

THE Aesthetic Show™

April 12-15 • ARIA Resort • Las Vegas, NV

2012



***THE Aesthetic Show
of the Year***



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This activity is jointly sponsored by Medical
Education Resources and Medical Insight®

CME Credits 28.5

www.aestheticshow.com

Advanced Hands-On Injectable Training Courses

THE Aesthetic Show™ presents two hands-on injectable training courses with the experts. Each of these half-day courses will provide attendees with the opportunity to learn the latest, most advanced injection techniques and tips from experts, as well as the ability to practice these techniques under the guidance of skilled instructors.

Course 1: Advanced Neuromodulator Techniques*

Thursday, April 12
9:00 am - 1:00 pm

Faculty: Alexander Z. Rivkin, M.D., and William Philip Werschler, M.D., F.A.A.D., F.A.A.C.S.

This course will open with a lecture focusing on the principles and practices to achieve optimal results for facial shaping, as well as wrinkle reduction and facial rejuvenation. Expert faculty will discuss the latest off-label injection techniques and how to use them to grow your practice. Post-lecture, participants will receive personal instruction and hands-on experience performing the demonstrated techniques and building confidence as an injector.

*All products and models are provided at no additional cost to attendees.

**Enrollment is limited to 50 students. Experienced injectors only.

Course 2: Advanced Dermal Filler Techniques*

Thursday, April 12
2:00 pm - 6:00 pm

Faculty: Michael H. Gold, M.D., and Warren Tracy Hankins, M.D., F.A.C.S.

In this course, expert faculty will provide an overview of the variety of dermal fillers available, the latest off-label injection techniques and tips on assessing patient needs. Hand rejuvenation techniques will be included. Post-lecture, participants will receive personal instruction and hands-on experience performing the demonstrated techniques and building confidence as an injector.

*All products and models are provided at no additional cost to attendees.

**Enrollment is limited to 50 students. Experienced injectors only.

Physician Credit Designation for Advanced Hands-On Injectable Training Courses

Medical Education Resources designates this live activity for a maximum of 4 AMA PRA Category 1 Credits™ per course. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

Nursing Credit for Advanced Hands-On Injectable Training Courses

Medical Education Resources is accredited as a provider of continuing nursing education by the American Nurses Credentialing Center's Commission on Accreditation. This CE activity provides 4 contact hours of continuing nursing education for each course. Medical Education Resources is a provider of continuing nursing education by the California Board of Registered Nursing, Provider #CEP 12299, for 4 contact hours per course.

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Host of CBS talk show THE Doctors
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Woffles Wu, M.B.B.S., F.R.C.S., F.A.M.S.
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Woffles Wu Aesthetic Surgery and Laser Centre
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Tracy L. Drumm
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Dana Fox
Dore J. Gilbert, M.D.
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Jill S. Waibel, M.D.
Greg Washington, Sr.
William Philip Werschler, M.D., F.A.A.D., F.A.A.C.S.
Woffles Wu, M.B.B.S., F.R.C.S., F.A.M.S.
Sabine Zenker, M.D.
Edward M. Zimmerman, M.D.

*Faculty subject to change

THE Aesthetic Show 2012 Preliminary Program

Thursday, April 12, 2012

THE Aesthetic Show 2012 – Pre-Show Educational Session

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

This year we are pleased to introduce the second level of the Certified Aesthetic Consultant Fast Track Certification Program exclusively at *THE Aesthetic Show*. Designed as a highly-structured, interactive and intensive one-day platform, participants will have the opportunity to take an examination at the conclusion of the course to receive their level II certification. Instructors will be drawn from *THE Aesthetic Show* faculty including experts in practice marketing, patient counseling and office management.

Expert Faculty: Tracy L. Drumm, Dana Fox, Stewart Gandolf, Kathy Gaughran, Jay A. Shorr, M.B.A., Greg Washington, Sr.

8:30 am to 9:00 am Registration and Breakfast

9:00 am to 10:45 am Session I: Advanced Marketing Techniques

At the conclusion of this session participants should be better able to:

- Examine their “brand” and determine how to modify or build their reputation
- Improve the practice’s positioning in the local market
- Learn ways to improve the success of their internet activities
- Create a more powerful social media marketing plan
- Analyze the success of their “invertizing” and advertising activities to recruit and convert additional patients
- Obtain methodology to improve all aspects of patient conversion rates

10:45 am to 11:00 am Break

11:00 am to 1:00 pm Session II: Advanced Counseling Skills

Through the use of role play and feedback, participants will learn to improve customer service when dealing with the following types of patients:

