

T H E

AESTHETIC SHOW

July 5 – 8, 2018 • The Wynn • Las Vegas

— WHERE SCIENCE MEETS BEAUTY —



Hot Topics Include:

- Regenerative Aesthetics
- Feminine Rejuvenation
- Digital Marketing
- Male Aesthetics
- PDO Threads
- ...And Much More.



CME CREDITS



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Join Us at The Aesthetic Show 2018



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Scientific Chairman
The Aesthetic Show



Mindy Millat
Conference Chairman
The Aesthetic Show



Michael Moretti
Founding Chairman
The Aesthetic Show

It is our pleasure to invite you to attend this year's event. Entering its 12th year, The Aesthetic Show has become the most influential medical education conference and exhibition in the industry. We can personally attest to the value this event brings to the medical aesthetic profession via gold-standard education, workshops and a focus on the most cutting edge techniques and technologies that will enable you to grow your practice.

This is an exceptional opportunity for your entire practice to learn together. With educational offerings ranging from hands-on injectable courses to excellence in practice management, you and your team will gain the skills and practical experience needed to implement the latest strategies and new treatment options for your patients; improve the offerings and outcomes in your practice; and make informed buying decisions on the products and services you need to succeed in aesthetic medicine. We know you will leave this event armed with the tools and motivation to ensure your long-term success and competitive edge. The Aesthetic Show is truly defining the current and future trends of medical aesthetics. We encourage you to be part of it, and look forward to seeing you there.

— SCIENTIFIC ADVISORY BOARD —



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William Philip Werschler, M.D., F.A.A.D., F.A.A.C.S.
Assistant Clinical Professor of Medicine/Dermatology
University of Washington School of Medicine
Seattle, WA, USA

THE AESTHETIC CHANNEL

Aesthetic medicine is rapidly expanding, with advancements in technology and techniques offering new potential for human beauty and cosmetic restoration. The Aesthetic Channel is the authority for relevant, progressive and contemporary medical aesthetics, uniting an annual, world-class event; three publications for U.S., European and Asian markets; a practice development program; and a unique provider certification.

THE AESTHETIC SHOW

The Aesthetic Show is a multidisciplinary medical education meeting and exhibition for the latest clinical and commercial developments in aesthetic medicine. Over four days, this unique event brings current procedures, new products, innovative technologies and top physicians together into one venue.

THE AESTHETIC GUIDE

The Aesthetic Guide features the latest developments in aesthetic medicine, product offerings, clinical discussions, and practice growth strategies. With dedicated editions for the U.S., European and Asian markets, it is the industry's most influential global print and digital journal.

THE AESTHETIC ACADEMY

The Aesthetic Academy is a two-day, advanced hands-on procedural training and comprehensive practice development program, certifying practices to the highest standards of excellence in medical aesthetics.

THE CERTIFIED AESTHETIC CONSULTANT

The Certified Aesthetic Consultant program is the industry's only systematic, comprehensive approach to teaching core competencies essential to practice success. A Certified Aesthetic Consultant (CAC) has mastered the art, science and business of medical aesthetic practice management and patient consultation.

Schedule At-A-Glance

Thursday, July 5, 2018

8:00 am - 6:00 pm	Registration
9:00 am - 6:00 pm	Advanced Hands-On Injectable Training Courses 8 CME Credits Available • Advanced Neurotoxin Techniques: 9:00 am – 1:00 pm • Advanced Dermal Filler Techniques: 2:00 pm – 6:00 pm <i>See page 5 for overview.</i>
9:00 am - 1:00 pm	Injectables Course 101 <i>See page 5 for overview.</i>
9:00 am - 6:00 pm	The Art of Male Aesthetics Symposium <i>See page 5 for overview.</i>
9:00 am - 6:00 pm	The Art of Feminine Rejuvenation Symposium <i>See page 6 for overview.</i>
9:00 am - 6:00 pm	Regenerative Aesthetics Symposium <i>See page 6 for overview.</i>
9:00 am - 6:00 pm	The Certified Aesthetic Consultant (CAC) Fast Track Certification Program – Advanced Techniques for Practice Success <i>See page 7 for overview.</i>

Friday, July 6, 2018

7:30 am - 6:00 pm	Registration
8:00 am - 5:00 pm	Exhibit Hall Hours
8:00 am - 9:00 am	Breakfast, Presentations and Live Demonstrations in Exhibit Hall
9:00 am - 11:30 am	Opening General Session – The Aesthetic Visionaries 2.5 CME Credits Available <i>See page 8 for overview.</i>
11:30 am - 1:00 pm	Lunch, Presentations and Live Demonstrations in Exhibit Hall
1:00 pm - 3:15 pm	Scientific Workshops • Session One: 1:00 pm – 2:00 pm • Session Two: 2:15 pm – 3:15 pm <i>See page 14 for overview.</i>
3:15 pm - 4:00 pm	Break, Presentations and Live Demonstrations in Exhibit Hall
4:00 pm - 6:00 pm	Advanced Injectable Applications and Techniques Course 2 CME Credits Available <i>See page 13 for overview.</i>
4:00 pm - 6:00 pm	Advanced Techniques for Practice Success Course <i>See page 13 for overview.</i>
4:00 pm - 6:30 pm	Concurrent Sessions: • Advanced Body Shaping Technologies • Energy-Based Anti-Aging Skin Treatments • Emerging Procedures and Technologies, Part One <i>See pages 8-9 for overview.</i>
6:30 pm - 9:30 pm	BTL Cocktail Party: Sex Sells

Schedule At-A-Glance (cont'd)

