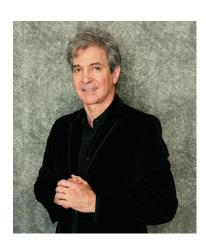
PRESIDENT'S EMAG





MONTHLY UPDATE FROM YOUR ISAPS PRESIDENT

CONNECTING LIVES, CULTURES, KNOWLEDGE, AND THE FUTURE IN AESTHETICS



Arturo Ramírez-Montañana, MD ISAPS President

Dear ISAPS Community & #ISAPSFamily,

I hope everything is going well with your personal lives, loved ones, and patients. As we welcome December, I am excited to share updates from last month's meetings and events.

- 1. SINGAPORE ANNUAL CONGRESS
- 2. KUWAIT ISAPS OFFICIAL COURSE
- 3. NEW YORK SPRINGER CONTRACT
- 4. CANCUN VENUE INSPECTION 2026

During the first weeks of November, we had the opportunity to attend two significant scientific events celebrated in two fantastic countries.

SINGAPORE & KUWAIT

The first event, the 7th Edition of the Plastic Aesthetic Surgery Meeting 2024 (PASM), organized by the Singapore Association of Plastic Surgery and sponsored by the Academy of Medicine of Singapore Surgery, took place on November 9 and 10, 2024, and was hosted at the Academia, Singapore.

We want to thank Dr. Ong Yee Siang, President of this Society, and the organizing Committee members, Drs. Jeremy Sun, Pek Chong Han, Pek Wan Sze, Low O-Wern, and Jolie Hwee, for the invitation and the opportunity to participate in this event and promote the next ISAPS Olympiad.

I want to extend special recognition to Dr. Matthew Yeo, ISAPS National Secretary, and World Congress Olympiad 2025 Local Organizing Committee Chair, for his support. While we were visiting Singapore, Yeo and I, together with the ISAPS' central office team, visited the <u>Sands Expo & Convention Centre</u>, a world-class venue where the next <u>ISAPS Olympiad World Congress 2025</u> will be held. I can confirm that this is the perfect venue that meets all our requirements for celebrating a first-class event.

The second scientific event was an ISAPS Official Course in Kuwait, held November 14 to 16, 2024, at the Marina at the Salwa Sabah AlAhmad Conference Center. It was organized by the Kuwait Society of Plastic Surgeons (KSPS) and the Panarab Association for Burns and Plastic Surgery (PABPS).

We want to thank the local organizer's team, commanded by the President of KSPS, Dr. Hisham Burezq; Vice President, Dr. Sabreen Alzamel; General Secretary, Dr. Khaled AlTarrah; and Head of the Organizing Committee, Dr. Heba Khashnam, as well as our ISAPS National Secretary in Kuwait, Dr. Imad Ainajjadah, Dr. Mohamed Farouk (past National Secretary), and Dr. Ahmad Alali, who represents the Residents Committee, for all their kindness and attention. I also want to express my appreciation to the ISAPS Scientific Team, led by Drs. Ozan Sozer, Andre Auersvald, Mohammed Alghoul, and Bertha Torres for their involvement.

Thanks to both the Singapore and Kuwait organizations for taking care of us. The whole experience was amazing-seeing two different countries and two different culinary offerings with such good friends and colleagues.

NEW YORK

On November 21-23, 2024, a few days after Kuwait, Drs. Kai Schlaudraff, Vakis Kontoes, Ozan Sozer, ISAPS Executive Director Sarah Johnson, and I visited New York City and the Springer office, our "Blue Journal" publisher, for a renewed contract revision, offering more benefits to our members.

CANCUN

Following the visit to New York City, I was joined by Sarah Johnson, Events Manager Monica Martins, and Bertha Torres, our National Secretaries Chair, on November 24-27 in Cancun to tour the 2026 ISAPS Biennial Meeting venue.















