







Event Program

November 20-22, 2020





Friday, November 20

Thread Lift Masterclass 10:00 – 11:45 am PST // Virtual Stream 1

The new generation of thread lifts have rapidly become a popular minimally invasive alternative to surgical facelifts. With improved technology giving way to impeccably subtle results, the advantage of avoiding surgery and the benefit of a shorter recovery time, thread lifting procedures have become a leading therapy in facial rejuvenation treatments, and are now gaining traction to help lift and contour the body. This is where you'll discover all the innovative techniques from the top thread lift trainers. **Includes treatment demos & live Q&A with faculty.**

Invited Faculty Faisal Darwiche, NP; Kian Karimi, MD; Kearney Pickett, NP

*1.75 CME credits available

Facial Injectables Masterclass 12:30 – 2:00 pm PST // Virtual Stream 1

Looking for a deeper understanding of the latest neurotoxin and dermal filler products? This session explores trending injection techniques and provides you with up-to-date, practical skills for wrinkle reduction, facial shaping, volumization and rejuvenation. Includes treatment demos & live Q&A with faculty.

Invited Faculty Shino Bay Aguilera, DO; Benji Dhillon, MD; Lori Robertson, MSN, FNP-C

*1.5 CME credits available

Microneedling Treatments & Techniques 2:15 – 3:45 pm PST // Virtual Stream 1

Microneedling is one of the most in-demand treatments in any aesthetic practice, and this is where you'll learn about innovative treatment protocols and discuss the general safety and efficacy concerns with this intriguing technology – for both standard microneedling and RF-based microneedling. Featuring patient treatment demonstrations, this session calls upon leading microneedling specialists to share their secrets. Includes treatment demos & live Q&A with faculty.

Invited Faculty Trina Barr; Taylor Benson, MA; Desmer Destang, MSc (Derm), DDS

Integrative Aesthetics 8:00 – 9:30 am PST // Virtual Stream 1

Embraced by practitioners across the country, integrative aesthetics describes the emerging trend of individualized, multidisciplinary, holistic approaches to care. Instead of offering the traditional array of aesthetic therapies, other factors and methodologies are included as part of this philosophy to synergistically promote overall health and wellness. This can include a broader range of services and approaches taken by a single physician, or the collaboration of several specialists overseeing the application of a wide variety of integrated care options. In this session, you'll discover everything you need to know about integrative aesthetics, and why the patient population is taking notice of this innovative new approach.

Moderator Mark Tager, MD Invited Faculty Ahmed El-Sohemy, PhD; Shelena Lalji, MD; Jennifer Pearlman, MD; Mark Tager, MD

*1.5 CME credits available

Regenerative Aesthetics 10:00 – 11:30 am PST // Virtual Stream 1

Regenerative aesthetics is a rapidly expanding field of autologous treatments. Things like platelet-rich plasma, stem cells, exosomes, extracellular matrix and biostimulatory products, all have tremendous potential to improve healing and provide anti-aging therapy. In this session, you'll learn about stem cell exosomes for hair restoration, PRP for anti-aging and hair restoration, extracellular matrix as a dermal replacement, as well as the benefits and possible pitfalls of incorporating these therapies into your practice.

Moderator Gregory Chernoff, MD
Invited Faculty Gregory Chernoff, MD; Joshua Crose, DO; Ryan Welter, MD, PhD;
Allan Yang Wu, MD

Sexual Health in Aesthetics 12:15 – 2:00 pm PST // Virtual Stream 1

With rapidly advancing treatment options for both functional and cosmetic aspects, sexual health and genital aesthetics are rising segments within our industry. This session features a powerhouse faculty of the top minds and practitioners in sexual health discussing topics like penile health and treatment options, HIFEM for urinary incontinence, the effects of RF on female genital health and topical oxytocin vs. HIFU for improving vaginal atrophy. This session will feature both lectures and a panel discussion.

