it’s about
time.

time: June 29, 2015
NIP, TUCK or Else

ASOCP 10th Annual Meeting
October 7th thru 11th 2015

ASOCP has launched a
New Website:
August 14th 2015

December 2014 FDA
Draft Guidance Regulating
Adipose Tissue and the Breast

Dial A Doctor
Manraj Bath, DMD

Speaker Spotlights
Shino Bay Aguilera, DO
Guillermo Blugerman, MD

Part III: 4S Facelift
Jaime Calderon, MD Et. al
**2015: ORLANDO**

**Dr. Shino Bay Aguilera** is a world Renowned Cosmetic Dermatologist, Dermatologic Surgeon, Cosmetic Laser Expert and is Dual Board certified with a Fellowship in Dermatology from the American College of Osteopathic Dermatology. He is a top-requested international physician trainer and keynote speaker. Dr. Aguilera understands an individual's overall health and well-being is enhanced when that person is confident and pleased with their outward appearance. Dr. Aguilera travels the world teaching physicians the proper use of the newest laser advances and cosmetic techniques. He participates in FDA clinical trial studies and efficacy of emerging technologies. Dr. Aguilera recently released "Be Youthful" which is an account of his remarkable insight into the application of anti-aging.

**Dr. Guillermo Blugerman** is the Medical Director of Centros B&S de Excelencia en Cirugía Plástica from Corrientes, Argentina, South America. Dr. Blugerman completed his medical education at the UNNE (Universidad Nacional del Nordeste). He moved to Buenos Aires to continue his specialization in Plastic Surgery at the Ripetta Foundation. He has worked as a Plastic Surgeon from 1987 contributing with more than 50 papers and book chapters in international publications. He visits and teaches Cosmetic Surgery and Medicine in 70 different countries and performs live surgical demonstration in 25 of them. Dr. Blugerman was the introducer of Laser Assisted Liposuction in body contouring in 1999 and Radiofrequency Assisted Liposuction in 2009. He is the International Editor of American Journal of Cosmetic Surgery.

**Dr. Red Alinsod, M.D., FACOG, FACS** founded “CAVS” (Congress for Aesthetic Vulvovaginal Surgery) in 2005 and is considered one of the pioneers of this evolving field. Dr. Alinsod is responsible for the current techniques in radiofrequency labiaplasty of the minora, the "Barbie" and Hybrid Look labiaplasty, invented the Medial Curvilinear Labia Majoraplasty, and the central and lateral clitoral hood reductions. He headed the Gynecologic Services at George Air Force Base, CA, and Nellis Air Force Base, NV, as he concentrated on benign gynecology, urogynecology and pelvic surgery. He developed the combination Pudenal-Levator Block for In-Office Awake/No IV labiaplasty and vaginoplasty and has taught this technique worldwide. He was also the first surgeon to perform non-invasive labia majora RF skin tightening and RF vaginal canal tightening.

**Greg Washington** started his health care marketing career at Merck and Company and was recruited by IBM’s government, education and medical computer division (GEM). After training and working at IBM as a computer system analyst he made the bold move of leaving his second blue chip company job to build a multi-million dollar multispeciality practice in Los Angeles. Completing this project and making two doctors millionaires he organized is own business. Greg is President/CEO of Patients Unlimited Marketing Consultants (PUMC). PUMC’s innovations and contributions to the cosmetic specialties include: establishing the first Patient Care Coordinator training program in 1974, marketing consultation services for cosmetic surgeons in 1982; providing MediSpa consultations as early as 1989; PUMC is a uniquely qualified Internet marketing management, cosmetic service promotion and staff training firm.

Don’t miss out on the opportunity to learn from the industries Best Speakers & Trainers at this year’s

>>> 10th Annual ASOCP Cosmetic Conference <<<
I had the opportunity of briefly meeting Dr. Bath this past July at the annual Aesthetic Show in Las Vegas. He is revered for his medical precision and genuine patient care. Please take a moment and get to know Dr. Bath as he talks about transitions, truths, and personal tactics.

“Making a career of what you are passionate about results in a much better quality of life”.