Saturday, July 7, 2018	
8:00 am - 7:00 pm	Registration
8:00 am - 7:30 pm	Exhibit Hall Hours
8:00 am - 9:00 am	Breakfast, Presentations and Live Demonstrations in Exhibit Hall
9:00 am - 11:00 am	Advanced Injectable Applications and Techniques Course 2 CME Credits Available <i>See page 13 for overview.</i>
9:00 am - 11:00 am	Advanced Techniques for Practice Success Course <i>See page 13 for overview.</i>
9:00 am - 11:30 am	Concurrent Sessions: • Next-Generation Anti-Aging Skincare 2.5 CME Credits Available • The Regenerative Aesthetics Revolution • A Glimpse into the Future of Plastic Surgery <i>See pages 9-10 for overview.</i>
11:30 am - 1:00 pm	Lunch, Presentations and Live Demonstrations in Exhibit Hall
1:00 pm - 3:15 pm	Scientific Workshops • Session One: 1:00 pm – 2:00 pm • Session Two: 2:15 pm – 3:15 pm <i>See pages 14-15 for overview.</i>
3:15 pm - 4:00 pm	Break, Presentations and Live Demonstrations in Exhibit Hall
4:00 pm - 6:00 pm	Advanced Injectable Applications and Techniques Course 2 CME Credits Available <i>See page 13 for overview.</i>
4:00 pm - 6:00 pm	Advanced Techniques for Practice Success Course <i>See page 13 for overview.</i>
4:00 pm - 6:00 pm	Concurrent Sessions: • Emerging Procedures and Technologies, Part Two • The Future of Aesthetic Dermatology • Women's Health Revolution <i>See page 11 for overview.</i>
6:00 pm - 7:30 pm	The New Aesthetic Awards: TAG! You're IT! Awards For Influencers and Innovators Hosted by Andrew Ordon, M.D.
Sunday, July 8, 2018	
8:00 am - 1:00 pm	Registration
8:30 am - 1:00 pm	Exhibit Hall Hours
8:30 am - 9:00 am	Breakfast, Presentations and Live Demonstrations in Exhibit Hall
9:00 am - 12:00 pm	Concurrent Sessions: • Practice Management and Marketing • Advanced Injectable Applications and Techniques <i>See page 12 for overview.</i>
12:00 pm - 2:00 pm	Certified Aesthetic Consultant Exam
<i>*Visit aestheticshow.com for program and faculty updates.</i>	

Pre-Show Education

Thursday, July 5, 2018

Advanced Hands-On Injectable Training Courses 8 CME Credits Available

This is your opportunity to take a deep dive into facial injectable products and treatments. Choose an intensive course on neurotoxins, dermal fillers, or both. You'll receive the latest information on the leading products, valuable tools and insights for utilizing them in your practice, as well as the opportunity to practice the latest treatment techniques under the guidance of skilled instructors.

Each course will cover the following topics for the respective injectable agent:

- Principles and practices to achieve optimal results for facial shaping, wrinkle reduction and facial rejuvenation
- The latest off-label techniques
- Growing your practice revenues with facial injectables
- How to treat difficult complications
- Overview of products currently available and the next generation of products pending approval
- Assessing patient needs

Course 1: Advanced Neurotoxin Techniques 9:00 am – 1:00 pm

Moderator: William Philip Werschler, M.D.

Faculty: Lori Robertson, M.S.N., F.N.P.-C., Robert Troell, M.D., William Philip Werschler, M.D., Edward Zimmerman, M.D.

Course 2: Advanced Dermal Filler Techniques 2:00 pm – 6:00 pm

Moderator: William Philip Werschler, M.D.

Faculty: Deepak Dugar, M.D., Kian Karimi, M.D., Rand Rusher, R.N., C.A.N.S., William Philip Werschler, M.D.

All products and models are included in the registration fees for each course.

Notes: Enrollment is limited. Participants must have previously completed a training course and have at least six months practical experience in order to enroll.

Participants will receive 4 CME credits upon completion of each course.

Injectables Course 101 9:00 am - 1:00 pm

This course will address the basic science of neurotoxins and dermal fillers for beginning injectors, including safe injection techniques; proper patient facial evaluation and anatomy; safety protocols; pre/post-procedure steps and more. The Injectables Course 101 is designed to build your confidence as an injector, and enable you to safely and confidently inject patients once you return to your practice.

Topics covered include:

- The history, safety and preparation of neurotoxins and dermal fillers
- Pertinent facial neuro vascular and muscular anatomy information needed for appropriate treatments
- Growing your practice revenues with injectables
- Official FDA indications for the most widely used neurotoxins and dermal fillers
- Patient consultation and facial analysis techniques
- Patient selection process

Moderator: Nasir Mohammedi, M.D.

Faculty: To be announced.

The Art of Male Aesthetics Symposium 9:00 am - 6:00 pm

This full day symposium will cover all aspects of the dynamic and fast-growing male aesthetics sector, from patient consultation approaches to clinical treatment methods and options. Attendees will learn the most progressive techniques and exclusive secrets to success from the top experts in this field.

Topics covered include:

- The role of non-invasive body shaping as a priority gateway procedure for men
- Penis enhancement without complications via injectables
- Dealing with the expectations and clinical goals of transgender patients
- Optimizing success with non-surgical gynecomastia
- Hair restoration for men
- Growing your practice revenues via male-oriented procedures and marketing

Moderators: Terrence Keaney, M.D. and Gregory Mueller, M.D.

Faculty: Andre Berger, M.D., Terrence Keaney, M.D., J.D. McCoy, N.M.D., Gregory Mueller, M.D., Marco Pelosi, III, M.D., Paul Perito, M.D., Steven Weiner, M.D.

Pre-Show Education (cont'd)

Thursday, July 5, 2018

The Art of Feminine Rejuvenation Symposium 9:00 am - 6:00 pm

Led by the thought leaders who developed this rapidly emerging field, this symposium will cover all aspects of non-invasive and minimally invasive vulvovaginal rejuvenation and women's health procedures using energy-based systems and other approaches, including live demonstrations of the latest technologies.

