

beauty • artistry • expertise • education

**Summer • Fall 2025**

volume 29, number 2

# AESTHETIC SOCIETY NEWS



Art by: Trenton C. Jones, MD

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Photo Highlights + Recaps Inside—  
Relive the Unforgettable Moments  
from The MEET in Austin 2025

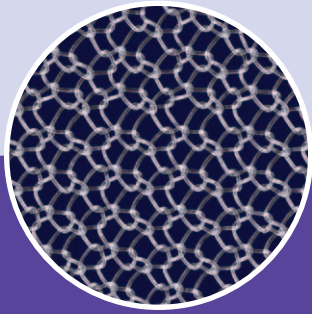
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Visiting Professors + Topics  
2025–2026

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Beauty Revealed—  
The Aesthetic MEET 2026 in Boston





# 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.<sup>1-6</sup>

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.<sup>1,2,7-10</sup>

**Patients deserve support. Patients deserve GalaFLEX™ Scaffold.**



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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, Sicani BM, Londano 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, Badyak SF. Role of 4-hydroxybutyrate in increased resistance to surgical site infections associated with surgical meshes. Biomaterials. 2021;267:120493.

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## THE AESTHETIC MEET 8



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## BONUS CONTENT

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# Aesthetic Society News

*Quarterly Newsletter of The Aesthetic Society*

## THE AESTHETIC SOCIETY BOARD OF DIRECTORS

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### The Aesthetic Foundation President

Patricia A. McGuire, MD

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Tracy M. Pfeifer, MD

### The Aesthetic Society President-Elect

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### The Aesthetic Society Vice President

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### Foundation Immediate Past President

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**The Aesthetic Society:** [www.theaestheticsociety.org](http://www.theaestheticsociety.org)

**The Aesthetic Foundation:** [www.theaestheticfoundation.org](http://www.theaestheticfoundation.org)

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Send address changes and membership inquiries to:

Membership Department

The Aesthetic Society

11262 Monarch Street, Garden Grove, CA 92841

Email: [hello@theaestheticsociety.org](mailto:hello@theaestheticsociety.org)



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Aesthetic Plastic Surgery  
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## Strategy, Continuity and Communication

By Tracy M. Pfeifer, MD

**D**ear Colleagues and Friends,

It is an extraordinary honor to serve as President of The Aesthetic Society for the coming year. Like every President who has come before me, I am here to serve you—the Society members—and to advance the mission of this remarkable organization.

As a member-driven organization, your Society exists to serve and support you. Your Board recognizes the many challenges our members face in today's evolving landscape. The Society itself also encounters both challenges and opportunities, and our mission is to strategically position the organization to best support our members—now and into the future.

The Society was founded by visionary leaders in aesthetic plastic surgery, united by a shared purpose: to exchange knowledge, elevate standards, and foster excellence in aesthetic plastic surgery. At the time, The Aesthetic Society was truly the only forum dedicated solely to aesthetic plastic surgery, and it quickly established itself as the definitive voice in the field.

Today, our environment is far more complex. The aesthetic space—both surgical and non-surgical—has entered the mainstream. Simultaneously, declining reimbursement in insurance-based medicine has accelerated a migration of practitioners into the multi-billion dollar aesthetic arena. As

a result, we now face competition from a broad spectrum of providers, including non-core practitioners and organizations seeking to claim leadership.

Yet, The Aesthetic Society remains distinct. As an organization whose active members are board-certified plastic surgeons, we are committed to the highest ethical standards and clinical excellence. Our membership includes the innovators, researchers, and educators who are actively shaping the future of aesthetic plastic surgery and medicine. We set the standards—through groundbreaking research, published literature, thought leadership, innovation and refinement of surgical techniques, and safety protocols that are recognized and taught around the world.

The rapidly evolving landscape presents both challenges and opportunities. We face increasing competition from for-profit meetings, which—while educational—do not offer the level of quality, enduring value, community, or professional integrity that our Society provides. Industry support, an important pillar of support for the Aesthetic Society, is becoming selective about how to deploy their industry support budgets. Society members, particularly younger surgeons, have a wider array of educational options than ever before. Gen X members

Continued on Page 6



Celebrating as the new Society President! Dr. Tracy Pfeifer with her longtime partner, Dr. Ira Blaufarb.



Friends from NewBeauty enjoying the Presidential Welcome Reception with Dr. Emily Hu. Thank you to our sponsor, Galderma.



Congratulations to Dr. Pfeifer!



## Strategy, Continuity and Communication

Continued from Page 5

(40% of Society members) preferred learning modalities include e-learning platforms, online modules and simulation-based education. Millennials (18% and growing) tend to favor technology driven and interactive formats.

We are also confronting the growing encroachment by non-core providers, including those certified by the American Board of Cosmetic Surgery, who misrepresent their training and qualifications. At the same time, some of our more traditional members may undervalue the role that non-surgical aesthetic medicine can play in building modern, thriving practices.

Recognizing these dynamics, Drs. Haws, Movassaghi, and I, as current and past Presidents, that a long-term strategic plan would be essential to preserving and strengthening The Aesthetic Society's leadership position. That plan is now well underway, guided by three core priorities:

### 1. A Collegial Yet Business-Savvy Culture:

We remain committed to the warm, collegial environment that defines our Society. But we also understand the importance of adopting business principles to guide decision-making. A data-driven approach now underpins our Board's actions and has proven essential to our ongoing success.

### 2. Evolving Education for a New Generation:

Our educational model is evolving to meet the diverse learning styles of our members. Our Blue Skye workgroup, an offshoot of the Education Reimagined group established by Dr. Movassaghi is working on two fronts. While continuing to support our Boomer members, currently 42% of membership—the workgroup is identifying and implementing the most effective and engaging learning modalities for our younger member cohorts. Simultaneously, we are working to preserve and strengthen the established programming that continues to meet the needs of our longstanding members.

### 3. Expanding Our Membership and Influence:

We also recognize the need to support the broader aesthetic ecosystem. Many of our members seek guidance in the business aspects of their practices. Simultaneously, a growing number of non-physician injectors are practicing independently without a professional home—without formal credentialing, standards, or structured



Society and Foundation leadership and MEET attendees enjoy the many activities in The Aesthetic Marketplace.

Winners of the ASJ Book Giveaway are excited to take part in the event.

education. To address this, we created the *AlliedPro* membership category, welcoming qualified injectors, practice managers, aestheticians, medical assistants and patient coordinators into our orbit. We are developing robust, targeted educational content for each of these groups, beginning with injectors.

Continuity is essential to the success of any strategic initiative. This year, I will continue to advance and expand key priorities with a focus on:

1. **Growing membership** by strengthening partnerships with local, state, and regional societies, as well as engaging medical students and residents.
2. **Elevating public awareness** of Society members' exceptional expertise and training through targeted social media campaigns.
3. **Evolving our educational formats** to better meet the needs of a multigenerational membership.

4. **Enhancing facial aesthetic surgery education** with an emphasis on advanced training and skills acquisition.
5. **Expanding business support offerings** to help members thrive in today's competitive landscape.
6. **Exploring the role of artificial intelligence** to streamline workflows, enhance patient care, and support the efficient operation of aesthetic practices.
7. **Strengthening marketing and communications** to improve engagement with members and amplify the public presence of The Aesthetic Society.

These strategic initiatives reflect your Society's collective determination not only to meet the moment—but to shape the future of aesthetic plastic surgery and medicine, positioning Society members as the crème de la crème providers.

Together, we will continue to lead.



Brought to you by



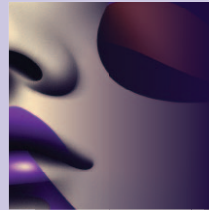
[meetings.theaestheticsociety.org](https://meetings.theaestheticsociety.org)



**Residents Business Symposium—  
The Business of  
Launching Your  
Practice**  
September 13–14, 2025  
A Virtual Event



**Behind the  
Syringe—  
The Beauty of  
Injectables**  
October 3, 2025  
A Virtual Event



**Aesthetic  
Interactive: Facial  
and Rhinoplasty  
Symposium**  
November 7–8, 2025  
The Boca Raton, FL



**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

**THE AESTHETIC ACADEMY:  
Closed Preservation  
Rhinoplasty**  
Saturday Master Class Webinar  
September 6, 2025

**ALLIEDPRO FORUM:  
Laser-Driven Success—  
Tools, Treatments and  
Practice Transformation**  
Webinar  
September 9, 2025

**ALLIEDPRO FORUM:  
Skinny Shot Showdown: Part II—  
GLP-1 Integration of Ozempic  
Patients in Your Practice,  
Navigating FDA and  
Compounding Challenges**  
Webinar  
October 14, 2025

**ALLIEDPRO FORUM:  
Syringe vs. Scalpel—  
New Indications and Fillers**  
Webinar  
November 11, 2025

In Collaboration With



**The British Association of Aesthetic  
Plastic Surgeons: BAAPS 2025—  
Redefining Aesthetics**  
October 2–3, 2025  
Kings Place, London Kings Cross  
[baaps.org.uk/asm/default.aspx](https://baaps.org.uk/asm/default.aspx)

**Canadian Society for  
Aesthetic Plastic Surgery  
25th Annual Meeting**  
October 2–5, 2025  
Toronto Omni King Edward Hotel  
Toronto, Canada  
[csaps.ca/medical-professionals/meeting-program-and-registration](https://csaps.ca/medical-professionals/meeting-program-and-registration)

**47th Annual ASAPS Conference,  
Australasian Society of Aesthetic  
Plastic Surgeons**  
October 18–20, 2025  
W Hotel Brisbane, Australia  
[aestheticplasticsurgeons.org.au/event/asaps-annual-conference-18-20-october-2024-w-hotel-brisbane](https://aestheticplasticsurgeons.org.au/event/asaps-annual-conference-18-20-october-2024-w-hotel-brisbane)

**The 6th Norwegian American  
Aesthetic Hybrid Meeting (NAAM6)**  
October 24–25, 2025  
Oslo Militære Society, Myntgata  
Oslo Norway  
[naam.no](https://naam.no)

**61st Brazilian Congress of  
Plastic Surgery**  
November 12–15, 2025  
Belo Horizonte/MG, Brasil  
[www.aicpe.org](https://www.aicpe.org)

Endorsed by



**INDIE Roundtable Summit**  
September 13–14, 2025  
A Virtual Event  
[indieaestheticsurgerysummit.com](https://indieaestheticsurgerysummit.com)

**Art and Craft of Rhinoplasty:  
Perfecting Technique Through  
Cadaver Dissection**  
October 4–5, 2025  
Porto, Portugal  
[www.qmp.com/meeting/Art-and-Craft-of-Rhinoplasty-Perfecting-Technique-Through-Cadaver-Dissection/520/details](https://www.qmp.com/meeting/Art-and-Craft-of-Rhinoplasty-Perfecting-Technique-Through-Cadaver-Dissection/520/details)

**QMP Amsterdam 2025**  
November 21–23, 2025  
KIT, Amsterdam, Netherlands  
[www.qmp.com/meeting/QMP-Amsterdam-2025/511/details](https://www.qmp.com/meeting/QMP-Amsterdam-2025/511/details)

Jointly provided by



**The Florida Plastic Surgery Forum**  
December 11–14, 2025  
The Breakers, Palm Beach, FL  
[www.fsps.org](https://www.fsps.org)



# THE AESTHETIC MEET

**S**et in vibrant, downtown Austin, The Aesthetic MEET 2025 offered unparalleled aesthetic education. Regardless of the specialty of your practice, there was something for everyone. Over three days, attendees enjoyed a diverse program: business sessions, non-invasive procedure tracks, and numerous surgical tracks. The exhibit hall served as the hub for new innovations and technology, providing a perfect place to reconnect with old friends and make new connections.



The MEET offered unmatched access to world-class education—spanning cutting-edge techniques, real-world practice insights, and engaging sessions that sparked ideas and elevated every attendee's skill set.

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Thank you, Signature and Premier Partners!

PREMIER

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Thank You to Our Aesthetic Marketplace Vendors

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The brightest minds in aesthetics came together to learn, connect, elevate their practice, and Shape the Future of aesthetics.





The Aesthetic Society booth drew steady foot traffic, offering attendees a vibrant hub to learn more about membership, AlliedPro, AestheticOne and upcoming initiatives.

The Aesthetic Society booth, the Aesthetics For All Lounge, and the Innovation & Technology exchange all served as central gathering spots for networking, connection, and community!





# Prevention MAKES PERFECTION



Post Mohs Surgery



After 8 Weeks of  
Silagen + SPF 30  
Treatment

"People do not notice my scar, and  
I don't even think about it at all."

Patient of Dean DeRoberts M.D.  
Syracuse, New York

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**THE #1 PROFESSIONAL-EXCLUSIVE  
SCAR PREVENTION & BRUISE  
RECOVERY SOLUTION**

Making good scars even better since 2003



Scan to learn about  
adding Silagen to  
your practice!





From expert-led panels to hands-on demonstrations, The Aesthetic MEET delivered dynamic, forward-thinking education designed to inspire, elevate practice, and foster lifelong learning.



The Aesthetic Arena offered a rich mix of keynote lectures, scientific rigor, recognition events, and community-focused panels, creating a dynamic environment tailored to both clinicians and allied professionals at all levels.



# THE AESTHETIC MEET



The energy didn't stop at the podium—networking events, vibrant lounges, and unforgettable parties brought the community together and made The MEET as fun as it was educational.



Dr. Mark Jewell with President of the German Society, Dr. Alexander Shoenborn.



All smiles celebrating the new Society President, Dr. Tracy Pfeifer!



Celebrating with Dr. Tracy Pfeifer, President at the President-Elect Party at the Hotel Van Zandt in Austin!





Raising a glass at the Presidential Welcome Reception—with thanks to Galderma for helping make this evening possible.



Good times at "Harry's Bar" for the Presidential Welcome Reception! Recreating the magic of where it all began for The Society.



# THE AESTHETIC MEET



Thank you to Allergan Aesthetics for their support of the Residents and Fellows Forum and Reception.



Bonds are formed and ideas are shared, skills are sharpened, and the future is shaped. —Jason D. DeWitt, MD  
The Aesthetic Foundation Residents and Fellows  
Travel Scholarship recipient

The Residents and Fellows Reception was a highlight of The MEET—bringing together the next generation of aesthetic innovators for an evening of connection, mentorship, and celebration.







Friends from Symplast, Allergan Aesthetics, and Rosemont Media enjoying the VIP Faculty-International Reception.



Luncheon hosted by Niloo Movassaghi





# THE AESTHETIC MEET



Posing with friends  
from our Alliance  
Partner, Integra!



The annual WAS Reception,  
celebrating the contributions  
of Women Aesthetic Surgeons.

Thank you to  
our sponsors,  
Allergan Aesthetics  
and LevEllis!



## Highlights of the 2025 Aesthetic Society Member Business Meeting

**T**he Aesthetic Society held their annual Member Business Meeting at The Aesthetic MEET 2025 in Austin, Texas. The meeting was successful with a quorum in attendance, and essential updates were shared on the state of The Society. Other activities included:

- Dr. Grant Stevens, Industry Support Committee Chair, presented awards and recognized representatives from The Aesthetic Society's Premier Partners
- Members were recognized for their exemplary contributions to The Society in diverse roles
- The 2025–2026 slate of candidates was presented to the membership and received approval
- Dr. Kiya Movassaghi, President of The Aesthetic Society, officially passed the Presidential Gavel to Dr. Tracy Pfeifer.
- Dr. Movassaghi was presented with the Presidential Plaque. The inscription on the plaque reads: We are deeply grateful for your tireless work ethic, dedication to growth, visionary leadership, and enthusiasm for The American Society for Aesthetic Plastic Surgery. Energy and teamwork are truly the keys to making The Aesthetic Society the global leader in aesthetic education.

Congratulations to the newly elected members of the Board of Directors and Committees of The Aesthetic Society! Your commitment plays a vital role in the ongoing growth and success of the organization and its members.



Dr. Kiya Movassaghi, President of The Aesthetic Society, officially passed the Presidential Gavel to Dr. Tracy Pfeifer.



Dr. Movassaghi was presented with the Presidential Plaque

### 2025–2026 Aesthetic Society Board of Directors





# THE AESTHETIC MEET

## AWARDS PRESENTED



**Visiting Professor Award**  
Caroline Glicksman, MD, MSJ



**Visiting Professor Award**  
Gabriele Miotto, MD



**Visiting Professor Award**  
Foad Nahai, MD



**Distinguished Service Award**  
Clyde Ishii, MD



**Leadership Award**  
Renato Saltz, MD



**Special Award**  
Mark Albert, MD  
*For his continued leadership in bringing new ideas to the table and bringing them to life.*

## AWARD WINNER NOT PICTURED

**Special Award**  
Grady Core, MD  
*For drawing on his experience, expertise, and integrity to help advance what is best for The Aesthetic Society.*

## STAFF SPECIAL AWARDS

*Acknowledging the exceptional efforts of the staff at The Aesthetic Society and The Aesthetic Foundation, who consistently provide our members with unparalleled opportunities and service.*



**Phaedra Cress**  
Sr. Director, Publishing and Global Partnerships,  
*in appreciation for her hustle-factor and the resulting success of ASJ, ASJOF, and our global alliances.*



**Jackie S Nunn**  
Sr. Director, Industry Relations  
*For your contagious spirit of positivity and collaboration.*



**SPECIAL MERIT AWARD**  
Mark Theis  
CEO  
*Honored for his significant contributions in guiding The Aesthetic Society through its transformative journey.*

## 2025 Annual Meeting Awards Presented During the Opening Session



**Peter B. Fodor Award**  
 Best Panel Moderator  
 RICHARD WARREN, MD  
 Recurrent Neck Laxity & Band: Does Anything Work?



**Simon Fredricks Award**  
 Best Panelist  
 FRANCISCO BRAVO, MD  
 Recurrent Neck Laxity & Band: Does Anything Work?



**Tiffany Award**  
 Best Scientific Presentation  
 R. BRANNON CLAYTOR, MD  
 Nanofat Rescue following Aggressive CO2 Treatments and Microneedling for Peri Oral Rhytids

### AWARD WINNERS NOT PICTURED

**Raymond Vilain Award**  
*Best Presentation by an International Physician*  
 STEFAN DANILLA, MD  
 My Evolution in Abdominoplasty

**Sherrell J. Aston Award**  
*Best Presentation by a Resident, Associate or Fellow*  
 JONATHAN T. BRICKER, MD  
 Safety and Efficacy of Apixaban (Eliquis) for VTE Prophylaxis Following Abdominoplasty: Analysis of 282 Consecutive Cases

**Robert Singer Award**  
*Best Hot Topics Presentation*  
 PAT PAZMINO, MD  
 How Plastic Surgeon Advocacy Dropped Mortality Rates in FL

**Walter Scott Brown Award**  
*Best Video*  
 FRANK LISTA, MD  
 Look-Live Surgery: Subfascial Breast Augmentation

**Ted Lockwood Award**  
*Excellence in Body Contouring*  
 CHARLES GALANIS, MD  
 My Evolution in Abdominoplasty

**Scott Spear Award**  
*Best Breast Presentation*  
 HOLLY WALL, MD  
 Pick Your Plane in Breast Augmentation



## THANK YOU, INDUSTRY PARTNERS!

*Signature*  
PARTNER

**Allergan  
Aesthetics**

an AbbVie company

**SIGNATURE PARTNER 13 YEARS**



**Andrew Hosmer**

VP, Plastic Surgery & Regenerative  
Medicine Sales & Marketing

**PREMIER**

PARTNER

**GalaFLEX**  
P4HB Scaffold 

**PREMIER PARTNER 8 YEARS**



**Quinn Mentone**

Senior Director of Strategic Initiatives

**GALDERMA**

EST. 1981

**PREMIER PARTNER 10 YEARS**



**Erick Brenner**

Head of US, ad interim & General Manager,  
US Aesthetics Business

**T**he Aesthetic Society values our Industry Partners and the ongoing support they provide to The Society and our members. In recognition of this support, W. Grant Stevens MD, FACS—Industry Relations Chair and Kiya Movassaghi, MD, DMD, FACS—President, presented each esteemed Industry Partner with the 2025 Industry Partner Award at The Aesthetic MEET 2025 in Austin.

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

**mtfbiologics**  
Plastic & Reconstructive Surgery

**PREMIER PARTNER 6 YEARS**



**Joe Yaccarino**

CEO

**NEWBEAUTY**

**PREMIER PARTNER 8 YEARS**



**Mike Glaicar**

Chief Executive Officer



## INDUSTRY LEADERS WHO SHAPE AESTHETICS

### PREMIER

PARTNER



PREMIER PARTNER 7 YEARS



**Alenka Brzulja**  
Worldwide President



PREMIER PARTNER 13 YEARS



**Kandise Belsher**  
Sales Director, Skincare and Device



PREMIER PARTNER 3 YEARS



**Jeff Ehrhardt**  
SVP, General Manager North America



PREMIER PARTNER 8 YEARS



**Jeff Bedard**  
Founder and CEO Crown Laboratories



PREMIER PARTNER 2 YEARS



**Lou Scafuri**  
CEO



PREMIER PARTNER 15 YEARS



**Caro Van Hove**  
President

Partner Awards, March 2025 • Titles at time of photos.



## Thank You to Our Aesthetic Marketplace Exhibitors

**T**he Aesthetic MEET 2025 was an unprecedented success, igniting The Aesthetic Marketplace with the dynamic presence of 232 vibrant booths, hosting 208 leading companies showcasing their latest advancements. Adding to the excitement, we proudly welcomed 55 companies making their debut with the Society.

Our gratitude goes out to our exceptional exhibitors! Their unwavering dedication is the vital force propelling our industry forward, igniting groundbreaking advancements and empowering our members to cultivate practices of ever-increasing impact and success.

The excitement continues! Save the date and prepare to reconnect at The Aesthetic MEET 2026 in Boston, MA. We eagerly anticipate another opportunity to learn, connect, and shape the future of aesthetics together!

### 4th Dimension EMR

[www.4d-emr.com](http://www.4d-emr.com)

### Acclaro Medical

[www.ultraclearlaser.com](http://www.ultraclearlaser.com)

### \* Acuderm inc.

[www.acuderm.com](http://www.acuderm.com)

### AD Surgical

[www.ad-surgical.com](http://www.ad-surgical.com)

### Aesthetic Practice Consulting, LLC

[www.catherinemaley.com](http://www.catherinemaley.com)

### \* Aliform B.V.

[www.aliformsurgical.com/en](http://www.aliformsurgical.com/en)

### Alira Medical Devices LLC

[www.alirameddevices.com](http://www.alirameddevices.com)

### Allergan Aesthetics, an AbbVie company

[www.AllerganAesthetics.com](http://www.AllerganAesthetics.com)

### Alpha Aesthetics

[www.alphamaleaesthetic.com/shop](http://www.alphamaleaesthetic.com/shop)

### EXHIBITING FOR:

Lavendar = 10 Years +

Blue = 20 Years +

Red = 25 Years +

\* = First Time Exhibitors

### 2025 INDUSTRY APPRECIATION AWARDS

**W**e are honored to recognize the esteemed companies who have partnered with The Aesthetic Society for an incredible 25 years.

Drs. Trent Douglas, Onelio Garcia, Sean Kelishadi, Kiya Movassaghi, and Maryam Saheb-Al-Zamani presented these prestigious awards at a ceremony that went beyond simple recognition. It was a powerful demonstration of the enduring strength of collaboration and its impact on nurturing a thriving community in the field of aesthetics.



Marie Bonazinga accepting the award  
for ASSI



Alexander Barron accepting the award  
for Marina Medical

### ALPHAEON Credit

[www.alphaeon.com/credit](http://www.alphaeon.com/credit)

### Alpine Pharmaceuticals

[www.alpinepharm.com](http://www.alpinepharm.com)

### American Society of Plastic Surgeons (ASPS)

[www.plasticsurgery.org](http://www.plasticsurgery.org)

### Anthony Products/Gio Pelle

[www.anthonypproducts.com](http://www.anthonypproducts.com)

### Applied Medico-Legal Solutions, RRG, Inc.

[www.amsrrg.com](http://www.amsrrg.com)

### Apyx Medical

[www.apyxmedical.com](http://www.apyxmedical.com)

### \* Artemis

[www.artemis.co](http://www.artemis.co)

### Ascend Plastic Surgery Partners

[www.ascendpsp.com](http://www.ascendpsp.com)

### ASSI—Accurate Surgical

[www.accuratesurgical.com](http://www.accuratesurgical.com)

### Augustine Surgical, Inc.

[www.hotdogwarming.com](http://www.hotdogwarming.com)

### \* AVAVA™

[www.avavaskin.com](http://www.avavaskin.com)

### Ballancer®Pro USA

[www.ballancerpro.com](http://www.ballancerpro.com)

### \* BDY Fajas

[www.bdyfajas.com](http://www.bdyfajas.com)

### BENEV Company, Inc.

[www.BENEV.com](http://www.BENEV.com)

### BiLumix

[www.bilumix.com](http://www.bilumix.com)

### Bimini Health Tech

[www.biminihealthtech.com](http://www.biminihealthtech.com)

### Biodermis

[www.biodermis.com](http://www.biodermis.com)

### Black & Black Surgical, Inc.

[www.blackandblacksurgical.com](http://www.blackandblacksurgical.com)

### \* Bliss Aesthetics

[www.bliss.me](http://www.bliss.me)



**BLUNTIP Microcannulas**  
www.softfil-usa.com

**BQ Ergonomics LLC**  
www.bqergonomics.com

**BRAVE Coalition Foundation**  
www.bravecoalition.org

**Brij Medical Inc.**  
www.brijmedical.com

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Aesthetic Plastic Surgery**  
www.csaps.ca

**Candace Crowe Design**  
www.candacecrowe.com

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www.canfieldsci.com

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www.carecredit.com

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www.cartessaesthetics.com

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www.clarius.com

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www.clearpointmedical.com

**\* ClinicGrower**  
www.clinicgrower.com

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www.contemporarydesigninc.com

**\* CooperSurgical**  
www.coopersurgical.com

**CosmetAssure**  
www.cosmetassure.com

**CP Skin Health**  
www.pcaskin.com

**Crisalix**  
www.crisalix.com/dr

**Crown Aesthetics**  
www.skinpen.com

**Cutera**  
www.cutera.com

**Cytrellis Biosystems, Inc.**  
www.cytrellis.com

**Dagmar Marketing**  
www.dagmarmarketing.com

**\* DeJavi Innovation**  
www.dejaviinnovationsolutions.com

**\* Dermalogica Pro**  
www.pro.dermalogica.com

**Design Veronique**  
www.designveronique.com

**Designs for Vision, Inc.**  
www.designsforvision.com

**\* Doctors Disability Specialists**  
www.ddsteam.net

**Dp Derm / Dermapenworld**  
www.dpderm.com

**DRE Medical**  
www.dremed.com

**Drexamed Medical Devices Corp**  
www.surgitaas.com

**DrWell by BuildMyHealth**  
www.drwell.com

**Earned**  
www.earnedwealth.com

**Elite Med Listings—PACE Sales  
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www.elitemedlistings.com

**\* Elitera Mastery Institute**  
www.eliteras.com

**\* ELIXIR MD™**  
www.elixir-md.com

**EntityMed Inc.**  
www.entitymed.com

**Establishment Labs S.A**  
www.establishmentlabs.com

**Etna Interactive**  
www.etnainteractive.com

**evolus**  
www.evolus.com

**Evolved Marketing**  
www.evolved.marketing

**\* Finance Your Care**  
www.financeyourcare.com

**Firm Media**  
www.firm-media.com

**GalaFLEX™ by BD**  
www.bd.com/en-us

**Galderma Laboratories, L.P.**  
www.galderma.com

**GetHairMD™**  
www.gethairmd.com

**GrowthMed, Inc.**  
www.growthmed.com

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**\* Health Policy Associates Inc.**  
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**\* ImageAssist, Inc.**  
www.imageassist.com

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www.imcas.com

**Implantech Associates, Inc.**  
www.implantech.com

**Incredible Marketing**  
www.incrediblemarketing.com

**Influx Marketing**  
www.influxmarketing.com

**InMode**  
www.inmodemd.com

**iNPLANT**  
www.inplantfunnel.com

**Inspire Aesthetics**  
www.inspireaestheticsgroup.com

**Integra LifeSciences**  
www.integralife.com

**International Society of Aesthetic  
Plastic Surgery**  
www.isaps.org

**Interni USA/Athena Trading Inc.**  
www.interniusa.com

**Invotec International, Inc.**  
www.invotec.net

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## Thank You to Our Aesthetic Marketplace Exhibitors

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**Isavela Enterprises, Inc.**  
www.isavela.com

\* **Kalon Aesthetics**  
www.kalonaesthetics.com

\* **Kendra Scott**  
www.kendrascott.com

\* **KEOSAN Trading Co.**  
www.ekeosan.com

**Kimera Labs, Inc.**  
www.kimeralabs.com

\* **LeasePoint Funding Group**  
www.leasepointfg.com

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www.leonisa.com

\* **LevEllis, Inc.**  
www.levellis.com

\* **Lineage Biomedical**  
www.linebiomedical.com

**Lipedema Coverage Connection**  
www.lipedemacoverage.health

**Liposales**  
www.liposales.com

\* **LumaDent, Inc.**  
www.lumadent.com

**LUMISQUE Skincare**  
www.lumisque.com

\* **Lynch Regenerative Medicine**  
www.riessence.com

**Marena**  
www.marenagroup.com

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www.massagetools.com

**Maven Financial Partners**  
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**Medical Z**  
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**Medicus IT**  
www.medicusit.com

**Medshark Digital**  
www.medshark.com

**MedSpa Pro**  
www.themapmeeting.com

**Mentor Worldwide, LLC**  
www.mentorwwllc.com

**Merz Aesthetics**  
www.merzusa.com

**Micrins**  
www.micrins.com

**MicroAire Surgical Instruments**  
www.microaire.com

**Microsurgery Instruments, Inc.**  
www.microsurgeryusa.com

**Midmark Corporation**  
www.midmark.com

**Modern Aesthetics**  
www.modernaesthetics.com

**Modernizing Medicine, Inc.**  
www.modmed.com

**Moeller Medical GmbH**  
www.moeller-medical.com

**MRKTMade**  
www.mrktmade.com

**MTF Biologics**  
www.mtf.org

**Nadia International, Inc.**  
www.ronadro.com

**NewBeauty/SANDOW**  
www.newbeauty.com

**Newmedical Technology, Inc.**  
www.silagen.com

**Nextech**  
www.nextech.com

**NextPatient**  
www.nextpatient.co

\* **Nova Medical Hair Transplant Association**  
www.novamedicalhairtransplant.com

**Novus Scientific, Inc.**  
www.novusscientific.com

\* **Ourself**  
www.Ourself.com

**oVioTechnologies, Inc.**  
www.ovio360.com

**Paradigm Search Group**  
www.paradigmsearchgroup.com

**PatientFi, LLC**  
www.patientfi.com

**PhaseOne Health, LLC**  
www.phaseonehealth.com

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www.plasticsurgerystudios.com

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www.pnw.cpa

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www.poprecoverysystems.com

\* **Porter Instrument**  
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**Promoitalia LLC**  
www.webpromoitalia.com

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www.wiqo.us

\* **PS Devices, LLC**  
www.bstentrhino.com

**QUAD A**  
www.quada.org

**Quality Medical Publishing, Inc.**  
www.qmp.com

\* **Quintessence Biologics LLC**  
www.quintessencebiologics.com

**R&D Surgical USA Inc.**  
www.xenosysusa.com

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### EXHIBITING FOR:

Lavendar = 10 Years +

Blue = 20 Years +

Red = 25 Years +

\* = First Time Exhibitors



\* **Redux Labs**

[www.reduxlabs.com](http://www.reduxlabs.com)

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[www.revance.com](http://www.revance.com)

\* **ReyaGel**

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\* **Rion Aesthetics**

[www.platedskinscience.com](http://www.platedskinscience.com)

**Ronin Surgical Corp.**

[www.roninsurgical.com](http://www.roninsurgical.com)

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[www.rosemontmedia.com](http://www.rosemontmedia.com)

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[www.rxloupes.com](http://www.rxloupes.com)

\* **SAP Concur**

[www.concur.com](http://www.concur.com)

**Sciton**

[www.sciton.com](http://www.sciton.com)

\* **Selling Miami**  
brokered by EXP Realty

[www.marthavalderamagonzalez.exprealty.com](http://www.marthavalderamagonzalez.exprealty.com)

**Senté Skincare**

[www.sentelabs.com](http://www.sentelabs.com)

**Shape Labs Inc.**

[www.shapescale.com](http://www.shapescale.com)

\* **Shapewear LLC**

[www.shapewearland.com](http://www.shapewearland.com)

**Skinuva**

[www.skinuva.com](http://www.skinuva.com)

**Skytale Group**

[www.skytalegroup.com](http://www.skytalegroup.com)

**Societe Francaise des Chirurgiens**  
**Esthetiques Plasticiens**

[www.sofcep.org](http://www.sofcep.org)

**Sofwave**

[www.sofwave.com](http://www.sofwave.com)

**Solta Medical, a division of Bausch**  
**Health US, LLC**

[www.solta.com](http://www.solta.com)

\* **SomaCell LLC**

[www.somacellskin.com](http://www.somacellskin.com)

**Studio III Marketing**

[www.studio3marketing.com](http://www.studio3marketing.com)

\* **Sunnies Skin**

[www.sunnieskin.com](http://www.sunnieskin.com)

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[www.sylke.com](http://www.sylke.com)

**Symplast**

[www.symplast.com](http://www.symplast.com)

**TELA Bio, Inc**

[www.telabio.com](http://www.telabio.com)

\* **Texas Society of Plastic Surgeons**  
(TSPS)

[www.tsps.net](http://www.tsps.net)

**The Aesthetic Guide**

[www.theaestheticchannel.com](http://www.theaestheticchannel.com)

**The Aesthetic Society**

[www.theaestheticsociety.org](http://www.theaestheticsociety.org)

\* **The Aesthetic Success**

[www.4sssummits.com](http://www.4sssummits.com)

\* **The Axis**

[www.theaxis.io](http://www.theaxis.io)

**The Rhinoplasty Society**

[www.therhinoplastysociety.org](http://www.therhinoplastysociety.org)

**Thieme Medical Publishers**

[www.thieme.com](http://www.thieme.com)

**Tiemann & A to Z Surgical**

[www.georgetiemann.com](http://www.georgetiemann.com)

**Tiger Aesthetics**

[www.sientra.com](http://www.sientra.com)

**Tixta**

[www.tixta.com](http://www.tixta.com)

\* **Tkey ai Pro**

[www.aiprousa.com](http://www.aiprousa.com)

\* **Toskani Med USA**

[www.toskani.us](http://www.toskani.us)

\* **Total Definer Worldwide**

[www.totaldefiner.com](http://www.totaldefiner.com)

\* **Triumphant Transition Partners**

[www.triumphanttransitionpartners.com](http://www.triumphanttransitionpartners.com)

**Tulip Medical Products**

[www.tulipmedical.com](http://www.tulipmedical.com)

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[www.understand.com](http://www.understand.com)

\* **United Aesthetics Alliance**

[www.unitedaestheticsalliance.com](http://www.unitedaestheticsalliance.com)

\* **UNLMTD Aesthetics, LLC**

[www.unlmtdev.com](http://www.unlmtdev.com)

**Utah Medical Products, Inc.**

[www.utahmed.com](http://www.utahmed.com)

**Vail Medical Equipment, LLC**  
(Euromi US)

[www.vailmedicalequipment.com](http://www.vailmedicalequipment.com)

\* **Vertex Pharmaceuticals**  
**Incorporated**

[www.vrtx.com](http://www.vrtx.com)

\* **VIO Med Spa**

[www.viomedspa.com](http://www.viomedspa.com)

**Viper Equity Partners**

[www.viperequitypartners.com](http://www.viperequitypartners.com)

\* **Vision Medica USA, LLC**

[www.visionmedicausa.com](http://www.visionmedicausa.com)

**VitaMedica Corporation**

[www.vitametica.com](http://www.vitametica.com)

**VitaTek Medical**

[www.vitatek.io](http://www.vitatek.io)

**VOE, S.A.**

[www.voe.es](http://www.voe.es)

\* **Vrtly**

[www.vrtly.ai](http://www.vrtly.ai)

**Weave**

[www.getweave.com](http://www.getweave.com)

**Wells Johnson**

[www.wellsgrp.com](http://www.wellsgrp.com)

\* **X-press Shapewear LLC**

[www.fajasformatucuerpo.us](http://www.fajasformatucuerpo.us)

\* **Xtresse**

[www.xtresse.com](http://www.xtresse.com)

**Young Pharmaceuticals**

[www.youngpharm.com](http://www.youngpharm.com)

**Zero Gravity Skin**

[www.zerogravityskin.com](http://www.zerogravityskin.com)

**ZO Skin Health**

[www.zoskinhealth.com](http://www.zoskinhealth.com)

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## Aesthetic Society **ACADEMY**

- Earn CME with on-demand access to current Society meetings
- Access to all archived meetings is included, at no cost, for all levels of Society membership
- Access to all archived meetings for non-members at a flat fee

### On-Demand Now

- The Aesthetic MEET 2025
- Breast + Body Symposium
- Behind the Syringe: Beauty of Injectables
- Saturday Master Class Series

Aesthetic Society Members  
Access the Academy Here:

[academy.theaestheticsociety.org](https://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.



