



CONFERENCE PROGRAM

T H E

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# AESTHETIC SHOW

JULY 11-14, 2019 | WYNN LAS VEGAS

WHERE SCIENCE  
MEETS BEAUTY

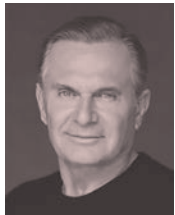
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THE MOST IMPORTANT AND INFLUENTIAL  
CONFERENCE IN THE RAPIDLY EXPANDING FIELD  
OF AESTHETIC MEDICINE

# T H E AESTHETIC SHOW

## A WELCOME FROM DR. ANDREW ORDON



On behalf of The Aesthetic Show, I'd like to personally invite you to attend this year's event. Join me and over 1,500 medical aesthetic professionals at the Wynn Las Vegas this July 11-14, 2019.

This year's conference features a fully re-designed program with over 20 hours of continuing education credits. Enhance your overall experience with a pre-show course on Thursday. Gain in-depth knowledge on megatrends such as Sexual Health, Regenerative Aesthetics, Facial Injectables and more. This year's program is a dynamic mix of scientific lectures, panel discussions, special focus courses and live demonstrations. For the first time, leading researcher Kim Lear will deliver a keynote address on Generational Aesthetics – a topic relevant to all aesthetic professionals in today's world.

The conference also offers numerous opportunities for social and professional interaction in a relaxed yet captivating setting. And, you are invited to attend cocktail receptions, learning activities and networking events, presented by some of our generous event sponsors.

Walk the exhibit hall and experience 175+ of the industry's most progressive companies. Discover what's new and exciting in aesthetic medicine and get first-hand experience with these products and services.

I'm confident you will find The Aesthetic Show to be the most stimulating and rewarding event in aesthetic medicine. It is the place you need to be for the most cutting-edge and progressive discussions in the industry.

I look forward to seeing you, and other aesthetic professionals from around the world, in Las Vegas this July.

Sincerely,

**Andrew Ordon, M.D., F.A.C.S.**

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# T H E AESTHETIC CHANNEL

T H E  
AESTHETIC SHOW

T H E  
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T H E C E R T I F I E D  
AESTHETIC CONSULTANT

T H E  
AESTHETIC GUIDE

# BE IN THE CENTER OF ALL THE ACTION.

Discuss and debate the trends driving the future of our industry. Gain the knowledge and skills necessary to succeed in medicine's most progressive and exciting field.

The Aesthetic Show is a multidisciplinary event where you will leave with invaluable contacts, insights and action items to take your practice to the next level. The world of aesthetic medicine will come together for Continuing Education (CE) accredited courses on a variety of topics, networking opportunities with both seasoned and rising industry leaders, an incredible exhibit hall with over 175 exhibitors, and learning opportunities in the form of lectures, panel discussions, workshops and so much more.

The 2019 theme of "No Two Patients Are Alike" will be powerfully explored with original, unbiased content that addresses how age, gender, culture and race are irrevocably impacting concepts of physical beauty.

**IF YOU ARE READY TO BE A PART OF THE FUTURE OF AESTHETIC MEDICINE, THE AESTHETIC SHOW IS WHERE YOU NEED TO BE.**



Jointly Provided by the **Institute for Continuing Healthcare Education, American Academy of CME, Inc.** and **The Aesthetic Show.**

This activity has been approved for **AMA PRA Category 1 Credits™** and will be certified for ANCC contact hours (including pharmacotherapeutic contact hours).



# GENERAL INFORMATION

## LOCATION

Wynn Las Vegas \ 3131 S. Las Vegas Blvd. \ Las Vegas, NV 89109  
Phone: (877) 321-9966

**EVENT DATES:** July 11 – 14, 2019

## SCHEDULE AT A GLANCE

### THURSDAY, JULY 11

9:00 am – 6:00 pm	Pre-Show Courses
6:00 pm – 8:00 pm	Dinner Symposium

### FRIDAY, JULY 12

8:00 am – 5:00 pm	Exhibit Hall Hours
8:00 am – 8:30 am	Breakfast in Exhibit Hall
8:30 am – 10:30 am	Keynote Address
10:30 am – 10:45 am	Break in Exhibit Hall
10:45 am – 5:45 pm	Educational Sessions, Special Focus Courses and Scientific Workshops
12:00 pm – 1:15 pm	Lunch in Exhibit Hall
3:00 pm – 3:45 pm	Break in Exhibit Hall
6:00 pm – 9:30 pm	Sponsor Cocktail Receptions