Topics covered include:

- The concept of vulvovaginal beauty and laser-based vaginal rejuvenation
- Labia majora augmentation, including labial or clitoral hood issues
- Successful treatment of atrophic vaginitis
- Labia reduction and contouring for improved appearance or balance, including the use of fat injections
- The G-Spot Connection: Vaginal surgery and sexual satisfaction
- Growing your practice revenues with feminine rejuvenation

Moderators: Red Alinsod, M.D. and Charles Runels, M.D.

Faculty: Red Alinsod, M.D., Maria Canter, M.D., Marco Pelosi, II, M.D., Marco Pelosi, III, M.D., Charles Runels, M.D., Jennifer Walden, M.D., Monique Wilson, M.D., Allan Yang Wu, M.D.

Regenerative Aesthetics Symposium 9:00 am - 6:00 pm

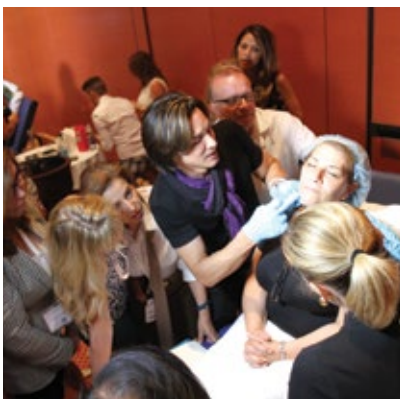
Significant advances in regenerative aesthetics – the restoration, replacement and/or rejuvenation of tissues for anti-aging purposes – are changing the dynamics of aesthetic medicine and presenting new opportunities for practice growth. This full day symposium will provide an in-depth examination of the latest trends, clinical findings and techniques, as well as how to use these revolutionary new procedures to expand your practice.

Topics covered include:

- Market outlook
- Scientific topics and evidence
 - The new panorama of microfat and SVF applications
 - Using biologics in the treatment of androgenetic alopecia
 - Fat grafting versus adipose-derived stem cells (ADCs) for rejuvenation
 - Advancements in amniotic stem cell procedures
 - Stem cell therapy and PRP / PRF
 - Micronized fat transfer technologies and techniques
 - Harnessing the power of growth factors for tissue rejuvenation
 - Cell-assisted lipotransfer in facial augmentation
- Expanding your practice with regenerative aesthetic treatments

Moderators: Ryan Welter, M.D., Ph.D. and Allan Yang Wu, M.D.

Faculty: Mark Berman, M.D., Sean Berman, Gregory Chernoff, M.D., Richard Goldfarb, M.D., John Kahen, M.D., Tess Mauricio, M.D., Farhan Taghizadeh, M.D., Ryan Welter, M.D., Ph.D., Allan Yang Wu, M.D.



The Certified Aesthetic Consultant (CAC) Fast Track Certification Program – Advanced Techniques for Practice Success



The Certified Aesthetic Consultant Certification Program is a highly interactive and intensive program providing the tools and information needed to advance your practice to the next level. Offering the most current information on legal requirements, regulations, technology, Google algorithms and business plans, CAC is the only continuously updated practice management certification program in the aesthetic industry. **Participants have the opportunity to take an examination on Sunday, July 8th at 12:00 pm to receive their certification.**

Moderators: Jay Shorr and Mara Shorr

Faculty: Suneel Chilukuri, M.D., Paula Di Marco Young, R.N., Chad Erickson, Jonathan Kaplan, M.D., Tara Leifer, Tim Sawyer, Jay Shorr, Mara Schorr, Lisa Wark, Greg Washington, Sr.

Program Schedule - Thursday, July 5, 2018

8:00 am - 9:00 am	Registration
8:00 am - 9:00 am	Breakfast
9:00 am - 11:00 am	Session 1: Advanced Marketing Techniques <i>Upon conclusion of this session participants will be better able to:</i> • Examine their “personalized brand” and determine how to modify or build their reputation • Advance their practice’s position in the market and see how they compare to competition • Understand how to gain more visibility in the market • Improve the success of internet and digital activities • Create a more powerful social media marketing plan by learning about current platforms and how to achieve results • Analyze the success of their “invertizing” and advertising activities to recruit and convert additional patients • Use the right tools to determine consult to conversion ratio • Track and improve all aspects of patient conversion rates, including existing patient base, website, telephone, social media and external marketing efforts
11:00 am - 11:15 am	Break
11:15 am - 1:00 pm	Session II: Advanced Practice Metrics <i>Upon conclusion of this session participants will be better able to:</i> • Implement the best tactics to reduce taxes and improve efficiency in benefits planning • Develop systems to identify return on investment (ROI) • Apply ROI formulas to all aspects of practice profit and loss, and understand what lies behind fixed and variable costs • Analyze pricing strategies to improve profit and learn how to determine true profitability, from marketing to consult to conversion • Minimize waste and excess costs in their practice, and how to obtain the best wholesale prices for supplies and services • Apply effective negotiation tactics to lower costs
1:00 pm - 2:00 pm	Lunch
2:00 pm - 3:45 pm	Session III: Advanced Counseling Skills <i>Through the use of role play and feedback, participants will learn to improve their customer service methods when dealing with the following types of patients:</i> • The new patient: where did they come from • The undecided patient: closing the sale • The upset patient: overcoming objections and providing solutions • The negotiator: promoting quality over price • The shopper: communicating the value of your practice • The VIP patient: balancing loyalty against profitability • The red-flag patient: how to spot and avoid conflict • The easy / moderate / hard to upsell patient: winning them over with a smile
3:45 pm - 4:00 pm	Break
4:00 pm - 6:00 pm	Session IV: Management Skills <i>Upon conclusion of this session participants will be better able to:</i> • Deal with the most common performance-related problems • Improve team performance from the top down • Coach and counsel employees for higher performance levels • Conduct performance reviews in the proper format • Incentivize key staff and create programs within state guidelines • Understand the most common legal and risk management issues that confront aesthetic practices and how to avoid them

