

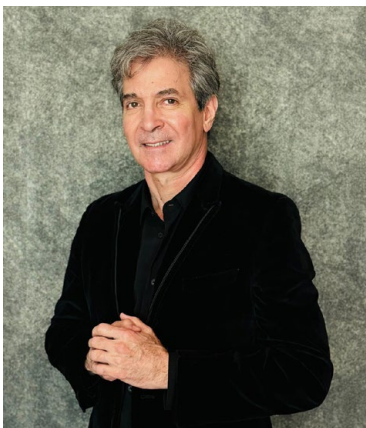
PRESIDENT'S E-MAGAZINE

2025
ISAPS
September



MONTHLY UPDATE FROM YOUR ISAPS PRESIDENT

CONNECTING CULTURES, SHARING KNOWLEDGE AND
LEADING THE FUTURE IN AESTHETICS



Arturo Ramírez-Montañana, MD
ISAPS President

Dear ISAPS Community & #ISAPSFAMILY,

This month, we are celebrating **World Patient Safety Day** - a significant day for ISAPS as it serves to remind us of what we stand for as ISAPS plastic surgeons, and of our vision for safe aesthetic surgery for all our patients.

Our ongoing initiatives to **promote patient safety**, beyond our **"Find a Surgeon"** directory and continuous ongoing education programs, include publishing the latest **safety standards** and providing **guidelines, checklists**, for our surgeons and their patients, all constructed around the **ISAPS Patient Safety Diamond**, which was founded by our esteemed past president Foad Nahai, who shares more about our Safety Diamond and its significance in this E-Mag issue.

I was proud to present our first **Foad Nahai Award for Patient Safety** at our recent World Congress in Singapore, highlighting ISAPS's continued commitment to promoting safety and to honor those publishing impactful work in our journal: you can hear more from this year's winner, ISAPS Resident, Dr. Matilde Tettamanzi, in the following interview.

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As always, it is these opportunities that we have as [#ISAPSFamily](#) to come together with colleagues from around the globe, share knowledge, and learn from each other that give us the best opportunities to develop and shape the future of our specialty. With that in mind, don't miss the chance to join us at St. Louis University next February 2026 for another exceptional learning and networking opportunity: our inaugural [ISAPS Face Masters: Live Anatomy and Surgical Strategy](#), which brings together some of the true masters of facial aesthetics for the first time in this innovative learning format, including on-stage cadaver dissections.

More imminently, this month, all our members, together with their staff teams, can enjoy another exclusive webinar as part of our Global Accreditation Initiative in partnership with QUAD A: '[Avoiding and Managing Adverse Events in Your Practice - Infection Prevention](#),' aligning with this month's safety theme.

Hope to see you there on **September 12, 2025!**

Warm wishes and stay safe!

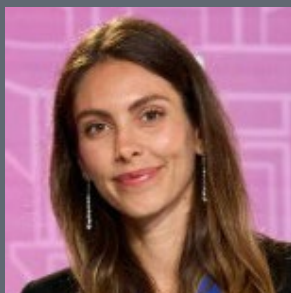
Arturo Ramírez-Montañana, MD
ISAPS President

THIS MONTH'S SPECIAL FEATURE:
World Patient Safety Day
September 17, 2025

MONTHLY E-MAGAZINE

Foad Nahai Award for Patient Safety

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



Matilde Tettamanzi et al, Italy

Resident member

ISAPS: Congratulations on receiving the FOAD NAHAI AWARD for Patient Safety! What does it mean for you to receive this award, and what does it represent?

TETTAMANZI: Thank you so much! Receiving the FOAD NAHAI AWARD for Patient Safety is truly an incredible honor. It represents not only a personal milestone in my career but also a meaningful recognition of the values I hold dearest as a surgeon—safety, innovation, and dedication to patient care. It's especially humbling to be acknowledged by ISAPS, an organization that sets the global standard for excellence in aesthetic surgery. This award inspires me to continue pushing boundaries while always keeping patient safety at the forefront.

