

# PRESIDENT'S EMAG

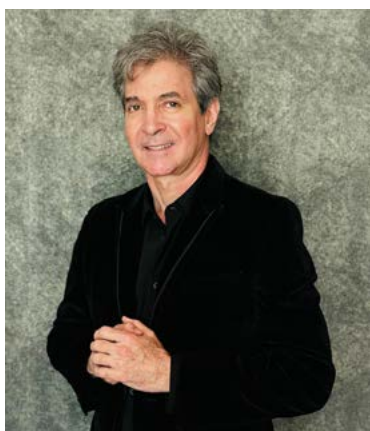
# 2024

ISAPS  
November



## MESSAGE FROM THE ISAPS PRESIDENT

CONNECTING LIVES, CULTURES, KNOWLEDGE  
AND THE FUTURE OF AESTHETICS



Arturo Ramírez-Montañana, MD  
ISAPS President

### Dear ISAPS Community & #ISAPSFAMILY,

I hope everything is going well with your personal lives, loved ones, and patients.

As we welcome November, I want to update you on ISAPS and the many accomplishments from this past year! We continue to grow and set new limits daily, and I am fortunate to lead this esteemed Society.

Arturo Ramírez-Montañana, MD  
ISAPS President

Many contributing factors make us “Global Leaders In Aesthetics,” and here are just a few of the things that make us stand out:

1. MEMBERSHIP
2. ISAPS OLYMPIAD WORLD CONGRESS, SINGAPORE: ABSTRACT SUBMISSIONS
3. ToR NEW GENERATION FOCUS GROUP
4. 60<sup>th</sup> SBCP BRAZILIAN SOCIETY OF PLASTIC SURGEONS ANNUAL MEETING 2024

# MONTHLY E-MAGAZINE

## WHAT ACHIEVEMENTS HAVE WE MADE AND WHERE WE ARE AS A SOCIETY?

### 1. Membership - Growth, Retention, and Worldwide Representation

I want to share a few noteworthy updates: in 2024, we added 1,471 new members, reaching the highest-ever number of members at 5,612. Of these, 3,572 are paying members, another milestone for ISAPS.

Our demographics cross many borders, with the USA (408), Brazil (348), Mexico (346), India (287), and Turkiye (285) being the top five countries with more than 100 members. Germany, Pakistan, and Italy follow closely.

Of our **Resident** members, 36% are from Pakistan, making it the leading country with 226 ISAPS residents. I am also amazed at the impressive growth of countries like Turkiye, Argentina, Iran, India, Malaysia, South Korea, and Bangladesh.

Mexico has the highest number of paying members, followed by the USA, Brazil, and India.

I want to express my personal gratitude to everyone involved, including Richard Guy, Head of Membership Services, and Dr. Fabian Cortiñas, Chair of the Membership Committee and BoD Member. I want to especially recognize our **National Secretaries'** army, whose hard work and dedication made it possible to achieve these outstanding results.



## Membership

### KPIs: Growth, Retention, Regional

Total Members by Region



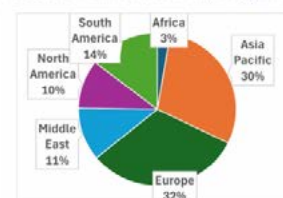
Country	Members	Country	Members
United States	408	United Kingdom	162
Brazil	348	Iran	142
Mexico	346	Spain	117
India	287	Australia	93
Turkiye	285	Romania	84
Germany	265	France	83
Pakistan	234	Switzerland	82
Italy	232	Japan	81
Argentina	172	South Korea	72
Colombia	165	Malaysia	70

Paying Members by Region



Country	Paying members	Country	Paying members
Mexico	265	Australia	68
United States	262	France	66
Brazil	210	Argentina	63
India	202	Iran	60
Germany	190	Switzerland	60
Turkiye	180	Greece	54
Italy	139	Belgium	53
United Kingdom	109	Romania	52
Colombia	107	Thailand	50
Spain	91	Japan	48