The Aesthetic Show 2018 Main Program

Friday, July 6, 2018

7:30 am - 5:00 pm

Exhibit Hall Hours

8:00 am - 9:00 am

Breakfast, Presentations and Live Demonstrations in Exhibit Hall

9:00 am - 11:30 am

Opening General Session: The Aesthetic Visionaries 2.5 CME Credits Available



Moderator:
Michael Moretti

- **Outpacing the Competition** - Andrew Ordon, M.D.
- **Riding the Wave of Patient Demand** - Michael Moretti
- **Regenerative Aesthetics Comes of Age** - Ryan Welter, M.D., Ph.D.
- **The Role of Women's Health in Your Practice** - Tess Mauricio, M.D.
- **Preserving the Masculine Identity** - Terrence Keaney, M.D.
- **Understanding the Millennial Patient** - Deepak Dugar, M.D.
- **Lifting Techniques Using PRP** - Charles Runels, M.D.
- **New Paradigm of Skin Health Management** - Zein Obagi, M.D.

11:30 am - 1:00 pm

Lunch, Presentations and Live Demonstrations in Exhibit Hall

1:00 pm - 3:15 pm

Scientific Workshops

- Session One: 1:00 pm – 2:00 pm
 - Session Two: 2:15 pm – 3:15 pm
- See page 14 for overview.*

3:15 pm - 4:00 pm

Break, Presentations and Live Demonstrations in Exhibit Hall

4:00 pm - 6:30 pm

Concurrent Sessions:



Moderator:
Suneel Chilukuri, M.D.

Advanced Body Shaping Technologies

This session provides a full overview and deep insights into the leading body shaping procedures and technologies.

- **Rejuvenation for Extreme Neck and Jowl Sagging** - Angelo Cuzalina, M.D.
- **New Techniques for Liposuction** - Jason Emer, M.D.
- **The Nuances of Male Body Shaping** - Gregory Mueller, M.D.
- **Simultaneous Fat Reduction and Muscle Definition** - Richard Goldfarb, M.D.
- **Hi-Definition Body Contouring** - J.D. McCoy, N.M.D.
- **Just Say No** - Suneel Chilukuri, M.D.



Moderator:
Dore Gilbert, M.D.

Energy-Based Anti-Aging Skin Treatments

Explore the most effective energy-based skin treatments for resurfacing and anti-aging with the experts.

- **Next-Generation Technologies** - E. Victor Ross, M.D.
- **Optimizing Outcomes with Venus Viva** - Stephen Eubanks, M.D.
- **Pearls in Laser Resurfacing** - Mark Taylor, M.D.
- **Non-Invasive Skin Tightening of the Face and Neck** - Jennifer Walden, M.D.
- **My New Love Affair with Old Ablation** - Amber Bocknek, M.D.
- **Incorporating RF into a Surgical Practice** - Gregory Buford, M.D.
- **Combining Multiple Modalities to Achieve Optimal Results** - Christine Lee, M.D.
- **RF Microneedling** - Dore Gilbert, M.D.

4:00 pm - 6:30 pm



Moderator:
Shelena Lalji, M.D.

Emerging Procedures and Technologies, Part One

Get a step up on your competition with this extensive review of emerging procedures and technologies, and learn how to introduce them into your practice. In addition to expert information and evidence, speakers will discuss how to evaluate new technologies for safety and efficacy.

- **The Future of Robotics in the Future of Aesthetics** - Farhan Taghizadeh, M.D.
- **Review of the Next Cutting Edge Technologies** - Tess Mauricio, M.D.
- **Surgical and Non-Surgical Approaches to Anatomic Targets and Options for Facial Rejuvenation** - Steven Hopping, M.D.
- **Managing Head and Neck Fat** - Joseph Niamtu, III, D.M.D.
- **The Effects of Hormones on Fat Mass, Body Composition and Aesthetics in Men and Women: An Evidence-Based Review of Medical Literature Demonstrating Weight Loss and Aesthetic Benefits of Hormone Replacement** - Neal Rouzier, M.D.
- **Profound Radiofrequency Microneedling: Face and Body Applications** - Nima Naghshineh, M.D.
- **The Aesthetics of Sexuality: Energy-Based Medicine and the Future of Sexual Health** - Maryann Prewitt, M.D.
- **How to Choose a New Technology in Your Practice** - Shelena Lalji, M.D.

4:00 pm - 6:00 pm

Advanced Injectable Applications and Techniques Course 2 CME Credits Available

One of three modules that give a thorough view of the latest and most advanced injection techniques. See page 13 for overview.

4:00 pm - 6:00 pm

Advanced Techniques for Practice Success Course

One of three modules for exceptional breadth and depth of information and training in practice management. See page 13 for overview.

6:30 pm - 9:30 pm

BTL Cocktail Party: Sex Sells

Saturday, July 7, 2018

8:00 am - 7:30 pm

Exhibit Hall Hours

8:00 am - 9:00 am

Breakfast, Presentations and Live Demonstrations in Exhibit Hall

9:00 am - 11:30 am

Concurrent Sessions:



Moderator:
Zein Obagi, M.D.

Next-Generation Anti-Aging Skincare 2.5 CME Credits Available

With the increasing number of products and ingredients used in skincare formulations and cosmeceuticals, choosing the right ones for your practice can be daunting. Join the experts as they explore the applications, efficiencies and effectiveness so you can make the right choices for your practice, and determine the right product lines for your patients.

- **The Future of Skincare Formulations** - Elliott Milstein
- **Combining Growth Factors with Skincare Products** - Farhan Taghizadeh, M.D.
- **Growth Factors: Harnessing Healing Power – From Restoration to Rejuvenation** - Ahmed Al-Qahtani, Ph.D.
- **Deep Peels on Skin of Color: Pigmentation Management of the Future** - Desmer Destang, M.D.
- **Rebuilding Your Patients' Skin from the Inside Out** - Zein Obagi, M.D.

