

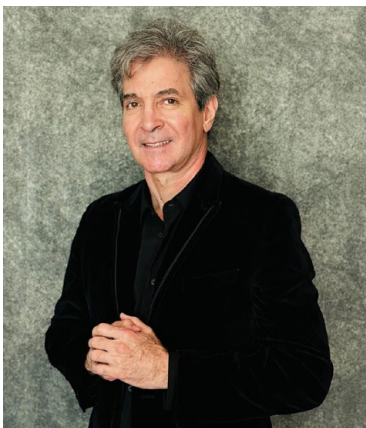
PRESIDENT'S E-MAGAZINE

July **ISAPS** 2026



MONTHLY UPDATE FROM YOUR ISAPS PRESIDENT

CONNECTING CULTURES, SHARING KNOWLEDGE AND
LEADING THE FUTURE IN AESTHETICS



Arturo Ramírez-Montañana, MD
ISAPS President

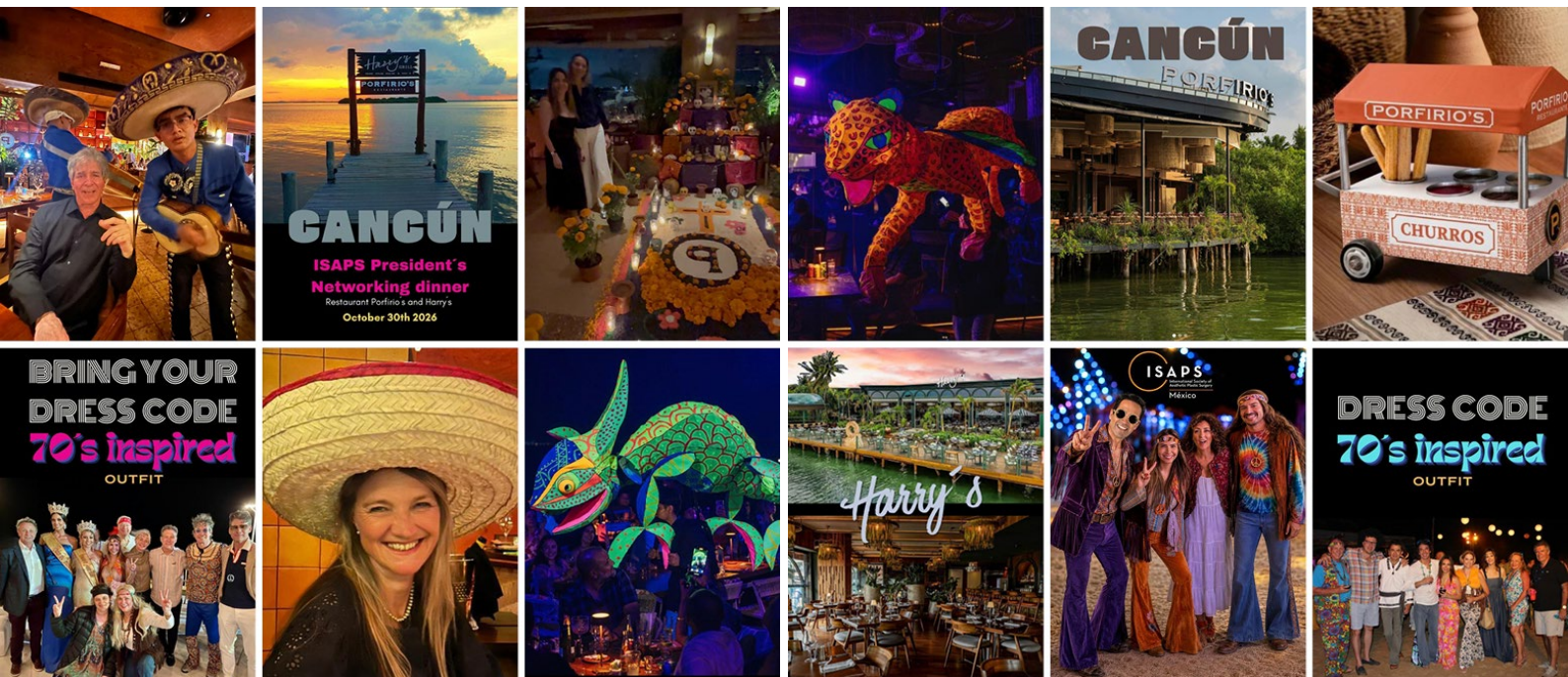
Dear Colleagues, Friends, and #ISAPSFAMILY,,

