

# PRESIDENT'S E-MAGAZINE

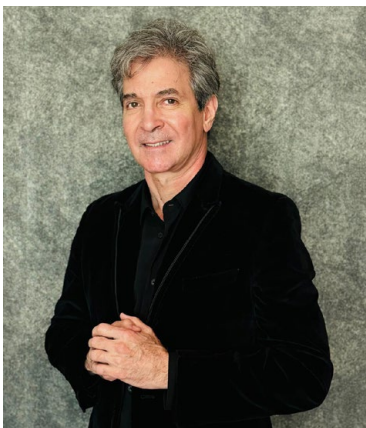
# 2025

ISAPS  
February



## MONTHLY UPDATE FROM YOUR ISAPS PRESIDENT

CONNECTING LIVES, CULTURES, KNOWLEDGE  
AND THE FUTURE IN AESTHETICS



Arturo Ramírez-Montañana, MD  
ISAPS President

**Dear ISAPS Community & #ISAPSFAMILY,**

Yes, it's only four months away from Singapore!

I can't wait for this year's **ISAPS Olympiad World Congress in Singapore**, which will be held at Sands Expo & Convention Centre from **June 18-21, 2025**. If you haven't already done so, now is the **time to book your hotel, party tickets and pre-congress courses**.

With more than 800 colleagues from more than 90 countries already registered by our January super early deadline we can expect an exceptional educational, social, and international gathering of leaders and experts in a city known for its rich culture, extraordinary cuisine, and beautiful city and landscapes. **Make sure you arrive in time for our opening ceremony and welcome reception on Wednesday, 18th June, and I look forward to seeing you there!**

**ABAM, American Brazilian Aesthetic Meeting, Park City, Utah, USA**

Last month, from January 16 to 20, we attended the 17th ABAM EDITION, organized and chaired by our ISAPS past President, Dr. Renato Saltz, together

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with Co-Chairs, Drs. Foad Nahai and Mark Jewell; it was an extraordinary ISAPS-endorsed academic event with **more than 90 faculties** from different countries, covering all the surgical and nonsurgical procedures, as well as tons of information shared by the experts regarding AI, business, marketing, regenerative medicine as well as several workshops sponsored by different companies showing the new trends applied in our daily practice.

I can't leave without mentioning the great social events organized for all the attendees which included live music and great catering services. Net proceeds from the event directly benefit the non-profit organization Image Reborn Foundation (IRF) and IRF's Breast Cancer Survivor Retreats, which have transformed the lives of thousands of breast cancer survivors.

During this gathering, we celebrated our **ISAPS BOARD OF DIRECTORS Meeting**, and we approved several motions from different committees to better serve our membership and bring more benefits to all of you.



## Full Face And Neck Surgical Anatomy Course - USA

One week after ABAM, we went to St Louis, Missouri, USA, from January 31 to February 2 to attend the Full Face & Neck Surgical Anatomy Course - USA 2025, organized by Drs. Andre Auersvald (Brazil), Luis Auersvald (Brazil), Rodrigo Jimenez (Brazil), Andre Cervantes (Brazil), and Gerald (Jerry) O'Daniel (USA), all of them as Academic Chairs and speakers.

During the meeting, we had the opportunity to see many high-level lectures from some of the best face/neck surgeons in the world: Drs. Richard Warren (Canada), James Grotting (USA), Tim Marten (USA), Tiago Baptista (Portugal), Ozan Sozer (USA), and Anthony MacQuillan (UK). I must admit that we learned a lot during the lectures and the Hands-on Cadaver Lab, seeing different face and neck techniques performed by the experts. St. Louis University sponsored the event, which was held at the Practical Anatomy and Surgical Education Laboratory (PASE), Saint Louis University School of Medicine, a super well-equipped facility. Thanks to all the people involved in this great organization.