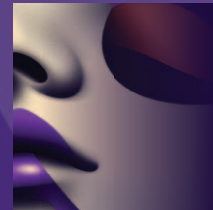
The Business of Launching Your Practice

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Behind the Syringe—Beauty of Injectables

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Facial and Rhinoplasty Symposium

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# The Business of LAUNCHING Your Practice



September 13-14, 2025  
Virtual Symposium

Chair: Ashley Gordon, MD  
Vice-Chair: Troy Pittman, MD

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Aesthetics**  
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## The Business of Launching Your Practice: Register Today!

The Residents' Symposium is reviewed time and time again as an invaluable resource for residents and recent graduates navigating the path from training to professional practice. Scheduled to be held virtually once again this year, plan on joining us September 12–13 for a can't miss event led by our dedicated Chairs, Drs. Ashley Gordon and Troy Pittman.

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

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



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



**THE  
NUMBERS  
DON'T LIE.**

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

THANK YOU  
TO OUR VIP  
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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 attended at other meetings!



## Program Highlights

Starting Your Practice

Contracts and Employment

Legal and Regulatory

Billing and Compensation

Marketing and Branding

And so much more!

# *Behind —————→ the —————→ Syringe —————→ Beauty —————→ of —————→ Injectables —→*

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**GALDERMA**  
SINCE 1981

Register Today



Friday,  
October 3<sup>rd</sup>, 2025

10:30am - 3pm CST



## Behind the Syringe: The Beauty of Injectables

Join The Aesthetic Society for Behind the Syringe: The Beauty of Injectables—a dynamic, expert-led virtual event chaired by Drs. Sachin Shridharani and Jeff Kenkel.

**D**ive deep into advanced injectable techniques with focused education on fillers, neurotoxins, advanced pan facial injectables and body contouring with injectables.

Experience real-time patient markings and live injection demonstrations led by renowned specialists. Designed for maximum engagement, this online format allows you to connect with peers, participate in live Q&A, and engage through interactive chat—no travel required.

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!

### FACULTY



Chair—Sachin Shridharani, MD



Vice-Chair—Jeff Kenkel, MD



George Baxter-Holder, DNP



Jamie Comstock, PA-C



Kian Karimi, MD



Terrence Keaney, MD





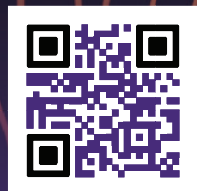
AESTHETIC INTERACTIVE:

# Facial and Rhinoplasty Symposium

The Boca Raton

---

November 7–8, 2025



Register  
Today

Supported by:

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## Chairs



Francisco Bravo, MD



Kiya Movassaghi, MD, DMD, FACS

## Face Faculty

Louis Bucky, MD

Brannon Claytor, MD

Gianfranco Frojo, MD

Chia Chi Kao, MD

Ramtin Kassir, MD

Michael Lee, MD, FACS

Steven Levine, MD

Luis Macias, MD

Marc Mani, MD

Bryan Mendelson, MD

Mario Pelle Ceravolo, MD

Chris Surek, DO

## Rhinoplasty Faculty

Paul Afrooz, MD

Erhan Coskun, MD

Dino Elyassnia, MD

Bahman Guyuron, MD

Jon Kurkjian, MD

Jason Roostaeian, MD

Sammy Sinno, MD

Richard Zoumalan, MD

The background is a detailed digital illustration. It features a large, pale, marble-like hand reaching upwards from the bottom. The hand is holding a large, golden, three-dimensional letter 'A' that frames the word 'MEET'. To the right of the hand, there is a bouquet of pink cherry blossoms and small white flowers. The overall color palette is soft, with pinks, whites, and golds, set against a backdrop of flowing, draped fabric.

# The Aesthetic MEET

Boston 2026

May 14–17  
Exhibits: May 15–17



# Beauty Revealed

Join us in Boston for The Aesthetic MEET 2026—a dynamic celebration of the artistry, innovation, and business of aesthetic plastic surgery. This premier event invites all members, both surgical and nonsurgical, to engage in a transformative experience where clinical mastery meets entrepreneurial vision.

The Aesthetic MEET 2026 will bring together the thought leaders, innovators, and pioneers shaping the future of aesthetic plastic surgery and medicine. From groundbreaking surgical and nonsurgical advancements to the evolving landscape of MedSpa growth and strategic practice development, this meeting will explore the full spectrum of modern aesthetics.

At its heart, aesthetic plastic surgery is the pursuit of revealing beauty—refining, restoring, and enhancing what is already present. This meeting honors that mission, providing the tools and inspiration to elevate patient outcomes and artistic vision alike.

Set against the backdrop of the iconic Boston Convention & Exhibition Center, attendees can expect an inspiring blend of education, connection, and discovery—designed to elevate your practice and reignite your passion for aesthetic excellence.

**Tracy Pfeifer, MD**

President, The Aesthetic Society





# The Aesthetic CRUISE

2026



Register  
Today

Iceland ≈ Norway ≈ Netherlands ≈ Belgium

July 23<sup>rd</sup> – August 2<sup>nd</sup>

OCEANIA  
CRUISES®

VISTA



## Education Like No Other: The Aesthetic Cruise

Earn CME  
While  
Experiencing  
the World

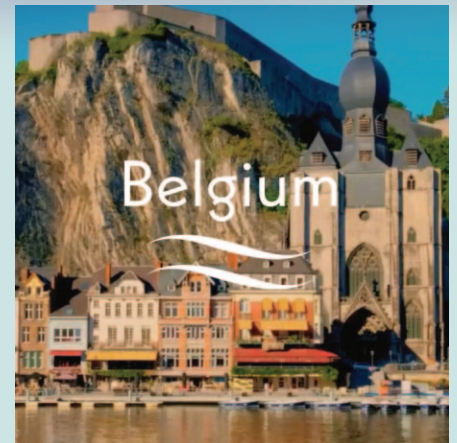
Set sail on a journey where professional growth meets unforgettable adventure. The Aesthetic Cruise is more than a meeting—it's a once-in-a-lifetime experience combining world-class education with awe-inspiring destinations.

**A**ll 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.

Cycle through Belgium's charming countryside



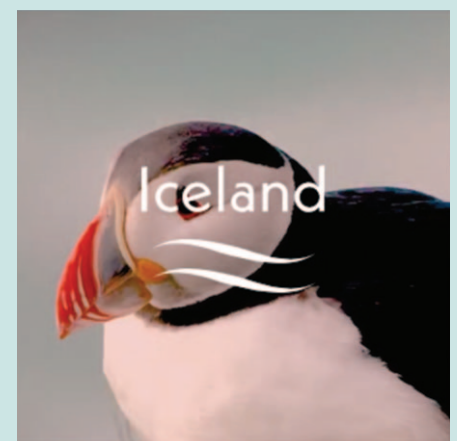
Cruise Norway's breathtaking fjords



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

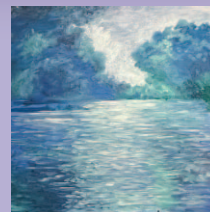
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LEGAL UPDATE  
Put Down That  
Phone! *The Perils  
of Distracted  
Practice*

By Christopher L.  
Nuland, JD.—Aesthetic  
Society General Counsel

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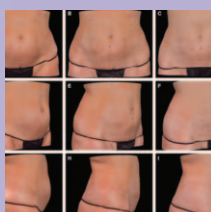
Meet Our Cover  
Artist, Trenton C.  
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*Open Forum*

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Meet the Staff  
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Michael Thomas

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Signature  
Industry Partner  
  
Premier  
Industry Partners

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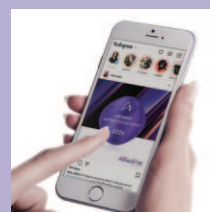
Alliance  
Industry Partners

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Industry Partners  
Support The  
Aesthetic  
Society's  
Mission

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AlliedPro

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# Continue the pursuit of excellence together. Renew today.



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Aesthetic  
Society®



Member Since 2021

Andre P. Marshall, MD, MPH, FACS

Member Since 2006

Melinda J. Haws, MD

International Member Since 2010

Francisco Bravo, MD





## The Aesthetic Society Is Always Evolving

Mark Theis, CEO

**A**s I reflect on my two years as CEO of The Aesthetic Society, it feels like the perfect time to share how the theme of continual adaptation and improvement – of always evolving – has become our organization's driving force.

For more than 50 years, The Aesthetic Society has been the gold standard in aesthetic plastic surgery. In 2019, we underwent a comprehensive brand modernization, one that reaffirmed our commitment to aesthetic excellence and to the plastic surgeons who continually strive to raise the bar. Our core belief remains firm: *the procedures we practice transform lives and help individuals become their best selves.* We bring a higher level of knowledge, safety, and excellence, so patients feel more confident when choosing an Aesthetic Plastic Surgeon.

### STAYING TRUE TO OUR BRAND PILLARS AND PROMISE

Our organization's identity is built on four pillars: beauty, artistry, expertise, and education. These aren't just words—they are the foundation that supports our mission, values, purpose, and voice. The 2019 brand refresh was the result of extensive research, including stakeholder interviews and feedback from both patients and industry partners. One clear takeaway was that our messaging must resonate powerfully with both surgeons and patients. That remains true in 2025.

As we continue to evolve, our brand identity and communications must consistently express our values in a way that's engaging and impactful. Even our logo now reflects our purpose: visual elements suggest Nefertiti, the ancient Egyptian queen. The famous sandstone sculpture of her head depicts Nefertiti with a graceful long neck, elegantly arched brows, a perfectly proportioned face and almond-shaped eyes, and her name literally means "the beautiful one has arrived." The connection to our logo may not be obvious to all, but it carries a deeper meaning that resonates with our industry's pursuit of artistry and the journey of transformation. The Aesthetic Society is the catalyst for this transformation.



### PROGRESS IN ACTION

You've likely noticed the evolution of our annual meeting—now known as The Aesthetic MEET. This is more than a name change—it reflects a broader reimagining: welcoming new faces, creating more interactive experiences, and elevating and contemporizing our brand across every touchpoint.

Looking ahead, we're applying the same mindset to other areas:

- Our email marketing is being analyzed and our strategy refined for stronger engagement.

- A website refresh is underway that reflects our renewed energy and clarity. This includes focusing on consumers (patients) as well as medical professionals.
- We're doubling down on education, including introducing a modern Netflix-style interface to our on-demand online portal, providing access to past, current, and upcoming events. In addition, we are continuing to find new experiences that keep us in the forefront of member education, producing superior programs and symposiums.

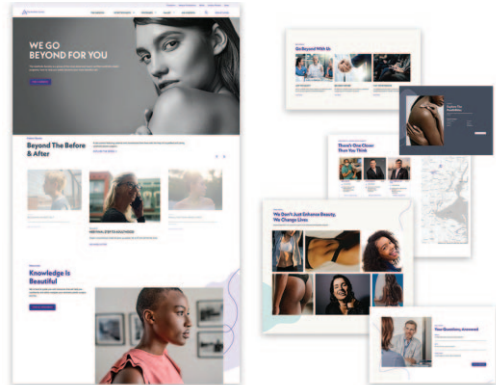
Continued on Page 45

### Home Page

Before



After

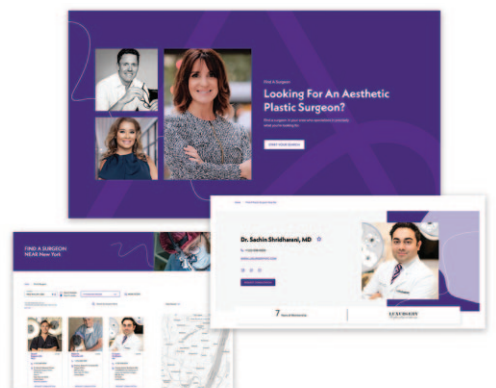


### Find a Surgeon

Before



After



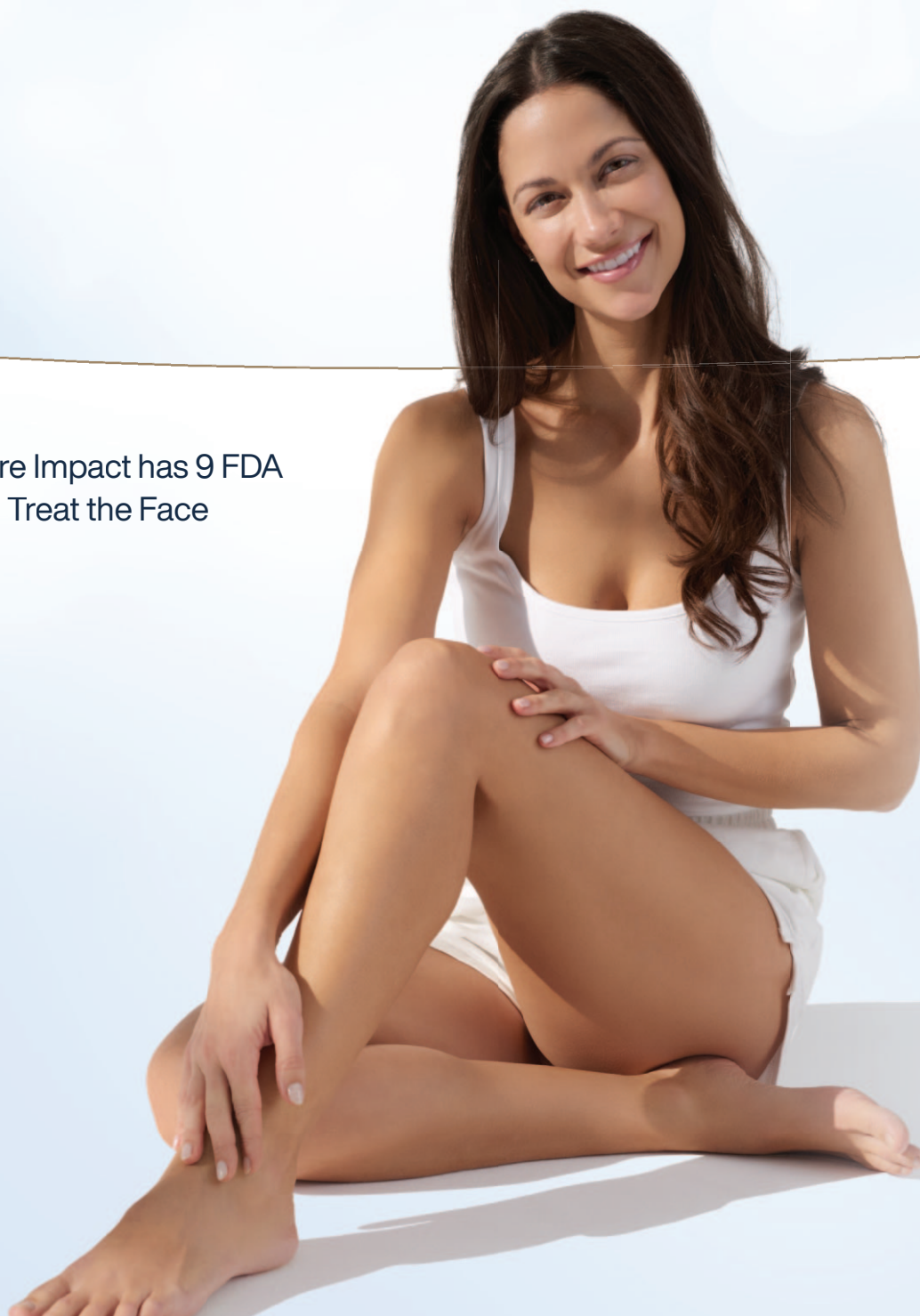
# The GLP-1 Solution

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GLP-1's deliver dramatic weight loss, but they can leave patients with unwanted **skin laxity** and **muscle atrophy**.

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# Sofwave™ Non-Invasive Skin Lifting

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Sofwave's FDA-cleared SUPERB™ ultrasound technology stimulates collagen and elastin, **effectively lifting the skin on the face, neck and upper arms.**

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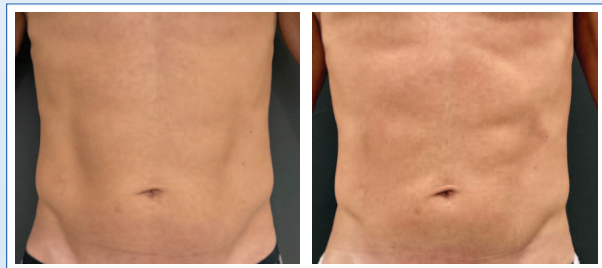
Courtesy of Suzanne Kilmer, MD

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Pure Impact's FDA-cleared Plyopulse technology delivers broader, **more efficient muscle stimulation to the quads, glutes, abs and arms.**

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Courtesy of Virginia Benitez, MD

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## LEGAL UPDATE

By Christopher L. Nuland, JD  
Aesthetic Society General Counsel

### Put Down That Phone! *The Perils of Distracted Practice*

**T**here is no doubt that computers and internet access have made the physician's world easier and more efficient. Whether it be Electronic Medical Records, Electronic Prescribing, quick reference to the latest medical information, or the almost instant sharing of other important information, our electronic world has enhanced the practice of medicine. Unfortunately, that convenience does come with a host of potential pitfalls, some of which are discussed below.

#### COMPROMISED CLINICAL PERFORMANCE

Instant access to the internet and its wealth of information certainly can be entertaining. Whether it is getting lost in the newest online game or being distracted by the latest scientific journal, online distractions, however, can have devastating consequences.

As an example, a distracted plastic surgeon may not immediately recognize changes in a patient's vitals, and time-sensitive lifesaving treatment may be delayed. In such cases, it is perfectly proper for the Department of Health or malpractice victim to subpoena the plastic surgeon's phone and laptop to determine if the practitioner was distracted during the procedure. Even if the distraction is unrelated to the adverse event, the finder of fact will be inclined to question the physician's care if it can be shown that surgeon was distracted. Likewise, I have a personal tale of a very reputable plastic surgeon who used to routinely call his attorney (me) during procedures; I had to remind him that, should something go askew, the fact that he was talking to his attorney would be admissible in court.

#### BILLING AND ALLEGATIONS OF FRAUD

In addition to jeopardizing clinical outcomes, such distractions may also adversely affect a plastic surgeon's bottom line. Whether it be during a procedure or consultation, billings are made with the assumption that the surgeon is devoting his full time and attention to the billable encounter during that period. When one is distracted by an unrelated electronic diversion, the plastic surgeon arguably is not providing care exclusivity to

patient care and therefore should not be billing for the time that they are engaged in non-clinical activity.

Unfortunately, such dangers are not just hypothetical. In *United States ex rel. Khoury v. Intermountain Healthcare Inc. and Mountain West Anesthesia, LLC.*, No. 2:20-cv-00372-TC-CMR (D. Utah, 2022), the Court found the anesthesiologist guilty of fraud, as it was found that the subject anesthesiologist was using his phone during surgeries to pay bills and perform personal tasks.

Whether it be an allegation of billing fraud or medical malpractice, physicians should remind themselves that all digital activity is permanent and is likely to be subpoenaed. Just as a motorist involved in an accident should expect to have his or her phone examined to determine if they were distracted, a physician likewise is likely to have digital equipment scrutinized to ascertain whether the physician was otherwise engaged during the subject procedure.

#### HIPAA

Finally, the use of electronics during clinical activity may compromise the integrity of Protected Health Information ("PHI") and run afoul of the HIPAA Security Rule, which requires that any equipment housing PHI be used only for clinical purposes and be protected from hackers.

Ramifications for a lack of security extend far beyond a possible leak of PHI. Increasingly, lax security can allow for increased exposure to ransomware, which not only jeopardizes the physician's ability to access critical data, but can also require thousands of dollars in ransom to retrieve the vital information. Moreover, the Office of Civil Rights (the governmental agency that enforces HIPAA) routinely investigates the victims of such ransom attacks to ascertain whether the victims had adequate security measures in place, often resulting in sizable fines.

#### SOLUTIONS

Fortunately, existing HIPAA Rules, especially those found in the Security Standards, offer a road map as to how to successfully navigate many of these pitfalls. For instance, the

Information Access Management Standard requires entry to all electronic information be restricted to those with a "need to know," while the Device and Media Control Standard requires that security measures be taken to protect the integrity of both the hardware and the PHI. Additionally, the Office of Civil Rights expects health care practitioners to adopt the following additional safety measures:

- Have a practice-wide policy that prohibits the use of electronic equipment for personal use during procedures. This may sound simple, but such a policy will at least protect the group in the case of an allegation of distracted practice, as the group can show that the physician did not comply with the company policy.
- Have separate "work" and "personal" devices. Work devices should only have work-related applications.
- Ensure that physicians have separate "work" and "personal" email addresses, with only work email being available on company devices.
- Create a meaningful HIPAA Compliance Policy that ensures the integrity of PHI and restricts access to the PHI. Such policies should prohibit the use of company equipment for personal use, require passwords and other security measures to access the PHI, and require that all equipment be inspected at regular intervals for malware and other infections.
- Invest in the cyber-security rider to your Professional Liability policy. Statistically, you are far more likely to be the target of a cyber-attack that you are to be the target of a malpractice allegation.
- Invest in a qualified IT professional who can help you prevent, identify, and respond to cyber-threats.

Modern devices and the internet can lead to better practice and a fuller life, but they must be used responsibly in order to protect both the patient and the physician. By taking the simple steps outlined above, anesthesiologists can continue to reap the benefits of the new technology without exposing themselves to undue liability.



# Have a legal question?

Meet Chris Nuland, JD  
Your Legal Counsel

Take advantage  
of this FREE  
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benefit!



904.355.1555



nulandlaw@aol.com



Jacksonville, Florida

## ...Always Evolving

Continued from Page 41

- We're expanding our corporate industry tiers and reshaping their benefits.
- We're welcoming new faces: we launched AlliedPro for non-surgical professionals and also created a new membership category for Affiliated Specialty (Cores).
- A new CRM is being developed to better drive communication touchpoints and personalization, fostering engagement with professionals at all stages of their career.
- Our governance structure continues to evolve: we are developing a competency matrix for future volunteer leaders and have consolidated and renamed our committees so they are purpose-driven and support the strategy of both The Society and The Foundation.
- We continue to streamline Aesthetic One, our technology platform, and now ARISE, our breast registry, is the easiest tool for faster tracking of devices, and empowers patients with the information they need.
- Our global alliances also continue to evolve, and our renewed outreach efforts have resulted in over 50 Memorandum of Understandings around the globe.

"Always evolving" isn't just a theme—it's our competitive edge. And our work is far from done. Next year marks the 30th anniversary of the *Aesthetic Surgery Journal*, a milestone we are celebrating with pride. Also, we are considering unveiling a new tagline for our organization that captures the essence of our forward momentum.

We are creating a continuum of engagement, providing a journey that offers value and relevance for every member. Whether you're a medical student, resident, fellow, practicing surgeon, or approaching retirement, we are making your connection to The Aesthetic Society more meaningful and beneficial than ever before.

### LOOKING FORWARD

Building on our legacy while boldly looking ahead—this is what it means to lead The Aesthetic Society today. Our voice will remain authoritative, informative, inspirational, and respectful. As we continue to evolve, we'll do so with intentionality, always honoring our mission and the incredible community that brings it to life. In other words, we will *continue* to evolve.

## Meet Our Cover Artist, Trenton C. Jones, MD

I began my odyssey as an artist in the first grade working with mixed media. I won an honorable mention in the school art fair when I turned a tracing of my hand into a Thanksgiving turkey. I also received a blue ribbon in the same competition with my rendition of a sheep using Elmers glue and cotton balls. Despite these early accolades, my artistic career lay dormant until junior high when I attempted my hand at oil painting with some supplies provided me by my father, who was a landscape artist. My submission was an attempt to re-create Claude Monet's somber winterscape of a farmhouse titled "The Magpie," and was good enough to win the Utah State Reflections art competition. Then high school, girlfriends, football, religious service, college and fraternity life all made their claim on my time, although I did find time to sneak away during my cardiology rotation in medical school to take art classes on lower campus at the University of Utah. Who wants to read EKGs for eight hours a day?

I took some sculpture classes at a state college in Missouri when I first started my plastic surgery practice, but without regret had to be content spending the last thirty years learning to sculpt in human tissue, which I'm sure we would all agree can be a very unforgiving medium. Wax and clay, paper and paint—none of them bleed, or complain of pain and discomfort while you're working.

Two years ago, I determined to go to law school because throughout and after the Covid debacle, there were just so many people and institutions that needed to be sued. I expressed my plans to my father and he responded by saying, "Oh son, why would you want to be an @\$\$5013? Wouldn't you rather spend your free time as an artist?" I contemplated this philosophical conundrum and realized there was some validity to the notion of burnishing your soul rather than corrupting it. I also realized that as my parents are both getting on in years, an existential tragedy would occur if my father took his sixty years of oil painting experience and expertise to the grave without passing it on. So I began painting again and soliciting his advice on technique and tools, composition and color. I'm attempting to inculcate his expertise as expeditiously as possible. This has given us a wonderful opportunity to connect and share and bond over a common interest.



**On the Cover:**  
Reproduction of  
Claude Monet's *Arm  
of The Seine Near  
Giverny*

My query to my father as to how to most rapidly improve in skill and ability was answered by this advice. "Paint the masters. Identify artists you admire and are inspired by and emulate their technique." My epiphany was realizing we follow this model in plastic surgery as well. In painting, I've attempted to match color, form, and composition, to replicate the brushstrokes and detail of some of the truly great artists in oil painting. While challenging and arduous and seemingly restrictive, this approach has led to the refinement of my technique, and the discipline has led to some amazing discoveries. Rather

than free styling like a high Haight-Ashbury hippie or Jackson Pollock (who suffered crippling self-doubt and insecurity) randomly dribbling paint on a prostrate canvas, the asceticism ultimately leads to the greatest ability for expression and freedom of creativity, much in the way that Bruce Lee, non-pareil master of the martial arts, through rigor, commitment, discipline and repetition, was able to develop Jeet-Kun Do and the two inch punch.

My father also told me that painting from imagination is a sure road to disaster. I have found this to be true. When I attempt to paint



**The Snowy  
Landscape is my  
first oil painting  
at age 14**



without a picture or sculpt without a model, the result looks like a chimpanzee was turned loose in a kindergarten with a set of finger paints, so when composing an original artwork, I look to photos of things that interest and challenge me. Landscapes and wildlife mostly, but I attempted my first portrait recently and painting turbulent water, for me, is on “a whole nother level” of difficulty.

Oil painting is a joy, a release from stress, a distraction from the chaos of the news cycle and running a practice. I paint whenever I can in the world's most pathetic art studio, a 4 x 4 foot square corner of my library, but it has good southern exposure light and a door I can lock to keep the dogs and grandkids out. I invested in quality brushes and oil paint, but I'm discovering that sometimes Q-tips and paper towels work best, particularly when wiping off mistakes.

Like the fabulous Frank Frazetta, the father of the fantasy art genre, I don't sell my originals. They are somewhat akin to children for me. I have made prints of my art, and I give these in a very limited, signed and numbered, production to family and friends who are interested. I display my art in my surgical center, which is a wonderfully commission free opportunity for exposure, and to my wife's enormous chagrin and discomfort, as she keeps removing the sign in the lobby, I have named my office, “The Prestige Worldwide Gallery of Fine Art” after Will Ferrell's company in the movie “Stepbrothers.” If you have seen the movie, you know.

I'm turning 60 this year. I feel like I have 10 to 15 more years of the greatest profession imaginable left in me, so I'm avidly working on my avocations in order to make the transition to retirement with enthusiasm and anticipation rather than dread and apprehension. I'm currently building a Japanese water garden, so I can spend my later Bilbo Baggins years in quiet contemplation of nature, cherry blossoms and my Koi fish, writing haiku. In the meantime, I will continue to drive my “Death Mobile” in the dunes of Sand Hollow state park and participate in what I call the Old Guy Olympics, otherwise known as the Utah Huntsman Senior Games in pickleball, precision long distance shooting, and indoor rowing. Remember, as Paul Atreides echoed the Bene Gesserit aphorism on the dunes of Arrakis, “Fear is the mind killer.”



The Fox and Rabbit  
original painting



Reproduction of  
Claude Monet's  
Water Lilies



The “Death Mobile”

# Our strength lies in diversity.

**Each new voice enriches our journey.**

## **United States**

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### **ARIZONA**

Sergey Y. Turin, MD

### **CALIFORNIA**

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Brian S. Shafa, MD

### **COLORADO**

Rebekah M. Zaluzec, DO

### **FLORIDA**

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Alicia R. Billington, MD

Edward H. Davidson, MD

Shashidhar Kusuma, MD

Orlando Llorente, MD

Bruce Mast, MD

Georgina Nichols, MD

Max Polo, MD

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Chad Teven, MD

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### **KANSAS**

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### **MAINE**

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Antonio R.

Busquets, MD

### **TENNESSEE**

Maelee K. Yang, MD

### **TEXAS**

William B. Albright, MD

Swetanshu Chaudhari, MD

Wilberto Cortes, MD

Edward D. Daniele, MD

Joseph A. Kelling, MD



Our community is thriving, with over **95** new members joining us from **24** states, **1** US territory, and **25** countries from around the globe.

Oren P. Mushin, MD  
Neil Sachanandani, MD  
Mariela L. Sadrameli, MD  
Aisha White, MD

## UTAH

John L. Clayton, MD  
Jason Hancey, MD

## Canada

Ammara Ejaz  
Ghumman, MD  
Lisa Korus, MD

## International

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Apresh Singla, MD

### AUSTRIA

Daryousch Parvizi, MD  
Ali Saalabian, MD

### BRAZIL

Luiz Henrique Silva  
Borges, MD  
Presper Daher, MD  
Antonio Alvino  
Landgraf Filho, MD

## CHILE

Diego Polanco, MD

## COLOMBIA

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Cañas, MD  
Luis J. Marino, MD  
Gabriel  
Monterrosa, MD  
Juan Carlos  
Zambrano, MD

## CZECH REPUBLIC

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## 2025–2026 Visiting Professors and Topics

**T**he Aesthetic Society's Visiting Professor Program connects leading experts in aesthetic surgery with plastic surgery residency programs and The Aesthetic Society/The Aesthetic Foundation Resident Forums across the country. Through this initiative, each selected Visiting Professor shares their unique clinical insights, innovations, and experience with residents and faculty in an immersive academic setting.

When scheduling allows, Visiting Professors may also engage with local plastic surgery societies or related organizations, maximizing their time through additional lectures or collaborative events in conjunction with their academic visit.

Educational formats vary by program and can include grand rounds, didactic lectures, cadaver labs, and hands-on workshops—tailored to each institution's needs. Often, these visits also include informal opportunities for mentorship, such as resident dinners the night before the lecture, fostering connection and conversation beyond the classroom.

This year, we're proud to feature 10 outstanding Visiting Professors and a range of cutting-edge topics that residency programs can select when requesting a visit. With 14 visits completed so far and 9 more scheduled through the end of the 2025 calendar year, the program continues to make a meaningful impact on aesthetic education nationwide.