I'm writing to you this month as I get ready to travel to Barcelona for our next ISAPS highlight of the year: the **ISAPS Body Masters Course**, taking place this Friday to Sunday, July 3-5. Following our tried-and-tested, fully-immersive, Masters Program format, our ISAPS masters will demonstrate their techniques through live cadaver dissection, patient marking, high-definition surgical videos, and practically focused panel discussions, for an A-Z update in both male and female body contouring.

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This promises to be an exceptional three days of learning, but, of course, it is not only the scientific program that makes the course unmissable, and I am looking forward to another chance to come together as part of the ISAPS family – to share ideas, learn from one another, and connect in this more personal setting. I very much hope to see many of you in Barcelona, or, if you cannot join us in person this time, remember you can still be part of the full three-day experience, from wherever you are in the world, **[through our live-stream broadcast!](#)**

Looking a little further ahead, I am pleased to announce that booking is now open for our **[social program](#)** at the **[ISAPS World Congress 2026 in Cancun](#)** – offering more chances to celebrate, reconnect, and enjoy the energy of our global ISAPS community together.



On **Friday, October 30**, I hope you will join me for the **President's Networking Dinner**, a special Día de los Muertos-themed evening overlooking the Nichupté Lagoon at Harry's and Porfirio's restaurants. I can promise you a memorable night of Mexican cuisine, live entertainment, dancing, and conversation with friends and colleagues from around the world.

On **Saturday, October 31**, after the closing ceremony, we will continue the celebration with our **informal beach party**. Come in your best 1970s style, enjoy drinks and dancing under the stars, and share a relaxed evening with us on one of Cancun's most beautiful beaches.

Places for both events are limited, so please book early to secure your place, and I look forward to celebrating together once again.

Keep well and see you soon!

Arturo Ramírez-Montañana, MD
ISAPS President

MONTHLY E-MAGAZINE

Introducing ISAPS New Global Alliance Partner: Lithuanian Plastic and Reconstructive Surgery Society



Rytis Rimdeika, MD

Lithuania

President of the Lithuanian Plastic and Reconstructive Surgery Society

July 15 is World Plastic Surgery Day, a great opportunity to celebrate the ISAPS international community, which now includes **101 Global Alliance Partners, 158 National Secretary representatives, and 6,300 members representing 117 countries.**

This month, we are pleased to introduce **Dr. Rytis Rimdeika, President of the Lithuanian Plastic and Reconstructive Surgery Society**, who recently joined the [ISAPS Global Alliance Partnership](#). As part of our ongoing commitment to fostering unity within our specialty, we pursue a shared vision of safe aesthetic surgery and enhanced patient quality of life through collaboration and cooperation in Aesthetic Education Worldwide®.

ISAPS: Thank you for joining the ISAPS Global Alliance Partnership! Why are these partnerships significant for the advancement of aesthetic plastic surgery?

RIMDEIKA: Modern aesthetic plastic surgery crosses borders: patients travel, surgeons train internationally, and complications do not respect geography. International partnerships raise global standards, disseminate knowledge, accelerate progress, and protect patients. By working together, societies can speak the same scientific and ethical language, reducing variation in training requirements, terminology, classification systems, and safety protocols. This creates a more

predictable and safer global environment for both patients and surgeons.

No single society can achieve this alone—collective intelligence is far more powerful than isolated national efforts.

Lithuania is a small European country, and joining the ISAPS Global Alliance Partnership provides access to global leaders and mentorship, expands opportunities for collaborative research, and strengthens cooperation in joint initiatives, multicenter studies, and shared databases, thereby generating stronger scientific evidence for clinical practice.

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This particular partnership is an essential step in ensuring that the specialty within Lithuania remains well-structured, balanced, and professionally robust—competitive, ethical, and contributing to the development of the country's economy.

