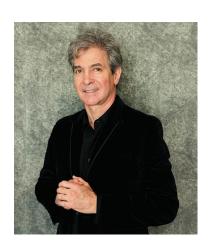
PRESIDENT'S E-MAGAZINE





MONTHLY UPDATE FROM YOUR ISAPS PRESIDENT

CONNECTING CULTURES, SHARING KNOWLEDGE AND LEADING THE FUTURE IN AESTHETICS



Arturo Ramírez-Montañana, MD ISAPS President

Dear #ISAPSFamily, Colleagues and Friends,

We are now only 354 days away from seeing each other in Cancun for the ISAPS World Congress 2026! The Scientific Program Committee is busy accepting abstracts and preparing another amazing meeting, featuring the latest advancements in aesthetic plastic surgery. Plan for another innovative pre-Congress program on October 27, 2026, followed by four days of immersive, educational opportunities.

The Congress will be held at the <u>Cancun Center</u>, a world-class convention center located in the heart of Cancun's Hotel Zone. You will find numerous culinary options and tourist destinations in close proximity, making it easy to go from "work" to "play"!

Stay tuned for program updates and our "not-to-be-missed" networking events—connecting the **#ISAPSFamily**, making memories, and building friendships. We can't wait to see you in Cancun!

On the note of connecting, I want to share that on October 18, 2025, we celebrated the 26th Annual Celebration of Life Gala hosted by the **Image Reborn Foundation (IRF)**, founded by Dr. Renato Saltz. It was another well-attended event, which included many past and current Presidents of the American Society for Aesthetic Plastic Surgery (ASAPS) & ISAPS, who honored us and the foundation with their presence.







The annual fundraiser gala supports the IRF, which, for more than 20 years, has helped countless women overcome the difficult challenge of being diagnosed with breast cancer. This year's gala was particularly special because it allowed us to spend more time with dear plastic surgeons, friends, and leaders from various fields.

I would like to thank Dr. Renato Saltz and his wife, Flavia, for their friendship and leadership, which brings together so many people, and for the teamwork, perseverance, and kindness they have demonstrated on projects like this. And thanks to the American-Brazilian Aesthetic Meeting (ABAM) community, whose participation contributes significantly to this beautiful humanitarian work.

I would also like to thank all members of the ABAM family for their continued support, as demonstrated through their annual non-profit meeting, held every February. And I want to reassure you once again that your registration and any donations to the meeting and to IRF have made ABAM the number one donor to the foundation, totaling \$1,000,000.00 with this year's donation.

Another "don't miss" and NEW for this month is our innovative Al platform, "ISAPS Community Café". All members are invited to attend this coming Saturday, November 8, at 13:00 UTC, to discuss mentoring relationships. This is a chance to connect with other ISAPS members, share your opinions or experiences on formative mentoring relationships, and help us to continue to lead the future in aesthetics for our next generation surgeons. Scroll down to register and be part of this new, fun, ISAPS experience.

Until next time, take care!



Arturo Ramírez-Montañana, MD ISAPS President











What to Expect at the ISAPS World Congress 2026 and Why
Cancun is the Perfect Place for the Next
#ISAPSFamily Gathering!

Local Scientific Committee Chair for the ISAPS World Congress 2026 & the ISAPS National Secretary Chair



Bertha Torres, MD

Mexico

We recently had the privilege of speaking with Dr. Bertha Torres, the Local Scientific Committee Chair for the <u>ISAPS</u> <u>World Congress 2026</u>, who shared insights into what attendees can expect next year. Dr. Torres also serves as the ISAPS National Secretary Chair and past President for the Mexican Association of Plastic, Aesthetic, and Reconstructive Surgery (AMCPER).

ISAPS: What an exciting meeting to be a part of next year! What can attendees expect at next year's World Congress, and what will make it unique?