- The new patient
- The undecided patient
- The upset patient
- The negotiator
- The shopper
- The VIP patient
- The red-flag patient
- The easy/moderate/hard to upsell patient

1:00 pm to 2:00 pm Lunch

2:00 pm to 3:45 pm Session III: Advanced Practice Metrics

At the conclusion of this session participants should be better able to:

- Develop systems to identify return on

investment (ROI)

- Apply ROI formulae to all aspects of practice profit and loss
- Analyze pricing strategies to improve profit
- Learn to minimize waste and excess cost in practice
- Become acquainted with negotiation tactics to lower costs

3:45 pm to 4:00 pm Break

4:00 pm to 6:00 pm Session IV: Management Skills / Roundtable

(Optional, suggested for all practice administrators, practice owners and physicians)

At the conclusion of this session participants should be better able to:

- Deal with the most common performance-related problems
- Improve team performance
- Coach and counsel employees for higher levels of performance
- Conduct a performance review and how to improve after one
- Incentivize key staff
- Understand the most common legal and risk management issues that confront aesthetic practices and how to avoid them

Friday, April 13, 2012

Exhibit Hall Hours 8:00 am to 5:00 pm Bristlecone Ballroom

8:00 am to 9:00 am Breakfast, Exhibit Hall

9:00 am to 11:30 am General Session – Welcome Address – THE Aesthetic Visionaries

Moderator: Michael Moretti

Expert Faculty:

Michael Moretti: Aesthetic Market Metrics and Forecast
Mark Berman, M.D., F.A.C.S.: Frontier of Stem Cell Treatment
Joseph Niamtu III, D.M.D.: Secrets of My Success
David Matlock, M.D., F.A.C.O.G., M.B.A.: Innovations in Body Sculpting
Woffles Wu, M.B.B.S., F.R.C.S., F.A.M.S.: The Globalization of Aesthetic Ideals
Ben Mendelson: The Social Media Revolution and Your Practice

11:30 am to 1:00 pm Lunch in Exhibit Hall Presentation: Utilizing Public Relations to Gain Media Access

1:00 pm to 3:15 pm Breakout Educational Workshops

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

3:15 pm to 4:00 pm Break in Exhibit Hall

4:00 pm to 6:30 pm General Session I – Advanced Body Shaping Technologies Part One

This session will provide a comprehensive review of the leading procedures and technologies for

invasive and non-invasive fat removal and skin tightening.

Moderator: Angelo Cuzalina, M.D., D.D.S.

Expert Faculty:

Mark Berman, M.D., F.A.C.S.: The 3D Lift - The Art of Stem Cell Fat Grafting
David Matlock, M.D., F.A.C.O.G., M.B.A.: The Safety of Long Duration Combination Plastic and Gynecological Surgery Performed on an Outpatient Basis – A Pilot Study
Linda Li, M.D.: Precise Algorithms for Breast and Body Surgery
R. Stephen Mulholland, M.D., F.R.C.S.(C): Advances in Thermal-Based Liposuction-Assisted Contraction and Non-Invasive Long-Term Fat Reduction and Cellulite Tx Technology
Jorge A. Perez, M.D., F.A.C.S.: Isolated Ultrasonic Neck-Lift
Woffles Wu, M.B.B.S., F.R.C.S., F.A.M.S.: Procedural Secrets to Fat Transfer Success
Edward P. Miranda, M.D.: Non-Surgical Jaw Reduction and Facial Contouring
Laurie Klein, M.D.: TBD
Angelo Cuzalina, M.D., D.D.S.: Clinical Considerations of Simultaneous Breast Lift and Augmentation
Panel Discussion: Practical Evaluation of the Newest Trends and Techniques

General Session II – Energy-Based Anti-Aging Skin Treatments Part One

This session will focus on energy-based skin treatments for resurfacing and anti-aging.

Moderator: Michael H. Gold, M.D.

Expert Faculty:

J. David Holcomb, M.D.: Optimizing Skin Resurfacing with New Approaches
Kristel D. Polder, M.D.: Effective Treatment of Pigmentation Disorders
E. Victor Ross, M.D.: Review of Novel Fractional Technologies
Dianne Quibell, M.D.: Avoiding Complications with Energy-Based Devices
Shino Bay Aguilera, D.O.: Understanding How Ethnic Skin Types React
Edward M. Zimmerman, M.D.: Selecting the Right Treatment Combination for Your Patients
Michael H. Gold, M.D.: The Science of RF Needle Technologies
Panel Discussion: Critical Evaluation of New Technologies: How do You Choose?