Moderator Judson Brandeis, MD

Invited Faculty Russell Bartels, MD; Judson Brandeis, MD; Carolyn DeLucia, MD; Troy Hailparn, MD; Shelena Lalji, MD; Asem Moussa, MD; Samantha Thiry, APRN

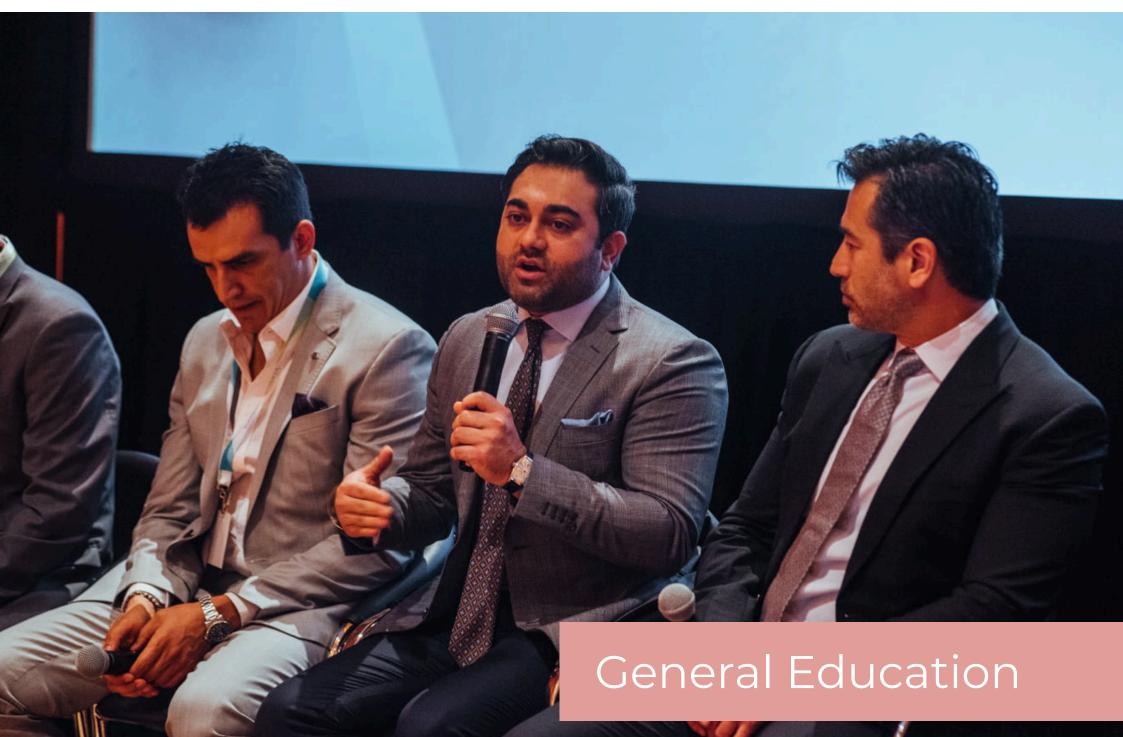
*1.75 CME credits available

Hair Restoration Panel 2:05 – 3:05 pm PST // Virtual Stream 1

Hair loss solutions for both men and women have come a long way in the past couple of decades. Aside from drug options that often keep patients away due to unwanted side effects, medical aesthetics has made significant progress with ground-breaking therapies. In this session, you'll explore some of the popular and effective solutions including PRP, device-based FUE, PDO thread-based hair regrowth, low-level laser and light therapies available in at-home products, as well as topical and nutraceutical therapies.

Moderator Craig Ziering, MD Invited Faculty Alan Bauman, MD; Joshua Crose, MD; John Kahen, MD; Steven Weiner, MD; Amir Yazdan, MD





Advancements in Nonsurgical Body Shaping 8:00 – 9:30 am PST // Virtual Stream 2

Nonsurgical body contouring, skin tightening and cellulite solutions remain a high-demand segment of our industry. In this session, you'll be enlightened by all the devices, techniques and injectable products that are transforming treatments and outcomes. Hear from industry trailblazers as they dive into critical topics like magnetic muscle stimulation, cryolipolysis, broadband light, PMMA for gluteal enhancement and more. **Includes live Q&A with faculty.**

Invited Faculty Patrick Bitter, Jr., MD; Suneel Chilukuri, MD; Edward Zimmerman, MD

*1.5 CME credits available

Facial Aesthetics – Practical Concepts Panel 10:00 – 11:30 am PST // Virtual Stream 2

In this session, the industry's preeminent facial experts will cover topics such as lower facial harmonization with fillers, an injectable allograft matrix, optimized outcomes in submental contouring with ATX-101 to improve injectable treatments and outcomes, effective treatment of jowls and the face with combination therapies, and more.

