

theASN

Aesthetic Society News

Summer | Fall 2026

Volume 30 - Number 2

The Next Class of Surgeons

The Aesthetic Society has always
invested in tomorrow's plastic
surgeons, and we're doubling down.

Mark Theis, CEO



+ THE SHIFT TOWARDS WOMEN IN AESTHETICS

Drs. Mindy Haws, Tracy Pfeifer, Jennifer Walden
Past Presidents

+ MAPPING THE FUTURE

Dr. Jamil Ahmad
Aesthetic Society President

+ FACE & RHINO 2026 PREVIEW

The Boca Raton

Less paperwork, more breathing room



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Aesthetic Society News

ON OUR COVER

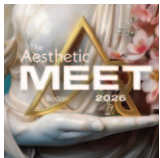
Center: Ellen Via, MD

Clockwise from upper right:

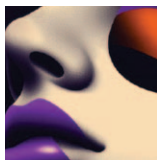
Khalifa Al-Ghanim, MD, Shea Maloy, MD,
Andrew Gorgy, MD, Lucas Gallo, MD,

Carter Boyd, MD,
Matthew Marturano, MD,
Megan Sommers, MD

Lower left: Paul Marji, MD



THE AESTHETIC MEET 8



EDUCATION 23



SOCIETY NEWS 30



FOUNDATION NEWS 72



SAFETY MATTERS 104



PRACTICE SOLUTIONS 106



Aesthetic Society News

Biannual Publication of The Aesthetic Society

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Mapping the Future of The Aesthetic Society

By Jamil Ahmad, MD, FRCS

As we look ahead to an incredible year, our focus remains on elevating our specialty, expanding global connections, and delivering unmatched value to our members. The coming year is packed with strategic initiatives designed to drive innovation, education, and community. Here is a look at what we are building together for the years ahead.

PREPARING FOR THE AESTHETIC MEET 2027 IN MIAMI

Within only a few weeks of our meeting in Boston, our exceptional educational team has already begun work planning **The Aesthetic MEET 2027** in Miami, Florida. We are designing a cutting-edge and comprehensive program that blends clinical research and practice with strategies for running a successful business. There will be an array of educational offerings including specialized symposia and teaching courses, lectures and interactive panels, and anatomy dissection labs. Our educational program will be juxtaposed to Miami's dynamic energy which will serve as the perfect backdrop for our premier annual event, ensuring an unforgettable experience where clinical innovation and education meet community. We are also underway in planning more interactive experiences for our exhibit marketplace, driving greater engagement among our surgeons and allied professionals. We want you to leave Miami feeling energized and inspired to drive your practice to the next level. Keep an eye out for registration and accommodations which will be opening soon. This year promises to be, without a doubt, our best year ever, and with this year's theme, "Fuel the Fire" we're ready to ignite our community!

EXPANDING MEMBERSHIP OPPORTUNITIES AND BENEFITS

You are the core of this society, and we want to ensure your membership delivers maximum value. This year, we are expanding membership pathways to welcome a broader network of qualified aesthetic professionals. Additionally, we are rolling out enhanced member benefits, including exclusive access to practice management tools, advanced clinical resources, and expanded networking circles. To support these efforts, we've grown



our team with talented new staff who are focused on delivering a more personalized, high-touch member experience—creating even greater value for our members throughout their professional journey—from training through retirement.

ELEVATING THE ALLIEDPRO PROGRAM

Our office teams and clinical staff are vital to patient care and practice success. To support them, we are significantly expanding educational opportunities within our **AlliedPro** program. Look forward to specialized training modules, advanced clinical courses, and new badges tailored to elevate the skills of your clinical and administrative teams. Be on the lookout this month for the launch of our new AlliedPro portal—a one-stop hub where members can access educational content, follow personalized learning journeys, earn badges recognising their achievements, and connect with this rapidly growing community.

INTRODUCING THE AESTHETIC ONE APP

Communication must keep pace with innovation. We are in the final stages of developing **Aesthetic One**, our dedicated new mobile app. This platform will serve as a direct

Be on the lookout this month for the launch of our new **AlliedPro** portal—a one-stop hub where members can access educational content, follow personalized learning journeys, earn badges recognising their achievements, and connect with this rapidly growing community.



Coming soon...
The Aesthetic One App!

communication bridge between The Aesthetic Society and our members. It will streamline real-time push notifications and updates, allow easy access to society resources, ease with dues renewals, event information and registration, and provide a secure space for member-to-member collaboration.

STRENGTHENING GLOBAL COLLABORATIONS

Our aesthetic community thrives on a global exchange of ideas. This year, we continue to actively strengthen our relationships with international societies and organizations. We have streamlined pathways to membership for members of our Global Alliance Program partner organizations. The involvement of international active members fosters a strong robust global aesthetic community where

Continued on Page 6

Mapping the Future of The Aesthetic Society

Continued from Page 5

exchange of ideas and collaboration promotes innovation ensuring that our members remain at the forefront of worldwide aesthetic advancements.

THE FUTURE OF AESTHETICS

The future of aesthetics and the vibrance and vitality of the Aesthetic Society depends on engagement, involvement and educating future member surgeons. Over the past decades, the Aesthetic Society Resident and Fellows Program has continued to grow along with expansion of all of our offerings for trainees and early career surgeons. Access to this rich educational program is now available to plastic surgery trainees of our Global Alliance Program partners. For Fellows participating in an Endorsed Aesthetic Fellowship, we are enhancing ongoing educational and practice development opportunities to complement your fellowship training experience.

ENHANCING INDUSTRY PARTNERSHIPS

Progress relies on strong collaboration with our commercial partners. We are deepening our alignment with key industry leaders to bring you early access to emerging technologies, innovative products, and collaborative education and research funding. These enhanced partnerships will directly support our educational mission and fuel the next wave of aesthetic breakthroughs.



Attendees of The Aesthetic MEET 2026 enjoying the Residents & Fellows Reception.

AESTHETIC SURGERY JOURNAL AND ASJ OPEN FORUM IMPACT

Aesthetic Surgery Journal and *ASJ Open Forum* are the official scientific journals for the Aesthetic Society. *ASJ's* Impact Factor Score rose from 3.9 to 4.2 as it continues to be the premier scientific journal in the aesthetic space while *ASJ Open Forum's* Impact Factor Score rose from 1.9 to 2.3 as it continues to be the premier open access scientific journal in the aesthetic space. We are grateful to our contributing authors and the interest of our readership who have contributed to these

Journal's continued success. Congratulations to Dr. Jeffrey Kenkel (Editor-in-Chief, *ASJ*) and Dr. Al Aly (Editor-in-Chief, *ASJ Open Forum*) and their Editorial Boards for these monumental achievements.



Lastly, I encourage everyone to consider joining us for our Face & Rhinoplasty Symposium this November in Boca Raton, Florida. This intimate meeting offers an exceptional opportunity for hands-on learning, meaningful discussion, and direct interaction with an outstanding faculty lineup.

Thank you for your unwavering commitment to aesthetic excellence, innovation, education and patient safety. Together, we are shaping the future of aesthetic medicine and surgery.

Drs. Maryam Saheb-Al-Zamani, Patricia McGuire, and Tracy Pfeifer proudly honored Alpine Pharmaceuticals, American Society of Plastic Surgeons, and Integra LifeSciences for 25 years of dedication to The Aesthetic Society.



Brought to you by



meetings.theaestheticsociety.org



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



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

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

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

In Collaboration With



British Association of Aesthetic Plastic Surgeons
October 1-3, 2026

The Pullman Hotel, Kings Cross
London, UK
baaps.org.uk/about/events/2030/baaps_esaps_2026

Dutch Association for Aesthetic Plastic Surgery
October 4, 2026

Kit Royal Tropical Institute
Amsterdam, Netherlands
qmp.com/aesthetic2026

ISAPS World Congress 2026
October 27-31, 2026

Cancun, Mexico
isaps.org/education/events/world-congress-2026-cancun/

Canadian Society for Aesthetic Plastic Surgery
November 5-8, 2026

JW Marriott Parq Vancouver
Vancouver, BC, Canada
csaps.ca/medical-professionals-1/meeting-program-and-registration/

Asociación Argentina de Cirugía Estética Congress
November 10-12, 2026

Rosario, Argentina
congresosacper2026.com

60th Brazilian Congress of Plastic Surgery
November 11-14, 2026

Fortaleza, Ceará, Brazil
cirurgiaplastica.org.br/eventos/eventos-oficiais

48th Annual Australasian Society of Aesthetic Plastic Surgeons
November 13-15, 2026

JW Marriot Gold Coast
Gold Coast, Australia
aestheticplasticsurgeons.org.au/event/48th-annual-asaps-conference-13-15-november-2026-jw-marriott-gold-coast

Singapore Association of Plastic Surgeons—Refining the Art of Plastic Surgery
November 18-22, 2026

Singapore
psm.sg

British Association of Plastic Reconstructive and Aesthetic Surgeons Congress 2026
December 2-4, 2026

Liverpool, UK
bapras.org.uk/professionals/training-and-education/courses-meetings-and-events/bapras-congress-2026-80th-anniversary

Endorsed by



Beverly Hills Body Academy
November 21-22, 2026
Beverly Hills, CA.
beverlyhillbodyacademy.com



PASSING THE GAVEL Dr. David Sieber, President of The Aesthetic Foundation, and Dr. Jamil Ahmad, President of The Aesthetic Society, mark a new chapter in leadership.

“ Boston brought our community together for an unforgettable four days of education, innovation and connection. The Aesthetic MEET continues to evolve, creating new experiences while delivering the world-class education our members expect. Thank you to everyone who made Boston a success. We'll see you in Miami!



Mark Theis
CEO, The Aesthetic Society

*Bringing the Gold
Standard of Aesthetics® to*

BOSTON

In a city known for discovery, medicine and progress, The Aesthetic MEET delivered a program built around what is next. Boston became the setting for bold ideas, candid conversations and hands-on learning across every dimension of aesthetic

practice. Attendees moved between clinical education, business strategy, emerging technology and global perspectives, creating a meeting experience that felt

both expansive and immediately relevant. It was a showcase of how the specialty continues to advance, and of the people driving that progress.



Boston by the Numbers

The numbers tell the story of a meeting that continues to grow, bringing together surgeons, nonsurgical AlliedPros, Residents & Fellows, international attendees and industry partners.

300

ALLIEDPRO®
ATTENDEES

31%

GROWTH IN RESIDENT
ATTENDANCE

3,000+
OVERALL ATTENDEES



Education in Action

Renowned faculty from across the specialty came together for an exchange of ideas, approaches and expertise designed to challenge thinking and elevate practice.



The Future of Aesthetics

From emerging technology to smarter practice growth, forward-focused education gave attendees practical insight into what is shaping the specialty next.



AI in Aesthetic Practice
& the Future of Digital
Marketing

Clicks vs Creators

Using KPIs to
Transform Practice

Building and Growing
a Modern Aesthetic
Practice

Unreasonable
Hospitality & the
Patient Experience

Asian Innovation Mini
Symposium

ISAPS Mini Symposium

IMCAS Mini
Symposium

Nonsurgical AlliedPro®
education & exclusive
AlliedPro® Tour

BEAUTY REVEALED

Beyond the program, Boston was filled with moments worth celebrating, from conversations across the show floor to memorable experiences throughout the meeting. It was also a meaningful close to Dr. Tracy Pfeifer's term as President of The Aesthetic Society. Her leadership helped shape a year of progress, connection and momentum for The Society, making Boston a fitting place to recognize her contributions and celebrate what comes next.



Highlights of the 2026 Aesthetic Society Member Business Meeting

The Aesthetic Society held their annual Member Business Meeting at The Aesthetic MEET 2026 in Boston, Massachusetts. 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 Signature and Premier Partners.
- Dr. Tracy Pfeifer, President of The Aesthetic Society, recognized individuals for their exemplary contributions to The Society which directly contributed to the success of the past year.
- The 2026–2027 slate of candidates was presented to the membership and received approval.
- Dr. Pfeifer gave an update on the accomplishments of the past year which included record breaking education, social media growth, a strong brand, and secure financial outlook. She reminded all of the new Society tagline, "The Gold Standard of Aesthetics" and stated, "The phrase 'gold standard' symbolizes stability trust and enduring value. The concept is synonymous with excellence and integrity. This is how the leadership of The Aesthetic Society views our organization as the true gold standard of aesthetics. We are committed to upholding that distinction—never allowing it to be diluted—and ensuring you are always proud to be a member."
- Dr. Pfeifer officially passed the Presidential Gavel to new President, Dr. Jamil Ahmad.
- Dr. Ahmad presented Dr. Pfeifer with the Presidential Plaque with an inscription that read, "With Deep Appreciation and Warm Affection from your Members for your Distinguished Service, Immeasurable Dedication, Indefatigable Enthusiasm, and Undaunted Leadership."

Thank you, 2025–2026 Aesthetic Society Board of Directors!

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



Dr. Pfeifer officially passed the Presidential Gavel to new President, Dr. Jamil Ahmad.



Dr. Ahmad presented Dr. Pfeifer with the Presidential Plaque with an inscription that read, "With Deep Appreciation and Warm Affection from your Members for your Distinguished Service, Immeasurable Dedication, Indefatigable Enthusiasm, and Undaunted Leadership."

Thank you, 2025–2026 Aesthetic Society Board of Directors!



AWARDS PRESENTED



Visiting Professor Award
James Grotting, MD

Visiting Professor Awards Not Pictured

Richard Bensimon, MD
Dino Elyassnia, MD
Michael Lee, MD
T. Gerald O'Daniel, MD



First Servant Leadership Award
Robert Singer, MD
Recipient of The Society's First Servant Leadership Award, honoring a lifetime of leadership through humility, integrity, and service to others.



Leadership Award
Melinda Haws, MD



Special Award
R. Brannon Claytor, MD
In recognition of his pursuit of the perfect tagline – bold enough to stop the scroll, sharp enough to turn heads and memorable enough to define our brand.

Special Awards Not Pictured

Ashley Gordon, MD and Troy Pittman, MD
In recognition of their vision and leadership in founding Mastering the Business of Aesthetics and empowering tomorrow's aesthetic plastic surgeons.



Special Award
Thomas G.S. Fiala, MD, MBA
In recognition of his leadership, thoughtful collaboration, due diligence and advocacy of The Society through sound investment and budgeting.



Special Award
Carlos Figueiredo
In recognition of your artistic brilliance and bold creativity in bringing The Aesthetic Society brand to life.



Distinguished Service Award
Kiya Movassaghi, MD



Distinguished Service Award
W. Grant Stevens, MD



Special Merit Award
Renato Saltz, MD
In recognition of his contributions to the success and wellbeing of the Society, above and beyond the ordinary.



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2026 Annual Meeting Awards Presented During the Opening Session



RAYMOND VILAIN AWARD
Best Presentation by an International Physician
Aris Sterodimas, MD
Sunrise Session: Prejuvenation



TED LOCKWOOD AWARD
Excellence in Body Contouring
Babis Rammos, MD
Upper Extremity Rejuvenation—State of the Arm



TIFFANY AWARD
Best Scientific Presentation
Ramon Llull, MD, PhD
Regenerative Medicine: Fact or Fiction?

AWARD WINNERS NOT PICTURED

PETER B. FODOR AWARD
Best Panel Moderator
Camille Cash, MD
Breast Reduction: Pick Your Pedicle

SIMON FREDRICKS AWARD
Best Panelist
Haideh Hirmand, MD
Sunrise Session: Advanced Injection—Tear Trough

SHERRELL J. ASTON AWARD
Best Presentation by a Resident, Fellow, or Associate
Andrea Castaldo, MD
Targeted MSRA Decolonization Protocol to Reduce Surgical Site Infections in Implant-Based Breast Surgery

ROBERT SINGER AWARD
Best Hot Topics Presentation
Johnny Franco, MD
Next Generation GLP-1s To Be Aware Of

WALTER SCOTT BROWN AWARD
Best Video
Chia Chi Kao, MD
Look-Live Surgery: Ponytail Lift

SCOTT SPEAR AWARD
Best Breast Presentation
Ashley Gordon, MD
Pick Your Implant: The Evolution of Choice



THANK YOU, INDUSTRY PARTNERS!

The Aesthetic Society values our Industry Partners and the ongoing support they provide to The Society and our members. In recognition of this support, Tracy Pfeifer, MD, President and W. Grant Stevens, MD, FACS, Industry Chair, presented each esteemed Industry Partner with the 2026 Industry Partner Award at The Aesthetic MEET 2026 in Boston, MA.

Note: Titles at time of Awards.

Signature
PARTNER

**Allergan
Aesthetics**

an AbbVie company

SIGNATURE PARTNER 14 YEARS



Andrew Hosmer

VP, Plastic Surgery & Regenerative
Medicine Sales & Marketing

PREMIER

PARTNER

GalaFLEX
P4HB Scaffold 

PREMIER PARTNER 9 YEARS



Krista Hoge

Director of Sales

GALDERMA

EST. 1981

PREMIER PARTNER 11 YEARS



Ripple Kakkar

Head of Marketing, Aesthetics

mtfbiologics
Science Driven. Patient Focused.

PREMIER PARTNER 7 YEARS



Justin Zamirowski

Senior Director, Marketing

NEWBEAUTY

PREMIER PARTNER 11 YEARS



Mike Glaicar

Chief Executive Officer

REVANCE

PREMIER PARTNER 9 YEARS



Steve Kreider

Chief Revenue Officer

INDUSTRY LEADERS WHO SHAPE AESTHETICS

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.

PREMIER

PARTNER



PREMIER PARTNER 8 YEARS



Sandy Salerno
Head of U.S. Sales



PREMIER PARTNER 14 YEARS



Neal Rafferty
Vice President Compliance



PREMIER PARTNER 4 YEARS



Jeff Ehrhardt
SVP, General Manager North America



PREMIER PARTNER 3 YEARS



Carolynn Grimes
Director of Media of Brand Strategy



PREMIER PARTNER 6 YEARS



Facundo Formica
CEO



PREMIER PARTNER 16 YEARS



Caro Van Hove
President

Industry Partner Awards, May 2026

Thank You to Our Aesthetic Marketplace Exhibitors

The Aesthetic MEET 2026 reached sensational new heights, filling The Aesthetic Marketplace with incredible energy, innovation, and collaboration. Our bustling exhibit hall featured 232 dynamic booths, representing the absolute best in our industry. We were also thrilled to introduce 54 companies making their official debut with the Society, bringing fresh perspectives and cutting-edge solutions to our community.

Thank you to our incredible exhibitors! Your passion, partnership, and dedication are what drive this industry forward. By showcasing the future of aesthetics on our floor, you empower our members to elevate their practices and deliver world-class patient outcomes.

THE MOMENTUM DOESN'T STOP HERE!

Mark your calendars and get ready to turn up the heat for The Aesthetic MEET 2027 in Miami Beach, FL. We can't wait to gather to connect, collaborate, and continue shaping the future of our specialty together!

4th Dimension EMR

www.4d-emr.com

Abacus Healthcare

www.abacustechnology.com/industries/healthcare

Acclaro Medical

www.ultraclearlaser.com

* ACollaboratory America Inc.

www.tsklab.com

AD Surgical

www.ad-surgical.com

Ad Vital

www.advitalmd.com

EXHIBITING FOR:

Lavendar = 10 Years +

Blue = 20 Years +

Red = 25 Years +

* = First Time Exhibitors

THE MICHAEL J. POWERS DISTINGUISHED EXHIBITOR AWARD



During The Aesthetic MEET 2026, The Aesthetic Society was privileged to posthumously present the The Michael J. Powers

Distinguished Exhibitor Award honoring Michael J. Powers of Plastic Surgery Studios. The award was accepted on his behalf by his wife, Anna Powers, and his nephew, David Powers.

It was a deeply moving moment for everyone in attendance, as Michael was a true pillar of our exhibits community. During the presentation, his family shared just how much The Aesthetic Society, the staff and industry meant to Michael throughout his career. They expressed their profound appreciation for the award, noting how touched they were by the outpouring of love and remembrance from the Society.

While The Aesthetic Marketplace will never quite be the same without Michael's warmth, genuine smile, and trusted presence, we are incredibly grateful to have had the opportunity to celebrate his enduring legacy alongside his family. He will always remain a cherished part of our community.



Anna Powers and David Powers of Plastic Surgery Studios accepting the award posthumously for Michael J. Powers.

* AI Med Consult

www.aimedconsult.com

Aliform B.V.

www.aliformsurgical.com/en

Alira Medical Devices LLC

www.alirameddevices.com

Allergan Aesthetics, an AbbVie company

www.AllerganAesthetics.com

* Alleviate LLC

www.alleviatepainsolutions.com

ALPHAEMON Credit

www.alphaeon.com/credit

Alpine Pharmaceuticals

www.alpinepharm.com

American Society of Plastic Surgeons (ASPS)

www.plasticsurgery.org

Antigravity Co., LTD

www.en.drbrst.com

* Applied Medical Technology, Inc

www.appliedmedical.net

Apyx Medical

www.apyxmedical.com

* AQ Skin Solutions

www.aqskinsolutions.com

* Arab Association of Surgical and Medical Aesthetics (AASMA)

www.arabasma.org

* Arthrex, Inc.

www.arthrex.com

2026 INDUSTRY APPRECIATION AWARDS

We extend our gratitude and appreciation to the companies celebrating 25 years of steadfast partnership with The Aesthetic Society. Presented by Drs. Maryam Saheb-Al-Zamani, Patricia McGuire and Tracy Pfeifer this ceremony was more than a moment of recognition. It stood as a powerful testament to the enduring strength of our shared collaboration and its vital role in fostering innovation and community across the aesthetic field.



April Eya accepting the award for Alpine Pharmaceuticals.



Yassie Dunn accepting the award for American Society of Plastic Surgeons.



Bob Davis accepting the award for Integra LifeSciences.

Ascend Plastic Surgery Partners

www.ascendpsp.com

ASSI—Accurate Surgical

www accuratesurgical.com

* Attiva iRF™ by Aurea Biotech

www.attivaif.com

Augustine Surgical, Inc.

www.hotdogwarming.com

AVAVA™

www.avavaskin.com

AVR Innovation

www.dejaviinnovationsolutions.com

Bellaire Industry

www.bellaireindustry.com

* Beverly Hills Body Academy

www.beverlyhillsbodyacademy.com

BiLumix

www.bilumix.com

Bimini Health Tech

www.biminihealthtech.com

Black & Black Surgical, Inc.

www.blackandblacksurgical.com

Bliss Aesthetics

www.bliss.me

* BoomerangFX

www.boomerangfx.com

* Boost Patients

www.boostpatients.com

* Boudreaux's New Drug Store

www.boudreauxsnewdrug.com

BRAVE Coalition Foundation

www.bravecoalition.org

Brij Medical Inc.

www.brijmedical.com

Canadian Society for Aesthetic Plastic Surgery

www.csaps.ca

Candace Crowe Design

www.candacecrowe.com

Canfield Scientific, Inc.

www.canfieldsci.com

CareCredit

www.carecredit.com

CAREstream America, Inc.

www.carestreamamerica.com

Carnegie Surgical LLC

www.carnegiesurgical.com

Continued on Page 18

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Continued from Page 17

Cartessa Aesthetics

www.cartessaaesthetics.com

Cherry Technologies, Inc.

www.withcherry.com

Clarius Mobile Health

www.clarius.com

ClearPoint Medical Inc.

www.clearpointmedical.com

Contemporary Design Inc.

www.contemporarydesigninc.com

* CorralData

www.corraldata.com

* Cosmasol Inc.

www.cosmasol.com

CosmetAssure

www.cosmetassure.com

Coversys Health & Lipedema Coverage Connection

www.lipedemacoverage.health

CP Skin Health

www.pcaskin.com

Crisalix

www.crisalix.com/dr

Cytrellis Biosystems, Inc.

www.cytrellis.com

Design Veronique

www.designveronique.com

Designs for Vision, Inc.

www.designsforvision.com

Digital Limelight Media

www.dlmconversion.com

Doctor Multimedia

www.doctormultimedia.com

Doctors Disability Specialists

www.ddsteam.net

Dp Derm / Dermapenworld

www.dpderm.com

DRE Medical

www.dremed.com

* Droplette, Inc.

www.droplette.io

DrWell by BuildMyHealth

www.drwell.com

* Elevated Digital Marketing

www.elevatedmedmarketing.com

ELIXIR MD

www.elixir-md.com

Enova Illumination

www.goenova.com

* ESA Medical Resources

www.gotplasticsurgeryjobs.com

Establishment Labs Inc. Motiva USA, LLC

www.establishmentlabs.com

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www.etnainteractive.com

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www.evergenbio.com

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www.gelombardozzi.com.ar

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Glacial Skin by R2 Technologies

www.glacialskin.com

GrowthMed, Inc.

www.growthmed.com

Hayden Medical Instruments

www.haydenmedical.com

Heal Well Corp

www.healwellcorp.com

* Hexagon Aura Reality AG

www.aurareality.com/about-us

* HighKey Enterprises LLC

www.highkeyagency.com

* HsingChi Medical Ltd. (LipoSelector)

www.www.liposelector.com

IMCAS - Comexposium Healthcare

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.

interniusa.com

Invotec International, Inc.

www.invotec.net

Isavela Enterprises, Inc.

www.isavela.com

* Jurni GLP

www.jurniglp.com

Kalon Aesthetics

www.kalonaesthetics.com

Leonisa

www.leonisa.com

* Linder Health

www.linderhealthpro.com

Lineage Biomedical

lineagebiomedical.com

Liposales

www.liposales.com

Lumenis

www.lumenis.com

* Luminate Wellness & Recovery

www.beluminated.com

LUMISQUE Skincare

www.lumisque.com

Lynch Regenerative Medicine

www.ariessence.com

Marena

www.marenagroup.com

Marina Medical Instruments, Inc.

www.marinamedical.com

Maven Financial Partners

www.mavenfp.com

Maxxeus

www.maxxeus.com

* Media NV

www.medianv.com

Medical Z

www.medicalz.com

MedShark Digital

www.medsharkdigital.com

MedSpa Pro

www.themapmeeting.com

Members Only Processing

www.memberonlyprocessing.com

Mentor Worldwide, LLC

www.mentorwwllc.com

Merz Aesthetics

www.merzusa.com

Micrins

www.micrins.com

MicroAire Surgical Instruments

www.microaire.com

* MINT Aesthetics

www.mintaesthetics.com

Modern Aesthetics

www.modernaesthetics.com

Modernizing Medicine, Inc.

www.modmed.com

Moeller Medical GmbH

www.moeller-medical.com

MRKTMUDE

www.mrktmade.com

MTF Biologics

www.mtf.org

Nadia International, Inc.

www.ronadro.com

* NanoPass Technologies Ltd.

www.micronjet.nanopass.com

NewBeauty

www.newbeauty.com

Newmedical Technology, Inc.

www.silagen.com

Nextech

www.nextech.com

NextPatient

www.nextpatiz.co

* NOUVAG AG

www.nouvag.com

Nova Medical Hair Transplant Association

www.novamedicalhairtransplant.com

Novus Scientific, Inc.

www.novusscientific.com

Nuance Medical

www.biodermis.com

* Olympus Cosmetic Group

www.olympuscosmetic.com

* OMCT Solutions

www.omctconsulting.com

* Onyxa Medical

www.onyxamed.com

* Oriental Aesthetic and Plastic Art Conference

* Otomo Health, Inc.

www.otomohealth.com

* Ottri Global LLC

www.ottri.com

Paradigm Search Group

www.paradigmsearchgroup.com

PatientFi, LLC

www.patientfi.com

PatientNow

www.patientnow.com

* Paylow Pro

www.paylowpro.com

PhaseOne Health, LLC

phaseonehealth.com

Plastic Surgery Studios

www.plasticsurgerystudios.com

* Plexaa

www.bloom43.com

PMT Corporation

www.pmtcorp.com

Continued on Page 21

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Thank You to Our Aesthetic Marketplace Exhibitors

Continued from Page 19

Podium

www.podium.com

* Ponytail Academy

www.ponytailacademy.com

Porter Instrument

www.porterinstrument.com/aesthetics

QUAD A

www.quada.org

Quality Medical Publishing, Inc.

www.qmp.com

R&D Surgical USA Inc.

www.xenosysusa.com

Redux Labs

www.reduxlabs.com

Revance Aesthetics

www.revance.com

* REVIAN

www.revian.com

Ronin Surgical Corp.

www.roninsurgical.com

Rosemont Media, LLC

www.rosemontmedia.com

* Run Riviera Inc.

www.RunRiviera.com

Rx Loupes

www.rxloupes.com

Sciton

www.sciton.com

* Second To None Wellness

www.Spacetouch.com

Senté Skincare

www.sentelabs.com

Shape Labs Inc.

www.shapescale.com

* SigmaMD

www.sigmadmd.com

Skinuva

www.skinuva.com

Skytale Group

www.skytalegroup.com

* Social Med Consultants

www.socialmedconsultants.com

Societe Francaise des Chirurgiens Esthetiques Plasticiens

www.sofcep.org

Sofwave

www.sofwave.com

Solta Medical, a division of Bausch Health US, LLC

www.solta.com

* Sonique

www.sonique.com

Studio III Marketing

www.studio3marketing.com

Sylke, Inc.

www.sylke.com

Symplast

www.symplast.com

* Teem

www.hireteem.com/

TELA Bio, Inc

www.telabio.com

The Aesthetic Guide

www.theaestheticchannel.com

The Aesthetic Society

www.theaestheticsociety.org

* The Data Co

www.thedataco.com

* The NYC Facelift & Rhinoplasty Master Course

www.nycfaceliftmastercourse.com

The Rhinoplasty Society

www.therhinoplastysociety.org

Tiger Aesthetics

www.sientra.com

Tkey ai Pro

www.aiprousa.com

Total Definer Worldwide

www.totaldefiner.com

Tulip Medical Products

www.tulipmedical.com

Vertex Pharmaceuticals Incorporated

www.vrtx.com

* Vesalius Longevity Labs

www.vesaliuslabs.com

* Vinaya Rednam

www.vinayarednam.com

Viper Equity Partners

www.viperequitypartners.com

VitaMedica Corporation

www.vitamedica.com

Vrtly

www.vrtly.ai

Wasserman Medic

www.wassermanmedic.com

Weave

www.getweave.com

WebMD Care

www.justbreastimplants.com

Wells Johnson

www.wellsgroup.com

XOD Inc.

www.xod.life

Xtresse

www.xtresse.com

Young Pharmaceuticals

www.youngpharm.com

ZO Skin Health

www.zoskinhealth.com



2025-2026 WEBINAR RECAP:

EDUCATIONAL LEADERSHIP ACROSS THE DIGITAL LANDSCAPE

VIEW OUR FIRST WEBINAR STAT
COMPILATION AS THE AESTHETIC
SOCIETY GAINS STRIDES IN SETTING
EDUCATIONAL STANDARDS
THROUGHOUT OUR GLOBAL NETWORK.

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VIEWS



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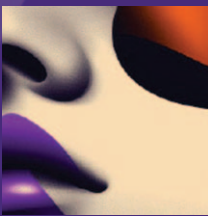
DUAL PLANE DEEP
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Facial and
Rhinoplasty
Symposium

24



The Aesthetic
MEET 2027

26



The Aesthetic
Cruise 2026
Recap

27



2026–2027
Visiting
Professors
and Topics

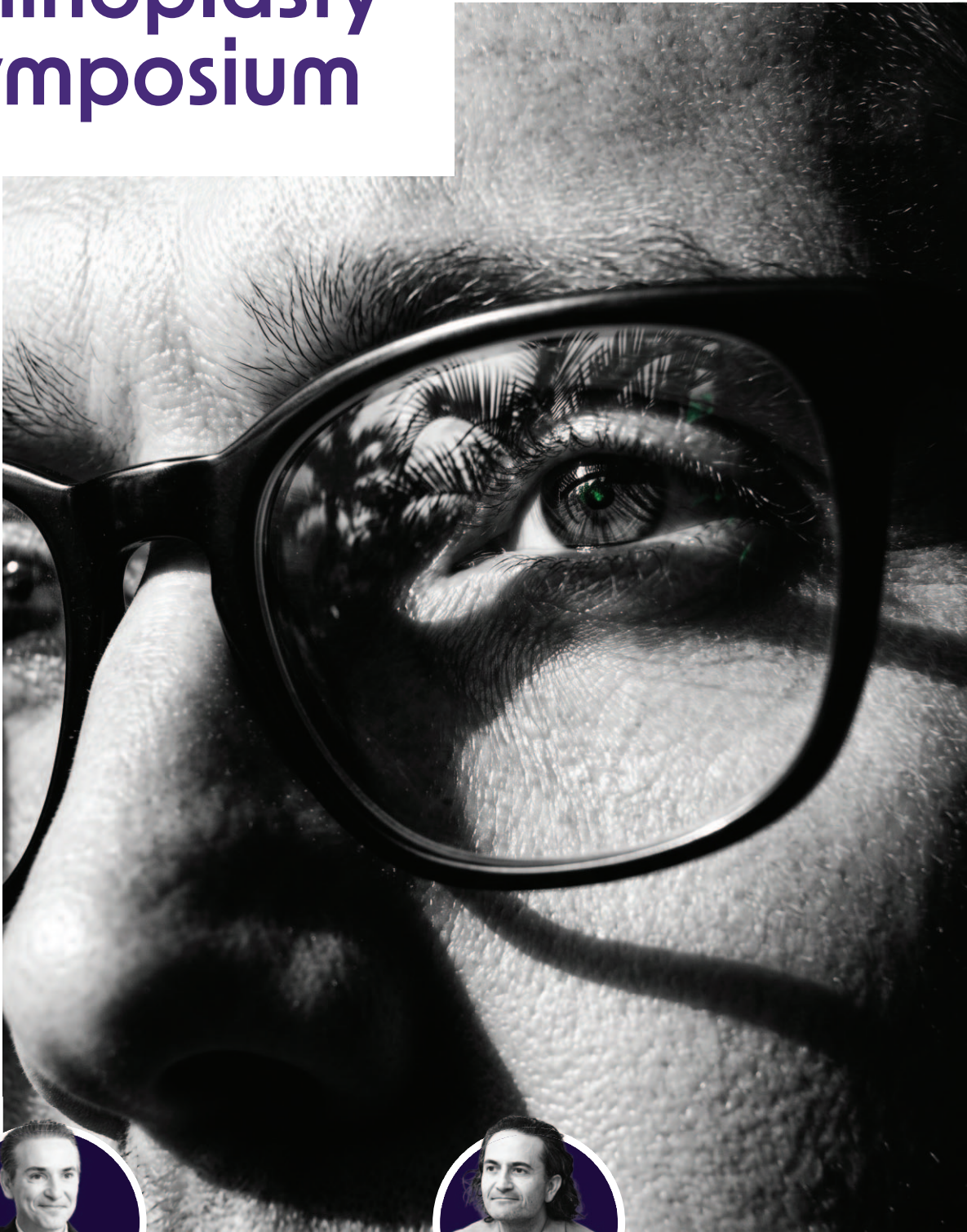
28

Facial & Rhinoplasty Symposium

The Boca Raton

Nov. 13–14, 2026

2026



FACIAL CHAIR
DR. FRANCISCO BRAVO



RHINOPLASTY CHAIR
DR. DINO ELYASSNIA

*A premier, CME-accredited two-day deep dive
into facial rejuvenation and rhinoplasty,
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– DR. MICHAEL LEE
FACIAL CHAIR

WHAT YOU'LL LEARN:

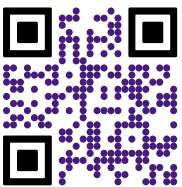
- Current trends in state-of-the-art facelift techniques
- The latest in endoscopic facial rejuvenation
- Managing complications in facelift surgery
- Detailed facial anatomy to navigate the anatomy
- Open, closed, and preservation rhinoplasty approaches
- Surgical spotlight sessions featuring interactive case studies
- Narrated surgical video, case presentations, and candid, interactive panels

APRIL 15-18, 2027
EXHIBITS: APRIL 16-18

The
Aesthetic
MEET®

Miami

FUEL THE FIRE



The Aesthetic CRUISE

2026



"The destinations were unforgettable, but our colleagues made the journey extraordinary. Here's to innovation, collaboration, and family, old and new. See you in Lisbon!"

Kristi Hustak, MD—Chair

"Expert education and loved ones, in a beautiful setting—that's the blend that makes this meeting so special. The spontaneous dinner, jacuzzi chat, or excursion with a colleague is the icing on top. See you in Lisbon!"

Holly Wall, MD—Vice Chair

"The Aesthetic Cruise is our Society's most unique tradition. This year, 110 surgeons brought their families to Reykjavik—great lectures, old friends, new friends, and watching our kids grow together. Join us in 2 years in Lisbon (puffins not included)."

Pat Pazmino, MD—Vice Chair



Ten days at sea across Iceland, Norway, the Netherlands, Belgium and the UK—CME education, faculty mentorship, and a whole lot of ocean air.

This summer, colleagues from across the specialty set sail together—trading the conference hall for the open water. From Iceland's fjords to Norway's coastline, Amsterdam's canals and Bruges' cobblestones, faculty-led sessions covered facial rejuvenation, breast and body contouring, and practice building, with CME credit earned one port at a time.

See you aboard for the next voyage in 2028.



