finance & Investment Task Force, Patient Assistance Funds Review Task Force (Chair), Aesthetic Society Ethics Committee, Aesthetic Society Application Review Committee, Breast Emergency Response Workgroup

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

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

ABPS Certification: 2009



VICE PRESIDENT

(1-year term)

Rafael A. Couto, MD

San Juan, PR
Private Practice

**Current Aesthetic
Foundation Board
Position:** Treasurer

Current Aesthetic Society/Aesthetic

Foundation Committee Work: Foundation Executive Committee, Finance & Investment Task Force (Chair), Innovative Procedures Committee (Co-Chair), Aesthetic Society Technology & Innovation Committee

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

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

ABPS Certification: 2021



TREASURER

(2-year term)

Pat Pazmiño, MD

Miami, FL
Private Practice

**Current Aesthetic
Foundation Board
Position:** Director

Current Aesthetic Society/Aesthetic

Foundation Committee Work: Foundation: Scientific Research Committee (Co-Chair), Innovative Procedures Committee, Externship Task Force, Stuzin Aesthetic Education Excellence Fund Task Force; Society: Advocacy Relations Committee, Industry Support Committee, Teaching Course Subcommittee, Aesthetic One Committee, Aesthetic Cruise (Co-Chair)

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

Training: Harvard University, Baylor College of Medicine

ABPS Certification: 2005

DIRECTORS

(2-year terms)



Anuja Antony, MD, MPH, MBA, FACS

Cary, NC
Private Practice, Faculty,
Duke University Plastic
Surgery

**Current Aesthetic
Society/Aesthetic**

Foundation Committee Work: American Registry for Breast Implant Surveillance & Evaluation (ARISE) Oversight Committee, Foundation Scientific Research Committee

National Affiliations: The Aesthetic Society, The Aesthetic Foundation, Southeastern Association for Plastic Surgeons, North Carolina Society for Plastic Surgery, American Board of Plastic Surgery (Examiner and Writer), ASPS

Training: Integrated Plastic Surgery/General Surgery: Stanford University Medical Center; Fellowship: Harvard/Massachusetts General Hospital; Fellowship: Cornell/Memorial Sloan-Kettering Cancer Center; MBA: Northwestern-Kellogg School of Management; MPH: Harvard School of Public Health; MD: University of North Carolina—Chapel Hill

ABPS Certification: 2010, 2020



Renee Burke, MD

Barrington, IL
Private Practice

**Current Aesthetic
Foundation Board
Position:** Director

**Current Aesthetic
Society/Aesthetic**

Foundation Committee Work: Society: Application Review Committee (Midwest), Women Aesthetic Surgeons Committee (Vice Chair), Marketing Committee, Program Committee; Foundation Patient Assistance Funds Review Task Force

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

Directors Continued on Page 83

DIRECTORS

(2-year terms)

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Jonathon Cook, MD

Boca Raton, FL
Private Practice

Current Aesthetic Society/Aesthetic Foundation Committee

Work: Society Application Review Committee

(Southeast), Foundation Scientific Research Committee

National Affiliations: The Aesthetic Society, The Aesthetic Foundation, American Society of Plastic Surgeons (ASPS), Florida Society of Plastic Surgeons (FSPS), Southeastern Society of Plastic and Reconstructive Surgeons (SESPRS)

Training: General Surgery: UPMC Central Pennsylvania; Plastic Surgery: Cleveland Clinic Florida

ABPS Certification: 2020



Gianfranco A. Frojo, MD

Virginia Beach, VA
Private Practice, Assistant Professor, Eastern Virginia Medical School Division of Plastic & Reconstructive Surgery

Current Aesthetic Foundation Board

Position: Director

Current Aesthetic Society/Aesthetic Foundation Committee Work: Foundation Stuzin Aesthetic Education Excellence Fund Task Force

National Affiliations: The Aesthetic Society, The Aesthetic Foundation

Training: University of Alabama at Birmingham School of Medicine, St. Louis University Division of Plastic Surgery, University of Texas Southwestern

ABPS Certification: 2023



Nicholas R. Sinclair, MD

Cleveland, OH
Assistant Professor of Plastic Surgery; Associate Program Director of Aesthetic Plastic Surgery Fellowship, Cleveland Clinic

Current Aesthetic Foundation Board

Position: Director

Current Aesthetic Society/Aesthetic Foundation Committee Work: Foundation Scientific Research Committee, Stuzin Aesthetic Education Excellence Fund Task Force, ASJ Editorial Committee

National Affiliations: The Aesthetic Society, The Aesthetic Foundation

Training: Cleveland Clinic Foundation, University of Texas Southwestern

ABPS Certification: 2024

TRUSTEE

(2-year term)

Barry DiBernardo, MD

Montclair, NJ



Those Continuing Their Terms:



SECRETARY

David Turer, MD

(until 2027)

DIRECTORS



Stephen Bresnick, MD

(until 2027)



Danielle LeBlanc, MD

(until 2027)

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

Join The Foundation and Donate in Any or All Ways Available During The Aesthetic MEET 2026!

RAISE CASH FOR Research

At The Aesthetic Foundation, our mission is simple but vital: to improve the safety and effectiveness of aesthetic surgery and medicine through research.

Your support fuels the research, innovation, and education that push the specialty forward and makes aesthetic procedures safer for every patient, everywhere.

Accelerating discoveries that prevent complications and enhance patient safety.

Funding breakthrough clinical studies that guide surgeons and injectors toward proven, safer, data-driven techniques.

Driving innovations that lead to safer procedures, more predictable outcomes, and better results.

5K FUN RUN/WALK

Saturday, May 16—6:30AM—

Front of the Omni Boston at the Seaport, 450 Summer Street, Boston, MA 02210

When you register for The Aesthetic MEET 2026, choose to donate to The Aesthetic Foundation and participate in the 5K Fun Run/Walk or “Sleep in and Donate.” Taking place along the beautiful Boston

waterfront, do not miss this opportunity to start your day with friends and make a difference for the specialty.

Proceeds support aesthetic medicine research and The Foundation’s most critical areas of need.

Already registered for The MEET? 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.

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

SCAN TO CONNECT

Friday, May 15—Sunday, May 17—
The Aesthetic Marketplace

We have an incredible opportunity to support The Aesthetic Foundation—and we need your help to make it happen!

SENTÉ® booth #730 has pledged to donate \$100 for every attendee who visits their booth and scans their badge. It costs you nothing but a moment of your time yet directly funds vital research and advancements in our specialty.

Senté

Thank you SENTÉ® for pioneering and participating for 6 consecutive years in Scan to Connect!



2026 CAREER ACHIEVEMENT AWARD

Saturday, May 16—12:00PM

Foundation Member Business Meeting

Dr. Mark L. Jewell will receive this prestigious and well-deserved award during The Aesthetic Foundation’s Member Business Meeting, Saturday, May 16, at 12:00PM in Room 205 of the Boston Convention Center. Donations made in honor of Dr. Jewell will benefit The Foundation’s most critical areas of need with a focus on patient safety. (See page 88 for more information about Dr. Jewell.)



SCAN TO DONATE
IN HONOR OF
DR. JEWELL

Or visit: theaestheticfoundation.org
Choose “2026 Career Achievement Award—Mark L. Jewell, MD” from the drop-down menu. Check the box for “Write us a comment” and leave a personal message that we will share with Dr. Jewell.



FOUNDATION PAST PRESIDENTS' HAPPY HOUR

Saturday, May 16—4:00PM–4:30PM
The Aesthetic Society Booth #708



Foundation Past Presidents are invited to network and reconnect in The Aesthetic Society Booth #708. Let us celebrate you and all you have done and continue to do for The Aesthetic Foundation! Cheers!

THE AESTHETIC FOUNDATION EDUCATION

THURSDAY, May 14—11:45AM–6:00PM
Course S8: Premier Global 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

This will be a can't miss event in Boston! Join us for lunch and The Foundation's Spotlight on Research at 11:45AM, included in your Hot Topics registration! Hot Topics will start at 1:00PM.

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

**Optional course, registration fee of \$450 required.*

Top Aesthetic Foundation Donors of 2025

We extend our deepest gratitude to the individuals whose extraordinary generosity helped us advance aesthetics in 2025.

PRESIDENT'S CIRCLE

G. Patrick Maxwell, MD	\$100,000
James C. Grotting, MD & Ann Grotting	\$50,580
Stephen D. Bresnick, MD	\$50,173

CHAMPION'S LEAGUE

Mark L. Jewell, MD & Mary Lind Jewell, RPT	\$25,000
Louis L. Strock, MD	\$20,000
Sherrell J. Aston, MD	\$15,000
M. Bradley Calobrace, MD, FACS	\$10,100

BEYOND CLUB

Ashley Gordon, MD	\$6,000
Danielle Le Blanc, MD	\$5,500
W. Grant Stevens, MD	\$5,073
Salvatore J. Pacella, MD, MBA, FACS	\$5,000
Michael C. Edwards, MD	\$5,000
Gary E. Talbert, MD	\$5,000
Renee Burke, MD	\$3,550
Nicole Z. Sommer, MD	\$2,500

Your generosity changes lives.

Because of you, we can fund critical aesthetic research, elevate patient safety, empower the next generation of aesthetic professionals, and support breast cancer patients on their journey to healing.

James Stuzin Aesthetic Education Excellence Fund

The goal of the James Stuzin Aesthetic Education Excellence Fund is to help reduce any financial barriers preventing plastic surgery residents, fellows and recent graduates (within 3 years of completing residency) from participating in aesthetic education with grants of up to \$2,000 per recipient.

To date, eighteen individuals have received funds to attend the Baker Gordon Educational Symposium, The Aesthetic MEET, the American-Brazilian Aesthetic Meeting (ABAM) and the Dallas Rhinoplasty Meeting as well as funds to purchase textbooks. Their experiences provide insight into the impact this Fund is having, and will continue to have, on young surgeons and the dedication to education and safety provided by The Aesthetic Foundation and our surgeon educators around the globe.

To apply, visit theaestheticfoundation.org/apply-for-funding/james-stuzin-aesthetic-education-excellence-fund.

C. HARRY SIOTOS, MD, PHD

In February 2025, I had the opportunity to attend the world-renowned **Baker Gordon Symposium**. It was my first time attending this meeting and it was all made possible because of The Aesthetic Foundation's James Stuzin Aesthetic Education Excellence Fund.