It has been a very busy start to the new year, full of enriching educational experiences, with chances to unite with old friends, make new ones, and, of course, to continue to exchange ideas and keep updated. It is our amazing, diverse community that makes ISAPS unique, and I thank you all for being part of our [#ISAPSFAMILY](#) and keeping us stronger together!

Love and warm wishes to you all,

A handwritten signature in black ink, appearing to read 'Arturo Ramirez-Montañana'.

Arturo Ramírez-Montañana, MD  
ISAPS President

## ISAPS GLOBAL SURVEY: PROGRESSING THE ADVANCEMENT OF AESTHETICS



**Amin Kalaaji, MD, PhD – Norway**

*ISAPS Global Survey Committee Chair*

### *Disseminating Aesthetic Plastic Surgery Statistics Worldwide*

As leaders in aesthetics, gathering data for our specialty and sharing these statistics with peers, colleagues, and those interested in furthering their education and knowledge in aesthetic plastic surgery is critical.

The ISAPS annual Global Survey portrays our specialty's latest trends and statistics. It provides information that is otherwise unavailable, and we are thankful to everyone who commits their time to this extensive project.

Our most recent Survey revealed that all face and head procedures showed notable growth from the previous year, with more than 6.5 million procedures and a **19.6% increase**. The top procedures in 2023 were:

- eyelid, with more than 1.7 million and a 24% increase.
- rhinoplasty, with 1.1 million procedures and a 21.6% increase; and
- lip enhancement/perioral procedures, with 0.9 million, a 29% increase.

Information like this enables us to make better-informed decisions related to our specialty and to progress the advancement of aesthetics. Having launched the Global Survey on Aesthetic procedures performed in 2024, we are excited to learn from **ISAPS Global Survey Committee Chair Dr. Amin Kalaaji, MD, PhD** about the relevance of the data collected and its influence.

**ISAPS: Why is this study significant, and why was it important to you to take on the Global Survey Committee Chair role?**

**KALAAJI:** Thank you for having me. The **Global Survey** is extremely important for ISAPS. It reflects the **trends in aesthetic surgery and provides invaluable data** for every aesthetic surgeon. It helps us understand the evolving landscape of our field, including procedure types, patient demographics, and complication rates. This data allows us to refine our practices, plan for the future, and potentially increase our profitability.

When I was invited to chair the Global Survey Committee, I was thrilled! I saw it as a fantastic opportunity to enhance the survey, increase participation from more countries, and generate more reliable results. This international survey is **a crucial resource for ISAPS**, referenced in articles, presentations, and even by health authorities. I believe there is significant potential to improve both the quantity and quality of the data. Accepting this role from our President, Dr. Arturo Ramírez-Montañana, was, therefore, an easy decision.

Furthermore, this role offered me both responsibility and independence. I had the autonomy from Dr. Arturo Ramírez-Montañana to plan the steps for the Global Survey, beginning with the establishment of a **Global Survey Committee** representing all five continents. This was crucial, as the Global Survey is a massive undertaking. This Committee, formed over the past four to five months, has been instrumental in **developing a revised survey** that better reflects the needs and desires of our colleagues. We have also improved communication, increased engagement from more countries, and added Chinese and Japanese translations.



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## **ISAPS: What would you say to encourage people to participate? Why is their response so critical?**

**KALAAJI:** This is a very important question. I would tell my colleagues that while the survey is vital for ISAPS for the reasons I mentioned earlier, it is even more important for them as individual practitioners. Regardless of their practice setting, private practice, hospital, clinic, or research, participating in the survey offers **significant personal benefits**.

I have personally participated in this survey for over 20 years, even before I became involved with ISAPS. Why? Because I learn so much about my own practice. I track my procedure volumes, identifying trends and areas for improvement. For example, if I notice a significant decrease in rhinoplasty procedures, I can analyze the reasons and adjust my marketing strategies accordingly, e.g., Google Ads, new instruments, and specialized training.