10

DAYS AT SEA

6

PORTS OF CALL

30+

FACULTY & SPEAKERS

4

COUNTRIES

2026–2027 Visiting Professors and Topics

The Aesthetic Society's Visiting Professor Program connects distinguished leaders in aesthetic plastic surgery with plastic surgery residency programs and The Aesthetic Society/The Aesthetic Foundation Resident Forums across the country. Through this educational initiative, Visiting Professors share their expertise, innovative techniques, and real-world experience with residents, fellows, and faculty in an engaging academic environment.

Educational experiences are tailored to the needs of each host institution and may include grand rounds, didactic lectures, cadaver labs, hands-on workshops, panel discussions, and case-based learning opportunities. Beyond the formal curriculum, many visits also provide valuable mentorship opportunities, including resident dinners and informal discussions that foster meaningful connections and support career development. These visits also help introduce residents and fellows to the educational resources and benefits available through The Aesthetic Society's complimentary Residents & Fellows Program.

When scheduling permits, Visiting Professors may also participate in local plastic surgery society meetings or related educational events, extending the impact of their visit through additional lectures and collaborative programming.

This year, The Aesthetic Society is proud to feature 10 outstanding Visiting Professors offering expertise across a broad range of aesthetic surgery topics. With 13 visits completed and 9 additional visits scheduled through the end of the 2026 calendar year, the program continues to expand access to high-quality aesthetic education and mentorship for the next generation of plastic surgeons 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



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 MyEllevave with the Mastoid Sling



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 (BI)
- 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



ALFREDO HOYOS, MD

Miami, FL (primarily based in Colombia)

2026–2028

- Emerging Technologies in Plastic Surgery: From Innovation to Clinical Reality
 - Real-world implementation of Quantum RF, Elixir MD, and CO₂ Lift in high-definition body contouring.
- Patient Safety 2.0: Artificial Intelligence, Global Data, and the Future of Surgical Excellence
 - AI-driven protocols, worldwide data collection, and next-generation perioperative strategies.
- High Definition Liposculpture: Advanced Concepts in High Definition Liposculpture: The Evolution of Precision Body Contouring
 - Modern approaches, anatomical principles, and innovations shaping the future of body sculpting.
- AI & Aesthetic Medicine: The Intelligent Surgeon: Artificial Intelligence and the Future of Aesthetic Medicine
 - How AI is transforming decision-making, education, safety, and patient outcomes.



KRISTI HUSTAK, MD

Houston, TX

2026–2028

- Body Contouring & Liposuction

- High Definition Liposuction: Creating Long-Term Outcomes,

Preventing Complications

- Body Contouring in the Ozempic Era: Special Considerations
- Refinements in High-Definition Liposuction & Defining Ethnic Preferences
- 3-D Liposculpture: Preventing Poor Results and Complications
- Keeping Your Body Contouring Patients Safe: Twenty Tips to Better Contouring Strategies and Safer Surgeries
- Abdominoplasty & Trunk Contouring
 - The New Abdominoplasty: Tips for Maximizing Outcomes
 - Full vs. Hybrid Tummy Tuck: The When and How
 - The Aging Abdominoplasty: Strategies in Secondary Reshaping
 - Intraoperative Strategies in Dimensional Abdominoplasty and Mons Surgery
- Fat Grafting & Gluteal Enhancement
 - Safely Combining Fat Grafting with Trunk Liposuction and Abdominoplasty
 - BBL or Not to BBL: Are Aesthetics Changing? My Approach and Technique
 - Considerations to Enhance Aesthetic Results and Safety of Buttock Augmentation
- Lower Body Rejuvenation
 - Aveli Cellulite Treatment and Multimodal Lower Body Rejuvenation
- Breast Surgery
 - Aesthetic Breast Revision—Capsular Contracture, Malpositions, and Refitting
 - Safety in Secondary Mastopexy
 - Current Status of BIA-ALCL and Safety Concerns Regarding Breast Implants
 - Managing the Explantation Patient: The Good, the Bad, and the Ugly
- Female Genital Aesthetics & Rejuvenation
 - Beyond Labiaplasty: Comprehensive Female Genital Aesthetics
 - Managing Complications in Female Genital Surgery
 - How to Best Integrate Surgical and Nonsurgical Female Genital Rejuvenation into Your Practice
 - Labia Majora Contouring with Fat Grafting
 - Go Low or Go High: Optimizing Results in Female Genital Surgery
 - Labia Minora Reduction with Radiofrequency Treatment

- Female Genital Rejuvenation Using ThermiVa
- Technology & Practice Management
 - High Resolution Ultrasound for the Plastic Surgeon
 - How to Run a Successful MedSpa & Optimizing Protocols for Safe Day Surgery



JEFFREY KENKEL, MD

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
- 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



STEVE LEVINE, MD

New York City, NY

2026–2028

- How to Build a Successful Facelift Practice
 - Simple and Effective Eyelid Surgery
 - Combining Resurfacing

Techniques with Facelifts

- (What I Previously Thought Was) A Simple and Effective Method of Facelifting
- Deep Neck Surgery—When and Why?



JASON ROOSTAEIAN, MD

Los Angeles, CA

2026–2028

- Rhinoplasty:

- Preservation Rhinoplasty: Application and Concepts

- Managing Tip Projection and Rotation
- Revision Rhinoplasty with Fresh Frozen Rib Versus Autologous Rib
- Dorsal Shaping Concepts
- Tip Shaping Concepts
- Managing the Alar Rim
- Deep Neck Lifting with Gland Reduction
- The High SMAS Deep Plane Facelift
- Brow Lifting, Preferred Approaches



DAVID SIEBER, MD

San Francisco, CA

2026–2028

- Rapid Recovery Breast Augmentation

- High-Definition Liposuction

- Helium Plasma Skin Tightening

- The Modern-Day Abdominoplasty
- Techniques to Correct Implant Malposition
- The New Inframammary Fold and the Dual Plane Pocket
- Intramuscular Fat Grafting RAFT/UGRAFT
- Treatment of Capsular Contracture



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

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

33



FOCUS ON
RESIDENTS:
The Future of
Aesthetics
is Female

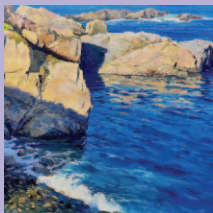
35



Legal Update—
Defending
Complaints
Against Your
License

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

37



Get to Know
Dr. Craig
Creasman

40



Opinion Piece—
A Cautionary
Tale

By James A.
Hoffman, MD, DDS

44



ASJ and ASJ
Open Forum

48



In Memoriam

57



Say Hello to Our
Newest Faces

58



Signature
Industry Partner

Premier
Industry Partners

60



Alliance
Industry Partners

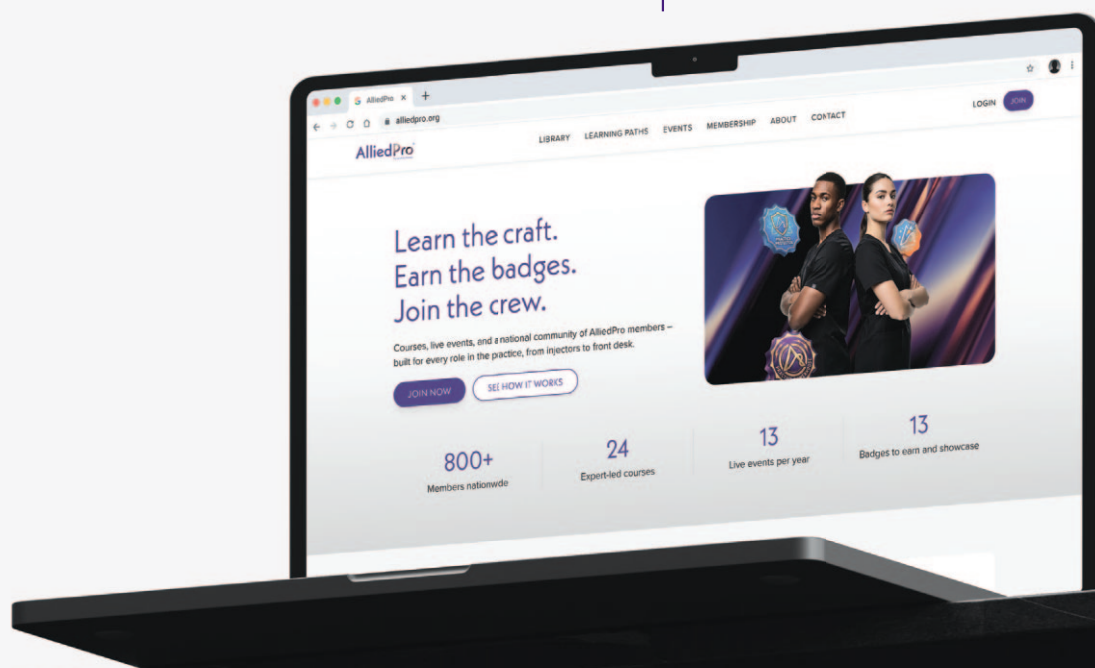
62



Industry Partners
Support The
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Society's
Mission

64

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Education, resources and
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Access on-demand learning, upcoming events and professional resources. Earn digital badges that recognize your participation, learning and achievements—and share them across your professional network.



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Message from The Aesthetic Society CEO, Mark Theis

Dear Members,

It is remarkable how quickly the seasons turn. As we move from summer into fall, I want to take a moment to reflect on where we are—and more importantly, where we are going as a Society.

You may have already noticed a subtle but important evolution in our recent *ASN* cover and overall presentation. That is intentional. We are modernizing how we show up—not only visually and as a brand, but in how we communicate, educate, and engage. This is the beginning of a broader transformation aimed at ensuring our Society remains forward-looking, relevant, and compelling to every generation we serve.

In this issue, we are placing a deliberate spotlight on one of our most important strategic priorities: the engagement, development, and long-term integration of the next generation of physicians—particularly residents and fellows. This is not a side initiative. It is central to our future.

Over the past three years, I have consistently emphasized our “three-legged stool,” education, industry partnership, and membership value creation. That framework continues to guide every major decision we make. It gives us clarity, discipline, and the ability to move with purpose in an increasingly complex environment.

Across both The Aesthetic Society and The Aesthetic Foundation, we have accelerated this focus under the leadership of our Immediate Past President Dr. Tracy Pfeifer, in concert with Membership Commissioner Dr. Camille Cash and former Vice Commissioner Dr. Mark Albert, who currently serves as Communication Commissioner. Together, they have helped shape a more intentional strategy to identify, engage, and re-engage residents and fellows—including those who may have become only narrowly connected within the broader specialty landscape.

At the same time, we have deepened our partnership with industry stakeholders, recognizing that the future of education, training, and innovation is inherently

collaborative. Their input has been invaluable in shaping what comes next, and it reinforces the scale of opportunity ahead.

We have also expanded our discovery process through surveys and strategic collaborations, including work with organizations such as ACEPS under the leadership of Dr. Amanda Gosman. These efforts are already translating into a more robust pipeline of hands-on, skills-based educational programming designed specifically for trainees.

In parallel, we are taking an honest and proactive approach to perception—actively working to address and dispel lingering stigmatization of the aesthetic specialty. This includes piloting regional engagement models and expanding access points that meet learners where they are. These initiatives build on the strength of our existing programs, including our Visiting Professors Program, which continues to be a cornerstone of our educational ecosystem.

Our Endorsed Fellowship programs remain a critical pillar of this strategy. Under the leadership of Dr. Mark Albert and Dr. Jim Zins, the Aesthetic Training Committee continues to evolve the requirements for maintaining Society endorsement to ensure the programs are comprehensive, structured, and more aligned with the realities of modern aesthetic practice. The outcomes are clear: when trainees engage early with the Society, they stay engaged. They grow into leadership, they contribute meaningfully for the specialty and their patients, and they build lasting loyalty to our mission.

The same is true within The Aesthetic Foundation, where our Externship Program continues to serve as a powerful catalyst for mentorship and transformation. As highlighted in this issue by Foundation President Dr. Dave Sieber, and through the leadership of Dr. Camille Cash and Dr. Pat Pazmino, we are creating experiences for medical students that are not just educational—but career defining.

Looking ahead, I am particularly energized by what comes next. In August, under the leadership of our incoming President-Elect Dr. Nolan Karp, we will convene a joint executive retreat for both boards. We have engaged a clinical psychologist, consumer behavior researcher, and strategic advisor to help us reimagine how we engage the next generation—not incrementally, but structurally.

We recognize a fundamental truth: the next generation learns differently, connects differently, and defines value differently. Meeting that moment requires more than adaptation. It requires reinvention.

As part of this work, we are exploring expanded curriculum pathways and the potential for structured credentialing models that reflect the evolving landscape of aesthetic education and practice. We are also eagerly anticipating the publication of resident and fellow abstracts as a supplement in *ASJ Open Forum* this fall—further elevating trainee scholarship and visibility.

All of this points toward a larger ambition: to ensure that The Aesthetic Society remains the most dynamic, relevant, and high-impact professional home in our specialty. A Society that does not simply respond to change—but anticipates it and leads it.

Later this year, we will also begin the phased rollout of our new member app—Aesthetic One. This is not just a digital upgrade—it is a platform for connection, learning, and engagement across the full continuum of membership. It will create new pathways for education, networking, and participation, while also strengthening how we support trainees through travel scholarships, mentorship opportunities, and early-career development initiatives.

In every dimension of our work, we are focused on building a more connected, more innovative, and more future-ready Society—one that delivers enduring value to our members and meaningfully advances our specialty.

Thank you for your continued commitment, your trust, and your shared belief in what we are building together. Our mission remains unchanged in its foundation, but bolder than ever in its execution: advancing clinical excellence, elevating patient safety, and defining the future of aesthetic medicine.



Here for *every stage*
of your career.



From your first meeting as a resident to the day you help lead the specialty, **we grow with you.**

STAGE ONE

RESIDENTS & FELLOWS PROGRAM

Build your foundation. Access resources, education, and connections that shape your future.

FREE FOR ALL RESIDENTS & FELLOWS

STAGE TWO

ASSOCIATE PROGRAM

Continue your growth. Expand your network and advance your career with exclusive member benefits.

YRS 1-2 COMPLIMENTARY • YRS 3-4 REDUCED

STAGE THREE

ACTIVE MEMBERSHIP

Lead the future. Join a community of leaders advancing the specialty and shaping what's next.

FULL MEMBER BENEFITS

“These opportunities helped me see the kind of surgeon I hope to become.

FADY PAUL MARJI, MD
The Method Plastic Surgery

“Every resident and fellow should find a way to get involved—the return on that investment will compound throughout your career.

MATTHEW NOEL MARTURANO, MD
Young Aesthetic Plastic Surgeons Committee

“Beyond the outstanding education, the mentorship and professional relationships fostered through the Society have been invaluable.

CARTER BOYD, MD
Aesthetic Surgery Fellow

Your next stage *starts here.*

Completed your Residency? Stay in touch with us—and stay part of the community.

THEAESTHETICSOCIETY.ORG



FOCUS ON RESIDENTS: The Future of Aesthetics is Female

FROM 10% TO 50%: THREE PAST PRESIDENTS ON THE TRANSFORMATION OF AESTHETIC PLASTIC SURGERY

A conversation with Drs. Jennifer Walden, Mindy Haws, and Tracy Pfeifer, past presidents of The Aesthetic Society

In 2008, fewer than one in ten board-certified plastic surgeons in the United States were women. Today it's 20 percent—and in residency programs, already 50 percent or more. Three of The Aesthetic Society's first female presidents sat down to talk about what that shift means.

It's Dr. Mindy Haws who opens the conversation, laying out just how far the numbers have moved. She's joined by Dr. Jennifer Walden and Dr. Tracy Pfeifer—together, the first three women ever elected to lead The Aesthetic Society, one after another. Their conversation, candid and often funny, sets out to answer a simple question: What does this moment actually mean, for the specialty and for the women coming up behind them?

THE NUMBERS THAT STOPPED THEM COLD

The data driving the conversation:

- **Today:** 20% of board-certified plastic surgeons are women
- **In residency:** the figure is already 50% or more
- **The lag:** because plastic surgeons often practice into their 80s, and most of today's retirees are men, the gender balance of the practicing field won't catch up to residency numbers for another 15 to 20 years
- **The 33% threshold:** drawing on Malcolm Gladwell's tipping-point theory, the three presidents note that once representation crosses one-third, a group is no longer functioning as a minority voice

Their conversation, candid and often funny, sets out to answer a simple question: What does this moment actually mean, for the specialty and for the women coming up behind them?



Drs. Mindy Haws, Tracy Pfeifer, and Jennifer Walden—three past presidents of The Aesthetic Society.

WHAT WOMEN BRING TO THE ROOM

Each president pointed to something different that changes when more women are in practice.

"It's 90% female patients. A lot of people weren't validating their concerns. I thought they should be validated."

—Dr. Jennifer Walden

For Dr. Tracy Pfeifer, it showed up early, in a room full of colleagues reviewing another surgeon's brow-lift results.

"I'm looking around the room—does anybody else think the way I think? Because these brows are way too high. Women intuitively bring that understanding of aesthetics to the conversation."

—Dr. Tracy Pfeifer

Pfeifer extends the point beyond technique. What women bring, she argues, isn't a softer version of the specialty — it's a clearer read on what patients are actually asking for.

"It's not vanity. Feeling pretty and looking your best has to do with your sense of well-being and confidence. Women bring that understanding." —Dr. Tracy Pfeifer

Dr. Mindy Haws frames the whole specialty in relational terms.

"We are the last bastion of relationship medicine. Patients come to us for us. They wouldn't come to us if all they saw were extenders and we did the surgery and didn't talk to them."

—Dr. Mindy Haws

THE MALE MENTORS WHO OPENED THE DOOR

Perhaps the most striking thread in the conversation is who each woman credits with her rise: men. Dr. Walden points to Dr. Phillips, a female chief who served as an early role model, but also to Dr. Aston, who brought her to her first Aesthetic Society meeting and steered her toward committee work. Dr. Haws

Continued on Page 36

FOCUS ON RESIDENTS

Continued from Page 35

credits Dr. Jack Fisher for getting her a seat on the board. Dr. Pfeifer singles out Dr. Grant Stevens, who “brought attention to it and said we need more women”—one of several men she says helped bring women to the table.

“The older guard has been so instrumental in making The Aesthetic Society what it is today... They were open-minded to having women. It wasn’t an abusive place. It’s always been a safe space for women.” —Dr. Jennifer Walden

The presidents are careful about the framing here. This isn’t a story about a specialty that excluded women and is now correcting course—it’s a story about invitation: men who recognized a need and opened the door, and women who walked through it and built on what they found.

COMPETITIVE BY NATURE, COLLABORATIVE BY CHOICE

Plastic surgery has a reputation for competitiveness, and the three presidents don’t dispute it. But their own working relationship, they say, tells a more complicated story.

“Women are, by nature, very collaborative. That has helped us with our communication and outreach to members.” —Dr. Tracy Pfeifer

“It’s in us to be very competitive—we all wouldn’t have gotten where we got if we weren’t—and yet the three of us have been able to collaborate on some pretty big deals.” —Dr. Mindy Haws

Part of thriving in a male-dominated environment, Pfeifer suggests, has been learning to read the room differently.

“Men will get in the coach’s face and say ‘put me in.’ Women wait to be recognized. So we have to understand how they think, adjust a little, and bring them along.” —Dr. Tracy Pfeifer

WHAT THIS MEANS FOR RESIDENTS

For anyone early in training or practice, the presidents want one message to land clearly: the presidency isn’t the only ladder.

“I don’t want anybody reading this to think ‘oh, I’ll never be The Aesthetic Society President, this doesn’t apply to me.’ There are so many other places to make a difference—regional societies, medical executive committees, academic institutions, industry relations.” —Dr. Mindy Haws

Dr. Walden agrees, and adds a note of urgency about why leadership from women in the specialty matters now more than ever.

“It’s such a huge opportunity, especially for female plastic surgeons. Groups seek us out. We need to lead, and we need to teach. There’s a lot of noise out there—nurse injectors, estheticians—but we’re the only ones who can do all of it.” —Dr. Jennifer Walden

THE BOTTOM LINE

Drs. Walden, Haws, and Pfeifer were elected to the presidency in consecutive terms—not by design, but by happenstance. Looking back, all three see something bigger than coincidence: a society that recognized their voices belonged in the room, and mentors who invested in making sure those voices were heard. It’s a version of the specialty’s own gold standard, applied not to outcomes on the table, but to who gets to lead the conversation around it.

This article is adapted from a recorded podcast/video conversation among Drs. Jennifer Walden, Mindy Haws, and Tracy Pfeifer, the first three female presidents of The Aesthetic Society.

Quotes from Female Residents Attending The Aesthetic MEET

“The Aesthetic MEET provides educational opportunities that supplement and expand knowledge and experiences beyond what is typically offered in residency programs. There is so much nuance to every topic and The Aesthetic MEET features leading experts discussing their principles, techniques, and results. This type of education is unique to the conference stage and the smaller sessions where real conversations and debates occur.” —Samantha Lund

“Being able to attend The Aesthetic MEET as a resident provided valuable opportunities for professional development, networking, and learning new techniques in aesthetic surgery. I am grateful for the opportunity to learn as a resident through a travel scholarship, and hope to continue to stay involved in our society and meetings in my future practice.” —Jessie Koljonen



LEGAL UPDATE— Defending Complaints Against Your License

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



Facing a disciplinary action is an awful time in any physician's life. Regardless of whether the physician is at fault, it is a time for reflection and questioning of one's own competence and professionalism.

It is a moment that all physicians dread—receiving a letter from your state's Department of Health that a complaint has been filed against you, and you only have a short time in which to respond.

My first piece of advice to physicians in this position is not to panic, as the overwhelming percentage of such complaints do not result in formal discipline and remain confidential, but such complaints do merit a vigorous legal response. If you have received such a letter, it likely means that the lawyers at the Department of Health have already determined that the allegations made in the complaint, if proven, would constitute an offense for which discipline may be imposed; it is therefore imperative that you mount a vigorous defense to debunk the allegations made in the letter. Your first step should be to retain legal counsel with experience in such matters. The good news is that almost all malpractice policies now contain "Administrative Defense" coverage, and the carriers retain very competent defense attorneys to assist you.

My second piece of advice is to rely on your counsel. Just as I would never allow a criminal defendant to talk to the police without counsel present, you should never talk to an investigator or prosecutor without your lawyer; these investigators, while usually scrupulous, are not your friend, and they look for seemingly innocuous comments that may implicate you further during the investigation.

If possible, all interaction with the authorities should be in writing and drafted by your counsel.

My third and final piece of advice is to show humility. If the complaint pertains to an adverse event, every Board of Medicine wants the physician to show empathy and remorse for the undesired outcome. This does not mean that you should admit to any wrongdoing, but you should concede that you are the "Captain of the Ship" and responsible for what happens in your office. Furthermore, Boards of Medicine usually reward those who show contrition and have already taken positive steps (such as voluntary CME, engagement of risk managers, etc.) to ensure that such mishaps do not re-occur.

Facing a disciplinary action is an awful time in any physician's life. Regardless of whether the physician is at fault, it is a time for reflection and questioning of one's own competence and professionalism. The bad news is that, statistically, a physician may expect at least one such complaint in their professional life; the good news is that most such complaints do not result in formal discipline when the respondent physician addresses the allegations thoughtfully.

Aesthetic Society members having questions may always contact the Society Legal Affairs Division at nulandlaw@aol.com.

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Jacksonville, Florida

ADVOCACY

The Aesthetic Society has recommitted itself to aiding the Advocacy efforts of its members in their home states. As part of this initiative, the Advocacy Committee, in concert with industry leaders and legislative leaders, has developed a "Model Medspa Licensing Bill," designed as a starting point for those state societies wishing to initiate such legislative efforts.

As a reminder, The Aesthetic Society also has professional staff dedicated to assisting in state advocacy efforts. If you or your state society have questions regarding advocacy issues, feel free to reach out to Chris Nuland at nulandlaw@aol.com.



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Get to Know Dr. Craig Creasman

Beyond the operating room, many of our members lead rich, creative lives. A Life Member of The Aesthetic Society, Dr. Creasman has been painting since 2002, and his work has twice graced the cover of *ASJ*. For this issue, we sat down with him to talk about his artistic journey, what draws him to landscapes and portraiture, and how his painting practice connects to his work as a surgeon.



Above:
Sunrise over Garrapata
2024

Left:
Portrait of Mariko, 2008



Question

How long have you been painting and how did you get started?

Answer

I started painting in 2002. I took an oil painting class at a local community college.

Question

What inspired you to submit this painting?

Answer

This is a portrait of my wife. I was fortunate enough to have two previous portraits accepted for *ASJ* covers, but neither showed her beautiful face!

Question

Do you think there are any similarities between the way you approach your art and your surgical practice?

Answer

There are many applications of art to plastic surgery, particularly on perception and focusing attention. Painting is mostly about seeing, and seeing in a different way.

Question

What drives your creative process?

Answer

I am always exploring ways of conveying a scene that evokes a feeling, which I leave to the viewer. Lately, I have been working on a looser style and conveying movement in the figure and in seascapes.

Question

Do you paint every day?

Answer

Most days, certainly every week.

Question

Do you have a studio? In your home or somewhere else?

Answer

I have a studio in my home and one in our beach house. I also love to paint plein air.

Question

Are there any other artistic media (sculpture, photography, etc) you have experimented with?

Answer

Yes. I have done some sculpting of the human figure.



Clockwise from upper left:
Figure study, 2006;
Focus, 2026;
Chaos, 2023



Question

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

Answer

I sell my pieces at Open Studio events.

Question

Do you give these extraordinary pieces
as gifts?

Answer

I have done many portraits as gifts or
done them of my family. I used to give my
non-portrait paintings away, but I sell
them now.

Question

What artists or artistic styles have you
admired/used as inspiration to grow your
own creative process?

Answer

I am inspired by the work of late 19th century
painters John Singer Sargent, Anders Zorn,
and Joaquin Sorolla and more contemporary
artists Richard Schmid and Jeremy Lipking.
All possess(ed) facility with landscape and
the human figure. I am also a fan of the many
California impressionist painters, in particular
the marine painters.

Question

What do you think is the best or most
important part of your artistic process?

Answer

The effect on my mind. It is a meditative
experience.

Question

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

Answer

I would worry about burnout, but it hasn't
happened yet!

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Opinion Piece—A Cautionary Tale

By James A. Hoffman, MD, DDS

I am an aesthetic and pediatric plastic surgeon, and my life's journey took a circuitous path to arrive in, what for me is the most rewarding of all professions. I was a dentist in 1984 when I met Joseph Murray, MD, who would completely change my career aspirations for the better. After I met Dr. Murray, it became clear to me that pursuing a career in pediatric plastic surgery would change my life.

Dr. Murray would go on to win the Nobel Prize in Medicine in 1990, for pioneering work, performing the world's first successful renal transplantation in identical twins in 1954. Dr. Murrays' recommendation would provide me the opportunity to obtain a Medical School Education and serve as a role model for my own career in Pediatric and Craniofacial Surgery.



After completing an internship in General Surgery, and Residencies in Otolaryngology, Head and Neck Surgery and Plastic and Reconstructive Surgery, I became an attending surgeon at the Children's Hospital, Los Angeles, in the Department of Pediatric Plastic Surgery. There, John Reinisch would prove to be my most significant mentor. Repairing



deformities in children born less than perfect is the most rewarding career I could ever imagine. When one sets his sights on becoming a pediatric plastic surgeon, one does so with the realization that he or she would be in the lower five percent of compensation made by plastic surgeons in America.

It was January 20th, 2021, after a rewarding microtia reconstruction, that a process server showed up on my driveway. He was there to serve me papers in a court case that would consume the next four years my life, resulting in the loss of my home, my marriage, my business and nearly cost me my life. The following day, I notified my malpractice carrier, Minnesota Malpractice Insurance Company, of the pending lawsuit. Within two weeks, I received a reply, "No, MMIC bears no responsibility as the case was filed as a discrimination suit." I was on my own.

The court document said I was being sued in District Court by a patient, whom my office had referred to the University of Minnesota's Gender Health Clinic. My first reaction was to think this is absurd. But, no, I was being sued for discrimination by a patient I had never seen. In June of 2020, a patient phoned my office. My wife, who ran the practice, answered the phone. The patient was interested in breast augmentation. My wife Veronica asked the patient the usual intake questions. How long have you been considering enhancing your breasts? Do you have asymmetry? Do you have any sag or ptosis to your breasts? Have you had children? And how did you hear about Dr Hoffman? The patient responded



that she had found my website online. Then, the patient volunteered that she had her surgery scheduled to be performed by Toby Meltzer MD in Scottsdale, Arizona. My daughter Kate was working in the office filing charts and overheard the conversation and performed a Google search. She discovered that Dr. Meltzer performs gender affirmation surgery exclusively. Kate, explained what she had discovered to my wife, Veronica

Bruce L Cunningham, MD, former President of the American Society of Plastic Surgeons, who was my chairman during my residency at the Division of Plastic and Reconstructive Surgery at the University of Minnesota, had advised me that transgender surgery is a subspecialty of its own within plastic surgery. Patients should be treated by referral to a center of excellence in transgender care, of which there are two in the State of Minnesota, those being the Gender Affirmation Clinics at the University of Minnesota and Mayo Clinic.

Dr. Cunningham reinforced the importance of referral to a multidisciplinary Gender Health Clinic. Individuals wishing to undergo gender affirmation procedures must complete an initial evaluation, counseling with Mental Health, Psychology and Psychiatry professionals, Endocrinologists for management hormone therapy, counseling for fertility preservation options, marriage and family therapy, and social work evaluation. He reminded me that this subspecialty is somewhat analogous to my own subspecialty in Pediatric and Craniofacial Surgery.

It was January 20th, 2021, after a rewarding microtia reconstruction, that a process server showed up on my driveway. He was there to serve me papers in a court case that would consume the next four years my life, resulting in the loss of my home, my marriage, my business and nearly cost me my life.

My wife, Veronica sent the patient an Email referring her to the University of Minnesota's Transgender Clinic. She informed the patient that I had never performed a gender affirmation surgery of any kind. However, the University of Minnesota has a Center of Excellence in Gender Affirmation Care.

After misadventures with two legal firms, I hired an attorney with experience in gender discrimination law. The first thing my attorney learned was that the patient had already undergone her transgender breast augmentation at Mayo Clinic in August 2020. Yes, that is correct, the transgender individual had already undergone the operation for which I was being sued. Common sense told me that this lawsuit was an act of extortion. And so it started, a series of trials that would consume my life.

The first trial was held in Washington County, MN where my office is located. Expert witnesses would include plastic surgeons, William Adams Jr., MD; Steven Teitelbaum, MD; and Eli Coleman, PhD. Dr. Coleman is Professor Emeritus at the Institute for Sexual and Gender Health at the University of Minnesota School of Medicine, which bears his name. Of note, Dr. Coleman authored the Standards of Care for WPATH, the World Professional Association of Transgender Health Care Providers. The Aesthetic Society and Doctors Adams and Teitelbaum concurred that Dr. Hoffman's referral to multidisciplinary clinics of excellence was the proper, moral and ethical thing to do for this patient seeking gender affirming care. Dr. Adams, a highly-rated breast surgeon, testified that he had NEVER performed a gender affirmation breast enhancement surgery. Dr. Teitelbaum testified that gender affirmation surgery has an extremely steep learning curve and should not be attempted by the inexperienced surgeon. Their combined expert witness testimony was

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indeed powerful. Dr. Hoffman was the beneficiary of their surgical acumen. The Washington County Judge ruled in our favor, ruling that my referral to a center of excellence was the proper thing to do and that I had not violated the transgender woman's civil rights.

The next trial was James Hoffman vs. Minnesota Malpractice Insurance Company (MMIC), my malpractice carrier. It is worth noting that I was a shareholder and paid consultant for MMIC. Through my lawyer, I asserted that "MMIC breached its duty to defend and indemnify me and thus breached [the] covenant of good faith and fair dealing."

That assertion directly links the two alleged breaches as follows: because MMIC breached its duty to defend, it therefore breached the covenant of good faith and fair dealing. My attorney argued before the Hennepin County District Court Judge that MMIC had a duty to defend me and that a patient referral is a medical incident. The District court Judge ruled in favor of MMIC, stating that MMIC had no duty to defend Dr. Hoffman, as the complaint was based on alleged discrimination in violation of Minnesota Human Rights Act, and not based on a medical incident.

On February 29th, 2024, I received word from the legal counsel of the American Medical Association that they would join forces with the Minnesota Medical Association and The Aesthetic Society, to write an Amicus Curiae, friend of the court, brief on my behalf.

I felt a sense of relief; I had not experienced in over three years.

This case was then taken to the MN Court of Appeals, the second highest court in the state of Minnesota. It was heard on August 1, 2024. On October 14th the MN Court of Appeals ruled against me and for MMIC.

The Court acknowledged that I was practicing an excellent standard of care when I referred the transgender patient to the University of Minnesota Gender Affirmation Clinic. However, the justices decided that the referral was not a medical incident. So, would they prefer that I perform an operation that I have never seen, never ever contemplated for the transgender woman? An operation, that I had no competence to perform.

Furthermore, I held no surgical privileges to perform transgender surgery of any kind. No hospital or surgery center would allow me to perform such a surgery. To do so would lead to loss of medical licensure. Apparently, the Judicial System in the State of Minnesota has no ability to comprehend the concept of core competencies, so necessary to provide the public with the assurance that a given surgeon is fully competent to perform an operation. Did the three justices simply ignore the Amicus Curiae written by the AMA, MMA, and The Aesthetic Society? Once a lawsuit is filed for discrimination, the Judiciary and the malpractice insurance industry can only view it from that perspective? The next step in the legal process was to have my case heard before the Supreme Court of the State of Minnesota. However, I could not take my case

Apparently, the Judicial System in the State of Minnesota has no ability to comprehend the concept of core competencies, so necessary to provide the public with the assurance that a given surgeon is fully competent to perform an operation. Did the three justices simply ignore the Amicus Curiae written by the AMA, MMA, and The Aesthetic Society?

Continued on Page 47

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Opinion Piece—A Cautionary Tale

Continued from Page 45

any further for the lack of funds.

The notion that a surgeon be compelled to perform an operation for which he or she has no qualifications, runs contrary to everything I have learned about patient care.

Apparently, the judiciary in the State of Minnesota gives greater credence to the alleged civil rights of the person seeking gender affirmation care than I, as a well-intentioned and ethical health care practitioner, possess. This is truly an egregious miscarriage of justice. In the last four years I have suffered the complete destruction of my life as I once knew it. I have spent over a million dollars defending myself. I carry the following medical diagnoses, major depression, post-traumatic stress disorder, and suicidality. I had no such diagnoses prior to this lawsuit. My home is in foreclosure, my once thriving practice is shuttered, I have staggering financial debt, and my marriage was destroyed in the process.

I am writing this opinion piece in hopes that publication of my ordeal will spare other physicians my fate. I also believe that laws need be strengthened nationwide to allow for malicious prosecution of attorneys who bring such baseless cases to a court of law. In this era of ultra-specialized medical care, the ability to refer a patient to another health care provider who has superior knowledge and skill set to one's own must be sacrosanct and protected by law. The greatest lesson to be taken from my career, is that the malpractice insurance industry needs to be held

accountable. Referral to a more qualified, knowledgeable and skilled physician is part and parcel of practicing the highest standard of medical care.

Beware, this too, could happen to you.

POSTSCRIPT

In the final analysis, I had two thoughts. As for the executives and attorneys for the insurance carrier, they need to do some soul searching. Had they merely reimbursed me for the legal fees I incurred in defending myself, they would have netted over a million dollars from the insurance premiums I have paid over more than two decades; where were their ethical and moral standards?

After hearing the testimony of the transgender individual, I believe she is seeking happiness and her freedom to live her life as she chooses. Her attorney, however, was seeking monetary gain and self-promotion. As I write this, the refrain of song from 1989, when I was an intern, runs through the backroads of my mind. Entitled, "Closer to Free" by the Milwaukee band, the Bodeans.

*Everybody wants to live like they wanna live
Everybody wants to love like they wanna love
And Everybody wants to be closer to free.*

Members of The Aesthetic Society are reminded that they may always contact the Society's legal counsel, Chris Nuland, Esq., at nulandlaw@aol.com if they have legal questions. The service is free to Aesthetic Society members.

Resident Experience

“The Aesthetic Society has been one of the most influential organizations in my development as an aesthetic surgeon. Through its educational programs and meetings, I have had the opportunity to learn from and connect with many of the leaders who are shaping the future of our specialty. Beyond the outstanding education, the mentorship and professional relationships fostered through the Society have been invaluable. I would encourage every resident and fellow interested in aesthetic surgery to become involved early and fully embrace the opportunities the Society provides.”

—Carter Boyd

Commentary from Christopher L. Nuland, Esq., Counsel to The Aesthetic Society

Dr. Hoffman's legal nightmare does underscore two significant legal points:

The first is that the underlying case was ruled in favor of Dr. Hoffman. In other words, the District Court correctly ruled that the referral of a patient because the physician does not believe that he/she is properly trained to treat the patient does NOT constitute discrimination of any kind. That simply was and is good medicine. This is an important legal precedent, and we commend Dr. Hoffman for his fight for this principle.