ISAPS: Can you describe how the field of aesthetic plastic surgery in Lithuania has changed since you began your practice?

RIMDEIKA: I graduated from university in 1990—at the very moment Lithuania regained its independence from the Soviet Union. As the Head of the Department at the University and University Hospital, I had the privilege of contributing to the development of our specialty from its earliest steps – building educational programs for students and residency programs for postgraduates at the University, developing the specialty curriculum, and mentoring PhD studies and scientific projects.

Lithuania's plastic, reconstructive, and aesthetic surgery field has undergone a profound transformation since 1990, evolving from a small, reconstruction-focused discipline into a modern, broad-based, and internationally connected specialty with strong educational structures, ethical standards, and growing global visibility.

The first milestones were the creation of modern academic departments, the establishment of residency programs, and the alignment of medical education with EU (UEMS) standards. This academic foundation marked the beginning of structured development, strengthening training, research, and cross-border

collaboration. It professionalized the field and ensured a stable pipeline of well-trained specialists. Lithuanian plastic surgeons became active participants in international professional organizations, with the national society representing the country globally and promoting high standards, ethical practice, and evidence-based care. Since 2006, a five-year residency program has trained new surgeons to EU standards, and our training programs have been accredited by European institutions and professional societies.

As the private healthcare sector expanded, aesthetic surgery grew rapidly, especially after Lithuania joined the EU in 2004. Clinics adopted modern technologies, and patient demand increased for procedures such as breast surgery, body contouring, and facial aesthetics.

As Lithuanian surgeons gained international recognition, the country experienced a steady rise in foreign patients and a rapid expansion of medical tourism beginning in the 2010s. This growth encouraged clinics to adopt higher safety standards, multilingual communication, and internationally recognized quality systems.

ISAPS: What do you think makes our specialty meaningful?

RIMDEIKA: Plastic surgery is meaningful because it sits at the intersection of science, artistry, and human dignity—there are only a few medical specialties that can claim the same intensity.

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Plastic surgery changes how people live, not just how they look. Whether addressing the effects of aging, correcting congenital differences, reconstructing post-pregnancy deformities, or repairing post-traumatic defects, plastic surgeons help patients reclaim essential aspects of their appearance, self-image, and confidence. This is profoundly human work. You are not simply reshaping tissue – you are giving someone back a part of themselves: their confidence, their sense of normalcy, their ability to meet the world without fear or shame.

It is also one of the rare specialties where novelty, technical excellence, and artistic sensibility are equally essential. Innovation is part of its DNA. From microsurgery to regenerative medicine, from fat grafting to robotics, plastic surgery is often the first to adopt and refine new technologies. The specialty continues to lead advancements in imaging, minimally invasive techniques, and regenerative approaches, shaping the future of surgical care.

Equally important is the surgeon's commitment to ethical professionalism. Plastic surgeons work closely with patients to understand motivations, guide expectations, and ensure safe, responsible decision-making. This ethical foundation is essential in a field that is highly visible, rapidly evolving, and deeply connected to personal identity.

ISAPS: What is the most requested surgery in Lithuania?

RIMDEIKA: The most requested aesthetic surgery in Lithuania is body contouring, including mommy makeovers, tummy tucks, and liposuction. While body contouring is the clear leader, Lithuania also shows strong demand for facial aesthetic procedures, breast reduction, and breast augmentation.

Several factors contribute to the popularity of these procedures: strong local expertise and modern surgical facilities, competitive pricing compared with Western Europe, short waiting times, high satisfaction rates, predictable outcomes, and consistently high demand from both local patients and international medical tourists.

ISAPS: How do you see Lithuania approaching patient safety, and what changes have you noticed in the growth of medical tourism there?

RIMDEIKA: Patient safety in Lithuania is strictly regulated by state institutions, including the National Public Health Center under the Ministry of Health, the State Accreditation Center for Healthcare Activities, and other oversight bodies. Lithuania's approach to patient safety has become increasingly structured, data-driven, and aligned with European Union expectations—a shift closely linked to the rapid growth of medical tourism.

