

# MONTHLY E-MAGAZINE

# 2021

August ISAPS



## MESSAGE FROM THE ISAPS PRESIDENT



Nazim Cerkes MD, PhD

### Dear friends and ISAPS members,

As the summer winds down, ISAPS' Executive Office has been busy preparing for the 2021 **ISAPS World Congress** which takes place next month on September 11-13! There is just one week to go now to register using our **Early Bird rates** and I would like to invite you personally to join us in Vienna as we bring our international ISAPS family back together again in person! Even if you are unable to travel to join us in Vienna, you can still claim an Early Bird ticket for virtual attendance at our hybrid event (live streamed and OnDemand). Don't delay and miss your chance to save - **[register now and get our Early Bird discount!](#)**

As always, the ISAPS World Congress will be the highlight of the international calendar for aesthetic surgery, as we bring together more than 150 prestigious speakers from around the world to present the latest controversies, debates and techniques in our field - and for the first time ever, the congress will include the entire program of the Secondary Optimizing Surgery (SOS) Symposium, examining complicated revision cases and featuring a full day of live surgeries demonstrated by our international expert surgeons. You can view the entire preliminary program **[here](#)**, and pick up our best rates at our Headquarters hotel, the luxurious Melia, when you book before August 8, **[here](#)**.

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## Webinars

While we get ready for Vienna, we have another great Master Class coming up this weekend, on Saturday, August 7. This week's Master Class webinar is **free to all**, and will feature Drs. Ozan Sozer and Francisco Bravo as they go over in detail **All You Need to Know About Neck Lift**.

Our journal, *Aesthetic Plastic Surgery*, has previously featured several articles that cover this topic: Dr. Darryl Hodgkinson examines **total neck rejuvenation** (2020) and Drs. Benslimane, Kleidona, Cintra et al. take a look at **partial resection of the submandibular gland** (2020). These are a great read in preparation for Saturday's webinar, which I am looking forward to tuning into. To register, please [click here](#).

Following on from this, our next Residents webinar will take place on August 14, 2021. Dr. Gabriele Miotto will share her experience in Periorbital Rejuvenation. [Click here to register](#).



## 2020 Global Survey

I would like to thank those of you who have already completed this year's Global Survey, but also remind those of you who have not yet had the chance to please **participate** - we are due to finalize our data soon, but we don't have enough answers from you yet! The data collection for this year is incredibly important, as it will closely examine the effects of the pandemic on our field, all around the world. ISAPS remains the only organization to collect this data on a global scale, so it is crucial that we present the most thorough data that we can for the media, the public, and ourselves. I greatly appreciate your support for this initiative. Don't forget that as a thank you for your time, we have arranged for you to receive a personalized benchmarking report.



## Membership

Finally, I would like to remind all of you, whether you are already members or still considering joining, of the great range of benefits that ISAPS members receive. Starting at just \$250 per year, ISAPS members get exclusive access to Master Classes and discounted rates at events, free access to our journal, *Aesthetic Plastic Surgery*, and the lowest fees to attend the ISAPS World Congress and other ISAPS events! It's not too late to **sign up now** to take advantage of our members-only rates so that you too can join us for our biggest aesthetic surgery event of the year. Please also remind your resident colleagues that they can join completely free of charge for up to three years.

There's a little over a month to go until we meet in Vienna, either virtually or in person - until then, I hope you stay healthy and enjoy the rest of the summer. I am very excited to greet you at the ISAPS World Congress as we reunite for the first time in a what has been a very wild year.

With my best wishes,

A handwritten signature in blue ink that reads "Nazim Cerkes".

Nazim Cerkes MD, PhD  
ISAPS President

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## Interview with **Arturo Ramirez Montañana** Chair, ISAPS Global Survey Committee

**ISAPS: What is the purpose of the Global Survey? What exactly does it look at?**

**Ramirez Montañana:** The main purpose is to have DATA! Having data in this very detailed way, showing what's happening in the plastic surgery world, is a very powerful tool. This is the only way to compare aesthetic trends from one year to another, to see the emerging trends in aesthetic procedures, and to evaluate the effectiveness of new technologies applied in plastic surgery. As W Edwards Deming once said, without data you are just another person with an opinion. Data is power.

