

PRESIDENT'S E-MAGAZINE

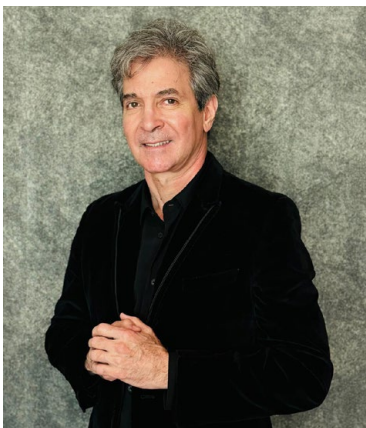
2025

April ISAPS



MONTHLY UPDATE FROM YOUR ISAPS PRESIDENT

CONNECTING LIVES, CULTURES, KNOWLEDGE
AND THE FUTURE IN AESTHETICS



Arturo Ramírez-Montañana, MD
ISAPS President

Dear ISAPS Community & #ISAPSFAMILY,

Three, two, one ... the countdown is officially on! It won't be long until we meet in Singapore for our [ISAPS Olympiad World Congress](#). With only 77 days left to prepare, make sure you have [registered](#), booked your [pre-congress courses](#), booked your [accommodation](#), booked your [party tickets](#), and, of course, checked out the [scientific program](#).

There is something for everyone in five parallel streams throughout the three-day program, including a focus on Asian aesthetics through our collaborative symposium with WAPSCD and OASAPS.

Remember, the final [Early Bird Registration](#) deadline is next week, on **April 10, 2025**, so if you haven't yet registered, act before then. It's going to be an exciting and memorable meeting and, most importantly, our time to be together. Friendship counts! Please make time to network, catch up with colleagues you haven't seen in some time, and make new friends. I hope to see many of you there.

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Singapore is a wonderful city that resonates well with ISAPS' own culture: a city of diversity, mixed cultures, international flair, and cosmopolitan influences, the perfect location to celebrate this year's Olympiad. This meeting in Asia also marks a notable balance of our own international diversity, with more delegates from Asia attending than ever before. I would like to extend a very warm welcome to those of you joining ISAPS or joining our Congress for the first time. Let's celebrate our growing international **#ISAPSFAMILY** together in Singapore!

Next week, the world is observing **World Health Day on April 7** with a related philosophy: this year's theme is „Healthy Beginnings, Hopeful Futures,“ which focuses on mothers and babies—the foundation of all our families and communities.



Together with members of the #ISAPSFAMILY at the Aesthetic MEET in Austin, Texas this past March.

Our Society strives not only to educate but also to symbolize who we are. With over 6,000 members worldwide, spread across 117 countries, we collectively form the most significant network in our field; connecting cultures, sharing knowledge, and 'leading the future in aesthetics.' We can all be proud of being part of the ISAPS family and a truly global Society without borders. I am looking forward to seeing you soon!

Warmest regards,

Arturo Ramírez-Montañana, MD
ISAPS President

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Aesthetic Plastic Surgery Journal *The International Journal of Aesthetic Plastic Surgery*

We are excited about the recent launch of the new [Aesthetic Plastic Surgery Journal \(APS\)](#) cover and look forward to gaining insights from Prof. Vakis Kontoes, ISAPS President-Elect and Chair of the ISAPS Journal Committee, and Prof. Lee L.Q. Pu, the Editor-in-Chief. In this issue, they share information about the Journal and its many benefits for our members and the field of aesthetic plastic surgery.



Prof. Vakis Kontoes

*ISAPS President-Elect and Chair of the
ISAPS Journal Committee*

ISAPS: What is the significance of the new APS Journal cover, and why is ‘now’ the right time to revise it?

