The 8th Annual

An International Multi-Specialty Symposium

Vegas Cosmetic Surgery 2012

June 6th - 10th, 2012
The Bellagio, Las Vegas

The Premiere Multi-Specialty Event

The purpose and mission of the Multi–Specialty Foundation For Aesthetic Surgical Excellence (F.A.S.E), a not–for–profit 501(c)(3) educational foundation, is to foster a spirit of cooperation and understanding between four specialties that are primarily involved in the science, practice and teaching of facial aesthetic surgery. The foundation’s main objective is the creation and maintenance of a recurring annual symposium that includes the leading educators and teachers from the fields of Oculoplastic Surgery, Dermatology, Facial Plastic Surgery, and Plastic Surgery.

It is our pleasure to welcome our faculty, attendees, friends, and all those involved in Vegas Cosmetic Surgery 2012. It truly requires a community of dedicated professionals to create such a sophisticated educational event.

Bringing the core specialties of facial plastic surgery, plastic surgery, dermatology, and oculoplastic surgery together, to engage one another in an invaluable learning experience has been our mission over the past 20 years. Each of these core specialties brings tremendous experience, expertise, and the desire to share these valuable assets with all of us.

During this year’s Symposium, attendees and faculty will have the unique opportunity of listening to a fifteen minute talk during the general session, and then follow this up with a forty-five minute lecture providing greater detail during the Masters Seminars. This year’s Symposium will also feature a special skin enhancement and rejuvenation track as well as an all new “Open” paper forum.

We have also enhanced the Rhinoplasty portion of the meeting that now features a full day and one-half of world class programming as well as a remarkable international faculty. This year’s Rhinoplasty session is actually endorsed by The Rhinoplasty Society.

Our emerging trends session will give us a look into the future of aesthetic surgery and medicine. We will provide you with critical information about what the future holds for you and your patients. This informative session will hopefully guide you in choosing what devices you might wish to consider for your practice.

In addition, this year we have four days of the most comprehensive Practice Management sessions ever presented at an aesthetic symposium. So let us encourage all of you to bring your entire staff for an all-encompassing educational bonanza.

Finally, we expect to have an exhibit hall with over 80 companies represented. The Multi–Specialty Foundation feels that we have created our grandest educational experience in Vegas Cosmetic Surgery 2012. We genuinely hope that you will join our 100 plus international faculty in Las Vegas for this fabulous event!

With Best Regards:

S. Randolph Waldman, MD
Donn Chatham, MD
Renato Saltz, MD
The very best international multi-disciplinary faculty ever assembled!

2012 Meeting Chairman:
S. Randolph Waldman, MD

2012 Meeting Co-Chairman:
Donn Chatham, MD
Renato Saltz, MD

2012 Program Committee:
Jay Calvert, MD
Steven Dayan, MD
Paul Nassif, MD
Jason Pozner, MD
Hema Sundaram, MD
Heidi Waldorf, MD

Plastic Surgeons
Benjamin Ascher, MD, Paris, France
Greg Buford, MD, Denver, CO
Jay Calvert, MD, Beverly Hills, CA
Carlos Casagrande, MD, Brazil
Laurie Casas, MD, Chicago, IL
Daniel Cassuto, MD, Milan, Italy
Steve Cohen, MD, San Diego, CA
Bruce Connell, MD, Anahiem, CA
Richard D’Amico, MD, Englewood, NJ
Claudio De Lorenzi, MD, Toronto, Canada
Michael Edwards, MD, Las Vegas, NV
Sharon Giese, MD, New York, NY
Robert Gotkin, MD, New York, NY
Joe Grysiekiewicz, MD, Minneapolis, MN
Wolfgang Gubisch, MD, Germany
Bahman Guyuron, MD, Cleveland, OH
Farid Hakme, MD, Brazil
Steve Hamilton, MD, Houston, TX
Haideh Hirmand, MD, New York, NY
Mark Jewell, MD, Eugene, OR
Val Lambros, MD, Newport Beach, CA
Alan Landecker, MD, Brazil
Charles Lee, MD, Beverly Hills, CA
Paulo Keiki Matsudo, MD, Brazil
Constantino Mendieta, MD, Miami, FL
Farzad Nahai, MD, Atlanta, GA
Foad Nahai, MD, Atlanta, GA
Gerald O’Daniel, Louisville, KY
Malcolm Paul, MD, Newport Beach, CA
Ivo Pitanguy, MD, Brazil
Jason Pozner, MD, Boca Raton, FL
Julian Rowe-Jones, MD, United Kingdom
Renato Saltz, MD, Salt Lake City, UT
Henry Spinnelli, MD, New York, NY
Enrique Steiger, MD Switzerland
Ed Terino, MD, Thousand Oaks, CA
Patrick Trevidic, MD, Paris, France
Yehuda Ullmann, MD, Israel
Luis Vasconez, MD, Birmingham, AL
James Vogel, MD, Baltimore, MD
Jennifer Walden, MD, Austin, TX
Richard Warren, MD, Vancouver, Canada
Waffles Wu, MD, Singapore
Anthony Youn, MD, Troy, MI

2012 Program Committee:
Steve Cohen, MD, San Diego, CA
Bruce Connell, MD, Anahiem, CA
Richard D’Amico, MD, Englewood, NJ
Claudio De Lorenzi, MD, Toronto, Canada
Michael Edwards, MD, Las Vegas, NV
Sharon Giese, MD, New York, NY
Robert Gotkin, MD, New York, NY
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James Vogel, MD, Baltimore, MD
Jennifer Walden, MD, Austin, TX
Richard Warren, MD, Vancouver, Canada
Waffles Wu, MD, Singapore
Anthony Youn, MD, Troy, MI

Facial Plastic Surgeons
Ben Bassichis, MD, Dallas, TX
Dan Becker, MD, Philadelphia, PA
William Beeson, MD, Indianapolis, IN
Donn Chatham, MD, Louisville, KY
Ross Clevens, MD, South Harbor City, FL
Richard Davis, MD, Miami, FL
Steven Dayan, MD, Chicago, IL
Raffi Der Sarkissian, MD, Boston, MA
Kevin Duplechain, MD, Lafayette, LA
David Ellis, MD, Toronto, Canada
Jeffrey Epstein, MD, Miami, FL
Nabil Fanous, MD, Montreal, Canada
Fred Fedok, MD, Hershey, PA
Mark Hamilton, MD, Indianapolis, IN
Andrew Jacono, MD, New York, NY
Harold Kaplan, MD, Torrance, CA
Robert Kellman, MD, Syracuse, NY
David Kim, MD, San Francisco, CA
Russ Kridel, MD, Houston, TX
Samuel Lam, MD, Dallas, TX
Corey Maas, MD, San Francisco, CA
E. Gaylon McCollough, MD, Gulf Shores, AL
Philip Miller, MD, New York, NY
Harry Mittelman, MD, Los Altos, CA
Sam Most, MD, Palo Alto, CA
Paul Nassif, MD, Beverly Hills, CA
Ira Papel, MD, Baltimore, MD
Norman Pastorek, MD, New York, NY
Steven Pearlman, MD, New York, NY
Michael Persky, MD, Los Angeles, CA
Sam Rizk, MD, New York, NY
David Rosenberg, MD, New York, NY
William Silver, MD, Atlanta, GA
Jonathan Sykes, MD, Sacramento, CA
S. Randolph Waldman, MD, Lexington, KY

Oculoplastic Surgeons
Richard Anderson, MD, Salt Lake City, UT
Vikram Durairaj, MD, Denver, CO
Robert Goldberg, MD, Los Angeles, CA
Don Kikkawa, MD, San Diego, CA
Wendy Lee, MD, Miami, FL
William Mack, MD, Tampa, FL
Guy Massry, MD, Beverly Hills, CA
Asa Morton, MD, San Diego, CA
Julie Woodward, MD, Durham, NC

Dermatologists
Murad Alam, MD, Chicago, IL
Ashish Bhatia, MD, Chicago, IL
Vivian Bucay, MD, San Antonio, TX
Vince Bertucci, MD, Toronto, Canada
Miriam Cummings, MD, Phoenix, AZ
Rebecca Fitzgerald, MD, Los Angeles, CA
Marguerite Germain, MD, Charleston, SC
Michael Gold, MD, Nashville, TN
Jeffrey Hsu, MD, Chicago, IL
Brooke Jackson, MD, Chicago, IL
Jennifer Linder, MD, Phoenix, AZ
Gary Monheit, MD, Birmingham, AL
Ron Moy, MD, Beverly Hills, CA
Mark Nestor, MD, Miami, FL
Tatjana Pavicic MD, Munich, Germany
Wendy Roberts, MD, Palm Springs, CA
Neil Sadick, MD, New York, NY
Deborah Sarnoff, MD, New York, NY
Hema Sundaram, MD, Rockville, MD
Heidi Waldorf, MD, New York, NY
Susan Weinkle, MD, Bradenton, FL