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Both private and public healthcare sectors operate under EU regulatory frameworks, which set rigorous requirements for quality, safety, and clinical governance. Modern facilities are equipped with cutting-edge technology and staffed by clinicians who frequently train in other EU countries or the United States. Clinics increasingly emphasize clear, transparent treatment pathways, from pre-operative assessment to rehabilitation. This transparency is a key safety factor for international patients who require predictable, well-coordinated care. Many clinics report refining the entire patient journey to ensure safety, clarity, and continuity at every step.

A significant advantage in Lithuania is the presence of multilingual, internationally trained surgeons and medical staff, which reduces communication errors—one of the major contributors to patient-safety incidents in cross-border care.

As a result of these strengths, Lithuania has seen a substantial rise in medical tourists. The number of foreign patients has more than doubled over the past five years, reaching approximately 25,000 international patients annually. The city of Kaunas alone recorded a 25% increase in international patients in 2025 compared with 2024, and a 40% increase compared with 2023.

In recent years, there has been a clear shift from Lithuania being perceived as a “low-cost destination” to an “expertise destination.”

Convenient flight connections, widespread English proficiency, and streamlined clinic processes further enhance Lithuania’s attractiveness for cross-border care. Patients value the ability to plan their entire treatment journey in advance—a factor that significantly improves both safety and satisfaction.

[Click here](#) to see all our current partners,
and learn more about GAP benefits.

MONTHLY E-MAGAZINE



ISAPS BODY MASTERS: ANATOMY, STRATEGY AND SURGICAL MASTERY IN BODY CONTOURING

JULY 3-5, 2026 - BARCELONA, SPAIN

WWW.ISAPS.ORG/BODYMASTERS

The World's Leading Body Contouring Meeting Takes Place In Only 2 DAYS!

There is still time to join! We look forward to welcoming you to Barcelona, Spain, **this week** for our **ISAPS Body Masters Course, July 3-5, 2026!** If you can't attend in-person, we look forward to having you **join virtually!**

This much-anticipated meeting, will take your skills in body contouring to the next level! The **fully immersive, technique-focused program** will feature the world's leading body-contouring surgeons.



Experience “live from the lab” cadaver dissection and patient marking demos, high-definition intraoperative videos, and comprehensive A-Z training for both male and female body contouring.

Meet **Dr. Mauricio Viaro**, who, with the rest of the faculty, will cover **the latest techniques and innovations in body contouring.**

Click here to meet the rest of the faculty, find out about **CME credits**, and check out the **full program here.**

[ISAPS Body Masters](#)

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ISAPS[®]
WORLD CONGRESS
Cancún | Mexico | 2026

**SEE YOU IN
CANCUN**

October 27-31, 2026
www.isaps2026.com

Early Bird Deadline:
August 27, 2026

Residents' Symposium:
October 27, 2026

Main Program:
October 28-31, 2026

*Connecting Cultures, Sharing Knowledge,
and Leading the Future in Aesthetics.*



For the full program, including session details, speakers, and more, [click here](#)

Join us at the [ISAPS World Congress](#) in Cancun from **October 27 to 31, 2026**, for a rich learning experience. With **over 1,000 presentations from speakers representing 72 countries**, you can look forward to educational sessions, plenty of networking, and the latest updates in aesthetic plastic surgery.

[2026 Program](#)

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Just In! Aesthetic Insights: Lunch with an Expert

Join us for [Lunch With an Expert](#) for an exclusive opportunity to connect and have personal conversations with recognized experts from around the world. These luncheons are part of our **'ISAPS as a mentor'** initiative, supporting both early-career and experienced surgeons who want to grow in their careers and improve their practice.



Because these luncheons are so popular, we are offering three different options. You can join one of the available tables for an informal, mentorship-style discussion focused on the host's area of expertise, where you can ask questions and get advice. To meet your hosts and see their discussion topics, [click here](#). Spots fill up quickly, so don't wait!

Thursday, October 29: 13:00 to 14:00
Friday, October 30: 13:00 to 14:00
Saturday, October 31: 13:30 to 14:30

[Lunch with an Expert](#)



[The Opening Ceremony](#)
Wednesday, October 28, 2026 at 6:30 p.m.

[President's Networking Dinner](#)
Friday, October 30, 2026 at 7:30 p.m.