**AL ALY, MD**

Dallas, TX

**2025–2027**

- My 28 Years Experience with Massive Weight Loss Body Contouring: Pearls and Ever-Changing

Approaches

- Belt Lipectomy
- Upper Body Lifting
- Brachioplasty
- Thigh Reduction
- Structural Rhinoplasty (Geared to Residency Programs)
- Quantifying Aesthetic Surgery Results: A Paradigm Shift
- No Drain Approach in Body Contouring Surgery
- Drainless Abdominoplasty
- Seromas: What They Are, How to Prevent Them, How to Treat Them



**RICHARD BENSIMON, MD**

Portland, OR

**2024–2026**

- The Importance of Skin Resurfacing in Facial Rejuvenation: Deep

Chemical  
Peels and How to Incorporate Them into Your Practice

- Minimally Invasive Neck Sculpting: A Practical, Cost-Effective Technique
- A Safe, Anatomical Approach to Lower Eyelid Surgery: Cosmetic Improvement While Preserving Eyelid Shape and Position
- Modern Anesthesia Technique for Aesthetic Surgery: Avoidance of Intubation and Inhalant Anesthesia for Greater Safety and Comfort
- Anatomical Basis for Deep Plane Face Lift: The Mendelson Advanced Facial Anatomy Course (MAFAC) Experience



**BRANNON CLAYTOR, MD**

Philadelphia, PA

**2025–2027**

- Deep Plane Facelift. Anatomy and Surgical Technique

- Abdominoplasty & Belt Lipectomy with 360 Liposuction Drainless
- Brachioplasty: High Definition. Why Performing Surgery Under Local Anesthesia Delivers Superior Results
- Treatment of Perioral Rhytids with CO2 Laser & Microneedling with Nanofat Delivers Immediate and Sustained Results. LaMiNa.  
<https://academic.oup.com/asjopenforum/article/doi/10.1093/asjof/ojad028/7086194>
- Comprehensive Mechanical and Chemoprophylaxis Algorithm for Prevention of VTE in Lipoabdominoplasty  
<https://academic.oup.com/asjopenforum/advance-article/doi/10.1093/asjof/ojaf024/8114285>
- Deep Plane Facelift with Submandibular Gland Resection under Tumescence Local (AWAKE) Anesthesia
- Privatedemia: How to Publish in Academic Journals as a Private Practitioner

- Microneedling Scars with Radiofrequency
- Use of Ultrasound for Better Hyaluronic Acid Injection Results
- Non-Invasive Necklift with MyEllevate with the Mastoid Sling



**DINO ELYASSNIA, MD**

San Francisco, CA

**2024–2026**

- Preservation Rhinoplasty
- Face and Neck Lifting with Ancillary Procedures

Including Facial Fat Grafting



**JAMES GROTTING, MD**

Birmingham, AL

**2022–2026**

- Demystifying the Facelift—Intraoperative Tips to Avoid

Complications

- Rejuvenation of the Upper Face—My Transition from Endoscopic Browlift to Gliding Browlift
- Rationale For Plication Lifting of the Midface and Jowl vs. The Deep Plane SMAS
- Algorithm For Neck Rejuvenation—A Step by Step Introduction to the Deep Neck
- Adjunctive Procedures to Enhance the Facelift Result
- Primary and Secondary Augmentation Mastopexy
- Easy and Predictable Breast Reduction and Mastopexy Using the Vertical Sculpted Pillar Technique
- What Can Big Data Teach Us About Patient Safety in Aesthetic Plastic Surgery
- Microsurgical Breast Reconstruction—A Personal Odyssey
- Privilege, Planes, and Plans

Continued on Page 53



# A ground breaking registry powered by a ground-breaking platform.

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SECURE DIGITAL WALLET

FDA RECOGNIZED PLATFORM



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Aesthetics**  
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## 2025–2026 Visiting Professors and Topics

Continued from Page 51



### MELINDA HAWS, MD

Nashville, TN

**2025–2027**

- Optimizing Breast Reduction Outcomes: The Aesthetic Breast Reduction
- Breast Implant Mastopexy

Revisions Without Mesh

- Subfascial Breast Augmentation—Why I Choose Which Plane
- How My Breast Surgery Consults Have Changed For 2025
- Aesthetic Breast Implant Consults in the Time of Capsular Malignancies and Systemic Symptoms Associated With Breast Implants (BII)
- Reverse Abdominoplasty and Upper Body Contouring
- Building a Successful Private Practice Partnership
- Labiaplasty Trim Technique
- Breast Implant Explantation or Downsize—Not everyone Needs a Mastopexy

- Treatment of Acne Scars
- Facial Rejuvenation in the MWL Patient
- Periorbital Rejuvenation: Safety and Efficacy
- Combining Skin Treatments with Facial Surgery
- Direct Neck Excision—15 mins
- Pushing the Envelope with Neck Liposuction—15 mins
- Plastic Surgery Harmony: Bridging Clinical Research and Patient Care to Enhance Safety—45 mins



### MICHAEL R. LEE, MD

Dallas, TX

**2024–2026**

- The High SMAS Deep Plane Facelift—Concepts and Technique
- An Algorithmic Approach

to the Neck

- Browlift and Periorbital Surgery with the High SMAS Facelift
- Full Facial Rejuvenation—Patient Education and Surgeon Efficiency

### Facelift

- Why All the Fuss? What are the Real Differences Between High SMAS versus Extended Deep Plane Facelifts?
- Buccal Fat Pad Herniation: The Perfect Facial Augmentation Flap and Most Under Treated Cause of Lower Facial Aging
- Basic Principles to Prevent and Eliminate the Stigmata of Facelift Surgery
- Facelift Maintenance: The Lifetime Value of Keeping Your Patients in Your Practice
- Masterclass on Facelift: Planning, Technical Aspects and Artistic Execution
- Understanding Key Facelift Anatomy

### Periorbital

- Personal Evolution from Complicated to Simply Predictable: Augmentation Lower Lid Blepharoplasty

### Laser

- Fractionated CO2 Laser Skin Rejuvenation in Conjunction with Biostimulators

### Surgical Net

- Evolution of the Surgical Net: From Hemostasis to Gliding Surgery



### JEFFREY KENKEL, MD, FACS

Dallas, TX

**2025–2027**

- Injectables (Both Filler and Toxin)
- Overview—15 mins or

Talk About Technique Including Ultrasound—30–60 mins

- Lasers, Light-Based Devices, Energy-Based Systems (Including RF)
  - Can Be Focused or a 60 min Discussion
- Full Face Resurfacing
  - Can Be Focused or a 60 min Discussion
- Can Break Out Any of the Following for 15 mins:
  - Erbium resurfacing
  - Moxi / Halo / BBL
  - Energy-Based RF
- 15–20 min Discussions:
  - Lower Facelift
  - Facelift Alone (Stuzin Technique) or in Combination with Skin Resurfacing
  - Perioral Improvement



### T. GERALD O'DANIEL, MD

Louisville, KY

**2024–2026**

### Neck

- Applied Anatomy for Optimal Neck Lift

Outcomes

- Submandibular Gland Reduction Demystified and Simplified
- When Should I Open the Neck to Optimize a Neck Lift?
- Why Do Neck Lift Fail?
- Our New Reality: Complicated Neck Lift after the Non-Surgeon Uses Energy Devices, Chemolipolysis and Cryolipolysis

### Perioral

- Complex Perioral Cases Corrected with Dual Plane Peri-Oral Gliding Lift: Surgical Video
- Introduction to Peri-Oral Gliding Lift
- Complex Perioral Functional Anatomy Explained



### LOUIS STROCK, MD

Fort Worth, TX

**2023–2027**

- Managing Patient Expectations in Breast Augmentation
- Breast Implant Selection:

- How to Simplify the Process and Make Sense of the Choices
- Control of the Inframammary Fold and Dual Plane in Breast Augmentation
- Transaxillary Breast Augmentation: How to Speed the Learning Curve
- Augmentation Mastopexy: Implant, Pocket and Tissue Support
- Approaches to Regain Control of the Implant Pocket and Optimize Breast Shape in Revision Breast Augmentation
- How to Build a Successful Practice and Enjoy Your Career: Mentors, Mentorship and Paying It Forward

# What's the Beauty of CareCredit?

We have established trust and deep connections within the cosmetic industry, benefiting both our partners and their patients.



**Scan To  
Enroll**





## Patient Loyalty

Cardholders trust CareCredit as a financing solution they can use again and again at plastic surgery locations in the CareCredit Network. In fact, 80% of cardholders say they are likely to use their CareCredit credit card again.<sup>1</sup>



### Delivers Positive Patient Experiences

95% of cardholders surveyed rate CareCredit as a good to excellent value.<sup>1</sup>



### Helps Patients Get the Care They Want or Need

Special financing is available for treatments and procedures that are \$200 or more.\*



## Provider Satisfaction

Many providers believe CareCredit is beneficial to their practice—with 81% of cosmetic providers surveyed stating they find CareCredit valuable to their practice.<sup>2</sup>



### Helps Increase Treatment Acceptance

44% of cosmetic providers surveyed agreed that the CareCredit credit card helps patients accept full treatment.<sup>2</sup>



### CareCredit Averages High Transaction Volumes

On average, there are 68,000+ uses of the CareCredit credit card per weekday.



## Industry Credibility

With over 35 years of experience, CareCredit prides itself on industry credibility with patients and doctors alike. Plus, 1 in 10 U.S. households have or have had a CareCredit credit card.<sup>3</sup>



### A Credit Card Consumers Can Rely On

CareCredit has 12+ million existing cardholder accounts, highlighting the widespread adoption and trust in CareCredit as a financing solution.



### A Partner That Providers Trust

There are 270,000+ locations enrolled in the CareCredit Network.

<sup>1</sup>CareCredit Cardholder Engagement Study, 2023. CareCredit is a Synchrony solution.

<sup>2</sup>CareCredit Provider Satisfaction Findings, 2022. CareCredit is a Synchrony solution.

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

\*Subject to credit approval.

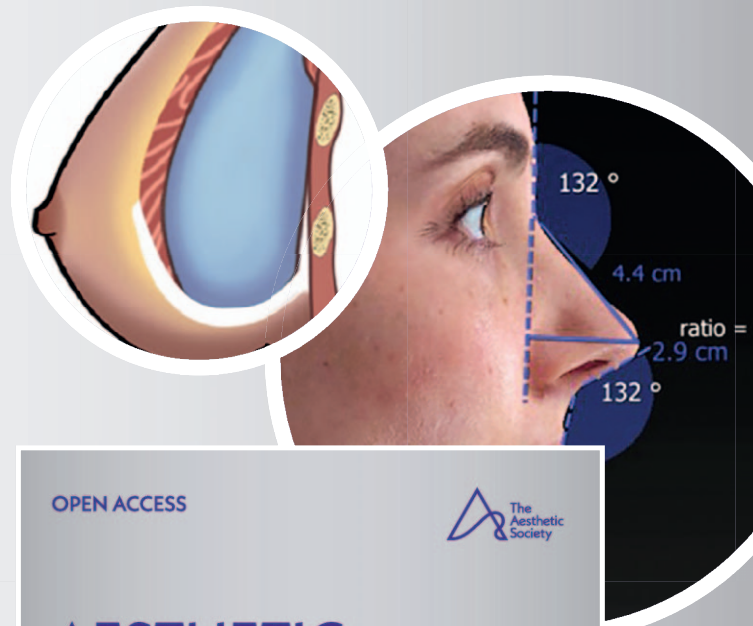
# AESTHETIC SURGERY JOURNAL

## OPEN FORUM

INDEXED IN PUBMED CENTRAL AND DIRECTORY OF OPEN ACCESS JOURNALS

**Publish your work in the premier open access journal in plastic surgery.**

As part of The Aesthetic Society's family of journals, *ASJ Open Forum* offers high-quality clinical content, digital and video innovations, and educational resources for practicing aesthetic surgeons. Your work is published rapidly and disseminated globally.



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## ASJ and ASJ Open Forum

Current issue of ASJ: [academic.oup.com/asj/issue/45/8](http://academic.oup.com/asj/issue/45/8)

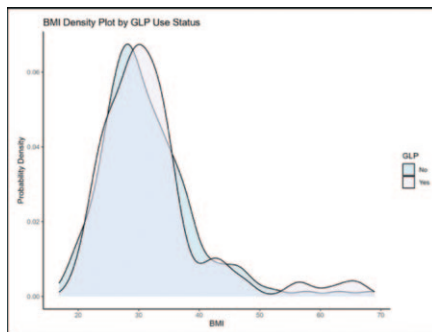
Current issue of ASJOF: [academic.oup.com/asjopenforum/issue/volume/7](http://academic.oup.com/asjopenforum/issue/volume/7)

## Aesthetic Spotlight

Here we share images from recent articles in both journals, their related Visual Abstracts (where available), and links to access the articles quickly. As a reminder, all *ASJ Open Forum* articles are freely available. We invite you to read, cite, and share these articles.



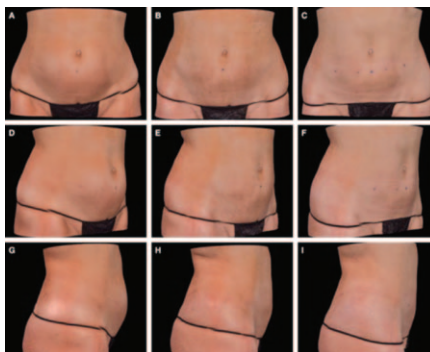
Postoperative Outcomes in Body Contouring Procedures Following Glucagon-Like Peptide-1 Receptor Agonist Use: A 10-Year Analysis



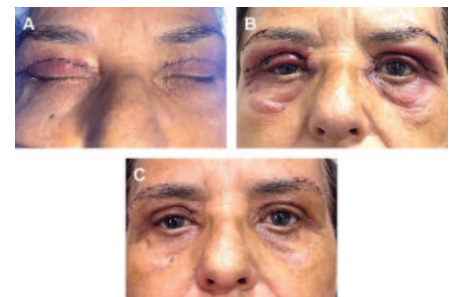
Density plot displaying the probability density distribution of BMIs at the time of body contouring surgery by glucagon-like peptide-1 receptor agonist use.



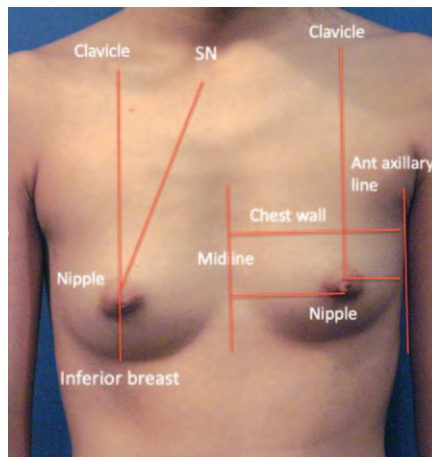
Efficacy and Safety of CBL-514 Injection in Reducing Abdominal Subcutaneous Fat: A Randomized, Single-Blind, Placebo-Controlled Phase II Study



Effect of Subcutaneous Injection of Tranexamic Acid on Ecchymosis and Edema After Oculofacial Surgery: A Prospective, Randomized, Split-Face, Double-Blind Study



New Insights Into Breast and Chest Wall Asymmetry in the Aesthetic Patient



The Use of Tranexamic Acid in Breast Reduction and Abdominoplasty: A Review of a Multi-center Federated Electronic Health Record Database

**Table 4.** Univariate and Adjusted Risk of Outcomes in Patients Undergoing Abdominoplasty With or Without Intravenous Tranexamic Acid [Open in new tab](#)

	TXA n = 465		No TXA n = 465		Odds ratio (ref. no TXA)	(95% CI)	P-value
	n	(%)	n	(%)			
Seroma	19	(4.1)	15	(3.2)	0.782	(0.393-1.559)	.485
Hematoma	14	(3.0)	10	(2.2)	0.708	(0.311-1.611)	.408
Infection	23	(4.9)	30	(6.5)	1.325	(0.758-2.318)	.322
Procedural drainage	<10 <sup>a</sup>	(2.2)	<10 <sup>a</sup>	(2.2)	1.000	(0.412-2.426)	1.000
Blood transfusion	<10 <sup>a</sup>	(2.2)	<10 <sup>a</sup>	(2.2)	1.000	(0.412-2.426)	1.000
VTE	<10 <sup>a</sup>	(2.2)	<10 <sup>a</sup>	(2.2)	1.000	(0.412-2.426)	1.000

TXA, tranexamic acid; VTE, venous thromboembolism. <sup>a</sup>Cells with <10 instances are reported as <10 per data use agreement for privacy reasons.

Continued on Page 59

# Introducing: ASJ Rapid Review

## 3-workday decision guaranteed



**Submit here!**



## Aesthetic Spotlight

Continued from Page 57



Comparing ChatGPT vs. Surgeon-Generated Informed Consent Documentation for Plastic Surgery Procedures

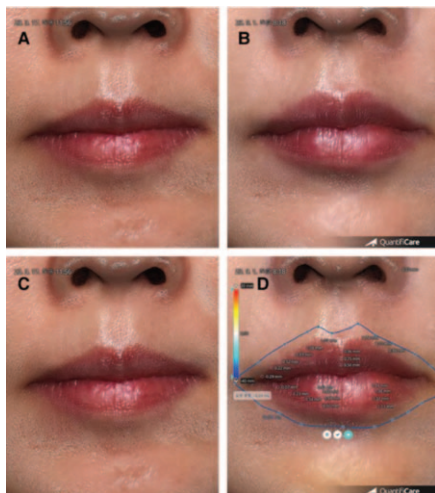
**Table 1.** Comparison of Attending Physicians' Completeness and Accuracy Scores for ChatGPT- vs ASPS-Generated Consent Forms [Open in new tab](#)

	ChatGPT scores Mean (SD)	ASPS scores Mean (SD)	P-value
General description of surgery	2.80 (0.41)	2.84 (0.37)	.72
Risks	1.94 (0.68)	1.76 (0.75)	.05
Expected postoperative course	2.16 (0.55)	1.84 (0.85)	.12
Expected pain	1.80 (0.50)	1.40 (0.65)	.02
Potential complications	2.48 (0.51)	2.88 (0.33)	.002
Recovery time	1.64 (0.64)	1.24 (0.53)	.02
Expected restrictions or residual effects	1.64 (0.76)	1.44 (0.77)	.36
Benefits	2.80 (0.50)	2.76 (0.52)	.78
Description of how procedure will improve survival and/or symptoms	2.80 (0.50)	2.76 (0.52)	.78
Alternatives	2.84 (0.51)	2.84 (0.51)	1.00
Expected outcome without procedure	2.68 (0.69)	2.76 (0.60)	.66
Alternative treatments	3.00 (0.00)	2.92 (0.40)	.33
Total average score	2.33 (0.74)	2.23 (0.90)	.18

ASPS, American Association of Plastic Surgeons; SD, standard deviation.



Changes in Volume of Lips in 3-Dimensional Analysis and Projection of Lips in Sonography After Injection of Particle-Type Hyaluronic Acid Filler Utilizing a 9-Point Injection Technique



## The Aesthetic MEET

Doctors raise a glass during the ASJ-BD Champagne Toast.



Aleshia Randolph-Bush (ZO) with Mark Theis and Dr. Nolan Karp during the ASJ-BD Champagne Toast.



During the ASJ-BD Champagne Toast, Quinn Mentone and Kristin Crescenzi join Dr. Jeff Kenkel and Phaedra Cress for a toast to celebrate this long-standing partnership.



Dr. Foad Nahai with Phaedra Cress, winner of a Special Award presented to her by President Dr. Kiya Movassaghi.



Dr. Steve Cohen, Dr. Brannon Claytor, and Dr. Diane Duncan during the recording of an ASJ Open Forum Video Roundtable in Austin.

Continued on Page 60



## The Aesthetic MEET

Continued on Page 59



Congratulations to these Best Paper award winners/presenters, pictured with Dr. Jeff Kenkel and Dr. Ryan Austin.



The entire ASJ squad during the Best Paper Award presentations in Austin including Dr. Ryan Austin, Associate Editor of ASJ Open Forum.



Dr. Jeff Gusenoff moderates the ASJ Book Giveaway amid a huge crowd hoping to score a free book.



Dr. Al Aly poses with the winner of his book donation during the event.



Dr. Barry DiBernardo, Erin Stevens, Phaedra Cress, and Dr. Jason Pozner together at Rancho Moonrise in Manor, TX during the AIS reception hosted by Dr. Grant Stevens.



Dr. Al Aly congratulates a book winner during the ASJ Book Giveaway in Austin.





Phaedra Cress with President of the German Society, Dr. Alexander Schoenborn.



Another Global Summit meeting on the books in Austin. Gathered here, with ASJ scrub caps, is the international group of attendees.



Dr. Herluf Lund, Phaedra Cress, Dr. Aluora, Dr. Tracy Pfeifer, Dr. Jamil Ahmad, Mark Theis, Matt Harris, and Anastasia Cyzewski met with leadership of the Kenyan Society.



Ladies in pastel—Phaedra Cress, Niloo Movassaghi, and Cyndie Lund during a reception in Austin.



We had a record showing at the ASJ and ASJ Open Forum Editorial Board meeting in Austin during The MEET.



## AICPE Rimini, Italy



Phaedra Cress with President of the Italian Society AICPE, Dr. Roberto Bracaglia in Rimini, Italy for their annual meeting.

## Association of German Aesthetic-Plastic Surgeons



Dr. Jamil Ahmad, President of the German Society Dr. Alexander Schoenborn, and colleague during the annual meeting of the Association of German Aesthetic-Plastic Surgeons

## AAPS, Austin, Texas



Past AICPE President, Dr. Claudio Bernardi dons an ASJ scrub cap during the meeting.



Dr. Jeff Kenkel and Abby Pugh attended the AAPS meeting in Austin, Texas in May and are pictured here at the booth.



## ISAPS Singapore



Making memories during ISAPS in Singapore:  
Mark Theis,  
Phaedra Cress,  
Dr. Jeff Kenkel,  
Dr. Tracy Pfeifer



Dr. Tracy Pfeifer, President of The Aesthetic Society and Dr. Jeff Kenkel, Editor in Chief of ASJ were together at the ISAPS meeting in Singapore when the new Impact Factor, 3.9, was announced and celebrated by all. ASJ is now #1 in our specialty, both in plastic and aesthetic surgery.



Members of the ASJ and ASJ Open Forum Editorial Board met during the 4th annual international board meeting at ISAPS.



Mark Theis, Dr. Michel Rouif, and Dr. Tracy Pfeifer celebrating a long-standing global alliance partnership.

# Strength in Unity



GLOBAL ALLIANCES

sofcep



SAPS Educational Academy

SOMCEP







BAAPS



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## Apply for Active Membership

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

Education

Expertise

Beauty

Artistry

**A**re 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](http://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](mailto:membership@theaestheticsociety.org)



## Distinguish Your Practice With Aesthetic Society Products

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Abdominoplasty, Breast Augmentation, Breast Lift, Breast Reduction, Eyelid Surgery, Facelift, Liposuction, Surgery of the Nose

## Meet the Staff

### AMELIA MEKEMSON

Coordinator of Meetings and Education



**H**ello everyone! I'm Amelia Mekemson and I joined The Society in July 2024 as the Coordinator of Meetings and Education. It has been a joy working with such a passionate and collaborative team, and I'm continuing to learn and grow every day.

I received a bachelor's degree in Hospitality and Tourism with a concentration in Event Planning and Management. With a background as an event and project coordinator, I'm grateful to bring those skills into my current role—helping my team create meaningful experiences for our members.

I grew up in Southern California and currently live in Orange County with my husband and our goldendoodle son, Tiger. Outside of work, I love spending time in nature, going to the beach, and practicing yoga. I'm also constantly traveling back and forth to Nashville to visit my family there.

I'm looking forward to continuing to learn, grow, and build more connections.



### MICHAEL THOMAS

Executive Assistant



**H**ello members and readers! I'm Michael Thomas, and I started with The Aesthetic Society a little over a year ago in a part-time role as Executive Assistant. My role expanded when I began working with Jackie Nunn, our Senior Director of Industry Relations. With her guidance and the support of some great co-workers, I now work with partners and vendors to coordinate the submission of advertisements and other assets for our semi-annual publication, *Aesthetic Society News*. I am also assisting with partner deliverables for our annual meeting, The Aesthetic MEET, and recently traveled to provide onsite support when the event was held in Austin, Texas in March.

Before joining The Aesthetic Society team, I worked for the San Francisco Convention &

Visitors Bureau, now known as San Francisco Travel. In my twenty years there, I was able to promote the city I love, while working with people in all facets of the hospitality industry and leisure and business travelers from around the world. Whether I was assisting convention clients, experiencing the latest restaurants and venues, or planning tradeshows, it was the enjoyment of interacting with colleagues and visitors that kept me engaged and excited. Customer service is what I enjoy, and it was definitely a great gig to be a one-stop resource for everything San Francisco! I feel the same enthusiasm and engagement as part of the team here at the Society. I've enjoyed my time here, and the knowledge and dedication of the staff and leadership has made the journey a great experience.

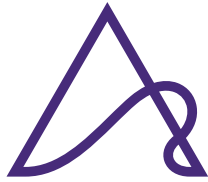


As my picture from Sardi's probably reveals, my husband and I spend a lot of our leisure time visiting New York, packing in as many Broadway shows as we can. We've been able to meet (and my other half has even interviewed) some of our favorite Broadway stars and directors. That picture of us is mostly just showing off, but an example of the many amazing experiences we've had in NYC. (It was also Halloween the evening we met him!) My other favorite non-work activities are mixing music (that's my set-up, turntables and all), collecting rare vinyl and music memorabilia, and collecting and viewing 3D movies. Our 3D set-up blows away theater 3D, and one viewing of *Across the Spider-Verse* with glasses on will make you a convert as well!

I am looking forward to learning more about the industry and meeting and assisting more of our partners and members. Because my other half holds the position of Beauty Ambassador at Neiman Marcus, I feel like I have now joined him in the Aesthetic world—just wish I was as good as he is at sticking to a skincare regimen!







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

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influential  
brands

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

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

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 **symplast.**

## 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](http://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<sup>™</sup> P4HB Scaffold

The GalaFLEX<sup>™</sup> Scaffold Collection supports, repairs and reinforces soft tissue in plastic and reconstructive surgery procedures. GalaFLEX<sup>™</sup> Scaffolds are bioabsorbable, monofilament and constructed of poly-4-hydroxybutyrate (P4HB<sup>™</sup>)—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<sup>™</sup> 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<sup>™</sup> Scaffold Collection visit us at [galateasurgical.com](http://galateasurgical.com).

## GALDERMA

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

### MENTOR<sup>™</sup>

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<sup>™</sup> Breast Implants. For more information, visit: [www.mentorwllc.com](http://www.mentorwllc.com).

## MERZ AESTHETICS<sup>™</sup>

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

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





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

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

For more information, please visit [motivausa.com](http://motivausa.com)

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



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

## NEWBEAUTY

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



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

## 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.



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](http://tiger-aesthetics.com) to learn more.

## Alliance PARTNER



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

Thank you  
Industry Partners!

The Aesthetic Society

thanks all of our

industry partners for

their ongoing support

and collaboration.



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](http://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](http://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](http://cosmetassure.com) or contact us at [info@cosmetassure.com](mailto:info@cosmetassure.com) or call 855.874.1230.





A performance beauty company building an aesthetics portfolio of consumer brands in the cash-pay aesthetics market. Our company name is derived from the word Evolution. We've evolved the medical aesthetics business model by intentionally moving away from a reimbursement model and partnering with customers differently to provide greater value.



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.



#### 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](http://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.

With powerful automations and an AI Patient Coordinator, your practice gets 24/7 coverage—so no lead is missed.

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



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.

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

Contact

Jackie Nunn at [jackie@theaestheticsociety.org](mailto:jackie@theaestheticsociety.org)

for more information

about partnership

opportunities.



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Special Offers for  
Aesthetic Society Members

## Industry Partners Support The Aesthetic Society's Mission

**T**he Aesthetic Society is pleased to partner with industry in support of The Society's mission to advance the science, art, and safe practice of aesthetic plastic surgery and aesthetic medicine among qualified plastic surgeons.

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

We'd like to thank and acknowledge Signature Partner Allergan Aesthetics and Premier Partners Galderma, Motiva, MTF Biologics, Sofwave, and Tiger Aesthetics for their continued support. We'd also like to recognize Alliance Partners, CareCredit, CO2Lift, CosmetAssure, Integra, and Symplast for their partnerships.

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

## Signature PARTNER

### Allergan Aesthetics an AbbVie company

Great people, great products, greater opportunity.

**A**t 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.

It's our job to stand out. The aesthetics market is changing fast. We know change never stops, and we're constantly seeking to better understand the mindsets and motivations of the consumers we serve in order to focus on meeting unmet needs as we innovate.

Our goal is to consistently provide our customers with innovation, education, exceptional service, and a commitment to excellence, all with a personal touch.

We are driven to help consumers make informed decisions about their aesthetic needs.

For more information, visit [www.AllerganAesthetics.com](http://www.AllerganAesthetics.com).



# PREMIER

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# GALDERMA

EST. 1981

We are advancing dermatology for every skin story by empowering beauty in all forms.

**A**t Galderma, we embrace these differences and offer cutting-edge, premium brands that fit people's individual needs, across the full spectrum of dermatology through Aesthetic Injectables, Consumer Care

and Prescription Medicine. Galderma's passion for education and unique innovation enables our patients to truly embrace their individual skin story. Collaboration is part of our DNA – a cultural driver for how we interact

within and beyond the company. We have a broad range of Aesthetic solutions. Learn more about Galderma's innovation that drives the future of aesthetics forward at [galderma.com](https://galderma.com)

Galderma's passion for education and unique innovation enables our patients to truly embrace their individual skin story.



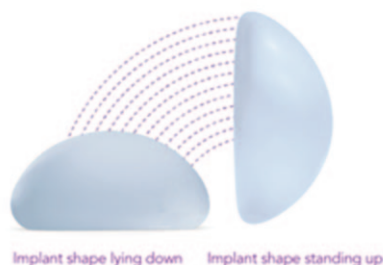
## Industry Partners Support The Aesthetic Society's Mission

# PREMIER PARTNER

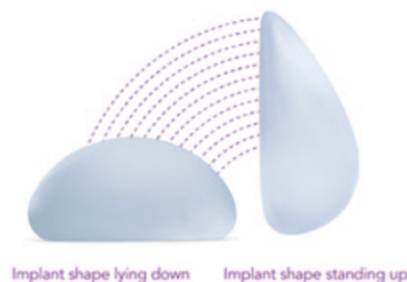


Motivated by Women's Health. Driven by Femtech.

### Motiva SmoothSilk® Round



### Motiva SmoothSilk Ergonomix®



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#### Disclaimer

The sale and distribution of this device is restricted to users and/or user facilities that provide information to patients about the risks and benefits of this device in the form and manner specified in the approved labeling provided by Establishment Labs® and Motiva® USA. Federal (USA) Law restricts this device to sale by or on the order of a physician.

The Motiva SmoothSilk® Round and SmoothSilk Ergonomix® Silicone Gel Breast Implants are indicated for breast augmentation for women at least 22 years old. Breast augmentation includes primary breast surgery to increase the breast size, as well as revision surgery to correct or improve the result of an original primary breast augmentation surgery (i.e., revision-augmentation). Breast Implant surgery is contraindicated in women with active infection anywhere in their bodies, with existing cancer or pre-cancer of their breast who have not received sufficient treatment for those conditions, or who are currently pregnant or nursing. Prior to use, plastic surgeons should review all risk information with women who are considering breast implant surgery. This risk information can be found in the Directions for Use which is provided with each device and found on [www.motivausa.com](http://www.motivausa.com). Plastic surgeons should advise patients of the key complications that have been historically associated with breast implant surgery and implantation of silicone gel breast implants, including, but not limited to, capsular contracture, implant removal, reoperation, infection, and rupture. Plastic surgeons should also advise patients that breast implants are not lifetime devices and patients should follow-up with them, as recommended. The Directions for Use and detailed information regarding the risks and benefits of Motiva SmoothSilk® Round and SmoothSilk Ergonomix® Silicone Gel Breast implants can be found at: [www.motivausa.com](http://www.motivausa.com) or by calling Motiva at 1-800- 924-5072.

Visit [MotivaUSA.com](http://MotivaUSA.com) learn more and find a representative near you!

\*Motiva Implants® are not approved in the United States for reconstruction indication.



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## Fat Is Back: Renuva Reimagines Volume Restoration Without Surgery

Experts have known that structural changes—especially fat loss—play a foundational role in the aging process. As fat pads beneath the skin shrink and descend over time, the result is often flattened cheeks, hollow temples and softer jawlines. While synthetic fillers remain common, more practitioners are exploring a different approach: replacing “like with like.”

This is where fat grafting would traditionally come into play, offering patients a natural solution using their own tissue. But it is not without its tradeoffs: liposuction, a donor site, time, and variable results. Renuva offers a new, non-surgical path.

Renuva Allograft Adipose Matrix is an allograft adipose matrix, processed to remove DNA, cells, and live components. MTF Biologics, makers of Renuva, is global, non-profit tissue bank, and is designed to help replace age-related volume loss in the face, hands, and body without the need for surgery.

Renuva doesn't simply occupy space. When injected, Renuva is a scaffold that the body gradually replaced by the body, on average, over 3-6 months, into its own fat. The result is volume that looks and feels natural, restored where it is needed most.

Unlike synthetic fillers, which may shift or degrade unevenly, Renuva stays in place and integrates with surrounding tissue<sup>1</sup>. And because it is derived from human fat, Renuva's extracellular matrix contains the structural proteins native to adipose tissue.

MTF Biologics processes Renuva using proprietary aseptic techniques, avoiding terminal radiation to preserve the adipose tissue integrity. MTF's rigorous donor selection process exceeds industry standards. With over 11 million grafts distributed and zero cases of viral disease transmission, MTF Biologics maintains an unmatched safety record in the field.

Renuva is regulated under section 361 of the Public Health Service Act and meets the criteria for homologous use. Backed by 10+ studies and long-term data since 2017, Renuva has additional ongoing clinical studies, and a long-term case study showing volume retention for up to 8 years<sup>2</sup>.

For patients with visible volume loss, whether from aging, weight loss, or previous procedures, Renuva offers a non-surgical option that works with the body. And for practices, it is a way to bring fat-based volume restoration treatments to patients without needing an OR or donor site.

In an industry moving toward natural results and long-term outcomes, Renuva is the foundation for fat and a modern solution for volume restoration.

To learn more about Renuva or request to become an Elite Injector, visit [www.myrenuva.com](http://www.myrenuva.com).

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**The Science Behind the Matrix**

Renuva undergoes a rigorous processing method that removes all DNA, cells or live components – retaining the naturally occurring proteins, collagen and growth factors found in native fat.

Growth Factor	Human Adipose	Renuva	
Angiopoietin-2	✓	✓	● No Lipids
EGF	✓	✓	● No DNA
FGF-1	✓	✓	● No Live Components
FGF-2	✓	✓	● No Cells
VEGF	✓	✓	
Adiponectin	✓	✓	
IGF-1	✓	✓	
Leptin	✓	✓	
IL-6	✓	✓	

Pre-clinical assessment of an adipose-derived allograft scaffold, MTF Biologics, Cambridge, MA.

Industry Partners Support The Aesthetic Society's Mission

## PREMIER PARTNER



Sofwave™ +  
Pure Impact™  
Revolutionizing  
GLP-1 Aesthetics



**T**he advent of GLP-1 medications has revolutionized weight loss, offering remarkable efficacy in shedding stubborn pounds. However, this rapid transformation often comes with unwelcome side effects: skin laxity and muscle loss. As patients quickly lose weight, their skin struggles to retract, leading to a gaunt appearance with deflated cheeks, sagging jowls, and muscle atrophy.

*"One of the biggest concerns we're seeing with GLP-1 patients is skin laxity and collagen loss,"* explains Sarmela Sunder, MD, a double board-certified facial plastic surgeon in Beverly Hills, California. Because the weight loss these drugs provoke is very rapid, *"the skin doesn't have the time to 'catch up' and we start to see a lot of sagging and loss of firmness."*

This is where Sofwave™ emerges as a critical game-changer for the aesthetic industry, particularly for medical providers treating GLP-1 patients. Sofwave utilizes revolutionary SUPERB™ Synchronous Ultrasound Parallel Beam Technology to precisely heat the mid-dermis, triggering a

natural healing response that dramatically increases the production of new collagen and elastin.