The Aesthetic Show 2018 Main Program (cont'd)

Saturday, July 7, 2018

9:00 am - 11:30 am

Concurrent Sessions:



Moderator:
Richard Goldfarb, M.D.

The Regenerative Aesthetics Revolution

Regenerative aesthetics is creating a lot of excitement as an evidence-based anti-aging therapy. This session will cover this rapidly expanding field, its upside and potential downfalls, and how to be successful when adding it to your practice.

- **PRP vs. Surgical Face-Lift** - Charles Runels, M.D.
- **Is PRP for Hair Loss Hype or Hope?** - Terrence Keaney, M.D.
- **Facial Microfat Grafting with PRP** - Kevin Sadati, D.O.
- **The SVF Frontier** - Mark Berman, M.D.
- **Stem Cells in Dermatology** - Nikolay Turovets, Ph.D.
- **Platelet-Rich Fibrin: The Latest in Autologous Blood Concentrate Therapy for Aesthetics** - Kian Karimi, M.D.
- **Removing Senescent Cells Delays Aging: The Role of Senolytics in Regenerative and Aesthetic Medicine** - John Sanderson, M.D.
- **Renuva Adipose Matrix Applications and Techniques in Aesthetics and Reconstruction** - Nima Naghshineh, M.D.
- **Learn the Fastest Ways to Adapt Regenerative Medicine into Your Practice Today** - Ryan Welter, M.D., Ph.D.
- **Transdermal Approaches to Skin Rejuvenation** - Richard Goldfarb, M.D.



Moderator:
Ritu Chopra, M.D.

A Glimpse into the Future of Plastic Surgery

Explore the newest surgical procedures that are making a marked difference in results, culminating with a discussion on managing extreme expectations.

- **Breast Augmentation Anatomy and Outcomes** - Christine Petti, M.D.
- **Enhancing Surgery with Nanofat** - Jon Grazer, M.D.
- **Fixing the Mistakes of Others** - Gary Motykie, M.D.
- **Post-Surgical Healing** - Leif Rogers, M.D.
- **Lifting of the Brow and Forehead** - Joseph Niamtu, III, D.M.D.
- **Managing Patients' Post-Operative Expectations Using Adjustable Breast Implants** - Thomas Jeneby, M.D.
- **Combining Non-Surgical and Surgical Treatments for Meticulous Results** - Gregory Chernoff, M.D.
- **Face-Lifting: What's Old is What's New** - Ramtin Kassir, M.D.
- **Face-Lift Strategies 2018: From Micro to Multi-Plane** - Corey Maas, M.D.



Moderator:
Andrew Ordon, M.D.

9:00 am - 11:00 am

Advanced Injectable Applications and Techniques Course 2 CME Credits Available

The second of three modules that give a thorough view of the latest and most advanced injection techniques. See page 13 for overview.

9:00 am - 11:00 am

Advanced Techniques for Practice Success Course

The second of three modules for exceptional breadth and depth of information and training in practice management. See page 13 for overview.

11:30 am - 1:00 pm

Lunch, Presentations and Live Demonstrations in Exhibit Hall

1:00 pm - 3:15 pm

Scientific Workshops

- Session One: 1:00 pm – 2:00 pm
- Session Two: 2:15 pm – 3:15 pm

See pages 14-15 for overview.

3:15 pm - 4:00 pm

Break, Presentations and Live Demonstrations in Exhibit Hall

4:00 pm - 6:00 pm



Moderator:
Edward Zimmerman,
M.D.

Concurrent Sessions:

Emerging Procedures and Technologies, Part Two

This session will continue the extensive review of emerging procedures and technologies and how to introduce them into your practice. In addition to expert information and evidence, speakers will discuss how to evaluate new technologies for safety and efficacy.

- **Fat Grafting to the Face** - Leif Rogers, M.D.
- **Las Vegas Legs** - Suneel Chilukuri, M.D.
- **ARTAS 9x: An ARTAS System Like No Other** - Mark Bishara, M.D.
- **The Secret to Beautiful Skin: RF Microneedling** - Tahl Humes, D.O.
- **Addressing Alopecia with Regenerative Technology** - Edward Zimmerman, M.D.



Moderator:
Elizabeth Houshmand,
M.D.

The Future of Aesthetic Dermatology

This session will cover the therapeutic and clinical aspects of dermatology and how they can be combined with aesthetic dermatology to get the best results treating different skin conditions.

- **Next-Generation Approaches to Acne Therapy** - H.L. Greenberg, M.D.
- **Anti-Aging Approaches for Dermatology** - William Philip Werschler, M.D.
- **Comprehensive Treatment of Acne Scars Using a Novel Subcision Device** - Mark Taylor, M.D.
- **Dealing with Dyschromia: What You Need to Know** - Lori Robertson, M.S.N., F.N.P.-C.
- **Leading Edge Approaches to Hair Loss** - Elizabeth Houshmand, M.D.



Moderator:
Red Alinsod, M.D.

Women's Health Revolution

As more options for feminine rejuvenation hit the market, it is increasingly important to fully understand the technologies, applications and pros and cons of new procedures. This session will also explore the safety and effectiveness of the newest technologies in the market.

- **Using Lasers, Radiofrequency and Stem Cells in Women's Health** - Sherry Thomas, M.D.
- **The Multifaceted Needs of the Aging Female** - Shelena Lalji, M.D.
- **Combination Therapy: Radiofrequency and CO² for Intimate Wellness** - Russell Bartels, M.D.
- **Classification of the Mons Pubis Ptosis with Guidelines for Non-Invasive and Invasive Treatment** - Marco Pelosi, II, M.D.
- **Regenerative Techniques for Vaginal Rejuvenation** - Allan Yang Wu, M.D.
- **Non-Invasive Ways of Improving Sexual Dysfunction** - Kimberly Evans, M.D.
- **Radiofrequency Treatments in Cosmetic Gynecology** - Red Alinsod, M.D.

