



EMAA 2011 Expands with Two New Events

By Birgit Hansen, Ph.D., Contributing Editor

As a multi-fold educational event, the *European Masters in Aesthetic and Anti-Aging Medicine (EMAA)*, held September 30 – October 1, 2011, aims at addressing all practical applications of the daily aesthetic practice. Now in its seventh year, for the first time, EMAA will include two new joint events: the fourth *M.E.G.A. Hand International Symposium* and the first *International Hair Surgery Master Course (IHSMC)*.

EMAA

Pierre Bouhanna, M.D., a dermatologist in Paris, France, IHSMC director and an internationally reputed hair surgeon, explained why this new format is perfectly suited for any physician in aesthetic and anti-aging medicine. "With an aging society on one hand and full hair as a symbol of youth and virility on the other, thinning hair, baldness and androgenetic alopecia, as well as diminishing eyebrows and eyelashes have become more and more unacceptable for many patients."



Pierre Bouhanna, M.D.
Dermatologist
Director
International Hair Surgery
Master Course
Paris, France

"There are new and successful methods to treat these pathologies and reverse their unwanted symptoms," Dr. Bouhanna continued. "During IHSMC we will discuss and demonstrate origins, possible strategies of prevention and reversal of hair loss, such as infusing platelet rich plasma (PRP) into the scalp, the follicular unit long hair technique (FUL) and hair follicle stem cell treatment."

One subject to be covered during the *International Hand Symposium* is onychomycosis, a fungal infection of the nails. In Canada, the U.K. and Spain, it is reported that onychomycosis affects 3% to 8% of the population. This condition can lead to unsightly nails and even pain. Current treatment options range from home remedies, to over the counter topical creams, to prescription based oral medications that are highly toxic to liver function.

With the limited and mostly ineffectual treatment options, demand for a safe and effective therapy is high. One alternative will be presented by Sciton (Palo Alto, California, U.S.). The ClearSense 1064 nm YAG handpiece, which can be adapted to Sciton's JOULE multi-treatment platform, gives physicians a fast and effective treatment for onychomycosis. With an integrated, real-time, temperature sensing accessory, featuring both visual and audible indicators, the practitioner knows when the optimum clinical temperature is reached, thus maximizing treatment efficacy, comfort and safety.



ClearSense by Sciton

Keeping with EMAA's practice-centered nature, Merz Aesthetics (Frankfurt, Germany) plans to announce a new, hands-on training strategy. As part of the company's commitment to advancing the safe and effective use of their dermal fillers and their new neurotoxin offering, as well as to optimize customer satisfaction, Merz Aesthetics has created an industry-leading service: the Field Clinical Specialist (FCS). Established in 2010 in Europe, the FCS team is currently expanding its scope in order to meet the high demand expressed by healthcare professionals.

"As much as we strive for providing best-in-class injectables, we also

deliver best-in-class physician education," said Martina Nöhle, M.D., head of Merz Aesthetics' European Medical Affairs.



Martina Nöhle, M.D.
Head of EU Medical Affairs
Merz Aesthetics
Frankfurt, Germany

As a Field Clinical Specialist, Fulvio Conte, M.D., a plastic surgeon in Italy noted, "In our 1:1 sessions with physicians we can focus on various injection techniques – from basic to sophisticated – in a very personal setting. It's like sharing pearls of wisdom in a structured manner. Above all, the service is free of charge."



Fulvio Conte, M.D.
Plastic Surgeon
Italy

At the EMAA industry exhibition Thermamedic (Madrid, Spain) will launch its new Lightstar for the treatment of scars and stretch marks. Lightstar is a Combined Dual Technology (CDT) joining light-emitting diode (LED) technology, iLUX, with state-of-the-art AMFLI bi-polar radiofrequency (RF) technology, well-known from Thermamedic's bestseller Thermalipo. Lightstar's software contains specially developed protocols based on more than six years of experience in the treatment of abdominal and breast scars, resulting from caesarean surgery, breast transplant, implants and enhancement.

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Abdominal surgery scars before Tx



Abdominal surgery scars after Lightstar Tx
Photos courtesy of Thermamedic

iLUX technology emits continuously or pulsed, pure and optimized, narrow band light via a matrix of 3,600 LEDs, which are designed to deliver up to four different colors of light to the treatment area. Furthermore, pulsing technology stimulates the formation of natural collagen, while at the same time inhibiting collagen breakdown. Now plastic surgeons can provide breast transplants without the setback of leaving unsightly scars.

Lightstar, in conjunction with iLUX, additionally allows treatment of a wide-range of dermatological conditions including wound healing, acne, psoriasis, vitiligo, photodamage, non-melanoma skin cancers, skin rejuvenation, stretch marks and more.



Ultherapy superficial transducers by Ulthera

Achieving consistent, non-invasive facial tissue lifting will be demonstrated by Ulthera (Mesa, Arizona, U.S.). Until now, Ultherapy users have had the ability to precisely and consistently coagulate tissue at 65° C at 4.5 mm and 3.0 mm of depth, but with the launch of a new superficial transducer, they can now place tiny individual energy deposits at 1.5 mm to more profoundly affect the dermis. Ultherapy creates discrete 1 mm³ thermal coagulation points that are completely surrounded by healthy tissue, thus maximizing the benefits to the patient, while completely eliminating any downtime.



Peel kits by Dermaceutic

Early clinical results have shown that in using the device's novel DeepSEE technology at the new depth of 1.5 mm, patients have experienced positive superficial effects. Combining this depth with the deeper focused transducers to treat at a dual or even triple layer of depth, Ultherapy is achieving significant effects both at the structural level of the facial tissue, as well as at the surface.

Dermaceutic (Shannon, Ireland, Co. Clare) will display its sleek, new and improved design for professional peel kits at EMAA. This range of safe, efficient and scientifically proven professional peels from Dermaceutic treat a variety of indications. Spot Peel treats pigmentation spots, melasma and inflammatory pigmentation; Cosmo

Peel improves smoker's complexion, wrinkles and photo-aged skin; Milk Peel remedies dull complexion and provides anti-aging epidermal stimulation; and Mask Peel is for greasy or acne-prone skin.

Additionally, Dermaceutic will display its entire range of cosmeceuticals, which are specially designed to prepare, optimize and maintain the results of major aesthetic procedures. With their special combination of active ingredients at very high concentrations they are the prescription of choice for many experienced aesthetic specialists in over 70 countries worldwide.

Canfield (Fairfield, New Jersey, U.S.) will present its established 3D imaging system, VECTRA. This system provides measurement, analysis and 3D simulation of breast augmentation, body sculpting, facial procedures and more. In addition to improving patient communications, VECTRA 3D facilitates surgical planning and provides clear differentiation and added value to any practice.



VECTRA 3D by Canfield

Canfield also offers the VECTRA M3 for face, neck and décolletage, and the compact VECTRA M1 for non-surgical facial procedures. An optional VECTRA-Vision kit employs stereoscopic viewing technology similar to that used in movie theaters and home entertainment systems. ■