Cancun offers everything that we require to celebrate a world-class event: unparalleled blue sea and gold sand beaches, hundreds of restaurants, more than 40,000 hotel rooms from different categories and prices, extensive aquatic sports, fishing, pyramid tours, exciting nightlife, great culinary options, Mexican culture, and more.

I look forward to next year's ISAPS Olympiad World Congress in Singapore, June 18-21, 2025. It will be an educational, social, and international gathering of leaders and experts in a city known for its rich culture, extraordinary cuisine, and beautiful city and landscapes.

I am looking forward to seeing you soon!

Arturo Ramírez-Montañana, MD ISAPS President





This Month Connect With Ashish Davalbhakta, MD, Parliamentarian

Board Member and Co-Chair of ISAPS
Education Council Regional

With newly elected Board Members this year, we are honored to introduce you to our ISAPS Parliamentarian and ISAPS Education Council Regional Co-Chair, Dr. Ashish Davalbhakta (India). We learned more about his capacity in this role, what he enjoys most about ISAPS, and what he looks forward to next June at the ISAPS Olympiad World Congress in Singapore.

ISAPS: Congratulations on your new role as Parliamentarian and part of the Board of Directors; what an exciting opportunity! Some of our members may not be familiar with this role. Can you explain the required duties and your main priorities for 2025?

DAVALBHAKTA: Parliamentarians have a great responsibility. My task is to ensure that all meetings and workings of the Board of Directors follow parliamentary procedures. These rules form the bedrock of democracy and ensure fair and equitable decisions in a civil manner. I help the president enforce parliamentary discipline.

ISAPS: Does your role as Parliamentarian collaborate with your position as ISAPS Education Council Regional Co-Chair? How?

DAVALBHAKTA: I have been ISAPS' educational representative for India for four years and have once again had the opportunity to be ISAPS Educational Council Regional Co-Chair. As a Parliamentarian and a Board Member, I get insight into the core functioning of the Education Council. I can have a say in the equitable distribution of educational opportunities in Asia. I have direct access to the Education Council decision-makers and can resolve educational issues fairly quickly.

ISAPS: How has your practice been influenced since joining ISAPS? What do you value the most about being a part of the #ISAPSFamily?

DAVALBHAKTA: From the time I joined ISAPS and started attending and presenting at ISAPS meetings, my aesthetic practice has reached a different level, and

the focus on quality patient care, patient safety, and aesthetic results has advanced. The outcome has been improved patient satisfaction.

The highlight of being part of ISAPS has been the camaraderie shared by the #ISAPSFamily. You have access to the best minds in aesthetic plastic surgery who are willing to help you solve your problems. There is never a situation where an ISAPS member in another part of the world wouldn't have faced the same situation as you and knows what to do.

ISAPS: We are busy preparing for the ISAPS Olympiad in Singapore next June and look forward to seeing our #ISAPSFamily there, "connecting cultures, sharing knowledge, and leading the future in aesthetics." What is your favorite part of attending ISAPS meetings? What session topics are most relevant for next year's program, and any advice about how to make the most of the Congress?

DAVALBHAKTA: ISAPS meetings are very popular for their high level of scientific content. There is always something to learn that helps improve your technique and results. I look forward to all ISAPS meetings, as most of what I learned in aesthetic plastic surgery has been weaned from these meetings. The cadaveric dissections, live-streamed operative sessions, and surgery videos will be the sessions to watch out for.

ISAPS: Finally, if you had to describe ISAPS in three words, what would they be?

DAVALBHAKTA: Aesthetic Education Worldwide.

Learn more about ISAPS standing committees, subcommittees, and ad hoc committees and focus groups.

ISAPS Committees



CONNECTING LIVES, CULTURES, KNOWLEDGE, AND THE FUTURE IN AESTHETICS

Don't miss next year's <u>impressive</u>, <u>cutting-edge</u>, <u>and innovative program</u> in Singapore at the <u>ISAPS</u>

Olympiad World Congress!