4:00 pm - 6:00 pm

Advanced Injectable Applications and Techniques Course 2 CME Credits Available

The last of three modules that give a thorough view of the latest and most advanced injection techniques. See page 13 for overview.

4:00 pm - 6:00 pm

Advanced Techniques for Practice Success Course

The last of three modules for exceptional breadth and depth of information and training in practice management. See page 13 for overview.

6:00 pm - 7:30 pm

The New Aesthetic Awards: TAG! You're IT! Awards For Influencers and Innovators

Hosted by Andrew Ordon, M.D.

The Aesthetic Show 2018 Main Program (cont'd)

Sunday, July 8, 2018

8:30 am - 1:00 pm

Exhibit Hall Hours

8:30 am - 9:00 am

Breakfast in Exhibit Hall

9:00 am - 12:00 pm

Concurrent Sessions:



Moderator:
Tim Sawyer

Practice Management and Marketing

Join practice management experts as they take you through a comprehensive checklist for success. Gain critical understanding of innovative marketing initiatives and real-world examples you can draw on for your own practice.

- **Being a Successful Doctor and Manager** - Kristy Murrow, P.A.-C.
- **Using Before and After Galleries to Strategically Attract Patients** - Candace Crowe
- **How to Use Social Media in Your Practice** - H.L. Greenberg, M.D.
- **How Snapchat and Instagram Stories Transformed My Practice** - Jonathan Kaplan, M.D.
- **Patient Loyalty in the Era of No Loyalty** - Monica Bonakdar, M.D.
- **Make Your Website Work for You** - Dori Soukup
- **Enticing the Millennial Patient** - Mara Shorr
- **Mastering the Challenge of Today's Clinical Photography** - Ferdinand Mayer
- **Top 10 Ways to Save Money in Your Practice** - Jay Shorr
- **Top 5 Ways to Increase Internet Lead Conversion** - Tim Sawyer



Moderator:
Edward Zimmerman, M.D.

Advanced Injectable Applications and Techniques

This session will provide advanced injectors with a methodology to analyze the face for volume deficits and demonstrate a variety of injection techniques for different areas of the face. Speakers will also share success stories with off-label techniques.

- **The Prevention and Treatment of Filler Complications** - Garry Lee, M.D.
- **Less is More: The Art of Subtlety** - Lori Robertson, M.S.N., F.N.P.-C.
- **Full Face Filler Techniques** - Rich Castellano, M.D.
- **Microcannulas: The Paradigm is Shifting** - Kian Karimi, M.D.
- **The Emergence of Autologous Fillers** - Robert Troell, M.D.
- **The Track Record of Long Lasting Fillers** - Edward Zimmerman, M.D.

12:00 pm - 2:00 pm

The Certified Aesthetic Consultant Exam

CME

Target Audience

The educational design of this activity addresses the needs of physicians and ancillary health care professionals such as nurses, physician assistants, nurse practitioners and other medical professionals or office staff practicing aesthetic medicine involved in the care of aesthetic patients.

Statement of Need / Program Overview

Based on surveys of past meeting attendees, former meeting faculty members and our Scientific Advisory Board, we have found there is a continued lack of sufficient medical education and training (including hands-on procedural training) for physicians and professional medical staff who are currently practicing or are interested in practicing aesthetic medicine.

The Aesthetic Show brings the latest aesthetic knowledge, including plastic surgery and dermatologic procedures, products and technologies together in an intensive and interactive educational format. This meeting program is designed to provide an educational format to counteract where there is a deficiency of live and hands-on demonstration training programs where physicians can acquire the knowledge necessary for effective, safe and high levels of patient care.

Educational Objectives: After completing this activity, the participant should be better able to:

- Describe the aesthetic evaluation process, especially as it relates to assessing and restoring volume to the face and needs for facial rejuvenation.
- Choose an appropriate neurotoxin or dermal filler based on the area of desired correction.
- Select appropriate augmentation therapies based on patient characteristics, needs and goals.

- Compare botulinum toxin treatment and dermal filler treatment outcomes, safety, risks, complications, costs and benefits, among other factors that may be applicable to your practice.
- Demonstrate the advanced injection techniques required to obtain optimal results in the aging face.
- Distinguish how appropriate injection techniques and proper patient selection can minimize complications.
- Identify the latest and most current aesthetic techniques, trends and procedures.
- Understand where the aesthetic industry stands and where it is headed.
- Understand and apply new practice management ideas and services to their practice.
- Describe the latest uses of cosmeceuticals in an aesthetic medical practice.
- Explain how to clinically assess a patient, counsel a patient, and suggest a treatment to a patient.
- Review with existing guidelines for the treatment of atopic dermatitis, acne, pigmentation, scars, and other skin conditions.

Physician Accreditation Statement

This activity has been planned and implemented in accordance with the accreditation requirements and policies of the Accreditation Council for Continuing Medical Education (ACCME) through the joint providership of Global Education Group (Global) and United Business Media. Global is accredited by the ACCME to provide continuing medical education for physicians.

*This CME/CE activity complies with all requirements of the federal Physician Payment Sunshine Act. If a reportable event is associated with this activity, the accredited provider managing the program will provide the appropriate physician data to the Open Payments database.

Physician Credit Designation

Global Education Group designates this live activity for the maximum of 19.0 AMA PRA Category 1 Credits™. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

Nursing Continuing Education

Global Education Group is accredited as a provider of continuing nursing education by the American Nurses Credentialing Center's COA. This educational activity for 19.0 contact hours is provided by Global Education Group. Nurses should claim only the credit commensurate with the extent of their participation in the activity.

Disclosure of Conflicts of Interest

Global Education Group (Global) requires instructors, planners, managers and other individuals and their spouse/life partner who are in a position to control the content of this activity to disclose any real or apparent conflict of interest they may have as related to the content of this activity. All identified conflicts of interest are thoroughly vetted by Global for fair balance, scientific objectivity of studies mentioned in the materials or used as the basis for content and appropriateness of patient care recommendations.

