

PRESIDENT'S E-MAGAZINE

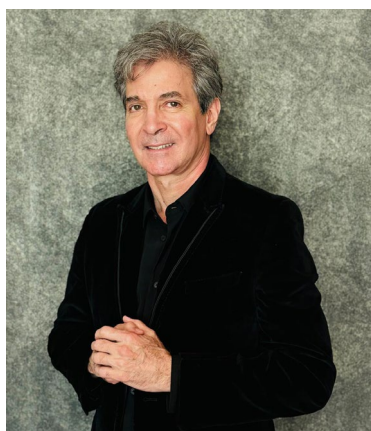
2025

ISAPS
August



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,

I hope many of you are still enjoying the summer break and have some well-deserved time with family and friends. Having concluded the World Congress in Singapore, we continue to celebrate the many successes there. In this issue, we feature two of our award winners, for **'best paper by an early career surgeon'** and our **most downloaded article** in the **APS Journal**.

Facial rejuvenation (as featured in this most downloaded article) is a 'hot topic' for all of us, and our recent Global Survey showed that between 2020 and 2024, the number of non-surgical procedures alone increased by 148%. As our specialty evolves to meet patient needs and embrace new technological advancements, it is essential for us to remain at the forefront, to align our surgical practice and continue to uphold the highest standards of patient safety. In response, I am excited to present the first in ISAPS' new series of specialist courses: bringing together some of the true Masters in Facial Aesthetics, at our inaugural **ISAPS FACE MASTERS: Live Anatomy and Surgical Strategy**.

MONTHLY E-MAGAZINE



Have a look at our **program** to understand why this is a **“must-attend” meeting**: a once-in-a-lifetime coming together of this exceptional faculty! The state-of-the-art program combines cadaver dissections with experiential learning from the best in our field, delivered with the help of the latest on-stage cadaver presentation facilities. This promises an unparalleled learning opportunity and I will hope to see many of you in St. Louis in March ... if not before!

In the meantime, I wish you a restful end to your summer.

Until next time,

A handwritten signature in black ink, appearing to read 'Arturo Ramírez-Montañana'.

Arturo Ramírez-Montañana, MD
ISAPS President

A Celebration of Excellence!

This year's attendance at the **Awards Ceremony** during the ISAPS Olympiad World Congress was the highest ever! We were thrilled to share the celebration of our esteemed winners with all who attended. This month, we are pleased to introduce **Dr. Apinut Wongkietkachorn**, an early-career surgeon who won the “Best Presentation” award, and **Dr. Virginia Marcia Amaral**, recognized for having the most downloaded article in 2024 in the ***Aesthetic Plastic Surgery Journal***.

MONTHLY E-MAGAZINE

Best Presentation By an Early Career Surgeon:

Endoscopic Gliding Forehead Lift: A Brow Shaping Method to Lift Medial and Lateral Brow

Apinut Wongkietkachorn, Associate Member



Apinut Wongkietkachorn, MD

Associate Member

ISAPS: Congratulations! What an honor to have been awarded the best presentation by an early-career surgeon at the Singapore Awards Ceremony. What does this award represent to you?

WONGKIETKACHORN: It is a great honor to receive this award. I believe this award reflects the dedication and hard work we put into our efforts to enhance patients' health and benefit. It is the symbol of using science to help patients.

ISAPS: What innovations do you describe in your presentation?

WONGKIETKACHORN: It is an advanced and innovative forehead lifting method that has been developed to not only lift the brow but also shape the brow the way we want. The results are phenomenal.

ISAPS: Besides winning your award, what was your fondest memory from the Olympiad in Singapore?

WONGKIETKACHORN: Meeting great friends that I have collaborated with for many years. ISAPS not only provides excellent knowledge in plastic surgery but also offers the opportunity to meet great people, making it a truly unique organization.

ISAPS: What were the most compelling reasons that motivated you to join ISAPS, and why do you believe that being a member is essential for your professional growth?

WONGKIETKACHORN: My two greatest mentors, Dr. Ozan Sozer and Dr. Sanguan Kunaporn, are my inspiration to join ISAPS. They are some of the most successful plastic surgeons in the world and are an example of how ISAPS can augment professional growth. We always believe that ISAPS is for everyone, no matter what country or what race they are, we are the group that joins all the people with a similar goal, "to help patients better".

ISAPS: What do you think of when you hear "#ISAPSFAMILY"?

WONGKIETKACHORN: It is a warm and purposeful family. Many family members dedicate themselves to improving patient outcomes and benefits.

ISAPS: Looking ahead to next year in Cancun, what are you looking forward to, and what topics are you most interested in?