KONTOES: ISAPS has expanded significantly in recent years, both in terms of membership numbers and scientific achievements, always in line with its main mission, “Aesthetic Education Worldwide®.” As the strongest international society in aesthetic surgery, with over 6,000 members worldwide and representation from more than 117 countries through its [Global Alliance Program](#), the organization’s education and scientific standards have reached exceptionally high levels. APS has been representing ISAPS’ scientific goals for many years now, and its content needs to be continuously reviewed and updated to maintain its status as a respected reference for all aesthetic plastic surgeons worldwide. This was the reason the Board considered a new design for the APS cover, which would reflect the Society’s international presence and, at the same time, convey the significance of the Journal’s global status.

Additionally, the new title of the Journal supports this important strategy, changing from “*The Official Journal of ISAPS*” to “*The International Journal of Aesthetic Plastic Surgery*,” which promotes APS as the leading scientific literature reference in aesthetic plastic surgery.

ISAPS: Why is the Journal an essential reference for aesthetic plastic surgeons, and what would you say to those surgeons who are still not reading or submitting their work for publication in the Journal?

KONTOES: The *Journal* serves as an essential reference for the reasons mentioned above, as well as for gathering aesthetic surgery data, papers, and studies from various countries with diverse ethnic characteristics related to aesthetics and anatomical and physiological conditions affected by aging. Moreover, it collects various findings and data related to patient safety, a strategy that ISAPS has as the spearhead of its mission.

Readers of APS receive a valuable and informative tool to enhance aesthetic surgery practices, stay updated on aesthetic procedures, deliver exceptional services to patients, and maintain a high standard of knowledge in our field.

I strongly encourage our plastic surgery colleagues worldwide to submit their work to APS. This is an excellent way to showcase their techniques, scientific data, development, and findings, promote their scientific status, and stay abreast of the progress and developments in aesthetics.

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ISAPS: The annual APS Journal Awards will be presented this year at the ISAPS Olympiad World Congress in Singapore; what makes these awards so prestigious?

KONTOES: We launched these awards, starting with the **Olympiad Athens in 2023**, and will continue in Singapore this June. A high-class journal like *APS* makes these awards very prestigious. They offer a platform where we come together to recognize and celebrate the contributions made by the *Journal's* authors to the scientific development of our field and acknowledge contributions to our highest quality Aesthetic Education Worldwide®. Winners of the most cited article published, and the most downloaded article published in the *APS* will be acknowledged. It is evident that this recognition is a great honor for the winners and their scientific contributions to our field.

ISAPS: What is one of your most cherished moments with the #ISAPSFAMILY from past meetings? And what are you anticipating about the Olympiad in Singapore?

KONTOES: The first-ever **ISAPS Olympiad**, presented by the #ISAPSFAMILY, which was held in Athens in 2023 and featured over 1,600 participants. As this was the inaugural event of its kind for ISAPS, we worked diligently to ensure its success. This year, with the widespread acceptance of a new scientific program format from our members and their enthusiastic support, we are confident that we will achieve another successful outcome. This success will not only make everyone in ISAPS proud but also serve as a model for future Olympiads to be organized in other countries.

We have the same high expectations for the upcoming Singapore Olympiad in June this year. I strongly believe that, once again, our amazing #ISAPSFAMILY will make this event a great success! See you all in Singapore!



Prof. Lee L.Q. Pu
APS Editor-in-Chief

ISAPS: The Journal has an impact factor of 2.0 (2023), a submission to first decision median of 21 days, and its articles were downloaded 1,178,110 times in 2024. What do you attribute to this success?

LEE L.Q. PU: The current *Journal's* impact factor of 2023 represents the efforts of the previous Editor-in-Chief (EIC), Dr. Bahman Guyuron. However, the current peer review system is created by me. Under my leadership, we have appointed three associate editors, 29 section editors, and nearly 150 editorial board members, which has perhaps contributed to our success.

ISAPS: What changes have been made since you became Editor-in-Chief, and what is still to come?