Guest Faculty
Robert Baxter, Miami, FL
Lee Bowser, Fort Lauderdale, FL
Brent Cavender, San Luis Obispo, CA
Jimena Cortes, Los Angeles, CA
Candace Crowe, Orlando, FL
Marie Czenko-Kuechel, Chicago, IL
Tracy Drumm, Chicago, IL
David Evans PhD, San Diego, CA
Dana Fox, Seattle, WA
Lou Frisina, Boca Raton, FL
Kathy Gaughran, New York, NY
Lou Haggerty, Los Angeles, CA
Tom Harper, PhD Indianapolis, IN
Launa Hawkins Fort Lauderdale, FL
Jon Hoffenberg, Miami, FL
Jake Laban, Santa Monica, CA
Catherine Maley, San Francisco, CA
Virginia Martino, Las Vegas, NV
Alisha Merlo, Sacramento, CA
Ryan Miller, San Luis Obispo, CA
Monique Ramsey, San Diego, CA
Kristi Rook, Phoenix, AZ
Sandy Roos, Simsbury, CT
Terry Ross, Los Angeles, CA
Michael Sacopoulos, JD, Terre Haute, IN
Thomas Seery, Seattle, WA
Jeffrey Segal, MD, Greensboro, NC
Jay Shorr, Miami, FL
Kathleen Stillwell, RN, Los Angeles, CA
Susan Sullivan, Albany, NY
Joyce Sunila, Los Angeles, CA
Mary Vail, Las Vegas, NV
Erica Verner, Anaheim, CA
Greg Washington, Los Angeles, CA
Cheryl Whitman, New York, NY

**General Session**

**Moderators** – Jay Calvert, MD & Paul Nassif, MD

- **6:30am** Video Presentation - Kridel External Rhinoplasty  
  Russel Kridel, MD

- **7:30am** Welcome / Introduction  
  Jay Calvert, MD; Joe Gryskiewicz, MD; Paul Nassif, MD

- **7:45am** Clinical Practices Survey of The Rhinoplasty Society Members  
  Joe Gryskiewicz, MD

- **8:00am** The 10 Commandments of Successful Rhinoplasty  
  Joe Gryskiewicz, MD

- **8:10am** Lessons Learned from Thousands of Septoplasties  
  Russel Kridel, MD

- **8:20am** The Aging Nose  
  Val Lambros, MD

- **8:30am** Structured Rhinoplasty: The Nasal Backbone  
  Alan Landecker, MD

- **8:40am** Aesthetic Light and Shadows: A Graduated Approach to the Nasal Tip  
  David Kim, MD

- **8:50am** Camouflage Techniques in Rhinoplasty  
  Alan Landecker, MD

- **9:00am** Panel - The Bulbous, Amorphous, or Boxy Tip - Various Techniques - How I Do It  
  **Moderator** - Jay Calvert, MD  
  **Discussants** - E. Gaylon McCollough, MD; Wolfgang Gubisch, MD; Steven Dayan, MD; Ira Papel, MD

- **9:40am** Panel - Our Preferred Method(s) of Lengthening and Shortening the Nose in Rhinoplasty  
  **Moderator** - Paul Nassif, MD  
  **Discussants** - William Silver, MD; Jonathan Sykes, MD; Bahman Guyuron, MD; Richard Warren, MD; Russel Kridel, MD

- **10:15am** Break with Exhibitors in Exhibit Hall

- **11:00am** Technology and Rhinoplasty - Instrumentation We Have Found Useful for Improving Accuracy in Nasal Bridge Reduction as Well as Cartilage Sculpting  
  Dan Becker, MD & Sam Rizk, MD

- **11:15am** Incorporating Fillers into the Nose - Wise or Foolish?  
  Steven Dayan, MD & Joe Gryskiewicz, MD

- **11:30am** Panel - When Dorsal Augmentation is Required - Preferences Then and Now  
  **Moderator** - Jay Calvert, MD  
  **Discussants** - David Kim, MD; Julian Rowe-Jones, MD; Dan Becker, MD; Norman Pastorek, MD

- **12:00pm** Panel - The Middle Vault - Why This Area is Crucial to A Good Functional and Cosmetic Result  
  **Moderator** - Paul Nassif, MD  
  **Discussants** - Alan Landecker, MD; Fred Fedok, MD; Henry Spinelli, MD; Steven Pearlman, MD

- **12:30pm** Lunch with Exhibitors in Exhibit Hall

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**Masters Seminars**

**Moderator** – Nabil Fanous, MD

- **8:00am** Dual Plane Facelift (Oblique SMAS with Malar Fat Pad)  
  Richard Warren, MD

- **8:45am** A Detailed and Simple Method of Ptosis Repair for Those New to the Procedure but Skilled in Cosmetic Blepharoplasty  
  William Mack, MD

- **9:30am** Optimum Mobility Face Lift: Innovative Principles and Minimal Dissection for Maximal Results and Minimal Risks  
  Nabil Fanous, MD

- **10:15am** Break with Exhibitors in Exhibit Hall

- **11:00am** Complete Platysma Muscle Suspension Facelift  
  David Rosenberg, MD

- **11:45am** Facelift for the Male Patient - Are There Differences?  
  Bruce Connell, MD

- **12:30pm** Otoplasty - My Personal Technique  
  William Silver, MD

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**Practice Management/Marketing Forum**

**Moderator** – Tom Harper, PhD (Non-CME Session)

- **8:00am** Social Media in 2012 - What You Must Be Doing Right Now to be Successful  
  Monique Ramsey

- **8:20am** Developing a Proper Facebook and Twitter Presence for Your Practice  
  Erica Verner

- **8:35am** Mistakes Guaranteed to Ruin an eMarketing Campaign  
  Joyce Sunila

- **8:50am** Successful Internet Strategies for Medical Practices  
  David Evans, PhD

- **9:10am** Social Media Surgeon - Blogging for Success  
  Anthony Youn, MD

- **9:25am** Making Money with Google  
  Jimera Cortes

- **9:40am** “Flipping Out Growth” Through Video and Social Media  
  Tracy Drumm

- **10:00am** Tracking Tools - What Works and What Doesn’t  
  Virginia Martin

- **10:15am** 10 Social Media Myths Debunked  
  Tom Harper, PhD

- **11:00am** Mobile Marketing - Are Mobile Sites, Apps, QR Codes or Mobile Incentive Programs Right for Your Practice?  
  Ryan Miller

- **11:25am** In Synch: Making Your Online and Offline Brand and Voice Congruent  
  Monique Ramsey

- **12:05pm** PR - Understanding the Real Value for You and Your Practice  
  Mary Vail

- **12:20pm** Social Media - What Works and What Doesn’t Work  
  Greg Buford, MD

- **12:40pm** What Women Want - Understanding and Connecting With Your Customer  
  Cheryl Whitman

- **1:00pm** Lunch with Exhibitors in Exhibit Hall
“The Multi-Specialty meeting is consistently one of the best meetings I attend every year. I always return with clinical and practice management pearls that I can immediately implement into my practice. But the key is the tips are practical and real.”

–Steven Dayan, MD
Facial Plastic Surgeon, Chicago, IL

**General Session**

*Moderators - Jay Calvert, MD & Paul Nassif, MD*

**2:00pm**

**Panel - Sutures in Rhinoplasty - When, Where and How**

**Moderator** - Jay Calvert, MD

**Discussants** - Ira Papel, MD; Bahman Guyuron, MD; E. Gaylon McCoullough, MD

**2:30pm**

**The Update on Septal Perforation**

**Russell Kridel, MD**

**2:45pm**

**Panel - Tip Projection and De-Projection Techniques**

**Moderator** - Paul Nassif, MD

**Discussants** - Russ Kridel, MD; Richard Warren, MD; Julian Rowe-Jones, MD; Joe Gryskiewicz, MD

**3:30pm**

**Panel - Complications Can and Do Occur in Rhinoplasty**

**Moderator** - Jay Calvert, MD

**Discussants** - Norman Pastorek, MD; Julian Rowe-Jones, MD; Woffles Wu, MD; Paul Nassif, MD; Bahman Guyuron, MD; Steven Pearlman, MD; Alan Landecker, MD; Donn Chatham, MD; Dan Becker, MD

**4:15pm**

**Break with Exhibitors in Exhibit Hall**

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**Masters Seminars**

*Moderator - William Mack, MD*

**2:00pm**

Transblepharoplasty Browlift and Lower Lid Fat Reposition with Mid-Face Rejuvenation

**Richard Anderson, MD**

**2:45pm**

My Philosophy and Pearls for Use of Neurotoxins and Fillers

**Woffles Wu, MD**

**3:30pm**

Pearls and Pitfalls of Aesthetic Blepharoplasty

**Robert Goldberg, MD**

**4:15pm**

**Break with Exhibitors in Exhibit Hall**

**5:00pm**

Traditional CO₂ vs. Fractional CO₂ Resurfacing - Which One, When and Why?

