

PRESIDENT'S EMAG

2023

ISAPS
November



MESSAGE FROM THE ISAPS PRESIDENT



Lina Triana, MD
ISAPS President

Dear Friends and Colleagues,

We have many exciting things happening at ISAPS, and I am happy to share them with you, our **#ISAPSFAMILY!**

We were very proud this week to learn that ISAPS' new website had received the **B2C (Business-to-Consumer) Website of the Year Award**, granted by the **Global Digital Excellence Awards** (GDEA). Our ISAPS website was recognized as one of the best for user-friendliness, interactive tools, and scalability. That was our purpose when we started creating the possibility of our new website two years ago: a website for our members. I want to thank all our contributors to this project, including our dedicated **Website Committee** and **Executive Team** who both started and have continued this work over the last years so that we can now celebrate this achievement!

I am honored to be invited next month to represent ISAPS at the **annual United Nations campaign „Orange the World“** where we will be part of the “Body Beautification: Empowerment or Violence? Exploring Societal and Organizational Implications” hybrid event. **This event gives us the opportunity to be part of a global discussion** on the many challenges women are confronted with regarding the societal pressures that

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force women to modify their bodies to conform to organizational or societal norms, a theme we already touched on in our new conversation with the Industry session at the ISAPS Olympiad 2023 held in Athens. I will hope to see some of you there on **November 30, 2023**.

Going beyond Aesthetic Education Worldwide® and being involved in creating opportunities for our members to improve in all aspects of our lives, and discovering living for a bigger purpose as **leaders in aesthetics**, I am very happy to be part of our developing **Leadership Insights For Transformation Program - L.I.F.T.** On October 22, 2023, I had the opportunity to moderate our introductory **webinar on ,Leading Others,** where our panelists Drs. Kai Schlaudraff (Switzerland), Argentina Vidrascu (Romania), Caroline Glicksman (US), and Mark Jewell (US), shared their insights on their experiences of leading others with our Program Director Andy Craggs. If you were unable to attend, remember you can **access it through our website**. The webinar leads into our forthcoming live event in **London, on December 10**, and I also invite you all to take action and join us there for our **full-day workshop on „Coaching and Mentoring.“**

On October 19, 2023, we held our first **Instagram Live broadcast** commemorating Breast Cancer Awareness Month and Breast Reconstruction Week, hosted by Dr. Naveen Cavale, Chair of ISAPS' Social Media Committee, and Dr. Montserrat Fontbona, Chair of the Patient Safety Committee, to discuss breast cancer, the options for reconstruction after surgery, and patient safety. Thank you to all who helped make this a success; we are already busy planning upcoming events.

We are delighted to welcome two new Global Alliance Partners this month: the Iraqi Society of Reconstructive and Aesthetic Surgeons, and the Tunisian Society of Aesthetic Surgery. Our **Global Alliance Partnership** is an essential collective voice for our specialty, as it is through these collaborative efforts that we can do even more to elevate the importance of patient safety and take action together. We will be working together on our shared goals, in person, at our **First Global Forum** in **London on December 9, 2023**, open by invitation to all our Global Alliance Partner presidents - please remind your own society president to join us!

Regarding our next **ISAPS World Congress 2024, Cartagena, Colombia, June 11-15**, we are very busy creating the best experience for you, with live surgeries and cadaver dissection videos, interactive sessions, mentoring lunches, and more. As part of the Scientific Program Committee, we are creating a multicultural program with the best worldwide speakers while giving the opportunity of special networking and social events in my beautiful home country! Come to Cartagena, a perfect opportunity to meet your friends and share your knowledge. Don't miss the chance to **submit your abstract** and present your work by **next week's deadline - November 6, at 6 PM EST!**

While we continue to work hard for ISAPS, I remain deeply saddened by recent world events, and want to share my heartfelt condolences with all those affected by the ongoing tragic events in **Israel and Gaza**, sentiments that have been expressed by many of you across our different ISAPS channels. It is especially important in today's current world situation, to remember that ISAPS stands for the preservation of lives and well-being. At ISAPS, we are here for something bigger than ourselves. We stand for the best education for the **safety of our patients** and, by being the biggest international network in aesthetics, our **responsibility is to unite** our specialty towards common goals.

Let us remember that together we are stronger, stronger to lead in our Aesthetic World.