The 2025 <u>invited faculty</u> are selected as the highest-rated speakers by our audiences from the most recent ISAPS programs. The rest of our speakers will be selected by a peer review process from the nearly 900 abstracts submitted.

The Olympiad brings a wonderfully competitive element to the ISAPS World Congress with an <u>Awards Ceremony</u> for best presentations voted by our audience and scientific committee in all categories.

All registered attendees will be able to attend the 2025 Awards Ceremony, so don't miss out on meeting next year's winners!

Meet the winners from the <u>ISAPS Olympiad Athens World Congress 2023 here</u>. Learn more about liposuction techniques from the session on <u>ISAPS Olympiad Athens 2023: Body - Advanced Body Contouring Techniques III</u>, featuring Rapid Fire Gold Winner, Dr. Alexandros Dionyssopoulos, with his lecture topic, <u>Delving Into Waterjet-Assisted Liposuction and Autologous Fat</u>.

Critical Congress Dates:

Super Early Bird Registration Deadline: January 18, 2025
Early Bird: January 19 – April 10, 2025
Standard/Onsite: Open April 11 onwards

Pre-Congress Date: June 18, 2025 Main Congress Date: June 19-21, 2025

Register

FUN FACT:

Did you know that the <u>Sands Expo & Convention Centre</u> is one of the newest venues in Singapore and referred to as a "Green Venue" for its outstanding sustainability standards?

Its location is also perfect: right in the Central Business
District, it provides easy access to shopping, arts, culture, and
world-class entertainment. Book your stay today and start
planning an unforgettable Congress and recreational delights!

Venue



IMPORTANT DEADLINE REMINDER!

Claim Your CME Credits for the ISAPS World Congress 2024, Cartagena

The last day to claim your CME credits for Cartagena is **December 11, 2024**. If you wish to claim **CME points** and receive a **CME certificate**, you need to complete the evaluation form for each session(s) you attended or watched on-demand.

Watch this <u>video</u> on how to evaluate sessions for the Congress. Our Congress is accredited by EACCME® for up to 36.5 ECMEC® credits (and reciprocally for the equivalent AMA PRA Cat 1 credit).

*No CME credits will be claimable after December 11, 2024.

CME Details



THANK YOU & CONGRATULATIONS!

Congratulations to all of our 2024 Fellowship Program participants. The three-month ISAPS fellowships provide intensive training in a broader field of aesthetic surgery for ISAPS Resident and Associate

members. This international program offers over 50 fellowships across 19 locations, and we are proud to be able to provide this enriching educational opportunity.

Stay tuned for deadlines for next year's applications!

CONGRATULATIONS TO 2024 ISAPS FELLOWS

OUARTER 1 - JANUARY TO MARCH

Tiago Reina Di Nunzio - Montreux, Switzerland Gayane Mkhitaryan - Vienna, Austria Vittoria Murone - Salo, Italy Sarah Saoud - Istanbul, Turkiye Giuseppe Lanzano - Istanbul, Turkiye Devvrat Katechia - Cali, Colombia Hannah Luze - Cape Town, South Africa Tertius Potgeiter - Posadas, Argentina

OUARTER 2 - APRIL TO JUNE

Lachlan Farmer - Rotterdam, The Nettherlands
Oana Misca - Rotterdam, The Nettherlands
Weng Jun Tang - Montreux, Switzerland
Helene Sophie Scheer-Degiacomi - London, United Kingdom
Noemi Kristo - Vienna, Austria
Pietro Luciano Serra - Salo, Italy
Dajmo Mateo Zaninovic - Istanbul, Turkiye
David Emilio Vera Olivares - Istanbul, Turkiye
Sirine Tritar - Istanbul, Turkiye
Rene Manuel Palacios Huatuco - Cali, Colombia
Miguel João Ribeiro Matias - Marbella, Spain
Ankita Jawanjal - Posadas, Argentina