**Kevin Duplechain, MD & Michael Persky, MD**

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**Practice Management/Marketing Forum**

*Moderators - Tom Harper, PhD & Cheryl Whitman (Non-CME Session)*

**2:00pm**

Advanced Internet Marketing for the Seasoned Pro

**Dana Fox**

**2:15pm**

Legal and Ethical Boundaries for the Use of Social Media in Your Practice

**Jeffrey Segal, MD & Michael Sacopulos, JD**

**2:35pm**

The Volatility of Social Media Discount Campaigns

**Jay Shorr**

**2:55pm**

The Power of Proper Positioning to Attract the Customers You Want

**Virginia Martino**

**3:05pm**

Plastic Surgery Trends Quantified: Details on What Aesthetic Consumers Want

**Tom Seery**

**3:20pm**

Truth, Lies, & Reviews - What’s Real and What’s Not in Reputation Management - And Why it Matters for You and Your Practice

**Robert Baxter**

**3:40pm**

Niche Markets - Position Your Expertise

**Cheryl Whitman**

**3:55pm**

Making Lemonade From Lemons

**Greg Washington**

**4:15pm**

**Break with Exhibitors in Exhibit Hall**

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**Advances in Aesthetics Part 1**

*Multispecialty Approach to New and Emerging Technologies*

**2:00pm - 5:00pm**

**Faculty: TBD**

* 2:00pm - 3:00pm  
**Interactive Live Demonstration Symposium (Fibrocell Workshop)**

* 3:00pm - 4:00pm  
**Interactive Live Demonstration Symposium (Cearna Workshop)**

* 4:00pm - 5:00pm  
**Interactive Live Demonstration Symposium (NeoStrata Workshop)**

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**5:00pm - 6:00pm (Non-CME Session)**

**Practice Management - Event Planning for Any Budget**

**Planning, Scheduling, Invitations, Promotions, and More...**

**Moderator – Cheryl Whitman**

*Panel: Tracy Drumm; Candace Crowe; David Evans, PhD; Lou Haggerty*

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**5:00pm - 6:00pm Foundation Workshop #1 (Non-CME Session)**

**Reputation Management**

**Case - Physician Finds Out That There Has Been a Very Negative Review Placed On a Review Site**

**Joint Session for Practice Management & General Sessions**

**Moderator – Tom Harper, PhD**

*Panel: Paul Nassif, MD; Robert Baxter; Ryan Miller; Julian Rowe-Jones, MD; Jeffrey Segal, MD; Jonathan Sykes, MD*

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Moderators – Michael Edwards, MD & Steven Pearlman, MD

7:00am Video Presentation - Blepharoplasty Approach to Eyelid, Eyebrow, and Midface Rejuvenation Richard Anderson, MD
8:00am The Science of Periorbital Aging Don Kikkawa, MD
8:15am Algorithm for Combining Surgical and Non-Surgical Rejuvenation for Peri-Orbital Area Haideh Hirmand, MD
8:30am Lower Blepharoplasty - Making Sense of All the Options Robert Goldberg, MD
8:45am Simple Techniques to Stay Out of Trouble when Performing a Blepharoplasty Procedure Ben Bassichis, MD
9:00am Upper Eyelid Blepharoplasty Tips and Pearls Asa Morton, MD
9:15am The Lateral Canthoplasty Revisited Vikram Durairaj, MD
9:30am Ocular Complications of Aesthetic Treatments - Recognize and Avoid and Treat if Needed Wendy Lee, MD
9:45am Minimally Invasive Midface Release (via Lateral Canthotomy) and Percutaneous Suspension Asa Morton, MD
10:00am Fat Repositioning vs. Removal in Lower Lid Blepharoplasty Fred Fedok, MD
10:15am Break with Exhibitors in Exhibit Hall
11:00am Panel - When the Septum is not the Problem in Nasal Dysfunction
Moderator: Jay Calvert, MD
Discussants: Steve Pearlman, MD; Fred Fedok, MD; Ira Papel, MD; Henry Spinelli, MD
11:45am Panel - Considerations in Ethnic Rhinoplasty
Moderator: Paul Nassif, MD
Discussants: Charles Lee, MD; Sam Rizk, MD; Raffi Der Sarkissian, MD
12:15pm Panel - The Crooked Nose & Septum
Moderator: Jay Calvert, MD
Discussants: Daniel Becker, MD; Julian Rowe-Jones, MD; Jonathan Sykes, MD

Practice Management/Marketing Forum
Moderators – Catherine Maley & Greg Buford, MD (Non-CME Session)

8:00am Office Meetings - Best Times? Who? Agendas? How Often? Docs Included? Marguerite German, MD
8:20am The Art of Personality Targeted Consultations - How to Communicate Better with Patients Constantino Mendieta, MD
8:40am Before and After Photographs - A Picture is Worth a Thousand $$$ Kristi Rook & Alisha Merlo
9:00am Top 25 Best Practice Secrets from Worldwide Aesthetic Practice Experiences Lou Frisina
9:20am Differentiate or Die - “Position the Physician?” Catherine Maley, MBA
9:40am How to Get Your Current Patients to Refer MORE Kathy Gaughran

“I felt that your meeting was terrific in many ways. For many years, I have felt that the future of aesthetic medicine and surgery will depend upon communication and educational exchange between the “best of the best” of facial plastic surgeons, plastic surgeons, oculoplastic surgeons, and dermatologists. Your meeting consistently addresses that effort.”
Malcolm Paul, M.D.
Plastic Surgeon, Newport Beach, CA

Thursday continued

Practice Management/Marketing Forum

Moderators – Catherine Maley & Greg Buford, MD (Non-CME Session)

10:00am Marketing Ideas that Worked and Those That Did Not in My First 8 Years in Practice Ben Bassichis, MD

11:00am How to be Indispensable to Your Doctors Practice Catherine Maley, MBA

11:20am The Importance of a Paperless Office - How It Can Save you Time and Make you Money William Beeson, MD

11:35am The Decision Journey; Five Key Phases - What are Your Most Significant Patient Education and Marketing Opportunities? Candace Crowe

12:00pm Are You Sabotaging Your Own Marketing? Greg Washington & Lou Haggerty

12:20pm 5 Lessons That Changed the Way I Run My Business Greg Buford, MD

12:40pm What your Calendar Isn’t Telling You! - Exploring Uncharted Waters for Practice Growth by Using the Calendar to Strategize Tracy Drumm

General Session

Moderators – William Silver, MD & Ira Papel, MD

2:00pm When Upper Eyelid Surgery is done in Conjunction with Browlifiting Richard Warren, MD

2:15pm Browplasty Through the Upper Eyelid Henry Spinelli, MD

2:30pm Ptosis After Upper Lid Blepharoplasty - Missed Diagnosis or Iatrogenic and How to Correct? William Mack, MD

2:45pm The External Browpexy Guy Massry, MD

3:00pm Forehead Lift WITHOUT Endoscopes - How Important is Fixation? Henry Spinelli, MD

3:15pm Why I Still Believe There is A Place for the Open Browlift in 2012 Richard D’Antico, MD

3:30pm From Minimal - to Maximal - Invasive Brow Lifting Yehuda Ullmann, MD

3:45pm Correction of the High Female Hairline Jeffrey Epstein, MD

4:00pm Break with Exhibitors in Exhibit Hall

4:45pm The “RealSelf” Session

Controversies in Aesthetic Facial Surgery - The Consumer Speaks

Moderators: Tom Harper, PhD & Tom Seery

Discussants: Jason Pozner, MD; Gaylon McCollough, MD; Mark Jewell, MD; Steven Dayan, MD; Gary Monheit, MD; William Beeson, MD; Anthony Youn, MD; Michael Edwards, MD