By analyzing the complications data, I can learn to avoid potential pitfalls and prioritize patient safety. Ultimately, this data helps me improve patient satisfaction and potentially increase my revenue.

While ISAPS benefits from the collective data, **the primary beneficiaries are the individual surgeons who actively participate**. Moreover, countries with sufficient participation can establish national registries, providing valuable data for their local surgical communities and even health authorities.

## **ISAPS: What trends do you anticipate from the survey results based on what you have learned at your practice over the past year?**

**KALAAJI:** I anticipate a significant increase in participation, both in terms of the number of respondents and the number of countries involved. We have adjusted the participation threshold to include more countries, ensuring a more comprehensive global perspective.

Key trends I foresee include:

1. Increased breast implant removal and subsequent fat grafting (conversion) and hybrid breast augmentation.
2. Growing demand for body contouring procedures.
3. Rising interest in intimate external genital surgery—as it is well defined in the new questionnaire.

4. Continued growth in eyelid blepharoplasty, particularly Asian eye correction, for the first time included in the survey.
5. Adding dimple creation and inverted nipple correction for the first time.
6. Data on “mommy makeovers” and combined procedures—not previously collected.
7. Valuable insights into complication rates.

## **ISAPS: What session topics are on the top of your list for the ISAPS Olympiad World Congress in Singapore? What is on your list of leisure activities?**

**KALAAJI:** I am particularly interested in sessions on breast and body contouring in addition to intimate genital surgery. I will be presenting as a speaker on breast conversion and hybrid techniques at the Pre-Congress symposium, ***Intra-op with the Masters***. This is in addition to the **Global Survey Press Release** and the session on the Global Survey results.

Regarding leisure activities in Singapore, I look forward to exploring the city on foot, enjoying the delicious, high-quality street food, and visiting iconic landmarks like the Marina Bay Sands. Singapore is a relatively compact city, making it easy to explore in a short time.

To learn more about the Global Survey, watch ***last month's Instagram Live*** and read the ***Global Trends*** section in the last ISAPS News issue.

**Take the Survey**

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## SEE YOU IN SINGAPORE

June 18-21, 2025 [www.isaps.org](http://www.isaps.org)

### Connecting Cultures, Sharing Knowledge, & Leading the Future in Aesthetics

*Now is the time to prepare for this year's Olympiad World Congress in Singapore!*

Learn the **latest developments** in our specialty with an educationally-infused program featuring **world-renowned experts** at the [ISAPS Olympiad World Congress in Singapore!](http://www.isaps.org)

Plus, our biennial Olympiad adds an **innovative competitive element**, acknowledging the best-rated speakers from all ISAPS events from the last two years by [inviting them to speak](#). Additionally, our audience and Scientific Committee will vote on „**best presentation awards**“ which will be handed out in all categories during our Olympiad ceremonies on-site in Singapore.

### Check out the [Preliminary Program & Pre- Congress Courses](#)



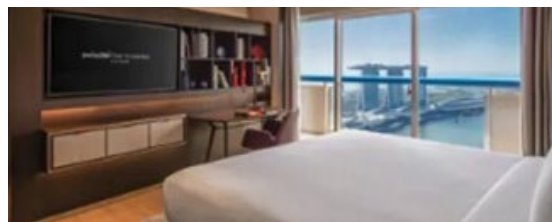
### Reserve your networking opportunity!

#### [Exclusive Networking Party:](#)

Friday, June 20, 2025 at Gardens by  
the Bay

### Book your hotel!

Attendees receive special  
[hotel discounts!](#)



### Critical Congress Dates:

Early Bird Registration Deadline: April 10, 2025

Pre-Congress Date: June 18, 2025

Main Congress Date: June 19-21, 2025

[Register](#)

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**ISAPS**  
INSTAGRAM LIVE



**ISAPS Olympiad World Congress - Exclusive Q&A**

## **In case you missed it: ISAPS Olympiad World Congress: What Makes It Unique. Special Q&A With Our Experts**

[Revisit the exclusive Q&A on Instagram](#) with our experts from the [Scientific Program Committee](#), **Dr. Andre Auersvald** and **Dr. Ahmad Saad**, the **Chair and Vice-Chair of the Education Council**, **Dr. Naveen Cavale**, the **Communication Committee Chair**, and **Dr. Ozan Sozer**. It was an informative discussion that focused on the preview of the program, key highlights, and what to expect.