ISAPS: You received the award at the ISAPS Olympiad World Congress Awards Ceremony. How was your experience at the Congress, and what makes the ISAPS Congress something unique?

TETTAMANZI: The ISAPS Olympiad World Congress was incredibly inspiring and enriching! Being surrounded by the world's most respected experts, sharing ideas, and learning from the very best in our field was an unforgettable experience. What truly sets the ISAPS Congress apart is its unique blend of scientific excellence, global collaboration, and a strong sense of unity and shared purpose. It felt like being part of a passionate family that's collectively shaping the future of aesthetic surgery. I left the Congress deeply inspired.

ISAPS: What do you envision for our specialty in the next five years concerning the impact of technology on patient safety?

TETTAMANZI: I believe we are entering a truly transformative era in aesthetic surgery. Over the next five years, advancements in technology such as AI and 3D imaging will revolutionize the way we plan and perform procedures, dramatically enhancing precision and safety. These innovations will empower us to personalize treatments even more and anticipate potential risks before they arise. The synergy between technology and human expertise will lead to safer outcomes and elevate patient care to unprecedented levels.

ISAPS: What are the main benefits of being an ISAPS Resident member, and what does it mean to be part of the #ISAPSFAMILY?

TETTAMANZI: Being an ISAPS Resident member is an incredible privilege. It provides access to education, mentorship, and a global network of professionals who are passionate about excellence in aesthetic surgery. More than that, being part of the ISAPS Family means belonging to a community that values growth, collaboration, and shared purpose. It's both inspiring and empowering to know that we're not just training to be surgeons, we're being nurtured to become global leaders in our field!

Meet the rest of our ISAPS Olympiad Singapore 2025 Award Winners [here](#) and [watch all the presentations](#) (access included for all registered delegates).

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Discover the Visionary Behind the ISAPS Patient Safety Diamond and the Esteemed Namesake of the Foad Nahai Award for Patient Safety

In this September issue, we are honored to recognize the outstanding contributions of Dr. Foad Nahai (ISAPS President 2008-2010).



Foad Nahai, MD

Unites States

A true innovator in the field of aesthetic plastic surgery, Dr. Nahai is renowned for creating the **ISAPS Patient Safety Diamond**, a vital framework that upholds the highest patient safety standards in aesthetic plastic surgery. His dedication to excellence has profoundly shaped the standards we uphold today, making a lasting impact on our specialty.

ISAPS: We had the pleasure of learning more about you in our past [News issue with Coffee and Anecdotes](#); it's lovely to connect with you again! As someone who has lived in several regions worldwide, what makes ISAPS a global community?

NAHAI: ISAPS is and has always been a diverse international community. Our founders were from several nations representing several of the continents. Since then, not only our membership but also our leadership represent hundreds of countries and almost all continents, a true global community.

ISAPS: As the founder of the ISAPS Patient Safety Diamond, can you share how the concept was developed?

NAHAI: Yes, I am happy to do so. Around the turn of the century, many of us in academia and most of our national societies began to focus on patient safety. Concurrently, there was a huge increase in medical tourism for aesthetic surgery. Given ISAPS' global reach and leadership, I felt that our organization not only should champion patient safety globally but

should lead it! That was when I started writing about patient safety and summarized it as the four facets of a diamond: The patient, the procedure, the surgeon and the facility.

ISAPS: And why is it so significant for our specialty, and specifically, for ISAPS?

NAHAI: For the specialty and for ISAPS, this is important as it distinguishes us from the untrained, poorly trained, or non-surgeons who claim to be aesthetic surgeons, "Fake Plastic Surgeons"! There are near-daily reports of fatal and near-fatal complications in the hands of the untrained and or in facilities that are not safe for surgery.

The four facets of the **ISAPS Safety Diamond** are the essentials for patient safety. All our members are Board-certified in the specialty and are aware of which patients and which procedures are high risk. The facility is equally important, and most, if not all, of our members operate in accredited facilities.

