



AAAMC

NOVEMBER 9 - 11, 2018 | MIAMI, FLORIDA USA

The Future of Aesthetic Medicine: Breakthroughs and International Outlook

Celebrating the 20th Anniversary of AAAM!

The 15th AAAM Congress Brings to You – **International Outlook in Aesthetic Medicine** *With a Bonus Focus on Complications Management in Aesthetic Medicine*

THIS YEAR'S POWER-PACKED BREAKOUTS FOCUS INCLUDES:

10 Breakout Sessions covering focused Aesthetic Medicine Specialty

- **Breakout 1** Combines Treatments in Facial Aesthetics & Shaping
- **Breakout 2** Corrective Cosmetics with Technologies/Devices
- **Breakout 3** Non Invasive Cosmetic Gynaecology
- **Breakout 4** New Standards in Skincare
- **Breakout 5** PRP, Fat Grating & Stem Cells
- **Breakout 6** Promising Advances in Anti-Aging, Nutrition & HRT
- **Breakout 7** Marketing Social Media: Online Content & Informed Consent
- **Breakout 8** PDO Threads & Advances in Application
- **Breakout 9** Non-invasive Hair Restoration: Basic & Advance
- **Breakout 10** Complications & Contraindications

WHAT'S HAPPENING AT THE 15TH AAAMC

JOIN AAAM AT THE 15TH ANNUAL CONGRESS

- 1 Industry Exhibition
- 2 Board Certification Courses: Level 1 Introductory & Level 2 Advanced
- 3 Level 3 Board Certification
- 4 Focused Pre-Congress Training Workshops

MARKETING
AND MANAGEMENT
Certification Program
For Aesthetic Clinic
Owners & Aesthetic
Clinic Managers
by Manon Pilon

Anti-ageing and
HRT for Aesthetic
Medicine
by Dr Thierry
Hertoghe

Hands-on
Cadaver Workshop on
Facial Injectable for
Aesthetic Procedures
by Dr Irijana
Rojkovic

Medical Assistant,
Physician Assistant,
Nurses and Medical
Aesthetician
Certification Program
by Manon Pilon

4 KEYNOTES FROM THOUGHT LEADERS ON

- **Advanced Cosmeceuticals and Dermatology Care**
Prof Leslie Baumann, Dermatology, Miami, FL
- **Revolutionary Peptides, available in the USA, that Increase Skin and Muscle Tone: Follistatin, Mechano growth factor, Long-acting IGF-1, AOD9604**
Dr Thierry Hertoghe, Anti-Aging, Brussels, Belgium
- **Filling the Void - Threads in Your Aesthetic Practice**
By Dr Kian Karimi, Plastic Surgery, Beverly Hills, CA
- **Aesthetic Medicine: Prompt recognition and successful management of common and uncommon treatment complications**
Dr Alejandro Espallat, Ophthalmology, Melbourne, FL

WHAT'S NEW

For Nurses and Clinic Managers:

Day 1

WORKSHOP 1: Marketing and Management Certification Program for Aesthetic Clinic Owners & Aesthetic Clinic Managers

By Manon Pilon, Aesthetic Medicine/Med Spa Consultant, Montreal, Canada

Day 2

Medical Assistant, Physician Assistant, Nurses and Medical Aesthetician Certification Program
From the phone call to the sales of a package

*How To Do A Conversion and turn your business to gold!
With Manon Pilon*



November 9 – 11, 2018 | Miami, Florida USA

Event At-a-Glance

INTERNATIONAL OUTLOOK IN AESTHETIC MEDICINE

CONGRESS DAY 1 | November 10 – Saturday

General Session I

08:30 – 08:45	Welcome & Congress Opening Dr Michel Delune , President, AAAM, <i>Laguna Niguel, CA, USA</i> Prof John Kim , Laser Surgery and Cosmetic/Aesthetic Medicine, <i>Los Angeles, CA, USA</i>
08:45 – 09:35	KEYNOTE 1 Advanced cosmeceuticals and dermatology care Prof Leslie Baumann , Dermatology, <i>Miami, FL</i>
09:35 – 09:45	Keynote Q&A
09:45 – 10:30	Morning Coffee Break
10:30 – 11:20	KEYNOTE 2 Revolutionary Peptides, available in the USA, that Increase Skin and Muscle Tone: Follistatin, Mechano growth factor, Long-acting IGF-1, AOD9604 Dr Thierry Hertoghe , Anti-Aging, <i>Brussels, Belgium</i>
11:20 – 11:30	Keynote Q&A
11:30 – 11:45	Speaker 1
11:45 – 11:50	2-5min Non CME Transition Break
11:50 – 12:20	Non-CME Sponsored Session 1 TBC Speaker: Manon Pilon , Med Spa Consultant, <i>Montreal Canada</i> International Educator for Derme & Co By Derme & Co
12:20 – 13:20	Lunch Break
13:20 – 13:30	Chairman Opening