- The most common questions our patients ask
- Multi-Specialty panel answers patient questions on a wide range of topics
- Panel discusses how to answer these questions with your patients

Masters Seminars

Moderator - Ross Clevens, MD

2:00pm Rhinoplasty - State of the Art Wolfgang Gubisch, MD & Julian Rowe-Jones, MD

2:50pm Evaluating the Aging Face: Doing What’s Needed Instead of What We Can Daniel Cassuto, MD

3:30pm A Comprehensive Review of Laser / IPL / and Laser Like Devices in Clinical Use for Vascular, Pigmented, Resurfacing, Lipolysis, Tissue Tightening, or Hair Removal Robert Gotkin, MD & Deborah Sarnoff, MD

4:15pm Break with Exhibitors in Exhibit Hall

5:00pm Contemporary Concepts for Face and Neck Evaluation and Treatment E. Gaylon McCollough, MD & Bruce Connell, MD

Practice Management/Marketing Forum

Moderator - Marguerite Germain, MD (Non-CME Session)

2:00pm “My Pleasure” said with a Smile: Improving Customer Service in Your Practice, The Key to Your Success Marguerite Germain, MD

2:15pm The Many Misdemeanors of Hiring and Firing Jon Hoffenberg

2:30pm Practice Growth Through Social Media Marketing Jake Laban

2:45pm How to Compete with Convenience Store Spas Catherine Maley, MBA

3:00pm Managing Your Practice by the Numbers Lee Bowser

3:30pm The Essentials to Presenting Fees (In Office vs. Online Consults) Jon Hoffenberg

3:45pm Caught! We Failed our Secret Shopper Report Tracy Drumm

4:15pm Break with Exhibitors in Exhibit Hall

5:00pm - 6:00pm Foundation Workshop #2 (Non-CME Session)

Practice Management - Beyond Marketing

Incentive Plans, Hiring Strategies, How to Handle “Bad” Employees and Other Things to Help Your Practice

Moderators – Greg Buford, MD & Sandy Roos

Speakers: William Silver, MD; Marguerite Germain, MD; Jon Hoffenberg; Jay Shorr; Susan Sullivan

6:00pm - 7:00pm Cocktail Presentation (Non-CME)

“The New Wave of Radiofrequency: Evidence-Based Strategies for Multi-Plane Rejuvenation” - Live Demonstration Symposium

Faculty: Daniel Cassuto, MD & Hema Sundaram, MD

7:00pm - 9:00pm Satellite Dinner Symposium (CME Available)

How to Get the Most from Facial Injectables - Interactive CME/CE dinner symposia.

This program features multiple injection stations providing a small-group learning experience. Brought to you by the team at xMedicaCME.

Day 2  
Dermatology Seminars

Thursday, June 7th 2012

Aesthetic Medicine and Rejuvenation -  
A Multi-Specialty Perspective

Video Injection Demonstration  
Moderators - Corey Maas, MD & Hema Sundaram, MD

8:00am  Approach to Neurotoxins for the Face and Neck  
Paulo Keiki Matsudo, MD & Corey Maas, MD

8:15am  The Perfect Lip  
Heidi Waldorf, MD & Gary Monheit, MD

8:30am  Volumizing and Shaping  
Rebecca Fitzgerald, MD & Laurie Casas, MD

8:45am  Filler for the Tear Trough  
Julie Woodward, MD & Haideh Hirmand, MD

9:00am  Filler for the Hands  
Tatjana Pavicic, MD & Rebecca Fitzgerald, MD

9:15am  Panel Discussion

Coming to America: Is there a need for more fillers in the US?  
Moderators - Benjamin Ascher, MD & Heidi Waldorf, MD

Point / Counterpoint

9:30am  Will the Addition of New Hyaluronic Acids Now Available in Canada Change Our Practice in the US?  
Vince Bertucci, MD / Corey Maas, MD

9:45am  Is the Availability of More Permanent Fillers a Good or Bad Thing?  
Steve Cohen, MD / Vivian Bucay, MD

10:00am  Novel Fillers from Europe on the Horizon  
Daniel Cassuto, MD / Gary Monheit, MD

10:15am  Break with Exhibitors in Exhibit Hall

Case Based Complications: Biofilms, Granulomas, Nodules, & Vascular Compromise  
Moderators - Patrick Trevidic, MD & Gary Monheit, MD

11:00am  Biofilms and Granulomas  
Patrick Trevidic, MD

11:15am  Complications of Permanent Fillers  
David Ellis, MD

11:30am  Vascular Compromise  
Claudio DeLorenzi, MD

11:45am  A Novel Way to Treat Nodules  
Hema Sundaram, MD

Innovation in Injectables and Lasers: State of Industry Keynote Panel  
Moderators - Ron Moy, MD & Hema Sundaram, MD

12:00pm  Discussants: Industry Executives TBA

1:00pm  Lunch with Exhibitors in Exhibit Hall

Aesthetic Medicine and Rejuvenation -  
Device and Technology Forum

Which Resurfacing Laser When and Where: Ablative, Nonablative, & Sublative  
Moderators - Harry Mittelman, MD & Heidi Waldorf, MD

2:00pm  Ablative vs. Nonablative Resurfacing  
Kevin Duplechain, MD

2:12pm  Nonablative vs. Sublative Resurfacing  
Jason Pozner, MD

2:24pm  Resurfacing Skin of Color  
Brooke Jackson, MD

2:36pm  Resurfacing Non-Facial Areas  
Miriam Cummings, MD

Light, Radio Frequency and Ultrasound: How do they stack up for tightening and lifting?  
Moderators - Murad Alam, MD & Haideh Hirmand, MD

2:48pm  Choosing the Right Tightening or Lifting Device for Your Practice  
Haideh Hirmand, MD

3:00pm  Is There a Role for Non-Surgical Lifting in a Surgical Practice and What is That Role?  
Michael Persky, MD

3:12pm  Will Skin Tightening Technology Replace Surgery in Our Practice?  
Benjamin Ascher, MD

Devices for Fat and Cellulite From the Inside and the Outside: Myths and Realities  
Moderators - Vivian Bucay, MD & Haideh Hirmand, MD

3:30pm  External Devices for Fat  
Murad Alam, MD

3:45pm  Laser Lipolysis: Is this superior to liposuction alone?  
Jason Pozner, MD

4:00pm  Does Anything Really Work for Cellulite?  
Hema Sundaram, MD

4:15pm  Break with Exhibitors in Exhibit Hall

Lasers and PDT for Pigment, Tattoos, Hair and Vascular Lesions  
Is there anything really new?  
Moderators - Heidi Waldorf, MD & Michael Gold, MD

5:00pm  Lasers for Vascular and Pigmented Targets  
Deborah Sarnoff, MD

5:15pm  PDT: Practical Applications for Acne, Skin Cancer and Rejuvenation  
Ron Moy, MD

5:30pm  Update on the Use of the 1440 nm Wavelength - "Cellulaze" for Neck Contouring without Lipo  
Deborah Sarnoff, MD
Day 3
Dermatology Seminars
Friday, June 8th 2012

Aesthetic Medicine and Rejuvenation - A Multi-Specialty Perspective

Problem Oriented Discussions: How I manage these patients in my own practice
Moderators - Heidi Waldorf, MD & Miriam Cummings, MD

8:00am  Adult Woman With Acne     Marguerite Germain, MD
8:15am  Acne in Skin of Color      Brooke Jackson, MD
8:30am  Patient Complaining of Pores and Oily Skin  Vivian Bucay, MD
8:45am  Acne Scarring               Ashish Bhatia, MD
9:00am  Rosacea and Flushing        Jennifer Linder, MD
9:15am  Sensitive Skin and Allergic Reactions Neil Sadick, MD
9:30am  Perimenopausal Skin         Brooke Jackson, MD

Injectable Safety: Cadaver Dissection Video Discussion Panel
Moderators - Hema Sundaram, MD & Jonathan Sykes, MD & Benjamin Ascher, MD

9:45am  Discussants: Daniel Cassuto, MD, Mark Jewell, MD, Hema Sundaram, MD, Jonathan Sykes, MD, Benjamin Ascher, MD

10:30am Break with Exhibitors in Exhibit Hall

Problem Oriented Discussions: How I manage these patients in my own practice
Moderators - Brooke Jackson, MD & Hema Sundaram, MD