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ISAPS: This year at the ISAPS Olympiad World Congress, a new category was introduced: the prestigious Foad Nahai Award for Patient Safety! Can you provide more information on how this initiative came to be and your role in it?

NAHAI: I am honored and humbled to have this award named after me. I believe that our President, Dr. Arturo Ramírez-Montañana, had the idea which was approved by the board. My role in it is to have the privilege to present the award. Unfortunately, I was not in Singapore for the Olympiad to present it personally, but I look forward to Cancun next October to personally recognize the winner and present the medallion.

ISAPS: As a member of the faculty for the ISAPS Face Masters meeting in St. Louis next year, what are you most excited about?

NAHAI: Without question, it is exciting to be a part of such an international faculty, all of whom I know personally, call them my friends, but most of all recognize and respect them as the global leaders in facial aesthetic surgery.

Commitment to Enhancing Patient Safety

We were honored to have select members from the [ISAPS Patient Safety Committee](#) share their thoughts and insights on this important topic and how ISAPS standards continue to set the benchmark to inspire and nurture Aesthetic Education Worldwide® for the safety of patients. Read on to see what they have to share!



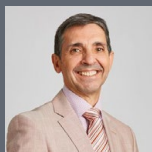
Andrea Margara, MD

Italy

For me, patient safety in aesthetic surgery is not only about minimizing risks but also about ensuring that every decision—**before, during, and after surgery**—is made with transparency, responsibility, and respect for the individual patient. Over the years, ISAPS has provided a global framework that emphasizes education, standards, and ethical practice. The **Patient Safety Diamond** is a constant reminder that true excellence in aesthetic surgery is achieved when surgical skill, patient selection, facility standards, and postoperative care are all aligned in harmony.

In this sense, ISAPS does more than set guidelines: **it nurtures a culture where safety is at the core of our profession** and the benchmark by which quality is measured.

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Jesus Benito-Ruiz, MD

Spain

Across borders and beliefs, one language unites ISAPS surgeons: patient safety. Patient safety is fundamental in aesthetic plastic surgery. On World Patient Safety Day, ISAPS reaffirms a simple truth: safety is not a slogan—**it is the standard** that protects our patients, ensures the best outcomes, and safeguards the integrity of our specialty. Because aesthetic surgery is elective, patients seek enhancement—safety is imperative for all plastic surgeons, and especially for ISAPS members.

One of ISAPS' core pillars is promoting safety standards among its worldwide membership. By advancing a shared safety culture—across nations, races, politics, and religions—we strengthen public trust and ensure that care is guided by ethics, evidence, and transparency. Safety unites our global community and elevates aesthetic plastic surgery everywhere.



Ahmed Afifi, MD

United States

Patient safety is the most fundamental commitment of our profession. It is not an accessory or an afterthought—**it is the foundation upon which every aspect of care is built.** Without safety, we cannot speak of healing, outcomes, innovation, or marketing.

It is the most basic right of every patient, and **the most sacred responsibility of every surgeon.** On this Patient Safety Day, we reaffirm that before results, before recognition, and before business, comes safety. Everything else follows.



New ISAPS Patient Safety Guideline Announced:

Recommendations on Ensuring Safety in Lower Limb Fat Grafting: Physiological Insights, Risk Assessment and Advanced Surgical Techniques

In recent years there has been a growing interest in calf reshaping alongside high-definition liposuction and fat grafting. However, research on calf fat grafting remains limited, particularly regarding safety and long-term outcomes. This paper reviews the most advanced and recently published literature on this topic, combining current scientific findings with practical surgical insights, to provide a comprehensive guide for optimizing outcomes while ensuring the highest standards of patient safety in fat grafting to the calf.

[View Statement](#)

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MONTHLY EDUCATION CORNER

In keeping up with the advancements of our specialty and patient safety, it is imperative to stay updated on the all safety statements and guidelines. In this issue, read about awareness and risks of gluteal fat grafting, commonly known as “Brazilian Butt Lift” (BBL).