Sofwave's versatility allows it to effectively lift the areas prone to laxity, including the jowls, under the chin, and neck, while also significantly improving loose skin on the upper arms. This treatment can be initiated at any stage of the weight loss journey and beginning treatments concurrently with the first GLP-1 injection can proactively mitigate collagen loss.

Sofwave is an FDA-cleared, non-invasive, in-office treatment that typically takes just 45 minutes, with patients showing significant improvement in as little as 12 weeks. Its safety and efficacy are well-established across all skin tones, requiring only a topical anesthetic for comfort. As A. Jay Burns, MD, a board-certified plastic surgeon in Dallas, Texas, notes, patients are *"impressed with the gradual, natural-looking improvement without invasive procedures or downtime."*

The integration of Pure Impact™, an FDA-cleared, 4th-generation muscle stimulation

device, further elevates Sofwave's transformative capabilities. *"While Sofwave directly addresses skin laxity and collagen loss, Pure Impact complements this by enhancing muscle tone and definition, providing a comprehensive aesthetic solution for body contouring,"* states Johnny Franco, MD, a board-certified plastic surgeon in Austin, Texas.

*"We recommend that our GLP-1 patients get started on Pure Impact right away,"* says Greg Mueller, MD, a board-certified plastic surgeon in Beverly Hills, California. Mueller starts patients with one Pure Impact treatment a week for six weeks, and then a maintenance program of one treatment a month.

For medical providers, offering Sofwave in conjunction with Pure Impact presents a powerful, proactive strategy for managing the aesthetic challenges of the GLP-1 movement. This combination allows for a holistic approach to body and facial contouring, delivering naturally lifted skin and enhanced muscle definition without the need for surgery or social downtime.



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most influential brands



**A**lthough Tiger is a new face in aesthetics, we're part of a larger whole: our parent company Tiger Biosciences is a vertically-integrated biotech manufacturer whose human cell & tissue products treat more than 17,000 patients each month. Founded on a quiet conviction that regenerative science and tissue engineering represent the future of medicine, we oversee every stage of our products, from donor screening and tissue collection to research and development, manufacturing, and distribution.

With our roots in tissue engineering, we set out in 2020 to develop a revolutionary new class of allogeneic structural adipose tissues for the aesthetics market. After four years of deep research, iterative development and testing, we introduced alloClae and Tiger Aesthetics was born.

We recognize that the success of a company like ours relies directly on the partnership and success of our customers. With this in mind, we've spent the past year building a company and portfolio to fit your practice's needs. With acquisitions from Sientra, Suneva and Revelle Aesthetics, we've created outstanding solutions head-to-toe, each with unique characteristics to differentiate and grow your practice.

Our commitment to innovation and investment is exemplified by our planned investment in next-generation manufacturing capabilities for our breast products with a new

120,000 square-foot facility in the area of Franklin, Wisconsin. This facility will bring new operational capabilities and capacity to support the production of new and existing products as part of our Breast portfolio. New technologies and processes will be implemented that will enable manufacturing at increased scale and greater efficiency. Alongside our locations in California, Texas, Pennsylvania and North Carolina, the new Wisconsin facility will further enhance Tiger's vertical integration, and we anticipate will lead to a doubling of our workforce.

Additionally, we've recently appointed Caroline (Caro) Van Hove as President to oversee all U.S. Commercial Operations and Product Distribution, with the goal of ensuring an elevated customer experience, a comprehensive patient-driven portfolio & quality business model.

*"I am honored to take on this role at such a pivotal time for Tiger Aesthetics," said Caro Van Hove, President of Tiger Aesthetics. "Our next phase of growth will be transformative for the industry as we look to create a new category comprised of structural adipose tissue products and a head-to-toe portfolio of diverse treatment options for patients and practices. Our goal is to create lasting value for our customers and I'm confident that our strong foundation and team will deliver great results."*



**Caro Van Hove**  
President of Tiger Aesthetics

Over the years to come, we're committed to innovation through treatments for facial, body and breast aesthetics. We'll always look for new ways to help drive sustainable growth for our company and customers.

We're looking forward to working together. We value your feedback and know that together, we can build the future of regenerative aesthetics.



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Help Convert More  
Consultations into  
Scheduled Appointments!



**F**or over 37 years, CareCredit credit card has helped patients get the aesthetic procedures they want or need. CareCredit is a health, wellness and beauty credit card that is accepted at 266,000+ locations nationwide.

Help convert more consultations into scheduled appointments by offering your patients everyday promotional financing. CareCredit cardholders can make convenient monthly payments that help fit the cost of the procedure they want into their monthly budget. Patients have the ability to see if they prequalify for the CareCredit credit card with no impact to their credit score.

*"We are delighted to extend our partnership with The Aesthetic Society as an Alliance Partner! With over 37 years of expertise in patient financing, CareCredit is dedicated to helping ease patient cost concerns in the decision-making process. We provide flexible financing options for out-of-pocket health and wellness expenses, empowering patients to pursue the procedures they desire,"* stated Jill Behm, SVP and General Manager, CareCredit Cosmetic.



CareCredit offers resources to help your practice thrive including custom reports that provide insights to your practice, marketing and digital tools and much more.

A simple and convenient solution that can help your patients schedule without delay.

Learn more about CareCredit. Visit [carecredit.com/asn](https://carecredit.com/asn) or call 855-860-9001.



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## CO2Lift® Pro Carboxy: The New Gold Standard in Post-Procedure Healing

By Lana Kerr, CEO of Lumisque Skincare

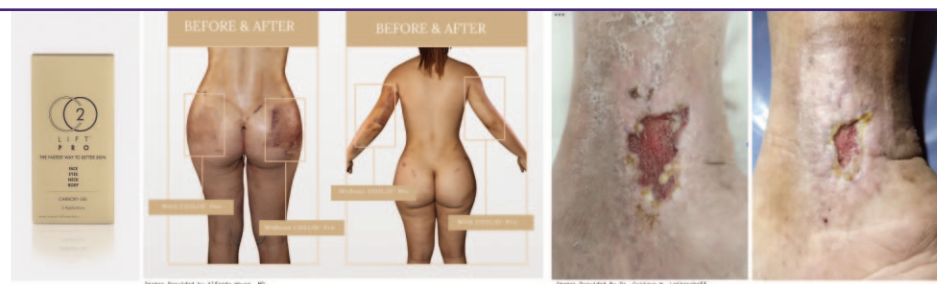
**T**oday's surgical patients are informed, proactive, and expect more than great results - they want a fast, optimized recovery experience. CO2Lift® Pro Carboxy Gel is emerging as the go-to innovation in post-operative care, giving both patients and surgeons a powerful tool to accelerate healing and improve outcomes.

Originally developed for compromised skin, CO2Lift® Pro gained medical recognition through its remarkable success closing non-healing diabetic ulcers within a month - results that drew interest from wound care specialists and forward-thinking surgeons alike. Its regenerative benefits have also been observed in vascular occlusion cases, where it supports tissue viability in critical situations. These early wins laid the groundwork for its integration into modern surgical recovery protocols.

### A "Hyperbaric Chamber in a Box"

CO2Lift® Pro works by delivering carbon dioxide transdermally, triggering the Bohr Effect—an increase in oxygen-rich blood flow to the treated area. The physiological impact mirrors the benefits of a hyperbaric chamber, but in a convenient, needle-free format patients can use at home.

For facelift recovery, CO2Lift® Pro promotes faster wound closure, reduces swelling and



bruising, and enhances skin texture and elasticity. The result: a smoother, more radiant complexion with optimal surgical outcomes.

For vaginal procedures such as vaginoplasty and labiaplasty, the companion formula CO2Lift® V is applied pre- and post-operatively. It improves perfusion, reduces discomfort, and enhances tissue quality, aiding recovery and increasing patient confidence—especially regarding sexual wellness.

For body contouring and liposuction patients, the gel significantly reduces inflammation and discoloration, promoting a faster, more comfortable return to daily life.

### Affordable, Easy, and Effective

Practices love CO2Lift® Pro for its simplicity and ROI. The product is provided in an easy-to-mix format for in-office or take-home use. Most protocols include six daily treatments in the first post-op week. Unlike hyperbaric oxygen therapy, CO2Lift® Pro is cost-effective and requires no additional equipment or overhead—making it a win for both patients

and providers.

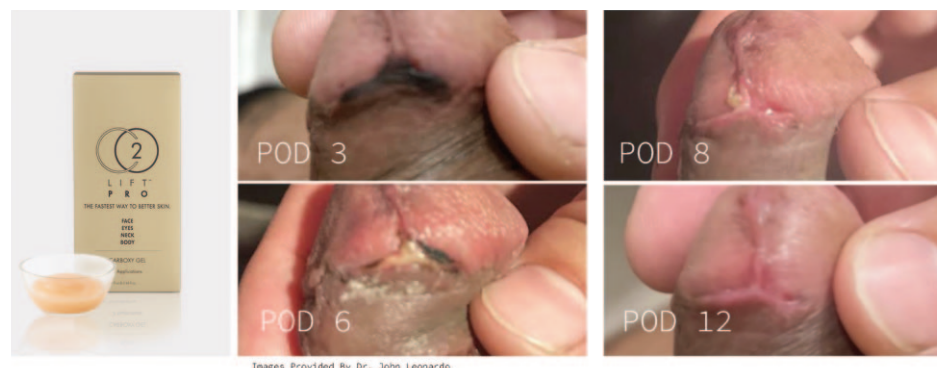
### From Wound Care to Standard of Care

CO2Lift® Pro reflects a growing trend: combining advanced skincare technology with surgical excellence. What began as a solution for chronic wounds is now becoming a standard in surgical aftercare. And it's not just about recovery - patients also see visible improvements in skin quality and hydration, delivering long-term benefits that boost satisfaction and loyalty, and beyond.

By offering CO2Lift® Pro, surgeons elevate their recovery protocols, delivering not only safer and faster healing, but also a more empowering experience for today's aesthetic patient.

"The CO2Mask is one of the key gamechangers in decreasing recovery and enhancing outcomes."

—Dr. Rod Rohrich



## Industry Partners Support The Aesthetic Society's Mission

# Alliance

## PARTNER



### CosmetAssure Papers Impact Patient Safety

Over the past two decades, CosmetAssure has quietly reshaped the landscape of aesthetic patient care, contributing more than \$30 million to cover unexpected costs from complications in plastic surgery. This unique collaboration between insured surgeons and researchers at Vanderbilt University Plastic Surgery under Kye Higdon, MD, has produced a wealth of peer-reviewed studies that have influenced surgical practice worldwide.

One of the most groundbreaking contributions came in 2015 with a landmark study on abdominoplasty<sup>1</sup>, or tummy tuck surgery. This research challenged long-held beliefs about patient risk factors, particularly the role of body mass index (BMI). Previously, many surgeons considered patients with a BMI over 30 at high risk for complications. However, the CosmetAssure study revealed a more nuanced picture: patients with a BMI under 18 faced the highest risks, while those with a BMI between 18 and 25 had the lowest. The study also found that an increasing BMI correlated with higher complication rates, but the risk was more complex than previously thought.

Moreover, the research highlighted that combined procedures—such as tummy tucks performed alongside other surgeries—carried greater risks than isolated ones. The overall complication rate for abdominoplasty was about 4%, with hematomas, infections, and venous thromboembolic events being the most common issues. These findings were unprecedented in their scope and detail,

## CosmetAssure<sup>®</sup>

We Cover Complications.

## 20 Years

offering surgeons critical data to better assess patient risk and improve outcomes.

Nearly a decade later, CosmetAssure researchers revisited these findings with a much larger dataset. Their 2024 publication<sup>2</sup>, analyzing over 55,000 abdominoplasty cases, confirmed earlier results but also showed improvements in complication rates, dropping from 3.1% to 2.1%. According to Dr. James C. Grotting, Grotting Plastic Surgery and MedSpa in Birmingham, Alabama, “this study underscored the importance of patient selection, revealing that board-certified plastic surgeons were increasingly choosing safer candidates for surgery.” Notably, patients with the lowest and highest BMIs had higher complication rates, confirming the delicate balance surgeons must strike.

The newer research also found that 72.8% of patients underwent abdominoplasty as a single procedure, compared to just 35.2% in earlier studies, suggesting a trend toward more cautious surgical planning. This shift corresponded with fewer complications overall, even as the total number of abdominoplasty procedures surged nearly threefold during the study period.

*“CosmetAssure’s work exemplifies how rigorous data collection and analysis can drive safer surgical practices,”* says Dr.

“This study underscored the importance of patient selection, revealing that board-certified plastic surgeons were increasingly choosing safer candidates for surgery.”

“CosmetAssure’s work exemplifies how rigorous data collection and analysis can drive safer surgical practices.”

*Dr. James C. Grotting, Grotting Plastic Surgery and MedSpa in Birmingham, Alabama*

Grotting. By bridging insurance data with clinical research, the program has provided surgeons with invaluable insights that challenge assumptions and improve patient outcomes. As the aesthetic surgery field continues to evolve, CosmetAssure remains a pivotal force in advancing safety for both patients and practitioners alike.

To learn more about CosmetAssure go to: [cosmetassure.com](https://cosmetassure.com)



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## DuraSorb® Monofilament Mesh

### Open Up To Resorbable Reinforcement

**D**uraSorb® Monofilament Mesh is a 100% bioresorbable scaffold engineered from trusted polydioxanone (PDO) material to address limitations in current soft tissue reinforcement options, support natural healing, and minimize risk of infection.<sup>1-5\*</sup>

DuraSorb exhibits full resorption and allows for natural remodeling within 12 months.<sup>1,2\*</sup> At 30 days, DuraSorb supports neocollagenous soft tissue ingrowth while resorbing in parallel to natural strength recovery. At 3 months, load-bearing substantially transfers to the native tissue and at 1-year, DuraSorb fully resorbs through hydrolysis.<sup>4-5</sup>

DuraSorb is a macroporous scaffold with large pore sizes averaging 2000µm<sup>3</sup> that are associated with soft tissue ingrowth in the first 30 days and reduced risk of scar tissue formation due to avoidance of granuloma bridging.<sup>4-5</sup>

Learn how DuraSorb compares to P4HB. At one year, DuraSorb demonstrated a faster resorption profile and lower macrophage presence while maintaining comparable strength.<sup>1,6†§</sup>

### DISCOVER WHY DURASORB STANDS OUT, DIRECTLY FROM SURGEONS WHO USE IT BELOW:



*"DuraSorb is an essential adjunct to my procedures, particularly in patients with soft tissue laxity. It provides reliable reinforcement, contributing to longer-lasting, more refined outcomes. I've found it to be a durable solution that supports tissue integration in areas where definition matters."*

**Dr. Henry Mentz, MD**

Founding Partner, Aesthetic Center for Plastic Surgery, Houston, TX

—A paid consultant for Integra LifeSciences



*"DuraSorb has transformed how I approach soft tissue reinforcement. It gives me the confidence to deliver strong, reliable support—right when my patients need it the most."*

*It provides the initial strength, gradually resorbs over 12 months, and leaves behind durable strength. DuraSorb is an innovation that reassures both surgeon and patient."*

**Dr. Kamakshi Zeidler, MD**

Founding Partner, Aesthetix, San Jose, CA

—A paid consultant for Integra LifeSciences

### Indications for Use

DuraSorb® Monofilament Mesh is intended for use in reinforcement of soft tissue where weakness exists. DuraSorb is intended for use by licensed medical professionals

### Adverse Events

Possible adverse reactions with DuraSorb are those typically associated with any implantable mesh, including, but not limited to, infection, re-operation for mesh removal, inflammation, extrusion, erosion, adhesion, fistula formation, seroma formation, hematoma, mechanical mesh failure, dehiscence, necrosis, and recurrence of the hernia or tissue defect.

For additional safety information, please visit [labeling.integralife.com](http://labeling.integralife.com).

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\*Performance from pre-clinical investigation. Pre-clinical results may not be indicative of clinical results.

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### PERFORMANCE COMPARISON: DURASORB MESH VS P4HB MESH<sup>1,6†§</sup>

Material	DuraSorb, Polydioxanone (PDO)	Poly-4-hydroxybutyrate (P4HB)
Resorption Time	~12 months <sup>‡</sup>	~18 months <sup>§</sup>
Macrophage Presence	Decreased over time (score of 2 to score of 0) <sup>‡</sup>	Consistent over 1 year (score of 2) <sup>§</sup>
Total Tissue Burst Strength at 52 Weeks	248.3 ± 86.8 N <sup>‡</sup>	260.7 ± 93.8 N <sup>§</sup>
Mechanical Properties	Maintained strength throughout study, with faster resorption profile <sup>‡</sup>	Maintained strength throughout study <sup>§</sup>

†Data for PDO mesh taken from a pre-clinical porcine study by Mlodinow et al., 2021 (n = 9).

§Data for P4HB mesh taken from a pre-clinical porcine study by Deeken & Matthews, 2013 (n = 20).

Macrophage scoring scale: 0 = absent/no response, 1 = minimal/barely detectable, 2 = mild/slightly detectable, 3 = moderate/easily detectable, 4 = marked/very evident

## Industry Partners Support The Aesthetic Society's Mission

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### Data Is the New Botox: The Real ROI of Injecting Intelligence into Your Practice

Just like Botox smooths out wrinkles, data smooths out operational friction. In a \$24 billion global medical aesthetics market projected to grow steadily, competition is fierce, and margins are tightening. Plastic surgery practices that inject intelligence into their operations—and not just their patients—are the ones that come out looking the most refined.

What many surgeons overlook is that the biggest source of loss isn't expired implants or unused equipment—it's inefficiency. Every hour spent juggling manual workflows, chasing down paperwork, or trying to figure out where leads are falling through is time (and revenue) lost. Studies show that manual processes cost aesthetic practices 8–12 staff hours per week—time that could be better spent on patient care, post-op recovery, or strategic growth.

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**“Your patients pay premium prices to fix what's broken. Meanwhile, your practice is hemorrhaging money through broken processes you refuse to see. Most surgeons will redo a procedure that's 90% perfect but ignore operational failures costing them six figures. That's exactly why we built Symplast, to give surgeons the same precision in business operations that they demand in the OR.”**

*—Facundo Formica, CEO, Symplast*

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***“I can't even remember how we managed before we made the transition to Symplast,”*** says Orlando, FL-based plastic surgeon and Aesthetic Society member Dr. Armando Soto. ***“We're so much more efficient. We take better care of our patients with less time spent on repetitive tasks.”***

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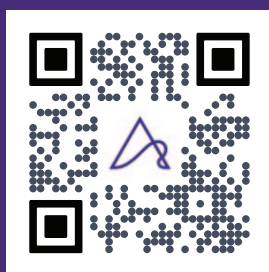
Our valued partners are pivotal in  
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# The Aesthetic Foundation Mission

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







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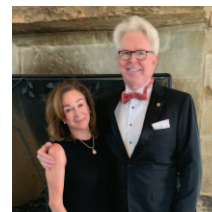
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# LET'S PROVE WE GO BEYOND.

**A**s 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](http://theaestheticfoundation.org).

**Together,  
we advance  
aesthetics.**



The  
Aesthetic  
Foundation





## Update on The Aesthetic Foundation

By Patricia A. McGuire, MD

**M**y theme for this year as President of The Aesthetic Foundation is “Making a Difference.” The Foundation is in a unique position as the research, education and charitable arm of The Aesthetic Society to achieve that goal.

Foundation-sponsored research has affected the practices and patients of aesthetic plastic surgeons worldwide. In my six years on the Board, I have seen the level of research become exponentially more complex with exciting implications for improved outcomes and safety for our patients. Last year we awarded over \$300,000 in grants including studies on Lateral Flow Assay for Detection of ALCL in Implant Seromas, Cytotoxicity of Implant Exposed Serum on Breast Cancer, and Increasing SMAS Durability vs Photochemical Passivation for Facelifts. We were thrilled that the Spotlight on Research Luncheon during The Aesthetic MEET in Austin, where seven Foundation-sponsored research studies were presented, had over 100 attendees, the largest audience ever for the luncheon, allowing surgeons and industry representatives to see first-hand, the high-level research being conducted.

The Externship Program matched 35 medical students from schools without plastic surgery programs to mentor plastic surgeons all over the country. Our goal is a Mentor in every state so we can match students with Mentors in their geographic area to reduce travel expenses and allow us to help more students. If you are interested in becoming a Mentor, please sign up here as soon as possible: [TheAestheticFoundation.org/apply-for-funding/externship-program/sign-up-to-mentor](https://TheAestheticFoundation.org/apply-for-funding/externship-program/sign-up-to-mentor).

Breast implant safety is at the top of the list of concerns from patient groups and the FDA. Implant registries enhance safety because of the ability to track implants which could lead to early identification of implant-related issues and provide transparency which could increase patient confidence in breast implants. The ARISE registry, powered by Aesthetic One, has been upgraded to a new platform for better functionality. The registry is now fully compatible for the registration of devices from Allergan Aesthetics, an AbbVie



Dr. McGuire expressed her goals for the year at the annual Member Business Meeting.



The 2025–2026 Dream Team. Society President, Dr. Tracy Pfeifer and and Foundation President, Dr. Patricia McGuire.



Foundation and Society Past Presidents.

Company; Mentor Worldwide LLC; Motiva by Establishment Labs; and Tiger Aesthetics. There are over 300 surgeons currently using ARISE to register their implants, with more than 70,000 currently in the registry, and 12,000 implants added since February 2025. ARISE does not just collect the implant data for registration with the manufacturer, but also the details of how and why the procedures are performed, the type, style, and volume of the implant, whether soft tissue support or funnels are used, and information on whether and what type of pocket irrigation is used. Data on reason and timing for reoperation is also collected. Explanation without implant replacement can also be entered into ARISE. Understanding the

timing and reasoning for implant removal can give valuable insight to understand complications and patient concerns. We encourage all surgeons to stop faxing and use ARISE to register implants and track valuable data. Visit [aestheticone.org](https://aestheticone.org) today!

We have tremendous opportunity to make a difference for our patients through The Aesthetic Foundation’s research, Externship Program, Breast Cancer Journey Assistance Fund, and ARISE. These programs are funded through our Foundation dues and donations. If you are not a Foundation member, please consider joining, it is \$200 well spent!

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

## The Aesthetic Foundation 2025 Member Business Meeting

**T**he Aesthetic Foundation held their annual Member Business Meeting at The Aesthetic MEET 2025 in Austin, Texas, where key Foundation status updates were shared. Awards were presented, notably the Career Achievement Award, which honored the distinguished careers of Dr. Jack Fisher and Dr. G. Patrick Maxwell. Other activities included:

- Dr. Onelio Garcia recognized exceptional volunteerism and research efforts.
- The 2025–2026 slate of candidates was presented to the membership and received approval.
- Dr. Patricia McGuire was introduced as the 2025–2026 Aesthetic Foundation President.
- Dr. Garcia was presented with the Aesthetic Foundation Presidential Award.

Congratulations to the newly elected members of The Aesthetic Foundation's Board of Directors, and all the award winners!



Dr. Onelio Garcia, presented the Presidential Gavel to Dr. Patricia McGuire.



Thank you Dr. Garcia for your service to The Foundation!



### PRESIDENT'S CIRCLE RECOGNITION

Our newest members of the President's Circle, Dr. Jim Grotting and Ann Grotting, were thanked for their generous contribution and dedication to The Foundation.





**CAREER ACHIEVEMENT AWARD  
PRESENTED TO JACK FISHER, MD**



**CAREER ACHIEVEMENT AWARD  
PRESENTED TO G. PATRICK MAXWELL, MD**



## RESEARCH AWARD

Awarded to Mark Jewell, MD in recognition of his research, publications, and ongoing work which has made a monumental effect upon the specialty of aesthetic plastic surgery and the quality of service provided to patients.



## MARK AND MARY JEWELL PATIENT SAFETY AWARD 2025

This award, funded by Dr. Mark Jewell and Mary Lind Jewell, RPT, recognizes achievements in patient safety in aesthetic plastic surgery and cosmetic medicine in one of the following categories: Innovation, Process Engineering, Operational Excellence, or Research. This year's award was presented to Caroline Glicksman, MD, MSJ (center) and Patricia McGuire, MD (left) for promoting a safe, evidence-based approach to treating patients with systemic symptoms related to breast implants.

Thank You to All Who Supported The Foundation Mission, and Programs During The Aesthetic MEET 2025!

## RAISE CASH FOR Research

### 5K FUN RUN/WALK

After feedback from the inaugural event in 2024, The Foundation strived to make the 2025 Fun Run/Walk even more fun for those participating. Despite the sun not being fully awake, brave MEET attendees and staff came together to get their morning workout in, take advantage of photo opportunities, wear their new "Raise Cash for Research" t-shirts with pride, and give back to our specialty.

Allergan Aesthetics, an AbbVie Company, supported the event for the second straight year with several members of their team participating and showing support for the efforts of The Foundation. We thank them for their dedication to aesthetic research and showing up with smiles on their faces each year!



Local medical students lent a helping hand to staff. Here with Dr. Kiya Movassaghi, Heath Ponder of Allergan Aesthetics, and Dr. Emily Hu.



Success!



It is never too early for Society and Foundation staff to get it done. Special shout out to Erika Ortiz-Ramos and Jamie Rosenstein (center) for making it all happen!



All smiles pre-run!



Foundation Past President 2012–2013, Dr. Joe Gryskiewicz



## CAREER ACHIEVEMENT AWARD

During The Aesthetic Foundation Member Business Meeting, Drs. Jack Fisher and G. Patrick Maxwell were both honored with the Career Achievement Award via impactful tributes from esteemed colleagues and dear friends.

Dr. Robert Singer presented Dr. Maxwell with his award, taking time to list the numerous accomplishments and accolades received over his career. Dr. Maxwell accepted the award and spoke about his early introduction to The Aesthetic Society and the opportunity to present on breast reconstruction, a topic not previously covered at Society meetings. Coming full circle, he was honored to now be the Keynote Speaker at the Aesthetic Breast Reconstruction Mini Symposium at The Aesthetic MEET 2025, along with faculty that included many of his mentees. He thanked The Society, his mentors and mentees, and in particular, his friends in the room who he expressed, “are the center of my life.”

Dr. Foad Nahai gave a heartfelt and humorous presentation honoring Dr. Fisher, his dear friend of many years. Photos shared illustrated friendship, time with family, and dedication to the specialty and education. Dr. Fisher accepted the award stating, “There is no greater honor than to be recognized by one’s colleagues.” He noted that spending most of his professional career with Dr. Maxwell as his associate added even further to the great honor he felt. Dr. Fisher reminded those in the room that The Aesthetic Society is a unique organization that focuses on education and the standards of taking care of each other and of patients.

Respect and admiration for these two honorees was palpable in the room and through the donations received in their honor, all of which will be used for the Breast Cancer Journey Assistance Fund at the request of Drs. Fisher and Maxwell. Over \$208,000 was donated and will be used to assist breast cancer patients in need.



Pure joy from Dr. Foad Nahai as he presents the Career Achievement Award to Dr. Jack Fisher.



Incredibly thankful for the 2025 honorees and their continued impact on patients and the specialty.



Dr. Robert Singer proudly presents the Career Achievement Award to Dr. G. Patrick Maxwell.



Dr. Bhavana Thota presents, “Effect of Intramuscular Fat Grafting on New Muscle Formation.”

## YOUR RAISE CASH FOR RESEARCH DONATIONS AT WORK—SPOTLIGHT ON RESEARCH

Held directly before the historically popular Hot Topics course, the Spotlight on Research Luncheon had the largest attendee turnout in recent years. Foundation Immediate Past President, Dr. Oni Garcia, and Foundation President, Dr. Pat McGuire, were passionate about making sure more attendees were exposed to the groundbreaking, Foundation-funded research. Being able to see the real-life application of donor and member funds towards research making an impact on patient safety and innovation was and continues to be the goal.

Researcher presentations included a myriad of topics including, “Multiplex Lateral Flow Assay for Diagnosis of BIA-ALCL,” “Effect of Intramuscular Fat Grafting on New Muscle Formation,” “Cytotoxicity of Implant-Exposed Serum on Breast Cancer,” “Increasing SMAS Durability via Photochemical Passivation for Facelifts,” and “Effect of CBD on Skin Flap Survival in a Rat Model.”

The Foundation will continue to make every effort to share results of funded research and encourage future Aesthetic MEET attendees to register for Spotlight on Research. For more information about recently funded studies and research published in *Aesthetic Surgery Journal* and *Aesthetic Surgery Journal Open Forum* visit [theaestheticfoundation.org/research/funded-research](https://theaestheticfoundation.org/research/funded-research).

## SCAN TO CONNECT—THANK YOU SENTÉ!

The Foundation continues to be immensely grateful for SENTÉ and their commitment to participate in Scan to Connect year after year. For those who visited their booth in The Aesthetic Marketplace and had their badge scanned, SENTÉ contributed \$100 to the overall \$2,500 donation made to The Foundation. Thank you, SENTÉ, again and again!

## James Stuzin Aesthetic Education Excellence Fund

**D**r. James M. Stuzin is recognized as one of the foremost experts in aesthetic plastic surgery. His dedication to and tremendous impact on our specialty earned him The Foundation's Career Achievement Award in 2023. That year, the aesthetic community joined together to raise over \$100,000 in his honor and, with that, the establishment of the James Stuzin Aesthetic Education Excellence Fund.

The goal of the 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 \$2,500 per recipient.

To date, seven 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. Their experiences—three of which are shared here—provide insight into the impact the 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](http://theaestheticfoundation.org/apply-for-funding/james-stuzin-aesthetic-education-excellence-fund).

### J. RODRIGO DIAZ-SISO, MD



Dr. Rod Rohrich, Dr. Rodrigo Diaz-Siso, Dr. James Stuzin, and Dr. Carter Boyd.

**T**he Baker Gordon Educational Symposium is among the most respected aesthetic surgery meetings in the world. Every surgeon I know who has attended returns with overwhelmingly positive reviews, and orders me to go to Miami the following winter. Opportunities to attend during residency training can be limited, however, often due to clinical responsibilities and associated costs. Once I heard that the 2026 meeting will be the last, I knew I had to make sure I could attend this year.

I learned about The Aesthetic Society's James Stuzin Aesthetic Education Excellence Fund through one of my co-residents, filled out the application and was elated to learn that I would receive an award to cover major expenses related to the meeting. From the moment I arrived, I knew the Baker Gordon Educational Symposium was different. It was clear that the program was meticulously planned, including live surgeries and lectures from some of the world's most accomplished surgeons. The meeting remained on schedule, lectures and live surgeries proceeded without a hitch, and everyone was approachable and there to both teach and learn.

“Aesthetic surgery is among my many clinical interests, as is surgical education. I cannot predict whether the future will lead me to contribute to and/or organize meetings, but if I do, the Baker Gordon Educational Symposium has set a very high standard for me or anyone to match. Attending the meeting has helped me achieve my educational goals this year, giving me the opportunity to learn from surgeons at the forefront of aesthetic surgery. The live surgeries and discussions in real time by moderators Drs. James Stuzin and Rod Rohrich were particularly educational.”

On a personal note, my father, Jesus Diaz-Portocarrero, was a plastic surgeon in Venezuela, and a regular attendee of the Baker Gordon Symposium since the 1980s—until his passing in 2022. He always returned home with great joy and pride at being part of a community of aesthetic surgeons willing to share details of their experience and teach their peers. I will always be grateful to the James Stuzin Aesthetic Education Excellence Fund for the chance to take part in what has been a fixture of the aesthetic surgery calendar for almost 50 years, and for allowing me to continue a family tradition. I hope to see everyone again next year!

### CHRISTINE DAMI LEE, MD



Dr. Sherrell Aston and Dr. Christine Dami Lee

**R**eceiving The Aesthetic Foundation's James Stuzin Aesthetic Education Excellence Fund was an invaluable opportunity that significantly enhanced my education and professional development. Thanks to this funding, I was able to attend the penultimate Baker Gordon Symposium, which provided me with unparalleled access to some of the most cutting-edge techniques in aesthetic surgery. The symposium's focus on the latest advancements in patient safety and innovative surgical practices gave me invaluable insights into the evolving field of plastic surgery. It was an incredible learning experience, allowing me to engage with



renowned experts and gain practical knowledge that I hope to directly apply to my practice in the future.

“The exposure to new ideas and techniques not only deepened my understanding but also solidified my commitment to providing the highest level of care and safety to my patients. This opportunity truly elevated my education and will have a lasting impact on my career.”

## KRISHNA VYAS, MD, PHD, MHS



Dr. Krishna Vyas (far right) at The Aesthetic MEET 2025.

I am deeply grateful for the opportunity to attend The Aesthetic MEET 2025 in Austin, Texas, made possible by the generous James Stuzin Aesthetic Education Excellence Fund. As a recent fellowship graduate, this scholarship facilitated a transformative educational experience that significantly advanced my professional development.

The Aesthetic MEET provided invaluable exposure to the latest techniques, research and trends in aesthetic surgery. Topics covered ranged from rhinoplasty and facelifts to breast implant safety and gender-affirming surgery, offering a comprehensive overview of both the challenges and innovations within the field. One of the most inspiring sessions was the

"Hot Topics" panel, where leading experts shared their pioneering approaches and insights. Their enthusiasm for pushing the boundaries of aesthetic surgery, coupled with their deep understanding of emerging trends and technologies, left a lasting impression. This session not only provided essential knowledge but also prompted me to reflect on my own professional journey and consider how I can contribute to the future of aesthetics.

A highlight of the meeting was the opportunity to attend specialized sessions focused on breast implant safety and long-term aesthetic outcomes. Thanks to the scholarship, I was able to actively engage in these critical conversations, reinforcing my commitment to being a patient advocate and providing the most informed and compassionate care. The Fund also gave me access to a wealth of dynamic learning experiences, such as live surgical demonstrations in advanced body contouring.

“In addition, networking with leaders in the field, colleagues, and industry partners helped me to build meaningful connections that will be invaluable as I transition into practice. These interactions fostered potential collaborations, which will be essential as I navigate the evolving landscape of aesthetic surgery. Sharing experiences and insights with my peers further enriched my understanding of challenges in aesthetic medicine and surgery, and helped create a sense of camaraderie and mutual support that will be crucial as I continue

to grow professionally. The relationships I have developed during this meeting will serve as a strong foundation for my continued learning and success.”

Dr. Stuzin's career is a testament to his commitment to advancing the field of aesthetic plastic surgery, blending innovation, education and leadership to shape the future of the profession. The James Stuzin Aesthetic Education Excellence Fund provided me with the opportunity to immerse myself in an exceptional educational environment. This experience allowed me to expand upon my existing knowledge, acquire new skills, and network with leading figures in the field of aesthetic surgery. I am most excited about the opportunity to translate our research in aesthetic surgery into meaningful, evidence-based recommendations that will help create personalized, transformative experiences for patients, improve outcomes, and contribute to the future of aesthetic plastic surgery.