Resident Members by Region



Country	Residents	Country	Residents
Pakistan	226	Colombia	52
Turkiye	101	UK	45
Argentina	88	Malaysia	43
Iran	82	South Korea	38
India	80	Bangladesh	36
Italy	79	Romania	35
Germany	70	Israel	22
Mexico	69	Morocco	22
Brazil	68	Portugal	21
United States	66	Serbia	20

New Members 2024 by Region



Country	New members	Country	New members
Pakistan	168	Argentina	48
Turkiye	117	United Kingdom	25
India	113	Kuwait	22
Colombia	106	Lebanon	22
Mexico	94	Israel	19
Brazil	92	Qatar	19
United States	83	Dominican Republic	18
Germany	54	Spain	18
Italy	53	Greece	16
		Australia	15

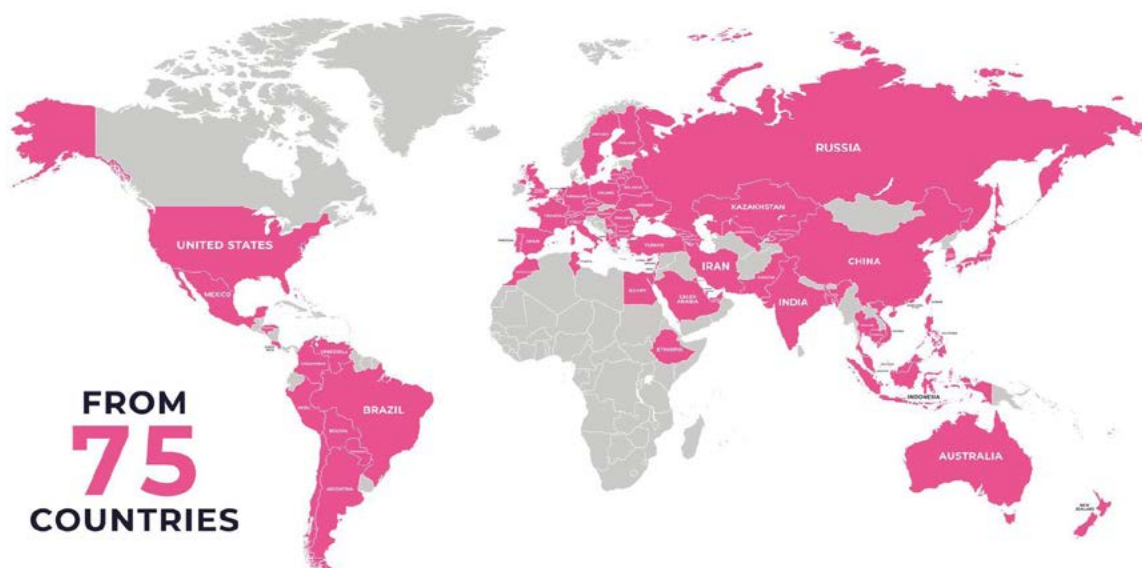
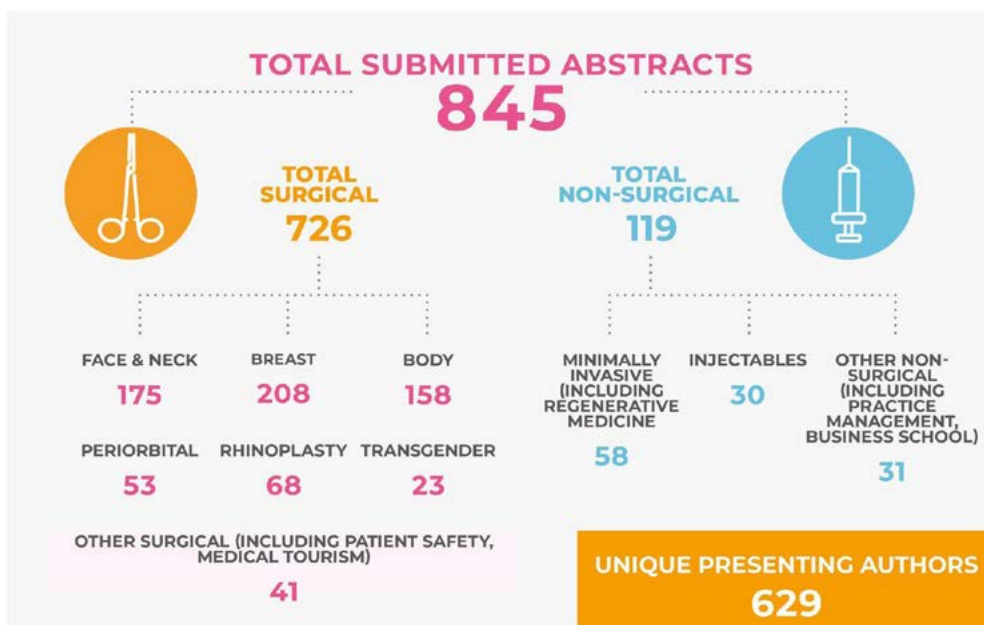
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## 2. Abstracts for Singapore - by Topic and Country