BREAKOUT 1 | Facial - Combined Treatments

13:30 – 14:00	Dermal Fillers Prof Leslie Baumann , Dermatology, <i>Miami, FL</i>
14:00 – 14:30	Tranexamic acid use and effectiveness in very dark skin. Does it really work? Dr Desmer Destang , Aesthetic Medicine, <i>Santa Lucia</i>
14:30 – 15:00	Creative injectable combination treatments for lower face and neck Dr Renier Vanaardt , Dermatology, <i>Truro, Canada</i>
15:00 – 15:10	Panel Q&A
15:10 – 15:50	Afternoon Coffee Break

BREAKOUT 2 | Energy-Based Devices in Aesthetics

13:30 – 14:00	Laser treatment combination for face rejuvenation Dr Krysstof Gojdz , Aesthetic Medicine, <i>Warsaw Poland</i>
14:00 – 14:20	Superficial radiotherapy: A novel approach to removing skin cancer Dr Jason Green , Dermatology, <i>Deerfield Beach, FL</i>

November 9 – 11, 2018 | Miami, Florida USA

14:20 – 14:50	New trends in non-invasive body contouring: cryolipolysis in combination with Acoustic Wave Therapy, RF and Lasers <i>Dr Serguei Volodine, Aesthetic Medicine, Luxemburg</i>
14:50 – 15:10	Lasertherapy for pigmented lesions: Pros and Cons <i>Dr Magdalena Pirowska, Dermatology, Warsaw, Poland</i>
15:10 – 15:20	Panel Q&A
15:20 – 15:50	Afternoon Coffee Break

BREAKOUT 3 | Cosmetic-Gynecology

13:30 – 13:50	The role of energy based devices in Aesthetic Gynecology <i>Dr Rashad Haddad, Gynecology, Dubai, UAE</i>
13:50 – 14:10	The role of estrogen in vaginal health and rejuvenation <i>Dr Omnia Latif, Gynecology, Newark, NJ</i>
14:10 – 14:30	The psychological and sexual effects of Aesthetic Gynecology <i>Dr Rashad Haddad, Gynecology, Dubai, UAE</i>
14:30 – 14:40	Panel Q&A 5 min transition break
14:40 – 15:00	Sponsored session by Promoltalia
15:10 – 15:50	Afternoon Coffee Break

BREAKOUT 4 | Skincare

15:50 – 16:00	Chairman Opening
16:00 – 16:30	The Beauty and Benefit of PMMA: The longest lasting filler for both anti-aging and acne scars <i>Dr Jason Green, Dermatology, Deerfield Beach, FL</i>
16:30 – 17:00	Medical face and neck lifting by 3D isovolumetric tissues repositioning <i>Dr Alain Tenenbaum, Cosmetic Surgery, Lugano, Switzerland</i>
17:00 – 17:20	Dermoscopy for melanoma detection in daily practice <i>Dr Magdalena Pirowska, Dermatology, Warsaw, Poland</i>
17:20 – 17:30	Panel Q&A

BREAKOUT 5 | Stem Cells, PRP & Fat Grafting Advancement

15:50 – 16:00	Chairman Opening
16:00 – 16:30	Main indications for Stem Cells in Aesthetic Medicine <i>Dr Steve Warren, Aesthetic Medicine, Bountiful, UT</i>
16:30 – 16:50	Umbilical Stem Cells, the next step after PRP <i>Dr Steve Warren, Aesthetic Medicine, Bountiful, UT</i>
16:50 – 17:10	Stem Cells in Aesthetic Medicine: Dreams or Reality? <i>Dr Ali Modarressi, Plastic Surgery, Geneva, Switzerland</i>
17:10 – 17:30	Comparison of autologous PRP versus autologous injections on the skin wound healing after blepharoplasty surgery <i>Dr Aleajndro Espallat, Ophthalmology, Melbourne, FL</i>
17:30 – 17:40	Panel Q&A