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)

## The Aesthetic Foundation Externship Program

In its third year, the program selected 12 medical students to participate in The Aesthetic Foundation's Externship Program. The Program aims to connect students from schools lacking a plastic surgery curriculum with their interest in the field.

The program was expanded in 2024 to include any medical student interested in plastic surgery who lacks access to a program at their own institution. The 5-day observership provides students with a comprehensive insight into a plastic surgery career while enhancing their professional network, further cultivating their interest in the specialty.

Additionally, a third initiative was launched, the Cooperative Research Externship. This program is designed to pair medical students with aligned interests yet varying skill sets into collaborative research teams, led by a mentor, that contribute to ongoing aesthetic research studies.

A big shout-out to our 2024–2025 Mentors, working with students in each section of the Program. You make a difference! Sign up to be a Mentor for the 2025-2026 Program at [theaestheticfoundation.org/apply-for-funding/externship-program/sign-up-to-mentor](https://theaestheticfoundation.org/apply-for-funding/externship-program/sign-up-to-mentor).

The following pages include testimonials from some of our 2024–2025 Externs.

### EXTERNS AND MEDICAL STUDENTS AT THE FUTURE AESTHETIC SOCIETY MEMBER RECEPTION AT THE AESTHETIC MEET 2025

The Future Aesthetic Society Member Reception was held in the Aesthetics For All Lounge. New this year and created by The Aesthetic Society's Inclusion & Diversity Committee, the lounge was designed to share the inclusive feel of The Society and Foundation with surgeons in training and future members in mind. There were opportunities to network with members and industry throughout The Aesthetic MEET

thanks to lounge sponsors Allergan Aesthetics an AbbVie Company, Kalon Aesthetics, and Paradigm Search Group. Inclusion & Diversity Committee Chair, Dr. Marco Ellis, and Committee members Drs. Mark Albert, Umbareen Mahmood, and Thomas Satterwhite, along with Society member Dr. John Aker also made themselves available in the lounge for networking. Thank you to all who made the Aesthetics For All Lounge possible!







Externs at The Aesthetic MEET with Externship Program Task Force Co-Chair, Dr. Camille Cash (back row, far right), and Staff Liaison, Shelly Faucett (front row, 3rd in from the left).

**Aesthetics For All Lounge**—Thank you to our sponsors! Left to right: Mark Theis, CEO and Jackie Nunn with sponsors, Jason Langley—Kalon Aesthetics; Heath Ponder—Allergan Aesthetics; and Steve Look—Paradigm Search Group



Beyond the operating room, I learned the importance of patient interaction. Dr. Cash's compassionate approach, addressing concerns and setting realistic expectations, fostered trust and ensured patient comfort throughout their surgical and non-surgical journeys.

“This externship solidified my fascination with plastic surgery, showcasing its blend of technical skill, artistry and empathy in improving patients’ quality of life.”

In addition to the technical and clinical aspects of my externship, I was also deeply impressed by the supportive and kind nature of Dr. Cash's staff. From the moment I arrived, I felt welcomed and included as part of Team Cash. The nurses, medical assistants and administrative staff were all incredibly knowledgeable and helpful, and they went above and beyond to ensure that I had a positive and enriching experience. I am grateful to Dr. Cash and her entire team for the opportunity to shadow them and learn from their expertise.

This externship reinforced my belief that plastic surgery is a truly rewarding field, not only for the patients but also for healthcare professionals who dedicate their careers to improving lives.

## Extern Testimonials



### MALLORY ALEXIS

MS3, Florida State University College of Medicine

My externship with Dr. Camille Cash of Houston, Texas provided

an invaluable glimpse into the world of plastic surgery. I observed a range of procedures, each addressing different patient needs and motivations. Consultations for breast augmentation illustrated the desire for enhanced body image, while breast reductions highlighted the importance of alleviating physical discomfort and improving self-esteem.

Abdominoplasties demonstrated the role of surgery in restoring both function and aesthetics.

One case that underscored the long-term benefits of Dr. Cash's skills involved a 1-year follow-up appointment for a 19-year-old patient after treatment for a facial laceration proved particularly interesting. Examining the initial injury photos alongside the barely visible scar emphasized the precision and artistry involved in achieving optimal results. This along with observing procedures like Botox injections, emphasized the deep understanding of facial anatomy and the subtle techniques required to create natural-looking outcomes.



### SAVANNAH BRAUD

MS3, Florida Atlantic University—Schmidt College of Medicine

My experience with The Aesthetic

Foundation's Externship program was invaluable. Spending a week with Dr. Brad Calobrace offered me a meaningful insight into the life of a cosmetic plastic surgeon and entrepreneur. Dr. Calobrace has his own fellow and is actively involved with local residency programs, which gave me a unique perspective on the intersection of aesthetics and academics. His passion for plastic surgery, combined with meticulous attention to detail and tireless drive, was incredibly inspiring. I am so grateful to have had Dr. Calobrace as a mentor over the past year.

Continued on Page 102

## The Aesthetic Foundation Externship Program

Continued from Page 101

“Through the externship, I also had the opportunity to attend The Aesthetic MEET—an experience I otherwise would not have had. At The MEET, I connected with several accomplished female plastic surgeons, whose presence and stories were especially meaningful to me as a woman in medicine. I also bonded with the other externs, sharing our training experiences and discussing the upcoming application cycle. We formed lasting connections that have continued beyond the program.”

Also at The MEET, I connected particularly well with two externs. One invited us to dinner with her mentor, Dr. Duncan, as well as Dr. Cohen and three industry representatives. Observing the dynamic between surgeons and industry offered a valuable glimpse into this aspect of plastic surgery. The dinner went very well, and her mentor offered me the opportunity to collaborate on a project proposal for the *Aesthetic Surgery Journal*, which has since been accepted. We are now working on the manuscript together. I have stayed in close contact with both externs and am currently collaborating with them on three additional research projects. I could not be more grateful for this experience and the many doors it opened, and I am especially thankful to The Aesthetic Foundation and The Aesthetic Society.



**BRYCE GANTT**  
MS3, Howard University  
College of Medicine

My externship with Dr. Jenna Cusic in Waukesha, Wisconsin offered an invaluable introduction to the breadth and depth of plastic surgery. I observed procedures ranging from breast reconstructions to abdominoplasties—each revealing how surgery can restore function, enhance self-image and improve quality of life.

One case that deeply resonated with me involved a breast cancer patient undergoing bilateral mastectomy with immediate reconstruction using tissue expanders. I met her preoperatively and witnessed her complete trust in Dr. Cusic as she carefully marked the surgical plan. In the OR, I observed the collaborative dynamic between Dr. Cusic and the breast surgeon, Dr. Pettit, highlighting how interdisciplinary teamwork in plastic surgery elevates patient care. Dr. Cusic walked me through each step of the procedure, ensuring I understood both the technical and emotional aspects of the reconstruction process.

“Other cases, including Botox injections and keloid management, emphasized the delicate balance between technique and artistry. I saw firsthand how subtle interventions can yield powerful, confidence-boosting results when guided by deep anatomical knowledge and an eye for detail.”

Equally important were the patient interactions. Dr. Cusic's compassionate communication—listening closely, setting realistic expectations, and providing reassurance—demonstrated the critical role of empathy in achieving optimal outcomes.

I was also struck by the warmth and professionalism of Dr. Cusic's team. From clinic staff to OR personnel, everyone

welcomed me as part of the team, creating a supportive learning environment that made me feel both valued and inspired.

This experience affirmed my passion for plastic surgery—a specialty that fuses technical skill, aesthetic vision and human connection to profoundly transform lives.



**NOAH LLANERAS**  
MS4, Florida  
International University  
Herbert Wertheim  
College of Medicine

Thank you so much for the opportunity to participate in The

Aesthetic Foundation's Externship Program and to spend a week with Dr. Jennifer Walden in Austin, Texas. From day one, I felt welcomed and involved. I had the chance to observe clinic visits and surgeries, and Dr. Walden made the experience incredibly educational and hands on. It was wonderful to see the whole patient experience, from consultation to post-op care.

Over the course of one week, I learned a lot about aesthetic surgery, including rhinoplasty, breast augmentation, implant selection and liposuction. I also gained a better understanding of patient selection and when it may not be the right time to operate. It was a well-rounded experience that gave me a clearer picture of the decision-making behind aesthetic procedures.

“One of the biggest takeaways for me was gaining a mentor in Dr. Walden. She was generous with her time and advice, and her whole team was welcoming and supportive throughout the week.”

This externship helped expand my knowledge of aesthetic surgery and helped me grow my professional network meaningfully. I'm truly grateful to Dr. Walden and The Aesthetic Foundation for the chance to be part of this program.





## LANA MAMOUN

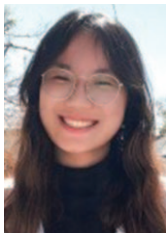
MS3, California  
University of Science  
and Medicine

**P**articipating in The Aesthetic Foundation's Externship Program was

a transformative experience that significantly enriched my journey toward a career in plastic surgery. The generous scholarship allowed me to attend The Aesthetic Society's annual meeting, where I had the honor of presenting my research at the podium and engaging with leaders in aesthetic surgery. Through this exposure, I gained invaluable insight into the field's evolving techniques and innovations, while also connecting with mentors and peers who share my passion for plastic surgery.

“Being paired with Dr. Samuel Salcedo was especially impactful. Observing his practice firsthand helped me appreciate the breadth and nuances of aesthetic procedures, both surgical to non-surgical. The mentorship allowed me to ask questions, develop clinical reasoning and envision my future role in the specialty.”

The externship not only strengthened my commitment to plastic surgery but also gave me the tools and confidence to navigate residency applications and long-term career planning.



## XINFEI (CHRISTINA) MIAO

MS3, California  
University of Science  
and Medicine

**M**y externship with Dr. Melinda Haws in Nashville, Tennessee

was an inspiring and formative experience that deepened my passion for aesthetic plastic surgery. I had the opportunity to

shadow her in both her OR and clinic, where I was exposed to the full spectrum of aesthetic surgical care. Dr. Haws had a wide range of care she provided and a vastly different patient population from what I've seen back home in California. I am appreciative of the opportunity to learn her approach and her incredible bedside manner. She is an amazing mentor in the OR and always walked me through details of her procedures.

“Dr. Haws is not only an incredibly skilled surgeon, but a generous and thoughtful mentor. She welcomed me with warmth and openness, sharing insights on the technical aspects of surgery, the realities of training and the long-term vision required for a successful and balanced career in plastic surgery. We discussed everything from residency applications and away rotation strategies to practice management and personal growth.”

Dr. Haws is so approachable, and her candid advice and encouragement have left a lasting impact on how I see my future in medicine.

Her office and OR staff were equally welcoming, creating an environment that was both high-performing and deeply human. Their dedication to patient care and teamwork made the experience even more rewarding. I left this externship not only with a stronger understanding of aesthetic surgery but also with renewed motivation and a clearer sense of direction for my path forward. To The Aesthetic Foundation, thank you for this incredible opportunity. I am tremendously grateful for this externship and excited to carry what I've learned into the next steps of my training and career.



## RAINA PATEL

MS4, Nova  
Southeastern  
University—Dr. Kiran C.  
Patel College of  
Allopathic Medicine

**I** had the privilege of spending one week at

Dr. Lorne Rosenfield's practice and it was an incredibly valuable experience for several reasons. I had the opportunity to work with a diverse range of patients across all age groups, which provided me with a broad understanding of this patient population's various functional and/or aesthetic needs. I was also introduced to a wide array of procedures, many of which I had never encountered before.

Dr. Rosenfield took the time to make each patient interaction an educational one. For example, during Botox and filler treatments, we would discuss the different uses of Botox and the various types of fillers, as well as their specific benefits.

“For postoperative patients, he always showed me the preoperative photos, allowing me to better understand the reasons behind the procedure and the outcomes. The patients were consistently open to having a medical student present, and it was inspiring to witness firsthand the strong doctor/patient relationships Dr. Rosenfield has cultivated over many years.”

I had the chance to observe and participate in several surgeries, including brachioplasty, lower blepharoplasty and reduction mammoplasty. These were all new procedures for me, so I found them both fascinating and educational. Dr. Rosenfield made a point of involving me in each case by providing relevant topics or research papers beforehand, explaining the preoperative marking process, and even providing me with the opportunity to scrub

Continued on Page 104

## The Aesthetic Foundation Externship Program

Continued from Page 103

in. The lower blepharoplasty was particularly intriguing, as I got to learn about Dr. Rosenfield's preferred technique—the pinch blepharoplasty. After researching this method in depth, it was incredibly rewarding to see its benefits in action.

Overall, the week spent with Dr. Rosenfield as my mentor was a truly valuable experience. He is an excellent teacher who genuinely cares about helping me learn and succeed.



**WHITNEY STANTON**

**MS2, Texas Christian University—Burnett School of Medicine**

I was paired with Dr. Mary Gingrass for the observership portion of

my externship. My experience during the externship was incredibly insightful and solidified my decision to pursue plastic surgery as an MS2. It is incredibly helpful to know this early on in school, as it allows me to cultivate connections, establish mentors and conduct meaningful research to position myself competitively for a match since I do not have a home plastic surgery program.

“Through observation in the OR and clinic, I gained a deeper understanding of both the technical and patient-centered aspects of the field. One of the most valuable aspects of the observership was observing how to counsel patients on realistic and safe outcomes. I saw firsthand how Dr. Gingrass balances patient desires with what is achievable and ethical. This reinforced the importance of patient education, clear communication and managing expectations—all critical skills in becoming a successful plastic surgeon.”

Additionally, I was exposed to the artistic and innovative nature of aesthetic surgery. Watching procedures that combined precision with creativity further inspired me, as it demonstrated how plastic surgery is not just about altering appearances but about improving confidence and quality of life. The externship also provided insight into the evolving techniques and research that drive advancements in the field (i.e. Motiva implants, alloClae structural adipose filler), emphasizing the need for lifelong learning and adaptability.

I also appreciated being paired with a female surgeon as I was able to have an open and honest conversation about the rigors of training and family planning. Dr. Gingrass gave great advice like someone who has been through it, and I appreciated her vulnerability in sharing those details with me. Her mentorship was empowering.

Ultimately, this experience strengthened my passion for plastic surgery and reaffirmed my desire to pursue a career in this specialty. The ability to make a tangible, positive impact on patients through a blend of surgical expertise and artistry is something I find deeply fulfilling.

Thank you for the opportunity to participate in such a wonderful program, the scholarship to help fund the externship and the outpouring of support.



**MAISSA TRABILSKY**

**MS3, Suny Downstate Health Sciences University College of Medicine**

For the week of February 3–7, 2025, I had the opportunity to

shadow Dr. Sachin Shridharani at his LUXURGERY practice on the upper east side of Manhattan in New York City.

During the week, I learned so much about aesthetic procedures and running a private office. I had the privilege of observing Dr. Shridharani while he performed a bilateral explantation of implants, and then a fat transfer to the breasts for a patient who had a history of breast cancer. I have never seen a fat

transfer to the breasts before, and I did not think that was a possibility before witnessing that procedure.

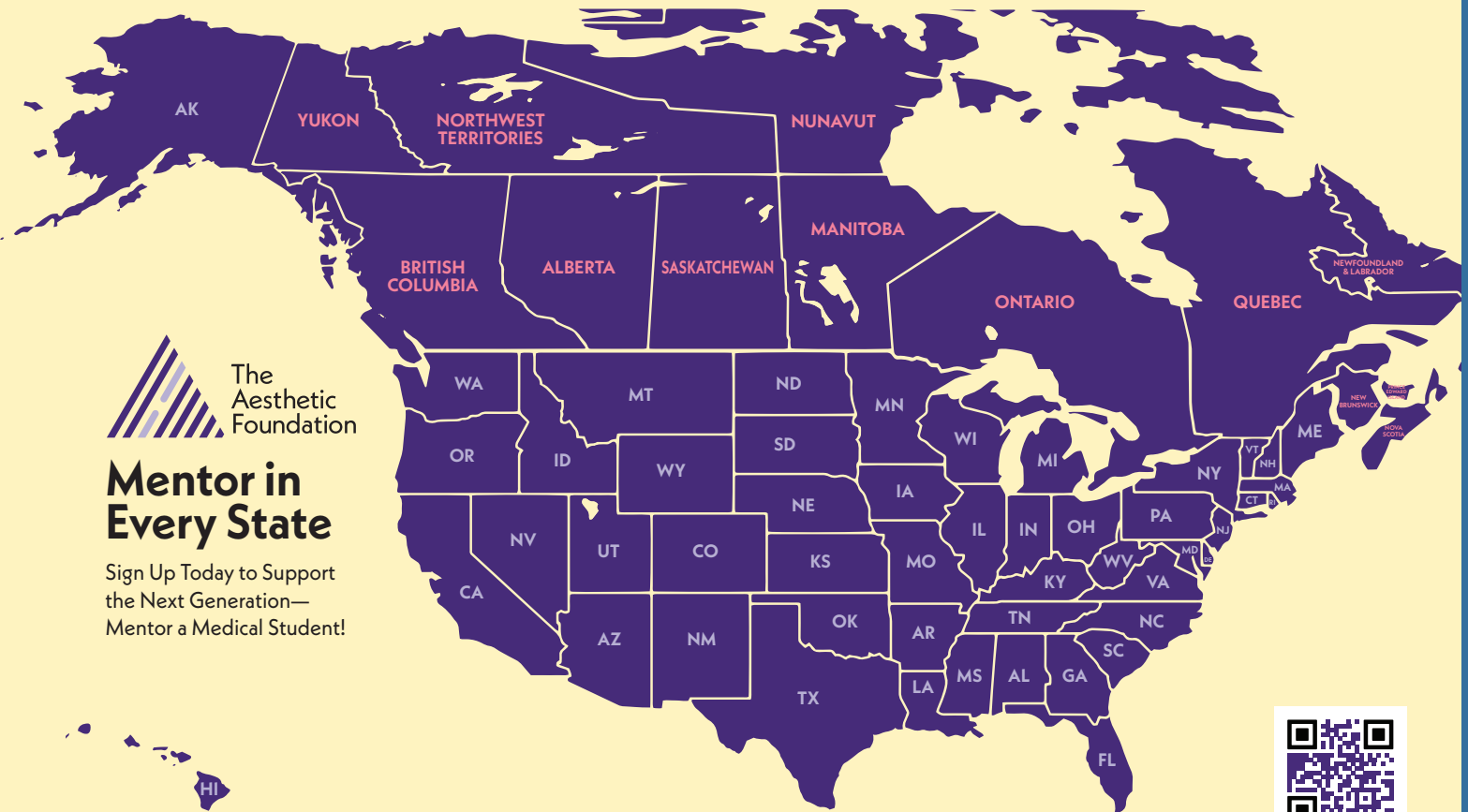
“I was also able to shadow patient visits regarding injectables. I learned that Dr. Shridharani was running a few research studies at his practice as well. I found this fascinating, as I learned that running a practice can be clinical as well as research-based. Additionally, I had the opportunity to shadow three rhinoplasty procedures with Dr. Zimm, a facial aesthetic and rhinoplasty expert. This was my first time witnessing a rhinoplasty and I found it fascinating how complex this procedure can be. All three patients had a great result, which I am sure they will be pleased with.”

Moreover, I helped Kim, the office manager, with a few tasks regarding an OR inspection. I was able to see the multiple moving parts needed to run a functional, successful practice. I learned that it takes a proactive team to run a practice that is clean, efficient, productive and appealing to patients. This was one of the few exposures I have had to aesthetic plastic surgery, and I believe this has set up a very solid foundation for my journey to further explore this specialty.



If you are interested in applying to be a Mentor, please contact Shelly Faucett at [shelly@theaestheticsociety.org](mailto:shelly@theaestheticsociety.org)





The  
Aesthetic  
Foundation

## Mentor in Every State

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



SCAN THE  
QR CODE  
TO SIGN UP

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

**Sign up today! The 2025–2026 Externship Program  
matching will begin in September 2025**

## Get to Know Patricia McGuire, MD—Your New Aesthetic Foundation President

### Question

**W**hat advice would you give to your younger self and to those starting out in plastic surgery?

### Answer

**D**on't do anything that you don't like to do or that someone else does better than you do.

### Question

**W**here does your passion for research come from? Were you interested at a young age or later when you realized medicine was your calling?

### Answer

**I** did not do research in medical school or residency so my interest and success in research has been a surprise to me. I became interested in research when I saw a problem in need of scientific answers for my patients with systemic symptoms that they associate with their breast implants. Performing our studies has been a lot of work but has been extremely gratifying to contribute something meaningful to plastic surgery and to be able to provide answers for my patients.



Traveling in Namibia in May 2025.



Foundation and Society past and present leaders and more importantly, dear friends.

### Question

**W**hat is one thing about you that might help members to really understand who you are? Something unique or quirky about your personality?

### Answer

**I** am always on time. My dad taught us if you weren't 5 minutes early, you were late. My patients always tell me that I am the only doctor they go to who runs on time.

### Question

**W**ere there one or two plastic surgeons you looked up to starting out or who shaped the surgeon you are today?

### Answer

**M**y partner, Dr. David Caplin, is one of the best plastic surgeons in the country. He has an encyclopedic knowledge of anatomy, diagnosis, and treatment of just about everything we see as plastic surgeons. He taught me early on to treat patients like family, give back to the community, and to help patients and other surgeons whenever possible.

I also learned to use an anatomic approach to breast surgery from Drs. John Tebbetts, Scott Spear and Pat Maxwell.

### Question

**W**hat do you do in your spare time?

### Answer

**I** am an exerciser. I work out with a trainer 3 days per week and do a bootcamp two days per week. It is a great stress reliever.

### Question

**W**hat place means a lot to you?

### Answer

**A**ny place underwater. One of my favorite things to do is scuba diving. My husband and both of my daughters are certified divers, so we enjoy the ocean.

### Question

**W**hat is the most surprising app you depend on?

### Answer

**D**uo Lingo to improve my Spanish.

### Question

**D**o you listen to music while in surgery? If so, what is your favorite?

### Answer

**I** let the OR staff pick the music. I like any kind of music if it is not too loud.





Diving in the Galapagos Islands with my husband and daughters.



Family diving vacation in Roatan.

## Question

In another life, I would have been... (If you were not a plastic surgeon, what one profession would you want to try?)

## Answer

National Geographic correspondent for adventure travel or anything to do with dogs.

## Question

I couldn't do without...

## Answer

High resolution ultrasound in my office.

## Question

What do you consider your biggest accomplishment?

## Answer

Receiving the Patient Safety Award at The Aesthetic Meeting 2024.

## Question

The best bit of advice I ever received was...

## Answer

Always have a plan and a backup plan.



With Dr. Caroline Glicksman, best friend and partner in research.



Lions in Namibia.



Our three dogs, Wyatt, Leia and Winston.

## More Ways to Give to What Matters Most

**T**he Aesthetic Foundation is committed to advancing research, expanding educational access, supporting breast cancer patients, and driving innovation through SETA.

With the introduction of two new donor levels at The Aesthetic MEET 2025, there are now more

ways to contribute—and be recognized—for supporting the initiatives that matter most to you. We extend our gratitude to all who have generously contributed this year—your support is already making a lasting difference.

### 2025 DONORS TO DATE

**1,121** Foundation Members  
(60% of Society Members—up from 53% in 2024)

**76** Beyond Club Donors (\$200+ gift beyond membership dues)

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**3** Champion's League Donors  
(\$10,000+ gift to the cause they care about most)

Sherrell J. Aston, MD, FACS  
M. Bradley Calobrace, MD, FACS  
Louis L. Strock, MD

**2** President's Circle Donors  
(\$50,000 gift or a \$100,000+ legacy gift)

Stephen Bresnick, MD  
Dr. and Mrs. James C. Grotting



# DONOR GUIDE



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

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

**Together, we advance aesthetics.**

## Foundation Member

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

### \$200

Annual dues

## Beyond Club

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

### \$200+

Gift beyond your annual dues

## Champion's League

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

### \$10,000+

Donation to a specific cause

## President's Circle

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

### \$50,000+

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



**DONATE TODAY**

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**All donations are tax-deductible.**



## Dr. and Mrs. James C. Grotting Join The Aesthetic Foundation's President's Circle

**T**he Aesthetic Foundation is pleased to announce that James C. Grotting, MD and his wife Ann, of Birmingham, Alabama, have joined its prestigious President's Circle of donors after making a generous \$50,000 donation earlier this year.

A member of The Aesthetic Society and The Aesthetic Foundation since 1992, Dr. Grotting served as Society President in 2015–2016 and was an active participant in multiple Board committees, including Chair of the Society's Education Commission. He served on the Foundation Board as well as the Editorial Board of the *Aesthetic Surgery Journal*. Dr. Grotting cites his time with The Society as the main reason he joined the President's Circle:

"The Aesthetic Society has played a key role in my lifelong pursuit of becoming the best plastic surgeon I could be," said Dr. Grotting, "giving me access to the highest quality aesthetic education and a forum for solidifying lifelong friendships. As I look back on my career, my time spent at the annual meetings of The Aesthetic Society were definitely the most enjoyable professional moments I have had."

Dr. Grotting and Ann's gift will support Foundation research efforts that will continue to develop new ways of helping our patients achieve their goals safely and

efficaciously. Their donation will also allocate funds for the Foundation's Breast Cancer Journey Assistance Fund, which since 2023, has provided financial support to breast cancer patients struggling to pay for non-surgery-related expenses.

"I believe it is incumbent upon all of the members of these great organizations to support their missions to whatever extent possible," said Dr. Grotting, "assuring its ongoing legacy within plastic surgery."



## 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



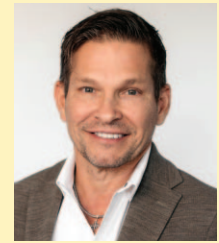
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Mark T. Boschert, MD



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M. Bradley  
Calobrace, MD



Sepehr Egrari, MD



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Allen Gabriel, MD



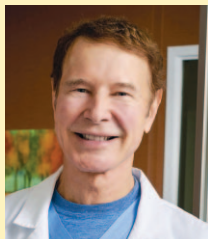
Dr. and Mrs.  
Julio Luis Garcia



Caroline A.  
Glicksman, MD, MSJ



Dr. and Mrs.  
James Grotting



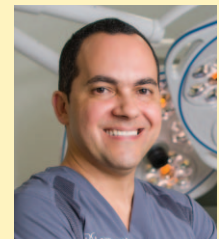
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Patricia A. McGuire, MD



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Daniel C. Mills II



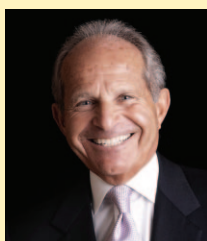
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**Will You Be Our Next President's Circle Member?** Contact Ivan Rodriguez [ivan@theaestheticsociety.org](mailto:ivan@theaestheticsociety.org) for more information.



# 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



## Breast Cancer Journey Assistance Fund



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



**I** have recently been diagnosed with Stage II invasive ductal carcinoma breast cancer. While I was 32 weeks pregnant, I discovered a lump in my left breast. Following an ultrasound and a mammogram, we found calcifications in the area. At 35 weeks pregnant, I underwent a biopsy of the lump, which revealed it to be cancerous. My obstetrician quickly coordinated a plan with my oncologist to induce labor at 37 weeks, allowing me to start chemotherapy treatment right afterward. I am currently undergoing my second round of chemotherapy and look forward to ringing the bell to celebrate the end of my treatment. I am grateful for the financial assistance to help with co-pays and other bills. —NT

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

Grants are provided for \$250–\$500 to patients in the United States and Canada.

**Apply on your patients' behalf starting  
OCTOBER 1, 2025!**

**\$50,000 in funds will be available for grants of up to \$500.**

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

—DUANA

**M**y name is Taylor, and I am almost 2 years in remission from breast cancer. October 11th 2022, I was 24 weeks pregnant, 6 days into being 28 years old, and officially diagnosed with stage 2 invasive breast cancer. On October 8th, 2022, I had my baby shower and by November 1st I was starting chemo.

Maya Angelou said, "You may not control all the events that happen to you, but you can decide not to be reduced by them." If you know me, you know I will never be reduced by anything. If you knew my mother or my grandmother, neither would they.

I've said this before, but it is so easy to become consumed by cancer. To be defined by cancer. I am here to tell you that even when it feels impossible to find the positive, I encourage you to look outside your thoughts and find the good. Take advantage of the cancer community. Take advantage of foundations like "The Aesthetic Foundation" that can support you when you need help. Get involved in the community. Reach out to others. Cancer is a lousy and expensive situation to be in but we are in this together. I am genuinely appreciative of The Foundations that set aside funds to help with the expense of the journey that is inevitable, it just makes life a little easier. —TAYLOR



## The Aesthetic Foundation Residents and Fellows Travel Scholarship—2025 Recipients

The Aesthetic Foundation established the Residents and Fellows Travel Scholarship to benefit residents and fellows by providing financial support for expenses associated with attending The MEET. Currently, this program is supported with grants from AbbVie and MTF Biologics. This year's recipients shared their educational and personal experiences of attending The MEET in Austin.



**ELISA K. ATAMIAN, MD**

**The Aesthetic MEET 2025: A Defining Experience in My Journey Toward Aesthetic Surgery**

**A**ttending The

Aesthetic MEET 2025 as a scholarship recipient was an incredibly meaningful and formative experience. As I prepare for a future career in aesthetic surgery, the opportunity to engage with world-renowned experts, observe emerging trends, and connect with a passionate community of surgeons reaffirmed why I am drawn to this field.

“What stood out most was the strong spirit of international and multidisciplinary collaboration that permeated the entire meeting. I was inspired by how surgeons from different backgrounds—plastic, dermatologic, oculoplastic, and ENT—came together to share techniques, outcomes, and their overarching philosophies.”

One particularly impactful session was the ISAPS Mini Symposium on facial aesthetics. This panel of highly experienced surgeons incorporated viewpoints from different specialties and regions, all sharing their expertise on facial rejuvenation. The

discussion reinforced how there are often multiple ways to achieve optimal outcomes for patients and that we can draw on a wide range of tools and techniques—not bound by discipline, but guided by results and safety.

Beyond the lectures and panels, I was equally fulfilled by the informal networking moments—whether on the exhibit floor, during coffee breaks, or evening events—where I had the chance to connect with future mentors and like-minded peers equally passionate about the field. Just as meaningful was the opportunity to explore emerging technologies and devices. Learning about new energy-based devices, injectable products and surgical instruments expanded my understanding of the evolving tools available to us as aesthetic surgeons.

The Aesthetic MEET 2025 gave me a renewed sense of purpose. I left feeling energized, informed and more confident in the path I am pursuing. I am deeply grateful for the opportunity to have attended and to be part of such a vibrant and collaborative community.



**ANDREA BATTISTINI, MD**

**Advancements in Breast Augmentation: The Role of Mesh in Enhancing Surgical Outcomes**

**T**he Aesthetic MEET

2025 in Austin showcased several groundbreaking advancements in breast augmentation techniques, with a particular emphasis on the use of meshes to improve surgical outcomes. As a surgeon who recently started using meshes in breast augmentation (more specifically, gender breast augmentations), attending the meeting was a great opportunity to learn the latest insights and applications of the different types of mesh available on the market, and their off-label application, such as in breast augmentation.

Breast augmentation continues to be one of the most popular cosmetic procedures, driven by ongoing innovations aimed at improving patient outcomes and satisfaction. The integration of surgical mesh in breast augmentation represents a

significant advancement, offering enhanced support and durability of results. Surgical meshes, such as GalaFLEX and DuraSorb, are increasingly employed to provide additional support to breast tissue, particularly in cases where tissue integrity is compromised, such as in secondary breast augmentations. These meshes function as scaffolds, facilitating tissue ingrowth and collagen deposition, which ultimately fortifies the surrounding tissue.

One of the key insights presented at the meeting is the dual application of mesh in breast augmentation procedures. In primary breast augmentations, positioning a mesh to cover the lower pole of the breast implant can effectively prevent bottoming out deformity, particularly with larger or heavier implants. In secondary breast augmentations, with or without mastopexy, the mesh can be placed subcutaneously to address both bottoming out and waterfall deformities.

While the advantages of mesh integration are clear, it is essential to consider patient-specific factors when determining the suitability of mesh in breast augmentation. Factors such as tissue quality, previous surgeries and overall health must be assessed to ensure optimal outcomes. By providing enhanced support, stability, and aesthetic results, mesh integration has the potential to significantly improve patient satisfaction and long-term outcomes. As with any surgical innovation, careful patient selection and adherence to regulatory guidelines are crucial to achieving the best possible results.

“The meeting also provided an excellent opportunity to engage with leading experts in the field and to directly inquire about their surgical expertise. Unlike other conferences, the proximity between experts and trainees was reduced, facilitating a better exchange of ideas and information.”





**DIETER P. BRUMMUND, MD**

Attending The Aesthetic MEET 2025 and taking part in the Residents and Fellows Forum was an invaluable experience. It was great

to hear senior leaders sharing their wisdom from years of experience and young aesthetic surgeons sharing the pearls and pitfalls of beginning their practice as well as the latest research from the next generation of residents.

“I really liked the inclusion of our allied specialties including dermatology, oculoplastics and otolaryngology. I enjoyed the opportunity to attend several masterclasses and symposia on topics such as scaffolds in breast surgery and modern-day abdominoplasty.”

I really appreciate the generosity of The Aesthetic Foundation for providing the Travel Scholarship. Attending The Aesthetic MEET was a great experience and one I wish to continue to be a part of for many years to come.



**CAGRI CAKMAKOGLU, MD**

Attending The Aesthetic MEET 2025 as a UC Irvine Aesthetic Surgery Fellow and Travel Scholarship recipient was an

incredibly meaningful experience. As I prepare to transition into independent practice, this meeting provided not only state-of-the-art surgical education, but also valuable insight into the business and professional aspects of aesthetic surgery.

The Residents and Fellows Forum was one of the most enriching components of the conference. Listening to seasoned plastic surgeons openly share their personal challenges highlighted the importance of mentorship and transparency in our field. Panels on branding, private practice setup, contract negotiation, and

disability insurance offered perspectives that are rarely addressed in traditional training settings.

A standout session for me was the panel on lower eyelid complications, which included nuanced discussions on malar mounds, malar edema, festoons, and ectropion. As someone passionate about aesthetic surgery, hearing diverse expert viewpoints in real time reinforced my commitment to lifelong learning and continued refinement of technique.

“What made the experience even more powerful was the opportunity to connect with peers and mentors from across the country. The meeting fostered a uniquely collegial atmosphere where ideas, techniques, and experiences were shared openly.”

I left Austin not only with a wealth of notes, but with renewed energy, perspective and a network I look forward to growing throughout my career.