Moderator Steven Weiner, MD Invited Faculty Elika Hoss, MD; Nasir Mohammedi, MD; Sophie Shotter, MD; Sachin Shridharani, MD

Updates in Skincare 12:15 – 1:45 pm PST // Virtual Stream 2

Topical skincare is an integral part of any aesthetic regimen, but understanding the nuances of new formulations and ingredients can be a challenge. This session provides insight into understanding the clinical and aesthetic aspects of today's skincare trends, as well as effectiveness of leading ingredients. Come learn about the science of antiaging skincare, repairing cream with nitric oxide, managing sensitive skin and hyperpigmentation, restoring the skin barrier with botanically based products and the potential of exosomes in topical use.

Invited Faculty Gregory Chernoff, MD; Richard Goldfarb, MD; Mayha Patel, DO; Farhan Taghizadeh, MD

*1.5 CME credits available

Energy-Based Aesthetic Solutions 1:45 – 3:15 pm PST // Virtual Stream 2

Explore the outer limits of energy-based treatments, where advanced technologies and protocols provide more effective combination treatments, improved safety, ease of use, less downtime and efficacious outcomes. The hot topics in this highly anticipated session include customized treatment approaches, RF microneedling in 2020, and both individual and combination approaches to microneedling RF and CO₂ laser resurfacing.

Invited Faculty Suneel Chilukuri, MD; Erez Dayan, MD; Michael Gold, MD; Christine Petti, MD

Sunday, November 22

Surgical Advancements 8:30 – 10:00 am PST // Virtual Stream 1

Featuring renowned and influential surgeons advancing the field of plastic surgery, this session will explore all of today's most progressive techniques, technologies and procedures. The topics you'll hear about include natural facial rejuvenation, RF/plasma technology for subdermal coagulation, novel foam dressings and negative pressure therapy for management of bilateral breast incisions, and more. **Includes live Q&A with faculty.**

Moderator Jonathan Kaplan, MD **Invited Faculty** Regina Fearmonti, MD; Jonathan Kaplan, MD; Kevin Sadati, MD; Edward Zimmerman, MD

*1.5 CME credits available

Emerging Treatments and Techniques Panel 8:30 – 10:00 am PST // Virtual Stream 2

Techniques continue to evolve. Trends continue to change. Technologies continue to advance. So how do you keep up with it all? This session will review some of the newest, most unique and most progressive therapies, methods and devices that have already hit the market or are coming soon – and show you how to successfully integrate them into your aesthetic practice.

Moderator Erez Dayan, MD Invited Faculty Arisa Ortiz, MD; Sachin Shridharani, MD; Farhan Taghizadeh, MD; Douglas Wu, MD

Dealing with Side Effects and Complications 10:30 am – 12:00 pm PST // Virtual Stream 1

While every great practitioner takes every precaution to avoid complications and less-than-desirable results, unexpected and unforeseen circumstances are inevitable. In this session, you'll see real-life surgical and nonsurgical examples, and receive expert guidance on how to avoid and correct challenging situations. Covering things like vascular compromise with facial injectable treatments, avoiding adverse outcomes or effects in thread lift treatments, complications of laser resurfacing, and using stem cells to mitigate surgical risk. **Includes live Q&A with faculty.**

Invited Faculty Alex Blinski, MD; Dina BenDavid, DNP; Joseph Niamtu, DMD; Celia Remy, MD

*1.5 CME credits available

Minimally Invasive Facial Rejuvenation 10:30 am – 12:00 pm PST // Virtual Stream 2

The field of minimally invasive facial rejuvenation continues to experience significant evolution due to the introduction of innovative technologies dedicated to improving age-associated changes of the face. Experts will discuss and present the leading minimally invasive treatments and techniques ranging from threads, facial injectables, energy-based therapies and combination protocols that produce the highest quality results for patients. This session will also include a presentation that will make you question everything that you thought you knew about facial injectables by Dr. Christian Subbio.