Another impressive “FIRST” is the number of scientific abstracts received from our members for the ISAPS Olympiad World Congress in Singapore. We are grateful to have received an unprecedented 850 abstract submissions from more than 630 plastic surgeons from our ISAPS community.

Our Education Council Chair, Dr. Andre Auersvald, our EC Co-Chair, Dr. Ahmad Saad, and the whole Education Council have been working diligently on the [scientific program](#) to ensure a world-class Congress.

## ISAPS OLYMPIAD SINGAPORE 2025 CALL FOR ABSTRACTS





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### 3. New Generation ISAPS Members Focus Group - Terms of Reference (ToR)

As you may know, our Society has different levels of control and rules, which are overseen by our **Corporate Governance and Policy Committee**. These are outlined in the ISAPS Bylaws, ToR's, and further agreed-upon policies. To ensure the proper execution of the Society's functionalities in different areas like finance, education, membership, communications, and patient safety, to mention a few, we recently reviewed these policies during the last Board of Directors Meeting, where we unanimously approved the ToR for the NEW GENERATION ISAPS MEMBERS FOCUS GROUP, presented by the Chairman of the Governance and Policy Committee, Dr. Gustavo Abrile, and Board Member from Argentina.

Considering that 36% of our membership are residents, we saw the necessity of creating this specific task force in ISAPS to care for them immediately after they finish their training as plastic surgeons and during the first five years of practice. (The full document will be distributed among the entire membership during the next few days).



## **ISAPS NEW GENERATION OF SURGEONS FOCUS GROUP** **TERMS OF REFERENCE**

### **1. PURPOSE**

#### ***1.1 Purpose of the New Generation of Surgeons Focus Group***

The ISAPS New Generation of Surgeons Focus Group ("Committee" hereinafter) is intended to develop a network of plastic surgeons who graduated in plastic surgery less than five years ago, to help ISAPS increase and develop dialogue, mentoring and the conditions to stimulate and develop leadership among newly-qualified surgeons. As a network group, participation is open to all ISAPS Associate or Active members within 5 years post qualification and to final year Resident. The mandate of the Committee is to consider, and recommend to the relevant committees of the ISAPS Board of Directors (BoD), activities for the above purpose.

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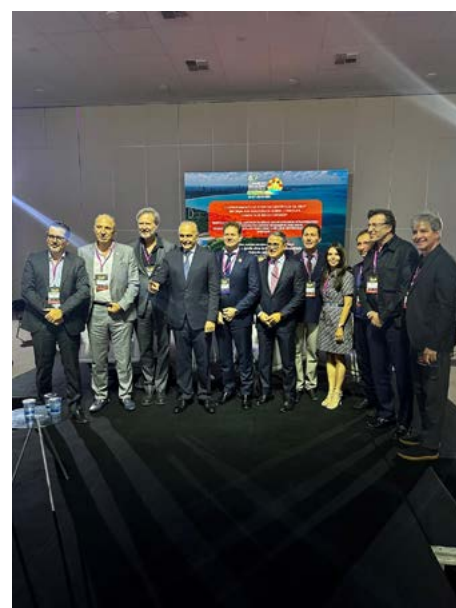
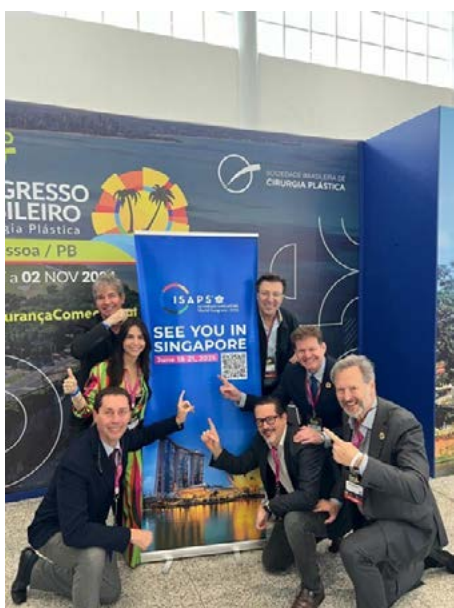
## 4. Brazilian Society of Plastic Surgery (SBCP) Annual Meeting, Brazil - an ISAPS [Global Alliance Partner](#)