**Instagram Live**

**ISAPS**  
Fellowship



## **Applications Are Open Through April 3, 2025!**

The international [ISAPS Fellowship Program](#) offers 50 fellowships in 21 countries, designed for **a stay of three months** and available for ISAPS Resident and Associate members. Don't wait to fill out your application!

***Are You An Aspiring ISAPS Fellow?***  
**Join Us On February 15, 2025 @ 13:00 UTC**

[Your ISAPS Fellowship Program Guide: Tips, Stories, and Advice](#)

**Applications Close on April 3, 2025**

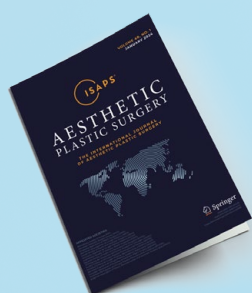
***Advanced Education, Intensive Training and Hands-On Experience***

**Application Criteria**

**Fellowship Program**



## MONTHLY EDUCATION CORNER

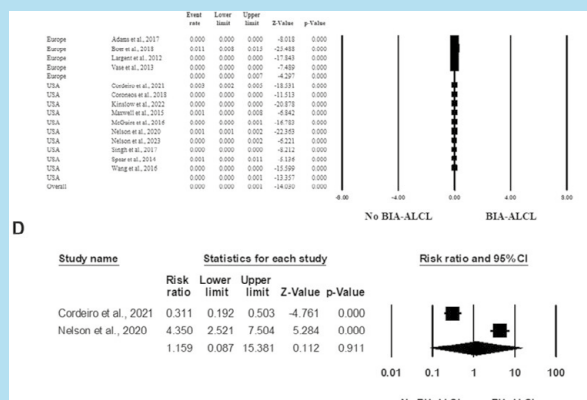
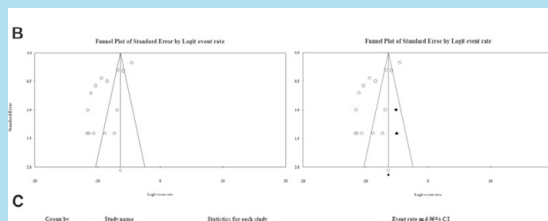
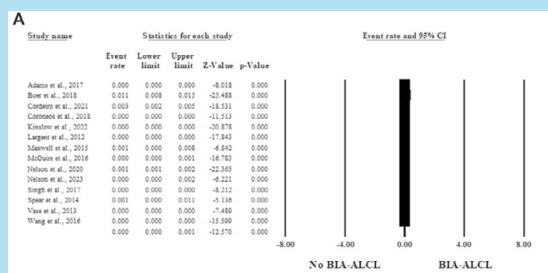


Recently published in  
***Aesthetic Plastic Surgery...***

### The Risk of Breast Implant-Associated Anaplastic Large Cell Lymphoma; A Systematic Review and Meta-Analysis

**Ali Mohamed Elameen • Mohamed Awad AlMarakby • Tarek Ibrahim Atta • Asmaa Ali Dahy**

Breast implant-associated anaplastic large cell lymphoma (BIA-ALCL) is an emerging disorder that has gained global attention throughout the past era. The present meta-analysis was performed to retrieve the risk of BIA-ALCL from population-based epidemiological studies. Factors associated with BIA-ALCL were evaluated to identify patients at higher risk of BIA-ALCL.



**Read Article**

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For questions, please contact [memberservices@isaps.org](mailto:memberservices@isaps.org).



