

# THE Aesthetic Show™

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

# 2012

## *Why You Can't Miss the Largest Aesthetic Meeting of the Year*



Attendees can choose from over 30 workshops that include live treatment demonstrations



THE Aesthetic Show will host the 2nd annual THE Aesthetic Awards™ hosted by Andrew P. Ordon, M.D., F.A.C.S.



THE Aesthetic Show offers Advanced Hands-on Injectable Training Courses with experts



Attendees have the opportunity to complete the Certified Aesthetic Consultant program in one weekend by attending the intensive pre-show fast track course



Attendees can visit over 125 exhibitors and preview cutting edge technologies and services



Star in a live filming of Aesthetic TV™

To register visit [www.aestheticshow.com](http://www.aestheticshow.com) or call +1 (949) 830-5409



Andrew P. Ordon, M.D., F.A.C.S.

*THE Aesthetic Show* is honored to announce Andrew P. Ordon, M.D., F.A.C.S., host of CBS talk show *THE Doctors*, as the Scientific Chairman. Dr. Ordon will host the second annual THE Aesthetic Awards and an episode of *Aesthetic TV*.

Attend *THE Aesthetic Show 2012* and star in a live filming of *Aesthetic TV*.



stay tuned...

[www.aesthetictv.tv](http://www.aesthetictv.tv)

# 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**

# THE Aesthetic Show Faculty



**Shino Bay Aguilera, D.O.**  
Cosmetic Dermatologist  
Shino Bay Cosmetic  
Dermatology and  
Laser Institute  
Ft. Lauderdale, FL, USA



**Monika G. Kiripolsky,  
M.D., F.A.A.D.**  
Dermatologist  
True Beauty San Diego  
Skin and Laser  
Carlsbad, CA, USA



**Peter Newen, M.D.**  
Plastic Surgeon  
Image Plastic Surgery  
Huntington Beach and  
Los Angeles, CA, USA



**Roger E. Bassin, M.D.**  
Plastic Surgeon  
The Bassin Center for  
Plastic Surgery  
Orlando, FL, USA



**Lorrie Klein, M.D.**  
President  
Lorrie Klein, M.D. –  
Dermatology & Laser Center  
Euro Day Spa, Inc.  
Laguna Niguel, CA, USA



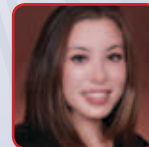
**Jorge A. Perez,  
M.D., F.A.C.S.**  
Plastic and Reconstructive  
Surgeon  
Ft. Lauderdale, FL, USA



**Martin Braun, M.D.**  
Medical Director of  
Cosmetic Rejuvenation  
The Vancouver Laser and  
Skin Care Centre, Inc.  
Vancouver, BC, Canada



**Shelena C. Lalji, M.D.**  
Founder and Medical Director  
Dr. Shel Wellness &  
Medical Spa  
Houston, TX, USA



**Kristel D. Polder, M.D.**  
Dermatologist  
Dallas Center for Dermatology  
and Aesthetics  
Dallas, TX, USA



**Vivian Bucay, M.D.**  
Diplomate  
American Board of  
Dermatology  
San Antonio, TX, USA



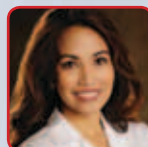
**David Matlock, M.D.,  
F.A.C.O.G., M.B.A.**  
The Laser Vaginal  
Rejuvenation Institute  
of Los Angeles  
Los Angeles, CA, USA



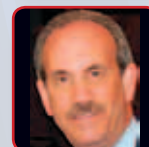
**Dianne Quibell, M.D.**  
Assistant Clinical Professor  
of Medicine, Harvard  
Medical School  
Boston, MA, USA  
Medical Director  
MD TLC, Inc.  
Wellesley Hills, MA, USA



**Steven R. Cohen, M.D.**  
Medical Director  
FACES+ Plastic Surgery  
Skin and Laser Center  
Clinical Professor of  
Plastic Surgery, UCSD  
San Diego, CA, USA



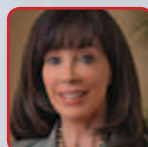
**Tess Mauricio,  
M.D., F.A.A.D.**  
Founder  
Scripps Ranch Dermatology  
and Cosmetic Center  
San Diego, CA, USA



**Jay A. Shorr, M.B.A.**  
Vice President of Operations  
Practice Administrator  
Janee D. Steinberg, M.D.  
Ft. Lauderdale and Boca  
Raton, FL, USA