“It was a remarkable educational opportunity that exposed me to innovative concepts in aesthetic surgery and allowed me to take part actively in discussions about hot topics in the field. The panel discussions and diverse presentations were very stimulating and further inspired my interest in aesthetic plastic surgery.”



Dr. Siotos with Dr. James Stuzin

Besides the educational component, the conference was a fun, engaging experience as I was able to interact with colleagues from around the world and meet Dr. James Stuzin, whose legacy is honored by this fund. Thanks to the generosity of The Aesthetic Foundation and the members of The Aesthetic Society, I was able to attend the 59th Baker Gordon Symposium which was an incredible experience!

FADY PAUL MARJI, MD

Attending **The Aesthetic Society's Facial & Rhinoplasty Symposium** through the James Stuzin Aesthetic Education Excellence Fund had a truly meaningful impact on my aesthetic fellowship training. The meeting strengthened my understanding of modern facelift

techniques, particularly deep-plane approaches and thoughtful management of the deep neck structures, which helped refine my overall judgment in facial rejuvenation and beautification. I appreciated hearing different perspectives on SMAS manipulation, from plication to endoscopic lifting, and found it very interesting how various surgeons from different parts of the world were all able to achieve incredible results using a variety of techniques.

One of my biggest takeaways was the emphasis on aesthetic judgment and artistry. Hearing experts explain how they evaluate facial balance and tailor surgical execution to each patient's needs reinforced how aesthetic surgery is individualized.



Dr. Marji enjoying beautiful Lake Boca Raton in between sessions.

JEREMY JOSEPH, MD, MS

I would like to extend my gratitude to The Aesthetic Foundation and the James Stuzin Fund for their generous support, which enabled me to attend the 2025 **Dallas Rhinoplasty Symposium and Cosmetic Meeting**. I viewed this experience as a truly invaluable opportunity as I embark on a career in plastic and reconstructive surgery.

The symposium provided a platform for learning and exchange, where I had the privilege of engaging with some of the leading experts in the field. Their presentations were informative and inspiring. I gained new insights into various aspects of cosmetic surgery and am eager to apply these in my own practice.

“One of the highlights of the meeting was the hands-on experience in the cadaver lab, which offered a unique opportunity to refine and expand my surgical skills. I was particularly excited to dive into the advanced techniques demonstrated for body contouring, breast surgery, facial rejuvenation, and, of course, rhinoplasty.”

These sessions allowed me to learn new methods and put it into practice immediately but in a controlled, educational environment—ensuring I’ll be well-prepared to offer optimal care as I begin my practice.

Each session, from lectures to the cadaver lab, highlighted the various and nuanced approaches that elevate cosmetic surgery to a level of artistic precision and creativity. I look forward to integrating these insights into my own patient care, helping my patients achieve their aesthetic goals safely and effectively.

Once again, thank you to The Aesthetic Foundation and the James Stuzin Fund for making this experience possible; I would not have been able to attend without your support and it was an enlightening symposium. I am more confident and excited than ever for my journey in aesthetic surgery, and I look forward to applying what I’ve learned to enhance the lives of my patients.

The sessions on preservation rhinoplasty were another major highlight. Learning preservation principles and watching leaders break down their rationale and methods gave me a better understanding of how to start implementing these philosophies into structural rhinoplasty.

“Equally valuable was the opportunity to meet and learn from many of the major figures in aesthetic surgery. Those conversations helped frame my current level of understanding and guided the areas I should focus on moving forward.”

The setting at The Boca Raton made the experience even more memorable! Between sessions, I was able to take a boat ride across Lake Boca Raton, spend time by the water, and enjoy beautiful Florida weather—making the weekend both educational and energizing. I cannot think of a more amazing location to have held the meeting.

Overall, the symposium helped recalibrate my training, broaden my perspective, and shape the direction of my ongoing learning. I am truly grateful for the opportunity to have attended.



To apply, visit
[theaestheticfoundation.org/
 apply-for-funding/
 james-stuzin-aesthetic
 education-excellence-fund.](https://theaestheticfoundation.org/apply-for-funding/james-stuzin-aesthetic-education-excellence-fund)

Dr. Mark L. Jewell to Receive The Aesthetic Foundation's 2026 Career Achievement Award

The Aesthetic Foundation is proud to recognize Mark L. Jewell, MD as the 2026 Career Achievement Award recipient. Dr. Jewell will be honored by his colleagues, family, and friends during The Aesthetic Foundation Member Business Meeting, Saturday, May 16, during The Aesthetic MEET 2026 in Boston, MA.

Dr. Jewell's career has been defined by original research, leadership, innovation, and a steadfast commitment to advancing aesthetic medicine. He's dedicated decades to improving patient outcomes, pioneering new surgical techniques, and raising safety standards—making significant contributions, particularly in the area of breast surgery.

A Past President of The Aesthetic Society and recently retired from his private practice in Eugene, Oregon, Dr. Jewell has authored more than 125 peer-reviewed publications and delivered countless lectures worldwide. His trailblazing work includes introducing a number of "firsts" in surgical approaches, device development, and safety protocols that have since become standard practice. His work has not only shaped the field of aesthetic surgery but also strengthened the culture of patient-centered care.

Beyond the operating room, Dr. Jewell has been a consistent champion of The Aesthetic Foundation, most notably through his generous support of the Patient Safety Award, along with his wife, Mary Lind Jewell RPT. His philanthropy reflects his belief that progress in aesthetics must always begin with protecting and prioritizing patients.

The Aesthetic Foundation thanks the 2026 Career Achievement Award Steering Committee members lead by Co-Chairs, Drs. Mike Edwards and Robert Singer, and including Drs. Sherrell Aston, Oni Garcia, Caroline Glicksman, Clyde Ishii, Pat McGuire, Foad Nahai, and Renato Saltz.

Donations made in honor of Dr. Jewell will benefit The Foundation's most critical areas of need with a focus on patient safety. We invite you to celebrate Dr. Jewell's legacy by helping us reach new heights in fundraising!



In the OR with his daughter, Hillary Jewell, NP



Serving as Society President alongside fellow Board members and dear friends, Foad Nahai, MD and Renato Saltz, MD.



Drs. Scott Spear, John Tebbetts, Mark Jewell, and Pat Maxwell. All four pioneers and recipients of the prestigious Career Achievement Award.



Receiving the 2025 Research Award from Dr. Oni Garcia



With his wife, Mary Lind Jewell, RPT, who has been integral to his various achievements, and dear friend, Robert Singer, MD, Co-Chair of the Career Achievement Award Steering Committee.

SCAN TO DONATE IN HONOR OF DR. JEWELL

Or visit: theaestheticfoundation.org
 Choose "2026 Career Achievement Award—Mark L. Jewell, MD" from the drop-down menu. Check the box for "Write us a comment" and leave a personal message that we will share with Dr. Jewell.



Career Highlights

- 44 years of service as an aesthetic and reconstructive plastic surgeon
- Past President of The Aesthetic Society (2005-2006)
- Author of more than 125 peer-reviewed scientific articles, books, and book chapters
- Introduced a number of "firsts" in surgical approaches, device developments, and safety protocols
- Created The Foundation's Patient Safety Award in 2024 with his wife, Mary Lind Jewell, RPT, which recognizes meaningful contributions to improving the safety of aesthetic plastic surgery and medicine
- Received The Aesthetic Foundation's Research Award in 2025 for his significant contribution to aesthetic surgery through research



Stephen Bresnick, MD Joins The Aesthetic Foundation's President's Circle

The Aesthetic Foundation is pleased to announce that Stephen Bresnick, MD has joined its prestigious President's Circle of donors after making a generous \$50,000 donation last summer.

A member of The Aesthetic Society and The Aesthetic Foundation since 2006, Dr. Bresnick joined The Foundation's Board of Directors in 2025 and serves on its Scientific Research Committee. He has more than 25 years of private practice and has published multiple books in medicine and the sciences, and many journal articles in aesthetic plastic surgery. Dr. Bresnick's most recent editorial, titled "Integrating Research into Private Practice and Why I Did It," was published in *ASJ Open Forum* in November 2025. As an advocate for the

mission of The Foundation, this article is a great reminder that meaningful research does not have to come from academia alone. Private practitioners have valuable data, insights, and innovations worth sharing. Many of whom have done so with research grant funding from The Aesthetic Foundation.

Dr. Bresnick decided to join the President's Circle "to make a real impact on aesthetic surgery with a focus on patient safety." He has conducted research related to patient safety, mental health and BII, leukotriene inhibitors, and capsular contracture. Over this time, Dr. Bresnick realized that patient safety and the effectiveness of aesthetic procedures were among the most important parts of patient care.

"I have a tremendous appreciation for the positive impacts that aesthetic surgery can make and feel very strongly that research is the key to advances in both outcomes and safety," said Dr. Bresnick. "(My colleagues and I) owe it to our patients and to ourselves to contribute meaningfully to improve and evolve our specialty in the years to come."

Dr. Bresnick's gift will support critical research needs for The Foundation that also have a focus on patient safety.

"I am hopeful that my colleagues and peers will think about how much of what we do has come from aesthetic surgery research," said Dr. Bresnick, "and will be inspired to 'pay it forward' and support The Aesthetic Foundation."

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



Stephen Bresnick, MD



M. Bradley Calobrace, MD



Sepehr Egrari, MD



Julius W. Few, MD



Allen Gabriel, MD



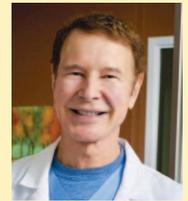
Dr. and Mrs. Julio Luis Garcia



Caroline A. Glicksman, MD, MSJ



Dr. and Mrs. James Grotting



Dr. and Mrs. Joe Gryskiewicz



Daniel A. Hatef, MD



Jeffrey M. Kenkel, MD



Luis López Tallaj, MD



G. Patrick Maxwell, MD



Patricia A. McGuire, MD



Dr. and Mrs. Daniel C. Mills II



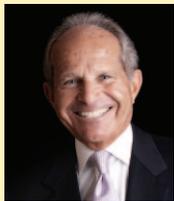
Susan and Steve Mollenkopf



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

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

The Aesthetic Foundation's Breast Cancer Journey Assistance Fund— Making An Impact During Breast Cancer Awareness Month 2025



Scan the QR code or visit theaestheticfoundation.org/donate/ donate-now to donate to the Breast Cancer Journey Assistance Fund and make a difference in the lives of patients in need.