11:15am Melasma Vivian Bucay, MD
11:30am Post Inflammatory Hyperpigmentation Brooke Jackson, MD
11:45am Dyschromias of the Neck, Chest, Arms and Legs Miriam Cummings, MD
12:00pm Dark Circles and Crow’s Feet Wendy Roberts, MD
12:15pm Young Woman Who Wants Wrinkle Prevention Jennifer Linder, MD
12:30pm Hair Loss in Men and Women Neil Sadick MD
12:45pm Hypotrichosis Julie Woodward, MD
1:00pm Lunch with Exhibitors in Exhibit Hall

Alternatives to Standard Fillers and Neurotoxins
Moderators - Daniel Cassuto, MD & Heidi Waldorf, MD

2:00pm  Permanent Fillers Steve Cohen, MD
2:10pm  Platelet Rich Plasma Ross Clevers, MD
2:20pm  Stem Cell Transfer Steve Cohen, MD
2:30pm  Topical Neurotoxins Gary Monheit, MD
2:40pm  Botulinum Toxin Treatment for the Periocular Region Tatjana Pavicic, MD
2:50pm  Meso-Toxins Woffles Wu, MD
3:00pm  Platelet Rich Fibrin Matrix Hema Sundaram, MD

Industry Innovations in Skincare: Industry Keynote Panel
Moderators - Gary Monheit, MD & Hema Sundaram, MD

3:15pm  Discussants: TBA
4:15pm  Break with Exhibitors in Exhibit Hall

There is no doubt that this meeting has set a new paradigm for facial cosmetic surgery teaching.
– E. Gaylon McCollough, MD
Facial Plastic Surgeon, Gulf Shores, AL

“This year’s program was the most comprehensive integration of the sciences of facial surgery and practice management that I have attended in 30 years. As a faculty member I obtained a wealth of information that even allows me to now run my business better!”
– Greg Washington
Industry Executive – Los Angeles, CA

### General Session

**Moderators** – Robert Kellman, MD & Jason Pozner MD

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
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</table>
| 7:00am   | **Video Presentation** - Management of the SMAS in Facelifting  
Bruce Connell, MD |
| 8:00am   | Anatomic Basis of Facelifting  
Sam Most, MD |
| 8:15am   | Analysis & Surgical Strategy in Aesthetic Otoplasty  
Raffi Der Sarkissian, MD |
| 8:30am   | Facelifting - Which Procedure for Which Patient  
Foad Nahai, MD |
| 8:45am   | Ultrasound Assisted Neck Rejuvenation  
Carlos Casagrande, MD |
| 9:00am   | The Anatomic and Physiologic Basis for the Nation’s Approach to Facelifting/Study that Looks at 10 Year Post Op Results  
William Beeson, MD |
| 9:15am   | The Day After: What Could be Done to Improve Our “Facelift Results”? - Volume and Texture!  
Enrique Steiger, MD |
| 9:30am   | The Role of the CO₂ Laser in Facial Rejuvenation - When to Lift and When to Laser?  
Kevin Duplechain, MD |
| 9:45am   | Neck Lift - When to Open the Neck  
Foad Nahai, MD |
| 10:00am  | Fat Grafting - A Simple Yet Effective Technique of Mid-Face Rejuvenation  
Anthony Youn, MD |
| 10:15am  | **Break with Exhibitors in Exhibit Hall** |
| 11:00am  | Ten Pearls to Achieve Excellence and Avoid Complications in Facelift Surgery  
Ross Celvins, MD |
| 11:15am  | SMAS Facelift vs. Deep Plane Lift - Which Has Less Chance of Complications and Why?  
Russ Kridel, MD |
| 11:30am  | Lifting the Mid-Face by Using the Appropriate Technique for Elevation of the SMAS  
Bruce Connell, MD |
| 11:45am  | The Endoscopic Mid-Facelift - Years of Experience and Long Term Results  
Renato Saltz, MD & Carlos Casagrande, MD |
| 12:00pm  | Complications of Mid-Facelifting - What I Have Learned  
Luis Vasconez, MD |
| 12:15pm  | Deciphering the Mid-Face: Fillers, Mid-Facelift, or Blepharoplasty in My Practice  
Fred Fedok, MD |
| 12:30pm  | Role of the “Horizontal Neck Lift” for the Difficult Aging Neck  
Harry Mittelman, MD |
| 12:45pm  | **Lunch with Exhibitors in Exhibit Hall** |

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### Practice Management/Marketing Forum

**Moderators** – Tracy Drumm & Samuel Lam, MD (Non - CME Session)

<table>
<thead>
<tr>
<th>Time</th>
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</table>
| 8:00am   | The Five Steps in Growing the Established Aesthetic Practice - Lessons from a Real Practice  
Jeffrey Epstein, MD |
| 8:25am   | Advertising vs. Marketing: The Basics and the Pitfalls  
Marie Czenko-Kuechel |
| 8:50am   | Managing Patient Inquiries as a Path to Practice Growth  
Laura Hawkins |
| 9:15am   | How to Promote Your Practice Online-Getting the Most Out of Your Online Presence  
Kathy Gaughran |
| 9:40am   | Pain Free Newsletter Writing  
Joyce Sunila |
| 10:00am  | Optimizing the Patient Experience with Injectables  
Danica Fiaschetti, MD |
| 10:15am  | **Break with Exhibitors in Exhibit Hall** |
| 11:00am  | Why Patients Choose Your Competition  
David Evans, PhD |
| 11:25am  | Relationship Building: Why the Patients You Have are Your Very Best Resource  
Marie Czenko-Kuechel |
| 11:45am  | Striking a Balance Between Self Promoting and Disseminating Useful or Interesting Information  
Anthony Youn, MD |
| 12:05pm  | The Cosmetic Coordinator: Making the Right Hire and Training the Perfect Revenue Driver  
Kristi Rook & Alisha Merlo |
| 12:25pm  | Educating Patients In the Increasingly Complex, Multi-Option, 21st Century Aesthetic Marketplace  
Sharon Giese, MD |
| 12:45pm  | How Do Your Patients Find You? The 5 Most Effective Tips for Internet Marketing and Social Networking  
Jennifer Walden, MD |
| 1:00pm   | **Lunch with Exhibitors in Exhibit Hall** |

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### Masters Seminars

**Moderator** – Guy Massry, MD

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
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| 8:00am   | Finesse in Upper and Lower Lid Blepharoplasty  
Norman Pastorek, MD |
| 8:45am   | What Laser(s) You Should Actually Consider Buying Because They Make Business Sense  
Jason Pozner, MD, Daniel Cassuto, MD; Murad Alam, MD |
| 9:45am   | Comprehensive Lower Lid Rejuvenation  
Guy Massry, MD |
| 10:30am  | **Break with Exhibitors in Exhibit Hall** |
| 11:15am  | Revolutionizing Your Filler and Neurotoxin Treatments  
Steven Dayan, MD |
| 12:00pm  | What, When, and Why I Use Fillers and Toxins? Anatomically Based Agent Selection and Complementing Traditional Surgical Approaches with Injectables  
Laurie Casas, MD |
| 12:45pm  | **Lunch with Exhibitors in Exhibit Hall** |

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Day 3

**Friday, June 8th 2012**

### General Session

**Moderators** – Raffi Der Sarkissian, MD & David Ellis, MD

<table>
<thead>
<tr>
<th>Time</th>
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<tbody>
<tr>
<td>2:00pm</td>
<td>The Male Facelift - Are There Any Special Considerations? E. Gaylon McCollough, MD</td>
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<tr>
<td>2:15pm</td>
<td>My Experience with the MACS Facelift and When I Use it? Mark Jewell, MD</td>
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<tr>
<td>2:30pm</td>
<td>Complications Associated with Facelifting and Mid-Facelifting and Tips to Avoid them Foad Nahai, MD</td>
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<tr>
<td>2:45pm</td>
<td>Facelifting - Why I Routinely Inject Fat into the Deep and Superficial Fat Compartment Richard Warren, MD</td>
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<td>3:00pm</td>
<td>SMAS Flap vs. SMAS Excision - My Rationale Jay Calvert, MD</td>
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<tr>
<td>3:15pm</td>
<td>The Ideal Vector for the Face Lift: Redraping to Maximize Mid-Facial and Cervico-Mental Rejuvenation Andrew Jaco, MD</td>
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<tr>
<td>3:30pm</td>
<td>The Re-Operative Neck - Successful Solutions for the Less-Than Satisfied Patient Jonathan Sykes, MD</td>
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<td>3:45pm</td>
<td>Suture Otoplasty Yehuda Ullmann, MD</td>
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<tr>
<td>4:00pm</td>
<td>Facial Implants vs. Facial Fillers: Pros and Cons of EACH Ed Terino, MD</td>
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<tr>
<td>4:15pm</td>
<td>Break with Exhibitors in Exhibit Hall</td>
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**Friday continued**