Saturday, April 14, 2012

Exhibit Hall Hours 8:00 am to 7:30 pm Bristlecone Ballroom

8:00 am to 9:00 am Breakfast, Exhibit Hall

9:00 am to 11:30 am General Session I – Next-Generation Anti-Aging Skincare Products

This session will provide insight into the many categories of available products and ingredients commonly used in skincare products and cosmeceuticals.

Moderator: Michael H. Gold, M.D.

Expert Faculty:

Shelena C. Lalji, M.D.: Long-Term Skincare Systems That Work
Carl R. Thornfeldt, M.D., F.A.A.D.: The Science of Active Ingredients
Tess Mauricio, M.D., F.A.A.D.: Asian Skincare and Lightening Products
Monika G. Kiripolsky, M.D., F.A.A.D.: Innovations in Skincare: Growth Factors, Retinoids and DNA Repair
Speaker TBD: Organic Meets Scientific Formulations
Speaker TBD: Stretchmark Treatment Products
Elliott Milstein: Advancements in Cosmeceutical Performance Ingredients and Delivery Systems
Michael H. Gold, M.D.: The Power of Transdermal Delivery Vehicles
Panel Discussion: Determining the Product Lines That Your Patients Need

General Session II – Energy-Based Anti-Aging Skin Treatments Part Two

This session will discuss combination energy-based treatments for skin resurfacing and skin tightening as well as technology for other applications and skin types.

Moderator: E. Victor Ross, M.D.

Expert Faculty:

Tess Mauricio, M.D., F.A.A.D.: Filtering Out False Claims by Manufacturers
J. David Holcomb, M.D.: Complications of Energy-Based Skin Rejuvenation
Shino Bay Aguilera, D.O.: Micro-Ablative vs. Non-Ablative Photorejuvenation Treatments
Jill S. Waibel, M.D.: TBD
Martin Braun, M.D.: The History of Failed Products – Mistakes to Avoid
R. Stephen Mulholland, M.D., F.R.C.S.(C): The Latest in Fractional and Non-Fractional Technologies for Skin Tightening and Resurfacing
E. Victor Ross, M.D.: Enhanced Next-Generation Light-Based Technology
Panel Discussion: Devices That Really Deliver on Promises

11:30 am to 1:00 pm Lunch in Exhibit Hall

Keynote Speaker: Andrew P. Ordon, M.D., F.A.C.S.: Hollywood Meets Aesthetics: How Do You Profit From Television?

1:00 pm to 3:15 pm Breakout Educational Workshops

Session One: 1:00 pm – 2:00 pm

Session Two: 2:15 pm – 3:15 pm

3:15 pm to 4:00 pm Break in Exhibit Hall

4:00 pm to 6:00 pm General Session I – The Science of Facial Injectables Part One

This session will provide a review of dermal fillers and neuromodulators currently available in both the U.S. and Europe, covering their similarities and differences, as well as a brief review of the near-term pipeline.

Moderator: Alexander Z. Rivkin, M.D.

Expert Faculty:

William Philip Werschler, M.D., F.A.A.D., F.A.A.C.S.: Impending Necrosis from Dermal Fillers
Shino Bay Aguilera, D.O.: Rebuilding Facial Volume: A

Cinderella Story
Michael H. Gold, M.D.: Comparison of New Neurotoxins
Warren Tracy Hankins, M.D., F.A.C.S.: Dealing with Granulomas
Michael Kane, M.D.: Identifying and Avoiding Injectable Disasters
Alexander Z. Rivkin, M.D.: Altering the Contours of Facial Structures via Non-Surgical Facial Sculpting
Panel Discussion: Treating Complications of Injectables

General Session II – Advanced Body Shaping Technologies Part Two

This session will continue the comprehensive review of the leading procedures and technologies for invasive and non-invasive fat removal and skin tightening.

Moderator: Woffles Wu, M.B.B.S., F.R.C.S., F.A.M.S.

Expert Faculty:

J. David Holcomb, M.D.: Laser-Assisted Facial Contouring
Tess Mauricio, M.D., F.A.A.D.: Body Shaping with Advanced Radiofrequency and Magnetic Pulse Technology
Sharon McQuillan, M.D.: Cell-Assisted Breast Augmentation
William Philip Werschler, M.D., F.A.A.D., F.A.A.C.S.: Ultrasonic Face-Lifting
Edward M. Zimmerman, M.D.: My Experience with Cryolipolysis
Woffles Wu, M.B.B.S., F.R.C.S., F.A.M.S.: Optimizing Thread Lift Techniques
Panel Discussion: Promise vs. Reality of Body Shaping Devices

6:00 pm to 7:30 pm THE Aesthetic Awards Hosted by Andrew P. Ordon, M.D., F.A.C.S.