TORRES: Attendees can anticipate a first-world-class academic event in Cancun, Quintana Roo, one of the most visited places in the world for its natural beauty and cultural traditions, such as "Día de los Muertos." Our President, Dr. Arturo Ramírez-Montañana, and the entire organizing committee, the Education Chair and Co-Chair, Drs. André Auersvald and Ahmad Saad want to provide an unforgettable and enriching experience through a very attractive academic program that includes more than 100 of the world's most renowned international faculty in plastic surgery.

Additionally, attendees will have the option to register for paid master class courses to **gain advanced learning from experts on specific, highly interesting topics**, as well as to take advantage of a commercial expo with very appealing offers. We expect a large attendance because this is one of the most attractive tourist destinations and because we have the sponsorship of our national association, AMCPER.

The social program will be remarkable as well, allowing attendees to enjoy time with friends and network. ISAPS congresses are unique because they offer the invaluable opportunity to see a wide range of approaches to surgical and non-surgical techniques, with participants from all over the world in a family-like atmosphere. It will be an honor for our country to host all of you in **Cancun from October 27 to 31, 2026**.

ISAPS: As Local Scientific Committee Chair, what would you say to someone who is considering sharing an abstract submission, but hasn't done so yet?

TORRES: I would encourage them to share their work with us. Free papers and posters are an excellent way to contribute to our international society and receive valuable feedback. Additionally, it's an opportunity to learn new things, highlight research and patient safety, and connect with colleagues who share similar interests.

ISAPS: What makes Cancun such an important destination for aesthetic plastic surgery, and what impact does Mexico have on our specialty?

TORRES: Cancun is a top-tier tourist destination, very attractive not only for its natural beauty but also for its quality infrastructure and hospitality. It offers great travel connectivity and a wide variety of hotel options that are very close to the convention center where the event will take place. We recommend taking a few extra days to enjoy beautiful tourist spots nearby, such as Tulum, Chichén Itzá, Playa del Carmen, and Xcaret. According to the ISAPS Global Survey, Mexico has emerged as a leader in plastic surgery, driven by the number of plastic surgeons and the volume of aesthetic procedures performed each year, with well-trained professionals offering cuttingedge treatments and innovative approaches to patient safety. And we want to thank all the Mexican members of ISAPS for their trust and support over the years, which have made Mexico one of the countries with the largest membership in this Society and helped us realize the dream of holding this meeting in our country again, after 34 years. We are also very proud to have, for the third time in ISAPS history, a president from Mexico: Arturo Ramirez-Montañana, 2024-2026, who is preceded by Dr. Jose Guerrerosantos, 1989-1992, and Dr. Mario González Ulloa, 1973-1975.

ISAPS: The Congress is like an annual reunion of the #ISAPSFamily. What makes our Congress feel more like a family gathering rather than just another typical professional meeting?

TORRES: The camaraderie among ISAPS members is remarkable. The shared history, lived experiences, and commitment to supporting one another create a unique, warm, and welcoming environment. ISAPS not only unites plastic surgeons but also cultures, enabling rich international exchanges of diversity. We strengthen bonds and take care of each other, transforming congresses into events filled with warmth and brotherhood.!

ISAPS: From your perspective as a faculty member, what makes the ISAPS Face Masters Meeting in St. Louis such an exclusive event, and why is it important to attend?

TORRES: This event stands out for its format, specifically focusing on the most used techniques in facial surgery, with cadaver dissections and an advanced learning approach in ideal facilities that allow attendees to observe all dissections and facilitate closer interaction with more than 20 amazing international experts in this field. It provides us with the opportunity to update and improve our training, gaining knowledge of the latest trends in a single topic, which will undoubtedly exceed our expectations in every way.

ISAPS: This year, you have been representing ISAPS at numerous events. What essential insights and impactful experiences do you take home from these meetings?

TORRES: I have been very fortunate to have the opportunity to travel a lot and to attend many ISAPS events in different countries, where we always bring back new knowledge, experience different cultures. and meet various experts, opinion leaders, and colleagues with similar interests. This undoubtedly enriches our practice, opens new horizons, and allows us to build bonds of collaboration and friendship to address the common challenges we face in aesthetic plastic surgery globally. I thank Dr. Pavel Kurial, the National Secretary of the Czech Republic, and Dr. Vadimir Marik for endorsing the meeting in Prague, and Dr. George Sulamanidze, the National Secretary of Georgia, for the initiative to gather several past presidents and the current president of ISAPS. What I learned most from them-and what they have in common—is great leadership.