### Masters Seminars

** Moderator - Michael Persky, MD**

<table>
<thead>
<tr>
<th>Time</th>
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<tbody>
<tr>
<td>2:00pm</td>
<td>The “V” Effect: Emerging Nonsurgical Technology and Techniques for Lower Face, Submental, and Body Contouring Jason Pozner, MD &amp; Hema Sundaram, MD</td>
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<tr>
<td>2:45pm</td>
<td>Cosmetic Rejuvenation of the Hands Heidi Waldorf, MD; Susan Weinkle, MD; Renato Saltz, MD</td>
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<tr>
<td>3:30pm</td>
<td>Clinical Decision Making in Blepharoplasty Foad Nahai, MD &amp; Farzad Nahai, MD</td>
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<tr>
<td>4:15pm</td>
<td>Break with Exhibitors in Exhibit Hall</td>
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### Practice Management/Marketing Forum

**Moderators** – Tracy Drumm & Samuel Lam, MD (Non-CME Session)

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<tr>
<td>2:00pm</td>
<td>Raising the Bar: Effective Patient Consulting Terri Ross</td>
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<tr>
<td>2:20pm</td>
<td>Internet Inquiry Action Items - Increasing Your Conversions by Getting It Done Right! Sandy Roos</td>
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<tr>
<td>3:00pm</td>
<td>Importance of a Loyal Customer - Steps to Ensure that Your Patients are Happy with and Loyal to You and Your Staff Kristi Rock &amp; Alisha Merlo</td>
</tr>
<tr>
<td>4:00pm</td>
<td>How to Develop and Grow a Large Volume Filler Practice Ben Bassichis, MD</td>
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### 5:00pm - 6:00pm Biopelle Workshop (Non-CME Session)

**Increasing the Success of Your Practice with Evidence Based Cosmeceuticals**

How to choose and sell innovative products that will complement and enhance your aesthetic procedures to improve outcomes and increase revenues. Technologies to be covered include Growth Factors, Retinoids, Systemic Sun Protection and DNA Repair. Presentations will be followed by round table discussion. Products discussed will be provided free to all attendees after the symposium.

**Moderator:** Monika Kiripolsky, MD

**Panel:** Hema Sundaram, MD; Vivian Bucay, MD; Michael Gold, MD; Monika Kiripolsky, MD

### 5:00pm - 6:00pm Foundation Workshop #3 (Non-CME Session)

**A Comprehensive Practice Growth Strategy Using Internal Marketing**

**Speakers:** Steven Dayan, MD & Tracy Drumm

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**6:00pm - 7:00pm**

**Cocktail Presentation** (Non-CME)

**Ultherapy Presents:** Clinical Experiences with Non-Invasive Face Lifting

**Faculty:** TBA

Ultherapy® is an entirely NEW category of treatment that utilizes micro-focused ultrasound to non-invasively lift facial tissue. Unlike Lasers and RF, energy bypasses the skin’s surface and is safely delivered deep into its foundational layers, including the SMAS and platysma. The Ulthera® System is the only device with an FDA indication for tissue lifting.

Day 4
Saturday, June 9th 2012

General Session

**Breakfast Workshop (Monet Ballroom)**

7:00am  Video Presentation - TBA
8:00am  What is Beauty? A Discussion of Beauty Through the Ages and My Approach to Facial Rejuvenation  Vince Bertucci, MD
8:15am  Minimally Invasive Facial Procedures in Combination with Non-Invasive Options as an Alternative to a Facelift  Sharon Giese, MD
8:30am  My Philosophy for the Use of Neurotoxins  Paulo Keiki Matsudo, MD
8:45am  The Science of Advanced Cosmeceuticals - Changing the Paradigm for Skin Care  Neil Sadick, MD
9:00am  Filling the Lip: Best Techniques Used in Our Practice  Gary Monheit, MD
9:15am  Choosing Your Palette: Which Neurotoxins, Filler or Volumizer is Best for Your Patients?  Marguerite Germain, MD
9:30am  CO2 Laser Treatment of Acne Scars - Combining Fat and Subcision Techniques  Kevin Duplechain, MD
9:45am  Peri-orbital Rejuvenation: Topicals, Injectables and Lasers  Wendy Lee, MD
10:00am  Tear Trough: Anatomy and Correction with HA Injection with Cannulas  Patrick Trevidic, MD
11:00am  Is There a Difference Between Available Neurotoxins and Available HA’s  Tatjana Pavicic, MD
11:15am  Non-Invasive Body Sculpting Techniques - What is Available and Do They Really Work?  Miriam Cummings, MD
11:30am  Treatment Strategies for Melasma, Dyschromia, and Hyperpigmentation  Vivian Bucay, MD
11:45am  Fat Processing: What are the Options and Do They Make a Difference?  Steve Cohen, MD
12:00pm  Aesthetic Synergy: Nonsurgical Rejuvenation of the Upper Face in Diverse Skin Types  Hema Sundaram, MD
12:15pm  Do I Still Believe that Fat Grafting is Superior to Using “Off the Shelf” Fillers?  Samuel Lam, MD
12:30pm  Designing a Topical “Anti-Aging” Program for the Cosmetic Patient - My Approach  Heidi Waldorf, MD
12:45pm  Fractional Lasers - Non-Ablative, Ablative, Sub-Ablative and Micro-Needling  Michael Gold, MD

Moderators – Jennifer Walden, MD & Laurie Casas, MD

Masters Seminars
Moderators – Ben Bassichis, MD & Malcolm Paul, MD

8:00am  Optimizing the Difficult Aging Neck  Ira Papel, MD & Harry Mittelman, MD
8:45am  Our Very Best Pearls to Simplify the Fat Transfer Procedure and How to Get Started  Jason Pozner, MD & Steve Cohen, MD
9:30am  Hair Replacement Surgery - How I Do It  Samuel Lam, MD; Jeffrey Epstein, MD; James Vogel, MD
11:15am  Simultaneous Facelifting and Fat Grafting: My Approach  Kevin Duplechain, MD
12:00pm  Browplasty - Why We Still Prefer Endoscopes  Renato Sallit, MD; Luis Vasconez, MD; Carlos Casagrande, MD

Practice Management/Marketing Forum
Moderators – William Beeson, MD & Philip Miller, MD (Non-CME Session)

**Practice Management Breakfast Sponsored By:**

Join Baxter Healthcare Corporation on Saturday June 9th at 6:30am for breakfast and Plastic Surgery Workshop that will allow you the opportunity to: understand the science of fibrin sealants, learn more about the challenges of rhytidectomy, review rhytidectomy Phase III clinical data, understand preparation and application of Artiss and participate in a hands-on application opportunity.

8:00am  Consultation Closure with Our Patient Care Coordinator - Video Demonstration  Susan Sullivan
8:30am  Ten Steps to Dramatically Increase Conversion Rates  Joyce Sunila
8:50am  Why Smart, Talented Doctors Leave So Much Money On the Table  Dana Fox
9:10am  Managing Costs in Tough Times  John Buckingham
9:30am  Building Your Practice Using Branding Strategies and PR Tactics  Cheryl Whitman
9:50am  Three Different Approaches to Give Your Business a Profitable Makeover  Tracy Drumm
11:00am  Developing Processes - Fact or Fiction, “We are too busy to Do Anything More”  Sandy Roos
11:20am  Time to Review Your Annual Marketing Plan to Make Sure You’re Spending Your Practice Building Dollars Wisely  Cheryl Whitman

11:45am – 12:45pm
**“The Efficient Aesthetic Practice” (Non-CME Session)**

Moderator – E. Gaylon McCollough, MD & Cheryl Whitman

Panel: Greg Buford, MD; Philip Miller, MD; Susan Weinkle, MD; Kristi Rook

12:45pm  Managing Patient Inquiries as a Path to Practice Growth  Laura Hawkins

**“Open” Aesthetic Forum (Talks submitted from selected abstracts)**

For more information please visit www.vegascosmeticsurgery2012.com and click on program

Saturday continued

Afternoon Session

General Session

Moderators – Malcolm Paul, MD & Fred Fedok, MD

2:00pm Fractional Resurfacing - Limited Risks and Limited Results?
Mark Hamilton, MD

2:15pm Cosmetic Treatment Modalities for Skin of Color Patients
Wendy Roberts, MD

2:30pm Fractional Ablative Lasers 6 Years Later: Is Ablation the Important Part?
Daniel Cassuto, MD

2:45pm Complications of Fat Grafting - This is Something that Must be Discussed
Val Lambros, MD

3:00pm Fractional Laser Resurfacing - Strategies for Real Results
Corey Maas, MD

3:15pm Pearls and Pitfalls in CO2 Laser Resurfacing: Traditional Ablative and Fractional – A Greater than 15 Year Experience
Russ Kridel, MD

3:30pm Can Hair Restoration be Incorporated into an Aesthetics Practice
James Vogel, MD

3:45pm Treatment of the Jowl Region Using a Multi-Modality Approach
Gerald O’Daniel, MD

4:00pm Multi-Facetted Treatment of Rosacea - The Red Face
David Ellis, MD

4:15pm Break with Exhibitors in Exhibit Hall

5:00pm Panel - And No Informed Consent is Really Needed? Think Again!