Thanks to incredibly generous donations in honor of the 2025 Career Achievement Award, \$50,000 was allocated for 2025 to the Breast Cancer Journey Assistance Fund. On October 1, 2025, The Foundation opened the Fund for new applications from healthcare professionals on behalf of their patients. In 30 days, 101 patients had been awarded funds to help with basic needs such as living expenses, rent, copays, supplies, food, and transportation—to name just a few. It was clear once again that the need is great. Thankful patients and medical professionals have sent us photos and letters in the hope that by sharing the impact the Fund has on patients it will encourage others to donate.

MADELEINE—BREAST ONCOLOGY SOCIAL WORKER

Thank you so much for your generosity this year! With your support, breast cancer patients have paid bills, purchased wigs, sent holiday gifts, and cleared medical balances. I appreciate your straightforward application without the need for endless supporting documentation. Your trust that patients will spend the funds as most needed is so valuable!

JODY—PATIENT

I am writing to express my sincere gratitude for your extremely generous donation. Your gift has been profoundly helpful, and I wanted to provide you with an update on how it has been used.

My journey began three years ago with a diagnosis of ILC in the left breast, leading to a full mastectomy and chemotherapy, followed by AI therapy. Unfortunately, I was recently diagnosed with metastatic bone cancer (ILC), which presents with innumerable lesions throughout my body. This recurrence has evolved: my initial cancer was ER+, PR+, and HER2-, while the current bone cancer is ER+ (very low), PR-, and HER2+.

I recently completed chemotherapy and have received spot radiation for areas of bone pain, alongside a regimen that includes two HER2-targeting drugs and a bone-strengthening drug administered every three weeks. This treatment path has been very challenging, causing significant pain and sickness.

Despite this, I am still actively working as a self-employed individual to manage my expenses and support my family. My insurance is through the ACA, resulting in a high medical deductible. I used your donation directly to help pay down a portion of this deductible.

Thank you again for your kindness and support during this difficult time. Your

generous gift provided essential financial relief that was very much needed and appreciated.

KATIE—PATIENT

First and foremost, I would like to thank The Aesthetic Foundation for their generous donation. This grant allowed me to have peace of mind when I had to take off work for treatment, unpaid, due to being out of sick days. This could not have come at a better time, right before the holidays.

My journey began in 2022 after my first mammogram. After a questionable mammogram, I had an ultrasound which showed swollen lymph nodes. I then had a biopsy to be “safe” as it had a low suspicion for malignancy according to the report. At 9:15am on July 6, 2022, I received the call that I would never have expected or wanted. I have metastatic adenocarcinoma—breast cancer. I was at work when I received the call and thankfully was able to speed home to my mom who had flown in for my biopsy (I was living in Arizona at the time). Upon further testing, we learned that my cancer had already reached Stage 4 with spots in my lymph nodes, breast, and 5 places in my bones. Due to this advanced diagnosis, I strongly advocate for women to be on top of their mammograms. I never had one sign, symptom, or lump due to the cancer being invasive ductal carcinoma.

After I received the diagnosis, I was asked if I was going to tell people. I did not see why I would keep it a secret; I was not ashamed—I was scared. I was confused. I was angry. I had just taken a genetic test that came back negative, how could this be? I shared this information not for sympathy, I did not want to be treated any differently, I shared it for awareness and prayers. This all began when I got my first routine mammogram because I turned 40. Ladies, if you haven't gone, go get checked. I had absolutely no symptoms, nothing was wrong.



Katie's advice for women: This all began when I got my first routine mammogram because I turned 40. Ladies, if you haven't gone, go get checked. I had absolutely no symptoms, nothing was wrong.



Practical advice you can put
to use **today** to help **your**
practice run more efficiently.



What Is Answer Engine Optimization (AEO) for Plastic Surgeons?

By Keith C Humes, CEO Rosemont Media, Ilc

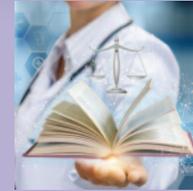
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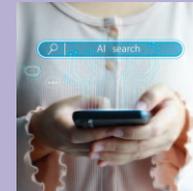
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Human-Powered Marketing in an AI World.



AI-driven search has rewritten the playbook.

Our SEO and GEO strategies are engineered to help aesthetic practices rise, rank, and stay competitive in this new era.



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Join us at **The Aesthetic MEET – 2026 Boston** and catch RM CEO, Keith Humes presenting *The Future of Plastic Surgery Marketing: Mastering SEO, Search & AI.*



What Is Answer Engine Optimization (AEO) for Plastic Surgeons?

By Keith C. Humes, CEO Rosemont Media, LLC

Search behavior is changing—again. As generative AI reshapes how patients seek cosmetic treatments, the shift from traditional link-based search to AI-generated answers is undeniable. This evolution has a name: Answer Engine Optimization (AEO).

AEO EXPLAINED

AEEO means structuring your website and content so that AI-powered “answer engines” such as ChatGPT, Bing Copilot, and Google AI Overviews identify your practice as the most trustworthy answer to patient queries. Unlike classic SEO, which battles for page rank and clicks, AEO ensures your content is the answer often delivered before the patient ever visits a website.

WHAT ARE ANSWER ENGINES?

These new platforms provide answers, not lists of links.

They analyze and synthesize data across sources to generate direct responses.

Because of this, clarity, authority, and context now outweigh keyword density.

A blog that comprehensively explains “how long is recovery after a tummy tuck in La Jolla” may appear in an AI summary even if it’s not on page one of Google.

WHY IT MATTERS

In aesthetic medicine, where patients research procedures, downtime, costs, and outcomes, AEO can mean the difference between visibility and obscurity. If your content isn’t structured for AI interpretation concise, relevant, and authored by certified professionals you may already be invisible in the new search landscape.

AEO AND SEO: PARTNERS, NOT RIVALS

AEO builds upon SEO. The fundamentals remain:

- E-E-A-T: Experience, Expertise, Authoritativeness, Trust. Patients and AI alike reward verified surgical authority.
- On-page clarity: Use descriptive headers, bullet points, and plain language.



- **Depth:** Offer full, factual answers to real patient questions.
Think of SEO as your sign in the window and AEO as ensuring the AI-door opens to you.

BEYOND AEO: GENERATIVE ENGINE OPTIMIZATION (GEO)

A broader cousin to AEO, GEO encompasses optimization for all AI-driven discovery.

AEO targets factual Q&A (“How much does chin implant surgery cost?”), while GEO includes conversational readiness, brand tone, and AI-friendly formatting across platforms.

PREPARING YOUR PRACTICE FOR AEO

1. **Review Key Pages:** Ensure your core procedure and FAQ pages answer real questions clearly.
2. **Add Answer-Ready Content:** Use question-based headers, bullet points, and concise responses.
3. **Show Authority:** Cite credible sources, display certifications, and feature your before-and-after gallery.
4. **Track New Metrics:** Watch for AI citations, branded search volume, and visibility in AI-summaries, not just rankings.

THE TAKEAWAY

The future of search isn’t ten blue links, it’s one definitive answer.

Practices that adapt early will define their markets as AI reshapes discovery.

AEO and GEO ensure your expertise becomes the trusted voice of aesthetic medicine.

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.

2026 AESTHETIC MEET LECTURE

For deeper insight into the next generation of search and AI-driven visibility, join Rosemont Media’s CEO Keith Humes at The Aesthetic MEET 2026 in Boston for his session: “The Future of Plastic Surgery Marketing: Mastering SEO, Search, and AI.” Learn how to future-proof your practice’s digital presence and lead, not follow, in the AI era.

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OBBBA, SALT, QBID, and PTET: What Aesthetic Practice Owners Need to Know

By Practice Integration Advisor Thomas Bodin, CFA, CFP®

The One Big Beautiful Bill Act (OBBBA) reshapes tax planning for high-earning clinicians—and few specialties are more affected than plastic surgeons and med spa owners.

Three areas matter most: the expanded State and Local Tax (SALT) deduction, the now-permanent Qualified Business Income Deduction (QBID), and the continuing value of the Pass-Through Entity Tax (PTET) election.

Together, these provisions influence how much income is ultimately taxed at the federal level—and for practice owners in the \$400,000–\$600,000 income range, they create overlapping phaseouts that can dramatically affect effective tax rates. Understanding how these interact is key to optimizing both compensation and cash flow.

QBID—PERMANENT, AND A BIT MORE ROOM TO QUALIFY

OBBBA made the 20% Qualified Business Income Deduction permanent, eliminating uncertainty about its 2025 expiration. It also expanded the phaseout window from \$100,000 to \$150,000 for joint filers, offering a slightly larger range of eligibility for higher earners.

For surgeon-owners operating as S-Corps, partnerships, or LLCs, QBID applies only to qualified pass-through income—wages (W-2) do not qualify. That makes reasonable compensation planning critical: set W-2 pay at an appropriate level, then distribute remaining profits as K-1 income to preserve as much QBID benefit as possible. Even small adjustments to compensation ratios can produce significant annual savings.

SALT EXPANSION—MORE RELIEF, BUT A HIDDEN CLIFF

The State and Local Tax deduction cap, long fixed at \$10,000 under the 2017 Tax Cuts and Jobs Act, is temporarily lifted under OBBBA. Married taxpayers with taxable income under \$500,000 can now deduct up to \$40,000 in state and local taxes. Above that threshold, the benefit phases out at 30% of income over \$500,000, disappearing entirely by \$600,000.

This creates what some call a “shadow bracket,” where each additional dollar earned between \$500,000 and \$600,000 can feel like it’s taxed at a substantially higher rate. For many aesthetic practices, where profitability and distributions can vary sharply year to year, this narrow income band deserves close monitoring.

PTET—THE SALT WORKAROUND FOR ENTITY OWNERS

While the SALT expansion provides some temporary relief, it’s still limited for higher earners—especially those above \$600,000. That’s where the Pass-Through Entity Tax (PTET) comes in.

PTET allows S-Corps, partnerships, and LLCs to deduct state and local taxes at the entity level, bypassing the federal individual cap. This effectively restores the full deductibility of state income taxes—but only for owners of pass-through entities.