LEE L.Q. PU: When I took over as the new EIC of the *Journal*, I was facing two big challenges. Firstly, the decision that the *Journal* would publish 24 issues per year to increase the number of articles published and also to reduce the time from submission to publication. In odd issues, 25 articles (now increased to 45 articles) are published online. In even issues, 15 articles are published in print. The *Journal* now receives approximately 130 submitted manuscripts each month. It became very clear to me that the *Journal* did not have enough section editors and

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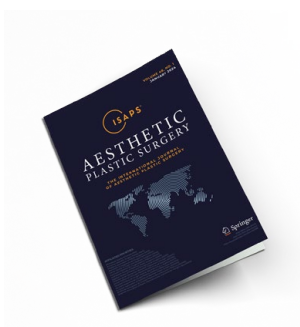
editorial board members to manage such an increased number of submitted manuscripts. Secondly, I realized that I needed to work with the ISAPS leadership and the publisher to strengthen the peer review editorial system to achieve our goals of providing a consistent and objective peer review process. After several months of work, we are now implementing solutions to meet these goals. In addition, a substantial effort has been made to change the cover, and we are working to improve the quality and scientific value of the published articles to increase the impact factor.

ISAPS: How have these changes been applied?

LEE L.Q. PU: First, as mentioned above, we appointed three associate editors. I worked with those three capable associate editors and the publisher to appoint a total of 29 section editors to oversee the peer review process in each specialty area. For some popular sections, such as facial surgery, breast surgery, eyelid surgery, rhinoplasty, and body contouring, three section editors were appointed for each section. For most other sections, two section editors were appointed. We have been working with newly appointed section editors to

appoint more editorial board members, including some residents. We also appointed many new reviewers for the *Journal*. Now, we have 103 editorial board members and close to 550 reviewers in the manager system of the *Journal*. Hopefully, with such newly created positions, we will be able to meet the increased demand for peer review, a basic function of any scientific journal.

As a premier “*International Journal of Aesthetic Plastic Surgery*,” we will continue publishing featured operative techniques to better serve our entire international plastic surgery communities. I encourage you to submit such an article to the *Journal*. As the EIC, I will oversee such a submission with enthusiasm. We will also create a ‘Hall of Fame’ and publish it in the *Journal* to express our appreciation for our reviewers who have made significant contributions to the peer review process. I am committed to the *Journal*’s success and the missions of our Society. I sincerely hope that you will also share the same desires with me to make *APS* truly the best international journal on aesthetic surgery and medicine.



Get Involved: Read, Publish, and Engage with the APS Journal

- [Submit an article](#)
- To receive access to the *Journal*, [become a member](#)
- Check last year’s *Journal Award Winners* [here](#). Registered delegates can access the [presentations on-demand](#).
- Join the [Awards Ceremony](#) this year in Singapore



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SEE YOU IN SINGAPORE

June 18-21, 2025 www.isaps.org

EARLY BIRD REGISTRATION ENDS NEXT WEEK: APRIL 10, 2025! DON'T DELAY!

If you haven't [registered](#) yet, now is the perfect time to secure your spot for the most anticipated aesthetic plastic surgery meeting of 2025! [Renowned leaders](#) in the field will be sharing the latest advancements, techniques, and methods to help you stay current and well-informed. Meet [#ISAPSFAMILY](#) and colleagues at the [ISAPS Olympiad World Congress, Singapore](#) this June!

Reasons to Attend: Why It's Important

✓ **More than 80 confirmed speakers** with courses, plenary talks, master classes, free paper communications, workshops, and lunch with the experts.

✓ Educational [Pre-Congress Courses, June 18, 2025](#), including an “almost live” symposium, [Intra-op with the Masters: A journey from cadaver anatomy to surgery; Residents' Symposium](#); and a **Rhinoplasty Simulation Workshop**.

See the [full line-up](#) online and register now.

✓ **Aesthetic Insights: Lunch with an Expert**

Join in-depth discussions, and connect on a personal level with leading experts in the field.

