

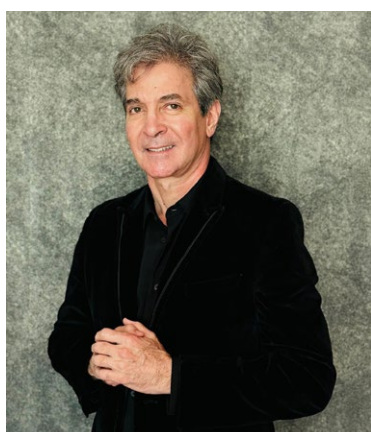
PRESIDENT'S EMAG

2024

ISAPS
September



MESSAGE FROM THE ISAPS PRESIDENT



Arturo Ramírez-Montañana, MD
ISAPS President

Dear ISAPS Community & #ISAPSFAMILY,

Welcome to September! For this issue, I want to share some truly inspiring, life-transforming stories. They are relevant to our specialty, as we are all superheroes in some way.

Do superheroes exist? This is the story of Pancho and Pedro, my favorite superheroes.

Hello, everyone. I hope you, your loved ones, and your patients are well. I started this manuscript by asking if you think superheroes exist. I mean real superheroes, made of flesh and blood. I am not referring to created characters like Superman, Spiderman, Thor, or Aquaman. Here, I am pleased to share two incredible stories of the two SUPERHEROES that I know, and with great pride, I can tell you they are very dear friends.

The first story corresponds to Dr. Francisco Bucio (Pancho Bucio). It began on September 19, 1985, during the earthquake in Mexico City when, as a young palliative surgery resident, he was trapped in the rubble of the General Hospital of Mexico City when the building where he was located collapsed. Many hours later, he was rescued; among his injuries, he suffered an amputation due to the crushing of four fingers on his right hand.

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This put the future career of this young resident of our specialty at a crossroads because, after the initial care, this young man migrated to the state of California to visit Dr. Harry Buncke, who performed a transplant of two toes from his foot to his hand. Pancho, after months of strenuous rehabilitation, finally returned to Mexico to finish his training as a plastic surgeon; years later, Pancho started a private practice in 1987 as a certified plastic surgeon and has maintained it successfully for over 35 years in the city of Tijuana, Mexico, south of San Diego, Calif.



The other superhero I want to refer to is also a great Mexican colleague and friend, Dr. Pedro Vega. Pedro began his career as a plastic surgeon in the beautiful city of Guadalajara, Mexico, in 1991. With great success and great technical ability, he worked for six years until one night, he suffered a car accident during a family trip on August 31, 1997. The injuries that Pedro endured included a section in the spine at the level of the seventh thoracic vertebra. Anyone would think that Pedro's career was over; however, after a year of rehabilitation, Pedro returned to work as a plastic surgeon and, from his wheelchair, has maintained a very successful career for more than 33 years, including being a great artist (sculptor).



Pancho and Pedro are clear examples of **Resilience**, examples to follow, great friends, and, for me, a source of inspiration. I am sure there are many more superheroes in our specialty. If you know any stories like these, please share them with us.

I personally thank Pedro and Pancho, two superheroes, for allowing me to share this story. Superheroes—yes, they do exist, and they are a clear example of a great capacity for RESILIENCE.

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I leave you with these motivational stories to remind you to advocate for your superhero narrative. What powers do you have?

Perhaps you can start by sharing your “mastery of our specialty” and **submit your abstracts** for our **ISAPS Olympiad World Congress in Singapore** next June! You have **until October 18, 2024**, to send your papers—don’t delay! The meeting promises to be another educational arena where you can learn the latest updates, methods, and techniques and network with colleagues and peers.

See you all soon,

Arturo Ramírez-Montañana, MD
ISAPS President

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Meet Your Newly-Elected ISAPS Patient Safety Committee Chair Advocating for Aesthetic Education Worldwide®



Interview with **Andre Cervantes, MD** Chair, ISAPS Patient Safety Committee

As part of ISAPS' continued **growth and development**, we strive to keep diversity and the latest advancements in our specialty at the forefront of our work. With so many worldwide projects and activities, we want to remain **leaders in our aesthetic world**. We recognize that our success is due to the dedication of our many committee members, including you, who work together to ensure we stay on track with our objectives and the means to fulfill them. To enable fresh ideas, philosophies, and innovative processes, we elect new Chairs regularly for our many committees, and we are thrilled to introduce you to the current ISAPS Patient Safety Committee Chair, Dr. Andre Cervantes. We recently had the privilege of sitting down with him to discuss his **vision and objectives** for the committee.