For practice owners who already operate under an S-Corp or partnership structure, PTET and SALT planning work hand-in-hand:

- The expanded SALT deduction helps those under the \$500k threshold.
- The PTET election helps those above it reclaim deductibility otherwise lost.

The right approach depends on income levels, state-specific PTET rules, administrative costs, and whether the practice owner itemizes deductions. But for most high-income aesthetic owners, PTET remains one of the most effective tax planning tools available.

MANAGING THE \$400K–\$600K BAND

This income range intersects with the 24%, 32%, and 35% tax brackets—so the interaction between QBID phaseouts, SALT cliffs, and PTET eligibility can lead to unexpected marginal rates. Coordinating these moving parts requires proactive planning, especially for owners who draw both W-2 and K-1 income.

Tactical steps include:

- Maximize qualified plan funding: 401(k) and Cash Balance combinations remain the most powerful deferral tools.
- Reinvest in the practice through capital improvements, technology upgrades, or marketing expansions to create deductible expenses in high-income years.

- Use charitable batching via donor-advised funds to front-load giving and boost itemized deductions when phaseouts hit.
- Evaluate compensation structure annually, ensuring W-2 and K-1 splits align with QBID optimization and PTET eligibility.

COORDINATING WITH W-2 INCOME

Many plastic surgeons receive both W-2 wages (from the surgical practice or ASC) and K-1 income (from ownership entities). W-2 wages limit flexibility, but K-1 income allows greater control over timing and tax characterization. Regularly reviewing total income composition, especially for those in multi-entity structures, helps ensure that planning opportunities like PTET and QBID are fully leveraged.

THE BOTTOM LINE

OBBBA’s mix of SALT expansion, QBID permanence, and PTET optionality redefines the landscape for high-income clinicians. For aesthetic practice owners, these provisions can either amplify or mitigate effective tax rates depending on how income is structured and timed.

Coordinating SALT and PTET strategies restores valuable state tax deductions; managing QBID eligibility maximizes federal pass-through benefits. When combined with qualified plans and strategic reinvestment, these tools form a cohesive approach to preserving after-tax income and strengthening long-term financial outcomes for your practice.

Thomas Bodin, CFA, CFP®, TPCP, MBA is the director of practice integrated wealth management with Focus Partners. 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 Focus Partners’ evidence-based approach to true wealth management.

If you have any questions, email tom.bodin@focuspartners.com or call 317.975.3498.



How Your Specialty and Procedure Mix Impact Your Malpractice Rate

By Jennifer Wiggins, CEO & Founder, Aegis Malpractice Solutions

When it comes to malpractice insurance, not all aesthetic practices are rated the same. Two providers might perform nearly identical procedures, but if their training backgrounds or procedure mixes differ, their insurance premiums can, too.



A board-certified plastic surgeon trained in reconstructive and aesthetic surgery might fall into a “major surgery” classification, while a facial plastic surgeon may be rated under otolaryngology or head and neck surgery.

Understanding how underwriters classify aesthetic risk can help you ensure you’re being rated correctly and avoid costly surprises down the road.

HOW CARRIERS CLASSIFY AESTHETIC RISK

Each insurance carrier develops its own set of rating guidelines, but most follow similar logic. Policies are priced according to your specialty of training, scope of practice, and procedures performed.

In the aesthetic space, plastic surgeons, cosmetic surgeons, and facial plastic surgeons may all perform similar procedures, but insurance carriers often classify them differently based on board certification, fellowship training, and scope of practice. A board-certified plastic surgeon trained in reconstructive and aesthetic surgery might fall into a “major surgery” classification, while a facial plastic surgeon may be rated under otolaryngology or head and neck surgery. Cosmetic surgeons trained in another core discipline could be rated differently still. These

nuances can make a meaningful difference in your premium, since each classification is designed to reflect the relative frequency and severity of claims within that specialty.

WHY YOUR PROCEDURE MIX MATTERS

Beyond your board certification, your procedure mix plays a major role in how your premium is determined. For example, a surgeon who performs only facial rejuvenation procedures may fall into a lower class than one who also performs body contouring or gluteal fat grafting. The more complex or higher-risk the procedure, the higher the exposure and the higher the rate.

In today’s aesthetic landscape, new modalities and treatments are emerging faster than carriers can adapt their underwriting guidelines. Many insurers are now refining classifications even further to capture risk differentials within the same specialty.

However, it is important to remember that health care often evolves faster than malpractice insurance companies’

underwriting guidelines. Carriers tend to be conservative and deliberate in how they evaluate new or emerging procedures. It often takes time for them to understand the exposure, develop actuarial data, and determine how to price the risk appropriately. This can lead to confusion or frustration for aesthetic professionals who are performing procedures that seem routine within their field, but that some carriers are still hesitant to insure. Working with a knowledgeable broker who understands how the market is shifting can help ensure you stay ahead of these changes and identify when new carriers or programs may offer better coverage or pricing for your evolving practice.

It’s also worth noting that some procedures within aesthetic medicine carry unique underwriting challenges. Certain surgical or emerging techniques, such as gender-affirming surgeries, vaginal rejuvenation, or other newer modalities, may be viewed by some carriers as higher-risk or outside their current appetite. Others may insure them, but at higher premiums or under specific sub-limits. This is why it’s essential to keep your broker informed about everything you’re offering. If a procedure is excluded or carved out from your primary policy, your broker can help explore alternative markets or supplemental coverage options to ensure every aspect of your practice is properly protected.

It’s also worth noting that some procedures within aesthetic medicine carry unique underwriting challenges. Certain surgical or emerging techniques, such as gender-affirming surgeries, vaginal rejuvenation, or other newer modalities, may be viewed by some carriers as higher-risk or outside their current appetite.

WHY FULL DISCLOSURE PROTECTS YOU

It's critical that your carrier knows exactly what procedures you perform. Omitting or under-reporting procedures can lead to gaps in coverage or even claim denials. Some procedures may be excluded entirely, while others may be covered only under reduced sub-limits.

For instance, several carriers have recently restricted coverage for compounded GLP-1 weight-loss injections, even if they'll insure the FDA-approved version. Likewise, some underwriters will insure gluteal fat grafting (BBL) procedures only under a sub-limit, often \$100,000 per claim instead of the standard \$1 million, leaving a significant gap in protection if a claim occurs.

Your broker should help you review these details annually to confirm your classification and procedural list align with your current practice. If you're expanding your service line or incorporating new techniques, reach out to your broker before marketing or performing the procedure to confirm it can be added safely and affordably.

THE BOTTOM LINE

In aesthetic medicine, your art and science evolve, but your insurance must evolve with it. By understanding how carriers rate specialties and procedures, and by maintaining transparent communication with your insurer, you'll protect both your practice and your peace of mind.

At Aegis Malpractice Solutions, we help aesthetic professionals ensure their coverage accurately reflects the work they do, so they can focus on creating beautiful results with confidence.

Jennifer Wiggins is the CEO and Founder of Aegis Malpractice Solutions, a national brokerage specializing in malpractice insurance for plastic surgeons, cosmetic physicians, and aesthetic practices. She regularly speaks at industry conferences and helps aesthetic professionals understand and optimize their malpractice coverage. Learn more at aegismalpractice.com.



The Straight & Narrow

By Joe Gryskiewicz, MD

Romancing a Patient's Mother

Question

I saw an adult breast augmentation patient in consultation who was accompanied by her mother. The mom and I hit it off—there was chemistry

between us right away. I operated on her daughter and, eventually, she and I started dating and one thing led to another. We had a long romantic relationship and remained friends. Having been divorced, I thought nothing of it—that is, until I was hit between the eyes with an ethics complaint from the state. The medical board not only reprimanded me, but it gave me a two-month suspension of my medical license. This penalty dovetailed with the fact my case also needed to be reported to the ethics committee. This entire process got way too out of control in my humble opinion. Isn't it a bit of a stretch to be reprimanded for dating and romancing a patient's mother? After all, the patient and I did not have any relationship whatsoever outside the office, and this dating situation didn't involve the doctor-patient relationship. I still can't fathom why this got me in hot water in the first place.

Answer

Since you're still friends with your patient's mom, I assume it was your "ex" or a disgruntled member of your staff who "turned you in" to your state medical board. This constraint is sometimes referred to as the "key third-party rule" which limits romantic relationships between a physician and anyone who plays an Integral role in a patient-physician relationship. These regulations stem from the Hippocratic Oath, professional codes of conduct, and federal/state laws. Organizations have specific codes with core principles of medical ethics requiring that physicians avoid actions that would harm the patient, including compromising their care or well-being.

Have an ethics question for Dr. Joe? Email ethics@theaestheticsociety.org

I understand that the patient brought her mother to the initial consultation. Who knows? Maybe the patient in fact did not want her mom there at all! What if the patient had a complication? Would you really be able to dispassionately make appropriate clinical judgements and interventions, or would you involve an experienced colleague to lend objective judgment to the situation?

Organizations like the American Medical Association have specific guidelines on physician relationships with third parties. The AMA code of medical ethics (Opinion 8.145), for instance, describes this third-party as someone with whom the physician interacts and communicates, and may offer "information, advice, and emotional support. The more deeply involved the individual is in the clinical encounter and in the medical decision-making, the more troubling, sexual or romantic contact with the physician would be." Interpretations vary from state to state, but your state medical board must feel this relationship was out of bounds. I don't think a fuss is going to be made if you attend a public event together, but the line must be drawn when dating and romance come into play. Remember, you are the one in this triad who is wearing the white coat. I assume you learned your lesson. In answer to your question, this is not a stretch—and if your state medical board reprimands you, then you must pass this fact on to the Ethics Committee.

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 djoe@tcplasticsurgery.com. Names will be withheld, and the views expressed in this column are those of the author.

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Profit Leaks: Hidden Costs Draining Practice Profitability and How to Fix Them

By Terri Ross, Terri Ross Consulting

With patient demand softening and costs increasing, plastic surgeons are shifting their focus from volume to value—maximizing every consultation to strengthen retention and drive long-term revenue. Yet, beneath even the most successful practices lie subtle inefficiencies that quietly chip away at profitability.