Last week, in the beautiful city of Joao Pessoa, Brazil, the Brazilian Society of Plastic Surgery celebrated its 60th SBCP Annual Meeting. With more than 2,000 attendees, over 500 speakers, and 47 international faculty members, the Meeting offered an outstanding scientific program. We want to thank you for the opportunity to hold two ISAPS mini-symposiums as part of the program.

I want to express my personal gratitude to these individuals:

- Dr. Volney Pitombo, President of the Brazilian Society of Plastic Surgery
- Dr. Sergio Augusto Penazzi Junior, Paraíba SBCP President
- Dr. Carlos Eduardo Guimarães Leao, Educational Committee Director
- Dr. Fabio Nahas, International Educational Council
- Dr. Marcelo Maino, ISAPS National Secretary, Brazil
- Dr. Andre Ferrao Vargas, Assistant National Secretary, Brazil
- Dr. André Cervantes, ISAPS Board Member and Chairman of the ISAPS Safety Patient Committee
- Dr. Andre Auersvald, ISAPS Education Council Chair

Due to the tireless efforts of this Brazilian team, Brazil is one of the top three countries with the most ISAPS members. It was truly an honor to be surrounded by such esteemed colleagues from around the world in a warm, funny, and friendly environment. Thanks, Brazil!



This week it will be my honor to join Dr. Matthew Yeo and our colleagues from the Singapore Association of Plastic Surgeons for their annual Plastic Aesthetic Surgery Meeting in Singapore, where we are excited to be planning together towards next year's [ISAPS Olympiad World Congress in Singapore, June 18-21, 2025](#). This will be an educational meeting of minds and cultures: a social and international gathering of leaders and experts in a city already so well known for its rich culture, extraordinary cuisine, and spectacular city landscapes. I look forward to see you there!

Arturo Ramírez-Montañana, MD  
ISAPS President

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## Interview with **Naveen Cavale, MD**

*Board Member and Chair of Communications,  
Branding, and Public Relations Committee*

We are delighted to introduce you to **Dr. Naveen Cavale, Board Member and Chair of the ISAPS Communications, Branding, and Public Relations Committee (2024-2026)**, which advises the Board of Directors (BoD) on all matters relating to the Society's communications, including public relations, marketing, website, and branding. Please read on to learn more about Dr. Cavale – his views, his involvement within the specialty, and what ISAPS represents.

**ISAPS: Your involvement with ISAPS includes everything from being the UK Assistant and National Secretary to extensive participation in the Membership and Communications Committees, serving as the Chair of the ISAPS Social Media Committee, and now as a Board Member and Chair of the Communications, Branding, and Public Relations Committee.**

**What does it mean for you to be such an active part of the #ISAPSFAMILY? What are your goals for these roles?**

**CAVALE:** ISAPS is probably my favorite “plastics society,” mainly because it is so cosmopolitan. We have members from all over the world, and the great thing about plastics is that people are working on all the different parts of the body. This means you always meet someone interesting at an ISAPS conference, course, symposium etc.