ISAPS: "ISAPS is the world's leading professional body for board-certified aesthetic plastic surgeons with the mission to inspire and nurture Aesthetic Education Worldwide® for the safety of patients."

What does this mean to you personally, and how do you engage this mission in your everyday practice?

CERVANTES: I've been serving the ISAPS leadership since 2018 when I was elected National Secretary of Brazil, and I am personally proud of nurturing my community with the ISAPS mission. This includes education and the promotion of patient safety worldwide, as well as providing safe and effective aesthetic procedures. With this vision and these actions, we improve the quality of life globally, provide patient guidelines, and, more importantly, develop evidence-based and updated recommendations for our members and create awareness about the importance of safe procedures within our plastic surgery community.

ISAPS: How can ISAPS members get more involved in our patient safety agenda?

CERVANTES: All members must be aware that we all follow the principles of the **PATIENT SAFETY DIAMOND**,

developed by the past President, Dr. Foad Nahai, which designates the four pillars that are mandatory for SAFE aesthetic surgery:

1. Procedure - Appropriate for the patient.
2. Patient - A good candidate for the procedure.
3. Surgeon - Qualified and with the proper training, knowledge, and experience in performing the procedure.
4. Surgical Setting - Safe authorized by the country's regulatory system and with trained personnel and emergency procedures in place.

Moreover, the **Patient Safety Committee** has created and published several **safety statements** and recommendations regarding different topics related to our daily practice and we work together with different national societies and regulatory agencies. All these publications are on our website in different languages, and I strongly recommend checking them out!

One of the tasks assigned to the new Patient Safety Committee will be gathering experts and ISAPS members from different sub-specialties of plastic surgery to release updates about the current evidenced-based literature yearly. Stay tuned!

ISAPS: As a member of ISAPS for 10+ years, how has being a member benefited you?

CERVANTES: It's a real honor being an ISAPS member. Besides the breakthrough and high-class education provided by the finest aesthetic surgeons of the world, I have the privilege to deliver talks and exchange ideas with colleagues and, therefore, bring in the best for my patients.

Furthermore, ISAPS is truly a family of plastic surgeons. I personally don't know such a friendly and truly global society as ours! Proud to be part of the **#ISAPSFAMILY**.

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ISAPS: How will patient safety be featured in the ISAPS Olympiad World Congress, Singapore program? And what are you most looking forward to during your stay in Singapore?

CERVANTES: I am confident that the **ISAPS Olympiad World Congress** will be one of the best meetings ever! It will be the true connection between Western and Eastern aesthetic surgery techniques, and in addition, it's a true and democratic chance for the young generation to present their work and be awarded. Do not miss this chance; join us!

We will also have the **FIRST SAFETY DIAMOND PANEL**, where we will have talks exclusively related to patient safety, such as risk stratification and recommendations.

Personally, I am excited to visit Singapore again after 20 years, and I look forward to our presidential dinner and the many networking opportunities. See you all in Singapore!

Learn more about the ISAPS Patient Safety Committee.

Patient Safety Committee



Advancements... Experts... Education... Keynotes... Immersive Sessions and Master Classes... #ISAPSFAMILY... Awards... 'Best Rated' Speakers... Innovation... & so much more await you at the ISAPS Olympiad World Congress Singapore

Share Your Expertise & Submit Your Abstracts Before October 18, 2024

With so much to offer, you don't want to miss the next ISAPS Olympiad World Congress! To jumpstart your participation, the ISAPS Scientific Committee invites you to submit your work as an abstract for presentation and share your knowledge and insight.

To do so, choose your topic and prepare an abstract of a maximum of 500 words. Each abstract must be a completed study, clinical case, or new technique. Abstracts must be original presentations and will be held to CME compliance standards and a competitive peer-reviewed process.

Submit Abstracts

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Topics for 2025:

- Body
- Breast
- Face & Neck
- Periorbital
- Rhinoplasty
- Transgender
- Non-surgical: Injectables
- Other Surgical (including Patient Safety, Medical Tourism) Minimally Invasive (including Regenerative Medicine)
- Other Non-Surgical (including Practice Management, Business School)

Our biennial **ISAPS Olympiad World Congress Singapore** follows our inaugural Olympiad World Congress in Athens in 2023. It takes its name from this innovative approach, **adding a competitive element to our Congress activities** to acknowledge and award the best-rated speakers at the event. Don't delay - send your abstracts today!