### SATURDAY, JULY 13

8:00 am – 6:00 pm	Exhibit Hall Hours
8:00 am – 8:30 am	Breakfast in Exhibit Hall
10:30 am – 11:00 am	Break in Exhibit Hall
8:30 am – 5:30 pm	Educational Sessions, Special Focus Courses and Scientific Workshops
12:15 pm – 1:45 pm	Lunch in Exhibit Hall
3:45 pm – 4:15 pm	Break in Exhibit Hall
6:00 pm – 9:30 pm	Sponsor Cocktail Receptions

### SUNDAY, JULY 14

8:30 am – 1:00 pm	Exhibit Hall Hours
8:30 am – 9:00 am	Breakfast in Exhibit Hall
9:00 am – 12:00 pm	Educational Sessions
12:00 pm – 2:00 pm	The Certified Aesthetic Consultant Exam



# PRE-SHOW COURSES

THURSDAY, JULY 11, 2019 \ 9:00 AM – 6:00 PM

## Advanced Injectable Training Courses

Each of these half-day courses will commence with cutting-edge information from the leading authorities on facial injectables and continue with the unique opportunity to get up close and personal with eight to ten of the country's most accomplished injectors as they walk you through their techniques and methodologies via live demos. Participants will receive CME credit upon completion of each course.

### COURSE 1:

#### Advanced Neurotoxin Techniques

**Moderator:** Robert Troell, M.D.

**Faculty:** Gregory Buford, M.D.; J.D. McCoy, N.M.D.; Shaun Patel, M.D.; Lori Robertson, M.S.N.

*4 CE credits available*

### COURSE 2:

#### Advanced Dermal Filler Techniques

**Moderator:** Shino Bay Aguilera, D.O.

**Faculty:** Rand Rusher, R.N.; Lori Robertson, M.S.N.; Christian Subbio, M.D.

*4 CE credits available*

## Advanced Laser Techniques and Applications Symposium

Gain advanced knowledge of the latest technologies, techniques and best practices used in performing laser-based aesthetic applications. Topics covered will include an overview of the different modalities available, as well as a review of the top aesthetic laser platforms and the clinical protocols used to achieve the best outcomes.

**Moderators:** Michael Gold, M.D. and E. Victor Ross, M.D.

**Faculty:** Chad Deal, M.D.; Michael Gold, M.D.; Tess Mauricio, M.D.; James Newman, M.D.; Patti Owens, R.N.; E. Victor Ross, M.D.; Robert Troell, M.D.

## The Certified Aesthetic Consultant Fast Track Certification Program – Advanced Techniques for Practice Success

Designed as a highly structured, interactive and intensive one-day platform with the most current information on practice management regulations, technology, digital media and marketing, Google algorithms and business plans. Participants will have the opportunity to take an examination at the conclusion of the show to receive their certification. Instructors include experts in practice marketing, patient counseling and executive office management. This is the only current and continuously updated certification program in the aesthetic industry, which is presented at The Aesthetic Show and The Aesthetic Academy.

**Moderators:** Jay Shorr and Mara Shorr

**Faculty:** Paula Di Marco Young, B.S., R.N.; Tara Leifer; April Linden; Kristy Murrow, P.A.-C.; Tim Sawyer; Darren Seigel; Jay Shorr; Mara Shorr; Kelly Smith; Dori Soukup; Alex Thiersch; Greg Washington

## Principles of Facial Injectables

Mastering the art of facial injectables is a continuous journey. The Principles of Facial Injectables focuses on the fundamentals of injecting and injectable products, including the basic science of neurotoxins and dermal fillers, safe injection techniques, a review of adverse outcomes, proper patient facial evaluation and anatomy, safety protocols, pre-/post-procedure steps, and more. This course is designed for anyone working in an aesthetic practice, from the support staff who serve as the initial point of customer contact in your practice, to the skilled injector looking for continuing education in a constantly growing and evolving market.

**Moderator:** Nassir Mohammedi, M.D.

**Faculty:** Rich Castellano, M.D.; Gideon Kwok, D.O.; Hermine Warren, D.N.P., Craig Mezrow, M.D.

*4 CE credits available*

## Regenerative Aesthetics Symposium

Powerful forces within our own bodies are being harnessed to regenerate, rejuvenate and restore tissues. Discover the tremendous potential of these regenerative therapies to dramatically transform the future of aesthetic medicine. Topics covered include stem cell-based solutions, microfat grafting and volumization technologies, tissue re-engineering, DNA / RNA therapies, platelet-rich plasma (PRP), platelet-rich fibrin (PRF), stromal vascular fraction (SVF), growth factors and more.

**Moderators:** Mark Berman, M.D. and Gregory Chernoff, M.D.

**Faculty:** Mark Berman, M.D.; Gregory Chernoff, M.D.; Jason Emer, M.D.; Richard Goldfarb, M.D.; John Kahen, M.D.; Gregory Laurence, M.D.; Tess Mauricio, M.D.; Warren Seiler, III, M.D.; Farhan Taghizadeh, M.D.; Ryan Welter, M.D., Ph.D.; Allen Yang Wu, M.D.