Recently published in
Aesthetic Plastic Surgery...

**Statement on Patient Safety During Gluteal Fat Grafting
Endorsed by the International Society for Aesthetic Plastic
Surgery (ISAPS), American Society of Plastic Surgeons (ASPS),
the Aesthetic Society, the Plastic Surgery Foundation (PSF), the
Aesthetic Surgery Education and Research Foundation (ASERF),
the International Society of Plastic Regenerative Surgeons
(ISPRES), the International Federation for Adipose Therapeutics
and Science (IFATS)**

**Peter Rubin • Jennifer L. Walden • Bernard T. Lee • Bruce W. Van Natta • Nelson Piccolo
• Torsten Blunk • Montserrat Fontbona • Lina Triana**

Gluteal fat grafting, commonly known as “Brazilian Butt Lift” or BBL, has seen an increase in popularity in recent years. It is well-recognized that this procedure carries significant risk compared to other elective aesthetic surgical procedures [1, 2], and as a result, its increased popularity has resulted in deeply concerning levels of patient harm and mortality. While statistics are difficult to obtain, there is no question that gluteal fat grafting patients are experiencing abnormally high levels of complications and that fatalities from fat embolisms [3, 4] are occurring with disturbing frequency.

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In 2018 and 2019, two multi-society safety advisories raised awareness of the risks associated with gluteal fat grafting and called on our members and the public to approach the procedure with extreme caution [5, 6]. Following those advisories in the USA, the Florida Board of Medicine mandated new standards of care for gluteal fat grafting that sought to reduce patient harm by requiring that fat be injected only into the subcutaneous space, above the gluteal fascia.

Recently, the State of Florida instituted additional emergency rules limiting gluteal fat grafting procedures to three per day and requiring the use of ultrasound to monitor the location of the tip of the cannula while fat is injected. Our Societies support these patient safety measures and believe that they are likely to save lives and reduce morbidity. We hope that further scientific study will demonstrate that the measures adopted in Florida achieved their intended purpose, but we stand ready to do more and reconsider approaches if they do not.

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Read Article

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For questions, please contact memberservices@isaps.org.

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This lecture offers a strategic roadmap for developing and sustaining a successful aesthetic surgery practice. Dr. Lorne King Rosenfield shares actionable tools and systems spanning patient acquisition, surgical optimization, and long-term practice growth. Viewers will gain practical guidance on informed consent, patient screening, **surgical safety**, and cultivating patient satisfaction as a foundation for continued success.

ISAPS QUAD A - How to Seed, Nurture, and Harvest an Aesthetic Surgery Practice

Moderators:

Tom Terranova (CEO, QUAD A)

Speakers:

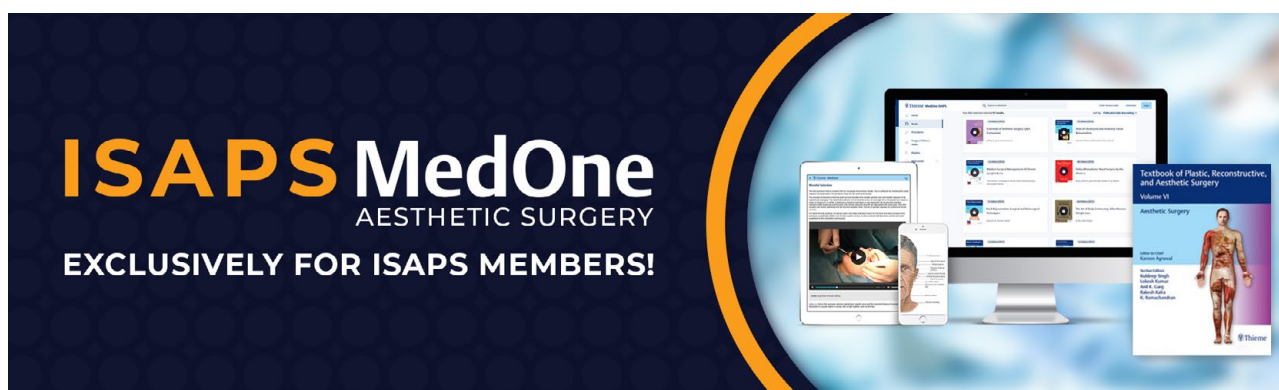
Lorne King Rosenfield, M.D. (USA)