Dr. Bath spent his childhood years in Warren, Pa., before completing his studies in chemistry and biology at Gannon University in Erie, Pa. Dr. Bath earned his DMD degree from Case Western Reserve University in Cleveland, where he received the AADNS excellence award in oral surgery. He then completed his Oral & Maxillofacial Surgery (OMS) residency at University Hospitals of Cleveland and Mt. Sinai Medical Center, where he received extensive training in all aspects of OMS, dental implants, facial cosmetic and reconstructive surgery and laser-assisted procedures, and served as the chief resident. He is certified by the Ohio State Dental Board to provide training to other doctors and surgeons in the field of OMS, and lectures frequently on both the local and national levels.
Addressing Practice Development at the:

TOP 10

Reasons to Attend the Practice Management Sessions at ASOCP’s Annual Meeting

There’s something unique coming to this year’s annual ASOCP meeting, and, if we do say so ourselves, we’re pretty proud of it: this year boasts 2 FULL DAYS of practice management sections. That’s right; two full days packed with insight on bettering the business side of your practice. What can you expect?

1. Insight on how to deal with multicultural patients: whether you’ve opened a second location or are strengthening your first, we know that you may have to market to patients (or work with staff) who are culturally different from you, and may even speak a different language.

2. Website wonder: dive into website design and SEO (search engine optimization) tips and tricks from industry experts. In an evolving, internet-based world, months without continuing your education could break you.

3. A Smile Prescription: You heard that right! Learn why a smile a day doesn’t mean you keep the doctor away. In this case, learn how a smile can bring you even closer to practice’s success.

4. Legal brilliance: Looking to keep lawyers from circling your practice? Top tips and insight will abound!

5. Strengthening your practice’s bottom line: from the structuring of a business plan, to negotiating with vendors, to lowering your credit card processing fees, every item you do matters and keeps you further from the red.

6. Marketing Magic: From learning why mystery calls are like magic to how to track your ROI, walk away with specific pointers on how to better your promotional campaigns.

7. Laser sales success (and purchase failure!) stories: Listen as two leading laser sales organizations bringing unbiased opinions on when to purchase a new laser, when to turn a piece of equipment sitting in your laser graveyard, and why sometimes it’s better (worse!) to buy pre-owned.

8. Employee engagement: Whether it’s top tips on how your employees can communicate with your patients, or must-have knowledge on how you relate to your employees, communication is any organization’s key.

9. HIPAA compliance IT: Still think a shark is the owner of a gigabyte? Haven’t gone paperless with your patient records? Unsure of whether or not you’re able to talk to your patients on your iPhone? Learn about the latest in HIPAA complaint information technology.

10. Prepare for the unexpected: POOF!!! In the blink of an eye, everything you’ve worked for in your practice could be gone. If you don’t know why or how, let alone what to do, listen up.

Catch Up with Jay and Mara:

October 9-10, 2015

ASOCP Cosmetic Conference: Orlando, FL

Practice Management Sessions

Contributing Authors

Jay Shorr, BA, MBM-C, CAC I-VI (ASOCP Faculty)
Mara Shorr, BS, CAC II-VI (ASOCP Faculty)
HAVE YOU HEARD?

ASOCP has launched a brand new website!
visit cosmeticphysicians.org
PRE-CONFERENCE: Enhancing Your Presence: In Person, On Camera, Online

Part 1: Presentation Skills 10 am-12 pm
Most people experience anxiety before and during any kind of presentation, speech, or interview. This session reveals the skills employed by the world’s best presenters. Each participant will have the opportunity to participate in before and after video taping, with one-on-one coaching.

Part II: Patient Engagement Skills 12-2 pm
The primary focus will be on your one-to-one skills; however, because the office staff can either support or hinder your efforts, we will include some helpful techniques for building a welcoming office culture. This section of the course will be conducted mainly through a series of small group exercises with some didactic content.
Part III: Video Presence Skills 2-4 pm
We live in a world where people are short on time and overloaded with messages. This means your message must be brief, clear, concise, and patient centered. In this section, we bring together theory and practice to send you home with a new strategic branding tool: your 90 Second Story™

Part IV: Create your 90 Second Story Video
During the conference, attendees of the course will have the opportunity to create their own 90 Second Story video. We will coach you to deliver an authentic, unique, and impactful video. You will leave the conference with a video that can be used on your website or for social media.