## Sexual Health in Aesthetics

Advances in the treatment of functional indications, combined with groundbreaking concepts in aesthetic medicine are expanding the field of sexual health and genital aesthetics. In addition to receiving an overview of this popular – and controversial – topic, you will leave with a better understanding of the various factors that affect sex drive, sexual function and pleasure, as well as the technologies and treatments being used for women's and men's intimate health.

**Moderators:** Russell Bartels, M.D. and Kimberly Evans, M.D.

**Faculty:** Russell Bartels, M.D.; Judson Brandeis, M.D.; Carolyn DeLucia, M.D.; Jason Emer, M.D.; Kimberly Evans, M.D.; Paul Perito, M.D.; Warren Seiler, III, M.D.; Farhan Taghizadeh, M.D.; Sherry Thomas, M.D.; Allen Yang Wu, M.D.; Edward Zimmerman, M.D.

For updated program details, pricing and registration, visit [www.aestheticshow.com](http://www.aestheticshow.com)

# SPECIAL FOCUS COURSES

## ADVANCED INJECTABLE APPLICATIONS AND TECHNIQUES

**FRIDAY, JULY 12, 2019**

**3:45 PM – 5:45 PM**

MODULE I:

### Concepts for Expanding Practice Profitability with Facial Injectables

**Moderator:** Craig Mezrow, M.D.

**Faculty:** Patrick Bitter, Jr, M.D.; Monica Bonakdar, M.D.; Rich Castellano, M.D.; Alexa Nicholls Costa, N.P.; Lori Robertson, M.S.N.; Alexandra Rogers, N.P.

#### DESCRIPTION:

Facial injectables are everywhere for good reason: they can produce amazing results. But how do you establish your value proposition with patients? Dive deep into the methods and techniques used to avoid discounting and expand practice profitability. This module will address the main concerns that every medical aesthetic practice shares when it comes to maintaining a profitable facial injectables business.

#### LECTURE TOPICS INCLUDE:

- How to increase practice revenue with facial injectables
- The new patient spectrum for facial injectables
- Getting the most out of rewards programs and your product rep
- Competing in the price discounting era
- Successful hyperfocused injectables business model

*2 CE credits available*

**SATURDAY, JULY 13, 2019**

**8:30 AM – 10:30 AM**

MODULE II:

### Emerging Concepts in Facial Injectables

**Moderator:** Robert Troell, M.D.

**Faculty:** Kian Karimi, M.D.; J.D. McCoy, N.M.D.; Jennifer Pearlman, M.D.; Alexander Rivkin, M.D.; Christian Subbio, M.D.

#### DESCRIPTION:

Discover how the power of emerging treatments, techniques and products are evolving the industry in this facial injectables focus course module. From fillers to neurotoxins and minimally invasive combination approaches, discover more about the groundbreaking procedures that are the future of our industry. You'll come away with a deep understanding of where the facial injectable field is headed.

#### LECTURE TOPICS INCLUDE:

- New treatments and products on the horizon
- The art and science of the perfect pout
- Nonsurgical rhinoplasty
- Fillers don't lift, they fill
- Minimally invasive combination approaches

*2 CE credits available*

**SATURDAY, JULY 13, 2019**

**1:45 PM – 3:45 PM**

MODULE III:

### Systematic Approaches to Patient Treatments

**Moderator:** J.D. McCoy, N.M.D.

**Faculty:** George Baxter-Holder, D.N.P.; Cameron Chesnut, M.D.; Jennifer Pearlman, M.D.; Rand Rusher, R.N.; Rebecca Small, M.D.

#### DESCRIPTION:

In this module, learn how to perfect your facial injectables business with systematic approaches to patient consultations and treatments. From individual customization to avoiding complications and the "overfilled" look, this session will reveal proven techniques to elevate your practice and explore the unique beauty in every individual.

#### LECTURE TOPICS INCLUDE:

- Avoiding and safely correcting facial injectable complications
- Consultation pearls for a customized treatment approach
- 3D jawline sculpting – how to avoid the overfilled look
- Facial volumization and the mystery ligaments

*2 CE credits available*

## ADVANCED TECHNIQUES FOR PRACTICE SUCCESS

**FRIDAY, JULY 12, 2019**

**3:45 PM – 5:45 PM**

MODULE I:

### Patient Demographic Segmentation in Marketing

**Moderators:** Jay Shorr and Mara Shorr

**Faculty:** Shino Bay Aguilera, D.O.; Suneel Chilukuri, M.D.; Jason Emer, M.D.; Jay Shorr; Mara Shorr

In today's aesthetic practice every patient is unique, so understanding how to meaningfully and successfully attract and connect with the spectrum of patients is more important than ever. This first of three focus courses will address demographic segmentation in marketing based on various patient characteristics, including age, race, gender, ethnicity, sexual orientation, and more. Please see course details online.