Sunday, April 15, 2012

Exhibit Hall Hours 8:30 am to 1:00 pm Bristlecone Ballroom

8:30 am to 9:00 am Breakfast, Exhibit Hall

9:00 am to 12:00 pm General Session I – Advances in Regenerative Medicine

This session will review the different types of cell-based products presently being used to address a variety of conditions, from chronic and acute disease states to aesthetics.

Moderator: Mark Berman, M.D., F.A.C.S.

Expert Faculty:

Mark J. Tager, M.D.: Understanding the Regenerative Medicine Landscape
Sharon McQuillan, M.D.: Cell-Assisted Laser Resurfacing
Steven R. Cohen, M.D.: Cellular Enhancement of Fat Transfer
J. David Holcomb, M.D.: Acellular Human and Porcine Tissue Use in Aesthetics
Woffles Wu, M.B.B.S., F.R.C.S., F.A.M.S.: The Use of Multiple Cellular Modalities in Facial Rejuvenation
Mark Berman, M.D., F.A.C.S.: Scientific Progress in Stem Cell Therapy for Aesthetic Applications
Panel Discussion: Where Does Regenerative Medicine Fit in Your Future?

General Session II – 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.

Moderator: William Philip Werschler, M.D., F.A.A.D., F.A.A.C.S.

Expert Faculty:

Roger E. Bassin, M.D.: Fat Transfer for Natural Facial Volumization
Martin Braun, M.D.: Evolence, Hydrelle and Other Nightmare Products
Joseph Niamtu III, D.M.D.: Pearls and Pitfalls of Injectable Dermal Fillers
R. Stephen Mulholland, M.D., F.R.C.S.(C): Microcannula Technique for Volumizing the Face – Less Bruising, Less Swelling and the New Standard of Care
Joseph Hkeik, M.B.B.S., F.R.A.C.G.P., F.F.M.A.C.C.S., D.P.D.(UK): Pan-Facial Rejuvenation That Lasts
Elizabeth VanderVeer, M.D.: V-Neck Rejuvenation
Peter Newen, M.D.: Combining Surgical Lifting with Injectables
William Philip Werschler, M.D., F.A.A.D., F.A.A.C.S.: Advanced Injection Techniques Using Blunt Tipped Cannulas
Panel Discussion: Off-Label Techniques You Need to Know

12:00 pm to 1:00 pm Lunch in Exhibit Hall Presentation: Media Training Workshop

1:00 pm to 5:00 pm General Session I – Practice Management and Marketing

This session is intended to assist practices with building, growing and marketing an aesthetic business.

Moderator: Tracy L. Drumm

Expert Faculty:

R. Stephen Mulholland, M.D., F.R.C.S.(C): How I Retain High Value Patients
Kathy Gaughran: How to Get New Patients in the Door
Greg Washington, Sr.: The Next-Generation of Internet Technologies
Dana Fox: Patient Consultation and Selling
Stewart Gandolf: Using Local Media Outlets to Build Your Practice Volume
Jay A. Shorr, M.B.A.: Running Your Practice by the Numbers: What to Measure and What to Share with All Team Members
Tracy L. Drumm: Implementation Strategies for Practice Improvement
Panel Discussion: Learning From Real World Success Examples

1:00 pm to 4:30 pm Certified Aesthetic Consultant Exam

**Program schedule and faculty subject to change.*

Obtain up to
28.5 CME/CE Credits



Shino Bay Aguilera, D.O.



Lorrie Klein, M.D.



Steven R. Cohen, M.D.



Monika G. Kiripolsky, M.D., F.A.A.D.



David Matlock, M.D., M.B.A., F.A.C.O.G.



R. Stephen Mulholland, M.D., F.R.C.S.(C)

THE Aesthetic Awards™

THE Aesthetic Show™ will host the second annual THE Aesthetic Awards in Las Vegas on Saturday, April 14, 2012 at the ARIA Resort. THE Aesthetic Awards is a ceremony that showcases the very best procedural outcomes by medical aesthetic physicians.

We invite you to become a contestant. This contest offers great exposure to all participants. Winners will receive professional recognition, editorial coverage and valuable prizes. Awards will be presented in the following categories:

- Best Facial Injectable Enhancement
- Best Non-Surgical Facial Rejuvenation Enhancement
- Best Surgical Facial Rejuvenation Enhancement
- Best Overall Facial Make-Over (combination of procedures)
- Best Non-Surgical Body Shaping Enhancement
- Best Surgical Body Shaping Enhancement
- Best Overall Body Make-Over Enhancement (combination of procedures)
- Best Overall Patient Enhancement

Winners will be announced at THE Aesthetic Awards ceremony on Saturday, April 14, 2012, hosted by Andrew P. Ordon, M.D., F.A.C.S. Winners will also be displayed on *THE Aesthetic Show* website, receive editorial coverage in

THE Aesthetic Guide®, participate in a media event and photo shoot and be featured in an episode of *Aesthetic TV*™.