[Submit Abstracts](#)

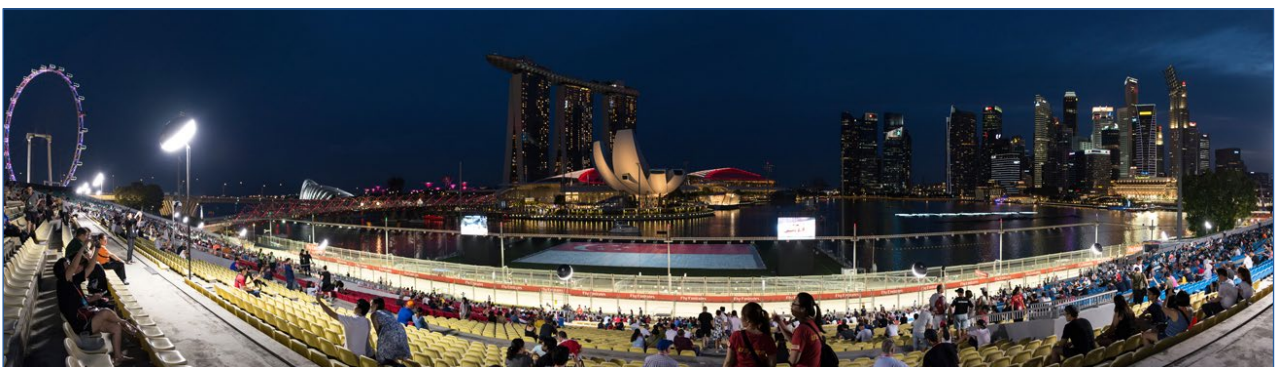
Critical Congress Dates:

Call For Papers: Closes **October 18, 2024**

Pre-Congress Date: **June 18, 2025**

Main Congress Date: **June 19-21, 2025**

Olympiad World Congress 2025



FUN FACT

September 28, 2008, marked the **first-ever Formula 1 night race** in Singapore. It was so popular that it is now held annually. And there must be something magical about Singapore nights, as the city is also home to the **world's first nocturnal zoo**, referred to as the "Night Safari," where visitors can see many endangered species.



MONTHLY EDUCATION CORNER



Recently published in *Aesthetic Plastic Surgery...*

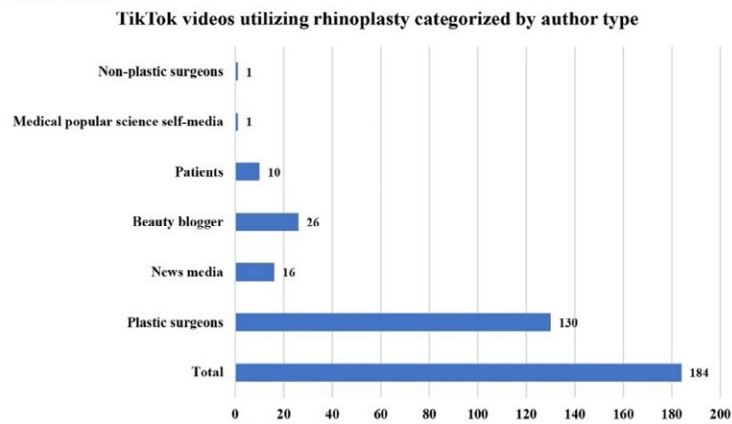
TikTok Videos Related to Rhinoplasty in China: Characteristics and the Quality of the Information

Kai Chen · Yuan Cai · Luyun Jiang

There are numerous videos related to rhinoplasty on TikTok in China. The objective is to examine videos on Chinese TikTok regarding rhinoplasty surgery and evaluate the content quality of rhinoplasty-related videos on TikTok.