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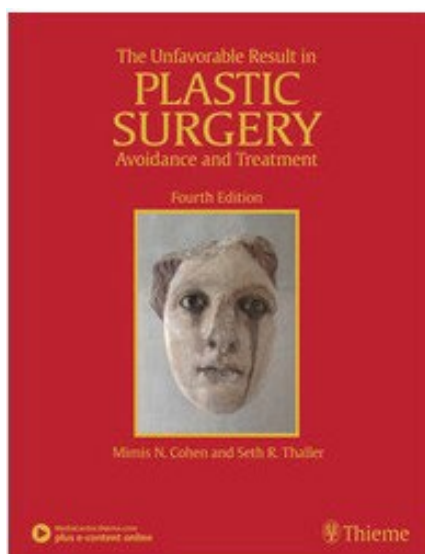
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September 2025 MedOne Feature:

The Unfavorable Result in Plastic Surgery: Avoidance and Treatment CHAPTER 6 Bringing High Reliability to the Operating Room

Mimis Cohen • Seth Thaller



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Thieme, 333 Seventh Avenue, 18th Floor,
NY 10001 New York, USA

Excerpt: The operating room (OR) is a complex, dynamic work environment in which multiple professions must interact with each other and complicated technologies in a seamless, efficient manner to ensure safe, **effective patient care**. Such a workplace is rife with potential problems and failings that can negatively impact the delivery of surgical treatments. These issues are magnified when the interaction of the OR with surrounding care units (e.g., the intensive care unit [ICU], the postanesthesia care unit [PACU], the emergency department [ED]) and the requirements of specialized surgical specialties such as plastic surgery are taken into consideration. Thus the OR and its teams must function like the proverbial “**well-oiled machine**” to provide **proper care of the patient**.

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ISAPS QUAD A Webinar: Avoiding and Managing Adverse Events in Your Practice - Infection Prevention

Join us for a complimentary webinar exploring the critical role of infection prevention in aesthetic clinical settings, emphasizing its direct impact on patient safety and surgical outcomes.

Free for all ISAPS Members and Non-Members!
As part of the Global Accreditation Initiative partnership with QUAD A, we are excited to offer this exclusive webinar for free. We invite physicians and non-physician staff, including nurses, assistants, and technicians, to join us on September 12, 2025, at 13:00 UTC. Find your local time [here](#).

Featuring a live Q&A session!

Register

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Join us for this month's Instagram Live Events, showcasing esteemed speakers and vital discussions that prioritize patient safety. Don't miss the opportunity to be part of these important conversations!

World Patient Safety Day - Insights & Updates

September 17, 2025 @ 17:00 UTC

- Andre Cervantes, MD, Chair of the Patient Safety Committee
- Katarina Andjelkov, MD, National Secretary of Serbia, and Co-author of the latest Patient Safety Statement "Recommendations on Ensuring Safety in Lower Limb Fat Grafting: Physiological Insights, Risk Assessment and Advanced Surgical Techniques"
- Matilde Tettamanzi, MD, Italy, Winner of the Foad Nahai Award for Patient Safety for "Optimizing Gynecomastia Correction Surgery: Efficacy and Safety of Tumescant Local Anesthesia Approach"

Patient Safety: New Rules in UK & Australia-What They Mean Globally

September 17, 2025 @ 12:00 p.m. UTC

- Naveen Cavale, National Secretary UK, and Chair of the Communications, Branding, and Public Relations Committee
- Rieka Taghizadeh, MD, Assistant National Secretary UK & Member of the ISAPS Residents Education & E-Learning Committee
- Nora Nugent, MD, President of the British Association of Aesthetic Plastic Surgeons (BAAPS) and the European Society for Aesthetic Plastic Surgery (ESAPS)
- Lily Vrtik, MD, President of the Australasian Society of Aesthetic Plastic Surgery (ASAPS)