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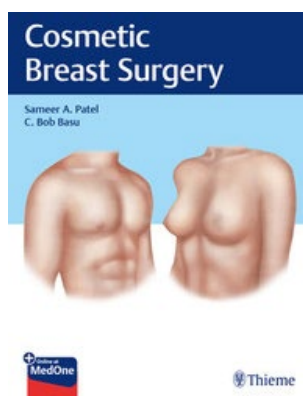
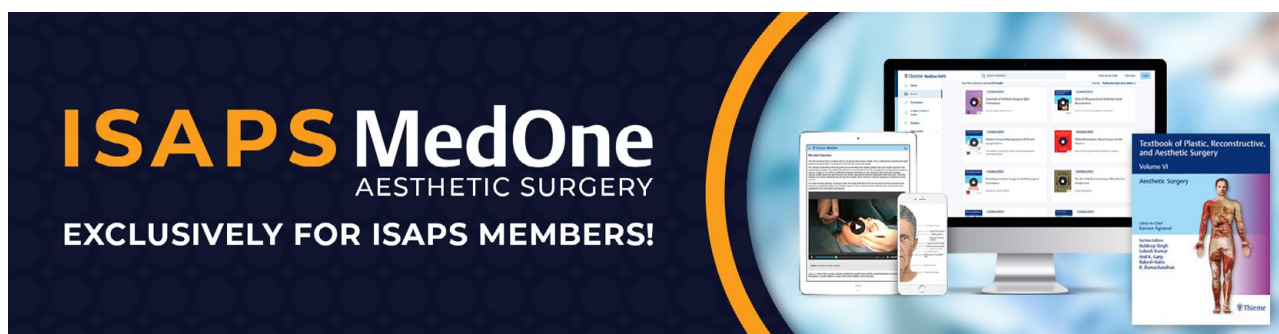
## Modern Breast Augmentation: More Than Just a Volume Game

**Dr. Patrick Mallucci** discusses breast augmentation including analysis of results and images, during his session held during the **ISAPS Olympiad Athens 2023: Breast Augmentation** presentation, and **moderated by:** Zisis Boukouvalas (Greece), Per Heden (Sweden) and Patrick Mallucci (United Kingdom)

**And Speakers:** Patrick Mallucci (United Kingdom), Taimur Shoaib (United Kingdom), Horia Siclovan (Romania), Getulio Duarte (Brazil), Sonia Fertsch (Germany), William Watfa (Lebanon), Andre Ferrao Vargas (Brazil) and Per Heden (Sweden).

**Browse more than 2,000 educational videos!**

**Video Library**



## **February 2025 MedOne Feature: Cosmetic Breast Surgery Breast Implant–Associated Anaplastic Large Cell Lymphoma**

**Sameer A. Patel • C. Bob Basu**

*„In 2016, the World Health Organization officially recognized breast implant-associated anaplastic large cell lymphoma (BIA-ALCL) as a distinct disease from other ALCL entities, and it is known that deaths have occurred from this (see also Chapter 16). The presentation most commonly includes delayed seroma but may also include mass.“*

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**MedOne is available to select ISAPS members based on their membership level.**

**MedOne**



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## Additional Breast Cancer Resources

**Looking for more?** Revisit our **Instagram Live session** on breast reconstruction, hosted by **Drs. Rieka Taghizadeh, Assistant National Secretary (United Kingdom)**, and **Gustavo Jimenez Muñoz Ledo, Assistant National Secretary (Mexico)**.

[The Impact of Breast Reconstruction after Cancer: A Life-Changing Procedure for Patients](#)

[Learn More](#)

## ISAPS GLOBAL SURVEY



[Participate Today](#)



**CLICK HERE  
TO SEE UPCOMING  
ISAPS EVENTS**



# MONTHLY E-MAGAZINE



## PRACTICE MANAGEMENT



### 2025: A Year of New Opportunities

Dr. Sofia's office was a reflection of her life: orderly and efficient but a little unpredictable. Every morning, she arrived at her office with the same routine, attending to her patients with dedication but feeling like something was missing. It seemed like there was never enough time for everything. Despite her professional success, she could not find a balance between her work and personal life.