The second is that MMIC rejected responsibility for defending the claim because it was not based upon a claim of malpractice, but rather a claim for gender discrimination. MMIC's counsel pointed out that the MMIC policy is written in such a way as to state that only a claim for medical malpractice would be covered, even if common sense and ethics would decree that a claim based upon medical decision-making (which this was) should be covered by the policy. This finding underscores the need for physicians to review their PLI policies and to, if necessary, seek

amendments that would clarify that suits based upon medical decision-making, and not just claims explicitly alleging medical malpractice, are covered.

All of that being said, Dr. Hoffman did suffer a miscarriage of justice, especially if one examines this case not just as a matter of contractual interpretation, but as a matter of equity. His courage to defend proper medicine, even when it caused him so much personal tragedy, should be commended.



ASJ and ASJ Open Forum

Current issue of ASJ: academic.oup.com/asj/issue/46/8

Current issue of ASJOF: academic.oup.com/asjopenforum/issue/volume/8

Aesthetic Spotlight

Here we highlight recently published articles from our portfolio of journals. We invite you to read, cite, and share these articles.



Artificial Intelligence in Plastic Surgery: Current Status, Limitations, and Future Directions

AUTHOR: Libby R Copeland-Halperin, MD, FACS

Aesthetic Surgery Journal, Volume 46, Issue 2, February 2026, Pages 113–121, <https://doi.org/10.1093/asj/sjaf239>

SUMMARY: AI applications are increasingly widespread in plastic surgery, with both patients and surgeons turning to these tools for information. This narrative review examines AI's current scope and limitations in the field. A PubMed search (through September 22, 2025) yielded 1866 articles; after excluding letters, commentaries, reviews, surveys, and non-English articles, 460 qualifying studies were classified by AI modality, application, and subspecialty (with overlap permitted). Applications included diagnosis (133), clinical decision-making (79), outcome prediction/risk assessment (62), clinical outcome assessment (46), practice management (46), patient education (54), surgeon education (35), and research (17). Large language models (155 articles) dominated patient education, while machine learning/deep learning (299 articles) predominated in diagnostics; natural language processing (6) and text-to-image models (9) were less common. Despite AI's broad reach across plastic surgery, methodological heterogeneity limits the literature's strength. Surgeons must understand AI's opportunities and limitations, with ethical and effective implementation requiring collaboration among surgeons, data scientists, ethicists, legal experts, and policymakers.



Assessing Rigor in Facelift Research: A Scoping Review of 20 Years of Reported Outcomes in the United States

AUTHORS: Margaret M Hornick, MD, Timothy C Olsen, BS, MBA, Aamirah I McCutchen, MD, MPH, Ayaka N Deguchi, MD, Elizabeth R Foster, Malia Voytik, MD, Kristina McShea, MLIS, Robyn B Broach, PhD, Ivona Percec, MD, PhD

Aesthetic Surgery Journal, Volume 46, Issue 4, April 2026, Pages 357–365, <https://doi.org/10.1093/asj/sjag005>

SUMMARY: Patient-reported and clinical outcomes are increasingly central to research and quality improvement, prompting calls for standardized, validated measures. This scoping review assessed whether facelift research meets current scientific standards for rigor and outcome reporting. PubMed/MEDLINE, Embase, and Scopus were searched for US facelift studies (July 2005–2025), excluding those with concurrent procedures. Study design, author characteristics, outcomes, and quality (MINORS criteria) were evaluated. Of 2101 studies, 27 met inclusion criteria, mostly academic (66.7%), unfunded (92.6%), and led by male senior authors (96.3%) with a median 21 years' experience. Retrospective designs predominated (51.9%); 48.1% were comparative. Clinical outcomes appeared in 70.4% of studies—most often hematoma (59.3%)—but only 25.0% defined measurement criteria, and definitions varied. Patient satisfaction (22.2%) and aesthetic outcomes (18.5%) were rarely assessed with validated instruments (one study each). Most studies (63.0%) fell below recommended MINORS thresholds, indicating moderate-to-low methodological quality. Findings reveal substantial inconsistency in outcome definitions and measurement, underscoring the need for validated, standardized reporting to strengthen evidence in aesthetic facial surgery.



Propeller Modification of Tapia's Flap

AUTHORS: Claudio Angrigiani, MD, Jaime Masia, MD, Andrés Peñaranda, MD, Alberto Rancati, MD, Fernando Felice, MD, Fernando Dip, MD, Agustin Rancati

Aesthetic Surgery Journal, Volume 46, Issue 4, April 2026, Pages 401–406, <https://doi.org/10.1093/asj/sjaf216>

SUMMARY: This manuscript describes a modified Tapia flap for malar volume enhancement, an anatomical study of the transverse facial artery, and a retrospective review of 42 facelift patients receiving this flap. The original Tapia flap, raised from the superficial muscular aponeurotic system (SMAS), relies on random-type vascularization and remains base-attached. This modification instead isolates the flap as an island perfused by the transverse facial artery's perforator—consistently located at the zygoma's inferolateral border—then rotates it 180° as a propeller flap into the prezygomatic space, with direct SMAS advancement closing the donor site. All 42 patients (2022–2024) had uneventful recoveries, with intraoperative indocyanine green staining confirming viability. Clinical and ultrasonographic follow-up at 1 month and 1 year showed permanent volume without resorption, and satisfaction scores were largely excellent. A cadaveric study (14 specimens, 28 hemifaces) confirmed consistent transverse facial artery branches feeding the subcutaneous-SMAS system. This vascularized modification improves flap placement, extends medial reach into the tear trough, and demonstrates reliable survival with durable volume retention.



When Is a Fee Too High? The Ethics of Pricing in Aesthetic Surgery

AUTHOR: Stephen Bresnick, MD
Aesthetic Surgery Journal Open

Forum, Volume 8, 2026, ojag004,
<https://doi.org/10.1093/asjof/ojag004>

SUMMARY: Aesthetic surgery fees are highly variable across the marketplace of aesthetic surgical practices even within a similar region and among board-certified plastic surgeons of similar experience. For example, in the Los Angeles market, a simple breast augmentation procedure by an experienced board-certified plastic surgeon using the same implant brand and similar technique in a similar facility can range by 200% between practices. For facelift surgery, the differences are even more extreme, with some practices charging 5 to 10 times what other practices do offering similar services. These types of fee disparities are very confusing to patients and create questions about the ethics of the fee determination process. The central ethical question in the pricing is at what point does a surgeon's fee become ethically excessive?



Nonsurgical Rhinoplasty: Patient Satisfaction and Progression to Surgery

AUTHORS: Kanad Ghosh, MD,
Lauren Greger, BS, Alissa Zarder,

BS, Parit Patel, MD, MBA

Aesthetic Surgery Journal Open Forum,
Volume 8, 2026, ojag043,
<https://doi.org/10.1093/asjof/ojag043>

SUMMARY: Nonsurgical rhinoplasty (NSR) can achieve satisfactory results, but patients whose outcomes fall short of expectations may pursue surgical rhinoplasty—a cohort not well studied for satisfaction and motivation. This study examines when NSR is most beneficial and why patients proceed to surgery afterward. A retrospective review of 162 patients undergoing hyaluronic acid filler NSR (2019–2024, single surgeon) recorded demographics, FACE-Q satisfaction scores, progression to surgery, and complications. Patients were 90.7% female, averaging 30.5 ± 9.2 years, with 1.7 ± 1.2 injections (0.38 ± 0.08 cc average volume). Only 8 patients (4.9%) progressed to surgical rhinoplasty, averaging 8.1 ± 5.8 months after last injection, primarily motivated by readiness for permanent results.

Among 36 patients (22.2%) completing FACE-Q surveys, average satisfaction was $79.8\% \pm 15.7\%$. NSR is a safe procedure with a low progression rate to surgery; among those who do proceed, readiness for permanent outcomes is the primary driver.



Partial Submandibular Gland Resection in Deep Neck Surgery: An Assessment of Safety Using the LigaSure Exact Dissector

AUTHORS: Paul N Afroz, MD,

Natalie B Carter, BS

Aesthetic Surgery Journal Open Forum,
Volume 8, 2026, ojag041,
<https://doi.org/10.1093/asjof/ojag041>

SUMMARY: Optimal cervicomandibular contour often requires managing subplatysmal structures, including the submandibular glands (SMGs), though partial SMG excision remains controversial due to bleeding concerns. This study evaluated the short-term safety of partial SMG excision using the LigaSure Exact Dissector, a bipolar vessel-sealing device, during aesthetic neck lift surgery. A retrospective review identified patients undergoing partial SMG excision during primary neck lift procedures (August 2023–January 2025), with outcomes analyzed descriptively over a minimum 3-month follow-up (mean, 5 months). Of 123 neck lift procedures, 80 patients (65%) underwent bilateral partial SMG excision; mean age was 58.7 years, 71% female, with mean BMI of 24.5. Complications included seroma (3.75%), minor hematoma (1.25%), and transient lower-lip weakness (5%), all resolving within 8 weeks; no permanent nerve injury, sialoma, infection, or xerostomia occurred. Partial SMG excision using the LigaSure Exact Dissector showed a low rate of short-term complications, suggesting the technique can be safely performed in appropriately selected patients, though further comparative studies are warranted.

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Ready for regular alerts about ASJ and ASJ Open Forum content?

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tinyurl.com/mr2rhbaa

Watch ASJ Journal Club and ASJ GEMS

Did you know that you can watch all ASJ Journal Club and GEMS webinars that we record in 3 places?

Check them out on the ASJ website, The Aesthetic Academy, and the Journal's YouTube channel.

International Global Alliance Program

We're thrilled to announce that we've grown our base of alliances to 55!

We're always ready to collaborate and invite all our members to engage with our alliances and their members.

We've also redesigned the page on our website and invite you to visit here:

theaestheticsociety.org/medical-professionals/meetings/international-collaborations

ASJ, ASJ Open Forum On the Road at The Aesthetic MEET 2026

ATTENDING THE MEET IN BOSTON



Dr. Samantha Lund won Dr. Nahai and Wojno's book on periorbital surgery book during the event and posed with moderator Dr. Jeff Gusenoff.



The ASJ & ASJOF team with newly inducted President Dr. Jamil Ahmad and ASJOF Editor in Chief Dr. Al Aly in the booth.



Phaedra Cress with Dr. Grant Stevens and Dr. Tracy Pfeifer in the booth at The MEET.

ASJ BOOK GIVEAWAY: A RESOUNDING SUCCESS IN BOSTON AT THE AESTHETIC MEET

Thank you to all our book and publishing donors who ensured our event was a success this year. Congratulations to all the winners and special thanks to our talented moderator Dr. Jeffrey Gusenoff. Watch the video recap here: youtu.be/rcqsLU_V5vM

Thank You to Our Generous Book Donors and Authors

Elsevier	Dr. Al Aly
NAOS	Dr. Sebastian Cotofana
QMP	Dr. Jeffrey Janis
Quintessence Publishing USA	Dr. Amin Kalaaji
Regulatory Affairs Professionals Society	Dr. Kiya Movassaghi
Springer Nature	Dr. Foad Nahai
Thieme	Dr. Lee Pu
	Dr. Douglas Steinbrech
	Dr. Seth Thaller
	Dr. Ted Wojno



Toasting during the ASJ-BD Galaflex VIP Event in Boston during The MEET.



Dr. Dzifa Kpodzo focuses intently during the Editorial Board meeting.



ASJ Body Contouring Section Editor Dr. Pat Pazmino with Phaedra Cress at The MEET.



Dr. Diane Duncan and colleague discussing the newly published ASJ supplement on exosomes, for which she served as a Guest Editor.



During the ASJ & ASJOF Editorial Board meeting, Anastasia Cyzewski, Tess Pickar, and Matt Harris present.

Dr. Ryan Austin served as moderator for the Best Paper winners during The MEET.



ASJ, ASJ Open Forum On the Road at The Aesthetic MEET 2026



The gang's all here at Fenway where the Red Sox won during The MEET.



ASJOF Editor in Chief Dr. Al Aly at Fenway Park with his UTSW resident colleagues.



Phaedra Cress, Dr. Kye Higdon and Dr. Tracy Pfeifer at Fenway during The MEET.



Dr. Nahai with the ASJ & ASJOF staff at The MEET in Boston.



The Editorial Board meeting grows each year and we're honored by everyone who attends, especially this year during our 30th celebration as illustrated by the "30" attendees shown here.

4.2

Impact
Factor

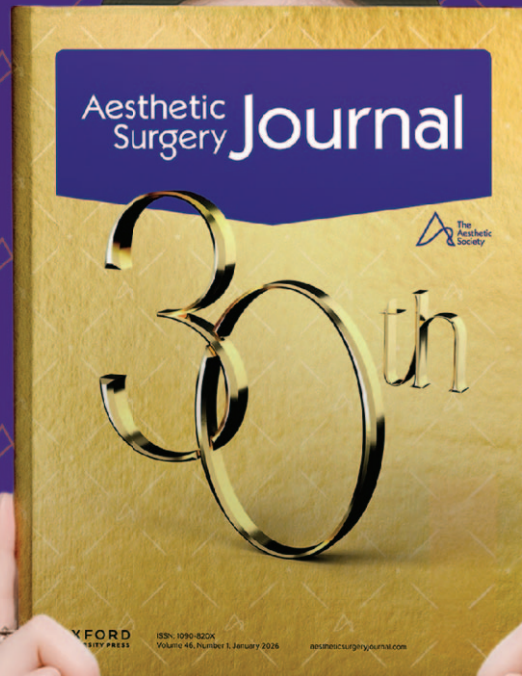
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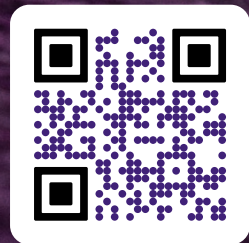
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Apply for Active Membership

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

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

QUARTERLY APPLICATION DEADLINES

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

MEMBERSHIP FAQ: WHAT YOU NEED TO KNOW

1. Who can join?

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

2. What sets The Aesthetic Society apart?

Exclusive education and networking opportunities

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

3. What's the investment?

Consider membership an investment in your professional legacy.

Application Fee: \$250 USD

Annual Membership Dues:

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

4. How long is the review process?

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

5. What exclusive benefits do members receive?

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

6. How do I start my journey to membership?

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

READY TO JOIN AND GO BEYOND WITH US?

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



SCAN THIS QR CODE TO START YOUR APPLICATION NOW!

QUESTIONS? INTRIGUED?

Contact our Membership Concierge:
membership@theaestheticsociety.org

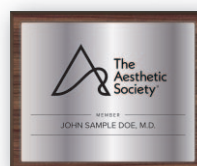


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Visit theaestheticsociety.org/shop to order!



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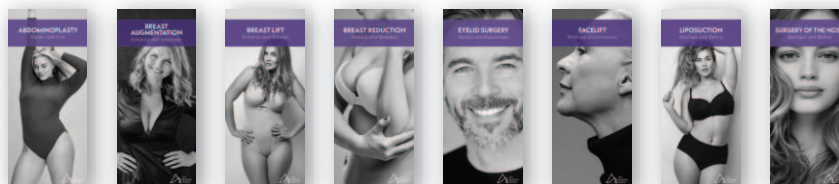


Consultation Folders (Packs of 100)



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

In Memoriam

The Society has always recognized and celebrated members who have passed during the interim and annual Board meetings, and at the annual Business Meeting. We are introducing a new *ASN* feature—In Memoriam—to celebrate the lives of our members who have passed. Below, we recognize those we have lost in the past year, while remembering with gratitude all those who came before them.

Charles W. Bailey Jr, MD

Thomas C. Cochran Jr., MD

Paul P. Gwyn, MD

Sam T. Hamra, MD

Darrell Henderson, MD

Ricardo Izquierdo, MD

Ralph A. Kloehn, MD

Carl Daniel Laughlin, MD

John L. LeRoy Jr., MD

Peter McKinney, MD—*Past Society President*

Henry W. Neale, MD

Robert Oneal, MD

Renee Bennett O’Sullivan, MD

Charles Linwood “Lin” Puckett, MD

Norman H. Schulman, MD

Peter Scott, MD

Marvin M. Shuster, MD—*Society Founding Member*

Barry Neil Silberg, MD

Thomas Stevenson, MD

Carlos Oscar Uebel, MD

Barry M. Weintraub, MD

Linton A. Whitaker, MD

Say Hello to Our Newest Faces

As The Aesthetic Society continues to advance excellence in aesthetic plastic surgery through education, innovation, and member engagement, we are pleased to welcome several new team members. Their expertise, passion, and dedication will help support our strategic goals and strengthen the programs, services, and experiences we provide to our members and the aesthetic community.

VICKY CHAU-LOK

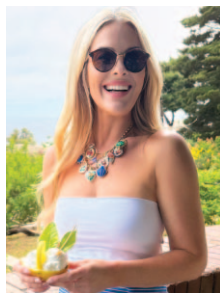


MANAGING DIRECTOR, TECHNOLOGY AND TRANSFORMATION

Vicky Chau has joined our team as Managing Director of Technology and Transformation. In

this role, Vicky will lead some of our most significant organization-wide initiatives, including the Aesthetic One member app, the AP portal, and other major planned efforts. Her focus will be on bringing structure, accountability, and momentum to these programs as we continue to grow. Vicky brings over 17 years of experience leading large-scale technology programs in major health systems, most recently at Northwell Health, where she served as Senior Director of Program Management, overseeing a multi-hundred-million-dollar Epic EMR transformation. Her background spans enterprise program management, budget leadership, governance, committee alignment, and cross-functional team development. Additionally, Vicky holds an MBA in Information Systems, a PMP certification, and a Project Leadership Certificate from Cornell, positioning her well to help our organization grow and succeed.

ROBYN GILBERT



MANAGER, BUSINESS DEVELOPMENT

Robyn Gilbert has joined us as Manager, Business Development. Robyn brings a strong track record of revenue

generation, partnership development, and relationship management. With a background in luxury sales and hospitality, she will play a key role in identifying and cultivating new revenue opportunities with both endemic and non-endemic partners. Robyn is based in Nashville, TN. She loves attending live music and sporting events, and chasing good vibes all around the globe!

CARRIE SMITH



MANAGING DIRECTOR, EDUCATION AND PROGRAMMING

Carrie Smith has joined the team as Managing Director, Education and Programming. She brings extensive

experience in education strategy, program development, member engagement, and organizational leadership within professional associations and medical specialty societies. She has led high-impact learning portfolios, developed innovative programs, and built collaborative strategies that strengthen member value and professional growth. Carrie is based in Northville, MI. Outside of work, she enjoys walking with her dog, Bram, running, traveling, exploring new restaurants with her husband, David, and spending time with family.

TESS PICKAR



SENIOR MANAGING EDITOR, ASJ

Tess Pickar is the senior managing editor for ASJ, and she brings with her a bachelor's in English and a master's in

publishing, combining editorial expertise with a lifelong passion for writing. She enjoys shaping compelling content, collaborating with authors and teams, and bringing ideas to life through clear, engaging storytelling. Whether she's refining manuscripts or creating original content, she's driven by a love of language and the power of well-crafted words. Tess lives in Minneapolis, Minnesota by her favorite lakes. Outside of work, she enjoys hiking, thrifting, and exploring new restaurants.

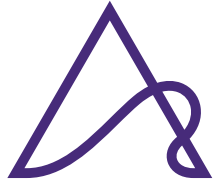
SAMANTHA POVEROMO



MANAGER, MEMBER EXPERIENCES AND PROGRAM GROWTH

Samantha Poveromo has joined the team as Manager of Member Experience &

Program Growth, where she is focused on enhancing the membership journey for aesthetic professionals, driving member engagement, and developing strategies to support membership growth and retention. She brings more than a decade of experience in high-growth startups, where she managed the customer lifecycle and led initiatives to improve retention, strengthen engagement, and foster long-term brand loyalty. Samantha lives on Long Island, New York, with her husband, Ronny, and their two children, Mason (4) and Andie (2). Outside of work, she enjoys traveling, exploring new restaurants, and spending time with friends and family.



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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.

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

PREMIER PARTNER

The Aesthetic Society's Industry Partner program offers strategic benefits and collaboration opportunities that connect industry partners with Aesthetic Society members in support of our mission.

As a program benefit, Signature, Premier, and Alliance Partners share important updates on products, promotions, and discounts. The Aesthetic Society is committed to increasing visibility for our partners and supporting their engagement with our members.

GalaFLEX™ P4HB Scaffold BD

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

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

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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 persona—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 a portfolio of Femtech solutions for breast health, breast aesthetics and breast reconstruction. Over five million Motiva® devices have been delivered worldwide to plastic and reconstructive surgeons since 2010 and have created a new standard for safety and patient satisfaction in over 100 countries.

The Motiva® Portfolio in the United States includes the Motiva Flora® tissue expander, Motiva SmoothSilk® Round & Ergonomix® breast Implants, and Preservé® breast tissue preservation. The Motiva Flora® tissue expander is the first and only magnet free & MR Conditional breast tissue expander in the US. Motiva SmoothSilk® Round & Ergonomix® breast Implants represent state of the art innovation in plastic surgery featuring the patented SmoothSilk® surface, designed for enhanced biocompatibility and scientifically shown to promote low inflammation. Preservé by Motiva® is an advanced, less invasive breast enhancement technique designed specifically to preserve a patient's natural breast tissue functionality, including nipple sensation, and chest muscles. For more information, please visit motivausa.com



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Our aesthetic portfolio spans the full continuum of care: Renuva®, an adipose extracellular matrix that is gradually replaced with the patient's own fat tissue, typically, over 3 to 6 months—restoring volume, naturally. Profile™, a costal cartilage graft for rhinoplasty that eliminates the need for a donor site; and BellaDerm® Pliable, a reticular acellular dermis for soft tissue reinforcement. Three tissue forms built for aesthetic surgery. One trusted source. Visit mtfbiologics.org to learn more.

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. Go to NewBeauty.com for more information.

REVANCE

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



Sofwave® and Pure Impact™ VIP reflect the evolution of regenerative aesthetics toward more comprehensive, non-invasive patient care. Sofwave's SUPERB™ ultrasound technology stimulates collagen and elastin to lift and improve skin quality, while Pure Impact VIP uses advanced muscle stimulation to strengthen and tone multiple muscle groups simultaneously. Together, the technologies address key biological components of aging, including skin quality, muscle health, and body composition, supporting a more holistic approach to healthy aging and longevity.



Symplast is an all-in-one practice platform and a Premier Partner of 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.



The Tiger Aesthetics product portfolio focuses on cosmetic treatments and soft tissue augmentation and reconstruction. Regenerative medicine solutions are a critical part of our visionary product offering and product development strategy. Tiger's comprehensive portfolio consists of silicone breast implants, tissue expanders, fillers, PRP, and thread lifts, as well as state-of-the-art allogeneic adipose products and autologous fat transfer technologies. By combining trusted, long-standing product offerings with new, cutting-edge products that meet the evolving needs of aesthetic practitioners and their patients, Tiger Aesthetics will provide even greater value to our customers with never-before-seen innovations in aesthetic medicine.

Alliance PARTNER



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

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

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

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

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



CO2LIFT® AND CO2LIFTV®

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

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

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

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



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

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

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

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

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

Thank you Industry Partners!

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



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



Nextech is redefining what's possible in specialty healthcare. As an award-winning technology partner for specialty practices and med spas, we deliver intelligent, connected solutions that streamline workflows, strengthen financial performance, and elevate patient experience. We believe technology should empower the people who deliver care, not complicate it. Nextech's solutions are designed to make work easier and care delivery more meaningful, helping clinicians, staff, and patients experience smoother interactions, stronger relationships, and better outcomes.

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!



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 \$60,000, exclusive to your practice, with no impact to their credit score. That means you can increase case sizes and boost longterm value. With the lowest fees in the industry and quarterly cash back, you can guarantee savings with PatientFi. Visit patientfi.com to unlock your maximum revenue potential today!



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

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

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

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

Is Your Company
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Engage with
The Aesthetic
Society?

Contact

Jackie Nunn at

Jackie@asaps.org

for more information

about partnership

opportunities.



New Products to Check Out!

Special Offers for
Aesthetic Society Members

Industry Partners Support The Aesthetic Society's Mission

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

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

We'd like to thank and acknowledge Premier Partners Motiva, Sofwave, Symplast, and Tiger Aesthetics for their continued support and collaboration. We'd also like to thank and recognize CareCredit, CosmetAssure, and Nextech for their ongoing partnerships.

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

PREMIER PARTNER



More than two decades ago¹, Motiva® by Establishment Labs® changed the industry paradigm by putting women's health first. With innovation, safety, and technology, they started a revolution in the Femtech sphere by creating a new space that cared for women's unmet needs within the breast aesthetic and reconstruction fields.

Motiva® is now offering Preservé®, an advanced, less invasive* breast enhancement technique made possible by patented technologies and designed to preserve the patient's native breast tissue functionality, including nipple sensation and chest muscles.^{2,3} Preservé® is primarily for women seeking primary breast augmentation, mastopexy augmentation or reshaping through hybrid breast augmentation techniques.

PRESERVÉ® HER:



Breast anatomy

Preservé® is an innovative, less invasive* breast augmentation surgery, preserving the patient's native breast tissues and sensation over time.^{2,3}



Breast softness

The Motiva SmoothSilk Ergonomix® implant, offers benefits to patients including smaller incisions⁴, soft breast⁵ and low device related complications⁶



Breast stability

Preservé® is designed to avoid disruption to the pectoralis major muscle and minimizes the damage to the natural breast structures.

Preserve Her Natural Breast Tissue



Peace of mind

Preservé® offers peace of mind to you and your patients through a less aggressive breast augmentation technique* designed to reduce tissue damage.



Motiva® Channel Separator



Motiva® Inflatable Balloon

Visit MotivaUSA.com learn more and find a representative near you!

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most influential brands

*As compared to traditional breast
augmentation procedures

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THANK YOU INDUSTRY PARTNERS

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

Our valued partners are pivotal in
elevating our collective journey.

Together we are setting the new standard
in safety, education, and advancement
of aesthetic plastic surgery.

Industry Partners Support The Aesthetic Society's Mission

PREMIER PARTNER



The Rise of Regenerative Aesthetics: Meeting the Evolving Needs of Today's Patient

The modern aesthetic patient is changing. Increasingly, physicians are treating patients who have lost significant weight, entered menopause, or become more focused on longevity and wellness—and they are seeking solutions that address changes in skin quality, muscle tone, and body composition simultaneously.

This evolution is driving interest in more comprehensive, non-invasive treatment strategies. Sofwave's SUPERB™ ultrasound and Pure Impact™ VIP are helping physicians address both facial and body rejuvenation.

One of the patient populations driving this shift is the growing number of individuals using GLP-1 medications for weight loss. While

many patients are pleased with their weight-loss results, physicians are increasingly seeing concerns related to facial skin laxity and loss of muscle mass.

"GLP-1 patients represent an entirely new category of aesthetic patient," says Dr. Kiya Movassaghi. "Rapid weight loss can affect not only facial support and skin quality, but also muscle mass and body composition. Conducting a clinical study on Pure Impact VIP reinforced for me the importance of muscle health in aesthetic medicine. We've since incorporated the technology into our practice for select GLP-1 and mommy makeover patients as part of a more comprehensive approach to body composition and overall patient outcomes."

Dr. Johnny Franco has seen these changes firsthand. *"Many of our GLP-1 patients tell us they feel healthier than ever, but their reflection doesn't match how they feel on the inside. They notice skin laxity and loss of muscle tone. These patients have pushed us to think more comprehensively about facial rejuvenation and body composition."*

For many physicians, this has meant combining technologies to address multiple concerns simultaneously. Sofwave's SUPERB™ ultrasound technology stimulates collagen and elastin to improve skin quality and provide a non-invasive lift, while Pure Impact VIP supports muscle health and body composition. Together, these technologies offer a comprehensive approach.

Another important patient population includes women experiencing menopause-related changes in skin quality and firmness.

"One of the most significant physiologic changes we see in women during menopause is accelerated collagen depletion, which can lead to changes in skin thickness, elasticity, and firmness," says Dr. Christine Hamori.

"Many of these patients want improvement in skin quality and firmness but are not ready for surgery. Non-invasive technologies that stimulate collagen and elastin are particularly well suited for this patient population."

These patient populations also reflect underlying biologic changes associated with aging. Collagen production declines progressively with age, contributing to changes in skin quality, elasticity, and tissue support. At the same time, age-related changes in muscle mass and body composition are increasingly influencing how physicians think about aesthetic outcomes and overall patient well-being.

"We're seeing the boundaries between aesthetics and wellness become increasingly blurred," says Louis Scafuri, CEO of Sofwave Medical. "Technologies that address skin quality, muscle health, and body composition are creating new opportunities to care for patients more comprehensively."

As regenerative medicine continues to evolve, aesthetic practices are increasingly recognizing that aging is a multifactorial process involving changes in skin quality, tissue support, muscle health, and body composition. This broader perspective signals a new era in regenerative aesthetics, defined by healthy aging, longevity, and more comprehensive approaches to patient well-being.



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most influential brands



Building a Practice With More Freedom to Grow

Aesthetic plastic surgeons carry a kind of complexity that is difficult to see from the outside.

They are responsible for clinical excellence, patient trust, team performance, operational growth, financial health, and the reputation of a practice they spent years building. Their patients expect a premium experience. Their teams need clarity. Their businesses need momentum. Their technology has to support all of it without creating more work.

That is the quiet challenge many practices are facing today. The work they love is still there, but it is often buried beneath everything it takes to run the business.

For many practices, operational problems have been solved by adding another tool. There is one system for scheduling, another for patient communication, another for marketing, another for reporting, and another for payments. Each may solve one issue, but when those systems do not speak to one another, the burden shifts back to the team.

This is where growth can quietly get tied up. Staff re-enter information, check multiple platforms, reconcile reports, and chase details that should be easy to find. Follow-up becomes inconsistent. Consults are harder to track. Leaders do not always know what is converting, what is being missed, or where the next opportunity lives. Over time, disconnected systems create drag.

Successful practices are built on clinical skill, strong leadership, trusted teams, meaningful patient relationships, and a clear vision for growth. Connected systems are not the whole story, but they help protect the time, attention, and resources those priorities require.

When the right systems are in place, friction begins to fall away. Patient records, scheduling, communications, photography, payments, marketing, analytics, and growth workflows can move together instead of pulling the practice in different directions. The result is not just efficiency. It is more capacity.

Providers gain more capacity to be present with patients. Teams gain more capacity to work with confidence instead of chasing information. Practice leaders gain more capacity to focus on growth instead of fixing operational headaches.

This is where technology should be headed in aesthetics. It should work quietly in the background, reduce repetitive work, and create more space for the human connection that defines great care. Artificial intelligence has a meaningful role in that future when it helps document faster, surface insights sooner, and give providers back the presence patients can feel.

As The Aesthetic Society's Premier Partner, Symplast believes practices deserve technology and service that support the standard they work so hard to uphold.

Symplast was built exclusively for aesthetic medicine to bring technology, concierge-level service, and growth support into one connected platform. It is mobile-first, cloud-based, and AI-powered because modern practices are always moving, always adapting, and always centered around the patient.

Aesthetic surgeons have built something exceptional. Their systems should protect it, support it, and help it grow.

The future of aesthetic medicine will be shaped by practices with the clarity, connection, and capacity to focus on what matters most.

As The Aesthetic Society's Premier Partner, Symplast believes practices deserve technology and service that support the standard they work so hard to uphold.

Symplast was built exclusively for aesthetic medicine to bring technology, concierge-level service, and growth support into one connected platform. It is mobile-first, cloud-based, and AI-powered because modern practices are always moving, always adapting, and always centered around the patient.

Aesthetic surgeons have built something exceptional. Their systems should protect it, support it, and help it grow.

Industry Partners Support The Aesthetic Society's Mission

PREMIER PARTNER



The Future of Fat Is Already Here

Tiger Aesthetics is leading a new era in adipose innovation, with two technologies already in surgeons' hands and a third on the way.

As an industry, we have long understood the promises of fat—an abundant, natural option for volume and shape—but we have also been forced to work around its limits: unpredictable retention, repeat procedures, challenges with liposuction, and hedging on results during patient conversations. Tiger Aesthetics is rewriting that equation and the solution may already be here.

In May, Tiger published the largest prospective study of its kind in Plastic and Reconstructive Surgery, demonstrating 85% average fat volume retention at one year with the Viality® Enhanced Viability Fat Transfer system. The 14-center trial (NCT05258305) enrolled 190 patients undergoing autologous fat transfer for cosmetic and reconstructive breast procedures, with volumetric analysis performed by an independent, blinded laboratory using standardized 3D imaging. Retention exceeded the pre-specified benchmark at every timepoint and reached steady state as early as month one, with no significant decline through month twelve. For our specialty, that means the compensatory over-grafting many of us have accepted as standard may no longer be necessary.

The science centers on AuraClens™, a proprietary surfactant wash shown to enhance fat cell survival during the fragile window between harvest and transfer. The full study is available at tiger-aesthetics.com/vialitystudy.

While Viality makes autologous fat predictable, alloClae™ makes fat available on demand. alloClae™ is a ready-to-use allogeneic structural adipose tissue that launched in early 2026. As a human cell and tissue product intended for homologous use, alloClae™ has been applied in thousands of procedures, with surgeons reporting excellent results across a growing range of uses for augmentation of adipose tissue volume. This momentum reflects a broader shift in how we approach reconstruction and augmentation: fat is no longer a supplement to surgery, but a primary tool that can be used inside and outside the operating room. In 2027, the pipeline will expand to include dermaClae™, designed for use in finer areas like the face.

Taken together, these innovations in fat signal a response to what patients are asking for: natural alternatives, non-surgical options, and approaches that don't begin and end with an implant.

"Tiger Aesthetics was founded on the belief that tissue engineering and regenerative therapies, specifically allogeneic and autologous adipose, will be the future of medical aesthetics," said Caro Van Hove,



President of Tiger Aesthetics. *"For years, surgeons have had to caveat fat transfer results and prepare patients for a significant surgical intervention. Now they have reliable, proven options that can address the specific demands of today's patients for natural, restorative and non-surgical approaches."*

These study results and product launches represent years of innovation and behind-the-scenes work to advance the clinical applications for tissue-based approaches in aesthetics. Predictable retention, ready-to-use structural adipose tissue at scale, and a pipeline that keeps expanding: together these demonstrate that fat has earned its place at the center of breast and body aesthetics. Tiger Aesthetics will continue to lead this evolution in regenerative aesthetics, and we invite you to build it alongside us.

Alliance

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Help Convert More Consultations into Scheduled Appointments!

For over 40 years, CareCredit has helped patients get the aesthetic procedures they want or need. CareCredit is a health, wellness and beauty credit card that is accepted at 290,000+ locations nationwide.

Help convert more consultations into scheduled appointments by offering your patients everyday promotional financing. CareCredit cardholders can make convenient 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.

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 or call 855-860-9001.

"We are delighted to extend our partnership with The Aesthetic Society as an Alliance Partner! With almost 40 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."

Jill Behm, SVP and General Manager, CareCredit Cosmetic

Industry Partners Support The Aesthetic Society's Mission

Alliance

PARTNER



One unexpected complication can test more than a surgical result—it can test patient trust, practice systems, and financial preparedness. For many plastic surgeons, CosmetAssure has become an important way to protect all three.

The idea grew out of a real clinical problem. After a routine facial rejuvenation, an otherwise healthy 55-year-old patient developed new-onset bigeminy in recovery and required cardiology evaluation plus at least 24 hours of CCU monitoring, only for the resulting hospitalization charges to be denied because the original procedure was cosmetic and therefore not covered by insurance. That experience highlighted a gap many practices still face today: **while aesthetic procedures are not covered by health insurance, many policies also exclude coverage for complications related to those procedures.**

CosmetAssure was created to close that gap. Launched in 2003, the program has provided complication coverage for board-certified plastic surgeons for more than two decades and has paid more than \$30 million in claims that might otherwise have created major financial stress for patients and unnecessary exposure for surgeons.

For aesthetic practices, that protection is more than administrative support—it is part of the patient experience. When patients

Why CosmetAssure Remains a Smart Addition to the Modern Aesthetic Practice

understand that a formal plan is in place for unexpected major complications, they feel reassured, informed, and better cared for throughout the surgical process. That confidence can strengthen trust before surgery and help preserve the doctor-patient relationship if a complication does occur.

The program is built around the procedures aesthetic plastic surgeons perform every day and has expanded as the specialty has evolved. The most common covered complications have been hematoma and infection, while other significant events include DVT, PE, anesthesia-related complications, hypoxia, fluid overload, cardiac arrest, shock, arrhythmias, and capsular contracture following primary breast augmentation.

For participating surgeons, implementation is straightforward. Members of The Aesthetic Society who are board-certified or board-eligible in plastic surgery can enroll at no cost, and practices can enroll each patient before surgery, often incorporating the premium directly into the surgical estimate or fee. Even when a patient returns to the surgeon's own facility for treatment such as hematoma evacuation, the program can cover operating room, anesthesia, and related costs associated with managing the complication. In a competitive marketplace, that matters.

Learn more at CosmetAssure.com

Practices that offer complication coverage can distinguish themselves by showing patients that safety, transparency, and responsible perioperative planning are central to the practice philosophy. For many surgeons, CosmetAssure is not simply a financial product—it is another way to demonstrate professionalism, preparedness, and commitment to patient-centered care.