NEW! ISAPS Community Café: inspired by you. Interactive Member Sessions—Connect. Share. Contribute. Learn. Shape the Future of Aesthetics Together.

ISAPS is introducing a new way to connect, share, and learn—this **interactive session is hosted on Natter AI**, an innovative platform that brings members together in **short**, **structured 1:1 video conversations to discuss key topics** that will shape our vision for Aesthetic Education Worldwide® and inspire and strengthen our commitment to the next generation of plastic surgeons.



Join the conversation:

ISAPS Mentorship: Shaping Careers in Aesthetic Plastic Surgery

Saturday, November 8, 2025 | 13:00 UTC

Hosted by Dr. Ivar van Heijningen & Simon Shelley

Explore what mentorship means across different career stages and help build insights into how ISAPS can support effective career development and mentoring.

Register Now



Join the conversation:

ISAPS Community Café - Mentorship in Action: Connect. Share. Learn.

Saturday, December 6, 2025 | 13:00 UTC

Hosted by Dr. Lina Triana & Simon Shelley

Join a relaxed, peer-to-peer discussion to share experiences: lessons learned, challenges faced, and goals for the future to develop your clinical practice.

Register Now





Submit your Abstracts: Join Us a Speaker at the ISAPS World Congress 2026!

Thank you to those of you have already sent us your abstract! And for those still considering it, don't delay! Choose your topic and prepare an abstract of a **maximum of 500 words** which must be a **completed study**, **clinical case**, **or new technique**.

Being accepted as a speaker offers a great opportunity to <u>share your knowledge and gain</u> <u>recognition</u> in our specialty, plus many other benefits, including having your paper published in the <u>Aesthetic Plastic Surgery Journal</u> (APS) which has been officially classified as a Q1 journal. Plus, abstract submitters receive an <u>additional 10% discount off registration fees</u> (valid until February 27, 2026).

Abstracts must be original presentations and will be held to CME compliance standards and a competitive peer-reviewed process.

Abstract Submission

Save on Fees and Register Early!

This exceptional once-a-year meeting, organized by our <u>Scientific Program Committee</u>, will include a distinguished academic program including master classes, educational sessions, innovative workshops, and more.



Dr. Bertha Torres, the Local Scientific Committee Chair for the ISAPS World Congress 2026, and ISAPS President, Dr. Arturo Ramírez-Montañana, can't wait to see you in Cancun!

Start planning today and save!

Submitters of accepted abstracts get an additional 10% discount off registration fees.

Not yet a member? <u>Join today</u> and get the rest of 2025 for free—plus, members benefit from the lowest registration rates for the ISAPS World Congress!

Register



ISAPS FACE MASTERS: LIVE ANATOMY AND SURGICAL STRATEGY

FEBRUARY 27 TO MARCH 1, 2026
ST. LOUIS UNIVERSITY SCHOOL OF MEDICINE, ST. LOUIS, USA

Register Early to Ensure Your Place!

Check out the exclusive program today!

Day 1: Foundational surgical philosophies, mid and lower face, buccal fat pad, parotid, and structural contouring techniques. Expert live dissections.

Day 2: Comprehensive approaches to neck rejuvenation, including subplatysmal techniques and complication management. Expert live dissections.

Day 3: Forehead and eyelid rejuvenation, and advances in regenerative medicine. Expert live dissections.



Esteemed faculty member,
Dr. Ozan Sozer, looks forward to seeing
you in St. Louis!

"Live cadaver dissections in a unique environment."

Meet the rest of the faculty here.

This inaugural event will unite the <u>most respected names in aesthetic surgery</u> for three days of cutting-edge education, anatomical exploration, and clinical excellence.

Whether you are refining your techniques or seeking fresh perspectives from the world's leading surgeons, **ISAPS Face Masters** offers a transformative educational experience.