#### LECTURE TOPICS INCLUDE:

- Advanced marketing techniques
- Internet and digital marketing
- How to expand your practice and profitability via segmentation marketing
- Bridging the age gap in your marketing efforts

**SATURDAY, JULY 13, 2019**

**8:30 AM – 10:30 AM**

MODULE II:

### Social Media Marketing

**Moderators:** Jay Shorr and Mara Shorr

**Faculty:** Chad Erickson; Charles Galanis, M.D.; Thomas Jeneby, M.D.; Jonathan Kaplan, M.D.; Humberto Palladino, M.D.; Tim Sawyer

If you feel like social media is taking over your world, you're not alone. The rise of social media has drastically changed the rules of marketing as you know it, presenting an extraordinary opportunity to promote your services and expertise to a broader audience in new and dynamic ways. But you can't just "wing it" when it comes to achieving your marketing and branding goals in this unique environment. This second of three focus courses will present proven marketing strategies from marketing experts, with examples and insight from some of the top physician influencers who have found immense success using social media. Please see course details online.

#### LECTURE TOPICS INCLUDE:

- Unique approaches to social media marketing
- Creating a social media following
- Converting your followers into patients
- How to use social media influencers to grow your business

**SATURDAY, JULY 13, 2019**

**1:45 PM – 3:45 PM**

MODULE III:

### Practice Management and Growth Concepts

**Moderators:** Jay Shorr and Mara Shorr

**Faculty:** Paula Di Marco Young, B.S., R.N.; Chad Erickson; April Linden; Scott Martin; Kelly Smith

The business of aesthetic medicine requires more than just clinical and surgical expertise. Even thriving practices struggle with the scope of distinct and dynamic factors involved in running a successful aesthetic practice (e.g.: building a strong brand identity; creating and maintaining a strong culture of ethical values and professional philosophy; staying ahead of the competition; consistently growing your patient base, revenue and profits; contending with coupon sites [Groupon, LivingSocial, etc.]; and more). This last of three focus courses will feature practice marketing experts introducing and discussing innovative concepts in practice management and growth opportunities. Please see course details online.

#### LECTURE TOPICS INCLUDE:

- Analysis of your business model
- Membership and loyalty programs
- Improving staff management skills
- Creating a culture of excellence
- Measuring the ROI of your patient acquisition process
- Sales events vs. price discounting
- High-quality customer service approaches

# MAIN PROGRAM

## THURSDAY, JULY 11, 2019

9:00 AM – 6:00 PM  
PRE-SHOW COURSES

6:00 PM – 8:00 PM  
DINNER SYMPOSIUM

### Advances in Regenerative Medicine: Best Practices to Enhance Results in Facial Rejuvenation

To tailor treatments that address the anatomy, desires and expectations of individual patients, aesthetic clinicians need to understand how to effectively and safely use the growing variety of non-invasive therapeutic options alone and in combination. This is especially true regarding evolving, innovative regenerative therapies for aging cells and tissues, such as long-acting biostimulatory soft tissue fillers, platelet-rich plasma and autologous fat transfer. This activity is designed to educate aesthetic clinicians regarding optimal use of regenerative therapies as a fundamental component of individualized facial rejuvenation.

#### Faculty:

- J.D. McCoy, N.M.D., Gilbert, AZ
- Jason Emer, M.D., West Hollywood, CA

*This event is open to all registered attendees.*

## FRIDAY, JULY 12, 2019

EXHIBIT HALL HOURS 8:00 AM – 5:00 PM

8:00 AM Breakfast in Exhibit Hall

8:30 AM – 10:30 AM  
KEYNOTE ADDRESS:

### Generational Aesthetics

Do you know the difference between GenX, Millennials and the iGeneration? Are you interested in expanding your patient base? As aesthetic medicine has become more accessible and affordable, its appeal has expanded to multiple generations, with patients of all ages seeking the latest treatments. Led by Kimberly Lear, a leading researcher and authority on generational characteristics and motivations, this illuminating Keynote Address will take a deep dive into understanding societal trends that impact medical aesthetics. You will emerge equipped with never-before-explored information and insights to incorporate into your own practice.

**Speaker:** Kim Lear, Inlay Insights

#### Practitioner Panelists:

- Erez Dayan, M.D.
- Lara Devgan, M.D.

- Jason Emer, M.D.
- Leif Rogers, M.D.
- Lori Robertson, M.S.N.

10:30 AM – 10:45 AM Break in Exhibit Hall

10:45 AM – 12:00 PM  
CONCURRENT SESSIONS:

### The New Reality of Beauty – No Two Patients are Alike

When it comes to the concept of physical beauty, there are many factors that influence a patient's aesthetic aspirations. Learn practical approaches to analyzing and treating patients based on gender, transgender, culture, race and more.