[Informal Social](#)
Saturday, October 31, 2026 at 8:00 p.m.

✓ [Register Today & Secure Your Place!](#)
Early Bird Registration Deadline: August 27, 2026
Members save the most on registration rates!
Not yet a member? [Join today!](#)

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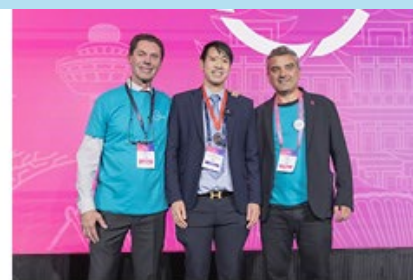
[Social Media Toolkit](#)

MONTHLY E-MAGAZINE



MONTHLY EDUCATION CORNER

This month, as we celebrate **World Plastic Surgery Day** on July 15, we want to recognize our **ISAPS community—Global Leaders in Aesthetics**. Our commitment to **advancing Aesthetic Education Worldwide® for the safety of patients**, is reflected in all we do, including the **awards** presented to recognize individual achievements. As we prepare to announce the award winners later this year, we also celebrate our recent awardees. Join us in recognizing these exceptional individuals and their significant contributions.



MONTHLY E-MAGAZINE



Recently published in
Aesthetic Plastic Surgery...

Most Downloaded Article Winner: Dr. Virginia Marcia Amaral

An Innovative Treatment Using Calcium Hydroxyapatite for Non-Surgical Facial Rejuvenation: The Vectorial-Lift Technique

Virginia Marcia Amaral, Helena Hotz Arroyo Ramos, Fernanda Aquino Cavallieri, Mariana Muniz, Guilherme Muzy & Ada Trindade de Almeida

Read the entire article [here](#).

Most Downloaded Article Winner: Dr. Virginia Marcia Amaral

Performance of ChatGPT in Answering Clinical Questions on the Practical Guideline of Blepharoptosis

Makoto Shiraishi et al.

Read the entire article [here](#).

Become a member to have full access of ***APS Journal***

For questions, please contact memberservices@isaps.org.

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Best Presentation by an Early Career Surgeon at the ISAPS World Congress Cartagena 2024: Dr. Ellen Shaffrey

Demystifying the Lower Body Lift: A Review of Marking Methods and Surgical Techniques - Ellen Shaffrey

Please note: This video is available for all members, log into your ISAPS account to access.

Best Presentation by an Early Career Surgeon at the ISAPS World Congress Singapore: Dr. Apinut Wongkietkachorn

Endoscopic Gliding Forehead Lift: A Brow Shaping Method to Lift Medial and Lateral Brow - Apinut Wongkietkachorn

Please note: This video is available for all members, log into your ISAPS account to access.

Don't miss more **exclusive on-demand content** from ISAPS Congresses, ISAPS Official Courses, the innovative ISAPS L.I.F.T. Program, and a variety of insightful ISAPS webinars. Elevate your expertise and stay up-to-date! Not a member? **Join today!**

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COMING SOON
ISAPS NEW
E-LEARNING
PLATFORM

E-Learning Platform Official Sponsor:  **MENTOR**



Foad Nahai Award for Patient Safety Award Winner 2025: Dr. Matilde Tettamanzi

Foad Nahai Award for Patient Safety:

**Optimizing Gynecomastia Correction Surgery:
Efficacy and Safety of Tumescant Local
Anesthesia Approach**

- Matilde Tettamanzi et al, Italy

Awards Lectures and Presentations



PRACTICE MANAGEMENT

Turning Social Media Inquiries into Booked Consultations

Today's patients don't choose you during the consultation. That decision starts much earlier.

Patients Google your name, scroll through your social media, read online reviews, ask ChatGPT about you, and only then decide whether to book an appointment.

Even patients referred by former patients rarely schedule without first doing their own research. And if they don't find you—or what they find fails to inspire trust—you may lose them before you even know they existed.

For surgeons with an active digital presence, one of the biggest challenges is handling the most frequent patient inquiry they receive:

"How much does it cost?"

Ironically, it is also one of the questions they dislike the most.

The first mindset shift is simple: make peace with that question.

If you invest in your digital presence, pricing inquiries are exactly what you should expect.