Fig. 1

From: TikTok Videos Related to Rhinoplasty in China: Characteristics and the Quality of the Information



TikTok videos utilizing rhinoplasty categorized by author type

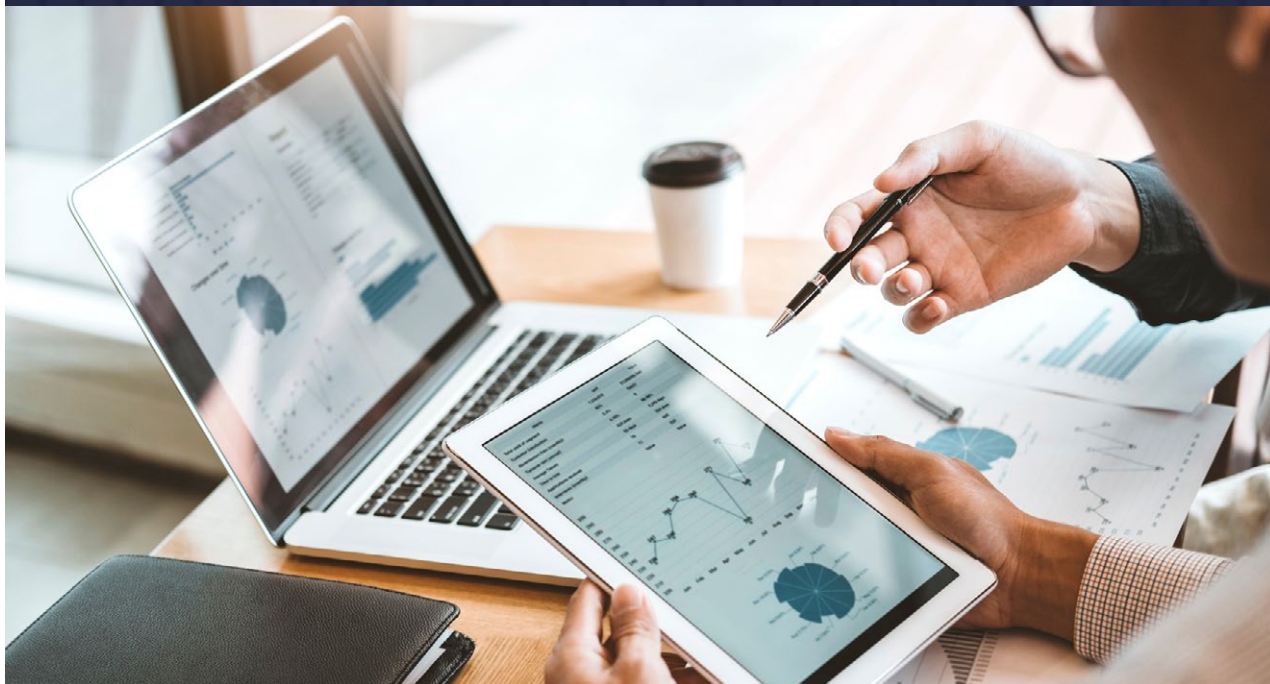
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For questions, please contact memberservices@isaps.org.



PRACTICE MANAGEMENT



Building a Successful Life & Business

Maintaining balance is essential for physical health and emotional, mental, and social well-being. The demanding nature of the medical profession can lead to imbalances in various areas of life, affecting the quality of medical practice and personal existence. It is, therefore, crucial to find tools that help evaluate and improve this balance.

One such tool is the „Wheel of Life,“ which allows one to identify which aspects are receiving more focus and which are being neglected. The analogy of the wheel is straightforward: when the spokes of a wheel are of equal length, the wheel turns smoothly; however, if there is an imbalance between the spokes, bumps and irregularities in the movement are inevitable. The same principle applies to different aspects of life.

The main aspects to evaluate in the “Wheel of Life” are as follows:

- 1. Physical Health and Well-Being:** This includes self-care, nutrition, exercise, sleep, personal care, and disease prevention. It covers everything related to maintaining one’s physical and mental condition. A key question here would be, “How many hours per day or week are dedicated to self-care?”
- 2. Relationships:** It is scientifically proven that people with more and better social relationships have a higher quality of life. These relationships can include friendships, family, partners, and professional connections. Reflect on questions such as, “How close are you to your loved ones? How many new relationships are you building or maintaining? What is the quality of these relationships?”