**Moderator:** Jason Emer, M.D.

#### Physician Panelists:

- Shino Bay Aguilera, D.O.
- Vivian Bucay, M.D.
- Charles Galanis, M.D.
- Humberto Palladino, M.D.
- Leif Rogers, M.D.
- Carl Thornfeldt, M.D.

### Unique Uses of Microneedling

Microneedling has become one of the most in-demand aesthetic treatments today, but do you know all of the unique applications that this technology can perform? Discover some of the innovative treatment protocols being used for acne, burn scars, stretch marks, hyperhidrosis, alopecia, transdermal product delivery and more. Faculty will also examine the safety and efficacy concerns of microneedling, along with the success of using it in combination with other treatments.

**Moderator:** Michael Gold, M.D.

#### Faculty:

- Suneel Chilukuri, M.D.: A Review of Emerging Microneedling Applications
- Garry Lee, M.D.: PRP Powered Microneedling – 2019
- J.D. McCoy, N.M.D.: Precision Microneedling for Facial Contouring: Eye Bags to Jowl Sags
- Steven Weiner, M.D.: RF Microneedling: An Effective Treatment Alternative for Hyperhidrosis

10:45 AM - 12:00 PM  
Scientific Workshops  
See Website for More Information

12:00 PM – 1:15 PM Lunch in Exhibit Hall  
Presentations and Live Demonstrations

1:15 PM – 2:30 PM  
Scientific Workshops  
See Website for More Information

1:15 PM – 3:00 PM  
CONCURRENT SESSIONS:

### Energy-Based Aesthetic Treatments

The use of lasers, radiofrequency and light-based technologies in cosmetic procedures continues to expand as we explore the outer limits of energy-based treatments. As these systems evolve, there are more protocols being used effectively and safely, along with improved ease of use, less downtime and better outcomes, which will continue to drive the overall market. Gain knowledge of the most popular and efficacious energy-based aesthetic treatments and combination protocols.

**Moderator:** Dori Gilbert, M.D.

#### Faculty:

- Gregory Chernoff, M.D.: Combining RF Microneedling and Surface RF for Optimal Results
- Erez Dayan, M.D.: Energy-Based Aesthetic Therapies: Bridging the Treatment Gap
- Michael Gold, M.D.: What's Next for Energy-Based Devices and What Can We Expect Our Devices to Accomplish
- Wendy Roberts, M.D.: New Applications for Skin of Color with 650 Microsecond Technology
- Christian Subbio, M.D.: Incorporating RF into a Surgical Practice

### A Glimpse into the Future of Plastic Surgery

While nonsurgical therapies top the list of the most requested aesthetic treatments, data shows that surgical cosmetic procedures have experienced an overall increase in the past year. Both renowned and rising surgeons will present progressive techniques and procedures that are making a marked difference in results, culminating with a discussion on managing extreme expectations.

**Moderator:** Andrew Ordon, M.D.

#### Faculty:

- R. Brannon Claytor, M.D.: Drainless Tummy Tuck with Liposuction: It is Possible if You Understand Anatomy
- Urmen Desai, M.D.: How to Guarantee Yourself a Complication in Breast Augmentation Surgery
- Deepak Dugar, M.D.: The Honest Consultation: Why I Turn Down So Many Noses
- Charles Galanis, M.D.: The Use of Absorbable Mesh in Primary Breast Surgery
- Joseph Niamtu, D.M.D.: Managing Patient Expectations and Preserving Your Sanity
- Leif Rogers, M.D.: Innovative Techniques in Transgender Surgeries
- Tim Sayed, M.D.: Advances and Challenges in Brazilian Butt Lift Surgery

3:00 PM – 3:45 PM Break in Exhibit Hall  
Presentations and Live Demonstrations

For updated program details, pricing and registration, visit [www.aestheticshow.com](http://www.aestheticshow.com)

**3:45 PM – 5:00 PM**  
**CONCURRENT SESSIONS:**

**Threads in 2019**

First popularized in the 1990s, thread-based lifting procedures have resurged because of improved technology. While primarily used to lift and re-contour the face, many physicians are introducing innovative treatment protocols for other areas of the body, such as the abdomen, breasts, arms and thighs. How effective and successful are these treatments? Gain more insight into today's advancements and the reality behind these unique protocols.

**Moderator:** Anil Rajani, M.D.

**Physician Panelists:**

- Suneel Chilukuri, M.D.
- Kian Karimi, M.D.
- Christian Subbio, M.D.
- Farhan Taghizadeh, M.D.