Invited Faculty Regina Fearmonti, MD; Richard Goldfarb, MD; Elika Hoss, MD; Christian Subbio, MD





Friday, November 20

Insta-Fame: How to Predictably Drive Millions of Views Without Spending \$1 on Ads! 10:15 – 11:45 am PST // Virtual Stream 3

According to a recent article published in the *Aesthetic Surgery Journal*, patients consistently choose plastic surgeons based on online presence rather than their experience, expertise or ability. But let's face it, most physicians and aesthetic providers haven't figured out how to cut through the noise on social media to increase viewership, attract more followers and avoid the high costs for ads. This session will help you enhance your social media presence to position yourself as the go-to provider for your area. Find out how to drive millions of organic views, streamline your content and messaging, and potentially produce an additional 6-7 figures a year!

Invited Faculty Jon Jacques

The X-Factor: Mastering Video Performance to Enhance Your Presence & Your Practice – A Skills-Building Experience

12:30 – 2:00 pm PST // Virtual Stream 3

Video is a great way to become a well-known influencer in medical aesthetics and increase the prominence of your practice. This session will show you how to effectively tell your story through video while educating and engaging your audience. From welcome videos to mastering interviews, optimizing for social media, and more, experts Mark Tager, MD and Leslie Marcus will show you the power of video.

Moderator Mark J. Tager, MD
Invited Faculty Leslie Marcus; Mark J. Tager, MD

Friday, November 20

Building Blocks of a Successful Practice 2:15 – 3:45 pm PST // Virtual Stream 3

Building a successful practice takes time, critical thought, dedication and know-how. In this session experts will reveal their secrets to building highly successful medical aesthetic businesses and the key points to keep in mind when designing and/or building your practice. Learn how to reduce wasted time on tracking down payments, why it is critical to understand the modern customer journey and key strategic elements you should consider incorporating into your practice to maximize profitability and success.

Moderator Jay Shorr

Invited Faculty Mohsen Ghoreishi; Jonathan Kaplan, MD; Jay Shorr; Mara Shorr; Kelly Smith

Saturday, November 21

Practice Management – Proactive vs. Reactive 8:00 – 9:30 am PST // Virtual Stream 3

Protecting your practice in a digital world. Preparing for and bouncing back from the unexpected. Benefit planning for retirement...these are just a few of today's most common issues we see arising in a medspa / aesthetic practice. In this session, you'll find out how you can get ahead with proactive measures and leave with real-world tips to immediately implement within your practice.

Moderator Dori Soukup

Invited Faculty Jacob Horn; Shelena Lalji, MD; David Mandell, JD; Jay Shorr

Must-Know Marketing Strategies – Part 1 10:00 – 11:30 am PDT // Virtual Stream 3

You may have the best staff, top practitioners, superior customer experience and the most advanced technology in town – but if nobody knows you are there, or what you are capable of, it is all for naught. In 2020, marketing and branding your practice is paramount, and this session shares proven strategies and examples to expand your presence and bring in new patients. You will discover the evolving nuances of social media and website design and top secrets to beating your competition online.

Moderator Mara Shorr **Invited Faculty** Chad Erickson; Tara Leifer; Sam Peek; Dori Soukup

Sales Strategies Live Training 12:30 – 2:30 pm PST // Virtual Stream 3

One of the biggest struggles in medical aesthetics is the business side of running a successful practice. Lack of training is by far the biggest gap in the industry – especially sales training. This sales training workshop provides tangible tools and techniques and will demonstrate scenarios to show you what it truly means to "sell" within a medical practice. Participants will learn the critical sales skills that impact both your patients and your practice, how to conduct patient consultations that convert, the key to creating a seven-figure practice and more. **Includes live Q&A with faculty.**

Invited Faculty Terri Ross; Chris Stock

Must-Know Marketing Strategies Part 2 – Expert Panel 2:45 – 3:30 pm PST // Virtual Stream 3

This panel features marketing experts taking a deeper dive into real-world concepts that will help your practice today. Topics will include where to spend your marketing budget, the relationship between building a brand and growing your practice, generational strategies, and an interesting look at creating and cultivating a hyper-focused brand.