BREAKOUT 6 | Anti-Aging, Nutrition & HRT

15:50 – 16:00	Chairman Opening
16:00 – 16:20	Related peptides to reverse the aging of the face, the most potent treatments? <i>Dr Thierry Hertoghe, Anti-Aging, Brussels, Belgium</i>
16:20 – 16:40	Regenerative Medicine: The future is now <i>Dr Luc Vandenitte, Aesthetic Medicine, Brussels, Belgium</i>

November 9 – 11, 2018 | Miami, Florida USA

16:40 – 17:00	Efficacy in the treatment of EFEP with recombinant enzymes by PBSerum Dr Mauricio Orlando Espana , Aesthetic Medicine, Tijuana, Mexico
17:00 – 17:20	Hormones and optimizing skin issues Dr Omnia Latif , Gynecology, Newark, NJ
17:20 – 17:30	Panel Q&A

Workshops

13:30 – 15:30	CME Workshop – Hormone Mesotherapy Workshop Hormone mesotherapies to regenerate the skin and muscles of the face: with somatotropin, IGF-1, relaxin, vasodilators. Learn from the expert. Dr Thierry Hertoghe , Anti-Aging, Brussels, Belgium
13:30 – 15:30	Sponsored Workshop 1 By CosmoFrance/Novathreads Dr Kian Karimi , Plastic Surgery, Beverly Hills, CA
15:30 – 16:00	Afternoon Coffee Break
16:00 – 17:30	Sponsored Workshop 2 Dr Desmer Destang , Aesthetic Medicine, Santa Lucia

CONGRESS DAY 2 | November 11 – Sunday

General Session II

08:30 – 08:45	Welcome & Congress Opening Master of Ceremony Mrs Manon Pilon , Aesthetic Medicine/Med Spa Consultant, Montreal, Canada
08:45 – 09:35	KEYNOTE 3 Filling the Void - Threads in Your Aesthetic Practice Dr Kian Karimi , Plastic Surgery, Beverly Hills, CA
09:35 – 09:45	Keynote Q&A
09:45 – 10:30	Morning Coffee Break
10:30 – 11:20	KEYNOTE 4 Aesthetic Medicine: Prompt recognition and successful management of common and uncommon treatment complications Dr Alejandro Espallat , Ophthalmology, Melbourne, FL
11:20 – 11:30	Keynote Q&A
11:30 – 11:45	Hydroxyapatite and Hyaluronic Acid Fillers in combination with monopolar RF and/or AWT in facial volume restoration Dr Serguei Volodine , Aesthetic Medicine, Luxemburg
11:45 – 11:50	2-5min Non CME Transition Break
11:50 – 12:20	Non-CME Sponsored Session 2
12:20 – 13:20	Lunch Break

BREAKOUT 7 | Marketing Strategies

13:30 – 13:50	Clinic strategy/marketing and public relation Dr Krzysztof Gojdz , Aesthetic Medicine, Warsaw Poland
13:50 – 14:10	How to acquire new clients without investing / Strategy and tips to increase your income Manon Pilon , Med Spa Consultant, Montreal Canada
14:10 – 14:30	Successfully Competing on Google Tim Sawyer , Motivational Speaker, Author & Practice management Consultant, Orlando, FL

November 9 – 11, 2018 | Miami, Florida USA

14:30 – 14:50 Strategies for turning patients into happy lifelong practice clients
Dr Renier Vanaardt, Dermatology, Truro, Canada

14:50 – 15:00 Panel Q&A

BREAKOUT 8 | PDO & Thread Lifting

13:30 – 14:00 How to combine threads and fillers for face rejuvenation
Dr John Kim, Internal Medicine, Los Angeles, CA

14:00 – 14:20 PDO for Skin of Color: How to Achieve a Greater Lift
Dr Desmer Destang, Aesthetic Medicine, Santa Lucia

14:20 – 14:50 TBA

14:50 – 15:00 Panel Q&A

BREAKOUT 9 | Hair Aesthetics

13:30 – 14:00 Latest news in FUE and Hair Transplantation
Dr Magdalena Pirowska, Dermatology, Warsaw, Poland