Spots are limited—secure yours today and be part of the future of aesthetic surgery.

ISAPS members save even more!

Not yet a member? Join today!

Register Now

We are happy to inform you that we have negotiated <u>preferential rates with</u> <u>a selection of our favorite hotels</u> around the Saint Louis University School of Medicine.

All hotels are conveniently located near the University and offer a range of prices to suit various budgets. Rates are guaranteed lower than openly advertised rates. Allocations are limited at all properties, so we encourage you to book now to avoid disappointment.

Accommodations



MONTHLY EDUCATION CORNER

Refine your skills in **otoplasty**, also referred to as ear surgery. This surgical procedure is designed to reshape or reposition the ears, and is distinct as it is the only cosmetic surgery routinely performed during childhood. This versatile procedure **offers significant patient-reported benefits** and can achieve natural-looking results with a straightforward approach.



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

A New Guiding Suturing Technique for Reshaping of the Antihelix in Patients with Prominent Ears

Ayman Altramsy • Asmaa Ali Dahy • Amany Attalah Gad •
Ahmed Abu-Elsoud • Rania Fouad Khattab • Ahmed Mamdouh Nafeh
• Rasheda Azzam • Ali Mohamed Elameen

Background

Prominent ears are the most common congenital anomaly of the head and neck. A complete understanding of the definition of prominent ears is necessary. The present retrospective study described guiding sutures to hold the antihelix in a temporary corrected position before placing the permanent Mustardé sutures.

Methods

This study was performed between January 2021 and February 2023. All patients with prominent ear deformities subjected to guiding sutures and Mustardé-based otoplasty were included. The surgical-related outcomes and surgeons' satisfaction were evaluated. The patients' satisfaction and health-related quality of life were reported.

Results

The current study included 60 patients with prominent ear deformities. There were 34 (56.66%) males and 26 (43.33%) females with a mean age of 12.2±7.8 years. The mean total operative time was 49±22 minutes. Five (8.33%) patients had suture extrusion, and no case of asymmetry, recurrence, or skin necrosis was documented. There were 55 (91.66%) patients satisfied with the final appearance of their ears, and five (8.33%) patients were not satisfied. The mean general health subscale was 57.1±6.9, and the mean physical health subscale was 8.7±1.5.

Conclusions

The guiding sutures allowed easy accessibility for reshaping the antihelix in patients with prominent ears. These sutures allowed a relatively shorter operative time, and stable reshaping of the antihelix allowed for a shorter recovery time. This was associated with a low complication rate with no asymmetry, recurrence, or revision surgery. Patients operated on under local anesthesia achieved shorter operative time and better pain control.



A 18-year-old male patient presented with bilateral prominent ears. A and B Lateral and side views of the ears just preoperatively. C The antihelix was temporarily reshaped with gentle digital pressure to preliminary achieving of the desired degree of correction. D The first guiding suture was located at the most protruding point of the antihelix. E The second guiding suture was positioned to maintain the shape of both antihelical crus, and the guiding sutures knots were tied in an appropriate tension. F Incision of the skin at the posterior aspect of the pinna and exposure of the auricular cartilage. G The Mustardé sutures were placed passing from the nadir of the scapha or fossa triangularis to the opposite nadir of the conchal cartilage. H Immediate postoperative shape and position of the architectures of the ear

Full Article

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



ISAPS APS Journal Club | Partial Cutting Otoplasty: A Stable Technique for Prominent Ears | November 22, 2025 @ 13:00 UTC

Moderator

Douglas Narvaez Riera, MD (Venezuela)

Speaker

Gerlya V. Asirova, MD (Russia)

Experts

Sinem Ciloglu, MD (Turkiye) and Sergio Ayuzo, MD (Mexico

Join our speakers as they present and discuss the paper on ,"Partial Cutting
Otoplasty: A Stable Technique for Prominent Ears" by Gerlya V. Asirova &
Diana Almeida. Come ready with your questions to ask our experts directly
during the session!