**ISAPS: Why is the data from the Global Survey so important?**

**Ramirez Montañana:** Data in plastic surgery is very important because it is objective information obtained directly from surgeons all around the world. It helps us compare what's happening from one country to another, how fast a new procedure may grow and spread, and of course is the only way to leave behind noneffective or risky procedures.

**ISAPS: What kinds of things does the Global Survey reveal?**

**Ramirez Montañana:** Primarily, current trends in aesthetics around the world are shown in our Global Survey. From that data, we can analyze how new products and technologies have impacted our industry, the effectiveness of these new technologies and applications in attracting new customers, and how our results have improved over time. As a result, we also see how we can positively influence our patients lives. Knowing NEW trends helps us adapt to new services and new products in our own practices, so we can adjust our marketing strategies in order to attract new and more customers.

**ISAPS: As the only organization to collect this global data, many sources are counting on us for information regarding how aesthetic surgery was affected by COVID-19. Do you think the pandemic will have had a big impact on our statistics?**

**Ramirez Montañana:** Yes, of course, there is no doubt that COVID-19 affected our practices and consequently our statistics, too. However, this was not necessarily negative for our industry, despite the negative economic impact on other industries like the travel sector (hotels, airlines), the car market, and the restaurant and entertainment industries (dining out, concerts, sports). In some countries, especially in certain cities, there was an increase in aesthetic procedures. The reason is because people did not spend money on vacations or restaurants during the pandemic, and instead they spent money on surgical and nonsurgical aesthetic procedures. During the pandemic, the post-operative recovery time was not a big problem as the home office allowed patients to spend this time at home, working at the same time.

**ISAPS: Why should our members participate in this survey? Why does it matter?**

**Ramirez Montañana:** As all of us know, the bigger the sample, the more reliable the information is. We need all of our members from all over the world to participate in the Global Survey, as it is the only way to show the world what we are doing in each of our countries. This data is also very attractive to the media and the public. Additionally, we can use this information in our own lectures and when educating our patients and our staff. As doctors, having the most current data makes us look knowledgeable and informed in our business.

## PRACTICE MANAGEMENT



### Marketing in the Off-Season

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Off-seasons exist in most fields. For plastic surgeons, our peak seasons tend to be the winter and early springtime months, when people are indoors more due to the colder weather and therefore can better recuperate. Our off-season is clearly summer, when people want to show off their new bodies in the sun rather than sit inside recovering. But just because your business may slow during these times, your marketing tactics should not! Follow these tips to concentrate your marketing efforts during slower times.

#### **Maintain your database**

Make sure you are actively collecting contacts during your peak season and growing your network. Include both past clients and potential new customers. Once business slows, use this list to communicate and keep your business in the forefront of peoples' minds. Use email marketing to promote deals that can bring in past and potential customers during the off-season, or at least encourage a visit once the season picks up again.

#### **Focus on reviews**

Testimonials play a key role in a customer's decision-making process. Make sure you ask your patients for their feedback and if they are satisfied with their visit, ask them to leave you a review on Google, social media, or your website.

When times are slow and you may not have any current specials, highlight past customers' reviews in your marketing materials. By posting regular content, you will leave a lasting positive impact on potential customers.

#### **Stay active digitally**

You may not have as many customers walking in the door, but there are still tons of past and potential customers online! Update your website regularly with the latest information, any current promotions, or upcoming offers to promote future visits. Get active on social media by posting regularly and engaging with users to create excitement about your business.