✓ **Women's Symposium:** attend the 8th Panel Session of the Global Alliance for Women Leaders in Aesthetics.

✓ [Social Networking Opportunities](#)

... and so much more!

**Don't miss out—spaces are limited for some of our exclusive educational activities!
Secure your spot today!**

A separate registration is required for all pre-congress courses, so add them to your main Congress registration, plan your trip and book accommodations accordingly to make the most of these unique learning and networking experiences.

[2025 Program](#)

[Register](#)

[Social Events](#)

[Accommodations](#)

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ISAPS Fellowship



Applications Are Open Through April 3, 2025!

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

- [Your ISAPS Fellowship Program Guide: Tips, Stories, and Advice](#)
- [ISAPS Instagram-ISAPS Residents' Program: Q&A, Tips, Advice & Updates](#)

Applications Close on April 3, 2025

Application Criteria

Fellowship Program

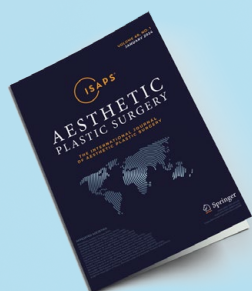


MONTHLY EDUCATION CORNER

As we celebrate **World Health Day on April 7, 2025**, we maintain our commitment to **patient safety**. This month, we are focusing on the **Brazilian Butt Lift**, which is considered one of the more complex procedures in the field. We will also highlight a **safety checklist specifically for lipedema surgery**. Additionally, our MedOne platform features a chapter on **complications and sequelae** from the book **"Rhinoplasty: Cases and Techniques."**



MONTHLY EDUCATION CORNER

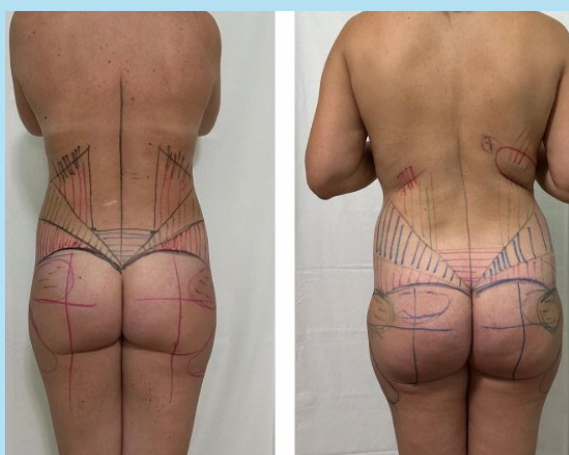


Recently published in ***Aesthetic Plastic Surgery...***

Beyond the Brazilian Butt Lift: How to Objectively Measure Outcome

Agostino Bruno • Matteo Cilluffo

The demand for gluteal augmentation, commonly known as Brazilian Butt Lift (BBL), has significantly increased, driven by evolving beauty standards. Despite its popularity, the procedure is associated with serious complications, including pulmonary fat embolism, due to the challenges of ensuring the correct injection plane. The development of ultrasound-guided fat grafting offers a potential solution, enhancing the safety and precision of the procedure.



These are the preoperative markings of the two patients taken as examples in the following discussion. The posterior region is divided into 10 aesthetic units: 1. Sacrum V-zone; 2. Flank; 3. Upper buttock; 4. Lower back; 5. Outer leg; 6. Gluteus; 7. Diamond zone: inner gluteal/leg injection; 8. Mid-lateral buttock point C; 9. Inferior gluteal/posterior leg junction; 10. Upper back. Six key zones define the buttock's frame and shape: zones 1 to 5 and zone 8. Among these, the mid-lateral buttock (zone 8) is the only area that may require fat transfer for contour smoothing.

Read Article

Become a member to have full access of **APS Journal**
For questions, please contact memberservices@isaps.org.