Invited Faculty Kyle Farr, DNP; Kate Hancock; Alison Heinrich; Alexandra Rogers, NP; Christian Subbio, MD

Sunday, November 22

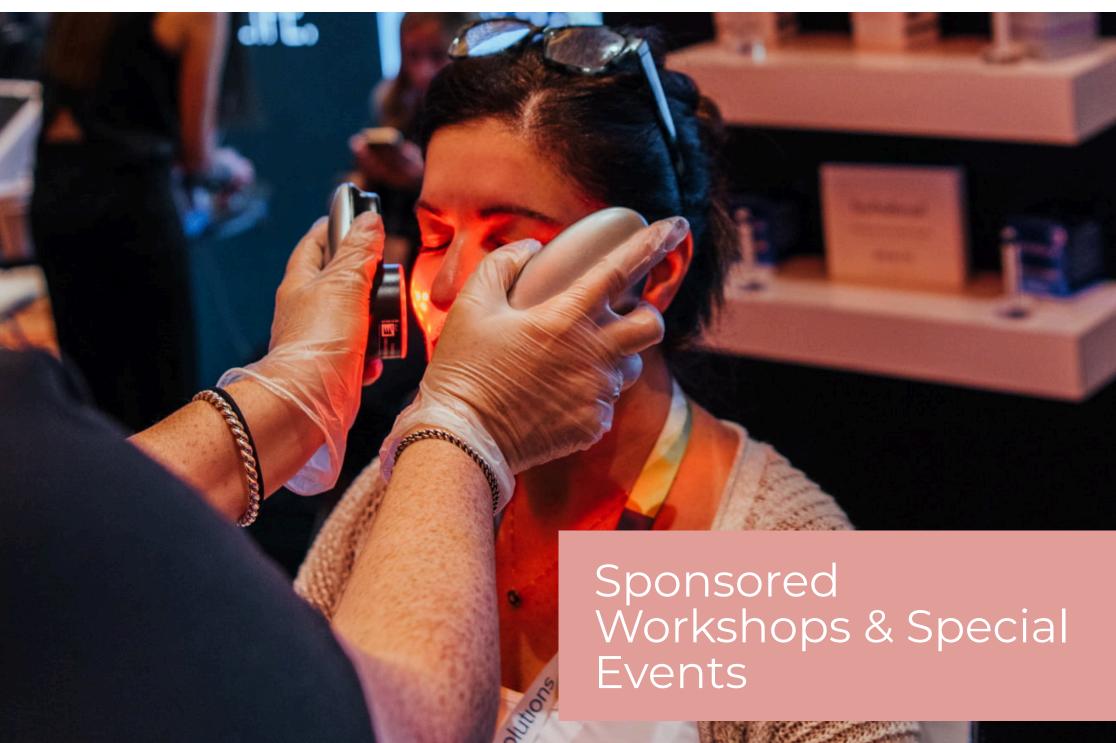
Process Improvement 8:30 – 10:00 am PST // Virtual Stream 3

Successful implementation and following of processes and procedures are often cited as the keys to running a productive practice. This session offers proven tips and best practices to help you overcome operational issues that affect every practice – covering things like regulations on who can do what in an aesthetic practice or medspa; determining relevant KPIs; tips to becoming a better leader; and apps to market your practice.

Moderator Terri Ross

Invited Faculty Bradford Adatto; Michael Byrd; Paula Di Marco Young, RN; Mark Grisby, JD, MPA; Robin Ntoh; Mara Shorr





Friday, November 20

Brunch & Learn: Go Uniquely Purified 9:45 – 10:15 am // Virtual Stream 4 Sponsored by Merz Aesthetics

Dr. Jonathan Kaplan will discuss his clinical experience with Xeomin and how he has added it to his patient offerings.

Faculty Jonathan Kaplan, MD

Saturday, November 21

Brunch & Learn: Neocutis: What It Can Do For Your Patients and Your Practice
9:30 – 10:00 am // Virtual Stream 4
Sponsored by Merz Aesthetics

Dr. Del Campo will discuss her experiences tailoring skincare based on patient needs with NEOCUTIS technologies.