The financial support provided by The Aesthetic Foundation for the Travel Scholarship made it possible for me to attend and fully engage in this meeting. I am deeply grateful for this opportunity, which has played a key role in shaping my transition from trainee to confident practitioner.

I strongly encourage other trainees to apply for this scholarship. The Aesthetic MEET is not only a hub for surgical innovation, but also a space to cultivate professional identity, mentorship and lifelong relationships within our specialty. I am proud to have represented UC Irvine and look forward to remaining involved with The Aesthetic Society for years to come.



**TARA M. CHADAB, MD**

I'm incredibly grateful to The Aesthetic Foundation for awarding me one of their travel scholarships to attend The Aesthetic MEET

2025 in Austin, Texas. The meeting was educational and engaging, and overall, it

provided an invaluable opportunity to learn from leaders in aesthetic plastic surgery and connect with experts shaping the field.

The conference began with the Resident Program on Thursday, which included many high-yield lectures tailored to those early in their aesthetic careers. Highlights for me included Dr. Kelly Killeen's lecture on the strategic use of social media, which offered practical insights into branding, patient education and maintaining professionalism online. Dr. Rachel Walker also provided a very candid discussion on launching her own private practice, which helped demystify the process of starting out independently.

Over the following days, I attended a wide range of expert-led sessions covering aesthetic surgery of the face, breast and body. I particularly appreciated the deep dives into techniques and evolving trends in deep plane face and neck, blepharoplasty, brow lift, and body contouring. The faculty provided engaging details of their experiences, decision-making processes and surgical pearls, which made these talks especially impactful.

“Another highlight was The Marketplace. It was exciting to explore new technologies, instruments, and products that are driving innovation in aesthetic surgery. In addition to keeping up to date with the latest advances, interacting with the vendors in The Marketplace gave me the opportunity to start thinking about what I would eventually want to integrate into my own practice.”

Overall, The Aesthetic MEET 2025 was an incredibly rewarding experience that was both educational and personally enriching. I left the meeting feeling inspired, better informed, and excited for the next steps in my training and career.

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## The Aesthetic Foundation Residents and Fellows Travel Scholarship—2025 Recipients

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**CHRISTOPHER J. CONLON, MD**

Good is not good enough.

**T**he Aesthetic MEET inspired me to dream bigger and to reimagine the frontier of

transformations that are possible.

“I learned that the bar is high and ever being raised. The results shown were impressive and the process of nuanced decision-making that led to each bespoke treatment plan was even more impressive. I really focused on the process as I took in each talk.”

Every panel, whether breast reduction pedicles or deep plane facelifts, offered specific takeaways that have changed my practice but what they all echoed the same sentiments of being detail oriented in your analysis, meticulous in your technique, and critical of your results. At the meeting, I found myself being very critical of my results. I left with a hunger to be better.

As a specialty society, we are so blessed that thought leaders sacrifice time from their practices and families to share their successes and learning points with us. The convening of surgeons who compete with each other—and with themselves—to achieve greater degrees of betterment in the human form is a powerful force for good. I am so blessed that The Aesthetic Foundation and The Aesthetic Society made this accessible to me.



**GIULIA DANESHGARAN, MD**

**A**ttending The Aesthetic MEET 2025 as a Residents and Fellows Travel Scholarship recipient was a true

privilege. It was a highly valuable opportunity for professional development that allowed me to expand my breadth of knowledge while connecting with distinguished mentors in the field. I was deeply impressed by the MEET's outstanding program, focus on advancing the field of aesthetic surgery through research, and robust industry partnership. Among the most memorable sessions that I attended were Dr. Marten's lecture on optimizing facelift results through safe and strategic facial fat grafting; Dr. Kao's overview of the “ponytail” endoscopic facelift and its exceptional results; and a panel moderated by Dr. Cash on mindful pedicle selection to optimize breast reduction outcomes based on select indications.

“The Aesthetic Arena also provided a great venue to listen to innovative talks while networking with other professionals. Here, I learned about original procedures that I will consider using in my future practice, such as novel forms of umbilicoplasty with wide abdominal plication and scarless browpey with the use of a periosteal flap.”

However, what impressed me the most was the Residents and Fellows Forum. Dr. Cohn and Dr. Wall arranged a truly comprehensive panel of speakers to discuss the most pressing questions for aspiring aesthetic surgeons. As a recently-matched fellow who will be joining one of The Aesthetic Society's endorsed aesthetic surgery fellowships after graduating residency, I found the topics covered to be particularly relevant.

Dr. Calobrace gave a timely overview of the state of The Aesthetic Society's Endorsed Fellowships to showcase the rising interest in specialized aesthetic training. Dr. Killeen shared her tips for success on establishing a strong and sustainable social media presence to connect with patients and increase referrals. We were then given valuable advice on choosing disability and life insurance, negotiating contracts, starting our own practice, and developing our own brand. Throughout the session, we had ample opportunities to connect with fellow residents, future colleagues and aspirational mentors. To me, this exemplified the mission of The Aesthetic Foundation: to improve the safety and utility of aesthetic surgery through research, education and collaboration. I would like to extend my deepest gratitude to the Residents and Fellows Travel Scholarship Program for allowing me to take advantage of all that this year's meeting had to offer.



**JOSHUA A. DAVID, MD**

**A**ttending The Aesthetic MEET 2025 in Austin, Texas was an incredibly valuable experience as I prepare to transition from

residency to fellowship in pediatric and craniofacial surgery. The MEET offered a chance to step back and think critically about the broader aesthetic principles that inform good surgical outcomes – principles like balance, proportion and harmony that can be just as important in reconstructive cases as they are in elective cosmetic procedures.

I particularly appreciated the Residents and Fellows Forum, which covered a range of topics relevant to those of us on the verge of the next phase of our careers. From discussions on practice setup to advice on handling complications, it was helpful to hear directly from experienced surgeons who have navigated this transition.

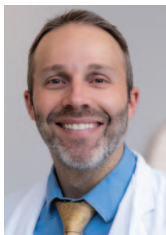
The main sessions reinforced key ideas around reproducibility, patient safety and complication management, while also



providing insight into emerging technologies like artificial intelligence. I found the 'Rhinoplasty Think Tank' session especially relevant, with practical tips and candid case discussions from leading experts that I can refer back to when encountering complex nasal revisions in cleft patients.

“Beyond the formal programming, the meeting was also a great opportunity to catch up with old friends, build new connections with future colleagues, and expand my network of mentors. Talking with surgeons from different backgrounds and practice models helped me reflect on what kind of environment and clinical focus I want to build in my own career.”

I'm grateful to have received the Travel Scholarship, which made it possible for me to attend. The experience gave me a broader perspective on how to apply aesthetic principles thoughtfully and effectively within the context of reconstructive surgery.



**JASON D. DEWITT, MD**

My time at The Aesthetic Society and Aesthetic Foundation meeting was amazing. I had so many opportunities to broaden

my understanding of complex subjects. From deep-plane facelifts and preservation rhinoplasty to massive weight loss body contouring, it seemed as though there were endless opportunities to learn and hear from experts in the field. One experience that stood out however, did not take place in the lecture hall or big group room. It occurred in the exhibit arena.

During part of The MEET, a raffle for textbooks occurred. While I didn't expect to win anything, I wanted to enjoy the moment with other knowledge hungry individuals.

To my surprise, I did end up winning. I was selected for the amazing textbook by Dr. Doug Steinbrech. I was shocked and, after receiving my prize, was approached and asked if I wanted it autographed. I peeked inside and noticed it was already signed and told her that we did not need to bother him, he had already signed it. However, she insisted and took me over to meet him. She introduced me to Dr. Steinbrech, who congratulated me on winning the textbook. What stood out to me in the brief moment we had was his demeanor and comradery with the fellow aesthetic surgeons. There was genuine friendship and a desire to improve surgical practices as a whole. It was a great few minutes of time spent with "one of the greats" in the field. His friendliness continued throughout the meeting, as he would give a genuine "hello" and "how is the meeting going" when we would see each other in the halls after that. I truly felt as though he wanted the best educational meeting possible for me.

“Sometimes I feel that aesthetic surgeons are seen as sharks all fighting for the same piece of meat. That we are competitors with each other and not collaborators. What I witnessed in The MEET though, was the exact opposite. Everyone strives to provide the best surgical care for each patient and desires all of the aesthetic surgeons to do the same. Collaboration is exactly what occurs at this meeting every year. Bonds are formed and ideas are shared, skills are sharpened, and the future is shaped.”



**ARMIN EDALATPOUR, MD**

Attending The Aesthetic MEET 2025 was an extraordinary opportunity for professional growth and connection.

“Among the many highlights, the most valuable was the Residents and Fellows Forum. This session provided an unparalleled platform to engage with emerging leaders in aesthetic plastic surgery, exchange ideas, and gain insights into the evolving techniques and philosophies that will shape the future of our specialty.”

The sessions on face and neck surgical and non-surgical rejuvenation were equally impactful. Expert speakers shared refined approaches to achieving natural, harmonious results, emphasizing patient-centered care and the importance of technique selection tailored to individual anatomy. The practical pearls and candid discussions about challenges and complications offered a level of education that went beyond textbooks and journal articles. It was inspiring to see how innovation, artistry and precision come together in the hands of leading aesthetic surgeons.

Beyond the formal sessions, networking was a critical part of the experience. I had the privilege of meeting numerous residents, fellows and distinguished leaders in the field. These conversations provided unique perspectives on career development, surgical mastery and the broader trends shaping aesthetic medicine. Building these connections reinforced the importance of community and mentorship in our journey as surgeons.

Overall, The Aesthetic MEET 2025 was a powerful reminder that learning does not end with training—it's a lifelong commitment. I returned home energized, with new ideas, refined techniques, and a deeper appreciation for the artistry and responsibility of aesthetic plastic surgery.

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**CRAIG ELDER, MD**

**A**ttending The Aesthetic MEET 2025 was an enriching experience, but one particular session stood out. The panel discussion on breast

reduction techniques by pedicle was a game-changer, showcasing a range of approaches that reinforced the importance of individualized patient care. Learning various techniques, from the superior and inferior pedicle methods to the medial and superomedial approach, underscored the necessity of tailoring surgical plans to each patient's anatomy and aesthetic goals. I was able to better understand the nuances of each technique which provided me greater confidence in achieving optimal outcomes, ensuring that I can select the best method to suit each patient's needs rather than relying on a one-size-fits-all approach.

“While the educational value of the lectures was undeniable, I came away from The MEET with a profound realization: the greatest asset of The Aesthetic Society is not just its wealth of knowledge, but the connections it fosters. Engaging with colleagues, exchanging ideas and building new relationships proved to be just as, if not more, valuable than the didactic sessions themselves. The camaraderie among attendees created an environment of collaboration and support, reminding me that our field thrives on relationships.”

Networking at the event introduced me to mentors and peers whose insights will undoubtedly shape my practice for years to come. These relationships extend beyond professional growth—they inspire innovation, encourage continuous learning

and ultimately strengthen the future of aesthetic plastic surgery. Further, the new friendships I developed with co-residents and fellows will serve as a foundation for collaboration for advancing our field.

Reflecting on my experience, I am grateful for both the technical knowledge I gained and the relationships I cultivated. This event was more than just an educational conference—it was a reminder that while surgical skill is paramount, the true value of our specialty lies in the strength of our community.



**JOHN S. HAMATI, MD**

**I** am incredibly thankful for the generosity of The Aesthetic Society and The Aesthetic Foundation. The Aesthetic MEET 2025 in

Austin was an extraordinary experience that provided a comprehensive and forward-leaning perspective on the ever-evolving landscape of plastic surgery. Having attended, I emerged as a better surgeon, not only from the wealth of knowledge shared by the titans of our field, but also by the meaningful mentorship and considerate counsel they provided.

Of particular impact, the Residents and Fellows Forum curriculum provided insight to topics essential, but oftentimes neglected by resident education, particularly contract negotiations, the variety of practice models and valuable lessons from early years of practice.

“With the increasing importance of social media in our field, it was refreshing to see varying perspectives on the role of social media in aesthetic practices, going beyond basic branding and emphasizing the importance of authenticity in your media presence.”

This was particularly resonant, as it recognized the nuances of engaging with your patient population digitally, while

offering strategies and suggestions to build visibility.

Whether through structured events or casual conversations, the opportunity to engage with respected figures in our field was inspiring and enlightening. The MEET provided a unique forum where multiple disciplines within our field could engage and exchange experiences. Additionally, it provided insight into the enigmatic transition from training to practice in the modern era by allowing for reunions with friends and recent graduates in the field—reunions that I hope to repeat in coming years. It is truly an experience every trainee should strive to attend, serving as a reminder of the dynamic, multifaceted nature of our field.



**KAREN B. LU, MD**

**A**ttending The Aesthetic MEET was a truly enriching experience, and I am grateful to The Aesthetic Foundation, The Aesthetic Society, and

their sponsors for allowing me the opportunity to participate. As I approach graduation and prepare to transition into private practice, this meeting was a critical steppingstone. The knowledge and connections I gained from the lectures, panels and networking sessions were not only educational, but also profoundly impactful for my growth as a future plastic surgeon.

One of the highlights of the event was the Women Aesthetic Surgeons Symposium. The session provided me a glimpse into the careers of our female leaders. Listening to their personal stories—full of challenges, perseverance and triumphs—was both inspiring and motivational. It was a refreshing reminder that success in this field is shaped not only by skill, but also by a strong network of support, resilience and a willingness to navigate obstacles.

Another invaluable session was the Resident and Fellows Forum. It was tailored perfectly for graduating residents and fellows. The discussions on contracts, marketing strategies and how to run a



successful practice answered many of the pressing questions I had. These insights were particularly valuable, as they addressed real-world challenges that I would not have encountered in a traditional academic setting.

The diversity of the topics covered at the meeting was another standout feature.

“One lecture that particularly resonated with me was Dr. Mokhtar Asaadi’s talk on complicated blepharoplasties and the management of festoons. His clear, detailed approach to these complex cases was both informative and practical, providing guidance that will undoubtedly be beneficial when I face similar challenges in the future.”

Additionally, learning about the ponytail facelift, a procedure I had heard of but never fully understood, was a great addition to my knowledge base.

Not only did I gain valuable knowledge, I also had the opportunity to give back by offering guidance to future plastic surgeons through the MEDSIPS program for medical students. As I progress in my career, I look forward to continuing to mentor those who follow in my footsteps.

This meeting has helped me feel more equipped to tackle the next steps in my career and has inspired me to continue advancing in this field.



**MICHAEL L. MARCHESE, MD**

Attending this year’s Aesthetic Society and Aesthetic Foundation meeting in Austin, Texas was an invaluable experience that

deepened my passion for plastic surgery and reinforced the importance of staying connected with the evolving field. One of the most rewarding aspects was the opportunity to network—not only forging new professional relationships but also reconnecting with old friends and colleagues. These conversations, both

formal and informal, offered insights that only come from shared experience and years of mutual respect.

The educational component was equally inspiring. I had the chance to learn from some of the world’s foremost experts in aesthetic plastic surgery. The sessions on cutting-edge body contouring techniques were particularly impactful, offering practical applications I look forward to implementing in my practice. Additionally, the focus on practice management strategies provided fresh perspectives on running a more efficient and patient-focused practice.

Equally compelling were the advancements in non-surgical facial rejuvenation. Innovations in this space continue to expand what we can offer patients who seek subtle, non-invasive enhancements.

“The overall experience reaffirmed the value of lifelong learning and collaboration in our field. I left Austin energized, more connected, and ready to integrate the latest techniques and insights into my daily work.”



**MICHELLE A. MCGILL, MD**

As a recipient of The Aesthetic Foundation Travel Scholarship, I had the great opportunity to attend The Aesthetic MEET in Austin, Texas.

While the symposia, sessions, presentations and networking events were all extremely valuable, the most important lesson I took from the meeting was the deep and ongoing importance of lifelong learning in aesthetic surgery.

Throughout the conference, I was amazed by how even the most experienced and respected surgeons spoke with humility and curiosity. They openly discussed constant re-evaluation of their approaches and adopting new techniques despite already having practices that are highly regarded in the plastic surgery community. It was evident that no matter how long they had been in practice, they

remained committed to learning and improving—not just in the operating room, but in all aspects of patient care and practice management.

“Many surgeons incorporated changes they have made based on prior results, new technologies and emerging techniques in their talks. The presenting surgeons reminded me that in a field as dynamic as aesthetic surgery, staying current isn’t optional—it’s essential.”

The Aesthetic MEET created an environment of curiosity and mentorship. The speakers were willing to share not just their successes, but also their learning curves. It reinforced in me that excellence in aesthetic surgery is not a fixed point, but a continual journey – one that requires humility, adaptability and a deep respect for the ever-evolving nature of our craft.



**DAMON MCINTIRE, MD**

I am so thankful to The Aesthetic Foundation and The Residents & Education Workgroup for providing me with the means to attend The

Aesthetic MEET 2025 in Austin this year! Being able to not only learn from but also pick the brains of the leaders in aesthetic surgery is an invaluable experience, and being able to do so face-to-face is an even more precious learning opportunity.

With the support of The Society, I was also able to attend the Resident and Fellows Forum, network with my fellow residents (and soon to be aesthetic fellows), and meet with medical students and more junior residents interested in the field of aesthetic surgery. In addition, having nuanced presentations by experts on all the things that surround the practice of medicine (i.e. starting and running a business, disability and life insurance, financial management, etc.) that is not part

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of the usual residency curriculum is a valuable opportunity for any young physician.

“The individual most important learning experience I had at the meeting was attending a didactic session on secondary aesthetic breast surgery. This is a subject that I find both fascinating and difficult. The speakers were able to re-contextualize the way that I approach these cases in a manner that makes them both more approachable and more exciting. Having a repeatable and codified system for evaluating the breast, identifying the deformity and understanding the root cause is a powerful tool that I will take forward with me throughout the rest of my career.”

Being able to identify and truly understand the deformity demystifies the treatment plan and can turn a challenging case into a rewarding experience.

I once again must thank The Aesthetic Foundation and the sponsors who made it possible for me to attend the MEET. I look forward to coming back next year as a fellow on an Aesthetic Society Endorsed Fellowship!



**NIV MILBAR, MD**

The Aesthetic MEET was a fantastic conference with unlimited opportunities for learning, and I was incredibly grateful for The Aesthetic

Foundation's Travel Scholarship to support my attendance. Resident and fellow attendees are uniquely privileged to attend this meeting, as so many giants in the aesthetic field present specific details on their techniques.

“Having not yet committed to specific approaches in my own future practice, I get to pull small pearls and ideas from each panelist and speaker. This opportunity, I believe, is the ultimate benefit for trainees to attend this wonderful meeting. Certainly, The Aesthetic MEET 2025 provided this and more.”

I found two sessions to be particularly informative. The first session was titled “Navigating Through the Deep Plane: Safely Achieving Excellent Results,” moderated by Dr. Sherrell Aston with Drs. Warren, Gordon, Asaria and Grotting delivering remarks. I found this session to be useful for multiple reasons. First, understanding the specific technique in facelift surgery with existing variations in nomenclature can be challenging for the outside observer. Often two surgeons are performing the same technique but naming the techniques differently or vice versa. Having a detailed panel on specific deep plane approaches helped demystify some of these techniques and descriptions. Second, it was helpful for an early career surgeon to see how various techniques all can produce outstanding results. Finally, and perhaps most importantly, hearing an engaging discussion about a nuanced topic from leaders in the field was invaluable.

The second session I found particularly interesting was the Mini Symposium on South American Plastic Surgery Innovations in Body Contouring. Though we do a great deal of breast aesthetic and reconstructive surgery at our institution, I have not had the chance to observe minimally invasive breast augmentation. It was fascinating to see how South American surgeons were using new implant technologies to place these implants through very small incisions. Especially since breast augmentation is so heavily studied, it was great to see that there is still room for innovation. I will be carefully watching to see how this technology and technique will make its way to the United States and the subsequent long-term outcomes for these patients. I am grateful to The Aesthetic Foundation and The Aesthetic Society for allowing me to attend this conference and I look forward to attending in the years to come.



**VIKRAM G. MOOKERJEE, MD**

The Aesthetic MEET 2025 was filled with incredible educational content from experts in the field. The topics

spanned the breadth of aesthetic plastic surgery, and the speakers provided the perfect mix of practical advice as well as more nuanced concepts and theory.

“I really enjoyed the various panels on facelift techniques and deep neck surgery. It was refreshing to hear from surgeons that utilize many different techniques and still achieve excellent outcomes. The overarching consensus was that patient selection, evaluation, management and operative indications still remain the cornerstones of optimal patient care.”



I particularly enjoyed the talk “Step-by-Step Guide to Safely Manage the Submandibular Gland, Digastric Muscles, and Deep Fat to Optimize Neck Lift Surgery” by Drs. James Grotting, Gerald O’Daniel and Ozan Sozer. They provided valuable instruction on the technical aspects of the procedure, as well as a comprehensive framework for how to perform it systematically and safely.

It was wonderful to reconnect with colleagues and friends, as well as learn about the future directions that The Society and Foundation are taking in order to ensure the highest standards in quality and safety. I had the opportunity to meet new mentors and glean many pearls of practice from their long and successful careers. It was also very valuable to hear from the many international speakers who offered their own unique insights that really enhanced the diversity of the educational panels.

The Aesthetic MEET was an invaluable opportunity to continue to learn and advance the way that we take care of our patients. I encourage all plastic surgeons to attend this meeting and take advantage of the tremendous educational benefits. I concluded the meeting feeling refreshed, energized and inspired. I look forward to next year’s meeting!



**KRISTEN S. PAN, MD**

**T**he Aesthetic MEET 2025 was an incredible opportunity to learn from leaders shaping the future of aesthetic medicine. Among the

many standout sessions, “Rhinoplasty Think Tank: 3 Things That I Have Changed in the Past 3 Years” had a substantial impact on me. It wasn’t just a technical masterclass—it was a candid, forward-thinking conversation about growth, adaptation and the evolution of surgical philosophy.

What made this session so valuable was the openness of the panelists. These respected rhinoplasty surgeons shared how their approaches have shifted in recent years—techniques they’ve refined, concepts they’ve re-evaluated, and how they’ve responded to long-term outcomes and patient feedback. Their

transparency underscored the importance of continuous learning, no matter how experienced you are.

“One of the most compelling takeaways was the movement toward more preservation-focused techniques and away from over-structuring. The faculty discussed changes in their approach to nasal dorsum control, cartilage handling and dead-space management, emphasizing results that are both aesthetically pleasing and functionally durable. Their emphasis on individualized, anatomy-driven decision-making highlighted the importance of tailoring each surgery to the patient’s unique structure and goals.”

This session fundamentally reshaped how I think about rhinoplasty—not as a formula to follow, but as a dynamic, evolving art informed by anatomy, restraint and experience. It reminded me that refinement often means simplifying, focusing on what is essential rather than adding complexity.

What also stood out was the humility with which these surgeons shared their personal evolution. Hearing about their shifts in mindset, the impact of long-term follow-up, and their dedication to improving outcomes through thoughtful changes inspired me to adopt a similar approach to my own training. I left with a deeper appreciation for critical self-assessment and the value of long-term thinking in aesthetic surgery.

Thanks to The Aesthetic Foundation Travel Scholarship, I was able to attend this session and engage with mentors and peers who are passionate about the thoughtful advancement of our field. I left Austin not only more informed, but also more inspired to grow into a surgeon who values precision, patient individuality and lifelong learning.



**SNEHA PATEL, MD**

**A**tending The Aesthetic MEET 2025 was an enriching experience that deepened my understanding of cutting-edge aesthetic

techniques, especially in the realm of facelift and neck rejuvenation. This event brought together some of the foremost leaders in the field, providing invaluable insights into the latest advancements and best practices in aesthetic surgery.

One of the most impactful aspects of the conference was the opportunity to learn from renowned experts who shared their knowledge on facelift and neck rejuvenation, and breast and body contouring. Their presentations and video demonstrations allowed me to grasp not only the technical nuances of these procedures, but the latest innovations as well. The emphasis on achieving natural, youthful results while maintaining patient safety and considering the longevity of the operation, was particularly inspiring. I gained a deeper understanding of how these procedures have evolved and how to integrate these techniques into my future practice.

“Beyond the educational sessions, the networking opportunities were equally valuable. I had the chance to meet and connect with other professionals in the field, particularly in the New England region, where I currently reside. This was an excellent opportunity to discuss shared challenges and exchange ideas with local practitioners. Additionally, as I prepare for my upcoming aesthetic fellowship in Marietta, Georgia, the conference allowed me to meet colleagues from Atlanta, where I will be training.”

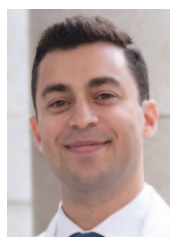
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These connections will undoubtedly help build a support network as I transition into this next phase of my career.

The Aesthetic MEET 2025 was not only an educational event but also a platform for building meaningful professional relationships. The insights gained from the leaders in the field, combined with the invaluable networking opportunities, have left me feeling both inspired and better prepared for the next steps in my career. As I look forward to my fellowship, I feel more confident in my ability to incorporate the latest aesthetic techniques into my armamentarium.



**ELIE RAMLY, MD**

**T**he Aesthetic MEET is absolutely amazing. The quality of the panels, courses and symposia keeps improving every year. My personal passion is for rhinoplasty

and facial rejuvenation, and the meeting exceeded my expectations in those areas.

The Rhinoplasty Symposium provided an in-depth overview of fundamental and advanced structural and preservation techniques by experts in the field.

“The facial rejuvenation panels and courses this year were fantastic, bringing together experts from both plastic and reconstructive surgery, and facial plastic surgery backgrounds. This created a very unique environment for a meaningful and nuanced evidence-based discussion of the technical and anatomical basis for different techniques in bilaminar and composite deep face, and neck lifting, in addition to plication-based approaches.”

For attendees contemplating an aesthetic fellowship, joining a group or establishing their own private aesthetic practice, the MEET had a wealth of experiences including the Residents and Fellows Forum, and a variety of daily sessions on branding, digital marketing, management and growth.

There was also a large component dedicated to the science of aging, nonsurgical rejuvenation technologies, weight loss, injectables, staff training and MedSpa considerations.

In summary, The Aesthetic MEET is an experience not to be missed if you are in the aesthetic space. It provides an unparalleled opportunity to exchange experiences with international experts in the field, and world-class educational tracks in surgical and nonsurgical aesthetic treatments of the face, breast and body, which can refine and elevate the services and care you offer your patients on a daily basis.



**ARASH SAMADI, MD**

**A**ttending The Aesthetic MEET 2025 was a pivotal moment in my journey toward a career in aesthetic surgery. Among the

many enriching sessions, the most impactful experience for me was observing a live panel on managing complex revision rhinoplasty. Watching world-renowned surgeons candidly discuss their thought processes, decision-making nuances, and complication management strategies reinforced the importance of humility, creativity and lifelong learning in aesthetic practice.

“What stood out most wasn’t just the technical expertise, but the honesty with which complications and imperfect outcomes were shared. It created a safe, collegial atmosphere that emphasized

the evolving nature of our craft—where aesthetic judgment is continuously refined by experience, feedback and mentorship. This transparency redefined how I view surgical education and solidified my commitment to fostering that same openness in my future practice and leadership roles.”

Equally formative was the opportunity to engage in informal mentorship moments between sessions. I spoke with surgeons whose careers I have long admired, and their advice on training, work-life balance and finding purpose beyond the operating room deeply resonated with me. These conversations reminded me that leadership in aesthetic surgery is not just about surgical mastery but also about nurturing the next generation and contributing to a culture of integrity and innovation.

Thanks to the travel scholarship, I was able to fully immerse myself in every aspect of the conference – from clinical symposia to networking events – and leave with a renewed sense of clarity about the surgeon and leader I hope to become. I return to residency more confident, more connected and more inspired to shape the future of aesthetic surgery.



**KAYLEE SCOTT, MD**

**I**would like to extend my sincerest gratitude to The Aesthetic Foundation for providing me with a scholarship to attend The Aesthetic

MEET 2025 in Austin, Texas. As a resident with my sights set on practice in the coming years, this meeting has been a critical supplement to my aesthetic surgery training. I particularly enjoyed the Residents and Fellows Forum, which provided me perspective on building a social media presence, contracts and creating a brand



for myself in practice. Throughout the conference, I attended lectures on a wide range of topics including complex revision breast surgery, advanced techniques in body contouring and temporal brow lifts. I was highly impressed by the amount of ground that was covered in these various talks, which I felt were packed with high yield pearls and master techniques that the speakers have dedicated their careers to developing.

“At one of the first presentations during the Residents and Fellows Forum, Dr. Kiya Movassaghi reinforced The Aesthetic Society’s mission to educate, and I felt that this was a pervasive theme of the meeting. Seeing so many accomplished surgeons from across the country come together under one roof to teach the next generation is truly inspirational.”

Finally, there is a sense of community and mentorship at this event that I believe has been established by The Society’s desire to create a collaborative environment – one that believes that individual achievements contribute to our common goal. Attending this meeting has made me excited about the future of aesthetic surgery and has reinforced my desire to be an active member of The Society once I have finished residency.



**ANNA SKOCHDOPOLE, MD**

I am immensely grateful for the experience of attending The Aesthetic MEET 2025 this year. As a newly matched 2026

aesthetics fellow, this was a wonderful experience to meet other fellows and network with physicians in similar career trajectories.

The most important experience I took from the meeting this year was learning about business management in plastic surgery. There was a particular lecture, “Planning, Opening and Operating Your Own Ambulatory Surgery Suite,” that was enormously helpful in my understanding of the different facets of running an operating room independently—of which would have otherwise taken me days of independent research to piece together the individual concepts. I will use these concepts in my future endeavors and hope to pay the knowledge forward as an educator in the aesthetics community.



**ALEXANDER H. SUN, MD**

This year, I had the privilege of receiving a travel scholarship from The Aesthetic Foundation to attend The Aesthetic MEET

2025 in Austin, Texas. The opportunity to attend this meeting was a truly impactful experience for me as I finish up my plastic surgery training.

As someone with a strong interest in aesthetic surgery who is graduating this year, attending The Aesthetic MEET gave me the opportunity to engage firsthand with leaders from around the world, attend workshops, and learn about recent advances in the field of aesthetic surgery and how to incorporate new technology into practice.

The Residents and Fellows Forum allowed me to meet other trainees from around the country and hear about their research. The symposia and courses in facial and body aesthetic surgery taught not only advances in surgical technique, but also how to perform these procedures safely. Finally, there were numerous lectures on topics such as practice management and practice-building that augmented the surgical training I have received.

The scholarship not only alleviated the financial burden of travel and registration but also opened doors to mentorship, collaboration and cutting-edge innovation that I would not have otherwise accessed.

“Most significantly, attending The Aesthetic MEET 2025 reaffirmed my passion for aesthetic surgery and pursuit of this dynamic and evolving specialty. I left the conference with a clearer sense of direction and new professional connections.”

I am sincerely grateful for the support this scholarship provided—it was truly an investment in my future as a surgeon.

Continued on Page 124

## The Aesthetic Foundation Residents and Fellows Travel Scholarship—2025 Recipients

Continued from Page 123



**PETER J. WIRTH, MD**

**A**ttending The Aesthetic MEET 2025 as a PGY-5 resident and future endorsed fellow was such a valuable experience. The entire

meeting was focused on providing opportunities to learn, connect and feel inspired about a future in aesthetic surgery. One of the best parts was getting to spend time with mentors, friends and future colleagues from across the country.

“I found a lot of value in attending the Residents and Fellows Forum. Hearing from young aesthetic surgeons and other experts about topics like practice setup, contract negotiation and social media presence was incredibly helpful. These topics aren’t always covered in residency, so it was refreshing to hear honest advice as I begin to transition into fellowship and practice.”

Overall, The Aesthetic MEET 2025 reminded me why I chose this field. It’s not just about surgical skill—it’s about innovation, mentorship, and building relationships. I’m grateful for the scholarship that allowed me to attend, and I’d highly recommend this meeting to any resident interested in aesthetic surgery.



**WAYLON ZENG, MD**

**Bridging the Gap: From Residency to Practice**

**A**s I transition from residency to solo private practice in Miami, The Aesthetic MEET 2025

has proven invaluable in preparing me for this significant career pivot. Residency has taught me the fundamentals of being a safe, proficient plastic surgeon. However, I recognized the limitations in my knowledge of more advanced aesthetic concepts as well as business and practice management skills.

I had the opportunity to attend several facial rejuvenation sessions, including courses on deep plane face and neck lift, periorbital rejuvenation and rhinoplasty, which offered insight on the newest advancements and paradigms. During the sessions on regenerative medicine, I learned about evidence-based applications of exosomes and nanofat grafting that optimize postoperative outcomes and nonsurgical service offerings. The symposia on breast augmentation mastopexy provided invaluable algorithms for managing the complex interplay between lift and volume.

“One area that had been a big source of stress for me was my knowledge gap in business and practice management. But each day, I had the opportunity

to attend sessions jammed packed with information on business development, team building and lead-generating strategies. The digital marketing workshops transformed my understanding of patient acquisition, teaching practical frameworks for lead generation, and conversion optimization—concepts I had been unfamiliar with up until the meeting.”

Perhaps most valuable were the networking opportunities throughout the meeting. Connecting with established surgeons who shared their early-career challenges provided perspective and reassurance. Whereas meeting other early-career surgeons created a welcoming support network of colleagues facing similar challenges.

The Aesthetic Society and The Aesthetic Foundation meeting bridged critical knowledge gaps between surgical training and practice ownership. With these insights and connections, I approach my practice launch with more confidence and realistic expectations—prepared not just to perform safe and competent surgery, but to build a thriving business that delivers superior patient experience.

**Applications for the 2026 Resident and Fellows Travel Scholarship Program are being accepted through December 1, 2025 and recipients will be notified in January 2026. Please visit [theaestheticfoundation.org](https://theaestheticfoundation.org) for more information.**



## Meet Your Foundation Leaders



(From left to right) Treasurer, Dr. Rafael Couto, and Secretary, Dr. David Turer, served as Co-Chairs of the 2025 Hot Topics Course in Austin. Joining dedicated Co-Chairs and pros, Drs. Tiffany McCormack, Ashley Gordon, and Simeon Wall Jr. Dr. Turer also serves on the Scientific Research Committee.



Dr. David Sieber serves as President-Elect and previously served as long-time Co-Chair of the Scientific Research Committee.



Dr. Rafael Couto (left) serves as Treasurer, and Dr. Allen Gabriel serves as Vice President and Chair of the Patient Assistance Funds Review Task Force.



Your 2025-2026 Foundation President, Dr. Patricia McGuire, enjoying time with Externship Program Co-Chairs Drs. Caroline Glicksman and Camille Cash. Both pivotal to the success of the program.



Dr. Nicholas Sinclair (right, with Dr. Emily Hu) serves as a Director on the Board and is a member of the Scientific Research Committee and the Stuzin Aesthetic Education Excellence Fund Task Force.