QUARTER 3 - JULY TO SEPTEMBER

Vera Negenborn - Rotterdam, The Nettherlands Saskia Tosun - Rotterdam, The Nettherlands Livia Dornelas Correa - Montreux, Switzerland Hayson Wang - Stuttgart Tobias Summer - London, United Kingdom Gozde Akyol - Salo, Italy Saket Srivastava - Tehran, Iran Tamás Varga - Cali, Colombia Lucas Alves Oliveira - Marbella, Spain Diana Almeida - Riyadh, Saudi Arabia

QUARTER 4 - OCTOBER TO DECEMBER

Christos Kassos - Rotterdam, The Nettherlands Ioannis Kyriazidis - Rotterdam, The Nettherlands Miguel Sanchez Quintains* - Ghent, Belgium Carlotta Barbon - Montreux, Switzerland Jan Petriczko - Stuttgart, Germany Vidhi Mehta - London, United Kingdom Gertraud Eylert - Vienna, Austria Diogo Hummel Hohl - Koln, Germany Luis Gerardo Sandoval Ortiz - Salo, Italy Anna Tan - Istanbul, Turkiye Winston Wittesaele - Istanbul, Turkiye Shruti Kongara - Istanbul, Turkiye Milos Sarvan - Cali, Colombia Sameer Pundeer - Thrissur, India Claudio Schaller - Cape Town, South Africa Maja Simic - Marbella, Spain Kavya T. - Sydney, Australia Mohammad Aseef - Posadas, Argentina



ISAPS Fellowship



MONTHLY EDUCATION CORNER



Recently published in **Aesthetic Plastic Surgery...**

Trends in Surgical and Nonsurgical Aesthetic Procedures: A 14-Year Analysis of the International Society of Aesthetic Plastic Surgery-ISAPS

Lina Triana • René M. Palacios Huatuco • Gianluca Campilgio • Esteban Liscano

As part of the International Society of Aesthetic Plastic Surgery, we present an analysis of our **global aesthetic statistics**, fulfilling the role of a worldwide organization of plastic surgeons with a clear mission to disseminate aesthetic education worldwide, promote patient safety, protect high ethical standards, and communicate.

A retrospective analysis of the ISAPS Global Aesthetic Statistics was conducted annually from 2010 to 2023. The design and analysis of each survey was carefully developed and validated by Industry Insights, Inc. prior to distribution. Participants were recruited using an anonymous online questionnaire that focused primarily on the number of surgical and nonsurgical procedures performed in the previous year, as well as questions related to surgeon demographics and the prevalence of medical tourism. ISAPS invited all physicians in their data base who were board-certified plastic surgeons or equivalent and suggested National Societies to encourage their members to participate.

Read Article

Enhance your learning on male surgery with more resources from the APS Journal:

<u>Gynecomastia Surgery in 4996 Male Patients Over 14 Years: A Retrospective</u>

Analysis of Surgical Trends, Predictive Risk Factors, and Short-Term Outcomes.

Become a member to have full access of Aesthetic Plastic Surgery.

For questions, please contact memberservices@isaps.org.

ISAPS VIDEO LIBRARY

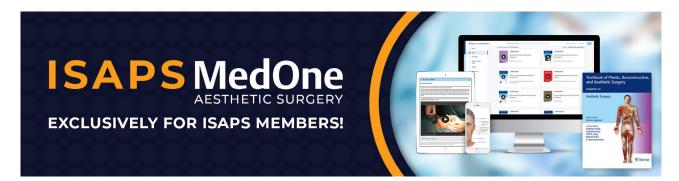


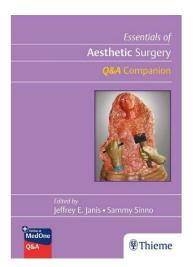
L.I.F.T. Module 4: Andy Craggs Strategic Leadership - Brand of You

This month's Online Video Library features a session from the ISAPS L.I.F.T. Program with a video from Andy Craggs, L.I.F.T. Module 4: Andy Craggs: Strategic Leadership - Brand of You, which forms part of the core resources for Module 4 (M4) of the ISAPS L.I.F.T. Program: Strategic Leadership.