Filler Complications

Moderators - Steven Dayan, MD

Discussants - Corey Maas, MD; Claudio DeLorenzi, MD; Vivian Bucay, MD; Laurie Casas, MD; Val Lambros, MD; Raffi Der Sarkissian, MD; Daniel Cassuto, MD

Masters Seminars

Moderator - Philip Miller, MD

2:00pm The Art of Asian Blepharoplasty
Woffles Wu, MD & Don Kikkawa, MD

2:45pm Panel - Facelift - Brazilian Style
Moderator: Renato Saltz, MD

Discussants: Farid Hakme, MD; Carlos Casagrande, MD

3:30pm Lipoplasty in 2012 - Has Technology Really Changed This Procedure?
Robert Gotkin, MD & Richard D’Amico, MD

4:15pm Break with Exhibitors in Exhibit Hall

5:00pm Stem Cells “For Dummies” - Full Discussion about Fat, Stem Cells and How They Work, and Fact vs. Fiction from a Clinical Perspective
Constantino Mendieta, MD

Practice Management/Marketing Forum

Moderators - Robert Kellman, MD & Jeffrey Segal, MD (Non-CME Session)

2:00pm The Most Frequent Patient Safety/Risk Management Issues Based on Closed Claims at TDC
Kathleen Stillwell, RN

2:30pm What Gets You Sued? Exploring the Onset of a Medical Negligence Claim Via Real World Video Vignettes
Jeffrey Segal, MD & Michael Sacopulos, JD

2:55pm Risky Business: What You Need to Know About Managing Your Risks
Kathleen Stillwell, RN

3:20pm Difficult Patients, Dangerous Employees and Harmful Colleagues: The Crucial Rules and Steps to Follow on How to Protect Yourself
Nabil Fanous, MD

3:40pm When You Hear the Words “Is that the Best You Can Do?” Dealing with Patients Who Want to Haggle
Michael Sacopulos, JD

4:00pm The Benefits/Pitfalls of Proper/Improper Employee Selection
Jay Shorr

4:15pm Break with Exhibitors in Exhibit Hall

5:00pm - 6:00pm Foundation Workshop (Non-CME Session)

What’s Ahead for Aesthetics: From the Patient’s Perspective!

Moderator – Catherine Maley, MBA

Discussants: Panel of Actual Patients!

6:00pm - 7:30pm Cocktail Presentation (Non-CME)

KYTHERA Biopharmaceuticals, Inc. Presents:
“Science of Beauty: Psychosomatic Impacts of Nonsurgical Facial Rejuvenation”

Speaker: Steven Dayan, MD, FACS

### Morning Session (Open Forum)

**Moderators – Ross Clevens, MD & Harold Kaplan, MD**

1. **8:00am** The Endoscopic Mid-Face Lift: Pearls, Pitfalls, Step by Step Surgical Technique
   - Anural Agarwal, MD

2. **8:10am** Staged Lower Eyelid Blepharoplasty: Making the Difficult Case Easier
   - John Hunts, MD

3. **8:20am** Ischemic Complications of Soft Tissue Fillers: Cases and Concepts
   - Catherine Hwang, MD

4. **8:30am** Customized Approach to Maximize Brow Lift Results
   - Ruth Hill Yeilding, MD

5. **8:40am** Full Facelift Surgery with Mini-Recovery and Limited Anesthesia
   - Zachary Gerut, MD

6. **8:50am** “Round” Mini-Lift - A Simplified Fast Recovery Mini-Facelift
   - Domingos De Paola, MD

7. **9:00am** A Review of Proper Patient Selection, Premedication and Technique for Focused Ultrasound Skin Tightening procedures
   - Sarmeta Sunder, MD & Michael Persky, MD

8. **10:00am** The Mid-Forehead Buttonhole Eyebrow Lift - An Alternative to the Endoscopic and Traditional Open Approaches
   - Gregory Vipond, MD & Harry Mittelman, MD

9. **10:10am** Use of Kaolin - Impregnated Gauze for Reduction of Post-Operative Hemorrhagic Sequel following Eyelid Surgery
   - Craig Czyz, DO

10. **10:20am** Avoiding Complications in Cosmetic Blepharoplasty
    - Shoib Myint, MD

11. **10:30am** Starting a Solo Practice during the Recession - my “Amazing Race”
    - John Connors, MD

12. **11:00am** Retrospective Analysis of Peri-Ocular Complications and Aesthetic Outcomes Following Routine Supra-Zygomatic SMAS Transection in Facelift Surgery
    - Joseph Kienert, MD

13. **11:20am** The Modified Brow Lift - An Effective, Minimally Invasive Alternative without Technology
    - Harold Kaplan, MD

14. **11:30am** Use of Kaolin - Impregnated Gauze for Reduction of Post-Operative Hemorrhagic Sequel following Eyelid Surgery
    - Craig Czyz, DO

15. **11:40am** Avoiding Complications in Cosmetic Blepharoplasty
    - Shoib Myint, MD

16. **11:50am** Starting a Solo Practice during the Recession - my “Amazing Race”
    - John Connors, MD

17. **12:00pm** Non-Surgical Approach to Eyelid Malposition Using Botulinum Toxins and Fillers
    - Jocelyne Kohn, MD

18. **12:10pm** Customizable Facial Implants Utilizing Advanced 3D CT Imaging and Internet Peer to Peer Networking without the need for Physical Modeling
    - Karan Dhir, MD & William Binder, MD

19. **12:20pm** Adjourn / Lunch with Exhibitors in Exhibit Hall
   - **Lunch**

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“We the Multispecialty symposium is truly a source for knowledge, innovation and inspiration. The lectures and panels consistently deliver compelling and fresh information that result in change. There is tremendous energy and passion packed into the conference and I always leave with pages of notes and ideas!”

- Tracy L. Drumm - Industry Executive - Chicago, IL

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“This meeting is the best educational meeting for cosmetic dermatologic surgeons because it features the best lecturers in fillers, facial plastic procedures, neurotoxins, and office management.”

- Ron Moy, MD
  Dermatologist, Beverly Hills, CA
Day 5
Sunday, June 10th 2012

General Session
Moderators – Samuel Lam, MD & Malcolm Paul, MD

Emerging Technology
7:00am Transblepharoplasty Browlift Richard Anderson, MD
7:15am Small Incision Canthoplasty and Midface Lift Robert Goldberg, MD
7:30am An Introduction to Follicular Unit Extraction Jeffrey Epstein, MD
7:45am Fillers: What’s New on the Horizon in 2012 Gary Monheit, MD
8:00am A Technique for Filling the Temples and the Brow with Highly Diluted HA’s - The Dilution Solution Val Lambros, MD
8:12am Study on Microfocused Ultrasound for Tightening of Neck Skin in Patients with a History of Submentoplasty and Facelift vs. Patients Naive to Those Procedures Steven Dayan, MD
8:24am What is the Latest in Hair Removal Systems? Michael Gold, MD
8:36am Development and Validation of a New Clinically Meaningful Rating Scale for Topical Botulinum Toxin Type A in the Context of Phase 2b Clinical Studies Michael Kane, MD
8:48am A New Delivery System for Ablative Fractional Resurfacing Michael Gold, MD
9:00am Nonablative Radiofrequency Rejuvenation Device Applied to the Neck and Jowls: Clinical Evaluation and 3D Image Analysis Ron Moy, MD
9:12am A Drug Free Alternative for Neuromodulation Daniel Cassuto, MD
9:24am Novel Use of PRP Alone in Skin Rejuvenation, in Conjunction with Non-Ablative Lasers, and as a Dermal Volumetric Agent Ross Cleven, MD
9:36am Cannulas and Automated Devices for Filler Injections Neil Sadick, MD
9:48am Chemical Lipolysis and Fat Melting - Will this Replace Traditional Lipoemcy? Ashish Bhatia, MD
10:00am Fat Harvesting: Options, Differences, Cost, Efficacy - Where’s the Data? Jason Pozner, MD
10:12am Neurotoxins: Chemicals, Products, and Devices - What Does the Future Hold? Gary Monheit, MD
10:24am The Role of Stem Cells in Facial Surgery 2012 - Review Current Status of Clinical Studies in the US and Abroad Including Our Own William Beeson, MD
10:36am Cryotherapy for Temporary Removal of Forehead Rhytids as an Alternative to Botulinum Toxin - Phase III Update Harry Mittelman, MD
10:48am DNA Repair Enzyme Creams for Reduction of Actinic Keratosis and Sun Damage and EGF Serum for Skin Tightening and Smoothing Ron Moy, MD
11:00am Safety and Effectiveness of a High Intensity Ultrasound Device for Non-Invasive Body Contouring - Is this the Future of Lipolysis? Mark Jewell, MD