The culprit? Profit leaks. These subtle, often invisible inefficiencies quietly drain margins and undermine financial performance. Whether you manage a solo practice or a multi-locations with medspas, understanding and addressing these leaks is essential to sustaining long-term retention and profitability.

WHAT ARE PROFIT LEAKS?

Profit leaks are the operational inefficiencies, financial blind spots, and misaligned processes that erode a practice's bottom line. Unlike major financial losses, they're small, cumulative, and often go undetected until they significantly impact cash flow.

Across hundreds of surgical practices I've consulted with, I've seen clinics recover hundreds of thousands of dollars simply by identifying and correcting these inefficiencies. The key is knowing where to look.

FOUR COMMON PROFIT LEAKS—AND HOW TO STOP THEM

1. Inefficient Billing and Coding

Even minor billing or coding errors can delay reimbursement or cause denials, directly affecting revenue flow. Practices that bill medically necessary procedures or collaborate with third-party payers are especially vulnerable.

Solution: Conduct quarterly audits and invest in ongoing staff training. Accuracy and compliance are non-negotiable for consistent cash flow.

2. Underutilized Technology and Services

For surgical practices with medical spa services, capital equipment (such as lasers to RF devices), should never collect dust. Yet many practices purchase costly technology that is underpromoted or underused.



Profit leaks are the operational inefficiencies, financial blind spots, and misaligned processes that erode a practice's bottom line. Unlike major financial losses, they're small, cumulative, and often go undetected until they significantly impact cash flow.

Solution: Evaluate ROI before investing in new devices and train your team to confidently communicate benefits to patients. Every piece of equipment should generate measurable revenue.

3. High Staff Turnover

Losing a nurse injector, patient coordinator, or surgical tech costs more than just time—it disrupts the patient experience and revenue cycle.

Solution: Prioritize retention with clear growth pathways, continuing education, and performance-based incentives. In a competitive market, culture and consistency are critical to profitability.

4. Ineffective Marketing Spend

If your marketing strategy isn't generating measurable ROI, it's a leak. Ads and campaigns without tracking mechanisms are wasted dollars.

Solution: Measure every marketing initiative—lead source, conversion rate, and cost per acquisition. Marketing is an investment only when data proves it drives patient volume and procedure mix.

PLUGGING THE LEAKS

Eliminating profit leaks isn't a one-time fix—it's a commitment to operational excellence. The most profitable practices share a disciplined approach:

- **Regular Financial Audits.** Identify unnecessary expenses and revenue gaps quarterly.
- **Staff Training and Accountability.** Ensure your team understands their role in profitability.
- **System Optimization.** Leverage technology for scheduling, billing, and patient retention.
- **KPI Tracking.** Monitor metrics across revenue streams, conversion rates, and utilization.

THE BOTTOM LINE

Profit leaks develop slowly—but left unchecked, they can limit even the most successful surgical practice. Financial mastery and operational discipline are no longer optional—they are the foundation for sustainable growth and long-term success in plastic surgery.

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.

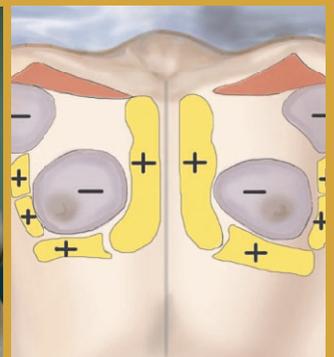
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The Human vs. Machine Paradox in Aesthetic Medicine Marketing

PART 1: BUILDING THE BEST STRATEGY

By Samuel E. Peek, JD

Editor's note:

This four-part series explores how to market yourself digitally in 2025, finding the right balance between being authentic and approachable while keeping the robot overlords happy. We've reached a crossroads: it's no longer enough to simply give patients the best and most genuine online experience. You also have to master the art of appealing to the bots and algorithms reshaping how visibility works online.

Nowadays, digital marketing feels like trying to please two completely different audiences: your potential patients and a bunch of robots sitting somewhere deep in a Google server farm. On one hand, you're told to "be authentic, human, and relatable." On the other, you're warned that if you don't please the algorithm gods, you might as well be invisible.

Welcome to 2025, where we're all trying to befriend people and machines at the same time.

The good news? You don't need to sell your soul to the algorithm. You need a strategy that knows who's really in charge (spoiler: it's still patients) and how to make the machines work for you, not against you.

PLAYING THE LONG GAME

First, get clear on your short- and long-term goals.

This month, it might be filling your schedule with more appointments. Five years from now, it could be building a globally recognized practice. Make your goals SMART: specific, measurable, achievable, relevant, and time-based.

Too many practices treat their online presence like a pop-up shop: flashy, fast, and built for attention *right now*. That's fine for momentum—short-term goals keep your practice active and your appointment book full—but long-term goals give it true purpose and direction. They're your roadmap, your North Star.

A strong strategy balances both and is **flexible enough to evolve** as AI transforms how we create, search, and communicate.

IS AIO GOING TO TAKE OVER SEO?

Raise your hand — any of you heard about *Artificial Intelligence Optimization, or AIO*? It's the perfect example of how machines are changing the behavior of your patients and how, in turn, you need to adapt to the machines to reach your human audience.

AIO won't replace SEO or destroy your marketing strategy overnight. While AIO focuses on optimizing for AI models, SEO is about optimizing for search engines—which **nearly 97% of your patients still use**.

That said, more and more people are incorporating AI into their search process, just like Google does with its AI-powered overviews at the top of the SERP... or those "People also ask" sections

Even if patients aren't using ChatGPT directly, AI-driven search is influencing what they see, and AIO is becoming non-negotiable for marketing strategies.

SEO keeps you visible today; AIO ensures you stay visible tomorrow.

BUILD FOR HUMANS, BUT ADAPT FOR ROBOTS

At the end of the day, bots don't book appointments—patients do. But if you ignore the algorithm, your human audience might never find you.

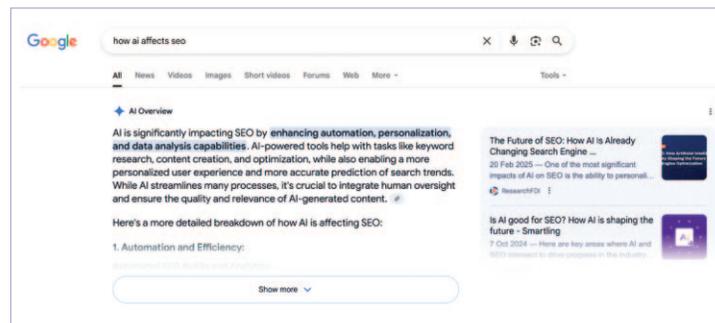
The key is balance. Build your strategy around your purpose and your people, then adapt it for the robots that stand between you and them.

For your patients: deliver authenticity, understanding, and emotional resonance. They want to feel heard and guided, not marketed to. That means:

- Using conversational, "human" language
- Telling stories; creating content that is real and relatable
- Showing empathy and genuine expertise

For the robots: deliver structure, clarity, and signals of authority. Algorithms don't have intuition; they rely on clear, organized information. That means:

- Using well-defined headings
- Building clean internal links
- Implementing medical schema markup



More and more people are incorporating AI into their search process, just like Google does with its AI-powered overviews at the top of the SERP... or those "People also ask" sections



Stop Blaming Inflammation: Salt is the New Sugar When it Comes to Postoperative Swelling

By Kylie Bensley, MS, RD

Why it matters: the way patients find information is changing. Instead of typing “best lip filler near me,” they might ask their digital assistant, “Who’s the most trusted injector for natural-looking lips?” If AI doesn’t recognize your authority, it won’t recommend you, no matter how skilled you are.

Write for humans. But format your brilliance in a way bots can read and recommend.

In short:

- Create content that answers questions the way a human expert would.
- Use AIO principles to help machines surface that content to the right people.
- Keep your messaging authentic. Algorithms change, but the power of trust never does.

We’ll dive into the “how” in the next part — stay tuned.

THE BOTTOM LINE

The future of digital marketing in aesthetics belongs to practices that stay real in an increasingly artificial world, while mastering the machines that get content seen by humans.

Authenticity will always resonate—even if it sometimes needs a little help from schema markup and metadata.

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.

Diet is typically the culprit when it comes to your patient’s post op swelling. Before you jump on the diuretic train, taking a few opportunities before and after surgery to discuss sodium in their diet can make a big difference.

Here’s how to manage swelling in your patients:

1. Use terms like “Swap” instead of “Avoid.” Swapping gives them options.

- Swap salsa for pico de gallo
- Swap taco seasoning for Mrs. Dash

2. Encourage them to eat at home 80% of the time.

- Restaurants and fast food are loaded with sodium.
- Perfect example: A sandwich from Chick-fil-A has a whopping 800 mg of sodium— nearly HALF of your patients requirements.

3. Give them a number, not a general goal.

- Give simple sodium restriction guidelines: Eat under 1800 mg/day.

4. Know basic food labeling

- Be wary of foods labeled “reduced sodium” or “lower in sodium.” Only choose packaged foods that say “unsalted,” no added salt,” or have less than 150 mg of sodium/serving.

5. Help them to understand that unsalted food doesn’t have to be bland, it just has to be unsalted.

- Using aleppo pepper, jalapenos, cilantro, and lemons are very helpful.

6. Recommend Mrs. Dash or Spiceology— two amazing salt-free brands.



7. Follow a simple day of eating:

- Breakfast: Milk + banana + unsalted nuts
- Lunch: Unsalted can of tuna + bell peppers + oil and vinegar + 6 seed crackers + bed of lettuce
- Snack: Trail mix of dried apricots + walnuts + sweetened coconut or popcorn + nutritional yeast + smoked paprika
- Dinner: Ground turkey burger patty + lettuce + tomato + mustard + sweet potato fries

8. Switch electrolyte water to coconut water.

- Coconut water is more balanced while most electrolyte waters are salt-heavy

9. Encourage a high potassium food 3 times a day: banana, oranges, or kiwi.

10. In summary, giving your patients applicable, realistic steps to reduce their sodium intake can help prevent the misery that postop swelling can cause. limiting salt intake can help reduce postoperative swelling.