For full access to the online video library of close to 2,000 videos, become a member today.

Video Library





December 2024 MedOne Feature

This month we highlight the, "Essentials of Aesthetic Surgery: Q&A Companion," by Jeffrey E. Janis and Sammy Sinno.

"Aesthetic surgery is difficult to teach because it is the ultimate convergence of the art and science of plastic surgery and subjective in nature. Essentials of Aesthetic Surgery: Q&A Companion, edited by internationally-recognized plastic surgeons Jeffrey E. Janis and Sammy Sinno, provides physicians with a superb learning tool to expand or refresh their skills. The globally acclaimed parent book highlights salient points and features clinical pearls across the spectrum of aesthetic surgery in a succinct, accessible, "Essentials" style bulleted format."

Copyright: Thieme Medical Publishers

MedOne is available to select ISAPS members based on their membership level.

A **free, one-month trial** of MedOne is available to all ISAPS members. Please contact memberservices@isaps.org to claim your access code.

MedOne



Best Choices, Best Results

The time arrives when we must make a decision, and it's time to embark on our professional journey. At this juncture, self-awareness is perhaps the most potent tool for making an informed choice. Factors such as personal interests, skills, values, and life expectations must be considered.

EMPLOYEE OR ENTREPRENEUR

However, a fundamental dichotomy arises between being an employee or an entrepreneur. The former offers stability and benefits in exchange for reduced autonomy and limited growth. Conversely, the entrepreneur seeks independence and the construction of a personal project, assuming greater risks but with the potential for unlimited growth.

This choice is not static; it can evolve over time and in various circumstances. What is crucial is having clarity about one's personal and professional goals to make decisions that align with them.

UNIQUE ADVANTAGES AND CHALLENGES

We must choose a trajectory calibrating our values, skills, and expectations. Both the employee and entrepreneur options offer unique advantages and challenges. The key is to find a balance between personal and professional life that allows us to achieve fulfillment and satisfaction. Ultimately, the choice will depend on our personality, our goals, and our willingness to take risks.

New graduates have a unique opportunity to design their future. They have an open book and write their chapters how they want, without having any influence at this stage in their professional

development. Then there are those individuals who have been in the field for some time and lack a clear vision; they should consider whether to continue the same path or make adjustments.

LEGACY AND TRAINING

These two varying perspectives suggest that those with more experience should ponder how to leave a legacy and become leaders in their field by participating in the training of new talent. One of the most gratifying ways to wrap up one's career is to teach new generations how to overcome difficulties; this is how we create an effect and can have the most impact - today and for years to come.

Juan Sierra, MD - COLOMBIA ISAPS National Secretary

Interested in more practice management tips?

- Check our L.I.F.T. program online

- Register to view ISAPS' Business School 2021 On Demand!

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

- Business School 2022 recordings from Istanbul available free for members in our **Online Video Library**.



Bio SCIENCE

Buttock Augmentation: Trends, Techniques, and the Role of Hyaluronic Acid Fillers

Aesthetic plastic surgery has seen a significant surge in the popularity of buttock augmentation, fueled by evolving beauty standards and continuous advancements in procedural techniques. Among the most popular approaches is fat grafting, particularly the Brazilian Butt Lift (BBL), which has captured widespread attention for its transformative results. However, as the procedure gained traction, safety concerns also came to the forefront. The risk of fat embolism, a potentially fatal complication, has prompted surgeons and patients alike to seek safer alternatives.