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- 3. Personal Development:** Learning is a continuous process. It is essential to maintain curiosity and diversify knowledge, as this is a characteristic of the longest-living people. Personal development may involve growth in one's area of expertise, spiritual growth, hobbies, and passions. Consider asking, "What are you learning? What are you reading or listening to? What helps you grow?"
- 4. Professional Career:** This aspect is often the primary focus in a physician's life. However, when work becomes the sole priority, it can lead to a dangerous imbalance. It is important to evaluate the time, energy, and attention devoted to work, even outside of the workplace. "How much do you work, even when you are not physically at work?"
- 5. Finances:** Managing the financial resources generated by work or investments is crucial to avoiding stress and maintaining focus on other essential areas. This includes income, expenses, savings, investments, and overall financial security. Ask yourself, "Are finances a balanced part of life, or are they given disproportionate importance?"
- 6. Environment:** Everything built in life is related to home, community, nature, and lifestyle. It is essential to reflect on how one interacts with the environment and how one contributes to its improvement. Ask yourself, "How fulfilled and committed do you feel to the continuous improvement of your environment?"
- 7. Fun and Leisure:** Time dedicated to relaxation, enjoying pleasant moments, and expressing personal skills is integral to life. Productivity should also be measured by the amount of free time one has, the hobbies one enjoys, and the hours of rest. Ask yourself, "How much do you rest and relax without feeling the weight of responsibilities?"

Building a successful career is part of building a successful life, and taking the right and necessary steps to achieve it depends on one's actions. Self-evaluation is a fundamental part of self-awareness.

Please send your feedback or comments to doctor@juanestebansierra.com.

Juan Sierra, MD - COLOMBIA
ISAPS National Secretary

Interested in more practice management tips?

- Check our [L.I.F.T. program online](#)
- Don't miss the [Leadership Session from the Congress](#) and [Business School](#) on-demand
- [Register to view ISAPS' Business School 2021 On Demand!](#)

Free for ISAPS members, non-members \$300,
office staff and nurses \$100.

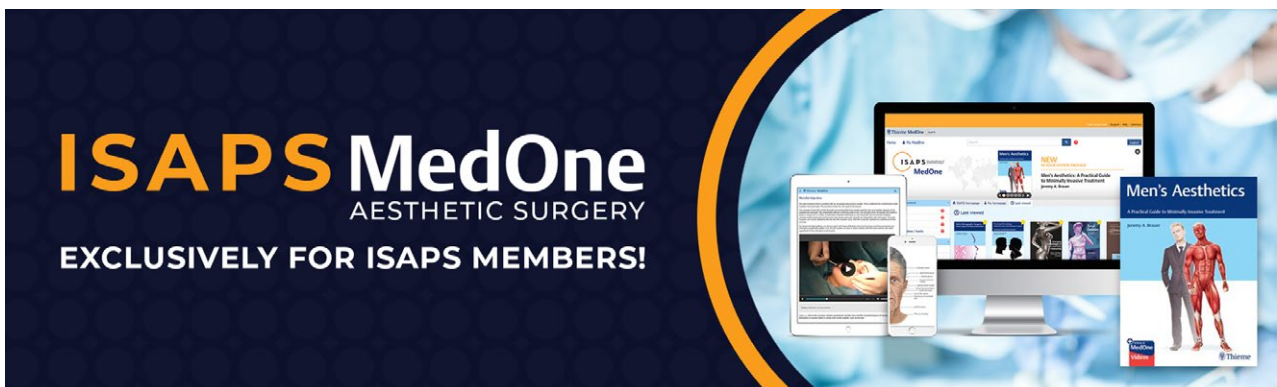
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This month's [Online Video Library](#) features a session on: [ISAPS QUAD A - Beyond the Scalpel: Unveiling Hidden Infection Risks in Plastic Surgery](#).

In this session, Dianne Borque, a seasoned nurse, expert surveyor, and faculty member for QUAD A, delves into the critical topic of infection prevention in office-based plastic surgery settings.

For full access to the online video library of **more than 1,500+ videos**, become a [member today](#).



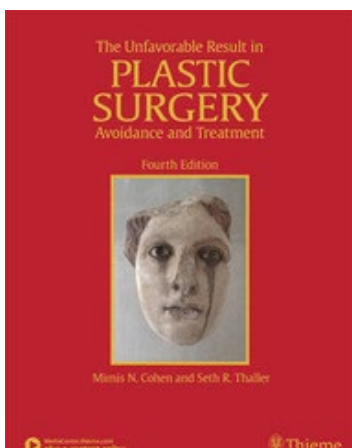
September 2024 MedOne Feature

[The Unfavorable Result in Plastic Surgery: Avoidance and Treatment](#) *Mimis Cohen · Seth Thaller*

Experts discuss alternative approaches and considerations in aesthetic plastic surgery, breast surgery, pediatric & craniofacial surgery, reconstructive plastic surgery for head & neck, body & lower extremity, and burns.