Americans with Disabilities Act

Event staff will be glad to assist you with any special needs (i.e., physical, dietary, etc.). Please contact The Aesthetic Show prior to the live event at (949) 830-5409.

Global Contact Information

For information about the accreditation of this program, please contact Global at (303) 395-1782 or inquire@globaleducationgroup.com.

Special Focus Courses

Advanced Injectable Applications and Techniques Course **6 CME Credits Available**

Comprised of three modules, this course will provide a thorough review of the latest, most advanced injection techniques and tips from expert providers. Choose one, two or all three for maximum information and CME credits. *Participants will receive 2 CME credits upon completion of each module.*

Lecture Topics Include:

- How to treat difficult complications
- Discovering the latest off-label techniques
- Next-generation neurotoxins and dermal fillers pending approval
- Growing your practice revenues with injectables
- Building confidence as an injector and in assessing patient needs

Note: Each module has a separate fee to attend. Dates and times modules are offered:

Friday, July 6, 2018

4:00 pm - 6:00 pm

Moderator:

Terrence Keaney, M.D.

Module 1:

- Layering Techniques with Modern Dermal Fillers - Deepak Dugar, M.D.
- Thread Lifts in 2018: What Works, Who Should We Offer Them to and What are the Potential Problems? - Kian Karimi, M.D.
- Combining Laser and Injectables for Total Facial Enhancement - Tahl Humes, M.D.
- The Paradigm Shift in Treatments with Botulinum Toxins: One Year of Smooth - Corey Maas, M.D.
- Injectables in the Chin, Jaw and Submentum - Terrence Keaney, M.D.

Saturday, July 7, 2018

9:00 am - 11:00 am

Moderator:

William Philip Werschler, M.D.

Module 2:

- Potential Adverse Outcomes with Hyaluronic Acid - Craig Mezrow, M.D.
- Revolution and Evolution of Injection Rhinoplasty - Steven Hopping, M.D.
- Dermal Filler and Neurotoxin Use Across the Aging Spectrum - Lori Robertson, M.S.N., F.N.P.-C.
- The Uneven Face: Things You Never Noticed - Rand Rusher, R.N., C.A.N.S.

4:00 pm - 6:00 pm

Moderator:

Tess Mauricio, M.D.

Module 3:

- Advanced Techniques for Atrophic Scars Using Fillers, RF, Microneedling and PRP - Garry Lee, M.D.
- Do Permanent Fillers Mean Permanent Problems? - Rich Castellano, M.D.
- The Three Keys to Success with Fillers - Patrick Bitter, Jr., M.D.
- Injectable Safety - Ramtin Kassir, M.D.

Advanced Techniques for Practice Success Course

The Advanced Techniques for Practice Success Course contains three separate modules which you can take individually, or combine for exceptional breadth and depth of information and training in practice management. These courses are designed to assist practices with building, growing and marketing an aesthetic business. Instructors will include experts in practice marketing, patient counseling and office management.

Lecture Topics Include:

- Advanced marketing techniques
- Internet and digital marketing
- Harnessing the power of new media
- How to expand your practice and profitability
- Analysis of your business model
- Mastering patient consultations
- Improving staff management skills
- Real world success examples

Note: Each module has a separate fee to attend. Dates and times modules are offered:

Friday, July 6, 2018

4:00 pm - 6:00 pm

Moderators:

Jay Shorr and Mara Shorr

Module 1:

- How to Respond to Negative Reviews with Success - Lisa Wark
- Weed Out Price Shoppers and Find Serious Patients in the Process - Jonathan Kaplan, M.D.
- Differentiate Yourself with Authority Marketing - Dori Soukup
- Tips for Enhancing the Patient Experience - Ron Hartley
- Best Practices in Asset Protection for Aesthetic Physicians - David Mandell
- How to Avoid the Marketing Money Pit - Darren Seigel
- Working with Millennials and Baby Boomers in the Same Business - Jay Shorr and Mara Shorr

Saturday, July 7, 2018

9:00 am - 11:00 am

Moderators:

Jay Shorr and Mara Shorr

Module 2:

- Retargeting and Display Advertising – Top 10 Techniques to Put Your Brand Back in Front of Patients - Tara Leifer
- Patient Economics – How Financing Can Remove Cost as a Barrier to Your Patients Saying Yes - Nayson Rouhipour
- From Near Bankruptcy to Over \$3 Million in Cosmetic Revenue - Rich Castellano, M.D.
- Pros and Cons of Online Stores - Paula Di Marco Young, R.N.
- Explaining the Importance of Nutrition to the Patient - Gregory Buford, M.D.
- Drive Demand From Your Established Patient Base - Suneel Chilukuri, M.D.
- Using Text and Chat to Increase Inbound Leads - Michael Antosy
- How to Keep Your Patients Coming Back for More - Jay Shorr and Mara Shorr

4:00 pm - 6:00 pm

Moderators:

Jay Shorr and Mara Shorr

Module 3:

- Marketing to Millennials – Embracing Today's Modern Consumer - Tim Sawyer
- Using YouTube Videos to Convert Consults to Treatments - Monica Bonakdar, M.D.
- The New Practice Staff – Expert Internet Sales Team - Greg Washington
- Leading, Not Just Managing, Your Practice - Kristy Murrow, P.A.-C.
- Facebook and Snapchat Live Surgery Videos: What Marketers Did Not Tell Me - Thomas Jeneby, M.D.
- Adding Cash-Pay Services to a Typically Insurance-Based Practice - Jay Shorr and Mara Shorr

Scientific Workshops

Friday, July 6, 2018

Session One:

1:00 pm - 2:00 pm

What Men Want: The Complete Male Patient Course 1 CME Credit Available

Jason Emer, M.D. and Terrence Keaney, M.D.