Faculty Roberta Del Campo, MD

Lunch & Learn: Beyond Skin Deep: A Clinical Guide to the Science of Beauty 11:45 – 12:15 pm PST // Virtual Stream 4 Sponsored by Douglas Laboratories

Dr. Lalji uses the most up to date research and over a decade of experience to guide you through the diverse factors influencing healthy and happy living. This presentation will teach you that going beyond skin deep, to better understand the scientific background of wellness, is essential for helping your clients stay, and look, healthy. Join our discussion and have a chance to receive a free full-sized bottle upon a post-presentation survey completion.*

Faculty Shelena Lalji, MD

* Limit one prize per attendee. While supplies last.

‡These statements have not been evaluated by the Food & Drug Administration. These products are not intended to diagnose, treat, cure or prevent any disease.

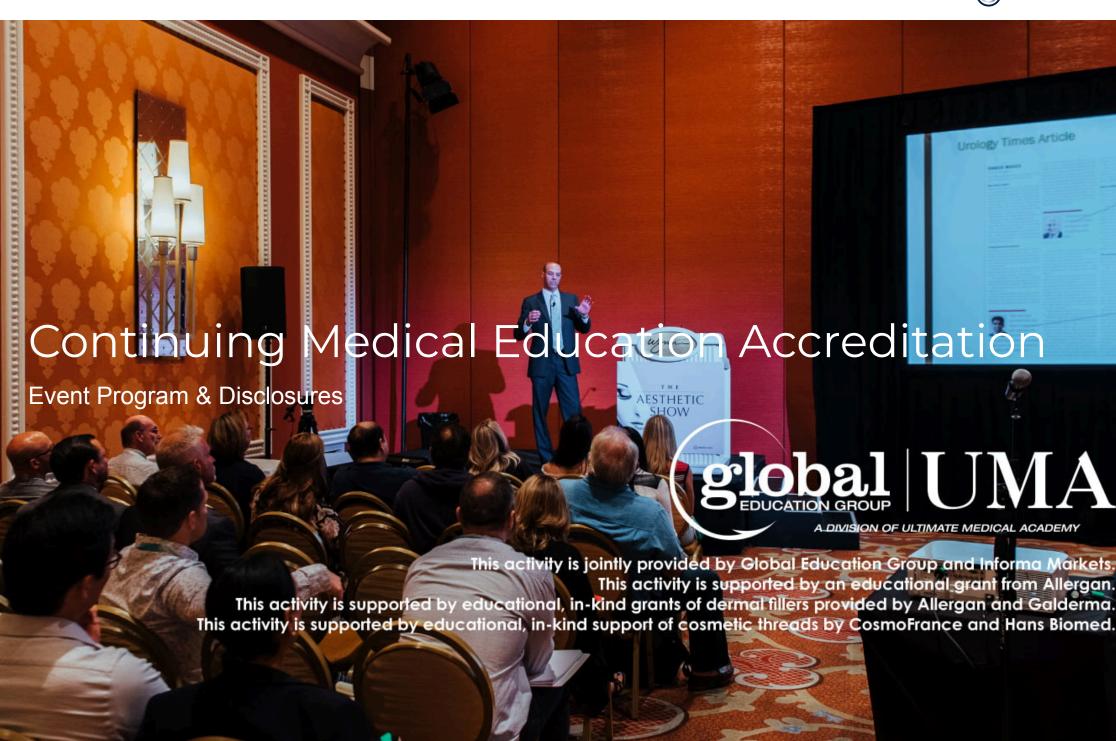
Discover How the Latest Minimally Invasive
Techniques Can Take Your Practice to the Next
Level And Maximize Your Patient Satisfaction
and Profitability

1:45 pm - 2:45 pm // Virtual Stream 4 Sponsored by Cosmofrance

Maximize your treatment ROI while simultaneously guaranteeing 100% patient satisfaction with non-invasive combination therapies! You will gain a deeper understanding of how you can utilize combination therapies to achieve great patient results that are quick to perform, decrease recovery time, and are very much appreciated by patients. Discover how you can take your practice to the next level using ezPRF; the Ultimate Blood Concentrate, NovaThreads PDO Threads, and the DermaSculpt blunt-flexible microcannula. Join us for a comprehensive approach to combination therapies and ROI.