14:00 – 14:20 Combination treatments for hair loss
Dr Irijana Rajkovic, Plastic Surgery, Zagreb, Croatia

14:20 – 14:50 Using PRP to increase hair thickness and density in androgenic alopecia and telogen effluvium
Dr David Melamed, Aesthetic Medicine, Los Angeles, CA

14:50 – 15:00 Panel Q&A

BREAKOUT 10 | Complications & Contradictions

13:30 – 13:50 How to prevent and manage fillers complications
Dr Ali Modarresi, Plastic Surgery, Geneva, Switzerland

13:50 – 14:10 Toxin complications in neck rejuvenation
Dr Irijana Rajkovic, Plastic Surgery, Zagreb, Croatia

14:10 – 14:30 Complications and Contradictions in Aesthetic Medicine
Dr Desmer Destang, Aesthetic Medicine, Santa Lucia

14:30 – 14:50 Physico chemical risk factors in complications from fillers applied to the body
Dr Alain Tenenbaum, Cosmetic Surgery, Lugano, Switzerland

14:50 – 15:00 Panel Q&A

KEYNOTE 5

15:00 – 16:00 Scientific approach to the use of new modalities such as PRP and stem cells
Q&A
Dr Paul Rose, Cosmetic Surgeon, Miami FL

PANEL Q&A AND CLOSE OF CONFERENCE

BREAKOUT 11 | Special Case Studies

13:30 – 14:00 Aging Hands Management
Dr Jean Hilaire Chegnoua, Aesthetic Medicine, Douala, Cameroun

14:00 – 14:30 Dental face lifting
Dr Iwona Gnach-Olejniczak, Aesthetic Dentistry, Warsaw, Poland

14:30 – 14:50 Efficacy in the treatment of striae with Radiesse
Dr Eric Villegas Sanchez, Aesthetic Medicine, Tijuana, Mexico

November 9 – 11, 2018 | Miami, Florida USA

PRE-CONGRESS WORKSHOPS

NOVEMBER 9, 2018 | FRIDAY

WORKSHOP 1: Marketing and Management Certification Program for Aesthetic Clinic Owners & Aesthetic Clinic Managers

By *Manon Pilon*, Aesthetic Medicine/Med Spa Consultant, Montreal, Canada

Join the Experts Panels with Manon Pilon as your host!

09:00 – 09:30	Introduction of all the participants
09:30 – 10:30	Review off all Marketing strategies to increase your business and revenues including: Concept & marketing strategies to develop your successful business • How to benefit from cross marketing services and products • Public relations and advertising strategies • Internet marketing strategies, social media new concept and methods • Marketing with cost efficient and effective marketing tools • How to choose the right profitable services for today's medical spas? • Service options: most profitable, less profitable and strategic alternatives • Discussion on effective services and product development Staffing • The importance of the first interview • The "must-have" qualities for each employee • Learn how to impact employee's work performance with motivation • The value of detailed job descriptions • Tips on staff management • Compensation structures New Ideas that make your business profitable • Learn how to develop unique concepts to acquire new patients • ABC to a successful conversion • Retail conversion to increase your revenue • First things first – How to generate new opportunities • Top 3 things to do upon conversion • Referrals and rewards from existing clients
12:00 – 13:30	Lunch Break
13:30 – 17:00	NETWORKING WORKSHOP Afternoon workshop/round table and share the top ideas for success from around the world, learn and share your top secrets to a successful practice!

*Tables will be split by subjects and table will develop the top 10 ideas that will be successful, then share with the group!
Learn and have FUN in this amazing around the world experts and learn from top experts how to be successful!*