Kylie Bensley is the founder of Sulinu, you can discover Sulinu at sulinu.com, or follow her on instagram at [@sulinu.nutrition](https://www.instagram.com/sulinu.nutrition) or email her at kylie@sulinu.com

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Don't Let Them Drift Away: The Power of Proactive Follow-Up in Patient Retention

By Davina Isaacs, MBA, SHRM-CP

A few months ago, I stopped attending my level 2.5 Pilates class. Technically, I'd been "checked off" for the advanced level, but I often felt like I was struggling to keep up or execute the moves fluidly. The movements were complex and very technical, and I started to feel a little intimidated. So, I quietly stopped showing up.

About six weeks later, I ran into the level 2.5 instructor outside the studio. She smiled and said, "We've missed you in class on Fridays!" I told her I had felt out of my depth, and she immediately reassured me that I belonged there— that the class wasn't the same without me and that it was important for me to continue practicing so I could master the moves. That brief conversation changed my mindset. I started going back, feeling supported, motivated, and more confident than before.

But afterward, I started thinking—what if we hadn't bumped into each other? Would I have just drifted away for good? Probably.

And that's when it hit me: aesthetic medicine isn't so different.

Just like fitness, aesthetic care can be intimidating. Patients can easily fall off their homecare routines or delay treatments if they feel uncertain, discouraged, or unnoticed. Maybe they didn't love their first filler experience, maybe their homecare routine feels overwhelming, maybe life simply got busy or their budget changed. With out consistent communication, they can quietly fade away.

But when a provider reaches out—with a thoughtful text, a personalized email, or a simple "We haven't seen you in a while" check-in—it reopens the door to connection. That moment of outreach can make the difference between a patient who's lost and a patient who's loyal for life.



Practices that incorporate structured patient engagement systems, like automated SMS check-ins or customized recall campaigns, often see measurable increases in rebooking rates and word-of-mouth referrals.

SMALL GESTURES, BIG BUSINESS IMPACT

Proactive follow-up isn't about sales. It's about care. When you reach out after a procedure to ask how someone is healing or send a reminder that they're due for maintenance treatments, you're sending a subtle but powerful message: *we care about you beyond the transaction.*

That level of service builds emotional trust—and trust is what drives long-term revenue. Practices that incorporate structured patient engagement systems, like automated SMS check-ins or customized recall campaigns, often see measurable increases in rebooking rates and word-of-mouth referrals.

THE RIPPLE EFFECT OF FEELING SEEN

What my Pilates instructor did was small, but meaningful. She reminded me that I mattered—that my presence had value and she was there to support my growth in my Pilates practice. Aesthetic patients feel the same way. They want to know that their provider notices when they fall off track, not because of revenue loss, but because their confidence and self-care matter.

Following up with a patient isn't a chore—it's a chance to reenergize them. To reignite motivation. To remind them that they belong on their journey toward feeling their best.

In the aesthetics world, technology, products, and techniques evolve constantly. But human connection remains the most powerful retention tool you have. A quick, genuine message could be the thing that brings your patient back through the door.

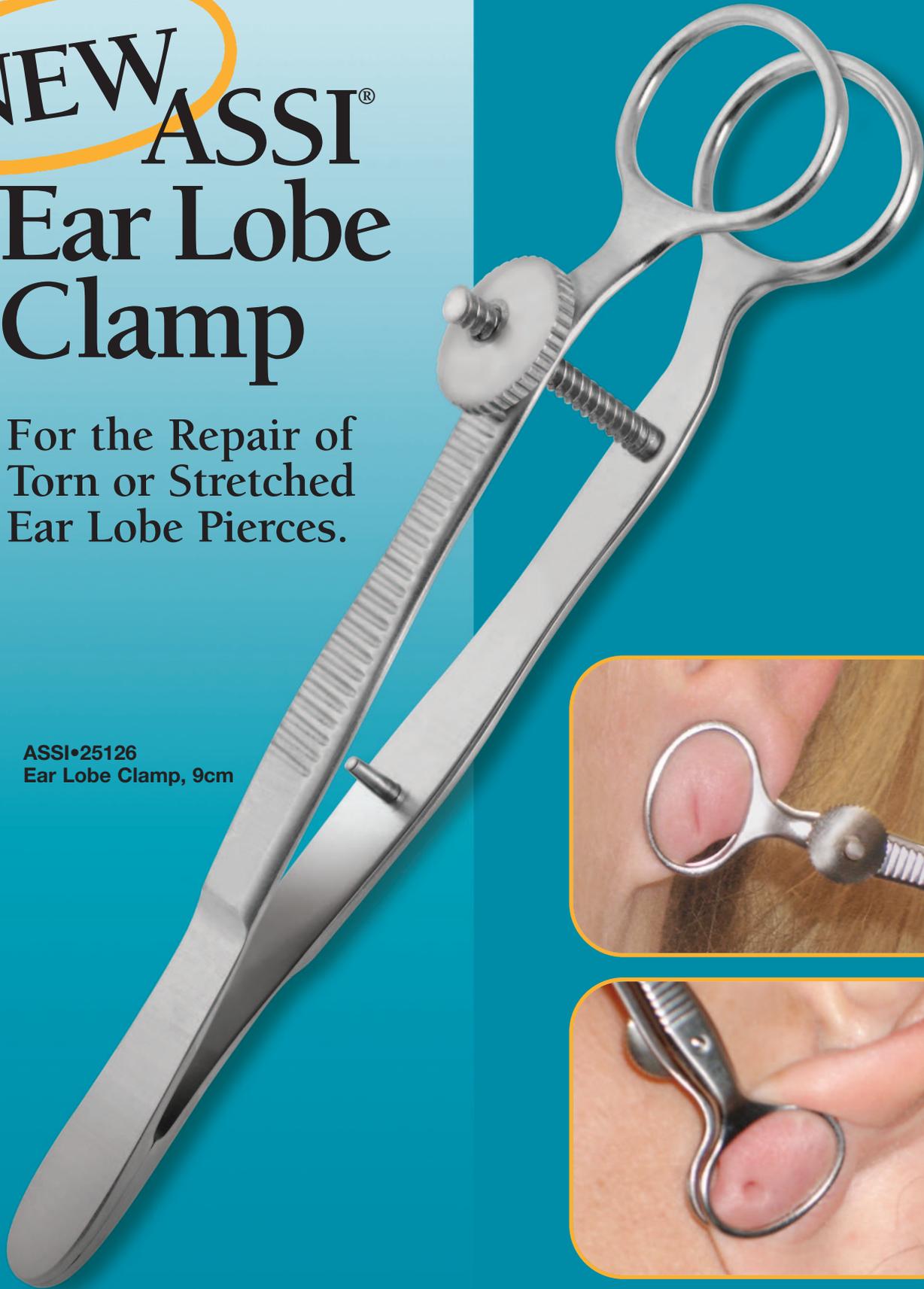
So next time you notice someone hasn't rebooked or responded, don't assume they've moved on. Reach out. They might just be waiting for a little encouragement to return.

Davina Isaacs, SHRM-CP, 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 the operational and human elements that make aesthetic practices thrive, including personnel management, patient experience, skincare and injectable sales, and vendor relations. As a certified HR professional (SHRM-CP) and consultant, Davina specializes in new practice start-ups, aesthetic provider coaching, patient retention, team performance, and sustainable practice growth.

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How Plastic Surgeons Can Increase AI Visibility (AIO)

By David Powers, CEO for Plastic Surgery Studios

Artificial intelligence (AI) is changing how patients search for plastic surgeons. Instead of relying on short keyword queries, individuals now tend to ask complete, conversational questions such as, "How long does rhinoplasty recovery take?" These answers are now often coming from AI-driven responses compiled by large language models (LLMs) such as ChatGPT or Google's "AI Overviews."

For plastic surgeons, this shift means that visibility in AI responses—known as AI Visibility or AI Optimization (AIO)—is becoming just as important as ranking on the first page of search results. When an AI assistant cites your name, practice, or website as a trusted source, it's a powerful endorsement that can generate new patient inquiries and strengthen your credibility.

WHY AI VISIBILITY MATTERS

AI visibility refers to how often your name, practice, or content appears in AI-generated answers. Instead of focusing only on traditional SEO rankings, AIO looks at whether those tools can identify your expertise and recognize you as a credible source.

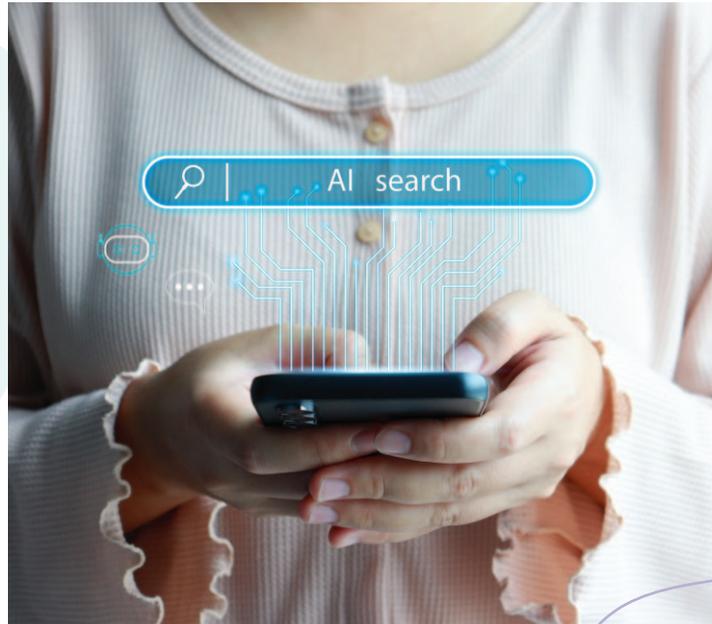
Websites that appear in AI-generated responses tend to share several traits: strong brand mentions across the web, clearly structured content, and a reputation for expertise. For plastic surgeons, this means that consistent, credible online representation can directly influence how (and whether) AI systems feature you in patient-facing answers.

KEY DRIVERS OF AIO FOR PLASTIC SURGERY PRACTICES

Several key elements determine whether a plastic surgery practice appears in AI-generated responses.

1. Mentions and Citations

Mentions from credible sources go a long way. When your name appears in reputable sources, such as medical journals, professional directories, or trusted websites, it quietly builds confidence in your credibility. These outside mentions act much like



Publishing case studies, original articles, or educational posts written by your plastic surgeons shows depth and authenticity—qualities that signal authority to both patients and AI systems.

professional referrals, reinforcing your reputation with potential patients and the algorithms that sort online information.