#### SETTING AND FULFILLING AMBITIONS

Every year, as January rolled around, Sofia would promise herself that this year would be different. She envisioned a year filled with accomplishments, travel, and greater well-being. However, like many of us, she would get caught up in the daily grind, and her ambitions would fade.

One day, overwhelmed by this situation, Sofia realized she was **not managing her own life effectively**. She asked herself, „How can I expect my practice to thrive if I don't have a clear plan for my own growth?“

She decided to create a detailed plan for the following year. She began by **visualizing how she wanted to feel in a year**: more relaxed and fulfilled, with more time for family and friends. She imagined attending that international conference she had always wanted to go to, finishing a research paper, and starting regular yoga practice.

#### Identify Areas of Improvement

With this clear image in mind, Sofia began to build her plan. She identified the areas of her life that she wanted to improve—her physical and mental health, her professional development, her personal relationships, and her spiritual growth. She allocated a percentage of her time and energy to each area, prioritizing those that she considered most important.

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The result was a detailed and personalized plan that guided her throughout the year. Sofia was surprised by how much she was able to achieve by having a clear vision and a plan of action. Not only did she experience greater personal well-being, but she also saw how her practice benefited from her more balanced and strategic approach.

## Define What You Want

When January arrives, and we have not planned what we will do in the current year, we continue with the inertia of the previous year and hope that something extraordinary will happen. We want this year to be the best of all, **to achieve better results than the last year**, to have more income, more free time, to work less (or more), to dedicate more time to family, hobbies, etc., **but that complacency causes our desires to remain just that, a thought without a plan**. If we have not detailed a plan yet, we should do so now to **define what we want to achieve** by the end of the year.

## Clarity and Destination

Without a clear destination, any path will do; without a clear path, we will obviously get lost. That is why every December, we should visualize how we want to see ourselves over the course of the upcoming year. More relaxed, without physical exhaustion, with more books read, more enjoyable trips, more conferences, more friends, more colleagues, and so on. Everyone should draw their **vision and have clarity about the destination**. Then, plot the path to get there. Make a schedule where you establish the unavoidable moments this year and put the **2025 ISAPS Olympiad World Congress** first and foremost. Make sure you include aspects related to mental, physical, spiritual, intellectual, academic, family, rest, relaxation, and leisure. All these areas should have their space in that schedule. Assign each one a priority or at least focus on three of the aspects you consider most important and establish a score according to the importance you give it or want to give it ... this differentiation is important. In Excel, create a column where you put 2024 and give it a rating referring to the previous year, and in the 2025 column as you want it to be.

## Manage Ourselves First

Now, you will have a clear focus on your expectations and goals: sometimes, what we give the most importance to is not receiving the time and dedication it deserves. At this point, you might be wondering what this has to do with Practice Management, but the truth is that **the first thing we must manage is ourselves**, and then we must manage our professional practice; everything starts there.

**Juan Sierra, MD – COLOMBIA**  
**ISAPS National Secretary**

## Interested in more practice management tips?

- Check our [L.I.F.T. program online](#).

- Register to view ISAPS' Business School 2021 [On Demand!](#)

*Free for ISAPS members, non-members \$300, office staff and nurses \$100.*

- Business School 2022 recordings from Istanbul available free for members in our [Online Video Library](#).