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ONE INTELLIGENT, CONNECTED CRM PLATFORM FOR EVERY OPPORTUNITY



5-STAR PATIENT EXPERIENCES EVERY TIME

“Nextech is not new to this business, and their investment, and unique attention to our niche within the medical specialty market has added a ton of value to the quality of our patient experience.”

—Collier S. Pace, MD, FACS
Greensboro Plastic Surgery

In aesthetics, every patient interaction matters. From the first inquiry to long-term loyalty, exceptional patient experiences require more than great care.

Nextech CRM helps aesthetic practices capture more leads, convert more consultations, and retain more patients with one intelligent, connected platform built specifically for specialty healthcare. Fully integrated with your practice management system, it centralizes patient engagement, marketing, and communications in one place.

Never Miss an Opportunity

Every unanswered call or delayed follow-up can mean a lost patient. AI-powered texting and email, AI receptionist, missed call text back, AI chat, and automated follow-up help your practice engage prospective patients quickly—even after hours—without creating more work for staff.

Simplify Growth

Instead of managing multiple vendors and disconnected tools, practices gain one solution for marketing automation, reputation management, social media scheduling, reporting,

and patient communications. The result is lower software costs, streamlined workflows, and better visibility into every stage of the patient journey.

Built for Aesthetic Healthcare

Because Nextech CRM is designed specifically for aesthetic and specialty practices, patient data flows seamlessly across your technology ecosystem. Your team spends less time switching between applications and more time creating exceptional patient experiences that drive long-term loyalty.

Capture More & Convert Faster

Nextech CRM helps practices replace complexity with connection, giving teams the tools to engage more patients, work more efficiently, and grow with confidence. Whether your goal is increasing consultations, improving responsiveness, or strengthening patient relationships, one intelligent platform helps every opportunity count.

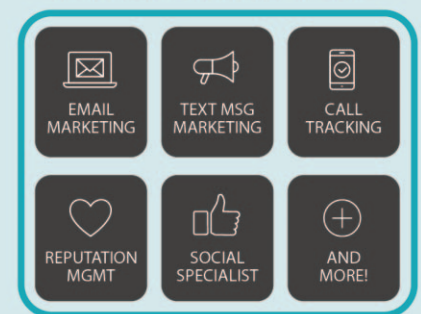
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SINGLE FUNCTION ADD-ONS:



TOTAL: \$\$\$\$\$\$\$\$

NEXTECH CRM PLATFORM:



TOTAL: \$\$\$

The Aesthetic Foundation Mission

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





Update on The Aesthetic Foundation

By David A. Sieber, MD

75



The Aesthetic Foundation Member Business Meeting

78



Spotlight on Research

80



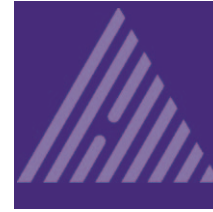
The Aesthetic Foundation President's Circle

81



The Aesthetic Foundation 2025–2026 Externship Program

82



The Aesthetic Foundation Residents and Fellows Travel Scholarship— 2026 Recipients

87



James Stuzin Aesthetic Education Excellence Fund— Expanding Access to Aesthetic Education

100



The Aesthetic Foundation's Breast Cancer Journey Assistance Fund

102

LET'S PROVE WE GO BEYOND.

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

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

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

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

**Together,
we advance
aesthetics.**





Update on The Aesthetic Foundation

By David A. Sieber, MD

It has been a long road to this moment—stepping into the role of President of The Aesthetic Foundation. It has been an incredibly worthwhile journey, one that I am honored to have traveled and excited to continue as we lead the evolving work of both The Foundation and The Society alongside my good friend, Dr. Jamil Ahmad.

The theme of this issue of ASN, “The Next Class of Surgeons,” aligns perfectly with the important work ahead for The Foundation. NextGen Development is one of the pillars of the Board’s guiding “Three-Legged Stool Strategy,” as well as Research and Grants and Patient Assistance.

As I shared during the Business Meeting in Boston, my goals for this year are to build on the tremendous progress already achieved by expanding opportunities for young surgeons to connect with mentors through the Externship Program, increasing access to research funding that advances our specialty, and strengthening our partnerships with industry.

The initiatives outlined below directly support these priorities. Both programs provide The Foundation with an opportunity to extend its reach beyond the immediate aesthetics community and introduce a broader audience to the value and impact of the work being done for NextGen surgeons and patients. By working closely with The Society and our industry partners, we can create new pathways to engage a significantly larger pool of potential supporters, collaborators, and future advocates for The Foundation’s mission.

AESTHETIC IMPACT WEEK— COMING NOVEMBER 30– DECEMBER 4, 2026

Just after Thanksgiving, The Foundation will launch its inaugural Aesthetic Impact Week. Through efforts over the past year to encourage Aesthetic Society members to contribute their annual Foundation dues, Past President Dr. Pat McGuire and I recognized that many members may not fully appreciate the breadth and depth of The Foundation’s impact on our specialty, our practices, and our patients.

Throughout Aesthetic Impact Week, we will share tangible examples of how Foundation dues and donor support make a meaningful difference. Even within the pages of this issue, you will find medical students praising the Externship Program and describing how it directly influenced their decision to pursue a career in plastic surgery. We continue to see the life-changing effects of our patient assistance efforts, where grants of just \$500 can help a breast cancer patient pay rent, obtain necessary garments, or access treatment that would otherwise be out of reach.

At the heart of The Foundation’s mission is our commitment to funding research that advances the science, innovation, and safety of aesthetic plastic surgery. Foundation-supported research has helped provide evidence-based data to guide important conversations about systemic symptoms related to breast implants and has informed safer approaches to procedures such as gluteal fat grafting.



Your 2026–2027 Presidents. David A. Sieber, MD (Foundation) and Jamil Ahmad, MD (Society).

These advancements—and many others—are a direct result of investments made through The Foundation.

During Aesthetic Impact Week, our Board, committee members, and staff will highlight these stories and outcomes to help answer a question some members may ask: “Why should I pay another \$350 in dues?” The answer is simple: every member makes a difference. Every contribution helps create opportunities for future surgeons, supports patients in need, and advances the research that shapes our specialty. And, as researchers, we are always happy to share both the stories and the data that prove it.

THE SALTZ LEGACY INITIATIVE— THANK YOU ABAM!

Thanks to the incredible generosity of Renato and Flávia Saltz, a portion of proceeds from The American-Brazilian Aesthetic Meeting (ABAM) will now directly support The Aesthetic Foundation’s breast cancer initiatives. Through this meaningful partnership, ABAM, The Foundation, and The Aesthetic Society will each play an important role in developing fundraising initiatives and providing support to patients facing some of life’s most challenging circumstances.

At The Aesthetic MEET in Boston, Pat and I were both surprised and humbled when Renato presented us with a check from ABAM for \$100,000. Talk about impact—this remarkable gift will make an immediate difference in the lives of breast cancer patients and help expand the reach of our assistance programs. More



Making an impact! Dr. Renato Saltz presents a \$100,000 donation from ABAM to The Aesthetic Foundation. Pictured from left to right: Mark Theis; Jamil Ahmad, MD; Tracy Pfeifer, MD; Patricia McGuire, MD; Renato Saltz, MD; David Sieber, MD; and Foad Nahai, MD.

Continued on Page 76

Update on The Aesthetic Foundation

Continued from Page 75

importantly, it marks the beginning of a partnership that will continue to create meaningful change for years to come.

We are deeply grateful to Renato and Flávia for their extraordinary generosity, servant leadership, and unwavering commitment to improving the lives of breast cancer patients. Their example reminds us of what is possible when passionate individuals and organizations come together in service of a greater purpose.

SEE THE IMPACT. BE THE IMPACT.

What I ask of you this year is simple: keep an open mind to the impact The Aesthetic Foundation has made—and continues to make—on our specialty after more than 35 years of service. Be part of that impact. Mentor a medical student through the Externship Program. Donate to help a few more breast cancer patients receive the support they need. Read and share Foundation-funded research published in *ASJ*. And when your Foundation membership invoice arrives this fall, please renew your support.

Every contribution matters. Every volunteer effort matters. Every member matters.

This is an exciting time to be part of aesthetic surgery and an even more exciting time to be involved with The Aesthetic Foundation and The Aesthetic Society. Together, we are advancing research, developing the next generation of leaders, and supporting patients when they need us most. We are making a meaningful



Foundation Vice President, Dr. Rafael Couto (left) and Immediate Past President, Dr. Patricia McGuire (right) celebrate new Foundation President, Dr. Sieber.



Foundation and Society leadership at The Aesthetic MEET 2026 press conference.

impact, and with your continued engagement and support, we can do even more in the years ahead.

Thank you for the opportunity to serve as your President. I look forward to working alongside each of you as we continue to

strengthen our Foundation, support our specialty, and change lives for the better.

David A. Sieber, MD practices in San Francisco, California and serves as President of The Aesthetic Foundation.



Drs. Ahmad and Sieber celebrating the year ahead with friends and colleagues.

DONOR GUIDE



The
Aesthetic
Foundation



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

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

Together, we advance aesthetics.

Foundation Member

Membership is the first step in supporting The Foundation. Dues are only \$350 a year, but the impact is exponential when our whole community comes together. Our goal is for 100% of Society members to be Foundation members.

\$350

Annual dues

Beyond Club

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

\$200+

Gift beyond your annual dues

Champion's League

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

\$10,000+

Donation to a specific cause

President's Circle

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

\$50,000+

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



DONATE TODAY

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

The Aesthetic Foundation Member Business Meeting

The Aesthetic Foundation held their annual Member Business Meeting at The Aesthetic MEET 2026 in Boston, Massachusetts, where key updates were shared on The Aesthetic Foundation's status. Awards were presented, notably the Career Achievement Award, which honored the distinguished career of Mark L. Jewell, MD. In a touching tribute to their shared success, Dr. Jewell's wife, Mary Lind Jewell, RPT, and daughter, Hillary Jewell, NP, joined him on stage.

Other activities included:

- Dr. Patricia McGuire, President of The Aesthetic Foundation, provided a recap of the prior 60 weeks of her presidency, relating it back to her theme for the year, "To Make a Difference." She recognized the incredible number of patients and next generation surgeons who were impacted by the work of The Foundation and the growth of the audience at Spotlight on Research, thanks to its placement just before Hot Topics. She recognized the incredible contribution of



Dr. Patricia McGuire passed the Presidential Gavel to new President, Dr. David Sieber, and he presented Dr. McGuire with The Aesthetic Foundation Presidential Award.



Thank you, 2025–2026 Aesthetic Foundation Board of Directors!

Renato and Flavia Saltz, through the ABAM initiative, and thanked Society President Dr. Pfeifer for her ongoing support.

- Awards were presented for exceptional contributions to ARISE, patient safety, and major donors.
- The 2026–2027 slate of candidates was presented to the membership and received approval.
- Dr. McGuire passed the Presidential Gavel to new President, Dr. David Sieber.
- Dr. Sieber presented Dr. McGuire with the Aesthetic Foundation Presidential Award with the inscription, “In recognition and appreciation for serving The Aesthetic Foundation without fear. You drive forward with great purpose and care and have made a significant difference for The Foundation’s present and future.”

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

PRESIDENT’S CIRCLE RECOGNITION

Our newest members of the President’s Circle, Stephen Bresnick, MD and G. Patrick Maxwell, MD, were thanked for their generous contribution and dedication to The Foundation.



G. Patrick Maxwell, MD accepts The President’s Circle recognition at The Aesthetic MEET in Boston.

CAREER ACHIEVEMENT AWARD PRESENTED TO MARK L. JEWELL, MD



In a touching tribute to their shared success, Dr. Jewell’s wife, Mary Lind Jewell, RPT, and daughter, Hillary Jewell, NP, joined him on stage.

MARK AND MARY JEWELL PATIENT SAFETY AWARD 2026



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 the award was presented to James C. Grotting, MD, for his major contributions to patient safety with regards to analyzing patients for major complications utilizing the CosmetAssure database. This research has resulted in complications and risk factor data for a myriad of aesthetic procedures.

Moreover, his professionalism and dedication to educating young surgeons and volunteering his time to The Society and Foundation have made a lasting impact on the specialty.



APRIL 2025 – MAY 2026 IMPACT

- \$117K Committed to fund research in aesthetic medicine.
- 100 Patients received grants from the Breast Cancer Journey Assistance Fund.
- The ARISE Registry published its first Annual Report in October 2025 and 140K devices were registered.
- 35 Medical students mentored via the Externship Program.
- 27 Residents and Fellows received Travel Scholarships to attend The Aesthetic MEET 2026.
- 15 NextGen surgeons attended aesthetic educational events thanks to the James Stuzin Aesthetic Education Excellence Fund.
- \$105,500 raised to honor Dr. Mark L. Jewell’s Career Achievement Award.

COMING DECEMBER

November 30–December 4, 2026
Aesthetic Impact Week

SEE THE IMPACT.
BE THE IMPACT.

See page 75 for more information.

Spotlight on Research

For the second year, The Aesthetic Foundation's Spotlight on Research Luncheon was held just prior to the always-popular Premier Global Hot Topics course. The strategic scheduling of these programs helped increase attendance at the luncheon, providing more participants with the opportunity to learn about the impact of Foundation-funded research on the specialty.

Over the past year, The Foundation awarded \$117,000 in research grants and currently supports 25 active studies. In addition, 30 papers resulting from Foundation-funded research have been published in *Aesthetic Surgery Journal* and *Aesthetic Surgery Journal Open Forum* in the past five years.

Research findings presented during the luncheon at The Aesthetic MEET 2026 showcased innovative work that continues to advance the field of aesthetic surgery and improve patient safety outcomes.



Scientific Research Committee and Spotlight on Research Co-Chairs, Drs. Pat Pazmino and Caroline Glicksman.



Dr. J. Andres Hernandez presents, "Roadmap to Nasal Support Structures: A Histological Analysis."



Dr. Pat Pazmino introduces the next research presenter.



Dr. Carolyn Kim presents, "Effect of Intramuscular Fat Grafting on New Muscle Formation."

SPECIAL AWARD



Caroline Glicksman, MD, MSJ

In appreciation for being the driving force behind ARISE and helping it become a recognized breast implant registry that will help advance patient safety.



Special Award, presented during Spotlight on Research (Dr. Glicksman center)

The Aesthetic Foundation President's Circle

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



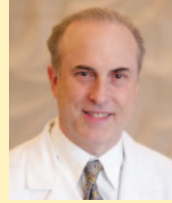
William P.
Adams Jr., MD



Sherrell J. Aston, MD



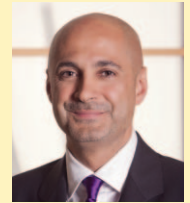
Mark T. Boschert, MD



Stephen Bresnick, MD



M. Bradley
Calobrace, MD



Sepehr Egrari, MD



Julius W. Few, MD



Allen Gabriel, MD



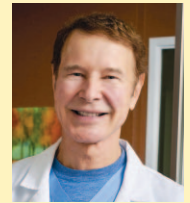
Dr. and Mrs.
Julio Luis Garcia



Caroline A.
Glicksman, MD, MSJ



Dr. and Mrs.
James Grotting



Dr. and Mrs.
Joe Gyskiewicz



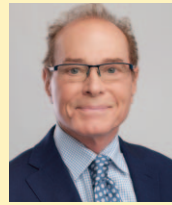
Daniel A. Hatef, MD



Jeffrey M. Kenkel, MD



Luis López Tallaj, MD



G. Patrick Maxwell, MD



Patricia A. McGuire, MD



Dr. and Mrs.
Daniel C. Mills II



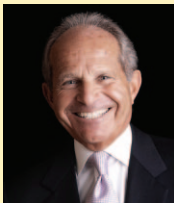
Susan and Steve
Mollenkopf



Dr. and Mrs.
James Payne



Dr. and Mrs.
Luis M. Rios Jr.



Dr. and Mrs.
Robert Singer



Douglas S.
Steinbrech, MD



Dr. and Mrs.
Louis L. Strock



Charles H. Thorne, MD



Bruce W.
Van Natta, MD



**Will You Be Our Next
President's Circle Member?**
Contact Courtney Muehlebach
courtney@asaps.org for
more information.

The Aesthetic Foundation 2025–2026 Externship Program

Now in its fourth year, the Aesthetic Foundation’s Externship Program has grown to include 35 medical students, reflecting the program’s continued success in connecting aspiring physicians with opportunities in aesthetic plastic surgery.

The Externship Program aims to support students from schools lacking a plastic surgery curriculum by providing meaningful exposure to the specialty.

Building on the program’s success, eligibility was expanded in 2024 to include any medical student interested in plastic surgery who lacks access to a program at their own institution. The five-day observership offers participants comprehensive insight into a career in plastic surgery while helping them build professional connections and further cultivate their interest in the specialty.

Exposure to research has further strengthened the Foundation’s commitment to fostering future leaders in aesthetic plastic surgery. When able, the Cooperative Research Externship pairs medical students with aligned interests and complementary skill sets into collaborative research teams, led by a mentor, to develop aesthetic research studies.

The Aesthetic Foundation could not offer this incredible program without the generous support of our industry partners, who recognize the importance of mentorship and early exposure to the field of aesthetic plastic surgery for medical students. We are deeply grateful to **Allergan Aesthetics; Mentor Worldwide, LLC; Merz Aesthetics; and MTF Biologics** for their support of the 2025–2026 program.

We also extend our sincere appreciation to our 2025–2026 Mentors—dedicated Aesthetic Society Active Members who have made a meaningful impact on the lives of participating students:

Mark Albert, MD
Brendan Alleyne, MD
Brad Calobrace, MD
Camille Cash, MD
Andrew Cohen, MD
Brannon Claytor, MD
John Decorato, MD
Kristopher Day, MD
Natalie Driessen, MD
Marco Ellis, MD
James Fernau, MD
Onelio Garcia Jr., MD
Allen Gabriel, MD
Caroline Glicksman, MD, MSJ
Mindy Haws, MD
Ellen Janetzke, MD
Christodoulos Kaoutzanis, MD
Linda Li, MD
Susan MacLennan, MD

Gabriele Miotto, MD
Humberto Palladino, MD
Douglas Senderoff, MD
Sachin Shridharani, MD
David Stacey, MD
Earl Stephenson Jr., MD
Louis Strock, MD
Chad Tattini, MD
Gary Tuma, MD
Natalia Vidal, MD
Jennifer Walden, MD

Thank you for your time, dedication, and commitment to mentoring the next generation of plastic surgeons!

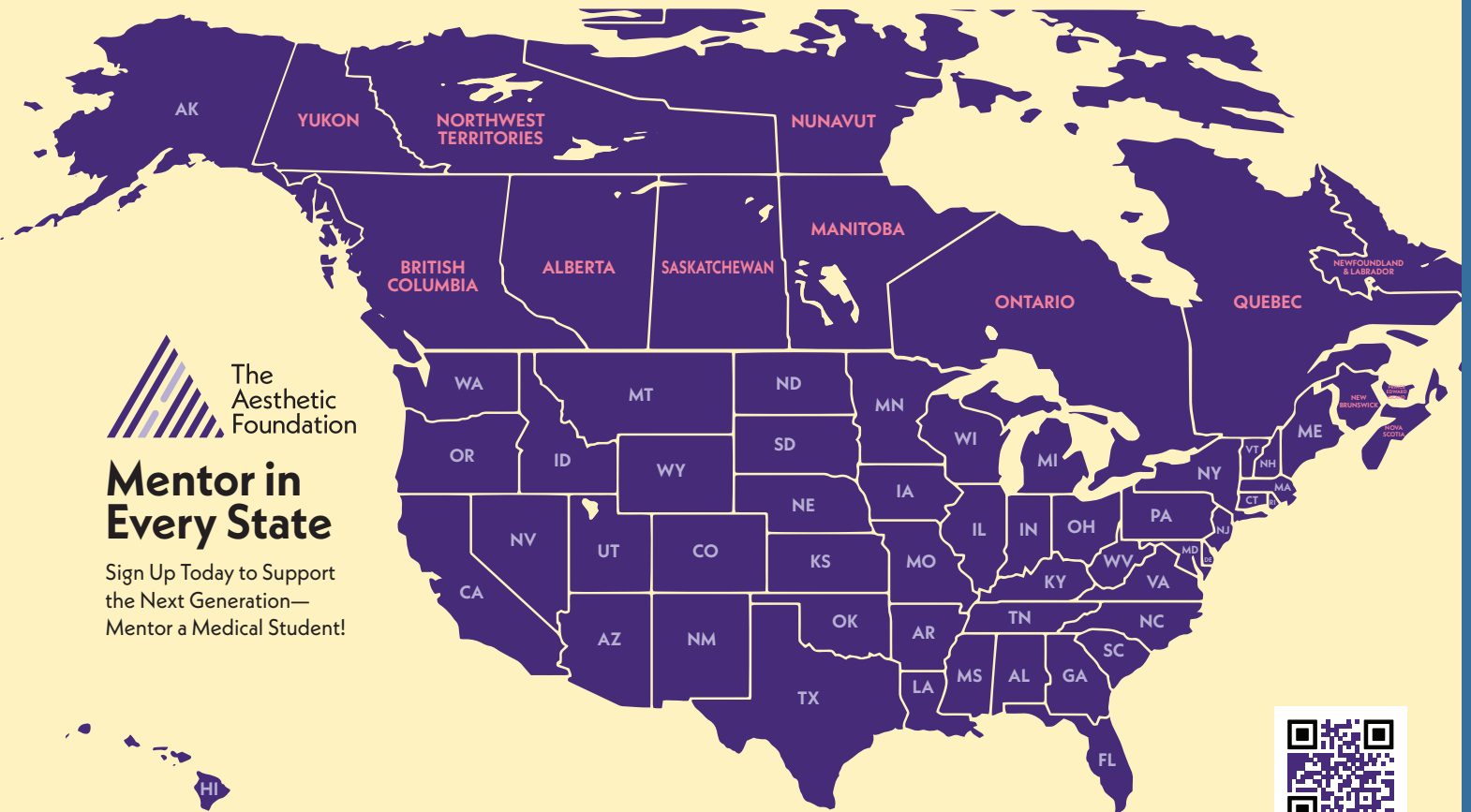
The following pages include testimonies from some of our 2025–2026 Externs.

EXTERNS AND MEDICAL STUDENTS AT THE FUTURE AESTHETIC SOCIETY MEMBER RECEPTION AT THE AESTHETIC MEET 2026

The Future Aesthetic Society Member Reception 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. Special thanks to our sponsors, Allergan Aesthetics and MyEllevate!



All smiles meeting Society Past President, Dr. Herluf Lund and his wife Cyndie Lund (2nd and third from the left).



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.

Make an impact on the next generation!

The 2026–2027 Externship Program matching will begin in September 2026.



Externship Program Task Force Co-Chair, Dr. Camille Cash (2nd from left) continues to champion the Externship Program and be a true mentor for the next generation.

Externs, Michael Mazarei (left) and Paul Sheriff (right) were honored to meet Foundation President, Dr. Patricia McGuire.



Externship Program students at The Aesthetic MEET 2026.

Extern Testimonials



KAYLA HAYDON

MS3, Florida International University
Herbert Wertheim College of Medicine

The Aesthetic Foundation Externship Program helped me to meet excellent mentors and gain valuable exposure to aesthetic plastic surgery and private practice. This experience helped me to better understand different career pathways and how I hope to practice as a future plastic surgeon.



ROCCO ENGLISH

MS2, Nova Southeastern Univ Dr. Kiran C. Patel College of Allopathic Medicine

The Aesthetic Society Externship Program was one of the most meaningful experiences I have had in medical school. It gave me real exposure to aesthetic plastic surgery, strong mentorship, and a clearer understanding of the field. Working with Dr. Miotto showed me the importance of patient trust, attention to detail, and thoughtful surgical planning. Attending The Aesthetics MEET and presenting my research made the experience even more special. I would strongly encourage any medical student interested in plastic surgery to participate because it gives you mentorship, exposure, and motivation that is hard to find this early in training.



ANDREW FRIEDMAN

MS2, Howard University College of Medicine

I found that this externship gives students an opportunity to really appreciate what plastic surgery has to offer, especially if externs don't have a home plastics program.

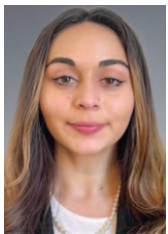


HANEUL RYOU

MS3, Elson S. Floyd College of Medicine

The Externship program was a great way for me to gain exposure to plastic

surgery in general as well as private practice and aesthetic surgery. I got to learn about the various ways private practice can take shape, discuss with my mentors the way private practice differs from academic plastic surgery, and observe many different types of procedures and surgeries. As a student without a home program, the externship program was also a great way for me to gain some research experience with my assigned mentor and develop mentorship relations. I felt very supported by my mentor throughout this entire experience and think it is a great opportunity for any student interested in plastic surgery!



LILLEE IZADI

MS2, Washington University in St. Louis School of Medicine

The cooperative research externship was extremely helpful in

allowing me to see how Plastic and Reconstructive Surgeons in the community-practice setting contribute to academia and innovation outside the typical large academic setting. It overall allowed me to know more about what career options are out there in the field, as well as allowed me to engage in scholarly efforts remotely. This was extremely beneficial given the busy nature of medical education!



ADAM MEYER

MS3, UNTHSC Texas College of Osteopathic Medicine

Receiving the Aesthetic Foundation Externship Scholarship

and attending The Aesthetic MEET in Boston was one of the most impactful experiences of my medical training. The externship program has wholly solidified my plan to pursue plastic surgery and has greatly strengthened my connections with practicing and extremely knowledgeable plastic surgeons around the country. What I found most valuable was the access to meaningful relationships, not only with my mentor, but so many other like-minded medical students, residents, fellows, and attendings whom I met along the way and were incredibly generous with their time and advice.



SOFIA MARYAM GHANI

MS3, Howard University College of Medicine

As a medical student pursuing plastic surgery without a home

residency program, I have often had to seek out opportunities to gain the exposure, mentorship, and guidance that many students take for granted. The Aesthetic Foundation's Medical Student Externship Program provided all three in a way that profoundly impacted my career goals and confidence as a future surgeon.

Receiving the scholarship made this experience possible, and being paired with Dr. Natalia Vidal made it unforgettable! Throughout the externship, I witnessed the artistry, precision, and problem-solving that define aesthetic surgery, but what left the greatest impression on me was the human side of the specialty.

I watched Dr. Vidal intently listen to patients, navigate complex surgical decisions, and approach every challenge with creativity, compassion, and an unwavering commitment to achieving the best possible outcome. Her dedication demonstrated that technical excellence and

genuine patient-centered care are not separate qualities; they are inseparable.

I have spent much of my journey searching for mentors whose values and experiences resonated with my own. Through this program, I found a mentor who not only inspired me professionally but also helped me envision a future in plastic surgery that felt both attainable and authentic. Seeing a successful woman of color thrive in plastic surgery while leading with confidence, empathy, and integrity reinforced my belief that there is space in this field for physicians who prioritize both excellence and humanity.

This externship also strengthened my appreciation for the unique relationship between aesthetic and reconstructive surgery. I saw firsthand how principles of form, function, symmetry, and patient identity intersect to improve patients' lives. Whether restoring what was lost or enhancing what already exists, the ultimate goal remains the same: helping patients feel whole, confident, and empowered.

For students considering plastic surgery, especially those without a home program or established mentorship network, this externship is truly transformative! It provides more than exposure to a specialty; it provides access, opportunity, and meaningful connections that can shape an entire career. The Aesthetic Foundation invested in my future at a pivotal moment in my training, and I am deeply grateful for an experience that will continue to influence the physician and surgeon I aspire to become.



LUIS CARDENAS CONTRERAS

MS4, Elson S. Floyd College of Medicine

This experience showed me that aesthetic surgery is

about much more than cosmetic enhancement, it is about helping patients feel more confident, comfortable, and satisfied with themselves. Observing patients throughout their consultations, procedures, and follow-up care allowed me to appreciate the meaningful impact these interventions can have on quality of life.

How The Aesthetic Foundation's Externship Program Opens New Doors for Aspiring Aesthetic Plastic Surgeons

By Paul Sheriff, Aesthetic Foundation Extern



Paul Sheriff

Many medical students passionate about plastic surgery face a major hurdle: their schools often lack a dedicated plastic surgery program,

limiting access to hands-on experience and mentorship. The Aesthetic Foundation's Externship Program was created to bridge this gap.

Paul Sheriff, a 2025–2026 scholarship recipient, shows how transformative these opportunities can be.

FROM MIRROR TO MISSION

Paul Sheriff's earliest years were marked by hardship few children ever face. Born in Sierra Leone during the country's brutal civil war, he lost his father to the violence. He and his mother fled to the United States as war refugees and settled in Tampa, Florida.

When he returned to his birthplace at age 10, Paul saw children his own age who had been forced to become child soldiers—those who refused often had their limbs amputated by rebel forces. “That memory stayed with me; it was like looking at the person I could have become” Sheriff recounted.

His mother's words became his lifelong compass: “Paul, always focus on your education. Because life can take away everything from you, but no one can ever take away your education.” That principle carried him through a bachelor's degree in biomedical sciences at the University of South Florida. During the pandemic, it led him to Pfizer, where he contributed to health-equity initiatives and co-authored papers published in *Nature*.

Today, as a medical student at Howard University College of Medicine, Paul is determined to continue making a meaningful impact. When he learned about The Aesthetic Foundation's Externship Program, he saw it as the perfect opportunity to further his personal journey into professional aspirations.

CONNECTING RECONSTRUCTIVE AND COSMETIC SURGERY

A previous summer research fellowship at NYU Health's Hansjörg Wyss Department of Plastic Surgery gave Paul an early glimpse into how closely cosmetic and reconstructive plastic surgery are linked.

Working with Dr. Eduardo D. Rodriguez, he co-authored the study “Public Perceptions of Skin Tone Matching and Incision Placement in Facial Transplantation,” currently under review for *Plastic and Reconstructive Surgery—Global Open*.

Using artificial intelligence, the team examined public perceptions of skin tone variation and incision designs across different recipient races and genders. The findings showed that aesthetic acceptability—especially precise skin tone matching—is not optional in complex reconstructive procedures; it is essential for patients' psychosocial reintegration and long-term confidence.

For Paul, the project drove home a powerful insight. “People like to separate the two,” says Sheriff, “but my work at NYU Langone showed me that cosmetic and reconstructive surgery are intrinsically linked—and it's especially relevant for patients of color.”



Paul Sheriff with Dr. Sachin Shridharani

GAINING HANDS-ON AESTHETIC EXPERIENCE

The Aesthetic Foundation Externship Program, supported by scholarship funding, gave Paul the missing piece he had been seeking. He was matched with Dr. Sachin Shridharani at LUXURGERY in New York City. The scholarship eliminated financial barriers, allowing him to travel to Manhattan and fully immerse himself in the experience.

Over an immersive week, Paul observed a broad spectrum of aesthetic procedures—including rhinoplasty, breast surgery, fat grafting, and injectables—while gaining valuable insight into the daily operations of a thriving private practice and the nuances of achieving natural, harmonious results for patients of color.

Dr. Shridharani's generous mentorship exceeded Paul's expectations. While his time at NYU had built a strong reconstructive foundation, his days at LUXURGERY revealed the artistry, precision, and finesse of cosmetic surgery at the highest level. “Cosmetic and reconstructive plastic surgery are not separate paths,” Paul reflects. “They inform and elevate each other. For patients from backgrounds like mine, excellence in both areas can truly be life-changing.”

SUPPORT THE EXTERNSHIP PROGRAM

Through the Externship Program, Paul has strengthened his commitment to plastic surgery and gained a dedicated mentor who continues to guide him. His journey—from war refugee to scholarship-supported extern—demonstrates the profound difference access and mentorship can make.

The Aesthetic Foundation's Externship Program is more than a short observership—it is a meaningful investment in the next generation of aesthetic surgeons. By removing structural barriers and providing real-world exposure, it empowers talented students like Paul to bring diverse perspectives and lived experience to a specialty that serves patients from every background. You can help expand this impact.

Aesthetic Society members are encouraged to become mentors and open their practices to the next class of externs—sign up today at theaestheticfoundation.org. Individuals and organizations, including generous industry supporters, can make a lasting difference by donating to fund scholarships and grow the program.

To support more students like Paul, please consider donating to The Aesthetic Foundation at theaestheticfoundation.org.

The Aesthetic Foundation Residents and Fellows Travel Scholarship—2026 Recipients

The Aesthetic Foundation's Residents and Fellows Travel Scholarship Program was created to help support NextGen surgeons by providing financial assistance for expenses associated with attending The Aesthetic MEET. The 2026 program was made possible through the generous support of AbbVie and MTF Biologics, whose contributions helped provide this valuable opportunity for emerging professionals in aesthetic surgery.

As recipients of the 2026 scholarship, these residents and fellows traveled to Boston to participate in The Aesthetic MEET 2026, where they engaged in innovative educational programming, connected with leaders in the specialty, and expanded their professional networks. In their own words, they share the educational insights, meaningful connections, and personal experiences that made their time at the meeting both memorable and impactful.



JENNIFER AKIN, MD

I am incredibly grateful to the Aesthetic Foundation for the opportunity to attend the Aesthetic MEET in

Boston 2026. This meeting was a truly meaningful experience that further affirmed my dedication to aesthetic surgery. As a PGY-5 and future aesthetic fellow, I appreciated the breadth of educational content and the opportunity to learn from leaders in the field.

One of the most valuable aspects of the meeting was the diversity of topics covered, ranging from advanced surgical techniques to the business and personal realities of building a successful aesthetic practice. I particularly enjoyed the panel on soft tissue support in aesthetic breast surgery, which provided a thoughtful discussion on the evolving role of scaffolds and internal support techniques in optimizing long-term outcomes. Dr. Calobrace's breast augmentation teaching session was another highlight, offering practical pearls and nuanced decision-making strategies that I know will influence my future approach to aesthetic breast surgery.

I also found the sessions focused on the business side of aesthetics especially valuable. The discussions surrounding practice metrics and KPIs provided a framework for understanding how to build an efficient practice that is set up for long-term growth and success. Likewise, the session on building a brand that fosters patient trust emphasized the importance of authenticity, consistency, and effective communication in today's aesthetic landscape.

I also greatly appreciated The Aesthetic Society's renewed emphasis on facial aesthetics. The breadth of facial rejuvenation content throughout the meeting was outstanding, and as a trainee it was very educational to see experts from varying backgrounds openly discussing differing techniques and philosophies while sharing a common commitment to achieving natural, safe, and durable outcomes.

“Perhaps the most impactful experience for me was during the Residents and Fellows Forum panel, “First Year in Practice.” Dr. Glenner's discussion on the mental components of transitioning into independent practice was particularly memorable. His open reflections on navigating decision fatigue, self-doubt, and imposter syndrome resonated deeply and served as an important reminder that growth as a young surgeon extends far beyond technical skill alone.”



KHALIFA S. AL-GHANIM, MD

One of the most meaningful experiences I had during The Aesthetic MEET 2026 was developing a

deeper appreciation for endoscopic facial surgery through both the scientific program and interactions with leaders in the field.

As a graduating plastic surgery resident preparing to enter fellowship training, I have

always been interested in facial aesthetics. However, the presentations and discussions throughout the meeting highlighted the versatility, precision, and continued evolution of endoscopic techniques in facial rejuvenation. Seeing how experienced surgeons integrate these approaches into their practices challenged many of my preconceived notions and reinforced the importance of understanding the full spectrum of facial aesthetic surgery.

A particularly impactful aspect of the meeting was the opportunity to learn from mentors and leaders within our specialty.

“The accessibility, generosity, and willingness of established aesthetic surgeons to engage with trainees was both inspiring and educational. Conversations with faculty members provided valuable insight into the importance of lifelong learning, thoughtful innovation, and maintaining the highest standards of patient care throughout one's career.”

The endoscopic facial surgery sessions demonstrated how careful patient selection, detailed anatomical knowledge, and refined technique can produce elegant and natural results while minimizing morbidity. Beyond the technical aspects, these presentations illustrated the value of continually re-evaluating established practices and remaining open to new approaches supported by both experience and evidence.

Equally important were the connections formed with residents, fellows, and practicing surgeons from across North America. The willingness of faculty members to share their expertise and career advice reinforced the collaborative spirit of our specialty and provided valuable perspective as I prepare for the next stage of training.

The Aesthetic MEET 2026 strengthened my enthusiasm for aesthetic surgery and inspired me to further explore endoscopic approaches during my upcoming fellowship

Continued on Page 88

The Aesthetic Foundation Residents and Fellows Travel Scholarship—2026 Recipients

Continued from Page 87

and beyond. I am grateful to The Aesthetic Foundation for supporting my attendance through the Residents and Fellows Travel Scholarship and for providing opportunities that foster education, mentorship, and professional growth for the next generation of plastic surgeons.



**MALKE
ASAAD, MD**

My most important learning experience during The Aesthetic MEET 2026 was attending the facelift

lectures and panel discussions. As a plastic surgery resident, I found these sessions exceptionally valuable because they introduced me to contemporary facelift techniques, surgical nuances, and decision-making strategies.

One of the most rewarding aspects of the meeting was seeing the immediate impact of what I learned. I incorporated several techniques and practical insights from the lectures into my resident abdominoplasty case the following week. The patient's result was excellent, and the experience reinforced the value of learning directly from experts and applying those lessons in the operating room.