**Emerging Procedures and Technologies**

Get a step up on your competition with this extensive review of emerging procedures and technologies and learn how to introduce them into your practice. In addition to expert information and evidence, speakers will discuss how to evaluate new technologies for safety and efficacy.

**Moderator:** Tess Mauricio, M.D.

**Faculty:**

- John Kahen, M.D.: The Concept of the Implanter Pen in Hair Restoration
- Brian Kinney, M.D.: HIFEM Innovation Backed by Clinical Science
- Arian Mowlavi, M.D.: Increased Tissue Firmness Through the Use of Renuvion in Subdermal Applications
- Ryan Welter, M.D., Ph.D.: Emerging Regenerative Allogenic Materials and Their Cosmetic Applications
- Sachin Shridharani, M.D.: Surgery in a Syringe: The Future of Fat Reduction

**3:45 PM – 5:00 PM**  
**Scientific Workshops**

See Website for More Information

**3:45 PM – 5:45 PM**

**Special Focus Course – Advanced Injectable Applications and Techniques**  
MODULE I: CONCEPTS FOR EXPANDING PRACTICE PROFITABILITY WITH FACIAL INJECTABLES

**Special Focus Course – Advanced Techniques for Practice Success**  
MODULE I: PATIENT DEMOGRAPHIC SEGMENTATION IN MARKETING

**6:00 PM – 9:30 PM**

**Sponsor Cocktail Receptions**  
See Website for More Information

# SATURDAY, JULY 13, 2019

**EXHIBIT HALL HOURS 8:00 AM – 6:00 PM**

**8:00 AM Breakfast in Exhibit Hall**

**8:30 AM – 10:30 AM**  
**CONCURRENT SESSIONS:**

**The Regenerative Aesthetics Revolution**

Regenerative aesthetics is creating a lot of excitement as an evidence-based anti-aging therapy. Learn about this rapidly expanding field of autologous treatments, its upside and potential downfalls and how to successfully add these therapies into your practice.

**Moderator:** Richard Goldfarb, M.D.

**Faculty:**

- Ahmed Al-Qahtani, M.D.: Growth Factors: Harnessing Healing Power - From Restoration to Rejuvenation
- Mark Berman, M.D.: Evolving Facial Rejuvenation – From the Days of the SMAS Facelift to Advanced Adipose and Stem Cell Rejuvenation
- Gregory Chernoff, M.D.: The Role of Nitric Oxide in Cellular Medicine
- Gregory Laurence, M.D.: From Cosmetic Surgery to Regenerative Medicine: An Awakening
- Tess Mauricio, M.D.: Advanced Combination Protocols for Vaginal Restoration and Rejuvenation
- George Taylor, M.D.: Hair Follicle Regeneration via Microneedling with Native Human Biosignaling Molecules
- Ryan Welter, M.D., Ph.D.: Scientific Background and Emerging Regenerative Applications
- Edward Zimmerman, M.D.: Combination Therapies for Penile Restoration and Rejuvenation

**Developments in Skincare Science**

With the increasing number of products and ingredients used in skincare formulations and cosmeceuticals, choosing the right one for your practice can be daunting. Become adept at combining the clinical and aesthetic aspects of dermatology for successful treatments, as well as applications, efficiencies and effectiveness of common ingredients and products so you can make the right choices for your practice.

**Moderator:** Lara Devgan, M.D.

**Faculty:**

- Shino Bay Aguilera, D.O.: Managing Discoloration and Restoring the Skin's Natural Barrier
- Leslie Baumann, M.D.: Designing a Skincare Regimen
- Vivian Bucay, M.D.: My Experience with Oral Tranexamic Acid for Melasma
- Gregory Chernoff, M.D.: Revolutionary Nitric Oxide Skincare Products

- Jennifer Pearlman, M.D.: Advancements in Gene-Based Skincare
- Carl Thornfeldt, M.D.: Plant-Based Cosmeceuticals That are Worthy Alternatives to Prescription Therapies do Exist

**Special Focus Course – Advanced Injectable Applications and Techniques**

MODULE II: EMERGING CONCEPTS IN FACIAL INJECTABLES

**Special Focus Course – Advanced Techniques for Practice Success**

MODULE II: SOCIAL MEDIA MARKETING

**10:30 AM – 11:00 AM Break in Exhibit Hall**

Presentations and Live Demonstrations

**11:00 AM – 12:15 PM**  
**CONCURRENT SESSIONS:**

**The Legal Structure of an Aesthetic Practice**

Get the latest information on legal matters that an aesthetic practice might face, including the current regulations related to the evolving digital landscape, liability issues, federal and state regulatory issues, best practices in asset protection and more.