Lina Triana, MD
ISAPS President

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Interview with
Andre Cervantes, MD
Chair of the ISAPS Membership
Committee – Brazil

#ISAPSFAMILY: Stronger Together

When considering what it means to be a member of ISAPS, you must know that at ISAPS, **we are family**. A family working toward education, patient safety, and networking with peers and colleagues worldwide. Members work together to form an international exchange of ideas and knowledge, creating opportunities for many diverse cultures to join toward being leaders in aesthetics.

We met with leading member, Dr. Andre Cervantes, Chair of the ISAPS Membership Committee, and very much dedicated to the [#ISAPSFAMILY](#).

ISAPS: With over 5,000 members worldwide in 117 countries, how does ISAPS create a sense of family and unity?

Saltz: We are the largest and most global organization of plastic surgeons dedicated to aesthetic surgery, but on top of that, we are mainly a community that values the REAL exchange of knowledge as a powerful tool to improve our patients' community. I believe in the definition of a society described in the dictionary: „...an enduring and cooperating social group whose members have developed organized patterns of relationships through interaction with one another“. That's ISAPS family!

ISAPS: Members speak of many benefits, including the many educational tools made available. How does a society the size of ISAPS create such a dynamic and interactive learning platform?

Saltz: ISAPS provides cutting-edge education in aesthetics, and it's amazing how the technology has increased its reach due to the pandemic. Webinars are now part of our continuous learning platform for all sorts of members, and our X-CD system is unique in providing education on demand.

ISAPS: What is one of your most memorable moments at ISAPS where you felt the impact of “ISAPS Family Stronger Together”?

Saltz: Since I joined ISAPS, I've been experiencing many memorable moments in terms of friendship and improving my skills due to networking with the best players in our specialty. One remarkable moment was in 2014 at the World Congress in Rio de Janeiro, Brazil, where Professor Carlos Uebel was celebrating the end of his presidency, and we had one of the happiest and most beautiful presidential dinners ever, and I felt for the very first time that ISAPS is based on friendship within its membership.

ISAPS: What would you tell someone who is considering an ISAPS membership, but is still undecided? How has being a member of the ISAPS Family influenced your daily practices?

Saltz: ISAPS put me on a different level professionally in terms of knowledge and direct access to breakthrough education. Due to this phenomenal networking, I may provide the best for my clientele, and again, no other society gives you this wonderful sense of belonging. That's why we are family!

ISAPS: During your role as National Secretary for Brazil, what was your most noteworthy experience? How has being a spokesperson for ISAPS guided your perspective on being a part of the ISAPS Family?

Saltz: I was the National Secretary for Brazil from 2019 to 2023, and with hard work, like all the other National Secretaries, we had the chance to increase membership in my country. In the meantime, we have added young member talents who, with their outstanding skills, are now part of the global podium as faculties. This noteworthy achievement for them makes me proud!

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ISAPS MEMBERSHIP



Join the #ISAPSFAMILY!

Join, or renew, today to start receiving **ISAPS membership benefits**. Members have access to the latest educational tools including the searchable **MedOne** database featuring over 91 best-selling e-books and 1,762 teaching videos, access to ISAPS' official **APS Journal** and the **Online Video Library** with over 1,200 videos with more being added regularly.

[2024 Membership Renewal](#)

[Membership Options](#)



SEE YOU IN **June 11 - 15, 2024**
CARTAGENA | COLOMBIA

Important 2024 Reminders:

Abstract Deadline: November 6, 2023, by 6 PM EST

Abstract submitters save an additional 10% on registration fees!

Super Early Bird Registration Deadline: January 11, 2024

Members can save up to \$1,000!

Take Action and Participate in the ISAPS Aesthetic World!

Join your fellow colleagues and share your expertise at the ISAPS World Congress 2024, June 11-15, 2024. Take an active part in the 2024 Congress and **send your abstracts today** to be considered as a speaker.

[Submission Guidelines](#)

[Register Now](#)

Pre-Congress: June 11, 2024

Main Congress: June 12-15, 2024



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Recently published in
Aesthetic Plastic Surgery...

An Analysis of Risk Factors of Recipient Site Temporary Effluvium After Follicular Unit Excision: A Single-Center Retrospective Study

Hiromi Okochi • Masamitsu Onda • Akira Momosawa • Masayuki Okochi

Temporary hair loss at the recipient site after hair restoration surgery is called shock loss (SL). This study analyzed the risk factors for SL among patients who received follicular unit excision.