**ISAPS: One key achievement of ISAPS' communication strategy under your leadership as Social Media Committee Chair has been the introduction of Instagram Lives. What motivated this initiative, and what can we expect next?**

**CAVALE:** Insta Lives are great in general, and they became particularly popular during COVID lockdowns. They are informal and nowhere near as ‘polished’ as a lot of social media these days. So, people watching

(correctly) feel they are getting a true representation of our specialty. This makes them much less intimidating, and as a result, engagement seems to have been great. I'm really hoping to make them ‘bigger and better’ with more ISAPS National Secretaries hosting them as well as “guests.” If this works, we will also look to the broader membership to get involved.

**ISAPS: What is your perception of our specialty's impact on social media? Adversely, what is the role of social media in our specialty?**

**CAVALE:** I think social media is simply the newest form of communication, so I don't regard it any differently from the telephone, TV, email, paper mail, or even pigeon-post! So, we cannot ignore it and pretend it doesn't exist. Everyone is on there. But it is a rapid and quickly reactive form of communication, instantly “public,” and very permanent (once you say something on social media, there is no way to delete it, as someone will have taken a screenshot, etc.), so this makes it very powerful, potentially dangerous, and open to abuse. As we know, and to quote Spiderman, “With great power, comes great responsibility,” so it is so important for respected organizations such as ISAPS to make sure they are using social media, but also to set an example of how to do it ethically, safely and honestly.

**ISAPS: International Men's Day is November 19. According to the ISAPS Global Survey, the top three procedures for men in 2023 were eyelid surgery, gynecomastia, and liposuction.**

**What are the primary obstacles for men when considering aesthetic plastic surgery, in your opinion?**

**CAVALE:** The stigma associated with aesthetic surgery is reducing, but I think this is taking longer for men. For example, it took ages for men to accept that skincare



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and sun protection are good things, but these are now almost universally accepted – nearly every man I know now uses moisturizer! The same is happening with surgery, but we will get there. At the moment, fewer than 15 percent of aesthetic procedures are performed on men. One day, this will be 50%, I am sure.

**ISAPS: We can't wait for the ISAPS Olympiad World Congress in Singapore next June! With over 800 abstracts submitted, what topics are you most interested in, and why are they important? What are you looking forward to in Singapore, and why is ISAPS 2025 a Congress that plastic surgeons should not miss?**

**CAVALE:** I am interested in everything at the Singapore Olympiad! It's the variety that makes it special. So, even if it is a session in an area that I don't work in, I will visit – and I always end up learning a new trick or two by doing so. My main interest is in noses and faces (as well as breasts, but this seems to be reducing in my practice), so I will visit those sessions, too.

In addition, I will definitely take advantage of being in Southeast Asia by visiting somewhere like Vietnam, Malaysia, or Cambodia!

## Communication Committee



**Keynotes ... Immersive Sessions ... Master Classes ... Continuing Education ... Awards ... 'Best Rated' Speakers ... Innovation ... & so much more awaits you in Singapore!**

**With registration open, NOW is the time to start planning for the ISAPS Olympiad World Congress in Singapore next June!**

It is your once-a-year chance to come together with **#ISAPSFAMILY** and colleagues from **more than 80 countries** for four days of **networking**. The 2025 program will feature an **exclusive, handpicked educational program, interactive workshops** that will keep you engaged and involved, and countless **training opportunities**.

This is a „**must-attend**“ meeting if you want to stay current on the latest advancements in aesthetic plastic surgery and gain new perspectives. [Click here](#) to see the preliminary program!

**Register**

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**Abstract submitters receive a special registration discount!**

Take advantage of this by **November 18, 2024** to qualify.

## Critical Congress Dates:

Online Registration: **Open**

Super Early Bird Deadline: **January 18, 2025**

Early Bird: **January 19 – April 10, 2025**

Standard/Onsite: **Open April 11 onwards**

Pre-Congress Date: **June 18, 2025**

Main Congress Date: **June 19-21, 2025**

## Singapore: A City in Nature

As a city that looks toward the future, Singapore takes great pride in its **“City in Nature”** philosophy. Despite climate change and urbanization, the city strives to provide a sustainable, climate-resistant, and enjoyable living environment and is working everyday toward being a greener city.