To submit your entry, please visit www.aestheticshow.com and click on "Aesthetic Awards."

Deadline for contest submissions is December 31, 2011.



Andrew P. Ordon, M.D., F.A.C.S.,
Scientific Chairman of *THE Aesthetic Show* and Host of *Aesthetic TV*

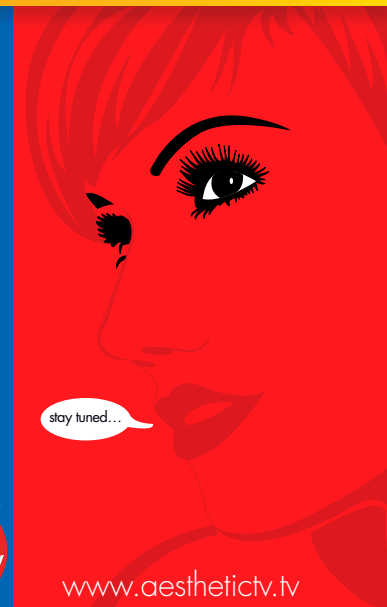
Aesthetic TV Debuts at THE Aesthetic Show 2012

Join the advance casting call to be included in the filming of several *Aesthetic TV* episodes that will be aired to millions of patients in 2012 via a new digital media network. You can star in a custom television segment focused on your expertise and highlighting your practice. This is a unique opportunity to become a celebrity television personality with global recognition in aesthetic medicine.

Benefits and Opportunities Include:

- Expert media training and on-camera experience
- Extend your brand to a global audience
- Build a loyal base of television fans and followers
- Gain access to hollywood television news shows
- Establish yourself as an expert spokesperson

Star in a live filming of **Aesthetic TV**



CME/CE Credit Designation

Target Audience

This activity has been designed to meet the educational needs of physicians and ancillary healthcare professionals such as nurses, physician assistants, nurse practitioners and other medical professionals involved in the care of aesthetic patients.

Statement of Need / Program Overview

There is an expressed need for continuing professional development including demonstration training and hands on programs where physicians and professional medical staff can apply new aesthetic techniques. *THE Aesthetic Show* brings the latest aesthetic procedures, products and technologies together in an intensive and interactive educational format to provide an affordable educational experience designed for all physicians and staff of a medical practice. *THE Aesthetic Show* also provides an enriching

educational program focusing on aesthetic medicine that welcomes physicians as well as all sub specialties.

Educational Objectives

After completing this activity, the participant should be better able to: Identify the latest and most current aesthetic techniques, trends and procedures. Identify and better perform the latest techniques and applications of neurotoxins and cosmetic dermal fillers. Identify and better perform the latest advancements in cosmetic lasers. Identify the latest skin rejuvenation treatment options. Identify the latest cosmetic body shaping procedures. Identify the latest technology and practices for medical offices. Describe the latest uses of cosmeceuticals in an aesthetic medical practice. Identify the latest advancements in general surgical techniques, implant techniques and appropriate surgical expectations. Employ techniques for optimal results in photorejuvenation and photodynamic therapy.

Physician Credit

This activity has been planned and implemented in accordance with the Essential Areas and Policies of the Accreditation Council for Continuing Medical Education (ACCME) through the joint sponsorship of Medical Education Resources (MER) and Medical Insight. MER is accredited by the ACCME to provide continuing medical education for physicians.

Physician Credit Designation for General Sessions

Medical Education Resources designates this live activity for a maximum of 20.5 AMA PRA Category 1 Credits™. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

Nursing Credit for General Sessions

Medical Education Resources is accredited as a provider of continuing nursing education by the American Nurses Credentialing Center's Commission on Accreditation. This CE activity provides 20.5 contact hours of continuing nursing

education. Medical Education Resources is a provider of continuing nursing education by the California Board of Registered Nursing, Provider #CEP 12299, for 20.5 contact hours.

Disclosure of Conflicts of Interest

It is the policy of Medical Education Resources to insure balance, independence, objectivity, and scientific rigor in all of its educational activities. In accordance with this policy, MER identifies conflicts of interest with its instructors, content managers, and other individuals who are in a position to control the content of an activity. Conflicts are resolved by MER to ensure that all scientific research referred to, reported, or used in a CME activity conforms to the generally accepted standards of experimental design, data collection, and analysis.

Fee Information

Registration fees apply for this educational activity.