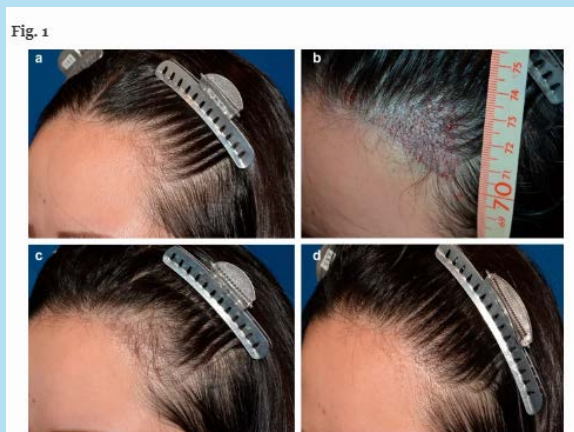


Fig. 1

a Preoperative view of Case 1. b Case 1 received a hair transplant with 200 follicular units on the left side of the front lateral scalp. c Three weeks after surgery, the left side recipient site showed shock loss. d Seven months after hair loss, the hair loss area recovered completely

Shared Article

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

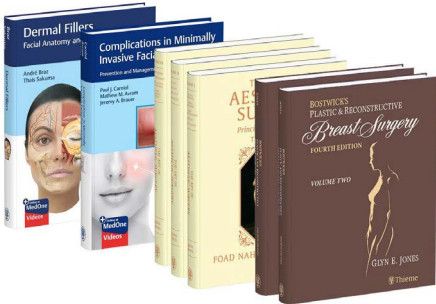
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ISAPS VIDEO LIBRARY



This month's [Online Video Library](#) features a session on [ISAPS Live Surgery: ABC Facelift with Anatomic and Regenerative Fat Grafting](#) with Dr. Steven Cohen.
For full access to the online video library of more than 1,400+ videos, [become a member today](#).

November MedOne Feature



[Men's Aesthetics: A Practical Guide to Minimally Invasive Treatment, Jeremy A. Brauer \(2023; 1st Edition\).](#)

This book assembles a group of renowned experts from around the world and includes aesthetic preferences of men, anatomical changes in men as they age, as well as a variety of treatments and procedures.

Copyright: Thieme Medical Publishers

MedOne is available to select ISAPS members. For those not yet benefitting from this resource, we are offering all members a **free trial** of [ISAPS MedOne](#). All [Resident members](#) can access the free trial via the ISAPS website through December 31, 2023. [Associate](#) and [Active](#) members can contact memberservices@isaps.org for a one-month access code.

JOIN ISAPS L.I.F.T.

Our **Leadership Insights For Transformation Program**



On **December 10, 2023**, join us for our **full-day ISAPS L.I.F.T. Program Workshop, in London, UK**. Register now for the [,Coaching and Mentoring Workshop'](#).

The format will include a combination of self-directed online learning with live events and will change your ability to **build teams, engage and motivate others, and maintain the highest professional standards and team performance.**

Enhance your learning with [additional recommended resources](#) and check out [previous L.I.F.T. Program webinars](#).



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Do We Need Social Networks to Work?

Plastic surgeons face a dilemma when it comes to social networks. While these platforms can serve as valuable tools for promoting their work and connecting with potential patients, they also present ethical and professional challenges. Today, patients turn to social networks to find their surgeons, using them as a means to validate their expertise. This is largely due to the influence of social networks on the perception of beauty and market competition.

A young plastic surgeon today can gain recognition far more quickly than one from 20 or 30 years ago. In my early days, patients could only find me through the telephone directory, and the growth of my practice was slow and organic. The demand for beauty standards in the media was moderate. Word of mouth was king, and beauty information was limited to magazines, TV ads, and advice from friends and family. Most beauty products and services had local or regional origins and reach, and prices were considerably lower in absolute terms.

Today, the beauty industry is one of the largest and fastest-growing worldwide. It has become a globalized market worth billions of dollars, continuing to expand due to the growing demand for beauty products and services. Its reach is now international, with the ability to connect with consumers worldwide. Prices have increased significantly, and the purchasing power of the population has grown. Beauty has also gained more prominence in the media and among the general population. While word

of mouth still matters, social networks have given it a reach that is incomparable to the past.