11:12am Cellulite and “Creepiness” - Is this Still a Totally Unsolved Problem or Have We Made Progress? Jason Pozner, MD
11:24am FDA Regulation of Human Tissue Products (Stem Cells, Bio Matrices, etc.) as this will Impact Our Work Over the Next Decade Richard D’Amico, MD
11:36am Fractora and Facetite - Clinical experience in combining resurfacing and tissue remodeling Malcolm Paul, MD
11:48am Autologous Fibroblast Injections for Wrinkles Ashish Bhatia, MD
12:00pm Are at Home Systems Going to be the Future? Michael Gold, MD
12:12pm “Closed” Lower Lid Blepharoplasty: Can it be Safe? Daniel Cassuto, MD
12:24pm Post Laser Treatment that Reduces Complications and Improves Outcomes Kevin Duplechain, MD
12:36pm Painless Local Anesthesia - Is it Possible? Vikram Durairaj, MD
12:48pm Buttocks Enhancement with Large Molecule HA’s - Will this be Coming to America? How Cost Effective Will it be? Patrick Treviño, MD
1:00pm Adjourn

Masters Seminars
Moderator – Jeffrey Epstein, MD

8:00am Various Alternatives for Mid-Face Elevation in Our Practice - Who, What, When and Why? Foad Nahai, MD & Farzad Nahai, MD
8:30am The Art of Gluteal Augmentation - A New Perspective on Anatomy and Fat Transfer Constantino Mendieta, MD
9:00am Sclerotherapy - State of the Art in 2012 Jeffrey Hsu, MD
9:30am Volumetry - From Anatomy to Main Indications / New Trends & Techniques Benjamin Ascher, MD
10:00am Browlifting Options for Men Jeffrey Epstein, MD
10:30am MACS Lift - Indications and My Technique Mark Jewell, MD
11:00am The Minimal Access Deep Plane Extended Face Lift: One Procedure to Rejuvenate the Midface, Jawline, and Neck Andrew Jacono, MD
11:30am My Personal Technique for Autologous Fat Transfer Samuel Lam, MD
12:00pm A Combination for Success: Effectively Combining Prescription Medications and Cosmeceutical Products Jennifer Linder, MD
1:00pm Adjourn

“You have done it again. This was undoubtedly the best meeting that I have attended in some time, maybe ever!” - Louis Patseavouras, MD
Facial Plastic Surgeon, Greensboro, NC

<table>
<thead>
<tr>
<th>Time</th>
<th>Bellagio BR #7 (General Session)</th>
<th>Grand BR #2</th>
<th>Bellagio BR #6</th>
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<td>6:00am - 6:30am</td>
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<td>7:25am</td>
<td>Welcome and Opening Remarks - S. Randolph Waldman, MD &amp; Donn Chatham, MD</td>
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<td>Rhinoplasty Workshop</td>
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Registration

Vegas Cosmetic Surgery 2012
June 8th - 10th, The Bellagio, Las Vegas

Before April 30
After April 30 & On site

Physicians
Industry Representative
Allied Health Professionals* (Requesting CME/CEU)
Office Staff *
Fellows***
Residents**

$1,195.00
$1,195.00
$895.00
$950.00
$795.00
$895.00
$500.00
$500.00
$250.00
$250.00

Attendee Info (Please print or type)

Name ________________________________
Specialty ____________________________ Degree ______________
Address ____________________________________________
City __________________ State ____________ Zip ________________
Zip ____________ Phone ________________
E-mail (required) ________________________________________

www.vegascosmeticsurgery2012.com

Payment (check one):  □ Check  □ Visa  □ Mastercard  □ AmEx

Card # ____________________________ Exp. Date ____________ Auth. Code ________

Name ____________________________________________
Signature __________________________________________

Billing address  ____________________________________________
City __________________ State ____________ Zip ________________

* Must attend with employing Physician
** Resident must present letter from Program Director
*** Fellows must present letter from Program Director

Payment: Make checks payable to:
The Multi-Specialty Foundation
125 East Maxwell Street, Suite 303
Lexington, KY 40508
Fax: 859.422.5073
Phone: 877.673.3273

Cancellation Policy: Registration is 50% refundable only if a written cancellation notice is received at the address above by May 1, 2012. Only credit towards future meetings will be given after May 1.

Payment: Card # ____________________________ Exp. Date ____________ Auth. Code ________

Name ____________________________________________
Signature __________________________________________

Billing address  ____________________________________________
City __________________ State ____________ Zip ________________

* Must attend with employing Physician
** Resident must present letter from Program Director
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Cancellation Policy: Registration is 50% refundable only if a written cancellation notice is received at the address above by May 1, 2012. Only credit towards future meetings will be given after May 1.

Accreditation: This activity is jointly sponsored by Medical Education Resources and the Multi-Specialty Foundation for F.A.S.E.

Target Audience: This activity has been designed to meet the educational needs of Aesthetic Physicians involved in the care of patients with Aesthetic concerns.

Statement of Need: Vegas Cosmetic Surgery 2012 Symposium is unique in that it provides truly multi-disciplinary cross talk, sharing, and cooperation. This is the only educational venue that features the best and brightest in the fields of dermatology, facial plastic surgery, oculoplastic surgery, plastic surgery, practice management and business development. Our educational offerings run the gamut from specific technique discussions and complications to emerging technology. This educational conference addresses the need that these specialists face for in-depth technique discussions to meet higher standards of care and produce better results for their patients.

Learning Objectives: At the conclusion of this symposium, the participant should be able to:
• Demonstrate the improved understanding of how to avoid the most common problems in rhinoplasty.
• Differentiate the various approaches to blepharoplasty and browlifting to determine the best suited to the patient.
• Assess which patients might be the best candidates for surgical rejuvenation and which might benefit from non-invasive approaches to facial rejuvenation.
• Compare options for skin rejuvenation through the use of lasers and other skin tightening devices, fillers, injectables and minimally invasive lifting techniques.
• Assess controversial topics in facial aesthetic surgery in order to make more informed decisions.

Accreditation: This activity has been planned and implemented in accordance with Essential Areas and Policies of the Accreditation Council for Continuing Medical Education (ACCME) through the joint sponsorship of Medical Education Resources (MER) and The Multi-Specialty Foundation for Facial Aesthetic Surgical Excellence. Medical Education Resources is accredited by the ACCME to provide continuing medical education for physicians.

Credit Designation for General Course: Medical Education Resources designates this live activity for a maximum of 40 AMA PRA Category 1 Credit(s)™. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

Nursing Accreditation for General Course: Medical Education Resources is accredited as a provider of continuing nursing education by the American Nurses Credentialing Center’s Commission on Accreditation. This CE Activity provides 40 contact hours of continuing nursing education. Medical education resources is a provider of continuing nursing education by the California Board of Registered Nursing, provider #CEP 12299, for 40 contact hours.

Satellite Dinner Symposia: These activities have been approved for AMA PRA Category 1 Credit(s)™. Nursing contact hours will be provided for this activity.

Disclosure of Conflicts of Interests: It is the policy of Medical Education Resources to insure balance, independence, objectivity, and scientific rigor in all of its educational activities. In accordance with this policy, MER identifies conflicts of interest with its instructors, content managers, and other individuals who are in a position to control the content of an activity. Conflicts are resolved by MER to ensure that all scientific research referred to, reported, or used in a CME activity conforms to the generally accepted standards of experimental design, data collection, and analysis.