As part of the plan, efforts are being made to bring nature into the urban environment by expanding parks and gardens and creating the OneMillionTrees Movement, launched in 2020. To date, they have planted more than 700,000 trees across Singapore!



**More About Singapore**



# MONTHLY E-MAGAZINE



## MONTHLY EDUCATION CORNER

### MEN'S HEALTH



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

#### **A Three-Dimensional Approach To Male Chest Enhancement: A Surgical Algorithm Based On 300 Cases**

***Damiano Tambasco • Roberta Albanese • Anna Scarabosio  
Federica Tomaselli • Pier Camillo Parodi***

Gynecomastia is defined as a benign condition of the male caused by tissue overgrowth (Blau and Hazani in *Plast Reconstruct Surg* 135 (2): 425-432, 2015). Its incidence ranges widely in the world population, ranging from 32 to 65% (Innocenti et al. in *Ann Plast Surg* 78 (5): 492-496, 2017). Pseudogynecomastia is a condition characterized by deposits of adipose tissue with alteration of the profile of the male thorax. It appears clinically similar to gynecomastia (Hoyos et al. in *Plast Reconstruct Surg* 147:1072-1083, 2021). Several classification systems that characterize the severity of male breast hypertrophy have been described in the literature, and many surgical algorithms have been formulated for its treatment (Holzmer et al. in *Plast Reconstruct Surg-Global Open* 8:e3161, 2020).

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## MONTHLY EDUCATION CORNER

The purpose of this original article is to provide a comprehensive surgical algorithm for the management of male chest enhancement based on severity, as defined by the Moschella scale (Tambasco et al. in J Plast Reconstruct Aesthet Surg 90:99-100, 2024). A total of 300 patients treated for bilateral breast hypertrophy are included and reviewed in this retrospective study. Patients have been diversified according to the Moschella scale.



*Right - Grade II gynaecomastia. Three-quarter view. We perform a UAL with HPRF to increase the three-dimensional of the thorax. Left - Skin laxity has been completely resolved with a good aesthetic result.*

[Read Article](#)

Enhance your learning on male surgery with more resources from the APS Journal:  
**Gynecomastia Surgery in 4996 Male Patients Over 14 Years: A Retrospective Analysis of Surgical Trends, Predictive Risk Factors, and Short-Term Outcomes.**

**Become a member** to have full access of **Aesthetic Plastic Surgery**.  
For questions, please contact [memberservices@isaps.org](mailto:memberservices@isaps.org).

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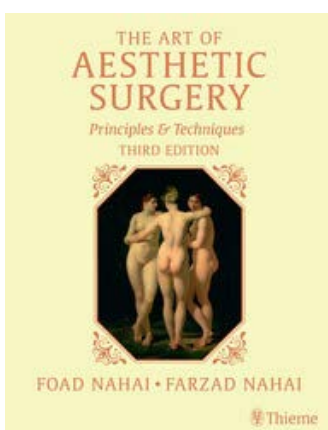


## ISAPS Masterclass: Male Body Contouring

This month's Online Video Library features a session from the On-Demand **ISAPS Masterclass Series 2021 on Male Body Contouring**. Dr. Henry Mentz shares his experience with etching and use of technology such as Morpheus and BodyTite, and Dr. Kai Schlaudraff presents his techniques to shape the male chest.

For full access to the online video library of close to 2,000 videos, **member today**.

**Video Library**



## November 2024 MedOne Feature

As part of commemorating Men's Health Day on November 19, 2024, we invite you to read the chapter **„94 Aesthetic Abdominal Surgery in Men: BodyBanking with Autologous Fat Contouring and Silicone Six-Pack Implant Augmentation,“** written by Drs. Jordan D. Frey and Douglas S. Steinbrech, from the book, **The Art of Aesthetic Surgery: Principles & Techniques**, by Drs. Foad Nahai and Farzad Nahai.

*„Surgical techniques for enhancing the male abdomen include both autologous and implant-based methods. Power-assisted suction lipectomy of the abdomen can selectively outline the abdominal musculature by creating depressions at the outlines of the rectus abdominis, abdominal obliques, serratus anterior, and inguinal furrow while also removing excess adipose tissue.“*

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**MedOne**

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

A **free, one-month trial** of MedOne is available to all ISAPS members. Please contact [memberservices@isaps.org](mailto:memberservices@isaps.org) to claim your access code.



