



AAAM LEVEL 2 DIPLOMA COURSE

May 16-20, 2018

Miami, Florida

Course Faculty: TBA

DAY 1: Wednesday, May 16, 2018. Faculty: TBA

COSMETIC DERMATOLOGY

07:30 – 08:30	Registration & Continental Breakfast
---------------	---

08:30 – 10:30	Introduction to Dermatology
---------------	------------------------------------

10:30 – 11:00	COFFEE BREAK
---------------	---------------------

11:00 – 12:30	▪ Sun Protection of All Skin Types ▪ Pigment Disorders ▪ Dark Circles
---------------	--

12:30 – 13:30	LUNCH
---------------	--------------

13:30 – 15:00	Acne ▪ Etiology ▪ Classification ▪ Complications ▪ Treatment Rosacea ▪ Causes of Rosacea ▪ Treatments
---------------	---

15:00 – 15:30	COFFEE BREAK
---------------	---------------------

15:30 – 17:00	▪ Cellulite ▪ Scar Management ▪ Skin Care
---------------	--

17:00 – 17:30	Daily Test on Cosmetic Dermatology
---------------	---

Day 2: Thursday, May 17, 2018. Faculty: TBA
Platelet Rich Plasma (PRP) + Micro-Needling

08:00 – 08:30 **Continental Breakfast**

8:30 – 10:30 **Introduction**

- Concept of Beauty
- Aging: The Prevalent Theory
 - ❖ When and Why PRP
 - ❖ When and Why Other Rejuvenation Techniques
- Rules of Rejuvenation
- History of PRP Development in the Last 20 Years
- PRP Mechanisms of Action

10:30 – 11:00 **COFFEE BREAK**

11:00 – 12:30 **PRP Technique**

- Platelet Harvesting
- Reducing Platelets Poor Plasma
- PRP Preparation
- PRP Injection
- Post Treatment Instructions
- Contraindications and Complications

12:30 – 13:30 **LUNCH**

13:30 – 15:00 **PRP Indications**

- Facial Rejuvenation
- Hand Rejuvenation
- Hair Restoration
- Scar Treatment
- Acne Treatment

15:00-15:30 **COFFEE BREAK**

15:30 – 15:45 **Multiple Choice Assessment Quiz on PRP**

15:45 – 17:30 **Practical Workshop and Hands-On with PRP**

Day 3: Friday, May 18, 2018. Faculty: TBA

BOTULINUM TOXIN A & SKIN FILLERS: ADVANCED INDICATIONS AND TECHNIQUES

08:00 – 08:30

Continental Breakfast

08:30 – 10:30

Introduction: What is Beauty?

Botulinum Toxin A

- Analysis of Facial Beauty
 - Pharmacology of Botulinum Toxin A
 - Frown Lines and Brow Lifting
 - Periorcular Rejuvenation
 - Periorbital Rejuvenation
 - Platysmal Band Rejuvenation
 - Hyperhidrosis
 - Management of Complications from Botulinum Toxin A injections
-

10:30 – 10:45

COFFEE BREAK

10:45 – 12:15

Skin Fillers

- Hyaluronic Acid Fillers for Facial Aesthetic Enhancement
 - Calcium Hydroxylapatite Facial Sculpting
 - Facial Sculpting with Poly-L-Lactic Acid
 - Advanced Volume Restoration of the Lower Face
 - Restoration of Lip Volume and Definition Using Facial Fillers
 - Advanced Volume Restoration of the Aging Face
 - Blunt Facial Cannula Technique
 - The Role of Tropical Agents and Regional Blocks
 - Management of Complications of Filler Injections
-

12:15 – 12:30

Multiple Choice Assessment Quiz Botulinum Toxin A and Skin Fillers

12:30 – 13:30

LUNCH

13:30 – 17:30

Live Demonstrations and Hands-on Workshop on Advanced Indications for Botulinum Toxin A and Skin Fillers

Day 4: Saturday, May 19, 2018. Faculty: TBA

Morning: MINIMALLY INVASIVE SURGICAL PROCEDURES and PAIN MANAGEMENT

Afternoon: SCLEROTHERAPY

08:00 – 08:30 **Continental Breakfast**

08:30 – 10:00 **Minimally Invasive Surgical Procedures**

- Excisional Biopsy
- Punch and Shave Biopsy of the Skin
- Subcision for Acne Scars
- Subcision for Cellulite Dimples
- Epidermal Cyst Excision
- Lipoma Excision
- Skin Tag Removal
- Laceration repair

10:00 – 10:30 **Hands-on Workshop of Minimally Invasive Surgical Procedures (using skin pads)**

10:30 – 11:00 **COFFEE BREAK**

11:00 – 12:30 **Nerve Blocks**

- Facial Nerve Anatomy
- Trigeminal Nerve Anatomy
- Supraorbital, Infraorbital, Maxilar and Mandible Nerve Blocks

Workshop of Nerve Blocks using Mannequin Heads

12:30 – 13:30 **LUNCH**

13:30 – 15:00 **Sclerotherapy in Aesthetic Medicine**

- Introduction to Phlebology
- Treatment of Telangiectasia and Varicose Veins
- Lifestyle and Conservative Medical Management
- Sclerotherapy
- Vascular Lasers

15:00 – 15:15 **COFFEE BREAK**

15:15 – 15:30 **Multiple Choice Assessment Quiz on Phlebology**

15:30 - 17:30 **Hands-On Demonstration and Workshop on Sclerotherapy**

Day 5: Sunday, May 20, 2018. Faculty: TBA
MARKETING AND BUSINESS STRATEGIES FOR A SUCCESSFUL MEDSPA

08:00 – 08:30 **Continental Breakfast**

08:30 – 08:45 **Introductions and Objectives of Course Attendees**

08:45 – 10:30 **Marketing Strategies**

- Learn marketing strategies and concepts that have transformed medical spas, spas and clinics worldwide
- Learn ways to increase revenue and credibility by offering new approaches
- Learn how to double your revenue and build customer loyalty

10:30 – 11:00 **COFFEE BREAK**

11:00 – 12:30 **Marketing Strategies continued**

- Easy and effective marketing ideas
- How to choose the right services for today's medical spas
- Service
 - ❖ Most profitable
 - ❖ Least profitable
 - ❖ Most strategic
- Effective services and product development
- Benefits of cross marketing services and products
- Public Relations companies and publicity strategies
- Internet strategies
- Efficient and cost effective marketing tools

12:30 – 13:30 **LUNCH**

13:30 – 15:00 **Staffing**

- The importance of the first interview
- "Must have" qualities of each employee
- How to impact employees performance with motivation
- The value of detailed job descriptions
- Tips on how to manage staff
- Compensation structure

15:00 – 15:30 **COFFEE BREAK**

16:00 – 16:30	Medical Spa Start-Up Overview ▪ Feasibility ▪ Structure ▪ Business Plan ▪ Inventory Management
16:30 – 16:45	Daily Quiz on Medical Spa Marketing
16:45 – 17:30	Overview of Objectives & Question and Answer Session
17:30 – 18:15	Commercial on MedSpa Services and Products (non CME)