Faculty Kian Karimi, MD





Continuing Medical Education Accreditation

Target Audience

This activity has been designed to meet the educational needs of Physicians and Allied Health Professionals working directly within medical aesthetics, dermatology, plastic and cosmetic surgery.

Statement of Need/Program Overview

The Aesthetic Show - Virtual (TAS-V) is designed to bring the latest medical aesthetic knowledge, including plastic surgery, cosmetic surgery and dermatologic procedures, products and technologies together in a virtual, interactive format. The health and safety of our attendees, exhibitors and faculty remain our top priority. TAS - Virtual will offer the same exceptional quality education content as the live event, with top speakers and new networking opportunities in a dynamic virtual environment. Attendees will learn about current procedures, new products and innovative technologies.

Educational Objectives

After completing this activity, the participant should be better able to:

- · Assess the current safety, efficacy data, and guideline recommendations of facial injectable products
- Identify the mechanism of action of neurotoxin and dermal filler injections for individual patients
- Demonstrate safe and proper injection techniques with minimal complications and satisfactory patient outcomes
- · Review surgical methodologies for facial rejuvenation; breast augmentation; rhinoplasty and skin tightening.
- Determine best practices for choosing which patients might be appropriate candidates for surgical rejuvenation and which might benefit from non-invasive approaches to facial rejuvenation
- · Discuss options for minimally invasive body shaping, contouring, fat reduction, and cellulite treatment
- Identify techniques and devices used in body shaping/contouring.
- · Recognize facial anatomy and associated structures for both surgical and nonsurgical rejuvenation
- Examine indications and treatment of photodamaged skin, including chemical peels, dermabrasion, and topical therapies

- Identify appropriate techniques for hair restoration procedures
- Examine the effects of nutritional health on anti-aging and aesthetic outcomes
- Demonstrate safe techniques for dispensing physician-grade skincare as a pre- and post- treatment therapy
- Assess current safety and efficacy data for thread lift/suspension suture products and procedures
- Identify the mechanism of action of thread lift/suspension suture products
- Discuss safe and proper microneedling techniques for various indications and on skin of color for minimal complications and satisfactory outcomes

Physician Accreditation Statement

This activity has been planned and implemented in accordance with the accreditation requirements and policies of the Accreditation Council for Continuing Medical Education (ACCME) through the joint providership of Global Education Group (Global) and Informa Markets. Global is accredited by the ACCME to provide continuing medical education for physicians.

Physician Credit Designation

Global Education Group designates this live webinar for a maximum of 15.0 *AMA PRA Category 1 Credits*™. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

Nursing Continuing Education

Global Education Group is accredited with distinction as a provider of nursing continuing professional development by the American Nurses Credentialing Center's Commission on Accreditation.

This educational activity for 15.0 contact hours is provided by Global Education Group. Nurses should claim only the credit commensurate with the extent of their participation in the activity.

Global Contact Information

For information about the accreditation of this program, please contact Global at 303-395-1782 or cme@globaleducationgroup.com.

Instructions to Receive Credit

You will receive an email in the coming week with a post-show survey, which will include a link to claim your CME credit. If you do not receive an email, please contact:

Liddy Knight: lknight@globaleducationgroup.com

System Requirements

| PC | MAC | |
|---|--|--|
| | | |
| Microsoft Windows 2000 SE or above. | MAC OS 10.2.8 | |
| Flash Player Plugin (v7.0.1.9 or greater) Internet Explorer (v5.5 or greater), or Firefox Adobe Acrobat Reader* | Flash Player Plugin (v7.0.1.9 or greater) | |
| | Safari | |
| | Adobe Acrobat Reader* | |
| | Internet Explorer is not supported on Macintosh. | |

Fee Information & Refund/Cancellation Policy

There is \$495 fee for this educational activity.

For individual as for group registrations: Cancellation must be notified in writing by email uniquely to: hello@aestheticshow.com

- Until 30 days before the Event: 20% processing fees on the total registration
- Between 30 to 15 days before the Event: 50% cancellation fees on the amount paid
- From 15 days before the Event date or no show: No refund except in case of "force majeure", conditions detailed below.

