

PRESIDENT'S EMAG

2023

June ISAPS



MESSAGE FROM THE ISAPS PRESIDENT



Lina Triana, MD
ISAPS President

Dear Colleagues, Friends & ISAPS Members,

Welcome to June! We are halfway through 2023 and less than three months from the chance to see each other again at our **ISAPS Olympiad Athens World Congress** from August 31 through September 2, 2023. The **Early Bird Registration Deadline** is fast approaching on June 29, so I invite you to register now if you have not already done so.

You can see some program highlights in this issue of our E-Mag and can now view our full **program online** to start planning your itinerary. Thank you to all who have taken action to be part of our new format program - you will be able to preview their work in more than 500 published abstracts in our *Journal* supplement from early August. I would like to highlight, and invite you to join, our first **Olympiad Awards Ceremony on Saturday, September 2**, where I look forward to inviting our best presentation award winners to be part of next year's invited faculty and to welcoming you all personally to my beautiful home country, for our **ISAPS World Congress 2024, Cartagena, June 11-15, 2024**. Since our Congress comes earlier next year, we are already planning ahead for our program and looking forward to sharing more details over the coming months.

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As another personal highlight of our Congress, I am also excited to introduce the first of two live events this year that launch our new **ISAPS Leadership Academy**. As ISAPS Leaders in Aesthetics, our success is not just about what we do but how we do it, how we work with our teams, and how we ensure we bring our best selves to our patients. You can read more about our Academy activities in our next issue of ISAPS News quarterly magazine next week, including the announcement of our full-day live event in London on **December 10, 2023**.

There is much work still to do together to improve our Aesthetic work; face-to-face events will also follow from another first-of-a-kind meeting: our Global Forum, a face-to-face meeting of our ISAPS Global Alliance on December 9, where we will consider goals that we can agree on to move our specialty forward together.

I had the opportunity during this last week to make the long journey to Malaysia to join the conjunction of OSAPS and the Malaysian Annual Congress, and I was reminded again of the value of meeting with colleagues from around the world, connecting across cultures and geographic boundaries on our mutual goals, and indeed mutual challenges. Dr. Fabian Cortinas, Chair of our Communications, Branding, and Public Relations Committee, reflects on similar sentiments of being an ISAPS member in his interview in this month's issue.

Being part of a truly international network is what makes ISAPS so special, and our annual Congresses are a significant time of year for our Society: giving us a moment to come together from all around the world as Leaders in Aesthetics, to **collaborate, exchange ideas, share knowledge**, celebrate new achievements in our field, and most important to **reconnect** on our guiding principles and develop our best practice for the **safety of our patients**. So, I welcome you again to take action to join us and be part of the bigger purpose that ISAPS exemplifies.

Finally, a reminder that our **Global Survey** is one small part of that bigger purpose, and we rely on your contributions to be able to publish this important annual benchmark of our specialty. We have had a great response from you this year, but we still need more answers to ensure as many countries as possible can be represented. The survey will close at the end of this month to allow us to publish results in time for this year's Congress, so please find a moment during June to complete our survey; you find will further details below.

Sincerely,



Lina Triana, MD
ISAPS President

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Sharing Education & the Value of Being an ISAPS Member



Interview with
Dr. Fabian Cortiñas
Chair of the Communications, Branding, and
Public Relations Committee

As the world's leading professional body for board-certified aesthetic plastic surgeons, our vision is for safe and effective aesthetic procedures and improved quality of life for all patients worldwide. Education for our members and patients alike is critical to enable this philosophy.

As a Society, we have numerous channels to bring the latest advancements and information in the specialty to our members and potential members, and we are excited about our recent online upgrades. We had the opportunity to meet with Dr. Fabian Cortiñas, ISAPS Chair of the Communications, Branding, and Public Relations Committee, who shared his insight on the improved website, and why being a member is so important.

ISAPS: With the recently relaunched ISAPS website, what can members expect from the new features, and how has the role of the Communications, Branding, and Public Relations Committee influenced the revamped website?

Cortiñas: The launch of the new website is a hallmark of our Society. From a technical point of view, this new website was tailor-made for our institution, especially from the viewpoint of member benefits and the information it provides for patients and the whole community.

Just one of the many important features is the [ISAPS Video Library](#), where our members now have access to more videos than ever and continually growing. The website team regularly adds more educational material, increasing the number of online learning opportunities on a routine basis.