It is crucial that we treat our specialty with the seriousness it deserves. We are physicians in an industry that sometimes prioritizes sales and growth over ethical considerations. Engaging in such practices can eventually compromise the ethics surrounding our field and distort the safety aspects that concern us.

We must use these media with the utmost seriousness and avoid excessive or unethical promotion of procedures. Surgeons must balance online visibility with professional integrity and patient privacy, making social media a useful tool rather than a detriment.

Marketing experts have a single goal: to improve the economic performance of their clients. However, at times, they may cross ethical boundaries. It is our responsibility to set and maintain limits and recognize that patients make decisions based on the quality and integrity of the surgeon rather than the results displayed. Authenticity is a highly appreciated hallmark, and if we fail to acknowledge it, we risk becoming more similar to the „pseudo“ plastic surgeons and intruders that are growing in numbers every day. We must make an effort to be more present on social networks and demonstrate to the community that we are competent professionals who prioritize their beauty and safety. Withdrawing from this space will only provide an opportunity for iatrogenic acts to occur.

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.



GUEST ENTRY FROM ISAPS PLATINUM GLOBAL SPONSOR:

POLYTECH

Microthane® - A Solution for Your Daily Practice

An interview with Mr. Patrick Mallucci, Plastic Surgeon, London, UK

Microthane® is POLYTECH's micro-polyurethane breast implant surface. With our lowest rate of capsular contracture, Microthane® has proven to prevent the most common complications after breast augmentation and reconstruction.^{1,2,3}

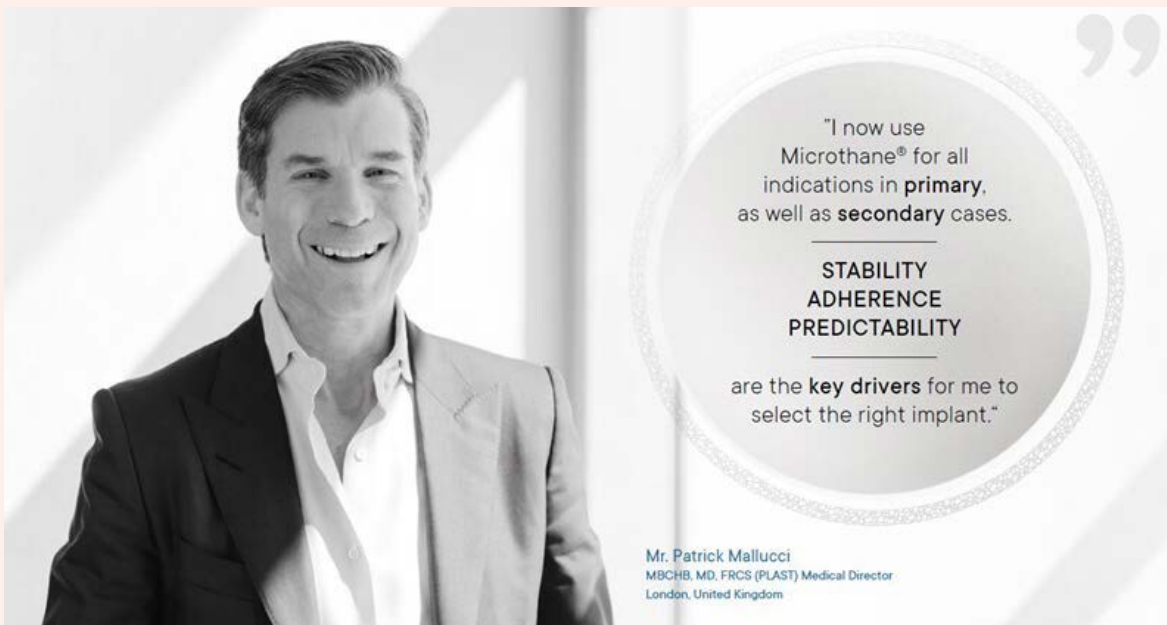
In a recent interview with Mr. Patrick Mallucci, we asked him about his experience with Microthane® and how he uses Microthane® in his clinic.

Thank you Dr. Mallucci for joining us for this interview. Can you please tell us what is the key driver in selecting Microthane® for your patients?