WONGKIETKACHORN: I look forward to attending another great meeting, where we will explore the latest advancements in cutting-edge knowledge. I hope to present two of my prospective works on patient safety that I have been working on for almost four years. They will discuss the new embolism prevention protocol in abdominoplasty and the use of NIMS in deep plane facelift. I hope to share works that can help patients be safer during surgery.

Presentation On-Demand

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Meet Dr. Virginia Marcia Amaral!

Awarded for having the most downloaded article in 2024 in the [Aesthetic Plastic Surgery Journal](#). Check out her article and her recent [interview](#)!

[An Innovative Treatment Using Calcium Hydroxyapatite for Non-Surgical Facial Rejuvenation: The Vectorial-Lift Technique](#)

Virginia Marcia Amaral, Helena Hotz Arroyo Ramos, Fernanda Aquino Cavallieri, Mariana Muniz, Guilherme Muzy & Ada Trindade de Almeida

[Read her interview!](#)

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

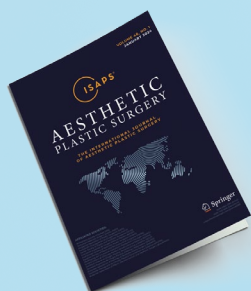
Be sure to stay tuned for next month's interview with Dr. Matilde Tettamanzi, the recipient of the Foad Nahai Award for Patient Safety.



MONTHLY EDUCATION CORNER

Brow lift procedures saw a **27.5 percent increase from 2023 to 2024**, and have grown by more than 80 percent from 2020 to 2024¹. With this rising popularity and the recent award for Best Presentation by an Early Career Surgeon highlighting the endoscopic gliding forehead lift, we focus on this transformative procedure.

1. ISAPS International Survey On Aesthetic/Cosmetic Procedures (2024)



Recently published in *Aesthetic Plastic Surgery...*

Deep Plane Direct Brow Lift

**Nabil Fakh-Gomez • Lessandro Martins • Elie Dagher • Pia Maria Obeid •
Yader Antonio Guzmán-Velázquez • Cristina Muñoz-Gonzalez**

Introduction

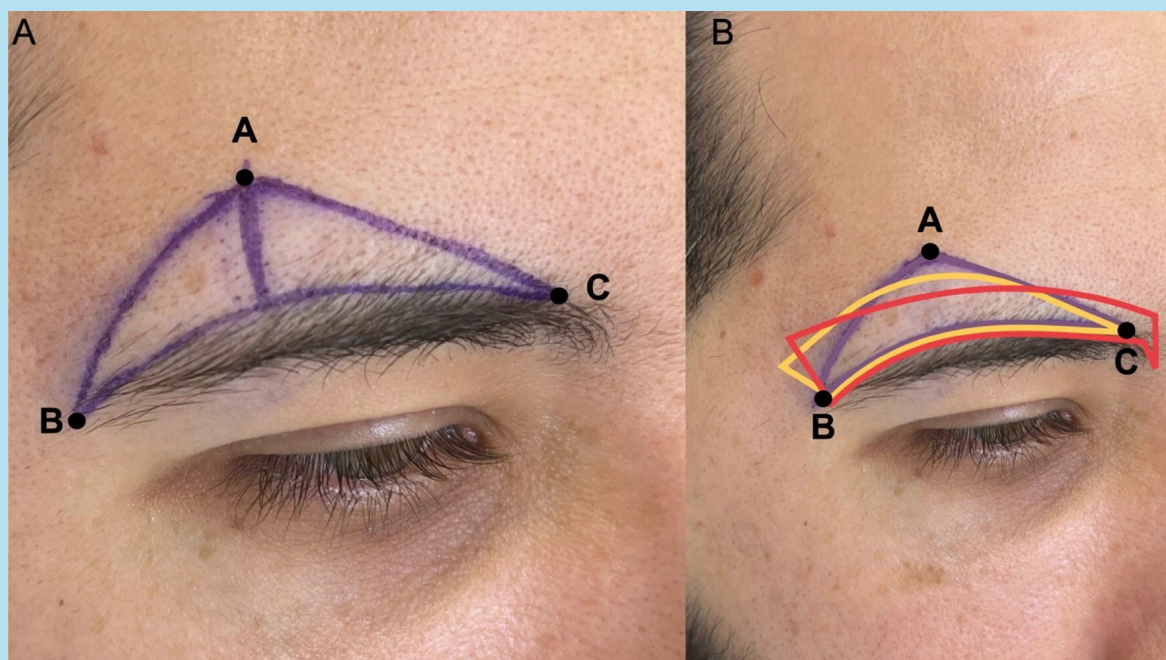
Brow ptosis, a key sign of aging, affects the eye area's appearance, with lifted brows conveying vitality. The direct brow lift, known for its precision in shaping the brow, has seen renewed interest despite concerns over visible scarring. This study introduces a refined deep plane approach to improve brow elevation, suspend fat brow relapse, and minimize scarring.