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MedOne is available to select ISAPS members.



MedOne

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ISAPS APS Journal Club | Social Media & Academic Success in Plastic Surgery | September 21, 2024 | 13:00 UTC

Join moderators Minyor Avellaneda, MD (Colombia) and Juan Manuel Di Diego, MD (Argentina), and experts Zekeriya Tosun, MD (Turkiye), Aditya Aggarwal, MD (India) and Prof. Lydia Masako Ferreira, MD (Brazil) to review the following paper:

Social Media Popularity and Academic Productivity in Academic Plastic Surgery: A Positive Correlation.

Alison M. Mueller, Kasey Leigh Wood Matabele, Armin Edalatpour, Jacob M. Marks and Ahmed M. Afifi

**Registration is FREE for ISAPS members
and only \$50 for non-members.**

[Click here to find your local time!](#)

[Register Now](#)

ISAPS

INSTAGRAM LIVE



Join Us For Our Next Instagram Live Events!

September 10, 2024 | 15:00 UTC

[Check your local time](#)

Elevating Patient Safety Through Aesthetic Education Worldwide®

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Meet Your Hosts:



Arturo Ramírez-Montañana, MD
ISAPS President
Mexico



Andre Cervantes, MD
Patient Safety Committee Chair
Brazil



Andre Auersvald, MD,
Education Council Chair
Brazil



Ahmad Saad, MD
Education Council Co-Chair
US

*Please Note: these details are subject to change. Any updates will be sent via the Weekly Updates.

September 25, 2024 | 16:00 UTC

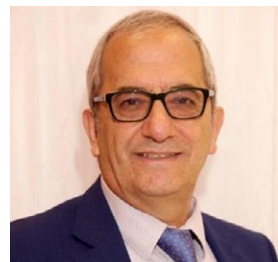
[Check your local time](#)

Mommy Makeover and Other Combined Aesthetic Procedures: What Are the Recommended Combinations and Related Techniques?

Meet Your Hosts:



Naveen Cavale, MD
National Secretary, UK



Amin Kalaaji, MD
Co-Chair of the ISAPS National Secretaries,
Norway

Instagram Live



GUEST ENTRY FROM ISAPS GOLD GLOBAL SPONSOR:

POLYTECH

POLYTECH Introduces New Breast Implant Shape Opticon® Plus

An optimized anatomical shape, in both MESMO® and Microthane® surfaces

Introduction

POLYTECH, a global leader in breast aesthetics, reconstruction, and body contouring, proudly announces the latest addition to its extensive product portfolio: Opticon® Plus. This innovative anatomical breast implant shape, available in both Microthane® and MESMO® surfaces, addresses the growing demand for natural breast aesthetics, all while maintaining the high standards of 'Made in Germany' quality that POLYTECH is renowned for.

Collaborative Development and Market Needs

In developing Opticon® Plus, POLYTECH collaborated closely with leading global opinion leaders in the field of plastic surgery. "Opticon® Plus combines an optimized anatomical shape with our most popular and differentiated surfaces: MESMO® and Microthane®," stated Prof. Dr. Karsten Hemmrich, CEO of POLYTECH. "The collaborative effort and feedback we received underscored the growing demand among surgeons for diverse, individualized implant options. These options are essential for achieving a natural breast appearance while ensuring optimal, long-term results for their patients."

Expanding POLYTECH's Diverse Implant Portfolio

POLYTECH already offers over 2,000 implant variants, catering to the unique needs of both aesthetic and reconstructive plastic surgery. The introduction of Opticon® Plus further enhances this portfolio, offering a variety of surfaces designed to meet the specific needs of both surgeons and patients. These include:

Gel Filling:

Opticon® Plus in SublimeLine filling: The SublimeLine filling by POLYTECH offers a cohesive, form-stable silicone gel that returns to its shape after moderate compression and is designed to provide a natural feel. This filling is designed to support the anatomical shape of the implant and deliver a realistic breast appearance. It helps achieve long-lasting results.

Surfaces:

Opticon® Plus with Microthane® surface: POLYTECH's proprietary micro-polyurethane shell cover, known for its very high predictability and stability, offering a very low complication rate, even in cases involving breast reconstruction and radiation therapy¹.