**Faculty:**

- Allyson Avila: Advertising Restrictions for Physicians – What You Need to Know to Avoid Unprofessional Conduct or Potential FTC Violations
- Michael Byrd: Who Can do What: An Overview of Roles and Responsibilities in a MedSpa from a Legal Standpoint
- David Mandell: Asset Protection 101
- Alex Thiersch: Which Corporate Entity (S-Corp, LLC, etc.) Should I Choose for My Aesthetic Practice?

**Sexual Health in Aesthetics**

Concepts in aesthetic medicine have driven recent advancements in the rising field of sexual health and genital aesthetics. In addition to receiving an overview of this popular – and controversial – topic, you will leave with a better understanding of the various factors that affect sex drive, sexual function and pleasure, as well as the technologies and treatments being used for women's and men's intimate health.

**Moderator:** Edward Zimmerman, M.D.

**Faculty:**

- Russell Bartels, M.D.: The Key Components of a Sexual Optimization Practice – Understanding the Problems and Providing the Right Solutions
- Kimberly Evans, M.D.: Understanding and Maneuvering the Sexual Revolution of Aesthetics
- Paul Perito, M.D.: The Full Spectrum of Penile Rejuvenation



11:00 AM - 12:15 PM

### Scientific Workshops

See Website for More Information

12:15 PM - 1:45 PM Lunch in Exhibit Hall

Presentations and Live Demonstrations

1:45 PM - 3:45 PM

### CONCURRENT SESSIONS:

#### Advanced Body Shaping Therapies

The worldwide acceptance and adoption of nonsurgical body shaping and skin tightening procedures is continuing to experience strong growth. Obtain a full overview and deep insights into the leading and next-generation procedures and technologies being used to achieve exceptional results.

**Moderator:** Suneel Chilukuri, M.D.

#### Faculty:

- Angelo Cuzalina, D.D.S., M.D.: Safe Surgical Buttock Enhancement – Prevention of Fat Emboli and Other Major Risks
- Jason Emer, M.D.: Combination Protocols for Superior Hi-Def Body Contouring Outcomes
- Kimball Lundahl, D.C.: Lipo Laser and Weight Loss: Take Your Practice to the Next Level
- Christine Petti, M.D.: Beyond Liposuction: Nonsurgical Liposculpting
- Christian Subbio, M.D.: Nonsurgical Body Shaping: Know Your Limits
- Robert Troell, M.D.: The Best Cellulite Tx

#### The Evolution of Facelifting

Due to patient demand, practitioners are increasingly rejuvenating and volumizing the face using an arsenal of minimally invasive techniques, rather than traditional surgery. Tools of the trade include: dermal fillers, neurotoxins, collagen stimulating lifting threads, fat transfer, energy-based devices and more. Discover the outcomes that can be achieved with non-invasive, minimally invasive and/or microsurgical options that lift, tighten and contour facial and subdermal skin.

**Moderator:** Erez Dayan, M.D.

#### Faculty:

- Cameron Chesnut, M.D.: Paradigm Shift: Lifting as an Adjunct to Volumizing and Tightening
- Chad Deal, M.D.: The State-of-the-Art Lift: Combining Cutting-Edge Minimally Invasive Techniques to Achieve Near Surgical Results
- Deepak Dugar, M.D.: Nonsurgical Facelift Pearls and Safety
- Doohi Lee, M.D.: Face the Music: The Latest Laser Technologies in Harmony for the Ultimate Facial Rejuvenation
- Anil Rajani, M.D.: Combination Cocktails – Capitalize on the Fastest-Growing Trends in Facial Injectables
- Yan Trokel, D.D.S., M.D.: The Closed Facelift System
- Steven Weiner, M.D.: The reJAWvenation Technique for Jawlines

#### Special Focus Course – Advanced Injectable Applications and Techniques

MODULE III: SYSTEMATIC APPROACHES TO PATIENT TREATMENTS

#### Special Focus Course – Advanced Techniques for Practice Success

MODULE III: PRACTICE MANAGEMENT AND GROWTH CONCEPTS

3:45 PM - 4:15 PM Break in Exhibit Hall

Presentations and Live Demonstrations

4:15 PM - 5:30 PM

### CONCURRENT SESSIONS:

#### Correcting Botched Cases and Complications

Learn how to avoid unwanted complications and inferior outcomes. Luminaries will provide an in-depth overview of complication rates and the circumstances under which they occur. Real-life cases will be reviewed to demonstrate common and difficult complications, and specialists will provide insight on how to avoid and/or correct these challenging cases.

#### Faculty:

- Gregory Chernoff, M.D.: The Prolem Patient, Your's or Someone Else's: What Not to Say, What Not to Do
- Lori Robertson, M.S.N.: How to Correct and Avoid the Most Common Complications with Facial Injectables
- Matthew Schulman, M.D.: Avoiding and Correcting the Most Common Contouring Complications in the Brazilian Butt Lift
- Spero Theodorou, M.D.: Body Contouring Deformities in Liposuction and a Pathway to Correction – An Energy-Based Approach

#### Integrative Aesthetics: The Emergence of Bespoke Treatments

A reactive, one-size-fits-all approach to patient care is no longer acceptable. Each body is different, and you must relate to your patients' individual desires. Examine the importance of personalized medicine and applying an integrative approach to each new patient consult.