2. Clear and Well-Organized Content

AI tools, like people, respond better to information that's easy to follow. Pages with logical headings, short lists, and straightforward question-and-answer sections make it simpler for machines to understand what your content is about. Adding structured data, such as schema labels for your practice, physicians, or FAQs, further improves how your pages are read and categorized.

3. Expertise and Originality

AI-driven platforms increasingly reward content that reflects real-world experience. Publishing case studies, original articles, or educational posts written by your plastic surgeons shows depth and authenticity—qualities that signal authority to both patients and AI systems.

HOW PLASTIC SURGEONS CAN IMPROVE AIO

Building AI visibility doesn't require reinventing your marketing strategy; it's about refining it.

- **Earn Reputable Mentions:** Contribute expert commentary to medical journals, patient-education websites, or news stories.

- **Structure Your Website Properly:** Clearly identify your surgeons, services, and credentials on every page. Add FAQs that answer common patient questions (e.g., "How long is rhinoplasty recovery?"), and keep content structured using H2/H3 headings and bullet points.
- **Write Conversationally:** Your content should reflect how real patients ask questions (e.g., "How long until I can lift my arms after breast lift surgery?"). Answer these questions in the first sentence, then expand.
- **Monitor Your AI Presence:** Occasionally ask tools like ChatGPT or Perplexity, "Who are the top board-certified plastic surgeons in [city]?" and see if your name appears.
- **Stay Consistent:** AI favors timely, accurate content. Update your website and blog regularly.

David Powers is the CEO for Plastic Surgery Studios, a full-service marketing agency serving the aesthetics industry since 1998. David is a frequent presenter at The Aesthetic Meeting and can be reached by phone at (909) 758-8314 or by email at david.powers@plasticsurgerystudios.com.



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The Daily Close: The Most Important Habit Your Practice Is Probably Missing

By Amy Anderson, MBA

If there is one operational habit that separates financially healthy practices from the ones constantly putting out fires, it is the Daily Close.

After two decades of working with aesthetic practices, I can say confidently that most surgeons are losing revenue in small, preventable ways simply because this process is not consistent or not being done correctly.

The Daily Close is not an optional task. It is the single most important financial safeguard in your practice, and when done well, it improves accuracy, cash flow predictability, and team accountability almost overnight.

A true Daily Close is the process of reconciling every dollar that moved through your practice that day. It confirms that every service performed was entered and charged correctly, every payment collected is accounted for, and every deposit matches what your practice management system reports.

Many teams believe they are doing a Daily Close because they checked the drawer or ran the end-of-day report. But the practice is not closed until these questions are answered:

- Do all appointments have a corresponding bill or invoice entered?
- Do payment totals match the practice management system, the credit card batch, and the bank deposit slip?
- Were voids, refunds, and adjustments reviewed by someone other than the person who issued them?
- Are all cash payments counted and verified by two people?

This is an example of a Daily Close process:

1. Review the schedule and confirm all charges were posted.
2. Verify all payment methods: credit cards, cash, checks, financing, and rewards programs (i.e. programs like Alle and Aspire).

DAILY CLOSE CHECKLIST

- ✓ Confirm all patient charges are posted for the day.
- ✓ Verify credit card batch totals match PMS totals.
- ✓ Count cash and verify with a second staff member.
- ✓ Record and verify all checks received.
- ✓ Prepare a bank deposit slip for all cash and checks collected that day.
- ✓ Confirm patient financing deposits (i.e. CareCredit, PatientFi, Cherry, Alphaeon, etc.).
- ✓ Review all voids, refunds, and adjustments.
- ✓ Match PMS totals to payment processor and bank deposit.
- ✓ Document discrepancies and resolve before end of day.
- ✓ Print or save Daily Close sheet.
- ✓ Manager or surgeon reviews and signs off.

3. Match totals across systems, including PMS, payment processors, and financing platforms.
4. Review refunds, corrections, voids, and adjustments.
5. Prepare the bank deposit for all cash and checks received that day.
6. Document and sign off on the Daily Close sheet.

Tip: Make a separate bank deposit slip for each day that cash or checks are collected, even if you don't make a daily bank run. That way, when the deposit shows up in your bank account, you can easily tie it back to the day the money was collected.

Practices that close daily experience fewer errors, faster month-end close, improved accountability, and better fraud protection.

Most importantly, you gain confidence in your numbers and can make better business decisions.

Amy Anderson, founder and CEO of ACG Practice Partners, is a seasoned healthcare business coach. With over two decades of experience working with plastic surgeons, Amy is an authority in practice operations and the development of efficient workflows. 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 or email her at amy@acgpracticepartners.com.

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Use AI to Attract, Convert, and Retain Cosmetic Patients

By Catherine Maley, MBA

AI is disrupting nearly every industry—and plastic surgery is no exception. Between Google's Search Generative Experience (SGE), smarter chatbots, and data-driven automation tools, your marketing strategy must evolve quickly or risk becoming obsolete.

Here's how AI is affecting how you attract, convert, and retain cosmetic patients—and how you can stay ahead of the curve instead of getting run over by it.

ATTRACTING PATIENTS IN THE AI ERA

Gone are the days when keyword-heavy blogs like "How long is breast lift recovery?" could rank easily and drive traffic. Now, AI gives instant answers directly in search results, eliminating the need for users to click through to your website to get that answer.

So, what do you do to attract traffic?

Focus on Personality-Driven Content

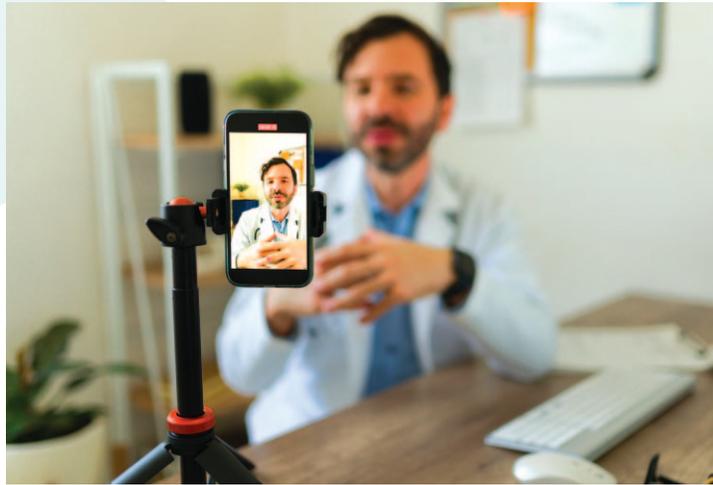
AI can mimic language, but it can't replicate you. What will stand out now is unique, first-person content. Showcase your personality, perspective, and patient stories—things AI can't copy. Write, film, or record yourself talking about your approach, your philosophy, and the real people you've helped. That builds authority and trust.

Use Interactive Tools

Quizzes, calculators, and guides like "Am I a Candidate for Rhinoplasty?" keep visitors on your site and engaged. Plus, they give you data you can use to qualify leads. AI tools like ChatGPT or Canva can help you brainstorm content ideas, but the *execution* must be customized to you and your audience.

Video is Essential

Social video gets 1,200% more shares than text and image content combined. Short-form videos answering FAQs or walking through procedures help potential patients see you as the expert. And remember: Google can't generate a video of *you* being you. That's your edge.



Showcase your personality, perspective, and patient stories—things AI can't copy. Write, film, or record yourself talking about your approach, your philosophy, and the real people you've helped. That builds authority and trust.

CONVERTING MORE LEADS INTO CONSULTATIONS

AI isn't just changing how patients find you—it's shaping how they decide if they trust you enough to book so try this...

Smarter Chatbots, But Keep the Human Touch

Today's AI chatbots can answer questions 24/7 and auto-qualify leads—but don't go fully robotic. Prospective patients still need to feel heard, seen, and emotionally connected to you. Make sure your chatbot is helpful and empathetic and follow up with a real human touch.

Personalize Your Messaging

Segment your audience by age, interest, or procedure and use tools like email automation or AI-assisted writing platforms to craft specific messages to each group. For instance, a 22-year-old interested in a nose job needs a very different message than a 58-year-old considering a facelift.

RETAINING PATIENTS WITH SMART, SCALABLE TOOLS

It's not just about finding new patients—it's about keeping the ones you already have engaged and loyal.

Loyalty Programs Enhanced with AI

Platforms like your KiSS Loyalty Club can be enhanced with automation to track points, send reminders, and nudge patients to refer friends or leave reviews. AI makes it scalable—your patients feel rewarded, and you stay top of mind without extra manual effort.

Social Proof That Can't Be Replicated

Patient before-and-afters, reviews, and video testimonials are *un-Googleable*. Highlighting real patient experiences—especially on video—adds a layer of proof no AI or competitor can duplicate.

Influencer Collaborations

Work with local influencers and micro-creators who can showcase their real journey and results with you. These partnerships humanize your brand and generate authentic buzz.

So, given the above, here's the point... AI isn't going away—it's becoming a bigger part of your patients' everyday lives. But remember: while AI can replicate *information*, it can't replicate *connection*. That's your power.

If you lean into what makes you *you*, use AI tools to support (not replace) your strategy, and focus on high-value content and experiences for you and your patients, you'll stay relevant.

Since Year 2000, Catherine Maley, MBA has been a cosmetic practice growth business and marketing consultant, author, international speaker, trainer, blogger and podcaster.

Catherine 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 at www.CatherineMaley.com or Instagram @catherinemaleymba.



PRACTICE SOLUTIONS

The “ABCs” of Marketing Patient Events to Generate Revenue AND Build your Brand

By Tamara Vileta, Founder, Pinpoint Creative

Patient events are one of the most lucrative marketing activities you can pursue to build traction for new services, convert immediate revenue, and build deeper relationships with your clients. This is the perfect time to incorporate patient events into your 2026 strategic marketing plan. As we head into 2026, here's some simple steps to help you in planning your events.



Example: Plastic Surgeon Dr. Renee Burke uses the firepower of **MARKETING** to promote her annual Patient Appreciation Event and enjoys 400+ attendance and 6-figure revenue in return. She keeps the marketing fun, exciting, and themed—in all channels.