The real challenge is turning them into a booked consultation.

Only 3-10% of cold leads—people who have never met you or heard of you before—will book a consultation after their very first interaction.

If you don't know these benchmarks, you might think you're attracting unqualified leads, that your patient coordinator isn't responding effectively, or even that social media simply doesn't work.

After working with hundreds of plastic surgery practices, I developed a simple framework to help you convert more social media inquiries into booked consultations.

1. Respond Fast

Multiple studies have shown that responding within the first five minutes can increase bookings by up to four times.

Patients contact several surgeons, and half of them book with the practice that responds first.

The practice that wins is not necessarily the best one. It's simply the fastest.



PRACTICE MANAGEMENT

2. Sell 24/7

Most patient inquiries arrive in the evening, at night, or on weekends, when your practice is closed.

If you don't answer until the next business day, you simply weren't available when patients were ready to book their consultation.

Today, automation tools and AI allow practices to respond to inquiries immediately, qualify leads, and keep conversations moving until a team member takes over.

3. Create Conversation Before Conversion

One of the biggest mistakes practices make is overwhelming patients with information.

A long explanation about surgical techniques is rarely what patients need in their first message.

Instead, start with curiosity.

Ask questions such as:

"What motivated you to consider this procedure?"

"How long has this been bothering you?"

The objective of the first interaction is to begin building a relationship.

4. Go Beyond Text

Studies have shown that tone of voice, facial expressions, and body language have a much greater impact than words in building trust and creating an emotional connection.

That is why replacing text messages with voice notes or short personalized videos can dramatically increase your conversion rate.

5. Follow Up Until the Patient Decides

Many practices invest significant time and money in generating new leads while neglecting the ones they already have.

Approximately 80% of sales occur after the fifth follow-up.



PRACTICE MANAGEMENT

Follow-up isn't about asking patients whether they're ready. It's about helping them become ready.

Share educational content. Send before-and-after cases. Nurture patients with valuable information.

When patients have already consumed your educational content, resonated with your message, and interacted with your team several times, something remarkable happens—the consultation changes.

Patients are no longer deciding whether to trust you. They are simply confirming a decision they have already made.

Every social media inquiry is an opportunity to welcome new patients into your practice.

Because today, the consultation doesn't begin when patients walk into your office—it begins with the very first digital interaction.

Paz Martorell, MD - ARGENTINA



Interested in more practice management tips?

- Check our [L.I.F.T. program](#) online
- Login and listen to the recording from the [ISAPS Business School: Leading the Patient Journey - from Marketing to Patient Conversion](#) webinar, free for members in our [Online Video Library](#).

MONTHLY E-MAGAZINE



July 11, 2026 | Upper Blepharoplasty and Ptosis Correction | 13:00 UTC

[Click here](#) for your local time.

FREE for ALL ISAPS Members and only \$100 for non-members.

Mark your calendars!

- October 10, 2026: Abdominoplasty and Lower Body Lift
 - December 12, 2026: Male Genitalia Surgery and F to M Gender Reassignment

***All times are at 13:00 UTC unless otherwise noted.**

Recordings of previous webinars are available on the [ISAPS Video Library](#).

MONTHLY E-MAGAZINE



September 26, 2026 | [Rethinking Thrombosis Prevention in Aesthetic Surgery](#) | 13:00 UTC

[Click here](#) for your local time.

Join moderator **Dr. Sergio Korzin** to discuss the following paper: "[ISAPS Patient Safety Update: Deep Venous: Thrombosis and Pulmonary Embolism: Stratification and Proophylaxis in Aesthetic Surgery](#)" - Dr. Jesus Benito Ruiz (et al.)

FREE for ALL ISAPS Members and only \$50 for non-members.

Mark your calendars!

- November 21, 2026: [Glidelift™ - A No Visible Scar Approach](#)

***All times are at 13:00 UTC unless otherwise noted.**

Recordings of previous webinars are available on the [ISAPS Video Library](#).