Methods

A prospective study was conducted with 45 patients (10 men and 35 women) with an average age of 48 years. The surgical technique used was a deep plane approach that involved transecting and suspending the orbicularis oculi muscle (OOM). This method aimed to elevate the brow, suspend the brow fat, and reduce the depressor action of the OOM, ensuring a stable, long-term lift. Postoperative outcomes were assessed over a follow-up period ranging from 3 to 18 months, focusing on brow position, symmetry, scar appearance, and patient satisfaction.

Result

All patients experienced satisfactory brow elevation with minimal scarring. The deep plane technique resulted in stable, long-lasting outcomes, with 97.8% of patients achieving symmetrical brow positioning. Scarring was generally inconspicuous, especially in patients with thick brow hair or tattoos. Transient sensory complications were noted but resolved within 3-5 months. The technique proved effective in providing a natural appearance within three months postoperatively.



A Incision design (most frequent). **B** Optional incision design, with purple, red, and yellow being the most common. Note: The points A, B and C are not predetermined; they are adjusted according to the patient's anatomy and the surgeon's goals for the desired outcome and brow design.

[Read Article](#)

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For questions, please contact memberservices@isaps.org.

MONTHLY E-MAGAZINE



We invite you to check out **Dr. Renato Saltz's video, Endoscopic Brow Lift**, where he discusses the preciseness of the procedure, and the advantages of endoscopy.

ISAPS Olympiad Athens 2023 Video Surgeries: **Part I – Face** **Endoscopic Brow Lift - Renato Saltz**

Moderators:

Paraskevas Kontoes (Greece), Apostolos Mandrekas (Greece), Ozan Sozer (United States) and Susumu Takayanagi (Japan)

Speakers:

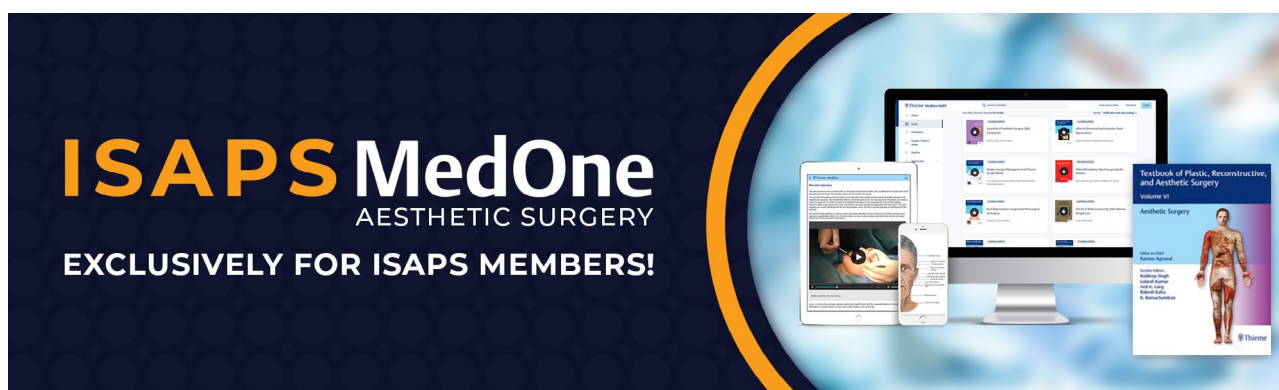
Renato Saltz (United States), Ozan Sozer (United States), Nazim Cerkes (Turkey), Francisco Bravo (Spain), Timothy Marten (United States), Gerald O'Daniel (United States), Patrick Tonnard (Belgium), Dirk Richter (Germany), Paraskevas Kontoes (Greece)

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Video Library

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August 2025 MedOne Feature: Facial Plastic and Reconstructive Surgery

*Ira D. Papel • John L. Frodel • Richard I.G. Holt • Wayne F. Larrabee Jr
Nathan E. Nachlas • Stephen S. Park • Jonathan M. Sykes • Dean M. Toriumi*



This fourth edition of **Facial Plastic and Reconstructive Surgery** keeps readers up-to-date on recent developments in the field, including microvascular techniques, minimally invasive cosmetic procedures, and unique applied technologies. Along with comprehensive surgical chapters, the text addresses practical issues driving changes in facial plastic surgery practice: ethnic variations, anti-aging strategies, ambulatory surgical concerns, and evidence-based decision making.