## GUEST ENTRY FROM ISAPS BRONZE GLOBAL SPONSOR:



### Profhilo® Structura, the new IBSA Derma treatment to counter facial aging in depth

*The new injectable solution based on hyaluronic acid – with a specific indication for the restoration of adipose tissue<sup>1</sup>, which helps fight facial aging – is now available.*

As the years go by, the face undergoes a gradual and continuous aging process affecting not only the skin, but also all the underlying tissues, resulting in anatomical changes and loss of volumes. We are used to thinking that this process only concerns the superficial layer, but in reality this is not the case, because **even what we don't see ages.**<sup>2</sup>

IBSA Derma, IBSA's Aesthetic Medicine Division, **launches Profhilo® Structura**, a new facial treatment from the renowned Profhilo line®, **which acts restoring adipose tissue.**<sup>1</sup>

*"Adipose tissue undergoes changes related to the aging process, which can however be attenuated through a process aimed at providing greater structure and support to the adipose tissue, thus promoting a more effective regeneration of these compartments", stated Dr. Beatriz Molina, Surgeon, Member of the British College of Aesthetic Medicine and founder of the International Association for Prevention of Complications in Aesthetic Medicine (IAPCAM). "In this way, cellular vitality is promoted, thus underlining the importance of preserving the health of adipose tissue while aging".*

Thanks to its consolidated experience in the field of aesthetic medicine – and always in search for cutting-edge technological innovations – with this new device IBSA Derma once again meets the needs of patients and professionals in the sector, who prefer **accessible, fast and personalised treatments**, as also confirmed by recent research by Doxa Pharma, conducted internationally on behalf of IBSA Derma on a panel of specialists and patients. In general, it clearly emerges that in recent years increasingly more people are relying on **regenerative medicine** procedures, aimed at offering aesthetic improvements through a process of tissue regeneration by proposing tailor-made treatments, built on the specific characteristics of each patient.

IBSA Derma, world leader in the production of hyaluronic acid, has long been involved in the field of regenerative medicine, which it has promoted **since 2015 with the creation of the Profhilo® line**, resulting from the development of **Nahyco® Technology**. This revolutionary technology has given birth to a new world of hyaluronic acid, that of **stable hybrid cooperative complexes composed of high- and low-molecular-weight hyaluronic acid**, stabilised by a patented thermal process without the use of any chemical agent.<sup>3</sup> Thanks to the same technology, today **Profhilo® Structura** is born, **the first treatment with a specific indication for the restoration of adipose tissue.**<sup>1</sup>

Constantly looking for solutions that enhance everyone's authentic beauty, with this new device IBSA Derma goes beyond the surface, **exploring and restoring the deep structure that defines each individual.**

1. Profhilo® Structura, Instructions for Use

2. Swift et al., The Facial Aging Process From the "Inside Out", Aesthetic Surgery Journal 2021, Vol 41(10) 1107-1119

3. Humzah D, Molina B, Salti G, Cigni C, Bellia G, Grimalizzi F. Intradermal Injection of Hybrid Complexes of High- and Low-Molecular-Weight Hyaluronan: Where Do We Stand and Where Are We Headed in Regenerative Medicine? Int J Mol Sci. 2024 Mar 12;25(6):3216

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## ISAPS Membership

ISAPS offers membership to accredited aesthetic plastic surgeons and residents worldwide. We have members in more than 117 countries and provide them with access to training, e-learning, and networking opportunities within our community of more than 6,000 fellow surgeons.

ISAPS membership now includes:

Our Aesthetic Plastic Surgery Journal is published as two online issues per month, one online-only issue, and a second 'selected articles' issue, which will also be sent to print subscribers.

A video library on our website, offering more than 2,000 plastic surgery videos.

Members-only discounts for events, including our ISAPS Olympiad Singapore World Congress 2025.

Listing on the ISAPS Find a Surgeon Directory on the ISAPS website

Membership costs from just \$250 for qualified surgeons. Residents can join for free, for up to three years. Applications for membership are available online, through our website.

**Apply today to become an ISAPS Member!**

If you have any questions, please feel free to contact us at  
**[memberservices@isaps.org](mailto:memberservices@isaps.org)**



**[www.isaps.org](http://www.isaps.org)**