Register Now



GUEST ENTRY FROM ISAPS BRONZE GLOBAL SPONSOR:



Bio | SCIENCE

HYAcrop MLF1 for Hand Rejuvenation: Results from a 10-Case Series Following a Decade of Protocol Refinement

- Dr. Fabio Fantozzi

Hyaluronic acid (HA) has been successfully used for facial reshaping and body contouring for decades. Injectable HA fillers have become widely used in aesthetics as they provide long-lasting results, favorable safety profile, reversibility through the action of hyaluronidase enzymes, and do not require pre-treatment allergy testing¹.

The efficacy and safety of HYAcrop® MLF1 HA body filler for gluteal enhancement have been proved in a retrospective, observational study in 91 patients in three sites, with more than 4 years of follow-up². However, little scientific data has been presented or published regarding HA body fillers' ability to improve the quality of the skin and appearance on the hands.

In this context, data to confirm the versatility, effectiveness and safety of HYAcrop® MLF1 for its approved indication of improving the appearance of the hands has been gathered. This article outlines our protocol from over a decade of clinical practice and highlights insights after 6-months follow up.

Biphasic HA body filler (HYAcrop® MLF1) with a particle size range of 200-350 µm was injected into the dorsum of the hand using an 18G cannula via a single entry point at the wrist, rather than from the fingers. The filler was gently distributed above the dorsal deep fascia to avoid perforating the vessels, using the retrograde linear fanning injection technique.

The proposed technique was applied to 10 patients divided into two age groups: under 70 years old (n=8 patients) and 70 or older (n=2 patients). The amount of HA injected ranged from 7 to 10 cm³ and each patient's progress was followed up for a minimum of 6 months. Contour changes and the effects of the procedure(s) on the skin were analyzed. During the observation period, 9 patients (90%) were satisfied with the results, while 1 patient (10%) was dissatisfied due to the sole case of temporary hand swelling, which resolved naturally. No allergic reactions were noticed and no long-term complications were observed.

These cases represent over 6 months of clinical experience in applying HYAcrop® MLF1 HA to hands. An additional follow-up is planned at 1 year. Based on the data collected thus far, it can be confirmed that the procedure is effective in reshaping and rejuvenating the hands, demonstrating long-lasting results with no severe or late adverse events reported. Consequently, the use of HYAcrop® MLF1 for hand rejuvenation and aesthetic improvement performed following an appropriate and optimized treatment protocol, can be considered both effective and safe.

References

1. Perera GGG, et al. The rheology of injectable hyaluronic acid hydrogels used as facial fillers: A review. *Int J Biol Macromol.* 2024;268(Pt 2):131880.
2. Crabai P, et al. Nonsurgical Gluteal Volume Correction with Hyaluronic Acid: A Retrospective Study to Assess Long-term Safety and Efficacy. *Plast Reconstr Surg Glob Open.* 2024;12(5):e5792.

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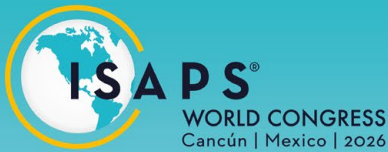


ISAPS BODY MASTERS:

ANATOMY, STRATEGY AND SURGICAL MASTERY IN BODY CONTOURING

JULY 3-5, 2026 - BARCELONA, SPAIN

WWW.ISAPS.ORG/BODYMASTERS



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Residents' Symposium:

October 27, 2026

Main Program:

October 28-31, 2026



UPCOMING ISAPS EVENTS



MONTHLY E-MAGAZINE

ISAPS Membership

We are still accepting applications for 2026

ISAPS offers membership to accredited aesthetic plastic surgeons and residents worldwide. We have members in 117 countries and provide them with access to training, e-learning, and networking opportunities within our community of more than 6300 fellow surgeons.

All our members can access:

- Our *ISAPS Aesthetic Plastic Surgery Journal*: all current, future and past articles.
 - The video library on our website, with than 2,600 plastic surgery videos.
 - Members-only discounts for events, including our annual Congress.

Life, Active and Associate members are included on the **Find a Surgeon Directory** on the ISAPS website.

ISAPS MedOne e-library, printed copies of our Journal sent by post, and the price of registration for our Congress can also be included with your membership as “optional extras”.

Membership costs from just \$125 for newly qualified surgeons and \$350 for more experienced colleagues. 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



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