For this month's E-Magazine issue, we want to highlight the chapter on **Surgical Anatomy for Endoscopic Forehead and Midface Lift**, covering insights to enhance your surgical practice and outcomes.

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PRACTICE MANAGEMENT



From Scalpel to Strategy



Reflections from the ISAPS Olympiad World Congress 2025, Singapore

When Dr. Q decided to open his own private practice after fifteen years of working in hospitals and private clinics, he thought the hardest part was already behind him. He had perfected his technique, built a solid reputation among colleagues, and had a loyal group of patients who consistently recommended him. But the moment he made the leap into independent practice, he realized that performing surgery was only one piece of the puzzle—and not always the most difficult one.

In the first few months, everything became overwhelming. He had to schedule appointments, supervise his assistant, take care of marketing, review budgets, negotiate with suppliers, and still be the empathetic, precise surgeon his patients expected. In the middle of this chaos, a colleague suggested he sit down and design his business model. That was the turning point when he realized what no one had ever taught him in medical school: that talent alone isn't enough to build a successful healthcare business. To truly thrive, he needed to define three fundamental pillars: his key resources, strategic partnerships, and core activities.

KEY RESOURCES

Thinking about his key resources was a humbling exercise. Dr. Q realized he couldn't—nor should he—do everything alone. He needed a team with complementary skills. Beyond being a skilled scrub nurse and an experienced recovery assistant, he hired a warm, organized receptionist, a designer to build a cohesive brand identity, and eventually, a financial consultant to help him make decisions based on numbers, not instincts. He invested in digital tools such as an efficient EMR system and online appointment software to streamline daily operations. For his physical space, he chose to rent a modest but well-located office, equipped only with the essentials for his initial procedures. He also determined exactly how much capital he would need to operate smoothly for at least six months.

MONTHLY E-MAGAZINE

STRATEGIC PARTNERSHIPS

The second major lesson came with the concept of alliances. At first, Dr. Q thought that working independently meant isolating himself. But he quickly realized that growth in healthcare happens faster and better in collaboration. He signed agreements with an ambulatory surgery center to perform complex procedures without needing his own OR. He partnered with a nutritionist and psychologist to provide comprehensive care for his bariatric patients. He also joined forces with a dermatologist colleague to co-create educational content and share referrals. In addition, he established a win-win relationship with a diagnostic lab, where his patients received discounts and he gained faster, higher-quality results for pre-op planning. He learned that in medicine, strategic partnerships aren't optional—they're essential.

CORE ACTIVITIES

Lastly, when he reflected on his core activities, he faced a critical question: What do I do differently that no one else does in quite the same way? That's when he understood that his competitive edge wasn't just in surgical precision—it was in the trust he built with patients. He decided to formalize certain habits that reflected his personal brand: offering full-hour consultations, following up personally via WhatsApp within the first week after surgery, delivering customized recovery guides, and providing visual education to his patients throughout the process. He launched a small social media channel to explain surgical cases and debunk common myths respectfully and clearly. Over time, his personal brand began to shine—not just as a skilled surgeon, but as a reliable, caring partner in the transformation journey.

Today, nearly three years into running his private practice, Dr. Q looks back with pride. His team has grown, his business is thriving, and his patients recommend him not only for what he does, but for how he does it. But he knows it all began the day he stopped thinking of himself only as a surgeon and started thinking like a healthcare entrepreneur.

Many of us fail in our private ventures not because we lack medical knowledge, but because we don't realize that a clinic or practice is, at its core, a business—one that needs structure, purpose, and strategy. If you're at that crossroads, ask yourself today: What are my key resources? Who could I partner with to multiply my impact? And what do I do that truly sets me apart in the eyes of my patients?

Because at the end of the day, it's not just about skilled hands—it's about vision. And vision, too, can be trained.

JUAN ESTEBAN SIERRA, MD - COLOMBIA
ISAPS National Secretary

Interested in more practice management tips?

- Check out the **Leadership Session: The Formula Behind the Most Booked Surgeons: Branding, Sales and the Art of Becoming Your Patients' First Choice**, held at the ISAPS Olympiad World Congress in Singapore.
- Check our [L.I.F.T. program](#) online.
- Register to view [ISAPS' Business School 2021 On Demand!](#)
Free for ISAPS members, non-members \$300,
office staff and nurses \$100.

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- **[Business School 2022](#)** recordings from Istanbul available free for members in our **[Online Video Library](#)**.

- Watch now on our virtual platform, **[Leadership Session: The Formula Behind the Most Booked Surgeons: Branding, Sales and the Art of Becoming Your Patients' First Choice](#)**, held at the ISAPS Olympiad World Congress in Singapore. Included for registered delegates, to register, **[click here](#)**.



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