The key drivers for me in selecting Microthane® implants are the stability of the implant, the adherence of the implant, with no rotation for anatomical implants. As I prefer to use teardrop or anatomical implants, that stability can ensure that the implants will not rotate.

Do you have a ,sweet spot' patient for choosing Microthane® breast implants?

The more I use Microthane®, the more that ,sweet spot' of patient has increased. Whereas traditionally that patient used to be a secondary or revision breast augmentation patient, *I'm now using it for all indications in primary, as well as secondary cases.*



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What were your historic perceptions of Microthane®, and how has that changed over time?

The historic perceptions of Microthane® were that it's a difficult implant to use, that traditionally it is only used in secondary cases and that it was less suitable for primary cases. However, the fact is, that once you become familiar with it and learn the various tips and tricks to make them easy to use, then all of those doubts can be overcome.

What advice would you give to a surgeon considering starting with Microthane® breast implants?

My advice for a surgeon starting with Microthane® is to become familiar with the surgical technique and with the implant itself. I would recommend visiting a colleague who is experienced with Microthane®, so that you can learn some tips and tricks.

What was the trigger that convinced you to get started with Microthane®?

As my preference is using anatomical implants, the stability and adherence of Microthane® implant was the main trigger for me, to use them.

About Patrick Mallucci, MD

Mr. Patrick Mallucci is a world-renowned plastic surgeon and the founder of Mallucci London – where he is now based full time in private practice. Mr. Mallucci has assembled a group of internationally renowned clinicians, experts in their individual fields, to be able to deliver high standards of care to patients.

Mr. Mallucci has published extensively in plastic surgery literature throughout his career and is frequently invited to present his work worldwide at plastic surgery conferences and education forums. Mr. Mallucci is actively involved in teaching both at undergraduate and postgraduate level, including leading international masterclasses in aesthetic breast surgery.

About POLYTECH

With a global footprint in over 80 countries, POLYTECH Health & Aesthetics GmbH is an international leader in Breast Aesthetics, specializing in the development and production of silicone implants.

Established in 1986 in Dieburg, Germany, POLYTECH is the only German manufacturer of soft tissue implants, employing over 280 employees who share one common goal: To develop high-quality, advanced and safe implants, designed to meet the needs of both patients and surgeons. All products are developed exclusively at the company headquarters in Germany.

Source:

1. Pompei S, Evangelidou D, Arelli F, Ferrante G. The Modern Polyurethane-Coated Implant in Breast Augmentation: Long-Term Clinical Experience. *Aesthet Surg J*. 201 Nov;36(10):1124-1129. doi: 10.1093/asj/sjw171. Epub 2016 Sep 27. Erratum in: *Aesthet Surg J*. 2017 Jul 1;37(7):854. PMID: 27677825
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3. Loreti A, Siri G, De Carli M, Fanelli B, Arelli F, Spallone D, Abate O, La Pinta M, Manna E, Meli EZ, Costarelli L, Andrulli D, Brogna L, Scavina P, Fortunato L. Immediate Breast Reconstruction after mastectomy with polyurethane implants versus textured implants: A retrospective study with focus on capsular contracture. *Breast*. 2020 Dec;54:127-132. doi: 10.1016/j.breast.2020.09.009. Epub 2020 Sep 29. PMID: 33010626; PMCID: PMC7529839.



GUEST ENTRY FROM ISAPS GOLD GLOBAL SPONSOR:



**The QUALITY you Expect
The OPTIONS you Need
The PEACE OF MIND you Demand**

GC Aesthetics® is an established global medical device company focused on **Aesthetic, Revision and Reconstruction procedures**. With more than 40 years of experience, surgeons and patients in more than 70 countries with systems in place to ensure the safety of our products through pre-clinical testing, clinical studies and excellent global post-market surveillance use GCA®.

GCA® is **A Confident Choice for Life™** supported by a **10-year prospective and multi-centric clinical study and an average of 17 years of extended long-term high patient satisfaction data**. We provide the most comprehensive implant portfolio in the industry with breast, face, body implants and skin expanders to give surgeons quality surgical options.

Much more than a European manufacturer of **high-quality implants**, we are proud to support our surgeons and patients by **integrating and developing solutions** that are designed to support the best outcome for women's breast enhancement journey. **A Total Breast Care Company™**.

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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 5,000 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.

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upcoming ISAPS events!**

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