Beyond the technical aspects, The Aesthetic MEET highlighted the value of lifelong learning and collaboration within aesthetic surgery. Hearing experts openly discuss their successes, challenges, and evolving techniques emphasized that innovation and continuous improvement are essential components of becoming a skilled surgeon.

“For me, this meeting was much more than an educational conference. It provided knowledge that I was able to immediately translate into patient care, making it one of the most meaningful learning experiences of my training. I am grateful for the opportunity to attend and for the scholarship support that made this experience possible.”



**PRIYA
BHARDWAJ, MD**

Attending The Aesthetic Meeting 2026 was an invaluable experience that reinforced my passion

for aesthetic plastic surgery and offered the opportunity to learn from our specialty's most respected leaders. While the meeting featured outstanding educational content across all facets of aesthetic surgery, the sessions that left the greatest impression on me focused on facial rejuvenation and facelifting.

“One of my favorite sessions was “Customize Your Facelift: What I Do Differently,” where experienced facelift surgeons openly discussed their individual approaches to face and neck rejuvenation. The panel featured candid debates regarding bilamellar versus composite techniques, optimal vectors of pull, and the extent of neck dissection. As a plastic surgery resident starting aesthetic fellowship next summer, this session highlighted an important lesson: the best facelift surgeons are distinguished not by a single technique, but by their ability to thoughtfully adapt their approach to each patient.”

Technical knowledge provides the foundation, but exceptional outcomes are often determined by subtle decisions in patient selection and operative execution.

Equally meaningful were the opportunities to interact with many of the surgeons, and mentors, whose work I have followed throughout residency. Whether during panel discussions, informal conversations between sessions, or networking events, I was struck by how open these leaders were in sharing lessons learned from both successes and failures. These interactions provided valuable perspective as I prepare for fellowship

training and reinforced the importance of mentorship throughout one's career.

The meeting also provided exposure to our industry partners, whose technologies and innovations influence modern aesthetic practice. As trainees, we often focus primarily on surgical technique, but speaking directly with industry partners offered insight into the development of new devices, implants, and practice tools that support patient care. Understanding this relationship between innovation and clinical practice gave me a broader appreciation of the many factors that contribute to successful aesthetic outcomes.

I left the meeting inspired and look forward to next year's meeting.



**ALEXIS L.
BOSON, MD**

I was fortunate to have been awarded The Aesthetic Foundation Residents and Fellows Travel Scholarship in

order to attend 2026's The MEET. It offered many benefits to further my surgical education such as cadaver courses, panels, and exposure to expert faculty and thought leaders. The ability to attend the meeting prior to fellowship has primed me to hit the ground with a running start and further affirmed my passion for aesthetic plastic surgery. The most important educational opportunities were the labs and lectures covering innovative topics and the clinical aspects of aesthetics. I especially found the deep plane facelift and endoscopic brow and mid facelift courses incredibly helpful for my budding career in aesthetic plastic surgery. I am grateful for the opportunity to learn from the masters of facial plastic surgery. The sessions regarding the business of aesthetics, marketing, and practice building and management were engaging and beneficial. The Residents and Fellows Forum was especially helpful in guiding young plastic surgeons in navigating employment contracts, social media, and entering the job market. I urge residents and fellows to attend The MEET as I gained invaluable knowledge that I will carry forward throughout my career.



CARTER J. BOYD, MD

Resident Reflection

Attending The Aesthetic MEET 2026 in Boston this year was an incredibly valuable

experience as I prepare to begin my career in aesthetic plastic surgery. The meeting brought together surgeons from across the country and around the world who share a commitment to innovation, education, and excellence in patient care. Being surrounded by leaders in the field reinforced the importance of lifelong learning and continued professional development within aesthetic surgery.

One of the most meaningful aspects of the meeting was the educational programming. The breadth of lectures, panel discussions, live demonstrations, and case presentations highlighted how rapidly aesthetic surgery continues to evolve. From advances in facial rejuvenation and body contouring to developments in regenerative medicine, energy-based devices, and minimally invasive treatments, the conference showcased how innovation is continuously reshaping our specialty. I found it especially valuable to hear experienced surgeons discuss not only their successes but also the nuances, challenges, and decision-making processes behind achieving natural and safe outcomes for patients. These insights are difficult to gain from textbooks alone and emphasize the importance of collaboration and shared experience within our field.

“Equally important was the opportunity to network with colleagues, mentors, and peers. The meeting created an environment where meaningful conversations occurred naturally, whether during scientific sessions, social events, or informal discussions between lectures.”

Reconnecting with mentors and meeting surgeons at different stages of their careers provided a valuable perspective as I transition from residency into practice. I was reminded that aesthetic surgery is not only

built upon technical skill, but also upon relationships, mentorship, and a willingness to learn from one another. The sense of community within the specialty was inspiring and reinforced my excitement about joining this profession.

I am also incredibly grateful to The Aesthetic Foundation for awarding me the Residents and Fellows Travel Scholarship, which made this opportunity possible. Their support allowed me to attend a meeting that will undoubtedly have a lasting impact on my development as an aesthetic plastic surgeon. Opportunities such as this are invaluable for trainees and early-career surgeons, as they foster education, mentorship, and professional growth while encouraging continued advancement within the specialty.

Attending The Aesthetic MEET was both motivating and energizing. The experience strengthened my appreciation for the educational foundation of aesthetic surgery, highlighted the value of professional collaboration, and increased my enthusiasm for the future of the specialty as I begin the next phase of my career.



RAJIB R. CHOWDHURY, MD

Attending The Aesthetic MEET 2026 as a recipient of The Aesthetic Foundation Residents and Fellows

Travel Scholarship was an incredibly valuable experience for me. As a chief plastic surgery resident preparing to begin my aesthetic fellowship, the meeting served as both a culmination of my residency education and an exciting introduction to the next phase of my career in aesthetic surgery.

One of the most valuable learning experiences during the meeting was witnessing how experts in the field approach aesthetic surgery to advance the science, art, and safe practice of aesthetic plastic surgery. It was incredible to see how leaders across different panels and educational sessions inspired not only each other but the attendees to strive for the best outcomes for patients. It was unlike any other meeting that I have ever been able to attend. Hearing from experienced

surgeons openly discuss operative strategies, complications, and lessons learned provided practical insight that will directly influence my own development as a plastic surgeon.

“I was especially impressed by the collaborative atmosphere of the meeting. Attending sessions and having one on one conversations where I was able to openly discuss operative techniques, complications, and better ways to optimize outcomes have provided me with valuable insight that extends beyond anything I could read from a textbook chapter, journal article or webinar. I am fascinated with how innovative we are as a specialty and how we are consistently pushing the envelope.”

In addition to the clinical and surgical education, I gained valuable insight into the business aspects of aesthetic surgery. As a trainee, this is something I have little exposure to but is such a critical part of having a successful career in the field. Discussions surrounding practice building, patient communication, branding, and teamwork highlighted that success in aesthetic plastic surgery extends beyond surgical skill alone.

I am sincerely grateful to The Aesthetic Foundation for supporting residents and fellows through this scholarship and for fostering an environment dedicated to education, innovation, and professional growth. Attending The Aesthetic MEET 2026 will have a lasting impact on my training and future career as an aesthetic plastic surgeon.

Continued on Page 90

The Aesthetic Foundation Residents and Fellows Travel Scholarship—2026 Recipients

Continued from Page 89



MELIKA DEATON, MD

Attending The Aesthetic MEET was one of the most valuable educational experiences I had during residency

because it provided exposure not only to advanced surgical techniques, but also to the thought process and judgment behind them. As I prepare to transition from training into independent practice, hearing experienced aesthetic surgeons discuss their approaches, decision-making, and evolution over time was incredibly meaningful.

The most impactful learning experience for me was watching and learning from Tim Marten during his facelift course, as well as his discussions on neck lift and lip lift techniques. Going into practice can still feel daunting no matter how much training you have had, especially when it comes to complex aesthetic procedures. What stood out to me during his lectures was how achievable these operations became when grounded in a strong understanding of anatomy, surgical principles, and patient selection.

Rather than focusing only on technical details, Dr. Marten emphasized the importance of understanding the history and evolution of these procedures and why certain techniques have endured over time. That perspective reinforced for me that excellent aesthetic surgery is built on mastering foundational concepts and applying them thoughtfully to the right patient.

“The meeting reminded me that growth in aesthetic surgery does not end with residency. Continued learning, mentorship, and exposure to leaders in the field are essential to becoming a thoughtful and skilled surgeon, and The Aesthetic MEET was an important part of that process for me.”



SETH E. FRUGE, MD

Attending The Aesthetic MEET 2026 as a scholarship recipient was one of the most meaningful experiences

of my training. As an Aesthetic Surgery Fellow at The Wall Center for Plastic Surgery, I arrived eager to learn from the surgeons who continue to define and advance the field of aesthetic surgery. I left inspired by both the innovation presented and the collaborative spirit that makes our specialty unique.

“Throughout the meeting, I had the opportunity to attend lectures, panel discussions, and educational sessions led by many of the foremost leaders in aesthetic surgery. As someone with a particular passion for facial aesthetics, I found these sessions especially valuable. Learning directly from surgeons who have pioneered many of the techniques used today provided insights that will influence how I evaluate patients, approach surgical planning, and continue refining my own practice.”

One of the highlights of the meeting was participating in the endoscopic brow lift and facial rejuvenation cadaver courses. These hands-on experiences provided invaluable technical instruction and a deeper understanding of contemporary facial aesthetic surgery. The opportunity to learn advanced techniques in a cadaver laboratory setting, under the guidance of recognized experts, was an experience that will directly benefit the patients I care for in Louisiana throughout my career.

The meeting also provided an opportunity to present my own research among an exceptional group of aesthetic surgery fellows. The experience challenged me academically and professionally while reinforcing the importance of contributing to

the advancement of our specialty. I was honored that my presentation was selected as the top presentation among the endorsed aesthetic fellows.

I am sincerely grateful to The Aesthetic Society for providing this scholarship opportunity. The support allowed me to participate in an educational experience that will have a lasting impact on my career. As I transition into practice, I look forward to applying the knowledge gained at The MEET while remaining actively involved in The Aesthetic Society and contributing to the continued advancement of aesthetic surgery.



LUCAS GALLO MD, MSC, PHD(C)

Important Learning Experience, The Aesthetic MEET

Attending the Aesthetic MEET 2026 as

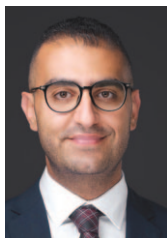
a plastic surgery resident was an invaluable experience that reinforced one of the most important principles in aesthetic surgery: mastery of advanced techniques must be built upon a strong foundation in the fundamentals. While many sessions highlighted innovative technologies and sophisticated operative maneuvers, one of the clearest lessons emphasized by expert panelists was the importance of first becoming consistently comfortable with the core components of a procedure before progressing to more advanced interventions.

A particularly impactful example discussed during facial rejuvenation panels was the progression from mastering standard neck lift techniques prior to attempting procedures such as submandibular gland resection. The message was clear that advanced aesthetic surgery should not be approached as isolated technical feats, but rather as the culmination of experience, judgment, and a deep understanding of anatomy developed over time. Many of the distinguished surgeons openly reflected on their own initial discomfort when incorporating new procedures into practice, which was both reassuring and motivating as a trainee.

The meeting also highlighted that surgical growth requires more than conference attendance alone. True technical development comes from actively seeking additional educational opportunities, including visiting experts in their operating rooms, participating in cadaver-based anatomy and technique courses, and critically evaluating one's own outcomes. These experiences provide the repetition, anatomical confidence, and nuanced understanding necessary to safely advance surgical practice.

“Perhaps most importantly, this experience reinforced the value of humility and lifelong learning in aesthetic plastic surgery. Continuous self-assessment and openness to learning from colleagues are essential for meaningful improvement. The culture of collaboration and education at The Aesthetic MEET demonstrated how experienced surgeons not only refine their own techniques, but also contribute back to the specialty through mentorship, teaching, and publication of their findings.”

As I continue my training, I hope to emulate this commitment to education and ultimately contribute to the growing body of knowledge that will guide future generations of aesthetic plastic surgeons.



ANDREW GORGY, MD

The Aesthetic MEET 2026 was, simply put, one of the most motivating educational experiences of my

residency training. Beyond learning technical details and operative strategies, the meeting provided a deeper understanding of the mindset, evolution, and artistry behind aesthetic surgery.

The sessions that had the greatest impact on me were the expert panels and discussions on facial rejuvenation,

particularly facelift and endoscopic facelift techniques. What I found most valuable was seeing how experienced surgeons approached the same problem through different philosophies while still aiming for the same goal: achieving natural, balanced, and individualized results for patients. It became clear that excellent aesthetic surgery is not simply about mastering operative steps, but about developing judgment, restraint, and an artistic eye that evolves through experience.

I was particularly inspired by the honesty and openness of the discussions. Many of the faculty shared not only their successes, but also how their techniques changed over time, the lessons they learned from complications, and the importance of continually adapting one's practice. As a trainee, this was incredibly impactful because it emphasized that growth in aesthetic surgery is a lifelong process of refinement rather than the pursuit of a single “perfect” technique.

Another major highlight of the meeting was the opportunity to connect with residents, fellows, and surgeons from across North America. Some of the most meaningful conversations happened outside the lecture halls discussing training pathways, surgical philosophies, career aspirations, and the future of the specialty.

“Being surrounded by individuals who are equally passionate about plastic surgery created an environment that was both energizing and motivating. It reminded me how important mentorship, collaboration, and shared curiosity are in shaping the next generation of plastic surgeons.”

I also greatly enjoyed the discussions surrounding regenerative aesthetics. These panels provided a broader perspective on where aesthetic surgery is heading and how regenerative medicine may continue to influence the future of facial rejuvenation and patient care. What stood out to me was the shift toward combining surgical

techniques with biologic and regenerative approaches to improve not only aesthetic outcomes, but also tissue quality, recovery, and overall patient experience. It reinforced the importance of staying academically engaged and adaptable in a field that continues to evolve rapidly.

Overall, The Aesthetic MEET 2026 strengthened my passion for aesthetic and facial plastic surgery while also broadening my perspective on what it means to become an excellent aesthetic surgeon.

I left the meeting not only with new knowledge, but with renewed inspiration to continue refining my skills, pursuing innovation, and contributing meaningfully to the future of our specialty. I am deeply grateful to The Aesthetic Foundation for providing me with this opportunity.



NIMA KHOSHAB, MD

The Aesthetic Foundation scholarship to attend The Aesthetic MEET conference gave me access to an

extraordinary concentration of expertise that would have otherwise been out of reach. Across panels, workshops, and informal conversations, I was exposed to leading surgeons and innovators covering an impressive range of subspecialties within aesthetic plastic surgery. The ability to learn directly from experts in their respective fields—and to hear candidly about their experiences—was both educational and motivating.

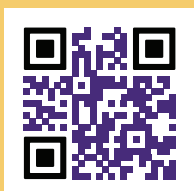
“I returned with a stronger sense of direction, practical knowledge I could immediately apply to my training, and professional connections I expect to carry throughout my career.”

I am grateful to The Aesthetic Foundation for making this experience possible.

Continued on Page 93



Are you a **resident**
or **fellow** looking for
funding to attend
The Aesthetic
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The Aesthetic Foundation Residents and Fellows Travel Scholarship—2026 Recipients

Continued from Page 91



JESSIE L. KOLJONEN, MD

Thank you so much to The Aesthetic Foundation for supporting a travel scholarship so that I was

able to attend the Aesthetic MEET 2026 in Boston this year. I had an incredible time meeting with colleagues, mentors, and leaders in the field, as well as learning about innovative surgical techniques. The Residents and Fellows Forum also provided valuable insight from those who have gone through the first few years of practice—I would highly recommend these sessions to all residents!

“The panel session on the first year in practice was a highlight for me, especially hearing about the realistic and difficult early experiences of many now established surgeons I admire. Hearing about integrating social media and AI into my practice, as well as negotiating my first contract, was also great, and topics I am interested in continuing to learn more about.”

Browsing the Aesthetic MEET Marketplace was also a favorite of mine, where I learned about products and resources available in my future practice. I even won a book on regenerative facial surgery during the ASJ Book giveaway! Some of my favorite general sessions were the panels on secondary augmentation-mastopexy, pick your plane breast augmentation, and aesthetic breast revision mini symposium. As someone interested in breast reconstruction, I hope to use these aesthetic pearls to optimize my future patients' results. I am very grateful for the opportunity for my continued learning this year at the Aesthetic MEET, which would not have been possible without the support of this scholarship.



LUCAS KREUTZ, MD

The Gold Standard in Action: My Experience at The Aesthetic MEET 2026

Timing matters in surgery, and The

Aesthetic MEET 2026 could not have come at a better moment for me. Finishing residency and stepping into an aesthetic fellowship, I arrived in Boston looking for direction. I left with something more valuable: a new perspective.

“The session that stayed with me was ‘Customize Your Facelift: What I Do Differently.’ A grand auditorium with a large audience of surgeons at every career stage, and some of the most respected names in aesthetic surgery on stage, each presenting their own approach to facial rejuvenation with refreshing honesty. High SMAS. Deep plane. SMAS plication. The debate was lively, the results undeniable across the board.”

What hit me wasn't a technique. It was watching how each surgeon thought, how they read a face, made a judgment call, adapted in real time. The tools were different; the outcomes were excellent. The conclusion wrote itself: in the right hands, many roads lead to the same destination. What separates surgeons isn't the approach they choose. It's the vision and mastery they bring to it. That idea will follow me into every operating room of my fellowship.

The Residents and Fellows Forum was equally formative. Business realities, patient relationships, the unspoken rules of building a practice, things residency rarely teaches explicitly. It felt like being let in on a conversation that usually takes years to find your way into.

I've attended meetings that inform. The Aesthetic MEET does something rarer. It shapes how you see the field. I'm grateful to The Aesthetic Foundation for making it possible.



AUDREY LE, MD

One of the most interesting phenomena I experience after attending the annual Aesthetic MEET is the feeling that I have

learned an incredible amount, yet when someone asks, “What was the most important thing you learned?” I often struggle to answer. It is not because I did not learn anything specific. Rather, it is because these meetings expose me to so many new ideas, technical pearls, and perspectives that the experience feels greater than any single takeaway.

This year, however, attending the deep plane face and neck lift cadaver course felt different. Prior to this, I was fortunate to have attended cadaver courses in the past at the Aesthetic MEET and the Facial and Rhinoplasty Symposium, and along with my training, it had brought me to a point where I felt confident that I could perform a facelift safely, thoughtfully, and with composure. Over the past year, I have had the opportunity to perform a few facelifts within my chief resident clinic, which like all experiences, opened the door to all the other questions I didn't know I had. I was eager to return to the lab with a new level of understanding.

What I learned was not simply another technique or dissection plane. I gained a deeper appreciation for the nuances that influence surgical decision-making. It's common for surgeons to lean towards a certain technique and justify their decisions, but I realized that it was not enough to learn one technique well.

“Surgical expertise comes from the small adjustments and nuances that are addressed in real time on a case-by-case nature which is hard to elicit when you're learning. I found myself focusing less on the mechanics of the operation and more on the subtleties that guide treatment selection, and it was fun to be learning from a different viewpoint.

Continued on Page 94

The Aesthetic Foundation Residents and Fellows Travel Scholarship—2026 Recipients

Continued from Page 93

I've found myself increasingly interested in understanding why experts make the choices they do and have a bit of experience now to really understand the magnitude of the implications they are discussing.

Perhaps the most valuable lesson from the meeting was the reminder that education does not end with residency. Surrounded by world-class surgeons who continue to refine their techniques, challenge their assumptions, and share their knowledge, I was reminded that aesthetic surgery is a field defined by continual growth and evolution. Walking away with new insights and technical pearls is always exciting, but even more inspiring is the realization that there will always be more to learn.

For me, that mindset of lifelong learning was the most important takeaway from this year's meeting.



CHRISTOPHER D. LOPEZ, MD

Among the many outstanding educational sessions at The Aesthetic MEET 2026 in Boston, the experience

that left the most lasting impression on me was the panel discussion, "Customize Your Facelift: What I Do Differently." The session brought together several highly respected facelift surgeons, who each discussed the nuances of their personal approaches to facial rejuvenation surgery.

What made this session particularly meaningful was not simply the technical content, but rather the realization that there are multiple pathways to achieving excellence in aesthetic surgery. As a trainee, much of my education has understandably focused on mastering anatomy, understanding evidence-based decision making, and learning reproducible surgical techniques. While these scientific foundations remain essential, this panel highlighted another dimension of plastic surgery that is equally important: artistry.

Despite sharing the same goals of restoring youthful facial contours and creating natural-appearing results, each

surgeon approached the operation differently. Differences existed in incision placement, dissection planes, vector selection, management of the SMAS, adjunctive fat grafting, and postoperative philosophies. What struck me was that these variations were not presented as competing methods in search of a single correct answer. Instead, they reflected years of experience, individual judgment, and the evolution of each surgeon's personal aesthetic philosophy.

The discussion reminded me that plastic surgery is unique among surgical specialties because it exists at the intersection of science and art. Scientific principles guide us toward safety, anatomical understanding, and predictability. However, artistry emerges in how surgeons interpret facial aging, tailor procedures to individual patients, and develop refinements that ultimately define their own practice. Watching these leaders openly discuss their preferences demonstrated that mastery is not merely the replication of a technique but the thoughtful adaptation of principles to achieve consistently excellent outcomes.

“Perhaps the most valuable lesson I took away from the session was the importance of remaining intellectually curious throughout one's career. Even among surgeons who have performed thousands of facelifts, there remains a willingness to refine, question, and personalize technique.”

As I continue my own training in facial surgery, this session reinforced my desire not only to learn the science of facial rejuvenation but also to develop the judgment, creativity, and artistic perspective necessary to deliver exceptional patient outcomes.



SAMANTHA G. LUND, MD

The 2026 Aesthetic MEET provided countless opportunities for resident learning, mentorship, and

connection. The conference began with informative sessions at the Resident and Fellows Forum, combining technical education with practical career advice. Learning from giants in the field is always an incredible opportunity and paired with conversations about contract negotiation, financial advice, and AI integration, made for a fantastic event.

“In a similar vein, the most rewarding event of The MEET was the Medical Students Interested in Plastic Surgery session. I was an invited panelist and proctor for case-based learning. This forum had medical students from across the country of all years who heard from residents and faculty about the field of plastic surgery, applying and matching into residency, and finding mentors. I was truly impressed by the knowledge and enthusiasm of the students in tackling the cases. The residents filled content gaps and provided real-world examples to bring the cases to life.”

The panel featured residents I am now fortunate to consider role models and colleagues in plastic surgery. Dr. Mark Albert fielded excellent questions from the audience about sub-internship rotations, letters of recommendation, the transition from medical student to resident, and alternative paths like research years and matching into plastic surgery from other specialties. My fellow panelists are truly remarkable people who have incredible insight. I learned a great deal as a panelist and hope all students found this equally as impactful.

What made this event so meaningful to me was the ability to pay it forward. I have benefited from countless mentors in plastic surgery- several of whom I first encountered at Aesthetics Meetings and reconnected with at this year's MEET. Plastic surgery is a demanding field, with a difficult training path and a wide variety of career options. Identifying role models and mentors is essential to finding success and fulfillment. The knowledge provided at The Aesthetic MEET is incredible, but what sets this meeting apart are the opportunities to connect with and learn from amazing plastic surgeons. I am honored to have attended the 2026 Aesthetic MEET and to keep growing in this field.



**MAHDI
MALEKPOUR, MD**

**Reflections on The
Aesthetic MEET;
Boston, May 2026**

Atending The
Aesthetic MEET in

Boston in May 2026 was an amazing experience reminding me why I am in this field. As a microsurgery fellow at UCSF, my days are primarily focused on complex reconstruction and flap. Stepping into a conference centered on aesthetics was an important shift in lens, and it turned out to be exactly the kind of perspective I needed.

“There's a false divide that sometimes is brought about plastic surgery, namely, reconstructive on one side, cosmetic on the other as if the two exist in separate worlds. Every time I plan a reconstruction, I'm thinking about symmetry, contour, and how a patient will feel when they look in the mirror. Aesthetics is not a luxury layer added on top of reconstruction. It is an integral part of everything we do.

What struck me most was the caliber of surgeons in the room and their willingness to share not just their successes, but their failures. Watching how aesthetic surgeons approach patient evaluation and operative planning, the nuance they bring to a consultation, and the deliberateness of their

decision-making gave me tools I've already started applying in my own work.

Beyond the sessions, some of the most meaningful moments happened in the hallways. Conversations with surgeons from different practice environments gave me practical ideas and perspectives in my future job. Those informal exchanges are often where the real education happens!

The timing also felt meaningful. I am approaching the end of my fellowship and will soon step into a faculty role, where I will be responsible for the full breadth of plastic surgery. Walking into that next chapter having learned directly from some of the most accomplished surgeons in aesthetics felt like a genuine gift.

I left Boston a more complete surgeon than when I arrived. Not because the fundamentals changed, but because my understanding of how all the pieces connect became sharper. That clarity will stay with me long after the conference badge ends up in a drawer.



**SHEA H.
MALOY, MD**

Atending The
Aesthetic MEET as a
chief plastic surgery
resident was one of the
most valuable

educational experiences of my training, and I am incredibly grateful to The Aesthetic Surgery Education and Research Foundation for providing the travel scholarship that made it possible.

This was my first time attending The Aesthetic MEET, and the experience exceeded my expectations. The most impactful aspect of the meeting was the opportunity to build relationships with leaders in aesthetic surgery. Throughout the week, I met many plastic surgeons whose work I have admired for years. Having the chance to introduce myself, ask questions, learn from their experiences, and begin developing professional relationships was invaluable. These connections have already inspired me and will undoubtedly continue to influence my career for years to come.

“I was also encouraged by several surgeons who have successfully integrated social

media into their practices. Their advice and support gave me the confidence to finally begin sharing my own content online. Since returning home, I have started building a social media presence and look forward to using these platforms to educate patients, connect with colleagues, and grow professionally.”

The educational content was exceptional. Learning directly from giants in the field provided insights that simply cannot be gained from textbooks or journal articles. I left with countless pearls regarding surgical technique, decision-making, and the subtle nuances that elevate aesthetic outcomes. These practical lessons will immediately impact my approach to patient care as I transition into fellowship and independent practice.

In addition to the surgical sessions, I particularly enjoyed the business and marketing lectures. As someone preparing to enter aesthetic practice, I found the discussions on branding, patient experience, and marketing in the luxury space fascinating and very relevant. They highlighted the importance of building not only surgical expertise but also a thoughtful and patient-centered practice.

Overall, The Aesthetic MEET was an incredible week of learning, networking, and professional growth. I left inspired, motivated, and excited for the future of my career in aesthetic surgery. Thank you again to The Aesthetic Surgery Education and Research Foundation for making this opportunity possible.



**FADY PAUL
MARJI, MD**

**My Most Important
Learning Experience at
The Aesthetic MEET
2026**

Atending The
Aesthetic MEET 2026 as

a Residents and Fellows Travel Scholarship recipient was an incredibly meaningful experience at this stage in my training. The meeting exposed me to innovative

Continued on Page 96

The Aesthetic Foundation Residents and Fellows Travel Scholarship—2026 Recipients

Continued from Page 95

techniques, thoughtful surgical decision-making, and international perspectives that expanded my understanding of what is possible within aesthetic surgery.

My most important learning experience was the discussion surrounding endoscopic facelifting. This stood out to me because it is not a technique that many surgeons are routinely performing, and while I recognize that the patient selection criteria are narrow, I found it fascinating to learn more about its role in appropriately selected candidates. It pushed me to think more broadly about the tools available for facial rejuvenation and reinforced the importance of matching the right technique to the right patient.

“Another memorable session was the discussion of rhinoplasty under local anesthesia. As a trainee, seeing surgeons challenge traditional assumptions about how certain procedures can be performed pushed the bar for me. It was a reminder that innovation in aesthetic surgery is not only about new techniques, but also about rethinking patient experience, safety, efficiency, and surgical execution.”

I was also highly influenced by learning more about the South American experience with high-definition liposuction, body contouring, and rib remodeling. Some of the approaches were more aggressive than what I have typically been exposed to, but the level of precision and the results presented were inspiring. It made me realize that I still have a great deal to learn in terms of achieving that level of refinement, especially in body contouring, and it motivated me to continue developing my eye and technical understanding.

Beyond the academic experience, Boston itself made a lasting impression on me. Visiting Cambridge and Harvard's campus, seeing MGH, and walking through Beacon Hill made the city feel both historic and vibrant. I genuinely loved my time there, and the experience put Boston on

the map for me as a place I could potentially see myself someday.

I am sincerely grateful to The Aesthetic Foundation for supporting my attendance through the Residents and Fellows Travel Scholarship. The Aesthetic MEET 2026 broadened my perspective, challenged my assumptions, and left me inspired to continue growing as a future aesthetic surgeon.



MATTHEW N. MARTURANO, MD

Receiving the Resident and Fellows Travel Scholarship was a deeply meaningful milestone in my training, one that extended far beyond financial support. It represented an investment in my growth, my future, and my place within the field of plastic surgery. Without this opportunity, attending the meeting in Boston would not have been possible, and with that, I would have missed an experience that proved both professionally transformative and personally affirming.

Traveling to Boston allowed me to step outside the confines of my day-to-day clinical responsibilities and engage directly with the broader surgical community. What stood out most was the opportunity to connect with mentors; both longstanding and new voices whose work I had followed from afar. These conversations were not abstract or distant; they were grounded, candid discussions about career paths, decision-making, and the realities of navigating a surgical career. Being able to ask questions, share perspectives, and receive thoughtful guidance in person brought a level of clarity and inspiration that cannot be replicated through articles or virtual platforms.

Equally impactful was the chance to network with peers and leaders across the field. The scholarship enabled access not only to formal sessions but also to the informal exchanges that often carry the greatest value. Conversations between lectures, introductions at social events, and shared reflections on emerging challenges

all contributed to a stronger sense of belonging within the specialty. These interactions reinforced the idea that our field is not static, but rather a dynamic and collaborative community driven by innovation and shared purpose.

“The meeting also provided a firsthand view of how rapidly plastic surgery continues to evolve. From advancements in surgical techniques to emerging technologies and interdisciplinary collaboration, it became clear that the future of our field is both expansive and full of opportunity. Being present in that environment broadened my perspective, allowing me to better understand where my own interests and goals fit within this larger trajectory.”



VINCENT RICCELLI, MD

Safety as the Foundation of Innovation: Reflections from The Aesthetic MEET 2026

Attendance at The Aesthetic MEET 2026 in Boston provided an invaluable educational experience as I prepare to transition from residency into aesthetic plastic surgery practice. The meeting showcased a wide range of emerging technologies, techniques, and innovations that are rapidly transforming the field of aesthetic surgery.

Among the many educational sessions I attended, those focused on the use of ultrasound in aesthetic surgery were particularly impactful. These presentations highlighted the growing role of ultrasound as both a diagnostic and procedural adjunct, with

applications ranging from facial filler safety to breast implant surveillance and safe gluteal fat grafting.”

While the technological advancements presented throughout the meeting were impressive, my most important takeaway was not any single device, technique, or innovation. Rather, it was the consistent emphasis on patient safety that served as the central theme of the meeting. Across lectures, panel discussions, and hands-on educational sessions, leaders in aesthetic surgery repeatedly reinforced the principle that innovation must always be accompanied by a commitment to safety, education, and evidence-based practice.

This emphasis was especially apparent in discussions surrounding ultrasound-guided procedures. Faculty members demonstrated how new technologies can improve outcomes not simply by enhancing aesthetic results, but by helping surgeons better understand anatomy, avoid complications, and recognize potential risks before they become adverse events. The message was clear: the most successful aesthetic surgeons are not necessarily those who adopt new technologies first, but those for whom patient safety is the cornerstone of their practice.

As I prepare to enter private practice, this focus on safety is particularly meaningful. Meetings such as The Aesthetic MEET provide opportunities not only to learn new techniques but also to develop the judgment required to implement them safely. Exposure to experienced surgeons who openly discuss complications, risk mitigation strategies, and patient selection reinforces the importance of lifelong learning and humility in surgical practice.

Ultimately, The Aesthetic MEET 2026 strengthened my belief that patient safety must remain the foundation of aesthetic surgery. As new technologies continue to emerge, ongoing education and collaboration within the plastic surgery community will be critical to ensuring that innovation serves the best interests of our patients. This meeting provided both practical knowledge and an enduring professional reminder that safety should always guide clinical decision-making.



AMANDA R. SERGESKETTER, MD

Attending The Aesthetic MEET was a great opportunity at the culmination of my

aesthetic surgery fellowship to reconnect with friends and colleagues, gain insight into practice management, and learn about state-of-the-art techniques in facial rejuvenation.

“As a current aesthetic surgery fellow preparing to start practice next year, the practice management sessions during the Residents and Fellows Forum were especially valuable, providing practical guidance on marketing, social media, and building a successful practice.”

In addition, my fellowship year has had a special focus on comprehensive facial rejuvenation, including face and necklift surgery. Hearing facelift surgeons from around the country discuss their approaches to technique, including deep plane versus SMAS facelifts, as well as the role of social media in aesthetic surgery, was a particular highlight of the meeting.

Finally, aesthetic surgery is a uniquely close-knit field, and the opportunity to reconnect with friends, mentors, and colleagues from medical school, residency, and fellowship interviews was equally rewarding. These relationships are among the most valuable aspects of our specialty, and I look forward to building upon them throughout my career and at The Aesthetic MEET every year.



ERICA SMEARMAN, MD

Attending The Aesthetic MEET 2026 was an incredibly valuable educational experience.

“The most significant learning opportunity for me came from the breadth and depth of the laser-focused sessions. The talks provided a practical framework for understanding laser science and clinical application, including chromophore targeting, wavelength selection, tissue penetration depth, pulse duration, and energy settings. Discussions comparing fractionated and unfractionated technologies, and understanding wavelengths targets, were particularly helpful in clarifying how different modalities can be tailored to patient goals, recovery expectations, and skin characteristics.

The sessions also emphasized the importance of balancing efficacy with safety, especially in patients with varying skin types and in the treatment of pigmentation, resurfacing, and scar management.

Partnered with these lectures was the opportunity to work directly with a laser in a hands-on setting, discussing treatment parameters in real time and walking through set-up and programming. Beyond the laser curriculum, the meeting also featured outstanding talks spanning a wide range of aesthetic surgery topics, including contemporary facelift approaches, challenging lower eyelid techniques, and pearls on surgical markings and operative planning. The diversity of educational content reinforced how rapidly the field continues to evolve and left me with practical insights that I look forward to incorporating into my future training and practice.

Continued on Page 98

The Aesthetic Foundation Residents and Fellows Travel Scholarship—2026 Recipients

Continued from Page 97



MEGAN SOMMERS, MD

The Value of The Aesthetic MEET Experience

The Aesthetic MEET far exceeded my expectations. I left the meeting feeling empowered, inspired, and connected to a community of surgeons dedicated to exceptional patient outcomes. While the techniques I was introduced to will stay with me as I begin operating on my own patients, the most valuable lessons I took away was to believe in myself and lean on my community. Though I am proud of how far my technical skills have come, it is easy to feel inadequate when measuring yourself against peers who have published more or carry themselves with more confidence. Throughout The MEET, I realized that building a career as an aesthetic surgeon is equally about selling yourself, which is best accomplished through genuine authenticity.

The individual sessions were transformative in ways I did not anticipate. Hearing Dr. Kelly Killeen discuss her approach to social media inspired me to begin building my own professional presence online. Her ability to grow her practice and educate the public through honesty and relatability demonstrated that authenticity, not perfection, is what resonates with patients.

“Dr. Rachel Walker’s candid account of the hardships she faced buying and building her own practice reminded me to pursue challenges beyond what I currently think I am capable of. Discussions on artificial intelligence pushed me to think creatively about optimizing my workflow, future practice, and even my personal life. Hearing rhinoplasty experts debate their differing techniques motivated me to visit some of them in their operating rooms, while sessions on breast surgery reinforced

the importance of remaining open to approaches beyond those taught at my own training institution.”

Beyond the sessions themselves, I felt inspired to remain engaged with the broader plastic surgery community. Witnessing the open exchange of ideas, techniques, and even social media strategies revealed that plastic surgeons are far more invested in lifting each other up than in competing against one another. It can be easy, particularly in training, to feel as though we are all racing for the same positions, patients, or recognition. The spirit of The MEET could not have been further from that mindset. I now believe our field advances fastest when we advance it together, and I am grateful this scholarship gave me the opportunity to experience that firsthand.



COURTNEY C. SWAN, MD

When I arrived at The Aesthetic MEET 2026, I expected to learn surgical techniques.

What I did not expect was that my most meaningful takeaway would not be technical at all—it would be about the culture of our specialty itself.

A highlight of my meeting experience was attending Dr. Marten’s Masterclass on Facelift Planning and Technique. Learning from a legend in facial aesthetic surgery was a privilege, but what stood out was his openness. Dr. Marten shared his refined techniques, anatomical insights, and pearls developed over decades of practice without reservation. He also spoke candidly about his evolution, including the cases that shaped his approach and the lessons learned along the way.

What struck me most extended beyond that masterclass. Throughout the meeting, the accomplished aesthetic surgeons I encountered were consistently approachable and willing to teach. In formal sessions, panel discussions, and casual conversations alike, these surgeons readily

shared their knowledge, their techniques, and their honest reflections on what has and has not worked in their practices.