# MONTHLY E-MAGAZINE



## PRACTICE MANAGEMENT



### ISAPS L.I.F.T. – Leadership Insights for Transformation Program What is Your Superpower?

*Did you know that plastic surgeons are among the top group in the medical profession most susceptible to burnout?*

To avoid this, we must identify and rely on our **Superpowers**.

This month, we invite you to listen to Andy Craggs, Director & Curator of the ISAPS L.I.F.T. Program, **“L.I.F.T. Module 1: Leading Self - Superpower Trap.”** In the brief tutorial, he describes why avoiding falling into a less aware state and using superpowers to their full advantage is imperative for leadership success.

#### **Do you have the tools to build resilience?**

Craggs shares that learning about our Superpowers helps **mitigate the stressors that cause burnout**. To discover your unique powers, take a **brief questionnaire** courtesy of **ISAPS L.I.F.T.** Then, navigate your daily work stress with **confidence** and avoid potential burnout.

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## ***You discover your superpowers; now what?***

Once you educate yourself, you can improve your everyday work and personal life. Knowing what your powers are will help you:

- Leverage your strength
- Build personal power
- Avoid mistakes
- Increase engagement
- Know the best version of yourself

Learn [how to build your personal power](#), and find more L.I.F.T resources online.

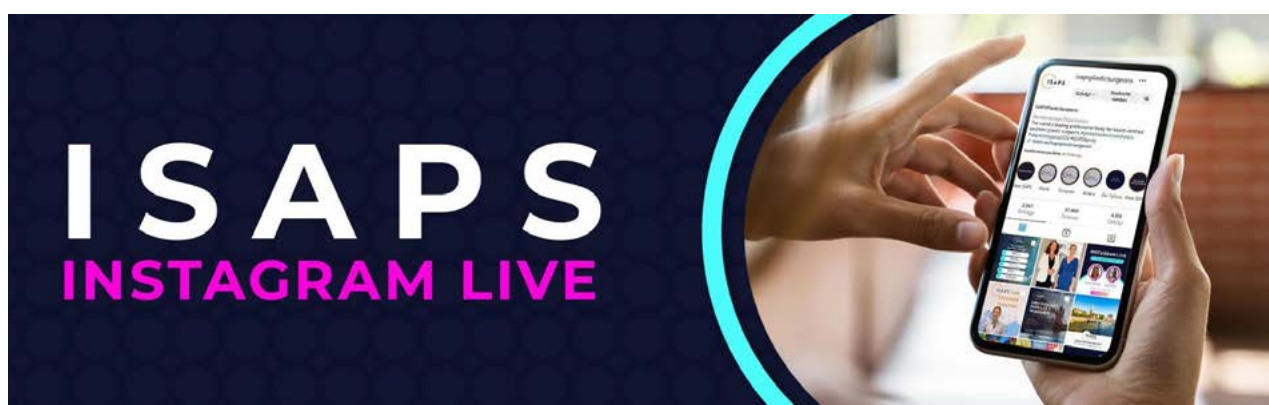
## **Interested in more practice management tips?**

- 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](#).



## **Don't Miss Our November Instagram Live Event!**

This month, we look forward to discussing **men's health and aesthetic** plastic surgery. Follow us on Instagram and stay

**Instagram Live**

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## ISAPS APS Journal Club | **The 3-Level Approach to Facelift Planning** | November 9, 2024 | 15:00 UTC

This APS Journal Club session will focus on facelift planning. Join us for in-depth discussions between authors and subject experts.