As part of the Communications, Branding, and Public Relations Committee, the Website Committee has done a tremendous amount of work to make it happen. Now, under the coordination of Dr. Sanguan Kunaporn, the Committee has been working diligently to update, correct, and upload the information for our members' and patients' needs. There is still a lot of work to do since we have big ambitions to continue to grow this project for the website.

ISAPS: What does it mean for you to be an ISAPS member, and why is the role as ISAPS Chair of the Communications, Branding, and Public Relations Committee so important for ISAPS?

Cortiñas: Being a [member of ISAPS](#) was a whole new discovery for me. I was pushed to be part of the Society almost 20 years ago following the suggestions and paths of dear colleagues. After that, a new world opened for me; high-quality information from global leaders and experts in the field of aesthetics and an international network of colleagues eager to share their ideas and developments. Despite the many cultural, regional, and economic differences among members, we have strong similarities concerning the execution of duties and services towards our specialty worldwide.

While the learning process never ends, being part of this Society gives us the best tools to stay current with the state-of-the-art of our specialty. Communication is a crucial component in sharing knowledge, as it allows us to present ourselves and say what we have to say elegantly and efficiently.

At ISAPS, we are constantly communicating between many different committees and individuals, and it

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is work that must be carried on in a complex three-dimensional network, including members, authorities, media, patients, and societies, using the many tools we have been developing.

I want to highlight the enormous dedication and work of the communications team, composed of many individuals and doctors from different corners of the world, especially the ones who work from the central office, including our communication advisors Gemma Moreno and Monica Pucci at Boeld communications.

ISAPS: the ISAPS Olympiad Athens World Congress 2023 is just around the corner. What are you looking forward to?

Cortiñas: Soon we are going to meet for the first **ISAPS Olympiad World Congress**. We are very excited to host this new format and be able to experience this every year in rotation with the World Congress. These meetings will offer many advantages and benefits to our members and patients. I hope to see all of you in Athens!



2022 ISAPS Global Survey

There is still time to participate! This is your once-a-year opportunity to take part in the ISAPS **Global Survey**. **It is the only international scientific study on aesthetic surgical and non-surgical procedures performed by plastic surgeons, and your participation is imperative for its success.**

By sharing your activity during 2022, you will be facilitating the inclusion of your country in the final report. We all benefit from the Global Survey, and your time is just a small part of the entire process.

We truly appreciate your continued dedication to our specialty, and we cannot do it without you. To do your part, please visit the **website today** and help fulfill our commitment to our members and the rest of the aesthetic plastic surgery specialty.

Global Survey

The survey is accessible in Spanish and English.

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Early Bird Registration Ends in THREE Weeks! Your Meeting, Your Program!

The **ISAPS Olympiad Athens World Congress 2023** will offer the **best in Aesthetic Education Worldwide®**. It is a unique opportunity to share your knowledge and expertise with colleagues from our global community of plastic surgeons.

[Program](#)

[Registration](#)

Check Out These Scheduled Master Classes on September 2, 2023:

Subfacial Breast Augmentation

Dr. Ruth Graf

Regional Surgical Beautification in Younger Patients

Dr. Gianluca Campiglio

Midface Lifting

Dr. Dirk Richter

Can Plication Procedure Equivalent Results to

„Deep Plane“ in Face Lifting

Dr. James Christian Grotting

Deep Plane Neck Lift

Dr. Andre Auersvald

Blepharoplasty

Dr. Mario Pelle Ceravolo

For the entire 2023 **program**, including times and speaker details, visit the website.

Important Deadlines and „To-Do“ Items:

Register by June 29, 2023 for the Early Bird Rate & ISAPS members save up to \$350!
Become a member or renew your membership for the best rates.

Book your **Pre-Congress course**

Book your **hotel stay** by June 18, 2023 to secure special ISAPS rates!

Secure your place at the Zappeion Megaron **Networking Dinner!**

Not refundable after August 15, 2023.