“As I transition into fellowship and eventually independent practice, this lesson will shape how I approach my career. Technical skill matters, but the willingness to teach, share, and engage honestly with colleagues is what advances our field. My most important takeaway from The Aesthetic MEET was not a single surgical pearl, but a model of professional generosity I hope to carry forward.”



ELLEN C. VIA, MD

Reflections on The Aesthetic MEET 2026

The Aesthetic MEET 2026 offered a concentrated opportunity to engage

with the current state of aesthetic surgery and the innovative techniques described, along with exposure to leadership, which was vital at a pivotal moment in my training.

The Residents and Fellows Forum provided structured exposure to the practical realities of transitioning from residency into independent practice. Discussion centered on the value of a fellowship, practice development, and keeping clinical currency in a rapidly advancing field.

Participating as a panelist in the Women Aesthetic Surgeons Symposium was the most professionally formative experience of the meeting. The preparation needed to contribute meaningfully to that conversation in articulating perspectives I had not previously been asked to formalize was a rewarding experience. The symposium addressed representation, leadership, and the structural realities facing women in aesthetic surgery. It was a reminder that participation in these conversations is itself a professional obligation.

“Reconnecting with my fellowship director and prior UTSW fellow alumni from my prior UTSW fellowship was also an extremely valuable aspect of attending the meeting. Observing where those colleagues stand in their careers, the practices they have built, and the academic work they are producing, provided useful calibration for the years immediately ahead. Mentorship relationships do not end at the conclusion of

fellowship; they evolve, and this meeting demonstrated that continuity.”

The didactic sessions delivered on the core promise of the meeting: technique-level updates across facial rejuvenation, body contouring, and non-surgical modalities that reflected current practice rather than established consensus. The presentations were substantive and specific, offering the kind of granular clinical information that meaningfully informs operative decision-making.

Taken together, The Aesthetic MEET 2026 reinforced that excellence in aesthetic surgery requires engagement beyond the operating room, with emerging

evidence, with the professional community, and with the broader conversations shaping the field. That engagement is not peripheral to clinical development. I was very fortunate to receive the scholarship to attend.

Applications for the 2027 Resident and Fellows Travel Scholarship Program are being accepted through December 1, 2026 and recipients will be notified in January 2027.

Please visit theaestheticfoundation.org for more information.



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James Stuzin Aesthetic Education Excellence Fund—Expanding Access to Aesthetic Education

The James Stuzin Aesthetic Education Excellence Fund continues to open doors for the next generation of aesthetic surgeons by helping to remove financial barriers to advanced training. Through grants of up to \$2,000, the Fund supports plastic surgery residents, fellows and recent graduates—within three years of completing residency—so they can access high-quality educational experiences that might otherwise be out of reach.

Recipients in winter and spring 2026 were able to participate in premier meetings across the country, including the American-Brazilian Aesthetic Meeting in Park City, the final Baker Gordon Educational Symposium in Miami, Dallas Cosmetic & Rhinoplasty, and The Aesthetic MEET 2026 in Boston.

These transformative opportunities not only strengthen clinical knowledge and technical skill, but also foster mentorship, collaboration and professional growth. As recipients return to their practices and training programs, they carry forward the insights and expertise gained—benefiting patients, communities, and the specialty.

Thanks to generous donations, the Fund continues to make a meaningful difference, ensuring that financial constraints do not limit access to education for emerging leaders in aesthetic plastic surgery. To apply, visit theaestheticfoundation.org/apply-for-funding/james-stuzin-aesthetic-education-excellence-fund.

MATTHEW MARTURANO, MD

Baker Gordon Educational Symposium

Dr. Stuzin's dedication to surgical education is evident not only through his selfless leadership of the Baker Gordon Symposium, but also in the countless surgeons whose careers have been shaped by his mentorship and example. It was an incredible honor to hear from true legends of aesthetic surgery, watch them perform live procedures, and learn directly



Dr. Marturano with the iconic Baker Gordon logo.

from the pioneers who defined our field. Experiencing the final Baker Gordon Symposium through the support of the Stuzin Aesthetic Education Excellence Fund was deeply meaningful. Thanks to the generosity of The Aesthetic Foundation, I had the rare opportunity to witness the culmination of decades of commitment from Dr. Stuzin and his colleagues to advancing education and excellence in aesthetic surgery. The experience has refined the way that I approach my own aesthetics cases and surgical techniques. I was able to meet and connect with mentors and witness the lifelong pursuit of greatness from so many. I am deeply grateful to have received the Stuzin Scholarship, which has made this opportunity possible.

SHAISHAV DATTA, MD

Dallas Cosmetic & Rhinoplasty Meeting

Attending the Dallas Rhinoplasty Meeting through the support of The Aesthetic Foundation and the James Stuzin Aesthetic Education Excellence Award has been a defining experience in my training. As a resident with a strong interest in aesthetic surgery, and specifically rhinoplasty, I believe Dallas Rhinoplasty is a must-attend experience for anyone with an interest in rhinoplasty. It provided an opportunity to be fully immersed in the nuances of rhinoplasty at a high level.

What stood out most was not just the technical content, but the way experienced surgeons approached decision-making. In particular, discussions around structural



versus preservation rhinoplasty, and the role of hybrid techniques, were especially impactful. Understanding the indications for when to preserve versus resect, and how this choice influences both aesthetics and long-term structural stability, adds a new layer of thinking that I am excited to continue developing as I move closer to starting practice.

Shaishav Datta, MD at the Dallas Cosmetic & Rhinoplasty Meeting.

Beyond the lectures, the informal conversations were just as meaningful. Being able to engage directly with leaders in the field and hear how they approach complex primary and revision cases made the learning feel tangible and immediately applicable.

Of course, the anatomical dissection lived up to expectations. Being able to immediately try the techniques and have faculty look over my shoulder and offer nuanced feedback was incredibly valuable.

I am incredibly grateful to The Aesthetic Foundation for supporting trainees in this way and for making experiences like this accessible at a formative stage in training. It's clear how much The Aesthetic Foundation and The Aesthetic Society invest in trainee education, and I'm very grateful to benefit from that support. I hope to carry that forward in my own career.



Dr. Xia with Dr. Herluf Lund enjoying Boston.

THOMAS Y. XIA, MD

The Aesthetic MEET 2026

Once I decided to pursue a career in aesthetic surgery, attending The Aesthetic MEET in its entirety became a priority. The financial realities of residency made this very difficult. Receiving the Stuzin Scholarship was incredibly impactful, as it transformed a professional aspiration into a reality.

The first day of the meeting began with a full day of education and new connections. Being able to learn from giants at the rhinoplasty society meeting felt surreal. I spent the day engrossed in all the intricacies and nuances of this challenging surgery. It was very humbling to see established surgeons learn from each other and debate cordially. I was astounded by

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



Dr. Xia with his Residency Program Chief, Dr. Brian Mailey, during The MEET.

the approachability of the society members. Every surgeon I encountered was genuinely willing to share their insights and wisdom.

Another core memory was the Residents and Fellows Forum. Discussions on maintaining a private practice, managing early finances, and navigating social media were highly informative. Hearing honest accounts from recent graduates about the realities of their first year as attendings was incredibly sobering. Their stories provided invaluable wisdom and will help me navigate my upcoming transition into practice.

Connecting with other residents and current fellows reminded me of how small this community is. The relationships I forged during these few days will undoubtedly last a lifetime. I am profoundly grateful for the Stuzin Scholarship that made this opportunity possible. I hope to pay this generosity forward to the next generation of aesthetic surgeons.



Honoring 60 Years of Educational Excellence and Leadership

Dr. James Stuzin's impact on the field of aesthetic plastic surgery, and on The Aesthetic Society as a member and leader, is truly immeasurable. As reflected in the words of recipients of the James Stuzin Aesthetic Education Excellence Fund, both the Baker Gordon Educational Symposium and Dr. Stuzin himself are recognized as pillars of excellence and innovation within the specialty.

In February 2026, colleagues from around the world gathered in Miami, Florida, for the Grand Finale and 60th Anniversary of the Baker Gordon Educational Symposium. The event drew a packed audience of grateful peers and served as a fitting celebration of six decades of groundbreaking education and professional advancement.

In recognition of this extraordinary milestone, The Aesthetic Society sent Dr. Stuzin a commemorative award honoring 60 years of educational excellence and leadership. His unwavering commitment to maintaining the highest standards of surgical education and ensuring the Symposium's enduring success is an achievement worthy of admiration and celebration. Through his vision, dedication, and influence, Dr. Stuzin has helped shape generations of aesthetic plastic surgeons and has left an indelible mark on the specialty.



The Aesthetic Foundation

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

Mollenkopf Aesthetic Breast Reconstruction Fund

Grants of up to \$10,000



Breast Cancer Journey Assistance Fund

Financial Relief for Breast Cancer Patients

We need your donations
more than ever to support patients.



SCAN TO LEARN MORE

The Aesthetic Foundation's Breast Cancer Journey Assistance Fund— Application Period Opens October 1, 2026!

On October 1, 2026, The Aesthetic Foundation will open the Breast Cancer Journey Assistance Fund to new applications submitted by healthcare professionals on behalf of their patients. This year, \$50,000 will be dedicated to supporting individuals in treatment with essential, everyday needs—ranging from living expenses and rent to copays, medical supplies, food, and transportation.

Behind every grant is a patient navigating the physical, emotional, and financial realities of a breast cancer diagnosis. In 2025, this Fund provided meaningful relief to patients in need, helping ease burdens so they could focus on healing. These messages of gratitude are a powerful reminder that donations of any size can make a tangible difference—providing stability, dignity, and hope during one of life's most challenging journeys.



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

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.

At age 40, I felt and found a couple of good-sized lumps on my left breast. It was stage 1 invasive ductal carcinoma. The same breast cancer my aunt had although with tests they did show mine was not hereditary. With my double mastectomy I had lymph nodes removed under the left arm where the cancer was closest to, and they found the cancer wasn't there which was incredible news for me.

I was so happy when I heard about The Aesthetic Foundation's Breast Cancer Journey Assistance fund. I have been struggling with money since being diagnosed with breast cancer. I've needed to take time off work two times due to two different surgeries and healing afterwards. I had to call out of work due to not feeling well from the tamoxifen and dealing with depression and anxiety that I have more often since being diagnosed with cancer. If it weren't for you helping with some of my bills, I would probably be homeless. I appreciate all you have done for me!

—ANONYMOUS PATIENT

I was able to order a compression sleeve for my cancer-related lymphedema. I am otherwise unable to afford this much-needed garment. Thank you so much to The Aesthetic Foundation for your help!

—ANONYMOUS PATIENT

I want to express my gratitude for the support you provided. As I continue recovering from breast cancer diagnosis and trying to adapt myself to my new life there are moments when I feel overwhelmed emotionally, physically, and financially. Your help arrived at a moment when I truly needed it and reminds me that even if I feel alone during this process there are many people out there trying, we don't feel that way. Thank you for your help and may God bless all the donors and people who work to make this possible!

—ANONYMOUS PATIENT

**Apply on your patients' behalf starting
OCTOBER 1, 2026!**

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



Unethical Advertising in Plastic Surgery: A Patient Safety Issue and Professional Risk Factor

By Fellow, Jeff Gross, MD and Grady Core, MD



In the digital age, a patient's online search for an aesthetic procedure yields a flood of sponsored links, viral TikToks, and filtered "before and after" photos. Many of these advertisements claim the surgeon is the "best in the city" or offer "scarless" results with "zero downtime," or some other claim to superiority.

For example, an actual webpage for a surgeon in Miami just one year out of residency claims: *"Dr. X's mastery of deep plane techniques positions him among [the city's] most sought-after facial plastic surgeons."*

This raises a critical question: How can a surgeon new in practice with six years of residency and no formalized aesthetic fellowship claim to be among a major city's most sought-after experts? They simply cannot. Mastery takes decades of refinement. Those who truly lead the field are typically the ones teaching these techniques at The Aesthetic Society and international symposiums.

When a practice advertises the "best facelift," they are often engaging in what the Federal Trade Commission (FTC) calls *puffery*—boastful statements that are difficult to prove objectively. In Alabama, as in most states, there is no official board that ranks surgeons nor is there any criteria where this would even be possible. These titles are frequently self-designated or purchased through "Top Doc" awards that operate on a pay-to-play basis rather than rigorous peer review. At times there are local news outlets or publications that sponsor "Best of" contests among businesses and we see plastic surgery offices openly solicit their patients to vote for them to obtain this recognition. To say

this is unprofessional would be putting it mildly. A review of websites of board-certified plastic surgeons returns an 80% incidence of claims that the surgeon is "Nationally recognized" or even "Internationally recognized." One surgeon in a southern state claims on the radio to be a "nationally recognized authority in aesthetic surgery" yet has never written a single paper on aesthetic surgery in a peer-reviewed journal, nor have they ever spoken at a peer-reviewed national meeting, nor has the surgeon attended the yearly meeting of The Aesthetic Society in over a decade. Thus, this advertising is entirely false and should be subject to sanctions by the ethics committee.

These superlative claims mask a dangerous reality: in medical marketing, "the best" is a marketing term, not a medical credential.

THE PROBLEM WITH SUPERLATIVES

So, how is this a patient safety issue? The risk to the patient lies in a false sense of security. Choosing a surgeon based on such dubious descriptors and fake awards and false claims, rather than verified credentials or real awards like the Klingebiel award, career achievement award, or other such official recognition offered through The Aesthetic Society, can lead to them selecting a provider who lacks board certification, specific surgical training, or even significant experience in the procedure they are seeking.

RED FLAGS IN SURGICAL ADVERTISING

To ensure patient safety, it is essential to look past Instagram filters and online claims of superiority.

Other advertising issues that can have impact on patients would be :

- **Curated Testimonials:** Real surgery results follow a bell curve. A profile with 100% five-star ratings and no mention of

recovery challenges often suggests manipulated or filtered feedback. Positive reviews can be faked or even purchased.

- **Claims of "Scarless" or "No Downtime"**

Surgery: All invasive surgery involves incisions and healing. Claims that suggest a facelift is a "lunchtime" procedure downplay the physiological reality of bruising, swelling, and infection risks.

YOUR SAFETY CHECKLIST: MOVING BEYOND THE AD

Patient safety begins with looking behind the curtain. Before booking a consultation, patients should verify:

1. **Board Certification:** Ensure the surgeon is certified by the American Board of Plastic Surgery (ABPS). Many "cosmetic surgeons" are actually doctors trained in unrelated fields—like internal medicine—who have only taken weekend courses in aesthetics.
2. **Hospital Privileges:** A reputable surgeon should have privileges to perform the specific procedure at an accredited hospital. This ensures they have been vetted by a formal medical board.
3. **Photo Consistency:** Look for consistent lighting, clothing, and camera angles. If the "after" photo features heavy makeup or different lighting, the results are being environmentally enhanced.
4. **Real Awards:** Given by peers in professional societies such as the Klingebiel award for outstanding commitment to teaching courses at The Aesthetic Society, Career Achievement awards, awards for outstanding presentations or publications, and others as opposed to fake awards such as the Patient's Choice award and others. A long list of awards given by non-peers should raise a red flag.



CULTURE OF SAFETY

THE BOTTOM LINE

Plastic surgery is **real surgery**. The risks cannot be marketed away. A trustworthy surgeon will spend the consultation discussing risks and realistic outcomes rather than promising “perfection.”

A Note to Surgeons: ABPS Ethical Standards

The American Board of Plastic Surgery outlines strict ethical guidelines for advertising. We must hold the specialty accountable to these standards:

- **Prohibition of Superiority:** Surgeons cannot claim skills superior to board-certified peers without factual substantiation.
- **Misleading Claims:** Minimizing risks or promising “best” results is deemed improper.
- **Third-Party Responsibility:** Surgeons are personally responsible for their marketing content, even if produced by outside firms.
- **Purchased Rankings:** The ABPS discourages the use of “Top Doctor” awards not based on objective peer-reviewed criteria.

Violations of these policies can result in **public reprimand or the suspension and revocation of board certification**. Ethical marketing must focus on informing the public and setting realistic expectations, ensuring that a patient’s journey ends safely at home, not just in an operating room.

Putting
Patient Safety
First Benefits
Everyone

The Aesthetic Society’s
Patient Safety Committee
would like to remind you that
an **increased focus** on patient
safety leads to **enhanced**
surgical performance and
efficiency which ultimately
impact your **bottom line**.



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



The Straight & Narrow

By Joe Gryskiewicz, MD

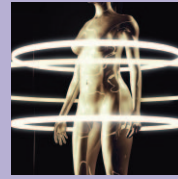
109



Before You Buy: A Strategic Guide to Adding a Skincare Line to Your Practice

By Davina Isaacs, MBA, SHRM-CPCFA, CFP®

111



The AI Revolution in Plastic Surgery Marketing: A Closer Look at ChatGPT Advertising

By Keith C Humes, CEO, Rosemont Media, LLC

113



The Power of the P&L

By Practice Integration Advisor Thomas Bodin, CFA, CFP®

115



The Easy Growth Era is Over: What Today's Market Is Revealing About Your Aesthetic Practice

By Terri Ross, Terri Ross Consulting

117



What the Top 10% of Plastic Surgery Practices Do Differently

By Catherine Maley, MBA

121



The Human vs. Machine Paradox in Aesthetic Medicine Marketing

By Samuel E. Peek, JD

122



Nutrition POV: 4 Practical Tips to Raise the Nutrition IQ of your PreOp Patient

By Kylie Bensley

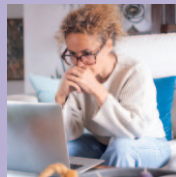
125



Patient Retention Tools in Aesthetic Medicine: Building Loyalty Beyond the First Visit

By Jessica Marin, Pinpoint Creative Agency

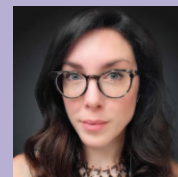
126



Online Booking: Saving Grace or Lead Loser?

By Jennifer Neuenschwander, MBA

128



Growing an Aesthetic Practice: Start With the Data

By Kirstie Jackson

131



AI Search Optimization vs. SEO: Why Medical Practices Need Both for a Proper Website

By Brent Cavender, MetaMed Marketing

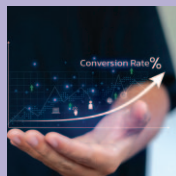
132



What Makes a Good Leader? 5 Qualities

By Cheryl Toth, MBA

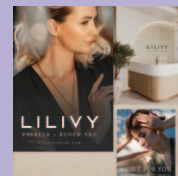
134



What Is Conversion Rate Optimization (CRO) and Why It's the Missing Piece in AEO

By David Powers, CEO for Plastic Surgery Studios

135



When Expertise Isn't Enough: The Branding Advantage in Modern Aesthetic Medicine

By Jessica Marin and Aria Bird

136



What Your Team Actually Wants (It's Not What You Think)

By Amy Anderson, MBA

138

A NEW MEMBER EXPERIENCE IS COMING SOON

The Aesthetic One App

Aesthetic One will become the new central hub for The Aesthetic Society membership community. Your profile, education, events, payments, community, communications, and more will all come together in one place.

Personalized membership dashboard

Member profile and account information

Event registration and payments

On-demand education and resources

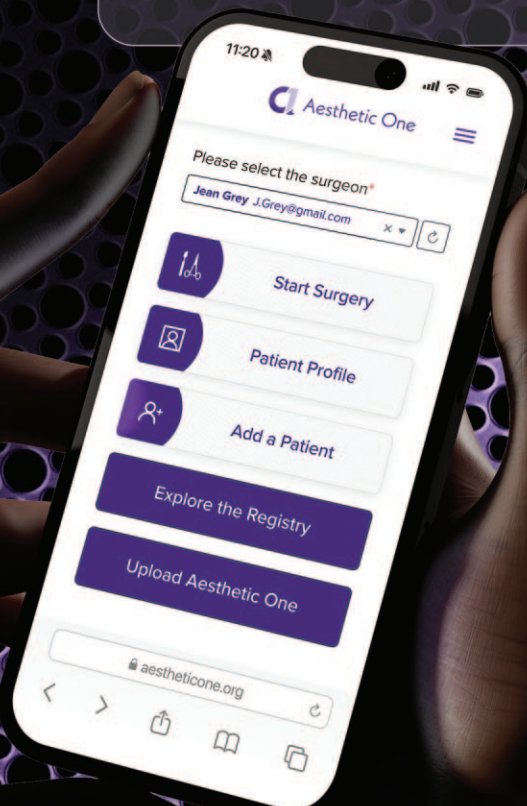
Community and peer engagement

Notifications, rewards, exclusive offers, and more



Get ready for the new Aesthetic One app!

Be on the lookout for next steps, including instructions to set up your new account and update your personal Aesthetic Society profile.





The Straight & Narrow

By Joe Gryskiewicz, MD

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

This issue of ASN
marks the
10th Anniversary
of
The Straight & Narrow
Column!

Question

I enjoyed your article on ethics (The Straight & Narrow) in the recent *Aesthetic Society News* (ASN). It's the first thing I turn to every time I receive an issue! Obviously, there are limits that must not be crossed. I understand that disciplinary reports run the spectrum of offenses, from marketing lies to lying in court against another plastic surgeon. Not only is this educational for all of us but it serves as a deterrent (public humiliation) to not get on the list. So it is with this background that I was stunned by the most recent disciplinary memo that listed two very serious offenses that resulted in "PRIVATE CENSURE"—No names listed! I always thought that everyone in our society would be treated equally, but I can only surmise that some of us are more equal than others, and their identities are being shielded because they have "PULL" among the power players (or are they power players too?) So, it appears that our own society is being unethical in its shielding of some members, while those of us "in the trenches" must toe the line.

I always thought that "triple super-secret probation" was a good joke in the movie *Animal House*, but it seems to apply here. As you can tell, this is an "ethical dilemma" for me, (it appears grossly biased) and I expect many other members as well. Why does PRIVATE CENSURE even exist? Your reply to me (and perhaps in our ASN) will be appreciated. Thanks for your time and input.

Answer

There is no cause for alarm! Good question, but censure for a violation of the Code can be either public or private. Private is for little stuff or big stuff with extenuating circumstances (such as contrition). At face value, you might feel there is favoritism because you spun it that way. Nothing is amiss. Everyone is treated equally; it doesn't matter who. The Judicial Council adjudicates for the transgression not the transgressor. No one is immune because as Sgt. Joe Friday said in one *Dragnet* episode, "All we want are the facts." As I recall we did mostly private censures when I was on Judicial Council. Private means the member receives a private letter of censure, but his/her name is not mentioned publicly; only public censure lists the name of the individual. Whether private or public, the censured individual must disclose this censure if being cross-examined in court as an expert witness if asked if he/she has ever been reprimanded by their society.

Our Code of Ethics for The Aesthetic Society (American Society for Aesthetic Plastic Surgery) discusses discipline under: **Section 5. DISCIPLINE**

Enforcement of this Code shall follow the policies and procedures established by the Board of Directors and the Bylaws. For violations of this Code, potential discipline includes:

- A. Private censure.
- B. Public censure.
- C. Probation.
- D. Suspension.
- E. Expulsion.
- F. Referral to licensing boards for further action.

Here is a clarification for you of the Private Censure disciplinary process: *A written letter of censure advising the disciplined member that he or she has been found guilty of the conduct and/or the violation or violations charged, expressing appropriate concern and proposing greater sanctions if a future violation occurs. The private letter of censure shall be furnished to the American Board of Plastic Surgery. It shall also be furnished to the individual initiating the complaint (complainant), provided such individual agrees in writing to maintain the confidentiality of the discipline. The fact that a disciplined member received a private letter of censure shall be disclosed to The Aesthetic Society/The Aesthetic Foundation Nominating Committee for candidates under consideration for an elected or appointed position. The private letter of censure shall not be otherwise distributed or disclosed.*

I hope this allays your concern.

The columnist, Joe Gryskiewicz, MD, FACS of Minneapolis, Minnesota, currently has over 35 years in practice and has written ethics columns for over a decade. He is past president of The Aesthetic Foundation, and The Rhinoplasty Society, a Trustee of The Aesthetic Foundation and sits on The Judicial Council for ASAPS. He is an adjunct professor at the University of Minnesota School of Dentistry Craniofacial Cleft Palate Clinics. Readers are encouraged to submit questions directly to "Dr. Joe" at drjoe@tcplasticsurgery.com. Names will be withheld, and the views expressed in this column are those of the author.

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Before You Buy: A Strategic Guide to Adding a Skincare Line to Your Practice

By Davina Isaacs, MBA, SHRM-CP

I was recently in a practice doing a consulting visit when I opened a storage closet and found over \$14,000 worth of skincare inventory, boxes still sealed, some products past their expiration date, others close to it. The owner had no idea the practice had tied up that much money on retail that wasn't moving. "We sell some," he told me. "Just not enough."

I've seen it more times than I can count. A practice owner attends a conference, gets inspired by a compelling brand rep, places a generous opening order, and three years later half of it is still sitting there, some of it expired, some of it damaged, all of it a drain on cash flow. The intention was right. The strategy wasn't.

Adding a skincare line can be a meaningful revenue stream and a genuine extension of your clinical care. But it has to be approached like any other business investment: with clear eyes, honest numbers, and a plan for execution. Here's what to think through before you sign on the dotted line.

KNOW YOUR REALISTIC CAPACITY

One of the first questions I ask a practice is: how many treatment rooms do you actually use consistently? Not how many you have, how many are actively running services. Your skincare inventory should align with that reality. Stocking for eight rooms when five of them sit empty on most days means you're tying up capital in product that won't move. Start lean. You can always reorder.

This also applies to your patient volume and appointment mix. A high-volume injector practice has a very different sell-through rate than a boutique surgical practice where patients come in quarterly for a post-op check. Be honest about your numbers before you commit to a minimum purchase agreement.

WHO WILL ACTUALLY SELL IT?

This is the question most practices underestimate. Product doesn't sell itself, people do. If your front desk team isn't trained, incentivized, and genuinely enthusiastic about the line, it will sit. If your providers are too busy to recommend homecare at the end of every appointment, it will sit. If no one owns the role of product champion, it will sit.

Skincare retail isn't a passive revenue stream. It requires intention, training, and accountability to perform.

Before you bring on a line, map out exactly who will recommend it, who will handle inventory, who will track sell-through, and what happens when someone goes on vacation or leaves the team. If you can't answer those questions clearly, the line isn't ready, and neither is your practice.

UNDERSTAND YOUR MARKET AND YOUR PATIENT

Geography and demographics matter more than most brand reps will tell you. A luxury medical-grade line priced at \$300 a product may perform beautifully in certain markets and barely move in others. Before you commit to a brand, ask yourself: what is my patient already spending on skincare? What are they buying? What price point feels like a natural fit for what they're already willing to invest in their appearance?

Similarly, consider who will actually use the products clinically. Are your providers incorporating professional-use items into treatments, or is this purely a retail play? Some lines are built around a clinical-to-retail pipeline that genuinely supports your outcomes, others are primarily retail with a clinical story layered on top. Know which you're buying into.

DO THE MATH BEFORE YOU FALL IN LOVE WITH A BRAND

Every brand partnership comes with financial terms worth scrutinizing before you're emotionally attached. What is the opening order requirement? What are the ongoing minimum purchase quantities to maintain your account in good standing? What is the return

policy on damaged or short-dated goods? Is there exclusivity in your market, or could a competitor down the street carry the exact same line?

QUESTIONS TO ASK BEFORE ANY OPENING ORDER

- What is the minimum opening order, and what does that buy me in unit count?
- What are the ongoing monthly or quarterly minimums?
- What is the return or credit policy for expired or damaged product?
- Do I get exclusivity in my zip code or market?
- What training and sales support does the brand provide?
- What is my realistic sell-through timeline based on current patient volume?

The goal isn't to find a reason to say no, it's to go in with your eyes open. A skincare line that fits your practice volume, your patient base, your team's bandwidth, and your cash flow can absolutely be worth it. But those factors have to align. Enthusiasm alone doesn't move product.

THE SHELF IS NOT A STRATEGY

At the end of the day, a beautiful display of skincare products is not a revenue strategy, it's a starting point. The strategy is the training, the scripting, the incentive structure, the patient touchpoints, the reorder system, and the accountability that turns that display into consistent, predictable income.

If you're considering adding a skincare line, or reevaluating one you already carry, take the time to ask the hard questions first. Your cash flow will thank you, and so will your patients.

Davina Isaacs, MBA, SHRM-CP is a plastic surgery and medical spa business consultant with over 20 years of experience in the aesthetic industry. She specializes in new practice start-ups, operational strategy, patient retention, and sustainable practice growth.

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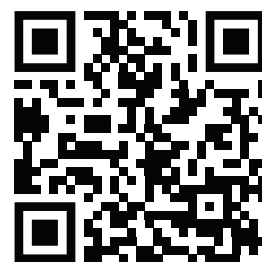


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The AI Revolution in Plastic Surgery Marketing: A Closer Look at ChatGPT Advertising

By Keith C. Humes, CEO, Rosemont Media, LLC

AT A GLANCE

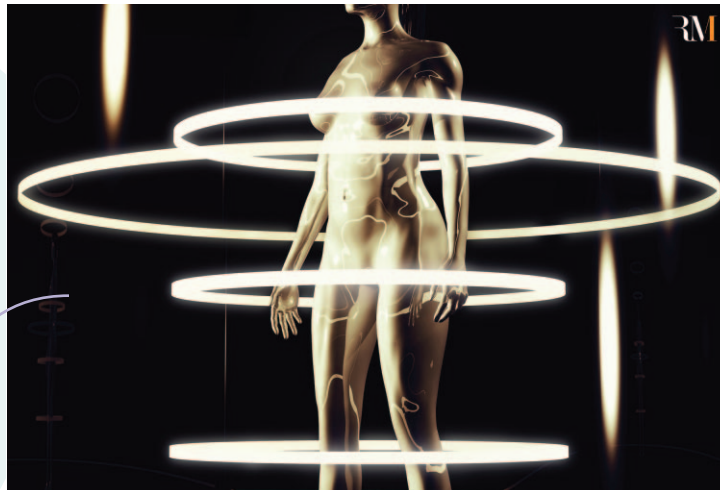
- **A New Paid Channel Is Emerging:** Sponsored placements within AI-generated responses are a paid advertising opportunity plastic surgeons need to prepare for.
- **Visibility Is Shifting:** Showing up in AI-generated responses requires both paid and organic strategies that didn't exist a few years ago.
- **GEO Drives Organic AI Visibility:** Generative engine optimization helps practices become the trusted sources AI platforms cite and recommend without paid spend.
- **Paid and Organic Work Together:** ChatGPT advertising and GEO complement each other the same way Google Ads and SEO do.
- **Early Movers Win:** Practices that build authority in AI search now will be harder to displace as competition increases.

Patients are already using ChatGPT to find their next plastic surgeon. Every day, prospective patients type detailed questions into AI tools and get back confident, sourced answers without ever clicking through to a website. If your practice isn't part of those answers, you're invisible at one of the most critical moments in their decision-making process.

HOW CHATGPT IS CHANGING THE PATIENT DISCOVERY PROCESS

A growing number of people are turning to AI tools like ChatGPT, Google's AI Overviews, Bing Copilot, and Perplexity to ask conversational questions a traditional search bar was never designed to handle.

Instead of typing "breast augmentation surgeon near me" into Google, a patient might now ask: "What should I look for when



Instead of typing "breast augmentation surgeon near me" into Google, a patient might now ask: "What should I look for when choosing a board-certified plastic surgeon for a mommy makeover?" These platforms synthesize answers from across the web and present a single summarized response, not a list of links.

choosing a board-certified plastic surgeon for a mommy makeover?" These platforms synthesize answers from across the web and present a single summarized response, not a list of links. They make a recommendation, pulling from sources they've determined to be credible and authoritative. If your website isn't structured to be understood by these AI systems, it simply won't appear—a gap in patient acquisition many practices don't yet realize they have.

WHAT "CHATGPT ADVERTISING" ACTUALLY MEANS

ChatGPT advertising refers to sponsored placements within AI-generated responses. Unlike traditional display ads, these placements are recommendation-based and contextual. If a user asks ChatGPT for a top-rated plastic surgeon in a specific city, a sponsored listing may appear directly within that response.

AI ad placements will likely function less like a banner you scroll past and more like a trusted recommendation embedded in an answer the patient was already reading. That distinction matters. It changes how much weight patients give the result.

For plastic surgery practices, this means increased competition for AI visibility, a shift toward intent-driven advertising, and greater emphasis on trust and authority as ranking factors. Paid placement and organic AI visibility are two separate things, however. Earning organic citations is the domain of generative engine optimization (GEO).

ChatGPT advertising layers on top of that foundation, and the practices best positioned to benefit are the ones that have already established authority through their content and online presence.

THE ROLE OF SEO AND GEO WORKING TOGETHER

GEO is not a replacement for traditional SEO; the two are complementary. Plastic surgery SEO establishes the technical backbone: site speed, mobile optimization, keyword-targeted content, local citations, and backlink authority. These remain the groundwork AI engines build their trust signals on top of.

GEO extends that foundation into AI-driven search, ensuring content is formatted in a way generative models can parse, credentials are clearly communicated, and procedure pages answer the exact questions patients bring to AI tools. Working with a plastic surgery SEO company that understands both disciplines is the most efficient path to full-spectrum visibility. The SEO-and-Google-Ads relationship has always worked best in tandem, and the same is true of GEO and ChatGPT advertising.

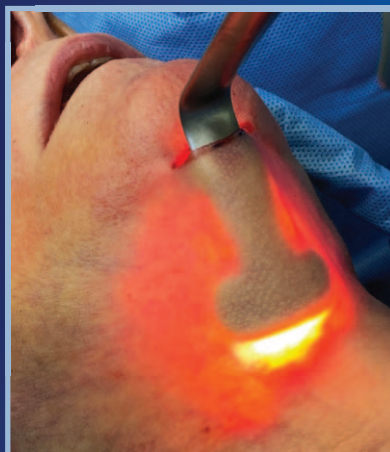
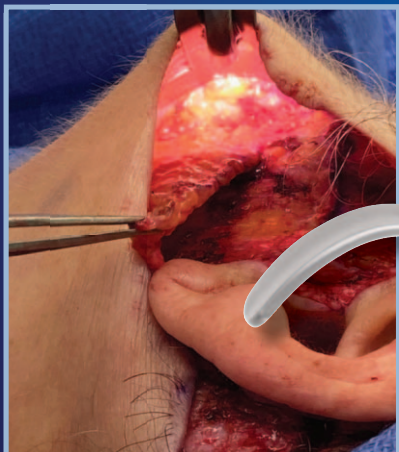
WHAT PRACTICES SHOULD BE DOING RIGHT NOW

- **Audit content for depth and accuracy.** Thin, generic procedure pages won't earn AI citations. Comprehensive, medically accurate content will.

Continued on Page 119

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The Power of the P&L

By Practice Integration Advisor Thomas Bodin, CFA, CFP®

Many business owners are familiar with the often-quoted management phrase, “What gets measured gets managed.” While the quote is frequently attributed to Peter Drucker, the broader reality is more nuanced.

First, Drucker never said it and the origin of the quote is V.F. Ridgway (1956). Second, measuring the wrong things—or presenting information in a way that lacks clarity—can create as many problems as it solves.

This is particularly true in plastic surgery and clinician owned practices.

When we begin working with plastic surgery practices, one of the first steps is reviewing the financial history of the business. Typically, we request three years of financial statements including profit and loss statements. What we often receive is far from a useful management tool. Practice P&Ls are commonly an alphabetical list of expense accounts that haphazardly combine fixed and variable costs, operational expenses, capital decisions, financing costs, and non-cash accounting items.

From a tax reporting standpoint, this may technically work. From a business management standpoint, it is nearly impossible to use effectively.

A properly designed P&L should help practice owners quickly identify trends, evaluate operational performance, and support future financial decisions. Instead, many practices operate reactively because the information they receive lack meaningful structure.

The issue is not necessarily a lack of data. Most practices already have the information. The issue is visibility.

One of the most important starting points is separating operational expenses from capital and financing decisions. In practice management terms, this is often best thought of as “above the line” and “below the line” expenses.

Above-the-line expenses represent the ongoing costs required to operate the practice. These are the recurring expenditures directly tied to patient care, staffing, facilities, and day-to-day operations.



A properly designed P&L should help practice owners quickly identify trends, evaluate operational performance, and support future financial decisions.

Below-the-line expenses are often associated with ownership or capital allocation decisions. These commonly include depreciation, amortization, and interest expense tied to prior equipment purchases, buildouts, or financing arrangements.

These costs absolutely matter. They affect taxes, cash flow, and overall cash flow. However, including them directly within operational expense comparisons will distort management analysis and make understanding the practice’s operating health opaque.

For example, a practice may appear less profitable operationally simply because of accelerated depreciation from equipment purchased several years earlier. The underlying operations of the practice may actually be improving, but the presentation of the P&L obscures that reality.

This is where thoughtful chart-of-account design becomes extremely important.

Most medical practices can organize expenses into major and minor operating categories that allow for much faster review, meaningful trend analysis, and benchmark analysis. Rather than an alphabetical expense listing, the P&L should be structured in a way that mirrors how the practice actually functions operationally.