Moderator **Aditya Aggarwal, MD** will discuss the following paper:  
**The 3-Level Approach to Facelift Planning: A Simple Paradigm for Surgical Rejuvenation of the Face**

*Alexander Jacob Gougoutas and Kiya Movassaghi*

**Speaker:** Kiya Movassaghi, MD (United States)

**Experts:** Marcelo Araujo, MD (Brazil) and Giovanni Botti, MD (Italy)

**Registration is FREE for ISAPS members  
and only \$50 for non-members.**

**[Click here](#)** to find your local time.

**Register Now**







**GUEST ENTRY FROM ISAPS  
GOLD GLOBAL SPONSOR:**

## POLYTECH

### The new Opticon®Plus breast implant shape by POLYTECH Health & Aesthetics

In September 2024 POLYTECH **introduced Opticon®Plus**, its latest breast implant shape. Available with our MESMO® and Microthane® surfaces, Opticon®Plus complements the existing SublimeLine portfolio. SublimeLine now provides you with **The surfaces you love. The shapes you need.**

As plastic surgeons, you prioritize excellence, softness, predictability and long-term patient outcomes. Opticon®Plus is designed to meet your high standards in both aesthetic and reconstructive procedures.

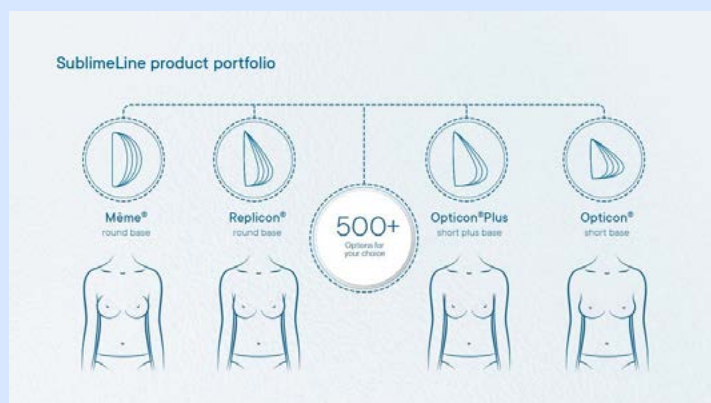
#### Opticon®Plus Benefits

- **Enhancing the SublimeLine options:** The Opticon®Plus anatomical shaped implant enriches the largest product portfolio on the market.
- **Mimicking the natural contour of the breast:** The short plus base is designed to help you to achieve a smooth transition of the upper edge.
- **Lower pole fullness:** Optimised lower pole fullness, soft and natural feeling.
- **Natural shape preservation:** The gel filling of our SublimeLine implants has a memory effect. Implants return to their original shape after moderate compression.

#### Supporting innovative techniques

Our innovations are based on your valued feedback and our trustful cooperation and partnership with surgeons to better serve you and your patients with our enhanced portfolio.

Opticon®Plus was developed to better meet the new requirements coming from innovative surgical techniques such as prepectoral placement in breast reconstruction.



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## **Our value proposition**

POLYTECH Health & Aesthetics combines pioneering innovation with precision craftsmanship to set highest standards in breast aesthetics, reconstruction and body contouring.

Celebrating over 35 years of leadership, our extensive experience and millions of implants produced empower both patients and surgeons globally. Leading with B-Lite®, the world's first lightweight implant, we offer solutions designed to provide long-term results and comfort, setting a new standard in patient care. Our portfolio, including our outstanding Microthane® and MESMO® implants, offers the broadest range of aesthetic solutions, designed to achieve stable results and natural aesthetics.

Our POLYTECHconnect Academy and substantial investment in education ensure that we remain at the forefront of the field of plastic surgery, supported by our social media presence, the largest in breast aesthetics. We are proud to have been the first breast implant manufacturer receiving the CE mark, a testament to our Quality Made in Germany, reflected in our very high patient satisfaction rates. With the integration of the LipoGrafter® technology into our portfolio, we offer comprehensive body contouring solutions, to cater to patients' diversity and offer long-lasting results. At POLYTECH, our dedicated team embodies passion and extensive experience. We provide agile, diverse, and proven solutions that effectively respond to market demands in over 80 countries. Discover the synergy of innovation, education, and passion with POLYTECH.

## Opticon® Plus

The latest SublimeLine shape



The surfaces you love.  
The shapes you need.

POLYTECH

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**SEE YOU IN SINGAPORE**

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

**Olympiad World Congress 2025**



**CLICK HERE  
TO SEE UPCOMING  
ISAPS EVENTS**





# MONTHLY E-MAGAZINE

## 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 5,700 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 nearly 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)**