Register Now





Learn about otoplasty techniques and fat grafting from a session held at the ISAPS World Congress in Cartagena.

ISAPS World Congress Cartagena 2024: Face & Neck
- Otoplasty and Facial Fat Grafting -

Session: Open Otoplasty Through Ventral Skin Incision and Abrasion Results in a Smooth and Natural Antihelix

Katja Kassem-Trautmann

Don't miss more exclusive on-demand content from ISAPS Congresses, ISAPS Official Courses, the innovative ISAPS L.I.F.T. Program, and a variety of insightful ISAPS webinars. Elevate your expertise and stay up-to-date!

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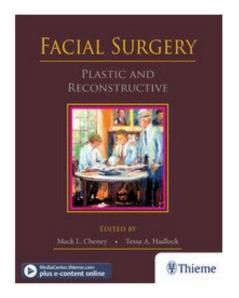


November 2025 MedOne Feature:

Facial Surgery: Plastic and Reconstructive

Mack L. Cheney, Tessa A. Hadlock

Chapter: INCISIONLESS OTOPLASTY



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

Facial Surgery:

Plastic and Reconstructive covers the full range of aesthetic and reconstructive techniques in facial plastic surgery. Now presented in two volumes, the set represent the evolution and significant expansion of Dr. Cheney's earlier work that was widely hailed as the first comprehensive resource for facial plastic surgeons. In this new version, Dr. Cheney has teamed up with Dr. Tessa Hadlock as a co-editor. Together they have expanded the scope of the book and the number of contributors to include a global network of world-renowned experts from facial plastic surgery, otolaryngology, and dermatology.

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PRACTICE MANAGEMENT

Turning Expertise Into Sustainable Growth

After more than fifteen years working alongside plastic surgeons around the world, I've seen a recurring pattern: brilliant professionals, deeply committed to excellence, who feel trapped in practices that don't reflect the value of their expertise.

In some cases, they struggle to attract a consistent flow of patients. In others, their schedules are full—but their bank accounts aren't.

And for many, the only way they know to grow is by working longer hours and seeing more patients, an effort that often leads to exhaustion. A kind of exhaustion they've come to normalize, as if it were an inevitable part of their profession.

For decades, surgeons were taught that success was a direct consequence of technical mastery. But in today's world, surgical skills alone are no longer enough.

In today's world, it's not the most skilled who succeed—it's the surgeons who design and implement the best strategies.

Your practice is a business. But no one ever taught you how to run it.

The real game lies in how you turn all your sacrifice, all your experience, and all those years of dedication into tangible results for yourself.

The growth of your business is directly correlated to how much time, energy, and money you choose to invest in managing it.

The good news? If you've come this far without consciously managing it, I can assure you that learning how to do it will change your life, because every day that goes by without learning how to manage your practice costs you money and years of life.



PRACTICE MANAGEMENT

We are standing before a unique opportunity. Never in the history of marketing has it been so easy to attract patients.

In the past, physicians depended on institutions, colleagues, or insurance companies to be seen, hoping that word of mouth would eventually work in their favor. Today, social media allows you to reach thousands of potential patients instantly. And the number of followers doesn't matter anymore—a single reel can reach more people than an account with millions of followers. For free.

Even if your practice is doing well today, you can quickly become obsolete if you don't adapt to the new patients of this era.

The question is, "Are you taking advantage of this opportunity?"

I urge you to take content creation seriously. The most valuable resource today is attention, and attention lives on the phone. Is it fair that after all those years of study, you have to record videos? No. But if you don't, you're letting a massive opportunity slip away.

But growth doesn't depend exclusively on attracting more patients. That's only part of the equation. Before investing in ads, it's essential to optimize the business model. Without this foundation, every marketing investment becomes an expense.

When surgeons start measuring and optimizing their **conversion rates**, their **average ticket**, and their **acquisition cost per patient**, everything changes.

The greatest growth doesn't come from working harder, but from working smarter. I've witnessed remarkable transformations when surgeons begin to see their practices as scalable businesses. They go from reacting to leading. From depending on chance to relying on systems.