DAY 3 SATURDAY, OCTOBER 10, 2015
Moderator: Sanjeev Sharma, M.D

7:00am BREAKFAST
8:00am Awake Subpectoral Breast Augmentation
Using Tumescent Technique & 20am
8:20am Inframmary Submuscular (video)
8:30am Trans-Umbilical Approach
8:55am Autologous Fat Transfer
9:15am Q&A/Panel
9:30am BREAK
10:00am Benelli, Lollipop and Full Anchor Mastopexy; Indications for Each
10:20am Breast Augmentation With Lift (video)
10:35am Saving the NAC in Mastopexy
10:50am Awake Subglandular Breast Augmentation
for Grade II Ptosis-Avoiding the Mastopexy Scar
11:05am Management and Complications in Breast Surgery
11:25am IESM
11:40am Q&A/Panel
12:00pm LUNCH WITH LECTURE - INSTALIFT

5:30 pm BREAK
6:00pm Anatomic Guidelines for Artistic Facial Fat Grafting
6:15pm Improving Results and Avoiding Complications in Facial Fat Grafting
6:30pm Step-by-Step Facial Fat Grafting
6:45pm Adipose Derived Regenerative Medicine
5:00pm PRP in Wound Healing
5:15pm Q&A/Panel
5:30 pm SPONSORED SYMPOSIA: WELLS JOHNSON
LARGE VOLUME FAT GRAFTING FROM START TO FINISH

DAY 4 SUNDAY OCTOBER 11, 2015
Moderator: Richard Goldfarb, M.D., FACS

7:00am BREAKFAST
8:00am What Makes Up A Mommy Makeover
8:20am LipoAbdominoplasty
8:40am Mini Tummy Tuck (video)
9:00am Bath法ls Integrated Lipo-Abdominoplasty
9:20am Q&A/Panel
9:30am BREAK
10:00am Umbilical Relocation
10:20am TULUA Abdominoplasty
10:40am How to Prevent and Deal with Dog Ears During Abdominoplasty
11:00am Managing Patient Expectations
11:20am Complications From Abdominoplasty
11:40 am Q&A/Panel
12:00pm LUNCH
1:30pm Hair Restoration using PRP
1:50pm Transplantation of Hair
2:10pm Combination Facelift
2:30pm Threadlift For the Face
2:50pm Mini-Neck Lift
3:10pm Technical Redefining of Mentolcervical Angle with Elastic Threads
3:30pm BREAK
4:00pm Upper Eyelid: Blepharoplasty:
Evaluation of Patient and Procedure
4:20pm Step by Step approach to Blepharoplasty
4:40pm Profileplasty
5:00pm Columnella Projection Using Sublabial Transvestibular Approach
5:20pm Closing Remarks
5:30 pm Adjourn

PRACTICE MANAGEMENT SEMINAR
Program Directors: Jay Shorr, BA & Mara Shorr, BS

Wed, Oct 7, 2015 10:00am- 4:00pm Program Directors: Mark J. Tager, MD and Robert John Hughes

DAY 1 - OCT 9, 2015 - FRIDAY

7:00am BREAKFAST
8:00am Introduction
8:10am Team Building
8:40 am When is it time to hire another practitioner
9:30am BREAK
10:00am How to keep lawyers from circling your practice
10:30am Truths and Fallacies of Internet & Social Media
11:00am The Smile Prescription
11:30pm 10 Ways Your Staff Can Credential Your Business
12:00pm LUNCH
1:30pm The Benefits, Risks and Rewards Associated with Buying Used Lasers
2:00pm The Payment Security Federal Mandate and its Effect on Healthcare
2:30pm Capital Equipment Purchases: An Insiders View
3:00pm Before You Buy:
10 Things You Should Know About Your Medical Information Technology
3:30pm BREAK
4:00pm How To Make Sure Your Marketing Efforts Are Worth Your Dollar
4:30pm Preparing For The Unexpected In Your Medical Practice
5:30 pm Adjourn

DAY 2 - OCT 10, 2015 - SATURDAY

7:00am BREAKFAST
8:00am How to Make Sure Your Medical Information Technology is HIPAA Compliant
8:40am Top 6 Negotiating Tips EVERY Business Person Should Know
9:30am BREAK
10:00am Maximizing Your Internet Results:
Mobile Sites, and Organic Ad Words
10:30am Patient Communication
11:15am What To Include In Your Practice’s Business Plan?
12:00pm LUNCH
1:30pm How To Secure The Lowest Credit Card Processing Rates
2:00pm Your Online Reputation:
The Difference Between Success and Bankruptcy
2:30pm Leasing, Loans & Liars:
How To Pay For The Stuff You Need
3:00pm Mystery Shopping:
Is Your Receptionist Killing Your Practice
3:30pm BREAK
4:00pm Employee Interviews & Performance Reviews
4:45pm Q&A
5:30 pm Adjourn
Part III:
4S Face Modified Minimal Access Cranial Suspension

Research Question:
Is it possible to achieve effective results with a safe Vertical Rhytidectomy by a reproducible technique that decrease or avoids scars on the facial region?