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ISAPS Olympiad Athens 2023: Practice Management - Practice Management and Ensuring Patient Safety

Safety in Lipedema Surgery: Checklist *Ana Torres Maczassek (Spain)*

Speakers:

Renato Saltz (United States), Naveen Cavale (United Kingdom), Kai Kaye (Spain), Juan Esteban Sierra (Colombia), Ana Torres Maczassek (Spain), Daniel Baptista (Portugal), Ozer Ozmut (Türkiye) and Arturo Ramirez-Montañana (Mexico)

Browse more than 2,000 educational videos!

Video Library

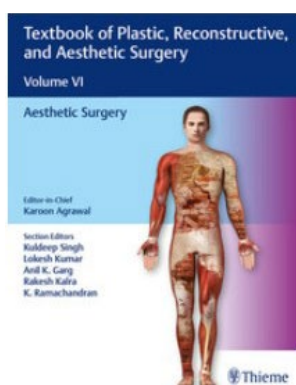
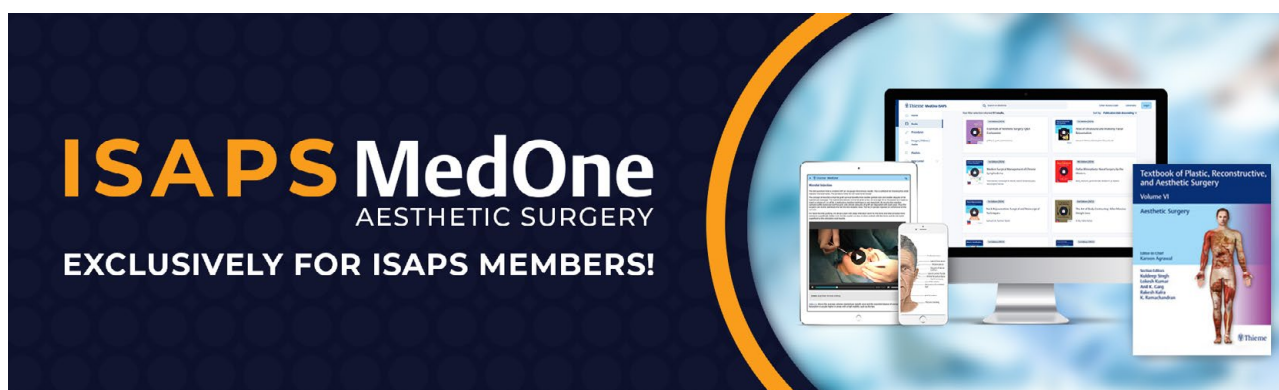


SEE YOU IN SINGAPORE

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April 2025 MedOne Feature: Rhinoplasty: Cases and Techniques

Michael S. Godin • Jason S. Hamilton

Chapter: Complications and Sequelae

This book chapter examines postoperative complications that may arise following rhinoplasty procedures and emphasizes their appropriate management. The chapter explains various complications, ranging from common issues such as swelling and bruising to more serious concerns like infections or structural anomalies. Prompt identification and timely intervention are essential to minimize the risk of adverse outcomes.

Upper blepharoplasty can result in improvement of peripheral visual field. When there is redundancy of upper eyelid skin, the patients tend to raise their eyebrows to compensate for the redundancy and this results in a constantly surprised look. Furthermore, it results in transverse wrinkling of the forehead.

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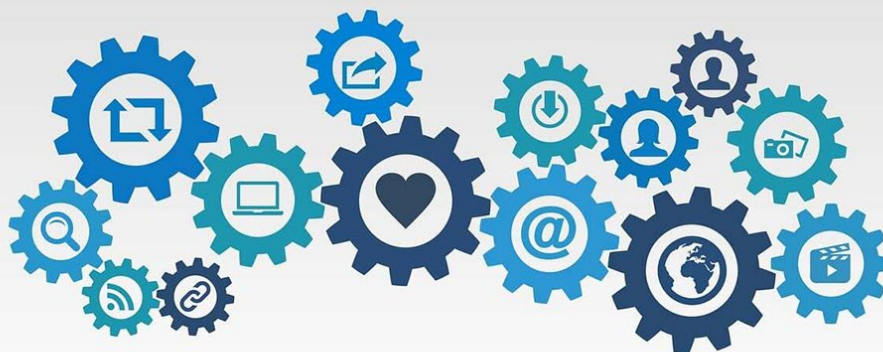
MedOne is available to select ISAPS members based on their [membership level](#).