Dr. Pat Pazmiño serves as a Director on the Board, is Co-Chair of the Scientific Research Committee, and is a member of the Externship Program and the Stuzin Aesthetic Education Excellence Fund Task Forces.



The 2024-2025 Foundation Board with staff team: Mark Theis, CEO (back row, left); Courtney Muehlebach, Executive Director (back row, 3rd from left); Frank Im, COO (back row, 2nd from right); and Chris Nuland, Esq., Legal Counsel (back row, far right).



Drs. Steve Camp and Mark Albert serve on the Externship Program Task Force and have been dedicated to mentoring medical students each year.





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





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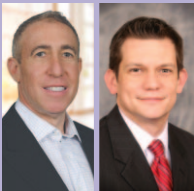
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# PRACTICE SOLUTIONS

## From SEO to AIO: The Rise of Artificial Intelligence Optimization

By Samuel E. Peek, JD

Remember when TikTok first came onto the scene? Or when Facebook became Meta and Reels became all the rage? Or let's go back... way back... Do you remember when you launched your first website?

Through all of this, you probably thought, 'Not another change...'

But you adapted. You hired that marketing agency, you convinced Dr. Johnson to do that trending dance (*your most viewed post ever*), and you figured it out.

And now, just when you were thinking, 'Finally! I've got this digital marketing thing figured out!'—the landscape is shifting again under your feet again. But this time it's different.

This isn't just another algorithm tweak or a feature update.

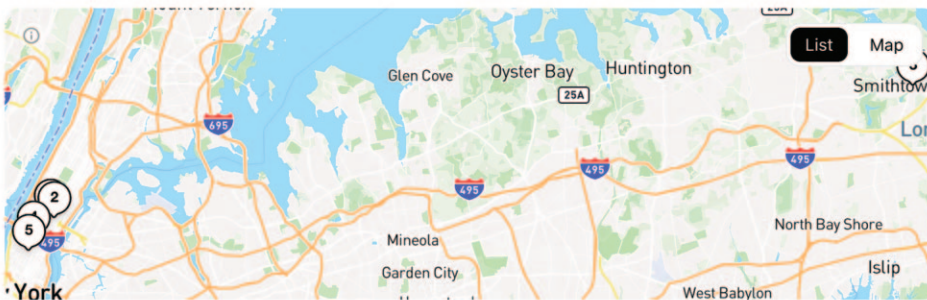
This is an **entirely new paradigm**.

Just like that, artificial intelligence bypasses all your SEO-optimized content and keyword-stuffed landing pages. Instead, it synthesizes information from authoritative sources, provides a concise answer, and even suggests a few local providers—which may (but probably doesn't) include your practice.

I'm considering getting a BBL surgery. I live in New York, and I'm looking for natural results. Which practice should I go to? Please give me some recommendations.

Thought for 4 seconds >

When considering a Brazilian Butt Lift (BBL) in New York, your priority should be safety, board certification, and naturally tailored results. Here are **six highly respected practices** in NYC and nearby, known for achieving subtle, beautiful outcomes:



### Plastic Surgery NYC: Dr. George Lefkovits

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Website

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Most Medical Websites  
Embrace Mediocrity"  
also by Sam Peek  
in our digital  
Flipbook.

## ALEXA, WHAT HAPPENED TO SEO?

Picture this: a potential patient is sitting at home, scrolling through their phone. They've been thinking about getting some work done but aren't quite sure where to start. What would they normally do? Type a search into Google, obviously.

**Well, not anymore.** Nowadays, they simply ask their AI assistant, see ChatGPT question and answer at left.

Just like that, artificial intelligence bypasses all your SEO-optimized content and keyword-stuffed landing pages. Instead, it synthesizes information from authoritative sources, provides a concise answer, and even suggests a few local providers—which may (but probably doesn't) include your practice.

And while SEO isn't anywhere near obsolete, it's becoming more like offering laser treatments in a dermatology practice—once revolutionary, now just expected. The new frontier is **AIO: Artificial Intelligence Optimization**.

However, unlike SEO's gradual evolution, the AIO revolution is happening at warp speed. Countless numbers of potential patients are already using AI interfaces to make healthcare decisions.

By next year, that might include **a significant portion of your target demographic**.

Sounds scary? It should. If you're still optimizing exclusively for Google's algorithm, you might already be falling behind your competitors.

## WHY AIO MATTERS ESPECIALLY IN AESTHETICS

The aesthetics industry sits at a particularly vulnerable intersection when it comes to AI search transformation. Why? Because aesthetic decisions are inherently:

1. **Backed with serious research**—patients typically conduct substantial research before committing





2. **Deeply personal**—exactly the type of queries AI excels at addressing
3. **Expertise-dependent**—patients want authoritative sources, which AI prioritizes

In other words, your potential patients are precisely the demographic most likely to embrace AI-powered search, and they're asking exactly the types of questions AI is designed to answer.

### AIO 101

If your eyes are glazing over at the prospect of yet another digital marketing pivot, I get it. But here's the good news: AIO isn't about mastering complex technical skills—it's about getting back to fundamentals that should feel intuitive to any aesthetic professional.

#### Conversational Content

AI loves content that sounds like it was written by a human expert genuinely trying to help. *What a concept, right?* This means ditching robotic keyword-dense paragraphs and instead creating content that reads like an informative conversation between you and a patient.

For example, instead of: *"Botox injections forehead wrinkles treatment FDA approved"*

Try: *"Wondering if Botox is right for your forehead lines? Let's talk about what to expect..."*

#### Structured Data

I'm sure you know the jokes about doctors having indecipherable handwriting. Well, to AI modeling and search systems, most websites are basically written in the same way. That's why, structured data is like hiring a translator to make your content instantly comprehensible to machines.

This means implementing schema markup that clearly identifies:

- Your medical procedures and services
- Common questions and answers
- Step-by-step treatment guides
- Practitioner credentials and specialties

#### Authority

In the SEO world, being an authority mostly amounts to having an impressive collection of credible backlinks. In the AIO world however, authority is multidimensional and much harder to achieve.

This means that in order to attain the "EAT" factor in AIO, your content needs to demonstrate a few crucial elements. Those include: deep procedural knowledge that only practitioners would know, citations from peer-reviewed research and medical literature, as well as clear and accessible explanations of complex concepts.

It is a great change for practices with genuine expertise over manufactured authority. For those relying solely on marketing tricks however, it may be a slow and painful way to digital invisibility.

### ADAPT OR DISAPPEAR

The pivot from SEO to AIO isn't just another marketing trend—it's rapidly becoming the difference between visibility and digital oblivion.

Right now, potential patients are already asking AI assistants who has the best treatments in town while your meticulously SEO-optimized website gathers dust. The question isn't whether you should adapt—it's will you do it while you still have the chance to establish yourself as a leader in the AIO era, or will you play catch-up after watching your digital visibility and new patient numbers plummet.

The AIO revolution is already here, drinking your coffee and putting its feet on the table.

#### What are you going to do about it?

*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.*

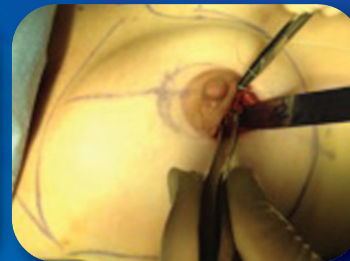
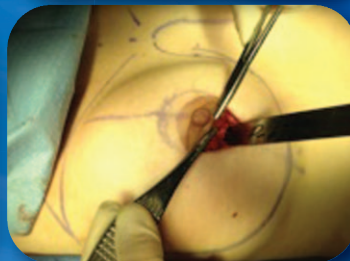
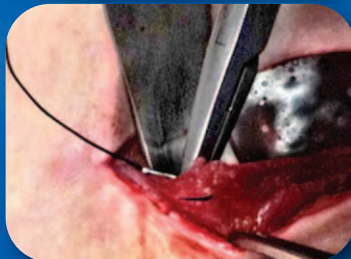
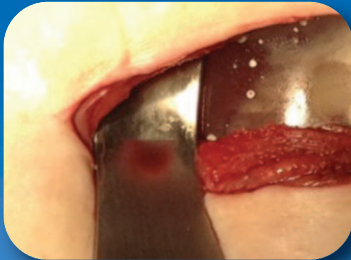
*Sam's command of the aesthetics industry and bleeding-edge marketing approaches has garnered him a reputation as the premier thought leader, strategist, and pioneer among top industry organizations and startups alike.*

Right now, potential patients are already asking AI assistants who has the best treatments in town while your meticulously SEO-optimized website gathers dust. The question isn't whether you should adapt—it's will you do it while you still have the chance to establish yourself as a leader in the AIO era, or will you play catch-up after watching your digital visibility and new patient numbers plummet.

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## Revenue Per Hour— The Hidden Metric That Could Transform Your Practice's Profitability

By Terri Ross, Terri Ross Consulting

Plastic surgeons are uniquely positioned at the intersection of artistry and high-acuity care. Yet, in the pursuit of excellence in surgical outcomes, many practices overlook one of the most critical business metrics: Revenue Per Hour (RPH).

While total revenue, surgical volume, and procedure pricing are important indicators, they fail to account for time efficiency, resource utilization, and procedural value—all of which directly impact profitability. In an era where efficiency and ROI are key, RPH bridges the gap between clinical outcomes and business performance.

### WHAT IS REVENUE PER HOUR?

Revenue Per Hour is a simple yet powerful calculation:

$$\text{RPH} = \text{Total Revenue} \div \text{Total Hours Worked}$$
  
(by a surgical/nonsurgical provider or per treatment room).

This metric provides a time-based lens through which to assess operational efficiency and profitability. It's particularly impactful for practices offering a mix of surgical and non-surgical procedures, helping to identify which services contribute the most value relative to time spent.

### BENCHMARKING THE DATA

In high-performing aesthetic practices, average RPH benchmarks can vary widely:

- Non-surgical procedures (e.g., toxins, fillers): \$1,000–\$2,500/hour
- Device-based treatments: \$750–\$1,500/hour
- Surgical procedures: \$3,000–\$8,000+/hour depending on case type, OR time, and anesthesia model

From personal experience working with hundreds of surgical practices, those that track RPH and act on this data to strategically optimize their service mix and scheduling can realize up to a 30% increase in net profitability within 12 months.

### TACTICAL STRATEGIES TO BOOST RPH

1. **Optimize Scheduling.** Create provider schedules that prioritize high-margin services during peak hours.



Surgeons often underestimate the “cost” of underutilized hours. If your schedule is filled with time-consuming, lower-margin cases, it may reduce your capacity to accommodate more profitable opportunities.

2. **Cross-Train Staff.** Ensure non-physician providers can perform profitable, time-efficient services like neurotoxin injections or laser treatments.
3. **Procedure Bundling/Treatment Plans.** Combine services into treatment plan packages to augment patient outcome, increase transaction and lifetime value and reduce redundant consult time.
4. **Dynamic Pricing.** Adjust pricing based on demand, seasonality, or provider availability.

### WHY IT MATTERS

Surgeons often underestimate the “cost” of underutilized hours. If your schedule is filled with time-consuming, lower-margin cases, it may reduce your capacity to accommodate more profitable opportunities. A difference of just \$300/hour in RPH across 20 hours a week could mean a revenue swing of over \$300,000 annually.

### GETTING STARTED

Here are a few tips to get started:

1. Implement RPH tracking by integrating it into your EMR or using financial calculators
2. Compare RPH across services, providers, and treatment rooms.
3. Set minimum RPH targets based on your practice's fixed and variable cost structures.
4. To see consistent improvement in RPH, align your team's incentives with this metric. Consider integrating RPH goals into provider compensation plans, offering incentives for exceeding efficiency targets without compromising care quality.

Read  
“From Surgery to  
Subscription—Building  
Recurring Revenue in a  
High-Ticket Practice”  
also by Terri Ross, in our  
digital Flipbook.

5. Train your front desk to optimize appointment stacking and reduce downtime between appointments
6. Additionally, hold monthly performance reviews that highlight individual and team-based RPH trends. Transparency creates accountability and motivates improvements.

In a world of rising overhead, competitive pressure, and evolving patient expectations, plastic surgeons must think like CEOs. Revenue Per Hour provides the financial clarity needed to ensure that your time—your most valuable resource—is working for you, not against you.

The RPH metric is more than a number—it's a lens into the operational heartbeat of your practice. With staffing shortages, increased patient expectations, and inflationary pressure on materials and real estate, every hour must be maximized. Adopt RPH not just as a metric, but as a philosophy for growth and efficiency. It may be the single most important business KPI you're not yet tracking.

*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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## Engineering Taxable Income: Tools for the Aesthetic Practice Owner

By Practice Integration Advisor Thomas Bodin, CFA, CFP®

In previous articles, we've explored how income recognition—W-2 wages vs. distributions—and retirement plans like cash balance plans can help manage taxable income. In this piece, we take a step back to look at the broader toolkit available to aesthetic practice owners—whether running a medspa, surgery center, or hybrid model—for intentionally designing taxable income.

**T**he best time to act is before year-end pressure sets in. By proactively aligning your profitability with personal goals, you avoid the last-minute scramble to make rushed investments or contributions when cash flow may be tighter.

Keep two core principles in mind:

1. Taxes are inevitable. Timing is not.
2. Design income around your goals—don't create goals to fit your income.

As Benjamin Franklin famously said, "nothing is certain except death and taxes." But that doesn't mean all income must be taxed today—or at the highest rate. In fact, a "zero-tax" year may represent a missed opportunity. Income for aesthetic practice owners tends to be high and variable. While it can be tempting to aggressively reduce taxable income through deductions—equipment purchases, retirement contributions, or income shifting—this can lead to future income spikes taxed at higher marginal rates.

A smarter approach is to smooth income across years, minimizing exposure to top tax brackets. Avoiding the 35% and 37% brackets over a decade is far more valuable than escaping the 12% bracket once.

With that in mind, here are four strategic ways to allocate your practice profit:

### 1. USE PROFIT FOR YOURSELF—NOW

This is the most straightforward strategy: pay yourself. The right mix of W-2 wages and distributions should align with your entity structure and overall tax strategy. Lower wages reduce payroll taxes, while higher wages can allow for increased retirement contributions. There's no one-size-fits-all solution—it should reflect your financial goals.

Where appropriate, work with your accountant to evaluate blended-use expenses that may offer tax efficiency, such as vehicle costs, home office deductions, and entertainment tied to referral relationships or professional networking.

### 2. USE PROFIT FOR YOURSELF—LATER

Deferring income through retirement plans—such as a 401(k), defined benefit, or cash balance plan—remains one of the most powerful tax strategies. These plans let you shift income from high-tax years into retirement, when your marginal rate may be lower. A well-structured plan can also enhance team retention while accelerating long-term wealth creation.

### 3. USE PROFIT TO SUPPORT YOUR FAMILY AND COMMUNITY

If part of your vision includes supporting your children or giving back, your practice can be a more tax-efficient vehicle than personal, after-tax dollars.

For example, if your children are old enough to help—by assisting with marketing, social media, or administrative work—you can pay them a reasonable wage. In 2025, if they earn less than the \$15,000 standard deduction, their federal tax liability may be zero. You could even contribute some of those wages to a Roth IRA, laying the groundwork for future tax-free growth.

Similarly, charitable giving tied to practice visibility—like event sponsorships or donations supporting community programs—can sometimes be deducted as a business expense, maximizing both tax benefits and brand exposure.

### 4. REINVEST PROFIT IN THE BUSINESS

Reinvesting in your practice—whether through surgical equipment upgrades, treatment room renovations, or expansion—can be both necessary and tax-savvy. You can choose how to depreciate those investments using Section 179, bonus depreciation, or standard schedules. Accelerating deductions in high-income years or spreading them out to maintain consistent tax benefits can help balance your long-term tax exposure.

### FINAL THOUGHTS

You've worked hard to build a successful aesthetic practice. Being intentional about how and when you recognize income can help you keep more of what you earn—supporting your personal, family, and business goals. Income engineering isn't about avoiding taxes—it's about managing them wisely over time.

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

*If you have any questions, email [TBodin@buckinghamgroup.com](mailto:TBodin@buckinghamgroup.com) or call 317.975.3498.*

While it can be tempting to aggressively reduce taxable income through deductions—equipment purchases, retirement contributions, or income shifting—this can lead to future income spikes taxed at higher marginal rates.

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## Meta Pixels for Plastic Surgery Websites: What You Need to Know

By Keith C. Humes, CEO Rosemont Media, LLC

Tracking user behavior online plays a vital role in understanding your audience and refining your advertising strategies. One of the most common tools for this is the **Meta Pixel**—a line of code that allows you to collect data about how visitors interact with your plastic surgery website.

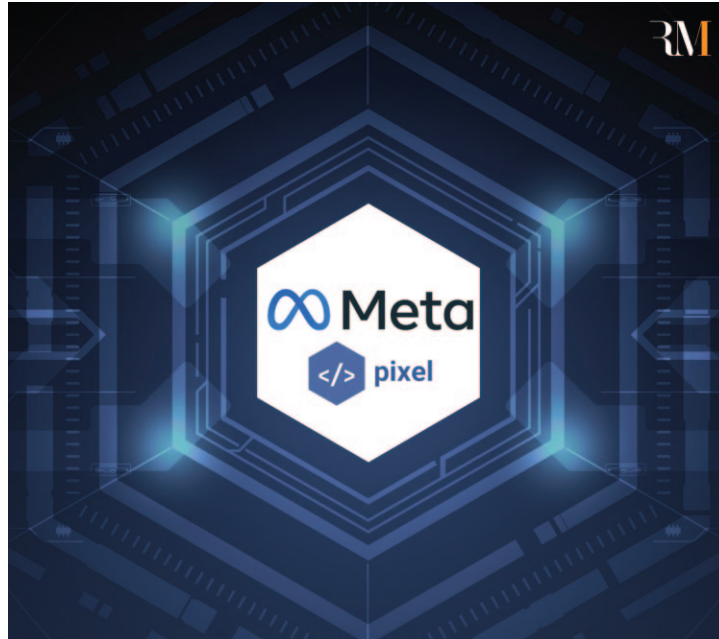
**F**or e-commerce or general service businesses, this tool is a goldmine. But in the world of plastic surgery—where HIPAA regulations and patient privacy are paramount—it becomes a legal and ethical minefield. With lawsuits mounting and scrutiny intensifying, it's essential that plastic surgeons understand what Meta Pixels do, how they work, and—most importantly—whether they belong anywhere near a HIPAA-regulated website.

### WHAT IS A META PIXEL?

The **Meta Pixel** (formerly Facebook Pixel) is a tracking tool provided by Meta, the parent company of Facebook and Instagram. Its primary function? To help advertisers understand user behavior and improve campaign performance. Specifically, it enables:

- **Tracking visitor behavior:** What pages they view, forms they fill out, buttons they click—everything.
- **Measuring ad results:** See how Facebook or Instagram ads are converting into consult requests, form fills, or other valuable actions.

To paint the picture: imagine a visitor researching tummy tuck procedures on your site. If Meta collects that data and uses it to retarget them with ads, even if anonymized, it could expose personal health interests. That's a breach of privacy—exactly what HIPAA aims to prevent.



The Meta Pixel may be a staple in consumer marketing, but in plastic surgery, it's a legal tripwire. HIPAA doesn't care how effective your ads are; it cares that your patients' information remains private.

- **Retargeting:** Show ads to past visitors, reminding them of your practice or a specific procedure they researched.
- **Lookalike audiences:** Meta can find new users who resemble your existing audience and are more likely to be interested in procedures like rhinoplasty or mommy makeovers.
- **Ad delivery optimization:** Meta uses Pixel data to show ads to users most likely to take action.

For example, if someone visits a page about breast augmentation, they may later see a tailored ad from your practice while scrolling Instagram. While powerful, this kind of retargeting crosses a dangerous line in healthcare marketing.

Read  
**“Guide to Plastic Surgery  
 SEO & Content Marketing  
 with AI Chatbots”**  
 also by Keith C. Humes  
 in our digital  
 Flipbook.

### IS THE META PIXEL HIPAA COMPLIANT?

In a word: **No.**

Meta does **not** offer a **Business Associate Agreement (BAA)**, which HIPAA requires for any vendor that may transmit or receive Protected Health Information (PHI). Without a BAA, any PHI collected—even inadvertently—becomes a compliance risk.

To paint the picture: imagine a visitor researching tummy tuck procedures on your site. If Meta collects that data and uses it to retarget them with ads, even if anonymized, it could expose personal health interests. That's a breach of privacy—exactly what HIPAA aims to prevent.

**Google saw the writing on the wall and banned healthcare retargeting years ago.** Meta has not. As a result, several hospitals and private practices are now facing legal action for using Meta Pixels improperly.

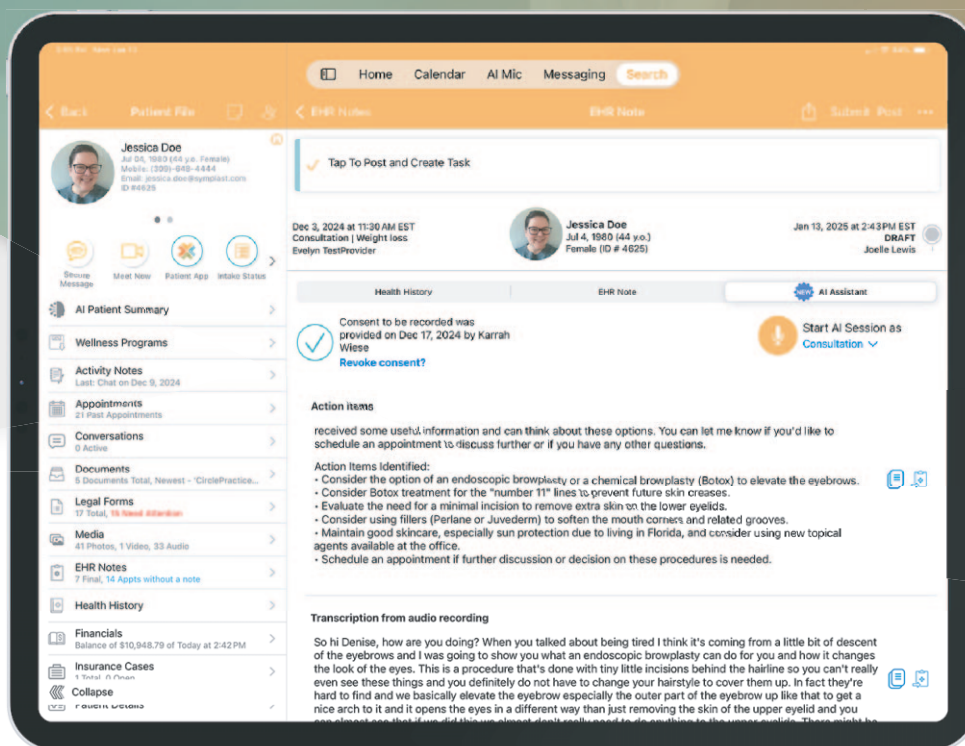
Continued on Page 137



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## 3 Simple Rules to Ensure Your New Patient Becomes a Forever Patient

By Shelby Reed, MHA

## Meta Pixels

Continued from Page 135

### MARKETING STRATEGIES PLASTIC SURGEONS SHOULD AVOID

In this heightened regulatory climate, plastic surgery practices must steer clear of:

- **Retargeting campaigns based on procedure-related behavior**
- **Using any third-party marketing tools that don't sign a BAA**
- **Behavior-based ads tied to medical conditions or interest in specific treatments**

These once-valuable tools are now legal liabilities. Continuing to use them without safeguards is not just risky—it could cost you dearly.

### SMARTER, SAFER ALTERNATIVES

Plastic surgeons don't need to compromise privacy for performance. HIPAA-compliant marketing is both ethical and effective when executed properly. Consider:

- **SEO for core procedure pages** (e.g., facelift, liposuction, BBL)
- **Original branded content** that answers patient questions and builds trust
- **Analytics tools that are HIPAA-compliant**
- **Permission-based remarketing** (e.g., email campaigns where users opt in)

These methods not only protect patient privacy—they elevate your brand and attract the right audience.

### FINAL THOUGHTS

The Meta Pixel may be a staple in consumer marketing, but in plastic surgery, it's a legal tripwire. HIPAA doesn't care how effective your ads are; it cares that your patients' information remains private.

If you're unsure whether your marketing stack is compliant—or if you're using tracking tools that could be problematic—it's time for a digital checkup. At Rosemont Media, we specialize in crafting custom digital marketing solutions for plastic surgeons that comply with HIPAA and still deliver results.

*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.*

**I'd like to say something a little risqué... Your masterful skills with a blade, needle, and laser are only part of the reason a patient decides to return to your office after their first appointment.**

**T**heir overall experience (from start to finish) is directly linked to the likelihood of their return and the success of your practice. I realize that doesn't seem completely fair. The patients are there to see you. They trust their body to your capable hands. So why does it matter what happens at the front desk during check-in or in the clinic room with a nurse during the H&P?

It matters because your services and treatments are elective. People have a choice and no one would intentionally choose to go somewhere for bad service. Period. For example, you wouldn't continue to go to a restaurant, no matter how great the food was, if the servers and bartenders were rude and incompetent every time you went.

So, what can you do to ensure that your patients will have a fabulous visit from start to finish? Check out my list of 3 simple rules.

### 1. TRUST YOUR STAFF

How do you do this? Well, it starts with training, setting expectations, and keeping your eyes open. Spend time and observe your team in action. Does your staff smile, make eye contact, laugh, act friendly and happy that the patient is here to see you? Or do they act snobby, elitist, annoyed, or some other unappealing way.

Also, I strongly recommend you hire a "Secret Shopper" to rate their experience. Did they feel rushed on the phone? Bombarded with too many emails/texts? Was becoming a patient easy or difficult? Did they like the staff? Did they like you? Why or why not?

### 2. DON'T BE AFRAID TO MAKE CHANGES

After uncovering any pain points in your practice, speak with your staff and ask for their help in making changes. Most of the time, your team is already aware of the problems. And I bet they have solutions they've been waiting to share with you. Some examples might be:

- Appointment times too long/short
- Bottle necks during appointment flow
- Not enough or too much staff
- Roles and responsibilities not clearly defined

### 3. ASK YOUR PATIENTS

Surveying your patients is a great way to get real-time, in-house data. I'm not talking about sending out requests via text for Google reviews. I'm talking about a basic internal survey they can fill out and turn in so their voices can be heard. There are two ways we do this in my practice. The first is an online survey sent out as a link in our monthly newsletter. This one is great for anonymous feedback. The second way is to hand out a printed survey during check-in, so while the patient is waiting to be seen, they can fill it out and turn it in during check-out. You'll find most people are willing to offer feedback.

So, the next time you think about dumping more money into marketing for new patients, stop and ask yourself, are you doing enough in your office to ensure that every new patient wants to stick around?

*Shelby Reed is the practice manager for Dr. Cristina Keusch, Boca Raton Plastic Surgery Center in Boca Raton, Florida. [www.drkeusch.com](http://www.drkeusch.com)*

**I strongly recommend you hire a "Secret Shopper" to rate their experience. Did they feel rushed on the phone? Bombarded with too many emails/texts? Was becoming a patient easy or difficult? Did they like the staff? Did they like you? Why or why not?**



# PRACTICE SOLUTIONS

## 5 Golden Rules for Membership & Loyalty Program Success

By Tamara Vileta, Founder of Pinpoint Creative

Launching a loyalty or membership program in your practice can be a smart marketing initiative to drive recurring revenue, increase customer lifetime value, and create a barrier to exit so clients “stay” in your practice.



PURE Medspa uses the Zenoti app to power their Membership, but the brand, tier names, points-based rewards, and marketing materials have all been branded to PURE, NOT the technology.

Some of the biggest brands in the world devote significant budget toward memberships, including Starbucks, Hilton, Chase, and United Airlines. It's no wonder, because here are the stats:

- Loyal customers spend **31% more** than new customers.
- Loyal customers are responsible for **65% of your brand's purchases**.
- 66% of customers say the ability to earn rewards **changes their spending behavior**.
- 83% of customers say belonging to a loyalty program **influences their decision to buy** for a brand again.

With all the buzz around memberships & loyalty, what should your practice consider when building a program to achieve your goals and serve your client's needs? The following are some “Golden Rules.”

### 1. CHOOSE A SAVVY TECH SOLUTION TO RUN THE BACK END OF YOUR PROGRAM.

Today, EMR and third-party tech integrations abound to help your practice run the back of your membership program, and often you can combine technology to create the best user experience for both your team and staff. Really do your research to understand what your existing EMR and/or CRM offer in terms of membership program functionality, and make sure it meets your needs to efficiently enter, track, and measure your program's success.



PURE Medspa has nine tools in their toolbox to market memberships across their four locations in Idaho.

### 2. CREATE AN APPEALING “WIN/WIN” VALUE PROPOSITION.

There is power in a fair trade. As you begin to craft the value proposition for your program, go into this exercise understanding what both you and your client NEED from the relationship to make it a win for both parties. Make sure you are not undermining profitability—but are offering enough incentive to change behavior. And remember, incentives do not always have to be “discounts.” (ie: perks like status, access, content, and education can also create value).

### 3. BUILD YOUR BRAND WITH YOUR PROGRAM, NOT SOMEONE ELSE'S

Your membership program should align with YOUR brand, not your tech solution's. Sephora clients are “**ROUGE Members.**” Everything about the program supports their brand values and deepens customers relationships with **Sephora**. Too many practices in our industry name their programs after the tech running the program (ie: Repeat MD, Hint MD, Privi, etc.). When you do this, your program builds someone else's brand, not yours...which is counterproductive.



Read  
**“Untapped Lead Generation  
 Ideas that are Low-cost and  
 Easy to Implement”**  
 also by Tamara Vileta  
 in our digital  
 Flipbook.

#### 4. MARKET YOUR MEMBERSHIP ACROSS ALL TOUCHPOINTS!

For your program to be successful, it must be **VISIBLE** to clients, and this requires marketing your program across every channel at your disposal. Your marketing knock list should include a dedicated landing page on your website, ample social media presence, email marketing campaigns, consultation collateral, point-of-purchase displays, merchandise, on-hold messages, treatment plans, lobby loops, team talking tracks, and a presence at your events! Make sure it's impossible to miss the fact that memberships are available in your practice.

#### 5. TRAIN YOUR TEAM TO BE CONFIDENT IN SELLING MEMBERSHIPS.

Your team needs to love your membership program, believe in its benefit to patients, know the tools at their disposal to help them discuss the benefits with patients, and have specific sales training on how, when, and where to introduce the program. As a team, you should rehearse the close, develop scripts for overcoming objections, and flesh out the FAQs so everyone in the practice can champion your program and confidently articulate its value.

These five golden rules will get you on your way to creating, marketing, and selling a successful membership in your practice. Stay tuned for more Membership Marketing Success tips to come!

*Tami Vileta is the founder and creative director of Pinpoint Creative—a boutique visual brand development and patient lifecycle marketing firm focused in aesthetic medicine. Pinpoint serves over 450 clients with unique services to enhance the patient experience including high level brand development, patient event marketing, membership program development, consultation materials, promotional merchandise, and strategic campaign development. For questions and information, please visit [www.PinpointMarketingAgency.com](http://www.PinpointMarketingAgency.com), or contact Tami at [Tami@PinpointCMU.com](mailto:Tami@PinpointCMU.com) or 206.427.3241.*

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# PRACTICE SOLUTIONS

## Stop Trying to Get to Home Base—You Haven't Even Touched First

By Jennifer Neuenschwander, MBA

Why overwhelming your leads is killing your conversions, and how one clear next step can change everything.

**T**oo many practices are trying to close the surgery when the lead hasn't even said "hi" back.

They're piling on credentials, dropping every social link, review site, award badge, and procedure option—when all the lead really needs is one clear, simple next step.

Instead of feeling guided, the patient feels overwhelmed. And the follow-up? Often just as messy. More noise, more confusion, and frankly... it looks disorganized, impersonal, and maybe even a little desperate.

Let's fix that.

### ONE STEP. ONE DIRECTION. ZERO CONFUSION.

#### 1. You're Skipping Steps—And It Shows

Practices are trying to go from A to Z before the lead has taken a breath.

You wouldn't propose marriage on the first date. So stop pushing surgery before they've even had a call.

#### 2. The Lead Journey is Emotional— and Nonlinear

From the first inquiry to post-op recovery, the lead experiences fear, curiosity, skepticism, hope, and decision fatigue.

Your job isn't to close—it's to guide. Think of it like emotional choreography, like ballroom dancing. Each step should feel safe, supportive, and intentional.

From the first inquiry to post-op recovery, the lead experiences fear, curiosity, skepticism, hope, and decision fatigue. Your job isn't to close—it's to guide. Think of it like emotional choreography, like ballroom dancing. Each step should feel safe, supportive, and intentional.

#### 3. The Dump-and-Run: Marketing's Messiest Mistake

Sending a giant info dump—surgeon bios, office tour, every service you offer, three consultation options, and eight different ways to respond—isn't helpful. It's chaos.

It sounds like: "Call us, text us, email us, DM us, send a raven—we'll be waiting."

What actually happens? Nothing. A confused mind doesn't buy. A confused lead doesn't book.

#### 4. The Magic Words: "The Next Step Is..."

Every communication should clearly, calmly answer one question:

"What do I do next?"

Not five options. Not a PDF of your press clippings. Just this:

**"The next step is to [submit your photos]"**

**"The next step is to [schedule your call]"**

**"The next step is to [click here to confirm your consult]"**

One step. One path. Zero confusion.

If you offer more than one option, you fail. Go to marketing jail. Do not collect \$200.

#### 5. Always Be Closing... the Next Step

You remember the phrase: ABC—Always Be Closing.

In aesthetics, closing isn't pushing—it's guiding. "Closing" is simply helping the lead take the *next* step.

You're not selling a car. You're building trust. And trust builds one step at a time.

### MAP IT OUT—FOR YOU AND YOUR TEAM

If your staff doesn't know the lead journey, they'll wing it. And your leads will walk.

Visualize it. Map it. Make sure everyone—from the receptionist to the surgeon—knows exactly what the next step is at each stage.

**Ask:** What is the ONE thing we want this lead to do right now?

Read  
**Beyond the Before & After:  
Why Storytelling Beats  
Transformation Photos**  
also by Jennifer  
Neuenschwander  
in our digital  
Flipbook.

### THE NEXT STEP IS... (FOR YOU)

Audit your lead journey.

Look at every email, text, and DM you send.

If you're offering more than one way forward, simplify.

If you're giving everything all at once, stop.

Because the only thing your lead wants to know is:

**"What's my next step?"**

Make sure the answer is crystal clear.

Every time.

### Take Action: Boost Your Practice with Weekly Marketing Insights

Aesthetic Society SPECIAL OFFER: Scan the QR code to receive bite-sized, actionable marketing tips and insights straight to your phone weekly. Diversify your lead sources and elevate your practice effortlessly.