Authors: Jaime Calderon Ortiz, Marco Antonio Conde Perez, Sanjeev Sharma, Guillermo Blugerman:

**4S Facelift Features**

1 s: Simple

We elaborate the subcutaneous dissection with progressive tunneling. Using a narrow access overrider distal action, we use needle double-edged seine for placing sutures in O and U. Mentocervical perspective define the use of sutures anchored or retrolobular Lore fascia.

2 s: Safe

Being under local anesthesia with minimal oral sedation causes less bleeding, and then it causes less need for cauterization, less Risk to injure facial nerves or the risk area.

3 s: Satisfactory

It is satisfactory because of the convenient subcutaneous dissection with the appropriate cranial level suspension on the deep temporal fascia.

4 s: Scarless

The incision is limited just on the temporal region with hair coverage.

In addition to the surgery, we camouflage on the incision with hair growth because the axis of implantation of hair follicles help in the region of the pin.

Clinics in Plastic Surgery 2008; 35:4569-477

(Source: Brooke Seckel, facial Ed dangerous zones, AMOLCA)

Source: Clinics in Plastic Surgery 2008;35

Discussion:
The minimally invasive techniques for facial rejuvenation are the priority of patients and surgeons, for its high efficiency and high security. Now we give this new simple, safe and effective option, to have the expected results without relevant scars.
The American Society of Cosmetic Physicians (ASOCP) is an organization which encourages the open exchange of ideas, techniques, patient safety, technological advancements and complications. ASOCP is proud to have faculty, members, and healthcare professionals from all specialties who are open to sharing their knowledge and expertise. Membership in the ASOCP has seen constant growth and now consists of over 800 members from different countries.

**ASOCP MEMBER BENEFITS:**

- **Certificate of Membership**
  Don’t just say you’re a member, show them you’re a member.

- **Completion Certificate on Workshops**
  Receive a certificate that shows you have completed CME accredited educational event on a particular subject.

- **CME credit on all ASOCP sponsored events**
  Every ASOCP event or sponsored event will be offered with CME’s.

- **Use of the ASOCP logo**
  Members will receive free access to the use of the ASOCP logo.

- **Social Media**
  Collaboration between members and the community through Facebook and LinkedIn.

- **Updates on Upcoming Events**
  Receive emails and mailers on upcoming workshops and events so you can stay informed.

- **Discount on all ASOCP sponsored education**
  Because continued education is important, stay informed for a discount on all workshop and annual meeting.

**MEMBERSHIP TIER LEVELS:**

**Partner (MD, DO, DDS, DMD)**
**$5,000**
- has fulfilled the fee schedule for lifetime membership
- holds a genuine interest in maintaining and encouraging the mission of the ASOCP
- holds a license that is current and unrestricted
- performs or is interested in cosmetic medicine

**Physician (MD, DO, DDS, DMD)**
**$500**
- holds a genuine interest in maintaining and encouraging the mission of the ASOCP
- holds a current and unrestricted license
- performs or is interested in cosmetic medicine

**Aesthetic Professional**
**$250**
- holds a genuine interest in maintaining and encouraging the mission of the ASOCP
- performs or is interested in offering services related to cosmetic medicine
- non-physician

**Resident**
**No Cost**
- holds a current and unrestricted license
- currently participating in a residency or fellowship program
- holds a genuine interest in maintaining and encouraging the mission of the ASOCP
It’s... about... time

About time magazine

Time magazine is the largest circulation weekly news magazine in America. It has a circulation of 3,312,484 and 7,561,884 followers on Google.

It was founded by Britton Hadden and Henry Luce with its first issue on March 3, 1923.

The magazine cover generally features a single individual or a single idea and then several pages are devoted to the featured individual or ideas.

Its social essence and impact. How it’s perspective on beauty will shape your future.

For the June 29, 2015 issue of TIME Magazine to devote 9 pages including the front cover to Cosmetic medical procedures is a really big deal for the cosmetic physician.

The article argues that American society is at a point that keeping oneself “looking good” is no longer an option; it is a social requirement. Aesthetic Medicine is now ordinary, expected, and available in the culture.

The cosmetic procedure has moved from the rare and exotic to the … today, a conversation about botox is about as novel as talking about cleaning one’s teeth.

This “acceptance” opens a very large door to a very vast market.

A few exotic surgeons doing a few exotic procedures, for a few exotic patients will continue to thrive. What is also true, is that just as an automobile is no longer just a toy for the rich, the vast majority of Americans have or are gaining access to cosmetic procedures and aesthetic wellness.