Instagram Live



PRACTICE MANAGEMENT



Start Investing Wisely Right from the Beginning

Imagine Dr. Fiona. She finished her residency thanks to her hard work and her family's support, and in the process had to take on some debt. Starting her professional practice already seemed like a steep uphill road. Filled with enthusiasm, fresh ideas, a desire to make an impact on her community, and a clear vision of the practice she dreamed of building in five years, she rented a prime office space, bought the most modern equipment, and furnished it elegantly with the guidance of a top architect.

However, after six months of operation, the office remained empty most of the time. Bills became impossible to pay: high rent, underused equipment, expensive software that nobody really knew how to handle, and not enough patients to cover those fixed costs. Fiona felt her dream slipping away. What went wrong?

This situation is more common than it seems. Many new practices make attractive but poorly thought-out investments that eventually become obstacles to growth. These mistakes are recurring, and it's worth taking a closer look at some of them.

When a physician finishes their training and takes the first steps toward independent practice, they usually face a financial dilemma filled with high hopes but also external pressures. Many feel they must immediately show success and stability. Yet, **rushing often leads to choices that limit growth rather than accelerate it.** The same story repeats itself: a young doctor buys an office right after graduation, furnishes it with the best the market can offer, drowns in debt, and then faces the empty reality of not having patients, staff, or any marketing strategy in place. Loan payments don't wait, liquidity is minimal, and true stability can take anywhere from two to five years—or even a decade. That “safe” investment quickly turns into a burden that ties the doctor to a place, to a forced pace, and to a false sense of progress.

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Another common mistake is spending much of the initial capital on expensive medical equipment—lasers, private operating rooms, or high-end aesthetic devices—that don't match real demand. The result is machines sitting idle, interest payments piling up, and frustration from the lack of return. Something similar happens with the obsession over collecting diplomas and certifications in areas already mastered, rather than seeking new knowledge and skills that could actually create independence and differentiation. To this, we add the classic lifestyle trap: celebrating the first paychecks with a luxury car or a high-end apartment, getting locked into debt long before the practice has a solid foundation.

But just as there are misguided choices, there are also decisions that can make all the difference between being financially limited and building true independence. One **of the smartest investments is hiring an assistant with knowledge in sales and patient management**. In addition to managing schedules, such an individual can serve as a strategic pillar for growth if chosen wisely. Equally valuable is investing in personal branding and strategic medical marketing: a professional website, well-managed social media, good photography, and authentic storytelling are the starting points for strong positioning. Added to this is the importance of having a mentor or business coach in healthcare, someone who has already walked the path and can help avoid costly mistakes, speed up the learning curve, and open doors to new opportunities.

Instead of buying an office right away, it's often better to start with shared spaces or flexible rentals. This approach allows you to test different locations, audiences, and services without being tied down. Complementing this with education in business skills is essential. Personal finance, ethical sales, human resources, negotiation, team management, and leadership are competencies not typically taught in medical school, yet they are crucial to sustaining an independent project. Building a network of strategic allies—other doctors, clinics, labs, or complementary colleagues—multiplies referral opportunities and builds trust in the market. Finally, thinking about scalable products or services such as webinars, eBooks, courses, or wellness programs helps diversify income beyond the hours available for patient consultations.

In the end, the real risk is not in investing, but in doing so without a strategy or awareness of the professional and personal stage you're in. The early years of an independent medical career should focus on validating the business model, building a reputation, and creating a solid patient base. Avoiding investments that turn into chains and instead choosing those that multiply capacities and opportunities will mark the difference between a practice that merely survives and a career that truly thrives.

JUAN ESTEBAN SIERRA, MD - COLOMBIA
ISAPS National Secretary

Interested in more practice management tips?