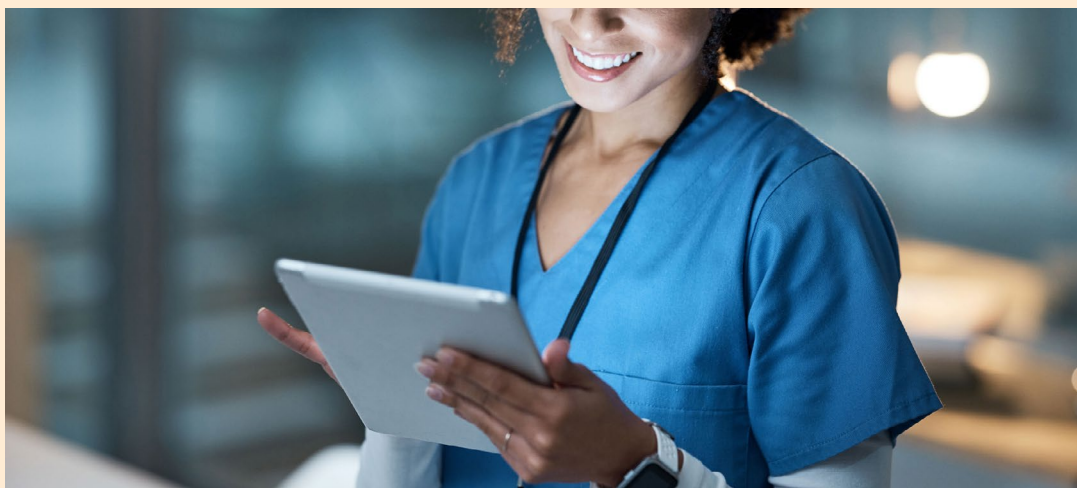
[Accommodation](#)

[Networking Dinner](#)

Please note separate registration is required for Pre-Congress activities and the Networking Dinner.

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PRACTICE MANAGEMENT



Content Marketing – Optimize Your Online Presence

One of the most significant elements of branding your practice is your online presence. It represents who you are as a surgeon and demonstrates your professional achievements if used to the best of your ability. Think of it as your online biography. It is the first impression you give potential patients and is essential in deciding what surgeon they choose for procedures.

Showcase “Who You Are”

Research shows that the younger generations are more likely to seek information about aesthetic plastic surgery options online, and it is a great way to list your portfolio. And there are many ways to showcase “who you are,” from videos, webinars, and before and after consented images. It is also a way to list any accreditations you may have, for example, your ISAPS membership, conveying that you are part of the Global Leaders in Aesthetics and place value on patient safety.

Patient Engagement

Your videos can cover a range of topics, including patient testimonials. Some of the best advertising will stem from this marketing strategy, as what better way to promote your work than through your patients’ perspectives?

Webinars have become widely used during the pandemic and are valuable because they engage with patients, build relationships, introduce new procedures, and generate leads. They also keep your website interactive, making it more attractive for patients to want to visit and share your links.

And, depending on the limitations in your county, the consensually upon before and after pictures speak for themselves and are an easy and affordable way to promote your work and keep your website progressive.

Opportunities through Content Marketing

All these offer opportunities for potential patients to “meet” you and get to know you on a more personal level without even having set foot in your practice. Your web domain is a place where you can engage with your audience.

Having strong content marketing sets you up as a knowledgeable and authoritative source. In addition, it creates an online resource where potential clients come to stay up-to-date and ensure they are aware of the latest trends and procedures.

So, check out your online “biography,” making sure it represents everything you are, and keep it engaging to keep your audience coming back for more.

Interested in more practice management tips?

Register now to view ISAPS Business School 2021 On Demand!

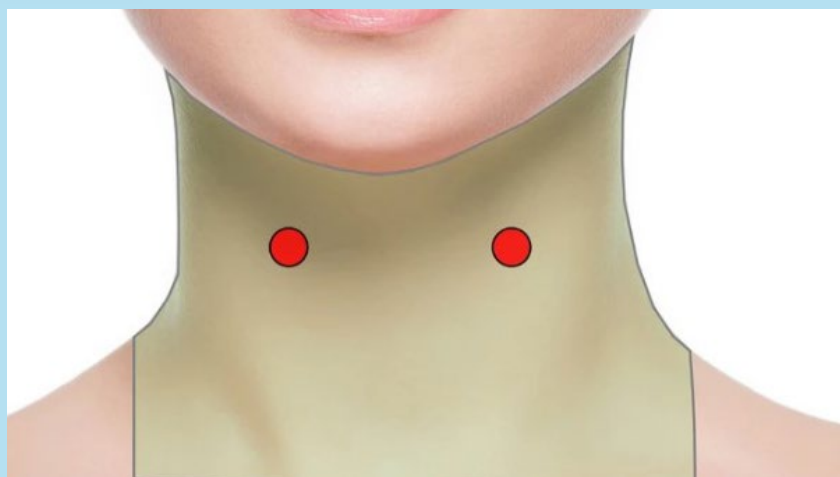
Free for ISAPS members, non-members \$300, office staff and nurses \$100.

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Monthly Education Corner



Recently published in
Aesthetic Plastic Surgery...