Access is what the cosmetic physician can provide to the vast number of potential patients. The front line physician with a large patient population can act as the entry point for the potential cosmetic patient. Basic cosmetic procedures can compliment the practice of the gynecologist, the primary care physician, the internist, or any other front line physician. The cosmetic physician can provide a single or whole host of cosmetic treatments and procedures. The cosmetic surgeon, aware of the possibilities, can do or can intelligently refer. The ASOCP membership is open to all physicians interested and involved in cosmetic procedures. We accept the member, comfortable at his level of cosmetic involvement, the individual cosmetic physician drafts his own individual practice to a level comfortable for him. This is encouraged, respected, and supported by the ASOCP and all its members.

The office of the cosmetic physician is a logical and safe harbor for the patient to consider, learn about, gather information, and discuss cosmetic procedures.

To read the full article:
http://time.com/3926042/nip-tuck-or-else/
According to Joel Stein, the author of TIME’s Nip. Tuck. Or Else article: “You’re going to have to do it. And not all that long from now. Probably not a full-on, general-anesthesia bone shaving or muscle slicing. But almost definitely some injections into your face. Very likely a session of fat melting in some areas and then possibly moving it to some other parts that could use plumping. Not because you hate yourself, fear aging or are vain. You’re going to get a cosmetic procedure for the same reason you wear makeup: because every other woman is.”

With such a stoic opening statement there is not much room for question. I am still nodding my head in approval as I write this brief piece and acknowledge the countless times I’ve contemplated an anti-aging, nose perfecting or breast enhancing procedure. Working in the aesthetic industry has brought me to the realization that cosmetic procedures do enhance the lives of so many individuals on a daily basis; the options seem endless, as they are extensive and custom. Despite of having at one time been considered taboo, it now appears to be so openly accepted that I’ve even heard of children at the age of 16 asking their parents for rhinoplasty’s instead of a sweet sixteen. I guess I can’t argue with the idea of starting to “shape” your future early on at a young age.

This new “paradigm shift” which has been in momentum for quite some time is about to make its presence a stationary one. The need to keep up with appearances has become almost required (I mean from a survival of the fittest point of view). Yes, you’ll hear people say, beauty is skin deep; and I do believe it is.. but in our current culture and society above average unparalleled beauty is everywhere we turn; on our commute home, on billboards, tv, you name it, eye-ful beauty prevails. Most people might agree with me that we’re feeling the pressure to look our best (I can tell you my medicine cabinet is stocked with everything from collagen, resveratrol, keratin, hyaluronic acid in hopes of delaying the aging process.. but trust me once nature takes its course I’ll be calling and requesting an appointment to explore my options). This pressure has even made its place to the workplace. The TIME article boasts some incredible statistics linked to the relativity of “good looks” and personal finances:

“Workers with above-average looks will make $230,000 more over their lifetime than people who are in the aesthetic bottom seventh, as a study by University of Texas economics professor Daniel Hamermesh found” apply to men as well. This has been noted in the Wall Street Journal quoting studies from both Yale and Harvard several years ago. Salaries, in fact, are often 9% higher per year according to these studies.”

This implies that nip/tuck/fill and freeze is a worthwhile investment. Balanced proportions are literally affecting our bank accounts; symmetry has now become an anchored thought in relevance to success. I can write about this extensively (I have to keep it short), I’ll just go ahead and point out that this is excellent news in regards to the growth of the Cosmetic Realm and all that encompasses it. The subtly obliged need to look our best is creating stunning a predicament. So, as reported in Times, it would appear that we all have Nip, Tuck or Else in our futures, we may as well embrace and enjoy.

by: Annette Estrella


The FDA Update

The July/August 2015 issue went with the fourth of July and the American flag.

One flag was inverted to signal dire distress over the Food and Drug Administrations proposals to limit or prohibit the use of of adipose tissue in the breast. We pledged to keep you updated. This is what we have to report:

Nothing, absolutely Nothing.

Not a peep from the F.D.A

We cannot guess what this silence portends, but would choose to believe that the 49 comments provided to the F.D.A. caused reflection and reconsideration. We will inform you when the second shoe drops.
American Society of Cosmetic Physicians
8000 South Kolb Road, Suite 101
Tucson, AZ 85756
cosmeticphysicians.org

Join the Evolution

Celebrate with us Orlando

October 7th - 11th

2015

Join the Evolution

WED OCT 8TH
07:00AM

Kickoff to
ASOCP 10th Annual Cosmetic Conference