In the end, growth is not about having more patients; it's about building a model that gives you freedom: financial, emotional, and professional.



PRACTICE MANAGEMENT

Business is a numbers game.

Growth comes from tracking progress, implementing changes, measuring results, and making adjustments constantly.

Only when you know and control your numbers can you truly dedicate yourself 100% to being a surgeon.

Analyzing data enables you to make more informed decisions.

Often, we think we can't afford to invest in things like delegation or marketing simply because we don't know our numbers.

I invite you to make peace with your numbers—because numbers enable dreams.

PAZ MARTORELL. MD - ARGENTINA

Medical Marketing & Practice Management Expert Helping surgeons build profitable, patient-centered, high-performance practices.

Interested in more practice management tips?

- Check our L.I.F.T. program online
- <u>Business School 2022</u> recordings from Istanbul available free for members in our <u>Online Video Library</u>.



GUEST ENTRY FROM ISAPS GOLD GLOBAL SPONSOR:



Subglandular Breast Augmentation with Minimal Incision and Tissue Expansion



Dr. Federico Mayo Martín, MD.

Subglandular breast augmentation is certainly not a new surgical technique, but for many years it was limited by concerns over capsular contracture, implant edge visibility, and breast ptosis in large volumes.

In my opinion, with today's knowledge and devices that have been safely used for decades, it is time to revisit this approach. In my own practice, I have refined the subglandular technique by combining it with minimal incision and intraoperative tissue expansion, achieving excellent outcomes.

In nearly fifty cases performed over the past three years, I have achieved superior patient outcomes.

The concept is straightforward: create a precise subglandular pocket through a minimal incision and surgical dissectors, expand the tissues gently with a tissue expander and controlled air volume, and place the implant through the previous atraumatic tunnel, thanks to an insertion sleeve (HydroconeTM). The implants I most often use are a 6th-generation dynamic gel, smooth opaque 5 µm implants (PERLETM), which allow for aesthetic and consistent outcomes, mimicking the natural shape and movement of the breast. With an adequate pinch test, the possibility of performing this technique under local anesthesia with sedation and fast recovery are key advantages of this approach.

A key element of this technique is the round-based tissue expander with remote valve. Thanks to this device (Renuvé[™]) we have total control of the expanded volume introducing the exact amount of air we need in each situation. While tissue expanders are not new in plastic surgery, its characteristics and the application in this specific context provide a significant improvement. By temporarily expanding the tissues, the expander reduces the mechanical stress of implant insertion and facilitates minimal invasive pocket creation. This allows us to keep the integrity of ligaments and dermal layers, which I believe contributes directly to fast recovery and natural results.

From a clinical standpoint, I have observed very low complication rates and high patient satisfaction. In my cases, there has been no bleeding, no capsular contracture, and no implant malposition, as the surgical field plane is fully visible throughout the procedure, allowing precise control and safe implant placement. Patients appreciate the minimal scarring and low pain sensation, which is an important factor in their recovery journey.

The reproducibility of the procedure and the possibility of performing it under local anesthesia with sedation, are additional benefits that make this technique so, especially to a new pool of patients not interested in the general anesthesia and more invasive approaches of traditional breast augmentation, that are looking for minimal invasive procedures, short downtime and natural while moderate results with up to 200cc volume implants.

To me, the value of this method is not in rediscovering subglandular augmentation, performed worldwide for years, but in updating it with the tools we have available for years. The combination of minimal incision, modern implants, and controlled tissue expansion transforms a classic approach into a new option more aligned with today's patient expectations.

In conclusion, subglandular augmentation with minimal incision and tissue expansion is a refined approach that I consider highly relevant in aesthetic breast surgery. With consolidated devices for over twenty years and improved surgical techniques, it can play a significant role in the continued evolution of breast augmentation, broadening the range of patients who may now consider undergoing surgery, compared with traditional approaches.







ISAPS Membership

We are now accepting applications for 2026. Apply now and get membership for the rest of 2025 included for free!

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 2,700 plastic surgery videos.

Members-only discounts for events.

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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