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





## What Are AI Overviews (AIOs)?

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

As Google continues to evolve, its latest feature—AI Overviews (AIOs)—is transforming the way patients find and engage with Information online.

In this article, we'll explain what AIOs are, how they may affect your organic traffic, and what marketing strategies can help your practice maintain strong visibility in search results.

### WHAT ARE AI OVERVIEWS (AIOs)?

AI Overviews (AIOs) are automated summaries that appear at the very top of Google's search results, offering instant answers to user questions—before they ever reach a website. These summaries are powered by generative AI and are created using information pulled from high-ranking, trustworthy websites.

For example, if a potential patient searches, "What is a tummy tuck?" Google may now display an AIO with a paragraph explaining the procedure. The AIO might cite sources like the Mayo Clinic or the American Board of Cosmetic Surgery, with clickable links to those sites listed beside the summary.

In many cases, users feel they've already found the answer and won't scroll down to see the rest of the search results—reducing clicks to individual practice websites.

### WHAT DOES THIS MEAN FOR PLASTIC SURGERY SEO?

While AIOs can reduce organic traffic for educational content, they don't make SEO irrelevant. In fact, your content may directly influence or be featured in AIOs—as long as it meets Google's criteria for relevance, authority, and clarity.



Read

**"How Digital PR Can Boost Your Plastic Surgery SEO Strategy"**

also by Peter Houtz in our digital Flipbook.

While AIOs can reduce organic traffic for educational content, they don't make SEO irrelevant. In fact, your content may directly influence or be featured in AIOs—as long as it meets Google's criteria for relevance, authority, and clarity.

General informational searches such as "What is liposuction?" may no longer result in as many direct website visits. But, if your content contributes to the AIO summary or is featured in the "sources" list next to it, you still gain valuable visibility and trust with potential patients.

Think of this as topical authority—Google recognizes your site as a subject matter expert, which supports your long-term rankings, brand awareness, and local search performance.

### HOW CAN YOU CONTINUE TO RANK ON GOOGLE AND BE FEATURED IN AIOs?

Google's ranking metrics haven't changed, so as long as you're following SEO best practices, your site may be featured in these AIO snippets. Here are a few strategies to strengthen your SEO and improve your chances of being featured:

- **Create authoritative, in-depth content** that clearly and accurately answers common patient questions.

- **Use long-tail keywords**, such as "tummy tuck recovery time in Houston" or "is liposuction safe for women over 50?"
- **Build backlinks** from reputable sites like medical associations, universities, or local news publications.
- **Add schema markup** to help Google understand your content and improve your presence in rich results.
- **Focus on location-based and commercial intent queries**—e.g., "best tummy tuck surgeon in Scottsdale" or "how much does a facelift cost in Los Angeles?"

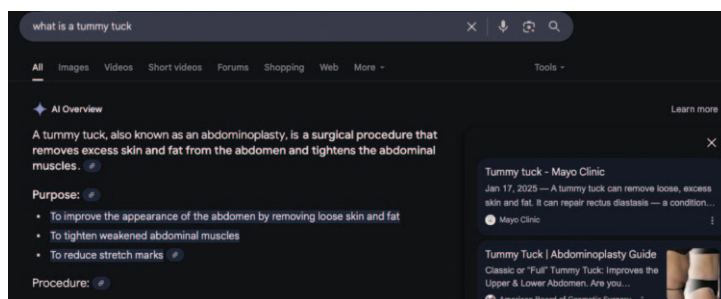
These types of queries are less likely to trigger an AIO and more likely to drive qualified leads to your website.

### BOTTOM LINE: IT'S ABOUT VISIBILITY, NOT JUST CLICKS

AIOs may reduce clicks from general educational searches, but they also open the door to enhanced credibility, brand recognition, and future patient trust—especially when your site is cited as a reliable source.

Continue investing in SEO with content that educates, engages, and reflects your expertise. Google rewards it, patients notice it, and your practice benefits from it.

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



If a potential patient searches, "What is a tummy tuck?" Google may now display an AIO with a paragraph explaining the procedure.



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#### Precautions

- EVOLYSSE products should only be used by healthcare professionals who have appropriate training, experience, and who are knowledgeable about the anatomy at and around the injection site.
- Discuss all potential risks of EVOLYSSE injections, including signs of potential complications, with patients prior to treatment.
- The safety and effectiveness for the treatment of other areas have not been established in controlled clinical studies.
- The safety for use in sites with proximity to other implants (including permanent implants) has not been studied.

- Injection into patients with a history of facial herpetic eruption may reactivate herpes infection.
- The safety for use during pregnancy, breastfeeding, or in patients under 22 years has not been established.
- The safety in patients with known susceptibility to keloid formation, hypertrophic scarring, or pigmentation disorders has not been studied.
- Use with caution in patients with an autoimmune disorder or on immunosuppressive therapy.
- Patients taking medication that can prolong bleeding (e.g., aspirin, nonsteroidal anti-inflammatory drugs, and warfarin) may experience increased bruising or bleeding at injection sites.
- Treatment carries a risk of infection. Follow standard precautions.
- If laser treatment, chemical peeling, or any other procedure based on an active dermal response is considered after treatment, or before the skin has healed after such procedures, there is a possible risk of eliciting an inflammatory reaction at the implant site.
- Patients may experience late onset adverse events with use of soft tissue fillers.
- EVOLYSSE products contain lidocaine. Use with caution if local anesthetics are used concurrently.
- Injection of EVOLYSSE products too superficially or in areas with limited soft tissue support or thin skin may result in skin contour irregularities, palpable lumps, and/or bluish discoloration.
- Advise patients to minimize exposure of the treated area to extreme temperatures (e.g., intense cold or sauna) until any local inflammation has resolved.

#### Adverse Events

The most common reported side effects for EVOLYSSE products were tenderness, swelling, lumps, bruising, redness, pain, discoloration, and itching. The majority were mild or moderate in severity.

**To report an adverse event with any EVOLYSSE product, please contact Evolus Customer Experience at 1-877-386-5871. Please visit [www.EvolusRx.com](http://www.EvolusRx.com) for more information.**

EVOLYSSE products are available only by a licensed physician or properly licensed practitioner.

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## The Importance of Post-Treatment Care: Best Practices for Ensuring Long-Term Patient Satisfaction

By Davina Isaacs, MBA—ACG Practice Partners

The complete plastic surgery and aesthetic treatment experience spans all stages from initial consultation through treatment to recovery. Each phase is a vital component of ensuring a positive patient experience.

**T**oo often, practices assume that the patient's experience ends once a procedure is completed but the post-treatment period is just as crucial to patient satisfaction as the procedure itself. The healing process and patient experience benefit greatly from proper post-treatment care regardless of whether it is a surgical procedure or a non-surgical aesthetic treatment.

The patient's experience of their journey through your practice is shaped by effective post-treatment care which influences recovery while allowing for early detection of potential complications. Maintaining close contact with patients after their procedure allows the practice to address any concerns, start interventions when needed, and reduces anxiety to achieve better outcomes.

### SETTING EXPECTATIONS EARLY

A successful post-treatment experience starts long before the patient leaves your office after a procedure. Setting clear expectations about what the recovery process will look like is key. Take the example of a patient undergoing a rhinoplasty. If they aren't told to expect significant swelling for the first few weeks, they might be alarmed when it happens. But if they are informed ahead of time, they can anticipate the healing process, which can reduce anxiety and set a more positive tone.

During consultations, make sure to discuss what the recovery period will look like. Whether it's swelling, bruising, or temporary discomfort, patients need to know what to expect. You might say, "It's normal for your face to feel swollen for the first 2–3 days, and you'll likely notice some bruising. But don't worry, this is a typical part of the healing process, and it will improve over time."



Every procedure should come with a comprehensive aftercare plan, tailored to the specifics of the treatment.

### COMPREHENSIVE AFTERCARE PLANS

Every procedure should come with a comprehensive aftercare plan, tailored to the specifics of the treatment. For example, after a facelift, your aftercare instructions might include tips like elevating the head while sleeping to reduce swelling, applying cold compresses, or avoiding direct sun exposure. These steps can dramatically speed up recovery and improve results.

Here are some common aftercare strategies that can be used for a variety of procedures:

- **Detailed Instructions:** Ensure patients have written and verbal aftercare instructions.
- **Regular Follow-Ups:** Schedule follow-up appointments before the patients leave their procedure to check in on the patient's healing progress. The practice should internally schedule follow-up calls and SMS messages to check in on the patient as well.
- **Patient Support:** Offer a direct line of communication for patients to ask questions during recovery. If a patient is unsure whether their healing is on track, they should feel comfortable reaching out. For example, one practice I worked with implemented a "text us anytime" policy with a designated phone line for post-treatment concerns, which reassured patients and minimized their anxiety.

### THE LASTING IMPACT OF POST-TREATMENT CARE

Post-treatment care is an essential part of the patient experience that shouldn't be overlooked. By maintaining clear

communication, setting realistic expectations, and offering ongoing support, you create a positive, lasting impression that can significantly enhance patient satisfaction and loyalty. When patients feel cared for not only during their procedure but throughout their entire journey with your practice, they are more likely to return for future treatments and recommend your practice to others.

Ultimately, excellent post-treatment care isn't just about healing—it's about building long-term relationships with your patients and showing them that their well-being is your top priority. By investing in a comprehensive aftercare plan and fostering a culture of support, you can ensure your patients feel valued, heard, and confident in their results. The more effort you put into nurturing the post-treatment experience, the more you will reap the rewards in patient retention and referrals.

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

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## Four Common Investment Mistakes and How to Avoid Them

By David Mandell, JD, MBA and Andrew Taylor, CFP®

Investing is challenging and has become increasingly difficult as our access to information has evolved over the last decade and technology and innovation have helped to educate the investing public.

While these enhancements have created a more informed investor, the abundance of news and data can lead investors to make one or more of these costly mistakes.

### 1. OWNING TOO FEW INVESTMENTS OR HIGHLY CORRELATED INVESTMENTS

Too few investors appreciate the risk of limiting their investments to just a couple of stocks. A highly concentrated portfolio is more akin to speculating than investing and tends to be more common during bull markets.

Long term goals are achieved by owning a variety of investments that are stress-tested under numerous economic scenarios. By diversifying your investments, you are likely to experience more consistent returns without extreme variability in your portfolio.

### 2. CHASING PAST PERFORMANCE

There are a handful of stocks (commonly known as the “magnificent seven”) that have been highly successful recent performers. Investing in these names seems appealing because they have rapidly growing revenues and, on the surface, appear well-positioned to continue to thrive.

Investors may forget that an equally weighted basket of these stocks lost more than 40% in 2022 when the S&P 500 was down only 18%. In light of this data, investors should limit exposure to high-growth or momentum-based securities to only a portion of their portfolios.

Remember that investing is not always exciting, and the best strategies involve a

combination of slow, steady, and even boring, mixed with higher risk and volatility. Complementing high-growth investment strategies with a value-based approach can offer a more predictable set of returns.

### 3. EMOTIONAL INVESTING

Investing comes with risk, which is why a diversified mix of stocks offers greater upside compared to a savings account or a CD. History tells us we will be rewarded for taking that risk if we demonstrate patience in our approach. However, experiencing the loss of money generates a stronger emotional reaction than the satisfaction of making money.

Because your tolerance for losses is likely to decrease as you age and as your assets grow, it is important to assess your risk tolerance every few years. Understand your risk tolerance prior to investing and avoid deviating from it. Implementing a rules-based approach to investing, which includes rebalancing and maintaining a limited amount of stock exposure, can help you stay the course when times are challenging.

### 4. IGNORING TAXES

Taxes are a part of investing, but investors often overlook their impact. Anyone with a non-retirement brokerage account should be thinking about taxes when they invest.

Investment income may be subject to both federal and state tax. Married couples filing jointly with MAGI above \$250,000 (\$200,000 for single filers) are also subject to the 3.8% net Investment Income Tax. Capital gains, qualified dividends, and interest income can all be taxed at different rates, adding further complexity to tax management.

You may not be able to eliminate investment tax, however with an understanding of tax laws, you can drastically reduce what you pay.

### Read “Guide to Tax Planning for Doctors”

by David Mandell, JD, MBA and  
Carole Foos, CPA  
in our digital  
Flipbook.

### CONCLUSION

Investing is a tremendous tool for growing wealth. Avoiding common mistakes that can negatively impact your net returns will only enhance your odds of financial success.



Mr. Mandell and OJM Group partners are pleased to announce the 2024 publication of our newest book, “Wealth Strategies for Today’s

Physician: A Multi-Media Playbook.” The Playbook’s innovative format features more than 90 links to videos and podcast episodes to enhance important financial topics for physicians. To receive a free print copy or ebook download, scan the QR Code or text ASAP to 844-418-1212.

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Long term goals are achieved by owning a variety of investments that are stress-tested under numerous economic scenarios. By diversifying your investments, you are likely to experience more consistent returns without extreme variability in your portfolio.

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## Nutrition POV: Easy Ways to Create Compliance Before Going Into Surgery

By Kylie Bensley, MS, RD

When it comes to nutritional education, surgery patients typically turn to their surgeons for guidance. However, surgeons often lack the time and staff to provide one-on-one nutrition consultations.

Here are some effective strategies to enhance patient compliance without demanding substantial time or resources.

### TRANSITION FROM GENERAL TO SPECIFIC GOALS

Your patients need quantifiable goals. Instead of the common advice to “eat more protein,” provide your patients with specific and measurable goals. For example, a practical target before surgery could be to consume 25 grams of protein at each meal, along with 25 grams of fiber and less than 2000 milligrams of sodium daily.

### DEVELOP A MEMORABLE PHRASE FOR YOUR GOALS

I refer to the previous formula as #twopointoh to make it easy to remember. I share the inspiring story of my clients who embraced the identity of “version 2.0” following their surgery, hence the term #twopointoh.

### FOSTER ACCOUNTABILITY AND CELEBRATE SUCCESS

Encourage patients to tag you on social media when they achieve their pre-op goals. Your memorable phrase with a hashtag is a perfect way to share. This not only highlights their journey to success but also sparks interest in your pre-op program among other viewers.

### CULTIVATE CULTURAL AWARENESS

It's essential to be realistic about your patients' backgrounds. If they've never experienced the Mediterranean diet, pre-surgery is not the ideal time to make drastic changes. Meet them where they are. Does their culture include a lot of beans, rice, and



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tortillas? Collaborate with a nutritionist to discover culturally relevant food substitutions; they are more likely to succeed if they can enjoy familiar foods throughout their surgery journey.

### USE FORMATS THAT ARE EASY TO DIGEST

Keep in mind that infographics, timelines, and checklists are the most effective ways for your clients to learn. This method of education enables them to quickly understand concepts and ideas.

### INVEST IN VISUALLY APPEALING NUTRITION EDUCATION MATERIALS

For a modest investment, you can produce attractive educational materials that resonate with your clients. Consider hiring a registered dietitian (RD) from an outsourcing platform like Upwork. Clearly communicate your goals for your clients and have the RD develop an outline. **\*\*Important note:\*\*** Avoid sourcing information from Google; it's vital to consult a medical professional. The RD should identify:

- a) protein sources and their gram amounts
- b) fiber sources and their gram amounts
- c) foods that are high and low in sodium. You can customize this to your own brand and brand colors to create a personal aesthetic and more professional look. With the RD's information, create a digital download. This task can be efficiently managed by your in-house front desk or a virtual assistant. At Sulinu, we use a virtual assistant that is a RD and she inputs our information into templates from Canva or Etsy

### BOTTOM LINE

Simplicity will always win in patient nutrition education. Giving your patients quantifiable goals to achieve within aesthetically appealing nutrition materials is a realistic way to set them up for recovery success.

*Kylie Bensley is the founder of Sulinu, a nutrition company dedicated to cosmetic surgery. Her company focuses on patient education, safe supplementation, and eating to prep for and recover from plastic surgery. She can be contacted at [kylie@sulinu.com](mailto:kylie@sulinu.com).*

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## PCC Tools to Convert More Consults into Surgeries

By Catherine Maley, MBA

In today's competitive cosmetic marketplace, your patient care coordinator (PCC) is the linchpin in converting consults into surgeries.

**T**hey're the bridge between your brand and prospective patients—and when equipped properly, they become one of the most valuable assets to your practice.

Here's how to set your PCC up for success:

### 1. HIRE THE RIGHT PERSONALITY

Conversion begins with connection. Your PCC should be warm, engaging, and genuinely curious. Think concierge meets consultant—someone who makes patients feel seen, heard, and valued. They're not selling—they're serving.

### 2. SET CLEAR GOALS AND TIE THEM TO REWARDS

Motivate your PCC with measurable goals like:

- Number of leads followed up
- Consultations booked
- Surgeries scheduled
- Revenue generated

Offer a base salary plus performance-based bonuses, such as a flat fee per surgery booked or a percentage of revenue. This adds ownership, accountability, and drive.

### 3. PROVIDE THE RIGHT TOOLS

A CRM system is essential. Your PCC should have access to a dashboard that:

- Captures leads from all marketing sources
- Tracks progress through follow-up stages
- Sends automated texts and email drips

This ensures no lead falls through the cracks and prospects stay engaged.

### 4. CREATE A PRIVATE, PROFESSIONAL CONSULT ROOM

Your PCC should meet with patients in a clean, calm, and private space—not a noisy front desk or sterile exam room. This setting helps build trust and allows your PCC to educate, listen, and connect without distractions.

### 5. MAKE YOUR VALUE CRYSTAL CLEAR

Arm your PCC with a strong "Why Choose Us" script or signage that explains what sets your practice apart. If a patient is "shopping," your coordinator can confidently highlight your unique value.



Conversion begins with connection. Your PCC should be warm, engaging, and genuinely curious. Think concierge meets consultant—someone who makes patients feel seen, heard, and valued. They're not selling—they're serving.

Better yet, if appropriate, have your PCC undergo treatment with your practice. A personal testimonial boosts credibility and helps patients visualize their own results.

### 6. USE SIMPLE SALES TOOLS

Small tools can make a big difference:

- Complimentary Consult Cards to hand out socially
- An iPad loaded with before/after photos and videos
- A breakdown of "Ways to Pay" including financing

These elements remove friction and help patients say "yes" faster.

### 7. OFFER "WIGGLE ROOM" FOR FENCE-SITTERS

Some patients need a little nudge. Offer value-added perks like:

- "Gift with Surgery" goody bags
- \$500 off if booked at consult
- Multi-procedure savings
- 5% discount for veterans or first responders

These limited time offers create urgency and encourage decision-making without discounting your expertise.

### 8. TRAIN AND HOLD ACCOUNTABLE

Even great PCCs need coaching. Enroll them in training programs like Converting Academy to sharpen their communication and conversion skills. Regularly review KPIs, role-play scenarios, and provide constructive feedback to help them grow.

### 9. COMMUNICATE WITH URGENCY

Encourage your PCC to use text messages to fill last-minute openings or follow up with consults that didn't book:

"Hi Sara, it's Kim from Dr. Smith's office. A surgery spot just opened—Can you talk?"

Timely, personal outreach can turn procrastinators into paying patients.

### CONCLUSION

When you invest in your PCC's tools, training, and environment, you empower them to consistently close more cases. That means more surgeries, happier patients, and stronger revenues for your practice.

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

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

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

*Visit Catherine for Free resources at [www.CatherineMaley.com](http://www.CatherineMaley.com) or Instagram @catherinemaleymba.*



## Understanding Claims-Made vs. Occurrence Policies: What Plastic Surgeons Need to Know When Choosing Between the Two

By Jennifer Wiggins, CEO & Founder, Aegis Malpractice Solutions

In the world of aesthetic plastic surgery, where meticulous attention to detail and patient outcomes define success, few decisions are as foundational—and as frequently misunderstood—as choosing the right type of malpractice insurance policy.

Whether you're starting your own private practice or moonlighting on the side, understanding the differences between **claims-made** and **occurrence** coverage can save you significant stress, confusion, and financial exposure down the road.

This article breaks down the essentials of each policy type, shares real-world considerations for plastic surgeons, and offers guidance to help you make the smartest coverage choice for your practice.

### TWO POLICY TYPES, ONE CRITICAL DIFFERENCE

Both claims-made and occurrence policies are designed to protect physicians against allegations of malpractice—but how they are triggered makes all the difference.

- **Occurrence policies** cover you based on when the incident happened, regardless of when the patient files a claim—even if it's years later.
- **Claims-made policies** cover you based on when the claim is filed, as long as your policy is active and the incident happened after your retroactive date.

The **trigger** is everything.

### OCCURRENCE POLICIES: SET IT AND FORGET IT

#### How it works:

An occurrence policy provides lifetime coverage for any incident that takes place during the policy period—even if the claim is filed years later. You don't need to carry any additional insurance once the policy ends. Each policy year stands alone and has its own limits that remain accessible forever, like individual books on a shelf you can pull down as needed. Even if you move, change insurers, or retire, you'll still be protected for events that occurred during your covered years.

#### Pros:

- No tail insurance required—ever.
- Policy limits reset each year, providing more total coverage over time.
- Ideal for locums, part-time work, or physicians who want long-term simplicity.

#### Cons:

- Typically 5–10% more expensive than mature claims-made premiums.
- Less available in certain states and specialties (some carriers don't offer occurrence at all).
- Not retroactively adjustable—once your limits are set for a year, they're locked in.

**Best fit for:** Independent contractors, moonlighters, telemedicine providers, and anyone valuing flexibility and long-term peace of mind.

### CLAIMS-MADE POLICIES: LOWER UPFRONT COSTS, MORE MOVING PARTS

#### How it works:

A claims-made policy only responds if both the patient care and the actual claim occur while the policy is active. This means that if you cancel your policy and a claim is made afterward, you'll need to have tail insurance (an extended reporting endorsement) in place to stay protected. Unlike occurrence coverage, claims-made limits don't stack each year—they stretch to cover all years back to your retroactive date. Think of it like a long rubber band that starts on day one and keeps extending as you renew each year.

**Here's the good news:** Most carriers will **waive the cost of tail insurance** if you fully retire from the practice of medicine (and meet their eligibility requirements). For private practice owners who plan to maintain their policy through retirement, this can represent a significant cost savings in the long run. However, if you cancel coverage for any other reason—such as switching jobs, taking a sabbatical, or closing your practice early—you will need to **purchase tail insurance** to maintain protection for prior work.

#### Pros:

- Lower initial cost, especially for new or early-career surgeons.
- Widely available and highly portable across carriers.

- Policy limits can be retroactively increased if your risk grows over time.

#### Cons:

- Requires tail insurance upon cancellation unless retiring, disabled, or deceased.
- You carry the burden of securing tail or prior acts coverage every time you switch jobs or insurers.
- Total aggregate limits do not build over time like they do with occurrence.

**Best fit for:** Employed physicians or private practice surgeons early in their career seeking to minimize startup costs, especially those who anticipate staying with the same group or carrier long-term—and those who plan to earn free tail through retirement.

### LET'S TALK ABOUT TAIL

Tail insurance is a one-time purchase that extends your malpractice protection after a claims-made policy ends. Without it, any claims filed after cancellation—even if the incident happened during your active policy—won't be covered.

Plastic surgeons often encounter tail in three common scenarios:

1. **Leaving a group practice** where the employer-owned policy doesn't include tail.
2. **Switching carriers** and the new insurer won't pick up prior acts.
3. **Retiring, going part-time, or pausing practice**, where extended coverage is still needed.

In most states, patients have **1–5 years** to file a malpractice claim, but minors and discovery exceptions can extend that timeline. This is why tail insurance (or a solid occurrence policy) is so essential.

### HOW DO THE COSTS COMPARE?

Let's break it down with a sample illustration for a solo plastic surgeon in Missouri with \$1M/\$3M limits:

Year	Occurrence	Claims-Made
Year 1	\$25,000	\$7,000
Year 2	\$25,000	\$14,000
Year 3	\$25,000	\$18,000
Year 4	\$25,000	\$20,000
Year 5+	\$25,000	\$23,500
Tail	—	\$47,000
10-Year Total	\$250,000	\$247,000





## Expanding with Intention: Integrating Aesthetic Services into a Surgical Practice

By Dr. Savannah Moon—Co-owner, Himmarshee Plastic Surgery Partners

**As plastic surgeons, we are constantly evolving to meet the full spectrum of our patients' aesthetic goals, not only through surgery, but also by offering non-surgical treatments that reflect the same standards of safety, efficacy, and artistry that define our specialty.**

offerings meet the high standards we set for our surgical care. Throughout this process, I've also relied on the guidance of trusted malpractice advisors, our colleagues at **Applied Medico-legal Solutions Risk Retention Group**, to help evaluate liability considerations and ensure our protocols are both safe and sound.

In today's fast-growing aesthetic market, it's essential for plastic surgeons to lead thoughtfully. Aesthetic services should be delivered with the same level of professionalism and oversight as surgery. When done right, they reinforce the trust our patients place in us, regardless of whether they're coming in for a facelift or a facial.

As we prepare to launch this new chapter, we're excited by the opportunity to support patients more fully through every phase of their aesthetic journey. Our goal remains the same, to provide safe, expert-driven care with a refined, natural approach.

For more information on **Applied Medico-legal Solutions Risk Retention Group**, please visit [www.amsrrg.com/solutions/preferred-programs](http://www.amsrrg.com/solutions/preferred-programs) and click on the "Request A Quote" link or please contact Christopher Edge at [news submission@amsrrg.com](mailto:news submission@amsrrg.com).

*Christopher Edge is Vice President of Preferred Programs and New Business Development At AMS Management Group*



**Disclaimer:** These are sample full-time, undiscounted premiums from a single carrier, provided for illustrative purposes only. They do not reflect the lowest available market rates or any specialty-specific discounts. Your actual premium may vary depending on state, carrier, practice profile, and prior claims history.

As you can see, the **long-term cost is nearly identical**, but the cash flow structure is dramatically different. Claims-made starts cheap and catches up later. Occurrence is consistent and predictable from the outset.

### CHOOSING THE RIGHT FIT FOR YOUR PRACTICE

There is no universally "right" answer—it depends on your individual goals, your state and specialty availability, and how much flexibility you need. Here are a few key questions to guide your decision:

- Do you plan to switch jobs or insurers in the next few years?
- Can you afford the higher upfront cost of an occurrence policy?
- Will your employer pay for tail—or are you on the hook?
- Do you moonlight or need coverage outside of your main role?

### FINAL THOUGHTS

Plastic surgeons face unique risks—from high patient expectations to the elective nature of many procedures—and your malpractice policy should be a strategic asset, not an afterthought.

At Aegis Malpractice Solutions, we help aesthetic surgeons nationwide compare their options, negotiate policy terms, and understand their true exposure. Whether you're launching a solo practice or navigating a career pivot, we're here to ensure your coverage matches your vision—and protects it.

Still unsure which direction to take? Let's talk. We'll help you cut through the noise and design a policy that works as hard as you do.

*Jennifer Wiggins is the CEO of Aegis Malpractice Solutions, a national brokerage specializing in medical malpractice insurance for aesthetic providers. Learn more at [aegismalpractice.com](http://aegismalpractice.com).*

**A**t Himmarshee Plastic Surgery, expanding into medical aesthetics has been a thoughtful extension of our mission to provide comprehensive, patient-centered care.

This year, we are proud to introduce our new aesthetic services suite, offering microneedling, chemical peels, facial lymphatic drainage massage, and results-driven facials. These treatments are designed to support both surgical and non-surgical patients—whether they are preparing for a procedure, recovering postoperatively, or simply seeking high-quality skincare in a trusted setting.

We envision this space as a natural extension of our surgical practice, offering patients a consistent experience grounded in clinical expertise. For surgical patients, these treatments promote healing and help maintain long-term results. For new patients, they provide an approachable entry point into aesthetic care with our team.

The process of building this service line has been a collaborative effort involving our entire staff. From administrative planning to clinical training and compliance, every team member has played a role in making sure these

...“I've also relied on the guidance of trusted malpractice advisors, our colleagues at Applied Medico-legal Solutions Risk Retention Group, to help evaluate liability considerations and ensure our protocols are both safe and sound.”—*Dr. Savannah Moon, Co-Owner, Himmarshee Plastic Surgery.*



# PRACTICE SOLUTIONS

## Unlocking Patient Loyalty: How the FORD Method Builds Real Connections

By Amy Anderson, MBA

**“Building personal relationships with patients makes them feel special and valued. And it's one of the surest ways to build a loyal, long-term patient base.”**  
—Karen Zupko

Imagine a patient asks, “How soon can I get back to yoga after my procedure?” You could just answer, “About six weeks,” and move on. But what if you took a moment to dig deeper? Ask, “What kind of yoga do you practice? Do you go to a studio or do it at home? Is there a special event coming up you want to be ready for?” Suddenly, you’re not just their surgeon/injector/patient care coordinator; you’re someone who cares about their life. This simple shift can turn a routine visit into a memorable experience and build loyalty that lasts.

Building genuine relationships with patients isn’t just a “nice to have,” it’s a powerful way to boost loyalty, satisfaction, and word-of-mouth referrals. The FORD method offers a simple, memorable framework for making every patient feel seen and valued.

### WHAT IS THE FORD METHOD?

FORD stands for:

- Family
- Occupation
- Recreation
- Dreams

The idea is simple: by learning about these four areas of a patient’s life, you can create conversations that go beyond symptoms and treatments, making every interaction more personal and memorable.

People want to feel like more than just a name on a chart. When you ask about someone’s family, job, hobbies, or future aspirations, you show genuine interest, and that builds trust.



Building genuine relationships with patients isn’t just a “nice to have,” it’s a powerful way to boost loyalty, satisfaction, and word-of-mouth referrals. The FORD method offers a simple, memorable framework for making every patient feel seen and valued.

### HOW TO USE THE FORD METHOD IN PRACTICE

#### 1. Listen for Clues

Patients often drop hints about their lives without being asked. Maybe they mention a child’s graduation, a stressful work project, or plans for a marathon. Don’t let these moments pass; follow up with curiosity.

#### 2. Ask Open-Ended Questions

Instead of yes/no questions, invite stories.

- **Family:** “I saw on your form that you have two kids. What are they into these days?”
- **Occupation:** “You mentioned you’re a software developer. What kind of projects do you work on?”
- **Recreation:** “I noticed you’re into mountain biking. Where do you like to ride?”
- **Dreams:** “You mentioned wanting to travel more after retirement. Where’s your dream destination?”

#### 3. Record and Remember

Document FORD details in your notes. Next time, you can pick up where you left off (“How did your son’s soccer tournament go?”). This makes every visit feel personal and thoughtful.

#### 4. Make it a Team Effort

Share FORD insights with your team. Start each day with a quick huddle to discuss upcoming patients and their interests. This ensures everyone is on the same page and ready to engage.

### THE BOTTOM LINE

The FORD method is a simple, effective way to turn routine interactions into meaningful relationships. By focusing on what matters most to your patients—their families, work, passions, and dream—you’ll stand out as someone who truly cares. In a world where personal connection is often overlooked, FORD is your shortcut to better relationships and a thriving practice.

Ready to try it? Next time you meet a patient, get your FORD on, and see how quickly the conversation (and the relationship) transforms.

*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 connect@acgpracticepartners.com.*





# CULTURE OF SAFETY

Putting  
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**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**.



## Local Anesthesia Versus General and Patient Safety

By Grady Core, MD



**There has been a growing trend of aesthetic surgeons adopting applications utilizing local anesthesia with or without sedation for procedures previously performed under the domain of general anesthetic.**

**T**he list of procedures now being offered under local anesthesia is impressive, including abdominoplasty, breast augmentation, reduction, removal, and replacement of breast implants with capsule manipulation, facelifts, and many others. I am often asked by patients if I do this or that procedure under local anesthetic, as if it is automatically assumed that this is safer than general anesthetic. To be honest, I prefer general anesthetic in most cases, and I do so for several reasons.

First of all, as one who trained in and practiced general surgery prior to plastic surgery, I became acutely aware of the dangers of patients aspirating stomach contents leading to Mendelson's syndrome, or aspiration pneumonitis, which can result in a triad of symptoms including acute pulmonary failure, bronchial obstruction, and pulmonary edema, possibly requiring ventilation in the ICU and, on occasion, can result in death.

Local anesthesia does not protect one from aspiration, especially since it often comes with a degree of added sedation, and for this reason, I prefer my patients' airways to be fully protected by the endotracheal tube. Furthermore, with the rapid rise in utilization of GLP-1 medications, the incidence of

gastroparesis is elevated, and thus the risk of aspiration is now much higher across the board. I have had a number of patients fail to mention they were "on the shot," so it behooves the surgeon to assume that everyone has a higher risk of vomiting and aspiration than in years prior.

Secondly, a common misconception by the public is that general anesthesia can cause loss of brain cells from high blood levels of circulating drugs. In reality, the amount of medications required to keep a patient sedated under local can exceed that of a general anesthetic, and there is no solid evidence to support actual loss of brain cells from general anesthesia. However, there is evidence to support the possibility of postoperative cognitive dysfunction (POCD) in elderly patients.

The etiology of POCD is not well understood and may be the result of exacerbation of underlying health conditions in elderly patients with pre-existing cognitive impairment, such as Alzheimer's disease. Proactive management of underlying health conditions, pre-operative cognitive assessment of patients, and limiting the length of anesthesia to avoid prolonged cases will serve to minimize this potential risk.

Advocates of local anesthesia cite quicker recovery times and increased patient acceptance due to the lack of hangover following general anesthesia. However, patients should be told about the possibility of increased length of surgery time that may be required due to having to administer the local as needed as it wears off during the procedure, since the surgeon has to stop what they are doing to reinject, not to mention the pain experienced by the patient as the local

wears off, or the pain of injecting it in the first place. While sedation and topical anesthesia can help with that, it also does not eliminate the pain. Other than the initial IV, which most local/sedation patients receive as well, general anesthesia is essentially painless.

Local anesthesia can also carry some risks not seen with general anesthesia. We had a surgeon locally who performed intercostal blocks for breast augmentations which caused bilateral pneumothoraces, a potentially fatal complication. Even a unilateral one can be fatal. Risks to other structures may include such things as injury to the carotid artery, jugular vein, bowel, esophagus, axillary vessels, subclavian vessels, and other important structures within reach of a needle, which may result in the need for additional, and possibly urgent, surgery. Elevated blood levels of lidocaine from excess injection can also cause cardiac arrest and death, as can topical, as covered in a previous patient safety article last year.

General anesthesia also carries its own risks, such as more impact on hemodynamic functions, as well as potential aspiration on extubation, yet there is no study to show it is actually less safe than local anesthesia, nor that it "kills brain cells."

Obviously, each patient requires their own personalized evaluation, and the judgment and comfort zone of the surgeon is paramount. However, the common perception that local anesthesia is actually safer across the board than general is unproven, and so we, as patient educators, should make sure our patients understand the pros and cons of each type, and that both are quite safe in the right hands.



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- 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.
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- 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.

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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.

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