For the purpose of this cancellation policy, the relevant dates shall be fixed by reference to the originally scheduled opening date of the Event and not any newly scheduled opening date of the Event that has been changed as a result of the force Majeure conditions below.

"FORCE MAJUERE"

Refunds may be granted by the organizer, after evaluation, if the participant is unable to attend the event due to a severe accident, close relative illness (children, husband/spouse, brother/sister), or family death.

Refunds may be granted by the organizer if it determines that the Event shall be cancelled or postponed due to an event of force majeure, or alternatively, the Organizer may, acting in its sole discretion, decide to transfer all registrations to the next scheduled edition of the Event.

In all cases, refunds will be subject to a minimum deduction equal to 10% of the booking charges by way of a processing fees.

For any assistance in such circumstances, please contact us at hello@aestheticshow.com

Disclosure of Conflicts of Interest

Global Education Group (Global) requires instructors, planners, managers and other individuals and their spouse/life partner who are in a position to control the content of this activity to disclose any real or apparent conflict of interest they may have as related to the content of this activity. All identified conflicts of

interest are thoroughly vetted by Global for fair balance, scientific objectivity of studies mentioned in the materials or used as the basis for content, and appropriateness of patient care recommendations.

The *faculty* reported the following financial relationships or relationships to products or devices they or their spouse/life partner have with commercial interests related to the content of this CME activity:

| Name of Faculty or Presenter | Reported Financial Relationship |
|------------------------------|---|
| Russell Bartels, MD | Consultant/Independent Contractor: Viveve |
| | Consultant/Independent Contractor: Galderma, Merz, Allergan, Loreal |
| Shino Bay Aguilera, DO | Speaker's Bureau: Galderma, Merz, Allergan, Loreal Advisory Board: Galderma, Merz |
| Taylor Benson | Nothing to Disclose |
| Patrick Bitter, MD | Nothing to Disclose |
| Carolyn DeLucia, MD | Consultant/Independent Contractor: BTL, Alma |
| Alison Heinrich | Nothing to disclose |
| Asem Moussa, MD | Nothing to disclose |
| Joe Niamtu, DMD | Nothing to disclose |
| Arisa Ortiz, MD | Grant Research Support: Allergan, Revance Honoraria: BTL Advisory Board: Aerolase, Allergan, Galderma, Merz, Sciton |
| Mayha Patel, MD | Honoraria: Epionce |
| Christine Petti, MD | Nothing to disclose |
| Lori Robertson, MSN | Open full table in browser: s://informa.turtl.co/story/virtual-tas-program-2020/page/6/6 |

The planners and managers reported the following financial relationships or relationships to products or devices they or their spouse/life partner have with commercial interests related to the content of this CME activity:

| Ashley Marostica, RN, MSN | Nothing to disclose |
|---------------------------|---------------------|
| Lindsay Borvansky | Nothing to disclose |
| Andrea Funk | Nothing to disclose |
| Liddy Knight | Nothing to disclose |
| Ashley Cann | Nothing to disclose |
| Erin Velardo | Nothing to disclose |
| Tawni Bosiljevac | Nothing to disclose |
| Carlos Rodriguez | Nothing to disclose |

Disclosure of Unlabeled Use

This educational activity may contain discussion of published and/or investigational uses of agents that are not indicated by the FDA. Global Education Group (Global) and Informa Markets do not recommend the use of any agent outside of the labeled indications.

The opinions expressed in the educational activity are those of the faculty and do not necessarily represent the views of any organization associated with this activity. Please refer to the official prescribing information for each product for discussion of approved indications, contraindications, and warnings.

Disclaimer

Participants have an implied responsibility to use the newly acquired information to enhance patient outcomes and their own professional development. The information presented in this activity is not meant to serve as a guideline for patient management. Any procedures, medications, or other courses of diagnosis or treatment discussed in this activity should not be used by clinicians without evaluation of patient conditions and possible contraindications on dangers in use, review of any applicable manufacturer's product information, and comparison with recommendations of other authorities.



Thank you for reading

The Aesthetic Show - Virtual Edition Event Program