For plastic surgery practices, major expense categories often include:

- Staff
- Medical supplies and laboratory costs
- Facilities
- Promotion and marketing

Minor expenses are back-office operational expenses, such as software, dues and subscriptions, accounting and professional charges, etc.

According to the 2025 IBISWorld Plastic Surgeons in the US Report, the average plastic

surgery practice generates approximately \$1.8 million in annual revenue and employs roughly five people. While every practice is different, broader industry benchmarking can provide useful context when reviewing expense categories.

The report noted the following average overhead allocations over the prior three-year period:

- Staff costs—including wages, payroll taxes, and employee benefits—averaged approximately 29% of overhead.
- Medical supplies and laboratory expenses averaged 27.3%.
- Facilities expenses, including repairs, maintenance, and utilities, averaged approximately 5%.
- Promotion and marketing expenses averaged approximately 5%.
- Minor and back-office operational expenses averaged approximately 8%.

The purpose of these benchmarks is not to create rigid targets. Benchmarking rarely provides answers by itself. Instead, it helps owners ask better questions.

If staff costs appear materially higher than peers, is the issue operational inefficiency? Or is the practice operating in a uniquely high-cost labor market such as Miami or New York City? Does the practice have a heavier insurance-based patient mix that suppresses revenue relative to staffing demands? Is the staffing model intentionally designed around a higher-touch patient experience?

The same framework applies to other expense categories. Rising supply costs may reflect inflationary pressure, changes in procedure mix, or operational inefficiencies. Increased marketing expenditures may be

Continued on Page 119

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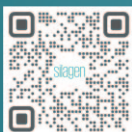
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The Easy Growth Era is Over: What Today's Market Is Revealing About Your Aesthetic Practice

By Terri Ross, Terri Ross Consulting

The market conditions that made growing an aesthetic practice feel almost effortless between 2020 and 2023 are gone. Practices that built their revenue on that tailwind, without building the operational infrastructure beneath it, are now fully exposed.

The surgeons who understand what's actually happening right now are the ones who will not just survive the shift, but define the next era of this industry.

THE NUMBERS TELL THE STORY

U.S. non-surgical patient spend skyrocketed from \$12.1 billion in 2021 to \$20.4 billion in 2024 with a 24% single-year leap fueled by pent-up demand and easy financing. By 2025, that same market reached \$21.0 billion, but at just 3% growth. The acceleration is over.

The total U.S. medical aesthetics market now stands at \$28.5 billion (Qsight, 2025), but a rising number doesn't tell the whole story. Markets mature, and when they do, practices that were coasting on momentum rather than built on solid operations start to feel it.

The surgical side offers a more encouraging signal: U.S. surgical spend grew 9% in 2025, the highest rate since 2022, reaching \$7.5 billion. The opportunity is real. But capturing it requires operational excellence, not just clinical skill.

THE CONSUMER HAS CHANGED

Post-pandemic demand was unique. Patients had money to spend, were emotionally primed for self-investment, and moving through consultation-to-booking cycles at a pace none of us had seen before. That cycle has slowed. Consumers are more hesitant, more price-sensitive, and more likely to shop multiple providers before committing.



The spread between top and bottom performers comes down to team training, consultation structure, lead follow-up speed, and how confidently your coordinators present financial options.

Tighter lending conditions compound this. More patients are pausing at exactly the moment they used to say yes. If your team isn't trained to handle the financial investment conversation confidently, you are leaving revenue on the table.

YOU ARE NOT THE ONLY OPTION ANYMORE

There are now approximately 33,000 medical aesthetics practices operating across the United States (Qsight, 2025). The medical spa market grew 12–15% in 2025. The saturation is showing up directly in acquisition numbers: the average practice acquired 496 new patients in 2025, down 6% from 2024, which is the second consecutive year of decline (Qsight). Two years in a row is a structural signal, not a blip.

Plastic surgeons maintain a clinical authority no med spa can replicate, but the perception battle for a patient's first call is real. Brand, online presence, reviews, and patient experience now do significant work before anyone walks through your door.

If your team has not had proper sales training in online lead conversion, phone

conversions to consultations, consultations to booked surgeries or services, and creating treatment plans, you are leaving money on the table.

DEMAND IS THERE. CONVERSION IS WHERE PRACTICES LOSE

Demand for aesthetic procedures has not collapsed. What has changed is the gap between expressed interest and committed booking. Closing that gap lives entirely within your four walls.

Surgical consult-to-close rates should run 60 to 70%, with top performers above 70%. Non-surgical should be 70 to 85%. Show rates for surgical consultations with a consult fee should exceed 90%. If your numbers are trailing these benchmarks, there is lost revenue that you have already paid to generate. The spread between top and bottom performers comes down to team training, consultation structure, lead follow-up speed, and how confidently your coordinators present financial options.

RETENTION OVER ACQUISITION

The average practice retains only 52% of its non-surgical patients year over year (Qsight, 2025). Nearly half of every patient you worked hard to earn doesn't come back. Among plastic surgery practices specifically, average retention sits at 48%, with the bottom 25% retaining just 23% of first-time patients.

The data on manufacturer rewards programs makes the retention case better than any argument I can offer. Enrolled

The average practice retains only 52% of its non-surgical patients year over year (Qsight, 2025). Nearly half of every patient you worked hard to earn doesn't come back. Among plastic surgery practices specifically, average retention sits at 48%, with the bottom 25% retaining just 23% of first-time patients.

Continued on Page 119

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The AI Revolution

Continued from Page 113

- **Implement structured data and schema markup.** Marking up credentials, FAQ sections, and service information helps AI systems categorize and trust your site.
- **Maintain consistency across all listings.** Name, address, phone, and service details should be uniform across Google Business Profile, directories, and your website. Discrepancies weaken your standing in local search and AI results alike.
- **Focus on E-E-A-T.** Highlighting board certifications, years of experience, and transparent practice information directly supports the trust signals both Google and AI platforms prioritize.
- **Treat AI advertising as a paid channel.** Practices with strong organic AI authority will be better positioned to make paid placements perform as sponsored options expand.

FINAL TAKEAWAY

The AI revolution in plastic surgery marketing is already here. Practices positioned as authoritative, trustworthy sources within AI platforms will have a meaningful competitive advantage—not by chasing a trend, but by meeting patients where they're already searching.

Ready to future-proof your practice's online presence? Rosemont Media specializes in plastic surgery marketing built for the AI era, from SEO and GEO to emerging ChatGPT advertising strategies. Contact us today to start the conversation.

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.

The Power of the P&L

Continued from Page 115

entirely appropriate if they produce sustainable new patient growth and future revenue opportunities.

A properly structured P&L allows practice owners to evaluate trends quickly.

At the monthly level, categorized financials allow for fast intra-year trend analysis and bookkeeping review. Owners can quickly identify unusual fluctuations, monitor expense pressures, and evaluate whether spending aligns with revenue trends.

At the quarterly and annual level, the value becomes even greater. Many operational pressures develop slowly over time before becoming significant problems suddenly. Wage inflation, vendor pricing increases, supply cost creep, and declining operational efficiency rarely occur all at once. Organized financial reporting helps identify these trends before they materially affect profitability.

Perhaps most importantly, a well-designed P&L transforms financial reporting from a historical accounting exercise into a forward-looking management tool.

Costs can be normalized by renegotiating vendor relationships, improving operational efficiency, refining staffing models, or increasing revenue. Practice owners should also remember that most overhead categories are measured as percentages of revenue. While controlling expenses matters, improving the denominator through healthy revenue growth can often be just as impactful.

Ultimately, the goal of financial reporting should not simply be to satisfy tax filing requirements. It should provide practice owners with clear visibility into how the business is functioning and support better operational and strategic decisions over time.

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

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

The Easy Growth Era is Over

Continued from Page 117

patients return at a 68% rate. Non-program patients return at 42%. That 26-point gap reflects what structured engagement and consistent touchpoints do for a practice over time. My recommended retention benchmark is 70%. Private equity buyers want to see above 70% (Skytale, 2024). Whether you're building to sell or building to last, that number is the one to move.

THE NEXT ERA BELONGS TO SURGEONS WHO THINK LIKE CEOs

The practices pulling ahead share one thing in common; they run like businesses. Practices that grew because the tide was rising are now being measured against practices that built systems, trained teams, tracked metrics, and created repeatable patient experiences.

Long-term industry growth remains compelling. But it will flow to practices that run like businesses, with defined benchmarks, accountable teams, and retention strategies built into every patient interaction.

Know your numbers. Build a performance culture that doesn't compromise clinical excellence. Retain the patients you've worked hard to earn.

The easy growth era is over. The practices that thrive next will be the ones that ran themselves like a business before they had to.

Growth alone is no longer enough, profitable, scalable growth is what defines success in today's medical aesthetics market. If you're ready to increase revenue, improve consultation conversions, strengthen your team, and optimize every aspect of your patient journey, please visit terrirossconsulting.com to learn how we help practices become more efficient, profitable, and market-ready.

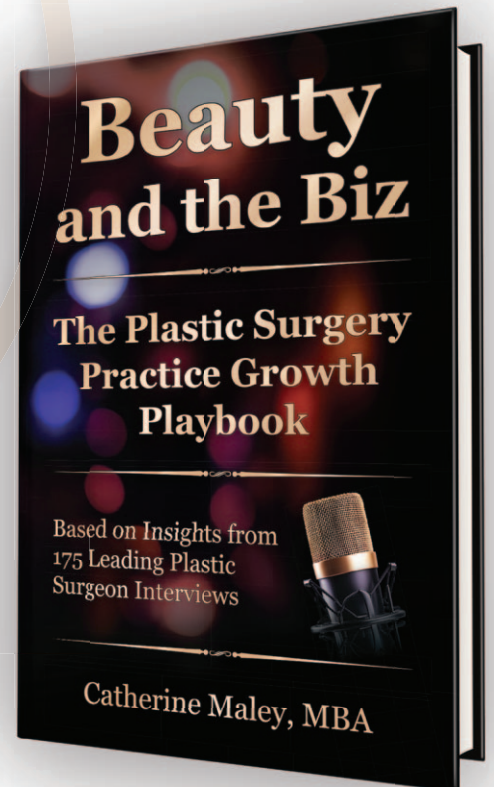
Terri Ross is a world-renowned, strategic practice growth consultant, author, international speaker, thought leader, and high-performance sales coach for both medical aesthetic practices and Fortune 500 medical aesthetic companies. She is the Founder and CEO of Terri Ross Consulting.

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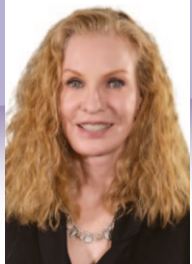
WHAT TOP SURGEONS DO DIFFERENTLY

- ✔ Build authority before they advertise
- ✔ Convert more consultations into surgery
- ✔ Create systems that scale
- ✔ Lead stronger teams
- ✔ Think like founders, not employees
- ✔ Grow without losing control



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What the Top 10% of Plastic Surgery Practices Do Differently

By Catherine Maley, MBA

After 25 years of working exclusively with plastic surgeons and conducting 175 long-form interviews for the Beauty and the Biz Podcast, one pattern became noticeable. The practices that consistently outperform are not the ones with the most talent or the biggest marketing budgets. They are the most intentional.

Their paths vary widely—different markets, sizes, and practice stages—but the same structural patterns repeated. Here are the three that matter most.

THEY BUILD TEAMS THAT PROTECT THEIR REPUTATION

In every top-performing practice I've studied, the surgeon understood something most overlook: your team represents you when you're not in the room. Every phone call, every greeting, every follow-up interaction shapes whether a patient moves forward or walks away. The practices that thrive don't just hire for skill—they hire for alignment with the practice values, then train their team relentlessly for the patient experience they want to deliver.

One surgeon described his standard simply: *"We are the Ritz-Carlton of aesthetics, and that sets the bar for how every staff member must behave."* Another surgeon made the point that, *"Culture is created by what you tolerate—if you don't correct it, you've approved it."* The strongest practices design their culture deliberately, define clear expectations for every role, and hold people accountable without micromanaging. When staff understand the surgeon's vision and feel ownership in the outcome, they stop waiting for instructions and start anticipating what the patient needs.

This extends to hiring and firing. The top practices hire slowly and fire decisively. One surgeon put it bluntly: *"A bad hire costs far more than an unfilled position."* Another observed that, *"One high performer who erodes trust or standards does more long-term damage than the value they bring."* The willingness to protect the practice culture—even at the cost of short-term disruption—is a defining trait of practices that sustain excellence over time.

THEY FIX CONVERSION BEFORE THEY FIX MARKETING

Most practices respond to a growth plateau by spending more on advertising. The top 10% look inward first. Industry data shows the median consultation-to-procedure conversion rate sits around 40–50%, while the highest-performing practices convert at 75–85%. That gap is rarely about the surgeon's skill in the operating room. It's about what happens before and during the consultation: how trust is built before the patient ever walks in, whether the staff creates reassurance or friction, and whether the experience feels collaborative or transactional.

One surgeon I interviewed put it simply: *"Patients don't choose the surgeon with the best credentials on paper—they choose the one they feel connected to."* By the time a cosmetic patient sits in your consultation chair, they are not starting their decision.

They are finishing it. Most of the emotional work has already happened. What remains is confirmation—that this surgeon understands them, that this office feels right, and that moving forward is a safe decision.

When hesitation surfaces, it almost never sounds like "I don't trust you." It sounds like "I need to think about it" or "I want to talk to my husband." Those are not the true objections. They are requests for reassurance. The practices that convert at the highest level recognize this and respond with empathy and clarity—not more information, not justification, and certainly not discounting.

THEY BUILD SYSTEMS THAT RUN WITHOUT THE SURGEON

Surgical training rewards perfectionism and personal control. Those instincts serve patients well in the OR but can quietly strangle a practice. When every decision, every problem, and every question still runs through the surgeon, growth stalls—not because of lack of demand, but because of lack of capacity.

The strongest practices I've observed share a common structural feature: documented processes, clearly defined roles, and a trusted operational leader who manages the day-to-day so the surgeon can focus on what only the surgeon can do. One surgeon described it as the shift from being the operating system of the practice to being its architect. Another noted that his growth happened when the practice ran well even when he stepped back.

This is not about removing the surgeon from the patient experience. It is about removing the surgeon from every operational bottleneck that prevents the practice from growing. When systems are documented and owned, staff act with confidence, problems get smaller instead of bigger, and the surgeon's time is protected to do the work that actually drives revenue and reputation.

The practices that endure are not perfect. They are deliberate. They invest in a team who represents them well, fix the leaks in their conversion process before chasing new leads, and build systems that create freedom instead of dependency.

The long game rewards discipline, clarity, and intentional leadership. Freedom is not earned by accident. It is designed.

Catherine Maley, MBA has worked exclusively with plastic surgeons for over 25 years, consulting with cosmetic practices across the country and abroad and hosting 175 surgeon interviews on the Beauty and the Biz Podcast. Her new book, Beauty and the Biz: The Plastic Surgery Practice Growth Playbook, is now available at www.CatherineMaley.com.

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The Human vs. Machine Paradox in Aesthetic Medicine Marketing

PART 2: WRITING FOR PEOPLE WITHOUT LOSING THE ALGORITHM

By Samuel E. Peek, JD

Editor's note:

In Part 1, we established that your marketing strategy needs to satisfy two very different audiences: your patients and the machines that decide whether those patients ever find you.

Now it's time to get practical. This part of the series outlines how to do both.

If you've ever tried to "optimize" a piece of content and ended up with something that reads like it was written by someone who has never had a conversation in their life, you're not alone.

There's a persistent myth in digital marketing that SEO—and now also AIO (Artificial Intelligence Optimization)—requires you to sacrifice your voice on the altar of the algorithm. That great content and optimized content are two entirely different things, and you have to pick a lane.

You don't. In 2026, you have to know how to do both simultaneously. And it's not as complicated as it sounds.

WRITE TO EDUCATE, NOT TO RANK.

Stop asking "what keyword should I rank for?" and start asking "what is my patient actually trying to figure out?"

The best-performing content starts with a real patient question and answers it thoroughly and honestly. *See Figure 1, below, left.*

Algorithms—from both search engines and AI LLM's—are increasingly good at recognizing genuine expertise. Content built around real answers naturally contains the right keywords, the right structure, and the right signals of authority.

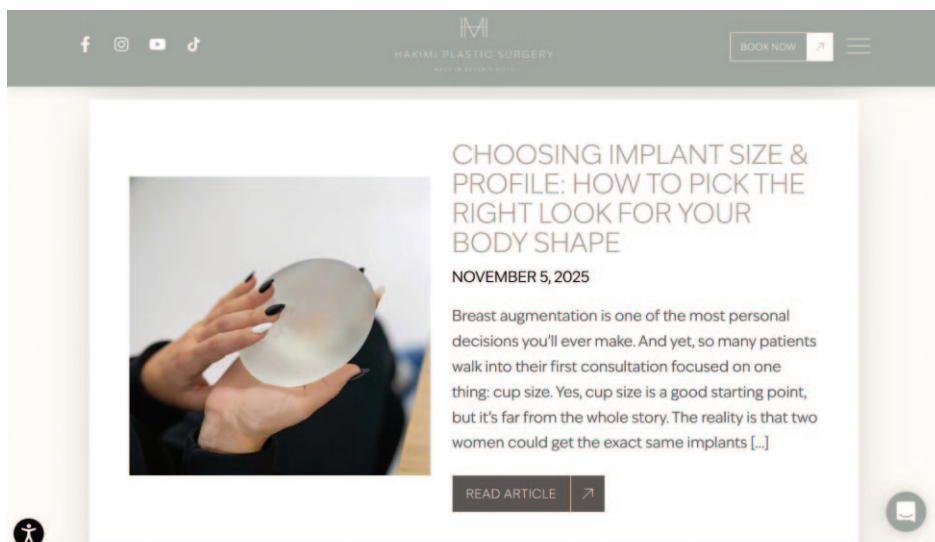
Thus ranking becomes a byproduct of actually being useful.

AUTHENTICITY IS KEY.

The content that builds trust and performs best sounds like it came from someone who has spent years in a treatment or operating room—because it did.

Why you prefer one technique over another. What you've learned from thousands of consultations. Concerns that come up again and again, and how you actually address them. *See Figure 2, below.*

That kind of content cannot be forged and cannot be easily replicated—not by a competitor, not by a generic marketing agency, and not by an AI working without your voice and experience behind it.



AM I A CANDIDATE FOR BREAST AUGMENTATION?

If you're unhappy with your current breast size, shape or symmetry, you might want to consider breast augmentation surgery. Some women choose to undergo this procedure after pregnancy to restore a fuller bust, while others are looking to accentuate their natural curves. No matter what your goals are, ideal candidates for breast augmentation include women who:

- Are bothered by the appearance of their breasts
- Have smaller, uneven or less voluminous breasts
- Are not currently pregnant or breastfeeding
- Are in good health with no serious underlying medical concerns
- Want to improve their confidence and self-esteem
- Have realistic expectations about their results

Because the breasts can continue to grow throughout your 20s, candidates must be 18 or older to receive saline implants and 22 or older to receive silicone implants. Anyone who wants to feel more confident about their appearance, have better breast projection and achieve a fuller, more rounded breast shape is a great candidate for breast augmentation surgery.

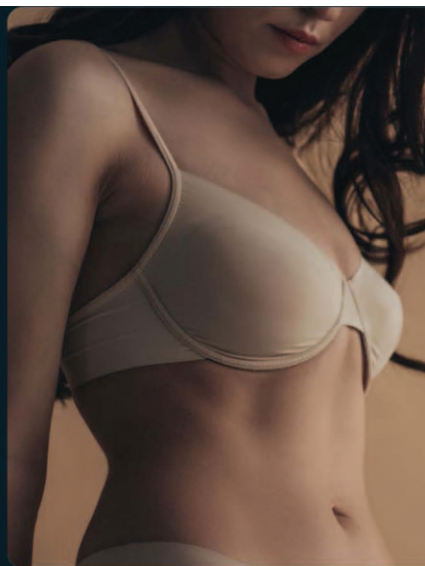


Figure 1, left.

The best-performing content starts with a real patient question and answers it thoroughly and honestly.

Figure 2, above.

Concerns that come up again and again, and how you actually address them.

Patients trust that type of content *because it's genuine*—algorithms surface it because it signals *real expertise and authority*.

You are essentially sharing knowledge so specific and so useful that trust (from both patients and algorithms) becomes the natural outcome.

PRIORITIZE CONTENT FORMATS THAT BOTH PATIENTS AND MACHINES LOVE.

Some content types consistently outperform others on both fronts—because they're both perfect for answering specific, conversational queries and building trust based on genuine authority:

- **FAQs**—built from real consultation questions match exactly how patients search and how AI tools source answers. See Figure 3, above right.
- **Testimonials and detailed case studies**—build emotional trust while naturally incorporating treatment names, concerns, and outcomes. See Figure 4, right.
- **Comparison content**—“X vs. Y, which is right for you?”—addresses a decision patients are actively trying to make, and tends to rank extremely well for high-intent searches. See Figure 5, below.

Which raises the obvious question: you now know what to create—but *how do you actually produce all of it consistently while running a practice at the same time?*

That's exactly what we're covering in Part 3—spoiler alert—artificial intelligence included.

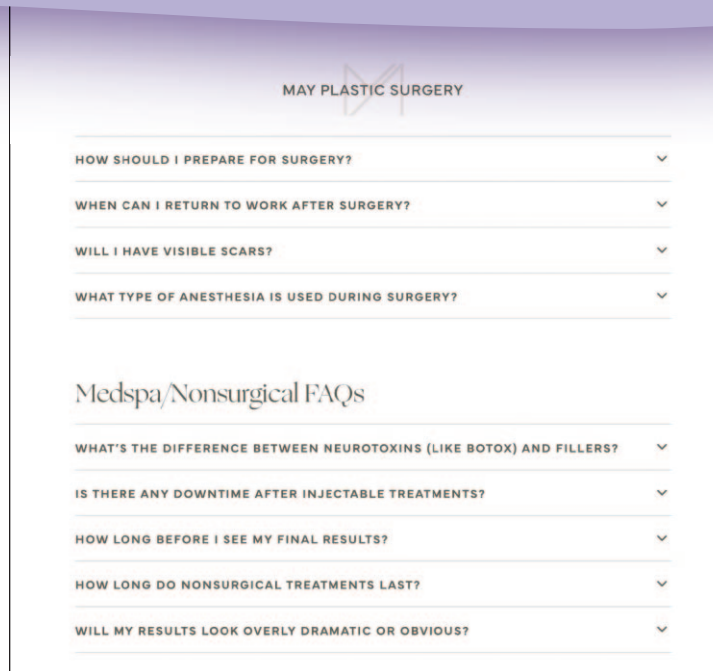
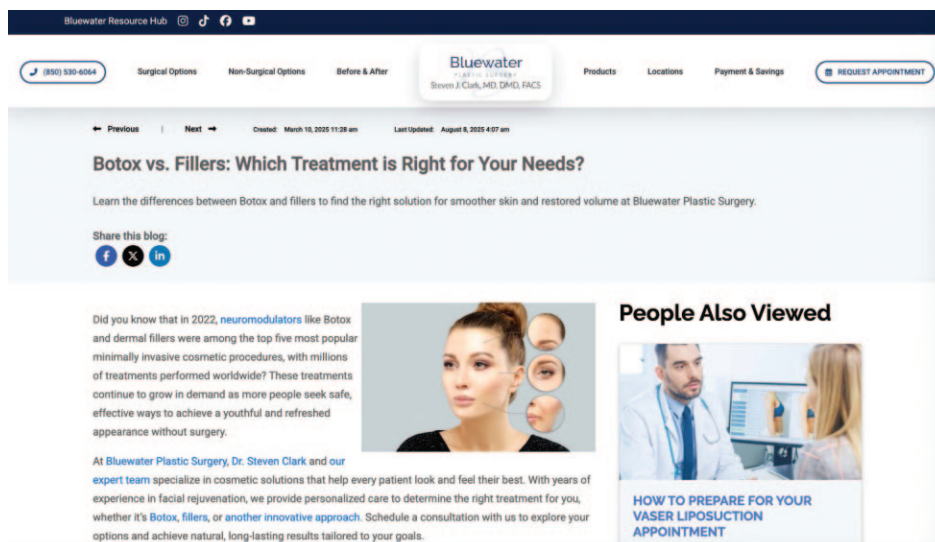
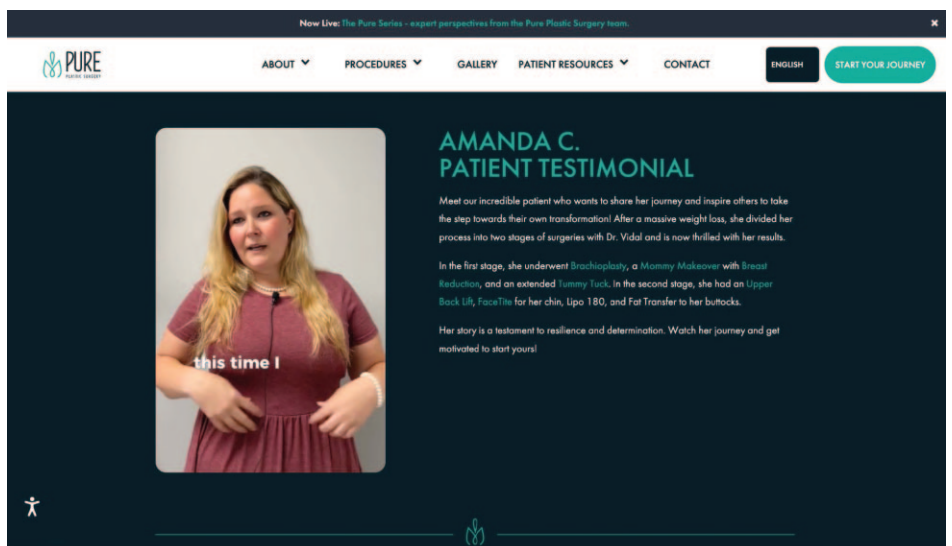


Figure 3, left. FAQs built from real consultation questions.

Figure 4, below. Testimonials and detailed case studies.

Figure 5, lower left Comparison content

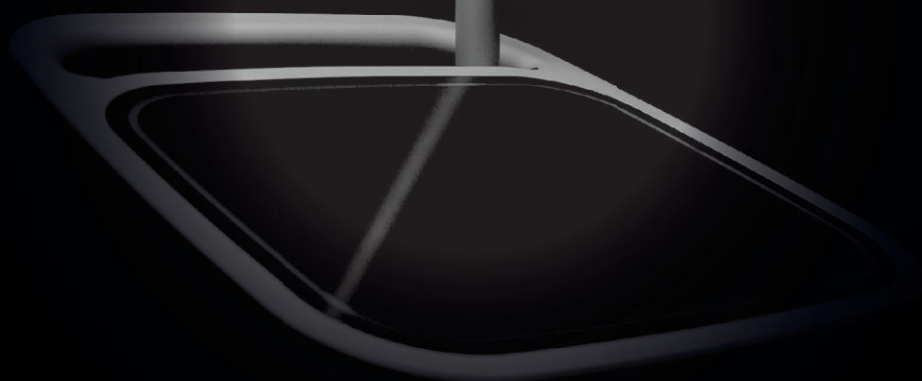


Sam Peek is the founder and CEO of Incredible Marketing, a leading international digital marketing agency, focused primarily on the Aesthetics Industry. Combining legal expertise with creative digital marketing skills, Sam has propelled Incredible Marketing to serve over 1,500 practices in 22 countries. 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.

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Nutrition POV: 4 Practical Tips to Raise the Nutrition IQ of your PreOp Patient

By Kylie Bensley

A patient's nutritional status is truly judged after the cut. But if we can raise the nutritional IQ of our patients before they ever enter the operating room—with practical, measurable, and attainable tips—we are drastically decreasing their risk of a complication caused by poor nutrition.

What our patients eat, how their gut functions, and whether their bodies are nutritionally fortified are variables that directly impact healing time, complication rates, infection risk, and overall recovery trajectory. Here are four simple tips I often give to plastic surgery patients to help them prepare for surgery.

1. EXPANDING YOUR PALETTE TO 12 PROTEINS... PROTEINS YOU WILL ACTUALLY ENJOY EATING

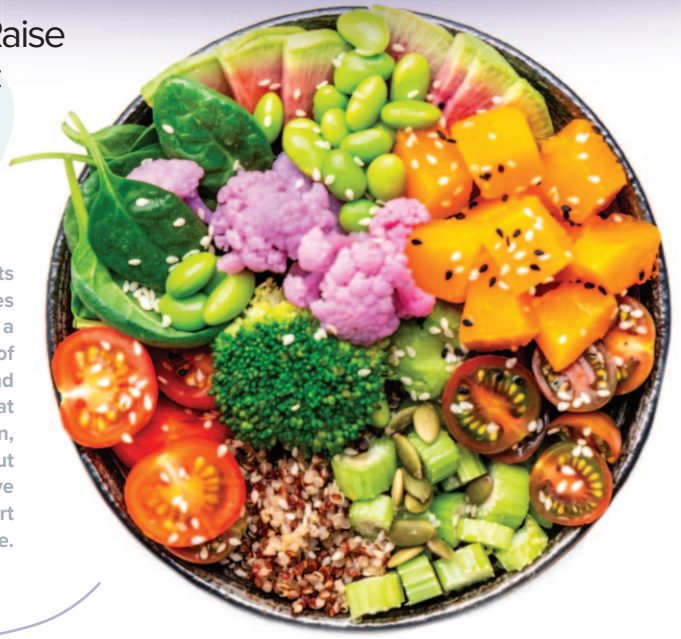
Your patients know protein. But do they understand the different sources—and why rotating those sources actually matters? In plastic surgery, chicken, eggs, and protein shakes are common. But once patients burn out on those three options, non-compliance follows. The goal is not just to eat more protein—it is to diversify it. I encourage every patient to build a personal roster of at least 12 protein sources they rotate regularly.

Patients need to think beyond chicken breasts, protein shakes, and protein bars. Their expanded palette could include pumpkin seeds, sesame seeds, pistachios, tempeh, tofu, ground turkey, yogurt, soy milk. If they are resistant to trying these foods, I recommend trail mixes, smoothies, acai bowls, and broth soups that make these foods more enjoyable. Eating across a wide variety of protein sources ensures they are receiving a full spectrum of essential amino acids, diverse micronutrients, and varied digestive experiences—all of which prime the body for the demands of surgery and healing.

2. TRANSITION TO A LOWER SODIUM EATING USING MRS. DASH AND SPICEOLOGY

One of the most important—and often most overlooked—pre-surgical nutritional shifts is reducing sodium intake. But low sodium does not have to mean low flavor. I have said it

Each color in fruits and vegetables represents a different family of phytonutrients and antioxidants that reduce inflammation, strengthen gut health, fight oxidative stress, and support incision closure.



many times: **salt is the new sugar.** We have seen a massive shift in the food industry where brands now use salt in place of sugar to flavor their products. Even health-forward brands like Whole Foods and Trader Joe's, which pride themselves on being preservative-free, rely heavily on salt for flavor—resulting in astronomical sodium levels that most patients never see coming.

This is where **Mrs. Dash** and **Spiceology** become helpful. Mrs. Dash offers a wide range of sodium-free seasoning blends—from Garlic Herb to Fiesta Lime—delivering bold, satisfying flavor without a single milligram of added salt. Spiceology takes it further with globally inspired blends like Honey Garlic, Greek Freak, and Purple Cow, adding complexity and depth that makes the transition feel exciting rather than restrictive.

I teach 'habit stacking' with these tips, and so by week 3, I tell them to adopt this habit because it takes weeks to retrain the palette. Salt cravings are largely habit-based and diminish over time as the palate recalibrates. Have patients begin by replacing half the salt in their cooking with a Mrs. Dash or Spiceology blend. Within two to three weeks, their sensitivity to natural flavors will sharpen—and overly salty foods will actually start to taste unpleasant.

3. ADDING COLOR TO EVERY SINGLE MEAL

The gut is the second brain, and its health directly affects immune response, nutrient absorption, and even mood during recovery. The rule I give patients is simple: **add color to**

every meal. A plate with sliced cucumbers, blackberries, sweet bell pepper is doing something a beige plate simply cannot. Each color in fruits and vegetables represents a different family of phytonutrients and antioxidants that reduce inflammation, strengthen gut health, fight oxidative stress, and support incision closure.

4. STARTING A PRESURGERY SUPPLEMENT PROTOCOL

Statistically, approximately **60% of patients** enter surgery with some degree of nutrient deficiency—and that deficiency is a direct factor in how they heal and how likely they are to experience complications. The following core supplements are widely supported in pre-surgical nutrition:

- Multivitamins & Essential Minerals
- Amino Acids
- B Complex
- Probiotics

THE BOTTOM LINE

Creating a simple checklist of these four tips is an easy, applicable, and realistic way to get your patients thinking about nutrition before surgery. We are not looking for perfection—we are simply wanting our patients to be more cognizant of the direct relationship between what they eat and how they heal.

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



Patient Retention Tools in Aesthetic Medicine: Building Loyalty Beyond the First Visit

By Jessica Marin, Senior Creative Strategist, Graphic Designer, and Copywriter at Pinpoint Creative Agency

Many aesthetic practices invest heavily in attracting new patients yet overlook one of the most valuable growth opportunities: patient retention. While acquiring new patients is essential, long-term success depends on maximizing patient lifetime value (LTV), the total revenue a patient generates throughout their relationship with your practice.

After spending time and money to nurture leads and convert them into patients, the goal should be to keep them engaged, loyal, and returning for future treatments. Strong retention strategies not only increase revenue but also create brand advocates who actively recommend your practice to others.

SHIFT THE FOCUS FROM ACQUISITION TO RETENTION

Many practices rely on a continuous cycle of paid advertising to generate new leads. However, if patients are not returning after their initial consultation or procedure, those marketing dollars are being wasted. Retention-focused marketing ensures that patients continue to see value in your practice long after their first appointment.

Patients who feel appreciated and engaged are more likely to book repeat treatments, purchase additional services, and refer friends and family.

CREATE MEANINGFUL LOYALTY PROGRAMS

One common mistake practices make is rewarding only new patients with discounts and promotions while neglecting their most loyal clients. Consider which patient deserves



An example of patient retention in action, The Face Society is Audubon Facial Plastic Surgery's branded three-tier membership program, designed to keep patients connected to the practice through ongoing skincare and injectable services after surgery.

greater recognition: the first-time visitor spending \$500 on injectables or the long-term patient who has invested tens of thousands of dollars in your practice.

A well-designed loyalty program encourages repeat visits and strengthens patient relationships. Practices can create a VIP or membership-style experience through:

- Modest treatment discounts
- Priority scheduling
- Exclusive events
- Birthday gifts or special perks
- Early access to new treatments or promotions

The goal is not to drastically reduce prices, but to make patients feel valued and appreciated. The most successful loyalty programs feel like a natural extension of your brand, with thoughtful perks, consistent messaging, and an experience that reinforces what makes your practice unique.

Membership programs can be especially effective for patients who are motivated by pricing and promotions. Rather than losing those patients to competitors offering the latest special, a membership structure gives them a compelling reason to remain loyal to your practice while creating predictable, recurring revenue for your business.

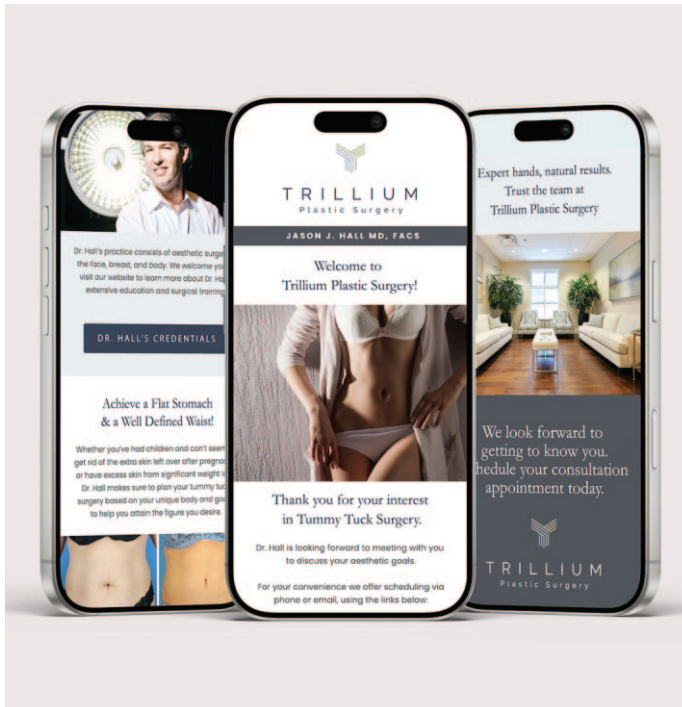
LEVERAGE REFERRAL PROGRAMS

Satisfied patients can be one of your most effective marketing channels, and referral programs provide a structured way to reward patients for introducing friends and family to your practice.

Many clinics miss opportunities by failing to incentivize the behaviors they want to encourage. A simple referral program can include benefits for both the existing patient and the new patient being referred. Even straightforward tools, such as branded referral cards or digital referral links, can help generate consistent word-of-mouth growth.

Practices can also consider taking referrals a step further by developing partnerships with like-minded businesses in their area. Hair salons, fitness studios, wellness centers, bridal boutiques, and other complementary businesses often serve a similar clientele and can become valuable referral partners. Cross-promotional opportunities, co-hosted events,

Many clinics miss opportunities by failing to incentivize the behaviors they want to encourage. A simple referral program can include benefits for both the existing patient and the new patient being referred.