MedOne

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PRACTICE MANAGEMENT



Managing Your Online Presence

Dr. Kim had been practicing plastic surgery for over 15 years. His clinic, located in an elegant and central part of the city, had always been his pride and joy. He didn't need advertisements. He didn't need social media. His patients came through word-of-mouth—referred by others who were satisfied with his impeccable work and warm, human approach.

"This is my craft, I operate. I'm not here to make little videos for Instagram," he would say with a skeptical smile whenever a younger colleague mentioned TikTok or Instagram Reels.

To him, digital marketing was just a trend, something fleeting, maybe useful for influencers or fashion brands, but not for a serious doctor like himself. He thought his reputation was enough. His calendar filled up easily...until it didn't.

When the Waiting Room Went Quiet

Over time, things began to shift. There were days when his appointment book was only half full. Consultations declined. Familiar patients stopped coming as often. And new patients, the kind that used to arrive through referrals, were nowhere to be found.

One day, one of his assistants leaned in and quietly said: "Doctor, three people called asking about you. However, when they searched your name online, they couldn't find much, so they ended up going with another surgeon who has numerous videos explaining everything." It hit him hard. Dr. Kim didn't say it out loud, but he began to feel...invisible.

He realized something crucial: being a good doctor was no longer enough. If people didn't know who he was, if he wasn't present online, and if he didn't communicate his value, he might as well not exist for the new generation of patients.

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Taking the First Step

With hesitation and even a bit of embarrassment, he started exploring the digital world he had avoided for so long.

First, he asked his niece, a graphic designer, to help him set up a proper Instagram profile. They uploaded a professional photo and wrote a simple bio. Then, with noticeable stage fright, he recorded a short video explaining, in plain terms, how patients should prepare for facial surgery.

It wasn't perfect. His discomfort showed. But they posted it anyway. And the next day... over 1,000 people had watched it. One patient wrote, "Such peace of mind seeing a doctor explain things so calmly! I was just looking into doing something about my face." That's when it clicked.

A New Kind of Trust

It wasn't about creating content for the sake of it. It was about doing what he had always done: building trust. The only difference now was that he had to do it through a screen.

He began sharing post-op care tips, recording patient testimonials (with their consent), and addressing common questions in stories. Slowly but surely, his community grew.

Six months later, his waiting room was once again full. But this time, he wasn't just seeing more patients—he was seeing more informed and engaged patients who chose him not only for his surgical skills but also because of how he communicated with them.

Today, Dr. Kim still values word-of-mouth. But he no longer fears digital marketing. Now, he knows that social media doesn't detract from his professionalism—it amplifies his presence. Most importantly, he's learned that adapting doesn't mean losing who you are. It means finding new ways to share it.

Now, more than ever, patients are seeking trust before choosing a plastic surgeon. And that trust is built, in large part, through what you communicate in the digital world.

You don't need to be everywhere or do everything perfectly. What matters most is being consistent, authentic, and intentional. Every post, every review, and every interaction is an opportunity to strengthen your brand and attract the right patients.

Juan Sierra, MD – COLOMBIA
ISAPS National Secretary

Interested in more practice management tips?

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

And revisit the **Instagram Live on Leadership & Personal Branding**.

- **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](#).

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ISAPS Membership

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

ISAPS membership now includes:

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

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

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

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

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

Apply today to become an ISAPS Member!

If you have any questions, please feel free to contact us at
memberservices@isaps.org



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