**Moderator:** Jennifer Pearlman, M.D.

#### Faculty:

- Andre Berger, M.D.: Unlocking the Puzzle: Hormones and Aesthetics
- Erez Dayan, M.D.: Integrating Customized Aesthetic Treatments: A Holistic Approach
- Farhan Taghizadeh, M.D.: The Use of Regenerative Products in Your Medical Practice
- Spero Theodorou, M.D.: Customized Technology-Based Body Contouring – Matching Different Body Areas with the Appropriate Modality for Optimal Results

4:15 PM - 5:30 PM

### Scientific Workshops

See Website for More Information

6:00 PM - 9:30 PM

### Sponsor Cocktail Receptions

See Website for More Information

# SUNDAY, JULY 14, 2019

EXHIBIT HALL HOURS 8:30 AM - 1:00 PM

8:30 AM Breakfast in Exhibit Hall

9:00 AM - 12:00 PM

### CONCURRENT SESSIONS:

#### Practice Management and Marketing

*\*Lecture and Panel Discussion*

Join practice management experts as they take you through a comprehensive checklist for success. Gain a critical understanding of innovative marketing initiatives and real-world examples you can draw on for your own practice.

**Moderators:** Jay Shorr and Mara Shorr

#### Faculty:

- Kareem Assassa: Juggling Client Emotions
- Alex Eshaghian: The Benefits of Branding Your Services and Products
- Jonathan Kaplan, M.D.: Improving the Patient Experience Through Price Transparency
- Tara Leifer: Retargeting and Display Advertising – New Digital Strategies to Put Your Brand Back in Front of Patients
- Ferdinand Mayer: Importance of Consistent Photography
- Mara Shorr: Using Social Media Influencers Without Having to Treat Them for Free
- Dori Soukup: Paying Your Team on Performance

**Panelists:** Jay Shorr; Sam Peek; Tim Sawyer; Humberto Palladino, M.D.; Rich Castellano, M.D.

#### Advanced Injectable Applications and Techniques

Advanced injectors will be provided with a methodology to analyze the face for volume deficits and be shown a variety of unique and advanced injection methods – including off-label techniques – for different areas of the face.

**Moderator:** Edward Zimmerman, M.D.

#### Faculty:

- George Baxter-Holder, D.N.P.: Combining Treatments and Products for Optimal Results
- Rich Castellano, M.D.: The Fill-osophy of Aesthetics and Facial Fillers: What You Need to Know and Need to Forget
- Justin Harper, M.D.: Five Ways to Use Dermal Filler For Maximum Results
- Garry Lee, M.D.: Advanced Anti-Pain and Anti-Bruising Injection Techniques
- Alexa Nicholls Costa, N.P. and Alexandra Rogers, N.P.: Maser of One: Injectables
- Lori Robertson, M.S.N.: The “Nitty Gritty” of Toxins and Fillers
- Christian Subbio, M.D.: Making Your Fillers Go Further
- Robert Troell, M.D.: Facial Dermal Fillers: Optimizing Results While Minimizing Side Effects and Complications
- Edward Zimmerman, M.D.: Analyze That! Evaluation of Contour and Proportion to Optimize Results

12:00 PM - 2:00 PM

#### The Certified Aesthetic Consultant Exam

# NEW FOR 2019! INTRODUCING PACKAGE PRICING

This year we are introducing special bundled conference and expo packages that give practitioners and staff a well-rounded educational experience at a fraction of the regular cost. Explore our new package offerings at [www.aestheticshow.com](http://www.aestheticshow.com).

# HOTEL ACCOMMODATIONS

Our host hotel, Wynn Las Vegas, is the preeminent luxury destination in Las Vegas. Book your room early and lock in our special group rates! Learn more and book your accommodations at [www.aestheticshow.com/en/hotel.html](http://www.aestheticshow.com/en/hotel.html).

# WHO IS EXHIBITING

The Aesthetic Show proudly hosts more than 175 exhibiting and sponsoring companies. Visit our website for the most up-to-date list of participants at this year's event:

[www.aestheticshow.com/en/sponsors/sponsors-list.html](http://www.aestheticshow.com/en/sponsors/sponsors-list.html).



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A close-up photograph of two women's faces and necks. The woman on the left has dark hair and is looking slightly to the left. The woman on the right has light brown hair and is looking slightly to the right. Both have very smooth, glowing skin. The background is a plain, light blue-grey color.

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