Consistent communication is a key component of patient retention. Trillium Plastic Surgery uses targeted email campaigns to nurture patient relationships through educational content, treatment reminders, and personalized offers.



Referral partnerships can be a powerful source of new patient growth. Trubella Medspa + Aesthetics uses branded marketing materials like this rack card to encourage referrals from local businesses, rewarding both prospective patients and referral partners.

and mutually beneficial referral programs can help expand your reach while strengthening your presence within the local community.

Whether referrals come from loyal patients or trusted business partners, a well-designed referral program can create a steady pipeline of highly qualified new patients.

USE EMAIL AND SMS MARKETING STRATEGICALLY

Email marketing remains one of the most effective ways to stay connected with existing patients. Whether your approach is educational, promotional, or a combination of both, regular communication helps keep your practice top-of-mind.

Targeted drip campaigns can take engagement a step further by delivering personalized content based on a patient's interests, demographics, treatment history, or stage in the patient journey. Educational content combined with relevant offers helps build trust while encouraging future bookings.

Effective retention drip campaigns may include:

- Treatment follow-up sequences
- Appointment reminders
- Educational content
- Seasonal promotions
- Re-engagement campaigns for inactive patients

SMS messaging can further enhance communication by providing timely reminders and personalized offers with high open rates.

BUILD LASTING PATIENT RELATIONSHIPS

Patient retention is about creating an experience that extends beyond the treatment room. By implementing loyalty programs, referral incentives, and personalized communication strategies, practices can foster stronger relationships and increase patient lifetime value.

The most successful aesthetic clinics understand that sustainable growth comes not only from acquiring new patients but from consistently delivering value to the patients they already have. When patients feel recognized, rewarded, and connected to your brand, they are far more likely to return—and bring others with them.

Jessica Marin is a Senior Creative Strategist, Graphic Designer, and Copywriter at Pinpoint Creative Agency—a visual brand development and patient lifecycle marketing firm in aesthetic medicine. Pinpoint serves 500+ clients with services that enhance the patient experience, including brand development, event marketing, membership program development, consultation materials, promotional merchandise, and campaign development. For information, please visit PinpointMarketingAgency.com or email info@PinpointCMU.com



PRACTICE SOLUTIONS

Online Booking: Saving Grace or Lead Loser?

Why offering online booking without a plan could be costing your practice more than you think.

By Jennifer Neuenschwander, MBA

Let's settle the debate. Online booking for surgical consultations is neither a saving grace nor a lead loser on its own. What it is is a strategy. And like any strategy, the outcome depends entirely on how it is executed.



Research consistently shows the majority of leads who begin an online booking flow do not complete it. Without a system to catch them, they simply vanish.

THE CASE FOR ONLINE BOOKING

Let's start with the upside, because it is real and it matters.

No admin time to book a consultation.

Every phone call to schedule a consultation takes staff time. Time that could be spent on patient care, follow-up calls, or relationship building. Online booking eliminates that administrative friction entirely. The lead books themselves. The calendar fills itself. Your team does not lift a finger.

The modern patient would rather book online than pick up the phone.

This is not opinion. It is behavior. The same person who booked their restaurant reservation, their hair appointment, and their dentist online is going to expect the same option from your practice. Meeting them where they are is not a nice-to-have. It is table stakes.

Direct integration and around the clock availability.

When a lead books online it populates directly into your calendar and in many cases your EMR. No double entry, no scheduling errors, and no phone tag. Better yet, your phones are not on at 11 PM on a Sunday. Online booking is. It captures motivated leads in their moment of decision before the motivation cools.

THE CASE AGAINST ONLINE BOOKING

Now for the part most practices are not talking about.

Zero relationship built before the consultation.

This is the most underrated risk in the entire conversation. When a staff member books a consultation over the phone, something

powerful happens in that exchange. Rapport is built. Questions are answered. Expectations are set. The patient feels heard before they ever walk in the door. That connection is one of the most underrated skills to master in a practice, and online booking bypasses it entirely.

The relationship built when a patient books their consultation over the phone is one of the most underrated conversion skills in your entire practice.

No filter for fit.

Other than a consultation fee, online booking does not screen for candidacy. A lead who would have been gently redirected during a phone conversation can book, pay, and show up to a consultation that was never the right fit. That wastes everyone's time and takes a valuable spot off the schedule.

Decision overload and click fatigue are very real.

Online booking flows require decisions. Which provider? Which appointment type? Which location? Which time? For a lead already navigating the emotional complexity of

When a staff member books a consultation over the phone, something powerful happens in that exchange. Rapport is built. Questions are answered. Expectations are set. The patient feels heard before they ever walk in the door. That connection is one of the most underrated skills to master in a practice, and online booking bypasses it entirely.

When your team follows up after a failed booking attempt it does not feel like a cold outreach. It feels like a continuation of a conversation already in progress. Pair that text with a warm welcome email, and from there blend manual touchpoints with automated follow-up to recover the leads who did not complete their booking.

considering surgery, that many micro-decisions can trigger abandonment. They close the tab, get distracted, and never come back. And most never do. Research consistently shows the majority of leads who begin an online booking flow do not complete it. Without a system to catch them, they simply vanish.

Only 1 out of 21...
leads who attempted online booking in one practice successfully complete the booking on their own.

We recently analyzed one month of online booking activity for a practice that had offered online scheduling for years with no structured follow-up process. Twenty-one leads attempted to book online. Only one successfully completed the booking on their own.

Read that again. One.

The other twenty bounced. And without a system to catch them, those leads were gone.

If you have a 50% close rate from consult to procedure booked with an average surgical case value of \$20,000... that is over a million dollars in revenue your practice is walking away from by offering online booking without a plan.

Scary numbers. And most practices are not tracking them.

THE SOLUTION: THE ONLINE BOOKING NET

If you want to add online booking to your strategy, here are the non-negotiables.

Step 1: Capture bare-bones information first.

Before a lead ever sees your scheduling calendar, require them to submit what we call bare-bones information: name, phone number, and email. That is it. Just enough to identify them and follow up. This single step changes everything. Because when they bounce, and most will, you have what you need to reach back out.

Step 2: Start the relationship immediately.

The moment a lead submits their information, the introduction begins. Send an immediate text that opens the door to conversation:

"Hi 'name'! Thank you for your interest in Smith Plastic Surgery. We are here to help with any questions you may have. Simply reply to this message and our team will be happy to assist!"

When your team follows up after a failed booking attempt it does not feel like a cold outreach. It feels like a continuation of a conversation already in progress. Pair that text with a warm welcome email, and from there blend manual touchpoints with automated follow-up to recover the leads who did not complete their booking.

9 of 20...
previously lost online booking attempts recovered in one month after implementing the Online Booking Net approach.

After implementing this structure with the same practice mentioned earlier, the results were immediate. Of the twenty leads who had bounced from the online booking flow, nine were recovered and their consultations were successfully booked. Nine patients who would have simply disappeared.

THE VERDICT

Online booking is not your enemy. It is not your savior either. It is a tool. And like every tool, it only works when you know how to use it.

Add the net. Capture the information first. Start the relationship immediately. Build a follow-up system for the bounce. And never mistake the availability of online booking for a complete strategy.

The practices that win with online booking are not the ones who turned it on. They are the ones who built a system around it.

Because the leads are there. The question is whether your practice is ready to catch them.



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Jennifer Neuenschwander, MBA, is the founder of Zone Digital Marketing, a boutique agency specializing in the medical aesthetics and plastic surgery space. Her work centers on the full new lead journey, where creative marketing strategy meets the psychology of the patient buying cycle to turn first inquiries into booked procedures. Her team builds revenue infrastructure that goes far beyond software, designing the systems, sequences, and strategies that determine how practices convert, schedule, and close.

With a Bachelor's in Multi-Media Marketing and an MBA, Jennifer brings both the strategic vision and the tactical execution her clients need to grow. Follow her on Instagram @jennifertalksmarketing or visit www.zonedm.com for more insights and resources.

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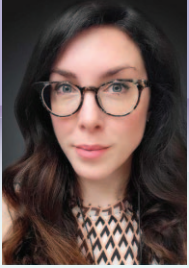
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Growing an Aesthetic Practice: Start With the Data

By Kirstie Jackson

The medical spa industry has been valued at over \$17 billion and employs more than 100,000 people. Business is booming. We are privileged to help people look and feel their best while building rewarding and profitable careers. It's no wonder one of the most common questions I hear is:

"How do we grow our aesthetic practice?"

My answer is painfully simple. The secret to growth isn't a new laser, a marketing campaign, or the latest trend. It's simply knowing your starting point. Before you can grow, you need to understand your where your business is today.

KPI fatigue is real—the mere mention can be exhausting. While industry benchmarks have value, they often fail to account for your unique starting point. If your cosmetic consultation conversion rate is currently 50%, being told it should be 80% may be technically accurate but practically unhelpful. Large gaps can feel overwhelming and demoralizing.

Instead, focus on internal benchmarking. Set realistic, incremental goals based on current performance and measure improvement over time. Better yet, make metrics procedure specific. The consultation to treatment conversion rate for neuromodulators will differ significantly from laser resurfacing. Broad industry averages rarely tell the whole story.

Track your own data, identify trends, and establish meaningful goals. Common KPIs include consultation conversion rates, treatment conversion rates, service mix, revenue by service, scheduling efficiency,

patient retention, and rebooking rates. Follow the money whenever possible—it tends to be a more accurate reflection of performance than scheduling reports alone. Collect data consistently, review it regularly, identify patterns, and create action plans. Growth becomes much easier when decisions are informed by evidence rather than assumptions.

Many of us have experienced the excitement of a provider returning from a conference having purchased a six-figure laser system. While I appreciate inspired decisiveness, I do not recommend this strategy. Focus on business need.

Most aesthetic practices hold valuable information within their EMR which often can tell you how many patients you see with acne, melasma, rosacea, photoaging, hyperhidrosis, and other conditions. This provides an excellent starting point when evaluating whether a new device or service is warranted.

Before investing in other newfangled technology, determine whether the demand exists within your patient population. You can also survey patients directly. Ask whether they would pursue a treatment and what they would be willing to pay. Research local competitors and understand how your market is positioned. An upscale boutique practice should not benchmark itself against a high-volume membership model. Different businesses require different strategies.

New services rarely succeed without staff buy-in. You must create a formal onboarding process and educational plan. Providers and team members need a clear understanding of the business objective and confidence in the treatment being offered. Staff who do not believe in or understand it—will never effectively educate patients.

Invest in demonstrations, training sessions, treatment protocols, and ongoing education. It should not be a one and done. When teams understand the clinical benefits, patient journey, and expected outcomes, they

become stronger advocates for both patients and the practice. Continued education improves engagement, confidence, and retention. Having a team that genuinely enjoys what they do is one of the most valuable assets a practice can possess.

I hear the concern "we're medical, upselling feels icky" frequently. I rebuttal by asking if the best care for a dermatology patient is simply billing an annual full body skin exam to insurance? Or is it performing the exam, recommending sunscreen, and scheduling appropriate follow-up care? Sunscreen is not covered by insurance, but we all recognize its value. Aesthetics follows the same principle on a larger scale. Patients seek our expertise because they want the best possible outcomes. I often think about treatment planning through the lens of "good, better, best." For a patient with melasma, good may be clinical-grade skincare. Better may be skincare plus chemical peels. Best may include skincare, peels, and laser maintenance. Each option is elective, but each brings the patient closer to an optimal outcome. The goal is not selling for the sake of selling. The goal is educating patients on their options and helping them achieve the best result possible.

Whether you are investing in equipment, staffing, or additional services, every decision should be backed by financial analysis. Understand the overhead associated with the provider, device, supplies, and treatment room required to deliver a service. If you do not know your costs, you cannot accurately determine profitability or pricing.

As a rule, major capital purchases should have a clear path to recouping investment within 18 months or less. A word on pricing: if you've done all the work to analyze your business, don't default to industry averages when setting fees. Pricing should cover your overhead and provide an appropriate margin. If it cannot, the service may not belong in your portfolio.

Most aesthetic concerns fall into a few major categories: dynamic wrinkles, volume loss, pigmentation, texture, and skin quality. A foundational service menu consisting of neuromodulators, hyaluronic acid fillers, chemical peels, and medical-grade skincare

Whether you are investing in equipment, staffing, or additional services, every decision should be backed by financial analysis. Understand the overhead associated with the provider, device, supplies, and treatment room required to deliver a service. If you do not know your costs, you cannot accurately determine profitability or pricing.

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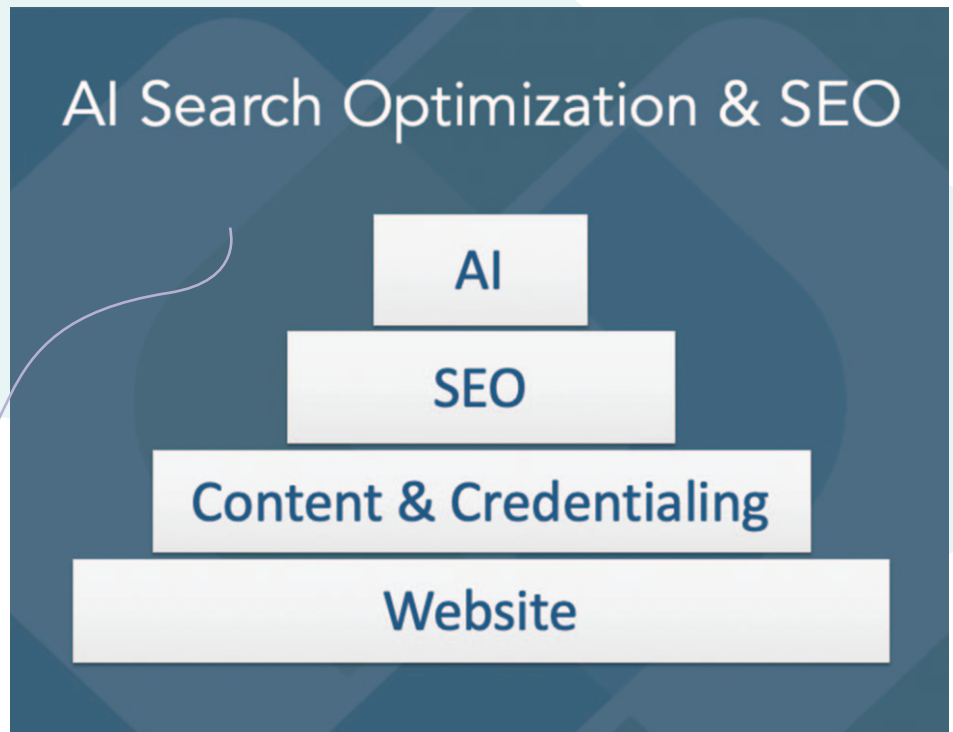


AI Search Optimization vs. SEO: Why Medical Practices Need Both for a Proper Website

By Brent Cavender, MetaMed Marketing

As artificial intelligence continues to reshape how consumers search for information online, many medical practices are asking an increasingly common question: "Should we abandon traditional Search Engine Optimization (SEO) and focus exclusively on AI search optimization?"

The short answer is no.



In fact, the question itself is a false premise. AI search optimization is not replacing SEO. Rather, the most effective strategies for helping medical practices to get found by prospective patients through AI-powered search tools are built upon the same foundational principles that have driven successful SEO for years.

For the purposes of this article, we are focused specifically on helping practices become discoverable through AI search platforms and agents. While the use of AI to improve internal practice operations, content production, and patient communications is certainly important, that is a separate topic. The question here is simple: "How can medical practices ensure they are visible when patients use AI tools to search for cosmetic procedures, providers, and treatment information?"

The answer begins with recognizing that AI search systems rely heavily on the same digital signals that traditional search engines have used for decades. AI agents seek authoritative, credible, and comprehensive sources of information. As a result, practices that have invested in strong SEO foundations are already well-positioned to succeed in the AI era.

SEVERAL TRADITIONAL SEO BEST PRACTICES REMAIN CRITICALLY IMPORTANT.

First, practices must continue to create original, substantive content. AI systems prioritize information that demonstrates depth, expertise, and relevance. Thin or duplicated content provides little value to either traditional search engines or AI-powered search agents. Comprehensive educational content about procedures, patient expectations, recovery, safety considerations, and outcomes remains essential.

Second, physician and practice credentialing must be prominently displayed.

AI systems increasingly evaluate the credibility of information sources. Detailed physician biographies, curriculum vitae information, board certifications, professional memberships, publications, speaking engagements, and clinical experience all contribute to establishing authority.

Third, website architecture matters more than ever. AI agents must be able to efficiently navigate a website and understand its content hierarchy. Important information should be organized logically, allowing both search

engines and AI systems to quickly identify key pages, services, providers, and supporting information.

Another critical component is schema markup. Priority pages should include structured data that clearly explains to search engines and AI agents what each page contains and how various elements relate to one another. Proper schema coding provides context that helps machines understand whether content describes a physician, a procedure, a location, patient reviews, frequently asked questions, or other important information.

However, practices should exercise caution when implementing AI-generated website content and schema markup. While automation can improve efficiency, human oversight remains indispensable. Content and structured data should be reviewed by knowledgeable professionals who understand both the medical specialty and the information patients are seeking. Accuracy, nuance, and industry expertise cannot be delegated entirely to automated systems.

Content formatting also plays an important role. AI search systems often seek direct

Growing an Aesthetic Practice

Continued from Page 131

answers to user questions. As a result, practices should consider incorporating question-and-answer formats within their content. Frequently asked questions about cosmetic procedures, candidacy, recovery timelines, risks, and expected outcomes align naturally with how patients interact with AI search tools.

A related question/concern among practices is whether websites themselves are still relevant or have they become obsolete. Some even wonder if they should shift all their resources away from website development entirely into AI optimization.

Here, it's a wildly false premise.

One simple question illustrates why: "Where do AI agents actually get the information they use to summarize when responding to user queries?"

In almost all cases, the answer is from websites.

The primary source of information used by AI search agents remains the content published across the web. For medical practices, this is primarily their organizational websites. AI systems aggregate, analyze, and synthesize information from websites they determine to be authoritative and trustworthy. Without a robust website serving as a central repository of expertise and information, practices significantly reduce their ability to be included in AI-generated responses.

In many respects, websites have become more important than ever—not less important—in the age of AI search.

Beyond content quality and technical optimization, practices must also demonstrate Experience, Expertise, Authoritativeness and Trustworthiness (EEAT). These signals help both traditional search engines and AI systems determine whether a source deserves visibility.

Practices can strengthen their demonstration of EEAT by prominently showcasing physician credentials and professional achievements. High-quality inbound links (a traditional SEO tactic) to their websites from reputable organizations,

publications, and industry resources further reinforce authority. Longevity also matters. Established domains and websites that consistently publish and refresh quality information tend to be viewed as more reliable than newly created sites with limited histories.

SOCIAL MEDIA ENGAGEMENT PROVIDES ANOTHER VALUABLE SIGNAL.

Active participation in professional discussions, educational outreach, and interactions with industry followers allows practices to demonstrate expertise beyond their websites. AI agents increasingly monitor multiple channels to evaluate the credibility and influence of individual providers and organizations.

THE BOTTOM LINE IS CLEAR.

Medical practices hoping to be found through AI-powered search should not abandon SEO. Instead, they should continue executing the proven strategies that have driven search visibility for years while thoughtfully evolving those tactics to address the unique needs of AI systems.

That means maintaining comprehensive, well-architected websites filled with unique and valuable content. It means implementing structured data (schema markup), demonstrating physician expertise, building authority through credible references, and engaging meaningfully with audiences across multiple digital channels.

As AI search continues to evolve, successful practices will not choose between SEO and AI optimization. They will recognize that AI optimization is the next evolution of SEO itself. And because AI agents depend upon credible, comprehensive information sources to generate answers for patients, websites will remain one of the most valuable assets a medical practice can possess.

As a co-founder, Brent heads up business development and marketing for MetaMed Marketing, and is its primary point of contact. As MetaMed's chief client advocate, Brent shares education around effective medical marketing and supports clients with custom solutions and proposals.

can effectively address patient needs. As demand grows, practices often expand into devices such as energy-based devices.

Beyond technology, thriving practices differentiate themselves through treatment planning with proprietary combination services. This often delivers superior outcomes while boosting satisfaction and loyalty. A healthy service mix also protects your business. If a practice depends entirely on one provider or one category of treatment, growth becomes vulnerable. Diversification creates stability. Focus on treatments that consistently produce meaningful results. Offer services you believe in, understand thoroughly, and can perform safely and effectively.

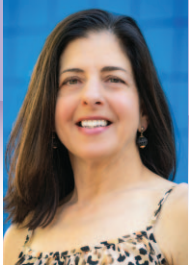
Aesthetic medicine is innovative, rewarding, and incredibly fun. Our patients are healthy, motivated, and excited about outcomes. That should never mean compliance becomes optional. Employee treatments are still patient visits. Before-and-after photographs are part of the medical record. Informed consent is not a suggestion. Practices should have documented protocols, delegation policies, training plans, emergency procedures, and clear standards of care.

The most successful aesthetic practices are not only profitable—they are disciplined, compliant, and clinically excellent. There is no universal blueprint for growth. Every practice has different goals, resources, and opportunities. But growth always starts in the same place: understanding where you are today.

Know your numbers. Understand your opportunities. Build a plan that aligns with your mission and values. Data is queen.

Kirstie Jackson is a Senior Consultant with ACG Practice Partners. She brings over 20 years of experience working with top dermatology, plastic surgery, and aesthetic practices worldwide. Kirstie is recognized for her expertise in practice operations, leadership development, patient experience, and growth strategy. She partners with organizations to build high-performing teams, strengthen operational excellence, improve patient retention, and create scalable systems that drive sustainable growth and long-term success.

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What Makes a Good Leader? 5 Qualities

By Cheryl Toth, MBA

Leaders are not born. They're made. Becoming a good leader takes courage, practice, and a willingness to grow. After working with physicians for more than three decades, here are five qualities I've observed in the best physician leaders.

1. HAVE SELF-AWARENESS

Knowing yourself is the first step to becoming a good leader. Self-awareness invites us to look at ourselves and ask things like: "How well do my behaviors serve me as a leader? What could I do more of, and less of? How does my style impact other people—positively and negatively?"

For example, after a group coaching session with a four-surgeon aesthetic practice, one of them said with a bit of cheek, "I guess I can be kind of a jerk." We all had a chuckle, but the surgeon was serious and added that he'd make a few changes to work better with staff.

Action: Identify one personal or professional growth resource—a book, a podcast, a retreat, a coach, a growth assessment—and give it a go.

2. CARE ABOUT THEIR PEOPLE

Researcher and author Brené Brown said something that has stuck with me: *"If you don't care for and connect with the people you lead, you'll never see performance."*

A doctor I worked with for many years started our working sessions with the question, "So what's going on?" It was an invitation to share, vent, confess, or talk about whatever I needed at that moment. After this quick check-in, we got to work. This doctor was highly effective at building A+ teams and led high performance companies because people loved working for him. They knew he actually cared.

Think for a moment about each member of your team. Do you know the details of their role in the practice? What are their hopes and dreams? What's going on in their lives outside of work?

To gain the trust and respect of your team and to keep them motivated, you must connect with them as human beings. When you care about people, they know it. They feel it. That kind of connection can inspire people to work hard for you, support the patient experience you're trying to create, and frankly, to not quit and defect to a competitor.

Action: In the next 30 days, learn one new thing about each person on your team.

3. SUPPORT INDIVIDUALS TO REACH THEIR POTENTIAL

"A rising tide floats all boats," is a phrase a cardiologist I worked with said with great regularity. The chief medical officer of a major health system, he was constantly promoting the benefits of giving all employees the chance to learn and grow. He understood that building the skills and strengths of everyone meant that the organization itself was a much stronger "boat."

Good leaders recognize the talent and potential of each person on their team and look for ways to help them expand into it. For example, one of our clients sends his team a weekly email that includes a professional growth tip based on something he recently learned or read. Another supports each staff person's growth by providing ongoing training, additional certifications, and expanded roles in the practice. The majority of her staff have been with the practice at least 15 years.

Action: Write down three ways you can support your team reach their potential, and a few ideas to discuss with them.

4. ARE NOT AFRAID TO SAY "I DON'T KNOW"

Good leaders don't pretend to be experts in areas they're not. They recognize what they don't know and where they lack skills they take appropriate action.

It takes courage to say "I don't know" because it's an admission that you are vulnerable, and human. But it's essential for effective leadership. It's particularly hard for

physicians, who are trained to be experts and who are supposed to have all the answers to a patient's problem.

Years ago, I led an early-stage healthcare technology company whose physician founder had never launched a technology company. He knew how to be a doctor, and he knew how to grow a practice. But he didn't know how to develop software products, raise money, or run a beta test program. So, he surrounded himself with people who did and empowered them to do what they did best. And he asked questions and learned from them. Today, this physician is one of the most sought-after healthcare technology leaders in Silicon Valley.

Action: Identify one thing about practice leadership that you don't know. What can you do or who can you access to change that?

5. DO LESS

The problems-to-solve list of most leaders is never ending and ever changing. But good leaders know that if you try to do everything, the most important things don't get done.

Leaders who *do less* are able to *focus more* and engage with the highest priorities. Doing less means learning how to say no and set boundaries. Saying yes to everything splinters your attention, causes busyness and stress, and keeps you from focusing on the things that matter.

One of my favorite physician bosses was great at saying no. He would listen to the ideas and opportunities I thought were good for the company and say no to 90% of them. Not because they were bad, but because they strayed from our core focus. Later, I'd realize he had done both of us a favor.

Action: Write down five things that are you saying yes to, that could (and should) be done by someone else. Find someone else.

Cheryl Toth, MBA is Facilitator and Leadership Coach at ACG Practice Partners, a leading consulting firm that helps aesthetic practices streamline operations, improve revenue, and develop high-performing teams. Reach her at cheryl@acgpracticepartners.com.



What Is Conversion Rate Optimization (CRO) and Why It's the Missing Piece in AEO

By David Powers, CEO for Plastic Surgery Studios

When a website attracts steady traffic but fails to turn those visits into meaningful actions, such as consultation requests, appointments, or purchases, the problem usually isn't the number of visitors; it's what happens after they arrive.

Most artificial intelligence optimization (AIO), answer engine optimization (AEO), and search engine optimization (SEO) strategies focus on visibility: appearing in AI-generated answers, large language models (LLMs) like ChatGPT, Perplexity, and Claude, and traditional search results where patients are looking for information. But visibility alone doesn't generate patient inquiries. If those visitors don't take the next step, all that time and investment in improving visibility does little to grow the practice.

That's where CRO comes in. It's the bridge between getting found and getting results.

WHAT EXACTLY IS CRO?

Conversion rate optimization (CRO) is the process of increasing the percentage of website visitors who complete a specific goal, such as filling out a contact form, calling the office, or scheduling a consultation. It relies on understanding visitors' behavior and refining the user experience to encourage action.

In short, AEO and SEO help attract people to your site; CRO determines what they do once they get there.

Key takeaways:

- Conversion rate = (number of conversions ÷ number of visitors) × 100.
- CRO goes beyond button colors or headlines. It's about understanding what builds trust, removes friction, and encourages patients to take action. Effective CRO comes from analyzing user behavior, testing improvements, and refining the patient experience over time.

WHY CRO AND AEO WORK BEST TOGETHER

AEO, SEO, and CRO are often treated as separate goals, but they're actually three parts of the same patient acquisition strategy.



CRO goes beyond button colors or headlines. It's about understanding what builds trust, removes friction, and encourages patients to take action. Effective CRO comes from analyzing user behavior, testing improvements, and refining the patient experience over time.

- **AEO and SEO drive traffic; CRO drives action.** Without CRO, even strong visibility in AI-generated answers, search results, and LLM recommendations can lead to disappointing results.
- **Better conversions lower costs.** Even a small increase in conversion rate can dramatically improve your return on investment (ROI).
- **Strong engagement builds authority.** Strong engagement signals can support both search visibility and online authority, making CRO an important complement to AEO and SEO efforts.

In other words, a well-optimized site that fails to convert isn't performing at its full potential. CRO ensures your hard-earned visitors become actual patients.

HOW TO BUILD AN EFFECTIVE CRO STRATEGY

A strong CRO plan involves both data and intuition. Consider this structured approach:

- **Audit & benchmark:** Identify where potential patients drop off or fail to convert; establish the current conversion rate and set realistic goals.
- **Understand your users:** Combine analytics with real feedback to learn what helps or hinders conversions.

- **Test and refine:** Run A/B tests to determine what changes make a measurable difference.
- **Simplify the experience:** Streamline navigation, clarify content, and build credibility with testimonials, before-and-after photos, and clear calls to action.
- **Balance AI visibility with user experience:** Use schema markup and clear answers that AI platforms can understand while prioritizing patient needs and usability.

TURNING TRAFFIC INTO TRUST AND ACTION

For plastic surgery practices, visibility alone isn't enough. AEO and SEO help patients find you, but the experience on your website determines whether they stay, build trust, and schedule a consultation.

That's where CRO earns its value. When AEO, SEO, and CRO work together, you're not just attracting visitors; you're building genuine patient trust and creating a stronger foundation for long-term growth.

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



By Jessica Marin and Aria Bird

In aesthetic medicine, expertise is the foundation of trust, but in today's saturated market, it's no longer the differentiator it once was.

By cultivating a memorable brand experience that amplifies your expertise, you can stand out amongst your competitors, exceed patient expectations, and showcase your clinical results, while addressing what patients want and need most.

CLINICAL EXPERTISE IS EXPECTED,
NOT DIFFERENTIATING.

Clinical excellence should be the foundation of every practice, but it must be built upon. Most patients can't evaluate your complete curriculum vitae before their treatment, so experience alone rarely drives their decision. Today, differentiation lies in how your brand speaks to patients. If you're ready for change, start with a personal brand audit. Review your collective brand voice—from your website and brochures to patient forms. Is your messaging relying on overused phrases like "Look and feel your best," or does it go further, reflecting a deeper point of view, such as: "Our doctors use years of advanced training to amplify your natural radiance. Here, we value the beauty of you."

BRANDING IS MORE THAN A LOGO

A true brand is not merely aesthetic—it adapts. Placing a logo on every touchpoint isn't brand consistency; it's monotony. A real brand requires variation: multiple logo forms for diverse applications, an evolving photo and texture library, and inspiring taglines. Paired with intentional marketing and thoughtful design, this adaptability ensures your brand is not only recognizable, but impactful—continuously feeling fresh and intriguing while maintaining a strong, consistent presence in your market.

THE CONSULTATION BEFORE “THE CONSULTATION.”

Your brand identity serves as the first “consultation,” often shaping patient perceptions long before they walk through



Lilivy Aesthetics + Wellness brought their unique brand voice to the forefront by embracing the botanical symbolism behind their name—combining the natural beauty of the lily with the growth and resilience of ivy to reflect personalized care and patient transformation. *Website by Influx Marketing.*



To stand the test of time, curate a color palette of at least six hues alongside a cohesive photographic and texture style that supports multiple logo forms, providing your brand a strong visual foundation that can evolve across every touchpoint. Branding by Pinpoint Creative.



your door. When thoughtfully delivered across digital and print touchpoints, your brand becomes a shortcut to trust—communicating expertise, quality of care, and relatability while patients are still considering their options. Identify where your brand's first impressions occur and refine them to ensure alignment with your brand voice.

BRAND EXPERIENCE
AMPLIFIES EXPERTISE

A truly immersive brand transforms clinical expertise into an experience patients instantly understand and aspire to be part of. Patients don't walk into a list of services—they step into a world shaped by your values, vision, and the lifestyle associated with your practice. That sense of desire is cultivated through



Curate intentional, in-practice experiences that support your brand and immerse patients in the lifestyle behind your expertise. Interior design by Michele Pelafas.

intentional, in-practice moments that leave a lasting impression, allowing your expertise to be felt, not explained. Take the time to define the proprietary experiences that elevate your brand and reconnect you to the purpose that inspired you from the start.

A comprehensive, thoughtful brand provides a competitive edge in today's modern aesthetic market. Your brand should be a living, breathing reflection of your core values, clinical expertise, and patient experience. Take the time to review the status of your current brand and make the necessary adjustments to ensure consistency. If this task feels overwhelming, consider seeking the guidance of a professional branding agency well-versed in aesthetic medicine to bring cohesion to your vision. By being specific and true to your brand, you position your practice to stand out, scale with intention, and transform first impressions into lifelong patient relationships.

Jessica Marin is a Senior Creative Strategist, Graphic Designer, and Copywriter at Pinpoint Creative Agency—a visual brand development and patient lifecycle marketing firm in aesthetic medicine. Pinpoint serves 500+ clients with services that enhance the patient experience, including brand development, event marketing, membership program development, consultation materials, promotional merchandise, and campaign development. For information, please visit PinpointMarketingAgency.com or email info@PinpointCMU.com

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What Your Team Actually Wants (It's Not What You Think)

By Amy Anderson, MBA

If you asked your staff what would make them stay, would you know the answer? Most practice managers and surgeons think they do. Most are wrong.

After two decades working with aesthetic practices, I can tell you that turnover is one of the most expensive and underestimated problems in this space. Turnover rates in healthcare settings can exceed 20% annually (Source: Becker's Hospital Review), and replacing a single employee can cost anywhere from 50% to 200% of their annual salary when you factor in recruiting, onboarding, lost productivity, and the inevitable dip in patient experience while someone new finds their footing (Source: HR Morning). For a practice with a team of five to ten people, even one or two departures a year adds up fast.

But the reason people leave is probably not what you think.

THE GAP THAT'S COSTING YOU

A study published in the Journal of Medical Practice Management asked both managers and employees to rank what employees want most from their jobs. The disconnect was striking. Managers ranked high wages as the number one motivator. Employees ranked it fifth. Meanwhile, employees ranked "feeling appreciation for work done" as their top priority. Managers ranked it eighth.

Read that again. The thing your team wants most is to feel genuinely appreciated, and it is the thing managers are least likely to be focused on delivering. That gap is exactly where good people decide to leave.

A SIMPLE MODEL FOR KEEPING YOUR BEST PEOPLE

Retention is not about making everyone happy. It is about creating an environment where people feel capable, supported, and valued. In my work with practices, I rely on a simple model to get there: Diagnose, Develop, and Recognize.

DIAGNOSE

Most turnover is preventable, but only if you catch the warning signs before someone is already mentally out the door. By the time an



Make recognition a leadership habit. Call it out in team huddles. Send a quick message when you catch someone doing something right. It costs nothing and matters more than you think.

employee gives notice, the decision was usually made weeks or months earlier.

Proactive retention means you are asking questions, not just reacting to resignations. What is this person's workload really like? Do they have clarity about their role and what success looks like? Are there pain points in their processes that no one has bothered to fix? A brief, honest one-on-one conversation (not a performance review, just a real check-in) can surface issues early enough to act on them.

Build proactive check-ins into your schedule. Make it a habit, not a crisis response.

DEVELOP

In many practices, career development is an afterthought. There is no path forward, no skills being built, no sense that the job is leading anywhere.

You do not need a formal career ladder to address this; you just need to intentionally create growth opportunities. Cross-train your team. Give high performers a chance to lead a project or mentor a newer hire. Invest in continuing education. When people feel like they are growing, they have a reason to stay.

RECOGNIZE

This is the highest-leverage, lowest-cost retention tool available, and it is chronically underused.

Recognition does not require a bonus or a party. It requires consistency and specificity. "Great job today" is nice but forgettable. "The way you handled that patient concern this

afternoon showed real judgment, and that is exactly the standard we are trying to set" is the kind of feedback people remember. It tells someone not just that they did well, but that you noticed, and that what they did mattered.

Make recognition a leadership habit. Call it out in team huddles. Send a quick message when you catch someone doing something right. It costs nothing and matters more than you think.

THE BOTTOM LINE

Your team is not waiting for a raise to decide whether to stay. They are watching every day to see whether they feel seen, valued, and set up to succeed. The practices that retain great people are not necessarily the ones paying the most; they are the ones leading the best.

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 high-performing teams. 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.



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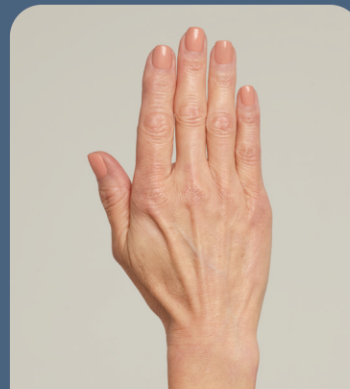


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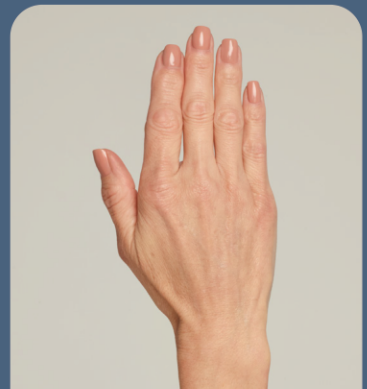


AFTER

3 months post treatment | Total treatment: 1 | 9cc face; 6cc neck



BEFORE



AFTER

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



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1. 100733860 Lateral Compression Report of MemoryGel Boost Implants- March 2024

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