#### **Build up the peak season**

At the very least, you can use the off season to generate a thrill about the upcoming season. Stay top of mind by posting fun, informative content on your website and social media. Generate interest in visiting your business by advertising any early bird specials, special discounts, and fun promotions. Run different promotions for first-time customers and long-term clients to maintain and grow your client base next season.

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In the latest issue of  
***Aesthetic Plastic Surgery...***



## **Application of Diced Autologous Rib Cartilage for Paranasal Augmentation in Cleft Nose**

This study aimed to investigate the clinical effect of diced cartilage on correcting nasal alar base depression in Asian cleft rhinoplasty.

*Ying Liang · Xiancheng Wang*

**Interested in more practice management tips? Register now to  
view the entire ISAPS Business School [On Demand!](#)**

## Bio | SCIENCE

The Beauty Of Quality

### Hand Rejuvenation: An Unexplored Procedure

*Dr. Fabio Fantozzi is an internationally recognized aesthetic plastic surgeon from Rome and disciple of the well-known Ivo Pitanguy at Carlos Changas university. As an expert, he shared with us his valuable insight about hand rejuvenation techniques.*

**BioScience:** Could you give us a little background on hand rejuvenation and the treatment options available?

**Fantozzi:** Hand rejuvenation is a very simple and fast procedure that gives excellent results. It is really easy to smooth the irregular contour of the hand, having a satisfactory impact for the patient.

Two options are available, Lipofilling and dermal fillers. In this last category, hyaluronic acid (HA) is practically replacing other fillers such as Poly-L-lactic acid and calcium hydroxylapatite.

For hand lipofilling, I aspirate 50cc of fat from the flank under local anesthesia. A significant advantage of HA is that it is a ready-to-use product, so the procedure can be completed in 10 minutes. HA is the least invasive and a very safe option. If any adverse reaction occurs, you have an effective escape door: Hyaluronidase.

**BioScience:** What about your injection technique?

**Fantozzi:** It is important to inject the HA through one entry point between the wrist and the dorsal side using a fanning technique with four retrograde threads between tendons. I do not suggest injecting through the fingers. Also, it is important to vigorously massage the dorsum area after injection.

The required volume ranges from 5-10 cc per hand. In older or immunocompromised patients, I recommend splitting the quantities into 2 visits.

**BioScience:** How does HA work and which kind can you recommend for this indication?

**Fantozzi:** Tissue integrated HA gel works by both filling the grooves between the tendons and veins and inducing fibroblast-mediated neocollagenesis.

I recommend using a high-quality biphasic HA filler such as Genefill Contour or HYAcorp MFL-1 that are optimized for this indication. Moreover, Bioscience products have a long safety record in the market. These biphasic fillers have a fine-tuned molecular size, adequate elasticity, and last longer than others. In my experience, minimum one year. Furthermore, their non-crosslinked HA carrier also favors a smooth appearance of the hand. A complete and tested product is always better than a mix of products, which I strongly discourage.

**BioScience:** How is the market and demand for hand rejuvenation?

**Fantozzi:** In my clinic in Rome, we perform between 40-100 procedures per year, and together with other HA procedures, they represent 50% of my business. I see that the demand is quickly increasing, especially by word of mouth from satisfied clients. It is a poorly exploited procedure and despite its simplicity, it's still an uncommon technique and many physicians do not propose it to clients.

**BioScience:** Who is the ideal candidate and what are the exclusion criteria?

**Fantozzi:** Since hand rejuvenation is a safe procedure, I always advise it when needed. Most healthy men and women, both for correcting age-related or trauma-related alterations, are great candidates.

Patients with comorbidities, such as herpes, psoriasis, skin diseases, and allergic reactions as well as acne and mycosis are excluded.

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## Membership

ISAPS offers membership to accredited aesthetic plastic surgeons and residents worldwide. We have members in more than 112 countries and provide them with access to training, e-learning, and networking opportunities within our community of more than 4,700 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!

**For any questions, please feel free to contact us at [memberservices@isaps.org](mailto:memberservices@isaps.org).**

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