- Check out the **Leadership Session: The Formula Behind the Most Booked Surgeons: Branding, Sales and the Art of Becoming Your Patients' First Choice**, held at the ISAPS Olympiad World Congress in Singapore.
- 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.
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**GUEST ENTRY FROM ISAPS
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Luis Fernando Reyes, MD
Colombia/Dubai

In recent years, the demand for male body contouring has significantly increased, driven by the growing awareness among men to achieve a defined, athletic, and proportional physique. The most popular nonsurgical procedures for men were botulinum toxin, hyaluronic acid, hair removal, nonsurgical skin tightening, and nonsurgical fat reduction¹. While traditional approaches relied heavily on surgical procedures, the emergence of advanced hyaluronic acid (HA) fillers has introduced safe, non-surgical alternatives that deliver natural-looking and immediate results with minimal downtime.

The abdominal region, often difficult to sculpt through exercise alone, may lack the desired muscle definition or volume. HA fillers can be strategically injected to add subtle volume, enhance muscle definition, and simulate the appearance of a more toned chest and abdomen². However, the use of HA fillers for abdominal contouring is considered an *off-label* indication. When contouring the abdominal region, attention to injection technique and tissue depth is critical for achieving safe and natural-looking results. Typically, an 18G cannula is used to deliver the hyaluronic acid filler into the superficial to mid subcutaneous layer, depending on the patient's anatomy and the desired projection. Ultrasound guidance is recommended to ensure accurate placement and to avoid vascular complications. Linear retrograde or fanning techniques are commonly employed to enhance definition along the rectus abdominis muscles, simulating a more athletic and sculpted abdomen without creating an unnatural appearance.

Treatments are customized to the anatomy and patient's aesthetic goals, improving the visual proportion between the upper and lower body.

Although traditionally associated with female aesthetics, male buttock contouring is becoming increasingly popular—particularly to correct asymmetries, flatness, or volume loss from aging or weight fluctuations³. HA fillers offer a minimally invasive option to augment the gluteal region, restoring balance and improving silhouette while avoiding the risks associated with implants or fat grafting^{4,5}.

Although some aspects of the ideal gluteal region are appreciated in both men and women, significant differences exist. Gluteal contouring in men requires distinct aesthetic goals and technical considerations compared to female patients. Men favor a more projected male buttock with a more pronounced contour but prefer a narrow width with defined lateral depression⁶.

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In male treatments, the objective is to create a more squared or angular shape with enhanced upper gluteal projection, especially in the sacral region, while avoiding excessive roundness typically associated with female contours. The injection technique is more targeted and superficial, focusing on accentuating the gluteal musculature without feminizing the silhouette. Thorough anatomical assessment and individualized planning are essential to achieve results that are proportional, natural, and aligned with the masculine physique.

Similarly, the calves are a common concern for men seeking to enhance lower leg symmetry or correct genetic deficiencies. HA fillers can provide additional shape and projection in the medial and lateral heads of the gastrocnemius muscle, offering a more athletic and proportionate leg appearance. These enhancements are particularly valuable for men who have difficulty developing calf muscles despite consistent training. Some authors have also shown the use of HA body filler to correct genu varum, or bow-legged deformity⁷.

All HA filler procedures must be performed under aseptic conditions, with proper skin disinfection and ultrasound guidance to ensure product placement in the correct subcutaneous plane. For body HA fillers, cannulas, typically 18-gauge, are used to minimize trauma and reduce the risk of vascular complications. The fanning or linear retrograde injection techniques may be employed, depending on the treatment area and volume required. Products like HYAcorp MLF1 and MLF2 offer tailored solutions based on depth and desired projection, with the benefit of reversibility using hyaluronidase if needed.

Non-surgical male body contouring with HA fillers represents a new frontier in aesthetic medicine. From enhancing muscle definition to correcting asymmetries and improving body proportions, these procedures provide customizable, immediate, and natural-looking results, helping men feel more confident in their appearance with minimal interruption to their daily lives.

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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.

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