A.) KNOW THE “TOP 10” BENEFITS EVENTS CAN PRODUCE FOR YOUR PRACTICE AND CAPITALIZE ON THESE INITIATIVES AS YOU’RE BUILDING YOUR STRATEGY.

Events Have the Power to:

1. Increase your client retention rate
2. Produce significant revenue contribution and ROI
3. Drive conversions for new treatments and services
4. Improve patient lifetime value
5. Attract new clients & strategic B2B partnerships
6. Increase retail sales
7. Promote positive word-of-mouth marketing
8. Build education, trust, and community
9. Showcase new technology and/or your competitive UVP
10. Strengthen brand equity

Ask Yourself: “How can I reap these benefits with every event I host?”

Then Follow-through: By building your marketing plan to deliver on each one.

B.) KNOW THE “2 BIGGEST” PITFALLS THAT CAN MIRE YOUR EVENT PLANNING EFFORTS.

1) A Successful Event Requires Marketing! Don’t Short-Change Yourself.

The biggest mistake we see most practices make when planning events is failing to utilize all the marketing channels at their disposal and falling short on consistent marketing



before, during, and after the event is over. Your marketing plan should include visibility on your website, social media, at the point of purchase (signage/lobby loops), in email marketing, print, and potentially direct mail. When Pinpoint markets events, we start 8-weeks prior to the event date and utilize 20 deliverables to make sure it is promoted well enough to attain the maximum desired attendance.

2) ATTENDANCE IS ONLY HALF THE EQUATION. ATTENDEES MUST BE MET BY A TEAM “READY TO SELL.”

Too many practices staff events with a team unprepared and un-optimized to sell. Here are some things to remember:

- Set your sales team up for success by ensuring marketing primes SALES
- Make sure offers are not too complicated and incentivize purchases

- Offer price points to include your entire audience
- Create urgency (tonight only!)
- Your team should know ALL your event’s specials and packages
- Everyone should understand the “value” of your promotions
- Everyone should be able to educate on the services/benefits
- Train your team on patient identification/selection aligned to your promotions
- Role-play objections and rehearse executing conversions
- Role-play event flow and eliminate any bottlenecks
- Don’t understaff your event and take advantage of reps
- Make your check-out process streamlined (no wait times / barriers to sale)
- Offer sales incentives for highest-performing team member(s)
- Build in “future sales” with promotions clients come back for

C) EVENTS ARE A HUGE OPPORTUNITY TO BUILD YOUR BRAND VALUE.

With every event you plan...

Ask Yourself: “Does the theme, value, and focus build the strength of my brand?”

Then Follow-through: Have fun and take creative liberties to make your events an exciting and anticipated experience that new and existing patients won’t want to miss.

The “A, B, C’s” for planning events are straightforward. Follow them for better success with events in 2026. If you need guidance on “D–Z,” event marketing is a passion at Pinpoint. We’re here to help!

Tami Vileta is the founder and creative director of Pinpoint Creative—a visual brand development and patient lifecycle marketing firm in aesthetic medicine. Pinpoint serves 450+ clients with services that enhance the patient experience including brand development, event marketing, membership program development, consultation materials, promotional merchandise, and campaign development. For information, please visit www.PinpointMarketingAgency.com, or contact Tami at Tami@PinpointCMU.com or 206.427.3241.



Example: Dr. Burke’s events always contribute to building her high-end, luxury brand in Barrington, IL. Scan to view!



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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.**



Safety Data for Injectables Stratified by Injector Type is Lacking: A Call for a Nationwide Study

By Grady Core, MD



**CULTURE
OF SAFETY**

The aesthetic nonsurgical market is expanding exponentially. Hyaluronic Acid (HA) fillers were used in approximately 6.8 million procedures this past year. This remarkable demand has led to a diversification of qualified providers administering these services, including aesthetic surgeons (MDs), non surgical MDs, Nurse Practitioners (NPs), Registered Nurses (RNs), Physician Assistants (PAs), and other advanced care clinicians.

While patient safety remains the paramount consideration, some current discourse questions the qualifications and training of non-physician injectors. It is our opinion that much of this literature is often anecdotal, lacks robust randomized controlled measures, and fails to provide sufficient evidence that highly trained and supervised RNs, PAs, and CRNAs pose a higher risk for adverse events with injectable products compared to MD injectors.

We have recently seen efforts by some non-surgeon providers to purposefully limit the use of injectors in surgical practices by espousing the concept that only MDs are safe enough to inject fillers. A prime example was the recent ruling by the Alabama Board of Medical Examiners wherein they interpreted published literature and written testimony presented by the dermatology society to conclude that the approval of injectors by non-MDs would pose a significant health risk to the public. Thus, a portion of the current literature appears to be utilized by non-surgical specialties, to defend physician-only injection patterns. While this has been presented as a patient safety effort,

We have recently seen efforts by some non-surgeon providers to purposefully limit the use of injectors in surgical practices by espousing the concept that only MDs are safe enough to inject fillers.



A portion of the current literature appears to be utilized by non-surgical specialties, to defend physician-only injection patterns. While this has been presented as a patient safety effort, one must also understand that financial gain and market control are strong motivating factors, especially in the absence of definitive literature supporting that concept, as well as an absence of adverse event reporting for non-MD injectors.

one must also understand that financial gain and market control are strong motivating factors, especially in the absence of definitive literature supporting that concept as well as an absence of adverse event reporting for non-MD injectors. Indeed, this issue is being raised in other states wherein approval of non-MD injectors has already been allowed.

The question is this, "Is there any reliable scientific evidence to support either side of the argument?" Current literature fails to give us a definitive answer and based on the recent inclusion of injectors other than physicians in the new AlliedPro membership track of The Aesthetic Society, it is critical that we have good data to support our AlliedPro members. The papers presented by the dermatologists to imply that only MDs are safe to inject are listed below in a bibliography link.

Aside from papers in the list that just focus on the type of complications, only two of them

had any information to distinguish between providers. One was, "The Difference in the Practice of Cosmetic Dermatologic Procedures Between Physicians and Nonphysicians." This cross-sectional survey uses self-reported data to compare adverse events following procedures performed by physicians versus non-physicians, concluding that moderate adverse events were more frequent in the non-physician group. This study's conclusions are severely limited because it fails to differentiate the term "non-physician injector" failing to distinguish between a highly trained RN under the supervision of a board-certified aesthetic surgeon and an inadequately trained individual. The article also lacks scope as the analysis specifically does not evaluate HA filler injections as one of the procedure types, overlooking a major category of aesthetic treatments.

The second one was, "Cerebral Embolism as a Result of Facial Filler Injections: A Literature Review." The review identified 43 total cases of filler-induced cerebral embolism (FICE) worldwide. Crucially, 29 of these cases were linked to fat injections, leaving only 12 cases (28%) attributed to HA fillers, of which two tragically resulted in death. When weighed against the millions and millions of

Continued on Page 120



Safety Data for Injectables Stratified by Injector Type is Lacking: A Call for a Nationwide Study

Continued from Page 119

injections performed globally over many years, only 12 cases suggest that injectable fillers capable of being used by non-MDs possess a safety profile comparable to, or even exceeding, that of common over-the-counter medications like aspirin. Furthermore, the paper provides no determination of the injectors' credentials in these isolated cases and, in fact, some of the cases (nonsurgical rhinoplasty) were clearly done by MDs so we still have no idea if non-MD injectors had anything to do with any of these complications. Also keep in mind that RNs perform millions of injections worldwide on a daily basis of medications that can kill a person instantly, yet no one is arguing that, for example, chemotherapy should only be injected by MDs. Obviously there are reasons other than "patient safety" that makes fillers worse than chemotherapy to some specialties.

To definitively update the current literature, we are recommending that The Aesthetic Society conduct a member wide survey to evaluate the safety of fillers in general. This prospective data collection will specifically analyze adverse outcomes between surgeons, non surgeon MDs, and other injectors who are not MDs but who have been trained and are supervised by MDs.

This evidence-based approach is necessary to ensure that patient safety—not market share—remains the true driver of aesthetic practice standards.

We encourage all members to participate in the survey, which will be forthcoming in 2026.

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FGF-2	✓	✓
VEGF	✓	✓
Adiponectin	✓	✓

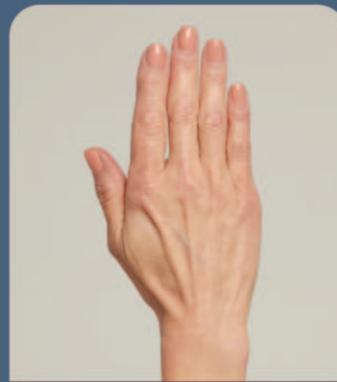


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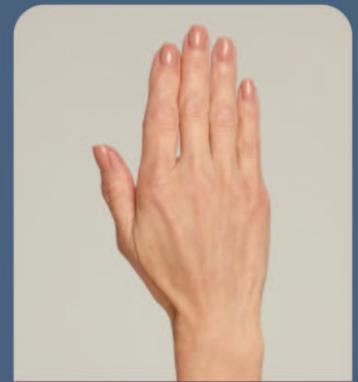


AFTER

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BEFORE



AFTER

6 months post treatment | Total treatments: 2 | 12cc (6cc per hand)



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* Based on patient survey at 10 years in the MENTOR™ MemoryGel™ Breast Implant 10-Year Core Gel Clinical Study Final Report. Mentor Worldwide LLC. MemoryGel™ Core Gel Clinical Study Final Report, April 2013

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 (excluding MemoryGel Enhance), 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 (including MemoryGel Enhance). 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 reoperation, capsular contracture, and implant removal with or without replacement. The most common complications with MemoryShape™ Implants for breast augmentation include reoperation for any reason, implant removal with or without replacement, and ptosis. The most common complications with MemoryShape™ Implants for breast reconstruction include reoperation 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 reoperation, 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 MemoryGel™ Enhance Breast Implants: Important Information for Reconstruction Patients about MENTOR™ MemoryGel™ Enhance 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.

For detailed indications, contraindications, warnings, and precautions associated with the use of all MENTOR™ Implantable Devices, which include MENTOR™ Saline-filled Implants, MemoryGel™ Implants, MemoryShape™ Implants, ARTOURA™ Expanders, and CONTOUR PROFILE™ Expanders, please refer to the Instructions for Use (IFU) provided with each product or visit www.mentorwwllc.com.