November 9 – 11, 2018 | Miami, Florida USA



WORKSHOP 2: Hormone Therapy Workshop for the Aesthetic Doctor

By **Dr Thierry Hertoghe**, Brussels, Belgium

07:45 – 08:30	Registration
08:30 – 08:50	20-minute-overview of hormone therapies that efficiently rejuvenate physical aging (pictures, their differences, efficacy, and indications)
08:50 – 10:20	The six most important hormone treatments for the aesthetical doctor (physical signs, lab tests, treatment - doses, duration, benefits, safety etc.; part A) • Thyroid treatment • Estradiol and progesterone in women • Testosterone treatment in women • Testosterone treatment in men
10:20 – 10:50	Break
10:50 – 12:10	The six most important hormone treatments for the aesthetical doctor (part B) • Vasopressin treatment • Growth hormone and IGF-1 treatments
12:10 – 12:40	Safe hormone therapies that assist plastic surgical and aesthetical interventions • Systemic treatments • Topical creams
12:40 – 13:40	Lunch Break
13:40 – 15:00	Full hair regrowth with safe hormone and nutritional therapies in scalp hair loss: All you need to know how physical signs, treatment (doses, duration, etc.) to reverse • Diffuse hair loss • Male and female pattern hair loss • Alopecia areata and universal hair loss
15:00 – 15:20	PATIENT CASE: Practical session with an on stage consultation of a physician of the audience
15:20 – 15:40	Break
15:40 – 17:00	Substantial facial rejuvenation with hormone therapies of older adults • Reversing wrinkles • Reversing face atrophy and laxity
17:00 – 17:30	PATIENT CASE: Practical session with on stage consultation of a physician of the audience

November 9 – 11, 2018 | Miami, Florida USA

WORKSHOP 3:

Cadaver Workshop on Injectables for Aesthetic Procedures

By Dr Irijana Rajkovic
MARC Research Facility Center



This **Pre-congress cadaver workshop** is specifically designed for medical doctors and practitioners who wish to gain thorough understanding of facial anatomy, pharmacology and science behind Botulinum toxin and fillers. By participating in this interactive course with leading AAAM expert on aesthetic facial treatments with injectables, this course will also help you to gain advanced skills in injection techniques and help You to avoid and manage complications which will lead to a better and safe practice.

Cadaver workshop is split into a morning and afternoon session. Spaces are limited and there will be only 2 participants per head.

The morning session will include theoretical part of:

- Botulinum toxin and fillers
- Facial anatomy and landmarks
- Facial aging (skin, subcutaneous tissue, muscles and bones)
- Facial volume loss and structural changes in different tissue layers

The afternoon session will be practical training on cadaver heads, enabling discussion regarding use of needles and cannulas and correct plane and injection technique, emphasizing facial muscles and blood vessels. You will be able to go through:

- **Upper face:** forehead, glabella, eyebrow, Crows' feet
- **Midface:** tear trough, cheeks, malar region
- **Lower face:** nasolabial folds, lips
- Important facial arteries
- Danger zones

This course will be supervised and taught by Irijana Rajkovic, MD, Plastic, Reconstructive and Aesthetic surgeon, AAAM Faculty member.

After completing this course, you will gain high quality training, increase your expertise, recognize and differentiate when to use and how to perform injectables, know facial landmarks and depths and be proficient in patient consultations and selection.

November 9 – 11, 2018 | Miami, Florida USA

CERTIFICATION PROGRAM

10th November 2018 | Saturday

MEDICAL ASSISTANT, PHYSICIAN ASSISTANT, NURSES AND MEDICAL AESTHETICIAN CERTIFICATION PROGRAM

**FROM THE PHONE CALL TO THE SALES OF A PACKAGE
HOW TO DO A CONVERSION AND TURN YOUR BUSINESS TO GOLD!**
With Manon Pilon

09:00 – 12:00

- Assistant/technician in Aesthetic Medicine:
Rules, boundaries and objectives
- Social Media: On line content your role
- Business and marketing education for Aesthetic Medicine professionals
- How to assist a medical aesthetic Doctor from A to Z
- Phone call to the conversion sale
- Medical spa coordination
- Consultation to conversion of packages

12:00 – 13:00

Lunch Break

13:00 – 14:00

How to communicate and convert your patient in the consultation and overview of the following skin conditions with Dr Alejandro Espaillat, Ophthalmology, Melbourne, FL
Including:

- *Aging of the skin*
- *Cutaneous muscles*
- *Rosacea*
- *Acne Rosacea*
- *Pigmentation*
- *Cellulite*

14:00 – 15:00

MD expectations from a medical assistant/nurse with Dr Alejandro Espaillat, Ophthalmology, Melbourne, FL

- Preparation of the patient
- Preparation of the material for chemical peeling
- Preparation of the table for Btx and Fillers injections
- Post-procedure instructions

15:00 – 17:00

Practice hand on workshops and examples on
"How to convert treatment packages into sales"
How to sale and close a package!
Scenario will be demonstrated!