Aging of the Neck Decoded: New Insights for Minimally Invasive Treatments

**Nina Engerer • Konstantin Frank • Nicholas Moellhoff • Michael Alfertshofer •
Riccardo E. Giunta • Jeremy B. Green • Paul Z. Lorenc • Grace K. Chaney • Denis Ehrl
• Sebastian Cotofana**

Neck region of a female showing the measurement locations for the cutometric analyses as red dots located 4 cm caudal to the bony margin of the mandible in the midpupillary line. The green area is showing the region analyzed in the skin vector displacement analysis using the software's proprietary algorithm.

Read

Become a member to have full access of **Aesthetic Plastic Surgery**.
For questions, please contact **memberservices@isaps.org**.

Bio | SCIENCE

Guest Article from ISAPS Platinum Global Sponsor

Hyaluronic Acid Body Fillers for the correction of skin defects derived from liposuctions

Liposuction is a procedure that can effectively remove the stubborn fat deposits in various parts of the body that are not easily reduced through conventional weight loss methods. It provides a long-lasting solution by permanently removing these fat cells. This surgical technique is carried out with thin cannulas designed to target precisely and eliminate fat deposits in the subcutaneous layers of the body. Advanced liposculpture techniques utilize power-assisted devices like ultrasounds, lasers, and mechanical vibrations to disrupt clusters of fat cells effectively. Additionally, the application of gas plasma and radiofrequency after the fat removal process stimulates the tightening of the subcutaneous tissue, resulting in a reduction in laxity.

Although liposculpture may seem uncomplicated, it is actually a highly precise surgical procedure that can carry risks and complications even when performed by experienced professionals. Some of these complications include irregularities on the surface of the skin, variations in thickness that range from mild to severe asymmetries, as well as depressions. In certain cases, these issues may require further surgical correction to achieve the desired outcome.

When dealing with minor complications, my favourite approach for correction in this case involves utilizing body hyaluronic acid (HA) fillers. One of my preferred choices is HYAcorp MLF1, which possesses rheological properties that enable the support of the overlying tissues. HYAcorp MLF1 filler effectively targets any depressions or gaps in the subcutaneous tissue while preserving good plasticity and softness of the skin.

Only a small amount of the filler product is typically required to correct these imperfections. This not only minimizes the quantity needed but also makes it cost-effective for both the patient and the surgeon. The economic impact of using HYAcorp MLF1 is low, benefiting both parties involved.

Furthermore, the stability and long-term duration of correction are important considerations when using HA fillers. Generally, these fillers can last for more than a year, with appreciable results lasting even longer. This is because HA stimulates fibroblasts, promoting the production of endogenous collagen, which can have a metabolic impact for up to two years.

When I correct small defects, several key factors should be considered. First and foremost, sufficient time must have passed since the surgery to allow for the reduction of post-surgical inflammation and associated swelling. Sterility is crucial, so the skin is prepped with antiseptic solutions. It's essential to implant HYAcorp-MLF1 in the subcutaneous layer rather than the dermis otherwise it can become noticeable, causing additional complications. In some cases where fibrous subcutaneous scars are present, the dermis may be attached to deeper layers, limiting a uniform and satisfactory correction. To address this, I use a Nokor needle to section the fibers and release the superficial tissues. This optimizes the correction with the HA filler.

Typically, the results of the filler procedure will be noticeable after the procedure, resulting in high level of satisfaction for both the patient and the surgeon.



Dr. Andrea Margara

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Guest Article from ISAPS Platinum Global Sponsor The Breast Implant Selection Hub

Managing breast implant selection for patients in the current era is increasingly challenging, mainly due to patients' access to multiple sources of different quality information.

The consultation and decision-making process for breast implant surgery is truly complex, for both experienced surgeons, and surgeons that are just starting out in the profession.

The **Breast Implant Selection Hub** is an accessible, easily digestible, new media resource focused on **key questions** that need to be answered in breast implant selection.

Our Goal:

We aim to support surgeons in their day-to-day decision making for implant selection, so they can achieve long term optimal and predictable results for their patients.



ISAPS VIDEO LIBRARY



ISAPS Online Video Library

This month's **online video library** features **ISAPS Masterclass: Minimally Invasive Procedures**.
[Check it out here.](#)

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ISAPS Membership

ISAPS members receive free or discounted access to most of our events, including ISAPS World Congress, and access to our Journal. Plastic surgeons at any stage of their career can also upgrade their membership to include access to our MedOne e-learning resource, which includes hundreds of books, videos and discussions.

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 5,550 fellow surgeons.

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.

**Click here to see
upcoming ISAPS events!**

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Worldwide™



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