Opticon® Plus with MESMO® surface: POLYTECH's fine microtextured surface, which combines the benefits of both smooth and textured surfaces, to achieve a soft, low complication, and predictable outcome². These enhancements highlight the advanced technology and patient-centric design of POLYTECH's implants, making them a preferred choice for surgeons aiming for enhanced aesthetic outcomes.

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Positive Feedback from Experienced Users

Paul Mooney, POLYTECH's Head of Global Marketing, highlighted the positive response from surgeons: "We were really delighted by the response from surgeons to the new shape design. The overwhelming feedback is that Opticon® Plus will support surgeons in achieving the natural breast aesthetics that patients are increasingly asking for."

Industry Trends Driving Innovation

The launch of Opticon® Plus is timely, aligning with several significant trends in the breast surgery industry:

Natural Breast Beauty: There is a growing trend towards more natural breast aesthetics³, moving away from an augmented upper pole look. Anatomical breast implants, like Opticon® Plus, are increasingly used to achieve this more natural appearance.

Individualized Implant Choices: As each patient's medical needs and aesthetic preferences are unique, the days of a "one-size-fits-all" approach to implants are gone. Surgeons now place greater emphasis on tailoring implant choices to each individual patient.

Surface Customization: Just as implant shapes vary, so do the preferences for implant surfaces. Many surgeons value the stability and predictability offered by fine-textured surfaces and modern micro-polyurethane covers, which help reduce common complications such as displacement and bottoming out¹.

Hybrid Procedures: The combination of breast implants with fat grafting is becoming more common, allowing surgeons to refine and individualize aesthetic outcomes for each patient.

Growth of Direct-to-Implant (DTI)

Reconstruction: The traditional distinction between aesthetic and reconstructive breast surgery is becoming less pronounced, and DTI is now offered as a realistic solution to reconstruction patients.

Commitment to Quality and Innovation

POLYTECH remains committed to combining innovation with quality, continuing its legacy as the only German manufacturer of soft tissue implants. With a global presence in over 80 countries, POLYTECH ensures that all products are developed exclusively at the company's headquarters in Germany and manufactured under stringent clean room conditions.

The introduction of Opticon® Plus marks POLYTECH's most significant launch since the 2020 expansion of its B-Lite® range. Opticon® Plus will be available in Europe starting in October. For more details, stay connected with your local POLYTECH representative



SOURCE:

1. Pompei S et al. Aesthetic Surgery Journal, 2016;36(10):1124-1129. ; Pompei S et al. Aesthet Surg J. 2017 Feb;37(2):171-176. ; Loreti A et al. Breast, 2020;50:1-7. ; Montemurro P, Aesthet Surg J. 2024;44(9):948-956.
2. POLYTECH Data on File, Implants of Excellence, Annual Survey 2014-2019.
3. <https://edition.cnn.com/style/article/evolution-of-breast-implants/index.html> ; <https://www.medestheticsmag.com/research/injectables/news/22883822/top-10-cosmetic-surgery-trends-phazing-out-rising-in-popularity-in-2024>

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June 18-21, 2025 www.isaps.org



CALL FOR PAPERS

Submit your paper now to be part of our program

Registration opens:
September 18, 2024

Abstract submission deadline:
October 18, 2024

Special abstract registration deadline:
November 18, 2024

Olympiad World Congress 2025



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ISAPS EVENTS**



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ISAPS Membership

ISAPS offers membership to accredited aesthetic plastic surgeons and residents worldwide. We have members in more than 117 countries and provide them with access to training, e-learning, and networking opportunities within our community of more than 5,000 fellow surgeons.

ISAPS membership now includes:

Our *Aesthetic Plastic Surgery Journal* is published as two online issues per month, one online-only issue, and a second 'selected articles' issue, which will also be sent to print subscribers.

A video library on our website, offering 1500+ plastic surgery videos.

Members-only discounts for events, including our ISAPS Olympiad Singapore World Congress 2025.

Listing on the ISAPS Find a Surgeon Directory on the ISAPS website

Membership costs from just \$250 for qualified surgeons. Residents can join for free, for up to three years. Applications for membership are available online, through our website.

Apply today to become an ISAPS Member!

If you have any questions, please feel free to contact us at
memberservices@isaps.org



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