**Tracy L. Drumm**  
Vice President  
IF Marketing  
Chicago, IL, USA



**Sharon McQuillan, M.D.**  
Founder and Medical Director  
Ageless Aesthetic Institute  
Aventura, FL, USA



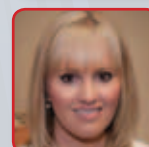
**Carl R. Thornfeldt, M.D.**  
Dermatologist  
CEO and Chief Science Officer  
Episciences, Inc.  
Boise, ID, USA



**Dana Fox**  
President  
Strategic Edge  
Edmonds, WA, USA



**John A. Millard, M.D.**  
Plastic Surgeon  
Lone Tree, CO, USA



**Elizabeth VanderVeer,  
M.D.**  
President and Medical Director  
VanderVeer Center  
Portland, OR, USA



**Stewart Gandolf**  
Founding Partner  
Healthcare Success Strategies  
Irvine, CA, USA



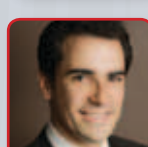
**Elliott Milstein**  
President  
Biopelle, Inc.  
Ferndale, MI, USA



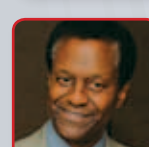
**Jill S. Waibel, M.D.**  
Dermatologist  
Miami Dermatology  
and Laser Institute  
Miami, FL, USA



**Kathy Gaughran**  
Senior Marketing Strategist  
Healthcare Success Strategies  
Irvine, CA, USA



**Edward P. Miranda, M.D.**  
Plastic Surgeon  
Edward P. Miranda, M.D.  
Plastic and Cosmetic Surgery  
San Francisco, CA, USA



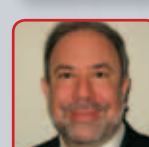
**Greg Washington, Sr.**  
President and CEO  
Patients Unlimited  
Marketing Consultants  
Los Angeles, CA, USA



**Joseph Hkeik,  
M.B.B.S., F.R.A.C.G.P.,  
F.F.M.A.C.C.S., D.P.D.**  
Clinic Director  
All Saints Cosmedical Clinic  
Darlinghurst, New South  
Wales, Australia



**R. Stephen Mulholland,  
M.D., F.R.C.S.(C)**  
Medical Director  
SpaMedica Cosmetic Surgery  
and Laser Skin Care Spa  
Toronto, Ontario, Canada



**Edward M. Zimmerman,  
M.D.**  
Medical Director  
Las Vegas Laser and Lipo  
Las Vegas, NV, USA

## Scientific Advisory Board



**Mark Berman, M.D., F.A.C.S.**  
Plastic Surgeon  
Los Angeles, CA, USA



**Joseph Niamtu, III, D.M.D.**  
Cosmetic Facial Surgeon  
Richmond, VA, USA



**Angelo Cuzalina, M.D., D.D.S.**  
President  
American Academy of  
Cosmetic Surgery, 2011  
Diplomate  
American Board of Cosmetic Surgery  
Tulsa, OK, USA



**Andrew P. Ordon, M.D., F.A.C.S.**  
Plastic Surgeon  
Host of CBS talk show *THE Doctors*  
Beverly Hills and Rancho  
Mirage, CA, USA



**Michael H. Gold, M.D.**  
Gold Skin Care Ctr.  
Tennessee Clinical Research Ctr.  
Clinical Assistant Professor  
Vanderbilt University  
School of Medicine  
Nashville, TN, USA



**Alexander Z. Rivkin, M.D.**  
Founder  
Westside Aesthetics  
Los Angeles, CA, USA



**Miles Graivier, M.D., F.A.C.S.**  
Plastic and Reconstructive Surgeon  
North Atlanta Plastic and  
Reconstructive Surgery  
Roswell, GA, USA



**E. Victor Ross, M.D.**  
Director  
Cosmetic and Laser Dermatology Unit  
Scripps Clinic  
San Diego, CA, USA



**Warren Tracy Hankins,  
M.D., F.A.C.S.**  
Plastic Surgeon  
Hankins and Sohn Plastic  
Surgery Associates  
Las Vegas, NV, USA



**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



**J. David Holcomb, M.D.**  
Facial Plastic Surgeon  
Holcomb Facial Plastic Surgery  
Sarasota, FL, USA



**Woffles Wu, M.B.B.S.,  
F.R.C.S., F.A.M.S.**  
Plastic Surgeon  
Woffles Wu Aesthetic Surgery  
and Laser Centre  
Singapore

## 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.*