Learn the most profitable, efficacious and high-demand procedures for male patients. Understand the male patient psychology and attract more men to your practice with treatments that they care about. From hair regrowth to sexual wellness, Dr. Keaney and Dr. Emer will take you through how they have personally built successful practices with male patients. Updates on the latest clinical advancements in the following will be taught: PRP for hair regrowth, microneedling and combination therapy for facial aesthetics, body contouring and extracorporeal shockwave for erectile health.

Y LIFT Structural Volumizing: The Leading Edge in Non-Surgical Full-Face Rejuvenation

Jason Pioli and Yan Trokel, M.D.

The Y LIFT®, based on an anatomically sound structural volumizing methodology, is one of the most efficacious non-surgical procedures to sculpt the mid-face, restore jawline definition, and tighten the upper neck with results that rival surgical face-lifts without any incisions, anesthesia or downtime. Learn about this amazing technique and how you can implement it into your own practice by becoming a Certified Y LIFT Provider, along with joining the exclusive Y LIFT Network of medical professionals and profiting from its immense benefits.

Session Two:

2:15 pm - 3:15 pm

Acne and Hyperpigmentation Clearance: Technology That Works

Suneel Chilukuri, M.D. and Jason Emer, M.D.

In this interactive workshop you'll discover how a single device can transform your aesthetic practice and your patients' lives. Learn how to clear the most problematic acne and the most challenging hyperpigmentation on the face with a single device and handpiece featuring new 650 ms technology. Renowned dermatologists Dr. Chilukuri and Dr. Emer, will reveal how modern medical aesthetic practices are safely, effectively and tolerably using devices to clear acne quickly and profitably while saving patients from the high costs of prescriptions. Plus, learn how both physicians routinely use 650 ms devices in combination with chemical peels, topicals and microneedling to clear epidermal and dermal hyperpigmentation, including melasma on all skin types.

Mommy Makeover: Restoring the Pre-Baby Body

Tahl Humes, D.O.

The mommy makeover comprises a combination of procedures that target the restoration of the pre-baby body. Combining procedures such as body sculpting, treatment of stretch marks, vaginal revitalization and vulvar remodeling can create a unique approach to improving your patients' appearance and quality of life while differentiating your practice offerings. Join us to learn how to create the results your patients demand, and how to market these services more effectively.

Snail Secretion: Natural Growth Factors for Optimizing Procedural Outcomes

Ted Lain, M.D.

Discover the benefits of using growth factor products post-procedure to enhance results and reduce side effects, plus learn how a new environmental protection serum combats the signs of aging caused by pollution.

Saturday, July 7, 2018

Session One:

1:00 pm - 2:00 pm

Let's Talk About Sex: Sexual Health and Aesthetics for Women and Men 1 CME Credit Available

Charles Runels, M.D.

Learn why sexual health and aesthetics are two different but interconnected parts of the same patient satisfaction equation. Dr. Runels introduces the simplest and most effective procedures for sexual wellness and aesthetics. You will learn how to incorporate new, affordable procedures in ways that are profitable and exceed patient expectations. Platelet-rich plasma and combination therapy with fillers, radiofrequency, laser and shockwave will be taught with the latest clinical and marketing updates.

Patient Engagement Protocols that Drive Demand

Suneel Chilukuri, M.D.

Gain valuable insights into how to better engage and drive demand for aesthetic services from your established patient base. Dr. Chilukuri, director of cosmetic surgery at Refresh Dermatology in Houston, Texas will share how he has significantly reduced his advertising expenses while dramatically increasing the amount of revenue generated from repeat patient visits.

Sexy for Life: Shockwave Therapy for Longevity in Men's and Women's Sexual Health

Maryann Prewitt, M.D.

Session Two:
2:15 pm - 3:15 pm

Incorporating Hormone Therapy into Your Practice

Enrique Jacome, M.D. and Neal Rouzier, M.D.

This workshop reviews the importance of hormone replacement (HRT), what it is and isn't, and what it does from a scientific standpoint. Peer-reviewed medical research is extensively examined to demonstrate all that is known in our literature, yet not embraced or utilized. This new trend in medicine will be evaluated and analyzed as to the validity of the claims, and to facilitate a better understanding of the importance of this therapy for you, your patients and your practice. Learn from experts how the practice of age management medicine has changed their lives and practices, and how to introduce this into your practice.

Growing Your Practice in 2018: A Little Less Talk and A Lot More Action

Tim Sawyer

Discover the strategies that really make a difference when it comes to growing your revenue in the aesthetic marketplace and building lifelong, loyal patients. Learn the industry's most effective management techniques for not only empowering you and your practice, but also for increasing lead conversion, patient satisfaction and generating ROI off your digital marketing dollars.

Is Skin Getting the Signal to Renew? The Importance of Stem Cell Activation

Ted Lain, M.D.

Examine how the combination of stem cell activators with growth factors from the C. aspersa snail improves skin aging, and why their use in combination is important to help repair internal and external aging factors.



Saturday, July 7, 2018 6:00 pm – 7:30 pm

Hosted by Andrew Ordon, M.D.

Entering its eighth year, The New Aesthetic Awards: TAG! You're IT! Awards for Influencers and Innovators honors individuals and organizations shaping the future of aesthetic medicine.

Awards will be given to physicians, aesthetic professionals and organizations in each of the following categories:

- Surgical
- Practice Management
- Non-Surgical
- Best Aesthetic Practice
- Technology
- Lifetime Achievement Award

Enter to win! If you would like to submit a nomination for yourself or a colleague, please visit www.aestheticshow.com and click on "Awards" for the submission form.

Winners will receive the prestigious TAG! You're IT! award and badge of excellence to use on promotional materials, exclusive exposure in *The Aesthetic Guide* magazines, as well as on The Aesthetic Channel and The Aesthetic Show websites.



Final deadline for submissions is June 1, 2018.