Buttock implants have provided a solution for many, despite their higher-than-average complication rates. When examining the role of buttock implants, it is essential to understand the significance of implant placement in achieving optimal outcomes. Implants are typically positioned below the gluteal muscle, enhancing the roundness and overall volume of the buttock. While the implant increases in size and contour, the final aesthetic result depends largely on the condition and elasticity of the overlying skin and tissue. Implants do not directly influence the quality or contour of the overlying skin, making additional interventions necessary in cases of poor skin quality or residual imperfections.

To address these challenges, hybrid techniques combining implants and fat grafting have been developed, offering a balance between safety and effectiveness. Furthermore, in these hybrid procedures, hyaluronic acid (HA) fillers play a crucial role in enhancing and refining the final results.

Amid these evolving techniques, HA fillers have carved a unique niche in buttock augmentation. HA fillers have demonstrated particular utility in addressing aesthetic challenges during hybrid surgeries. For instance, they can smooth cellulite or dimpling, creating a more even skin surface. They are also ideal for providing supplemental volume in specific areas in patients unable to gain sufficient weight for fat grafting. Additionally, HA fillers are frequently used to refine the aesthetic results of buttock implants, softening visible edges and enhancing the natural appearance of the contours.

One of the standout advantages of HA fillers is their ability to deliver immediate results. Injected with precision using ultrasound guidance, the filler is strategically placed in the subcutaneous tissue, ensuring accurate contouring. Patients often report noticeable improvements in skin quality and volume immediately after the procedure. Moreover, the non-surgical nature of HA fillers means minimal downtime, allowing patients to return to their daily lives without prolonged recovery. The treatment is also highly customizable, enabling practitioners to tailor the volume and placement of the filler to meet each patient's unique goals. Therefore, HA can address challenges that implants alone cannot resolve, such as smoothing out implant edges or correcting skin texture. At the same time, the filler provides a natural enhancement without altering the implant's contribution to size and muscle lift.

Despite their advantages, HA fillers require careful consideration. As with any minimally invasive treatment, maintenance is necessary due to the gradual absorption of the filler by the body. Although side effects such as swelling or bruising are typically mild and transient, it is essential to inform patients about these potential outcomes to help them set realistic expectations.

The integration of HA fillers into buttock augmentation has redefined the possibilities in body contouring. Whether used as a standalone treatment or as part of a hybrid approach, HA fillers provide a flexible and patient-centred solution. By addressing residual imperfections, enhancing skin quality, and offering precise volume control, HA fillers complement traditional methods while prioritizing safety and convenience. As techniques continue to evolve, HA fillers are set to play an increasingly prominent role in achieving individualized, natural-looking results in modern aesthetic surgery.



Dr. Heinicke





Leveraging Global Insights to Elevate Breast Augmentation Practices

The breast augmentation market has significant growth potential, with only 1% global penetration. To better understand what's behind this, Mentor commissioned a study of nearly 800 women across the U.S., China, Europe, and Brazil to uncover consumer motivations and barriers along the patient journey. Here's what this insight offers to plastic surgeons looking to grow their practices. The study highlighted three consumer segments, each presenting unique opportunities to build patient confidence in continuing the proacess.

- 1. Lapsed Consumers Had a consultation but did not proceed.
- 2. Limbo Consumers Have considered the procedure but not yet sought a consultation.
- 3. Passive Consumers Open to the idea of augmentation but have not actively pursued it.

The research indicates that a consultation significantly increases the likelihood of moving forward with a procedure, although confidence levels fluctuate across the journey. Notably, information gathered before consultations can sometimes reduce patient confidence. Providing reliable pre-consultation content to patients can better guide their decision making.

Emotional Connections During Consultations

A core finding is the importance of bringing more emotional elements into the consultation. Data shows that consultation content often focuses heavily on functional aspects, which are important, but patients also seek emotional reassurance. Incorporating relatable patient stories and experiences, possibly through video testimonials or real patient interactions, could help provide this emotional support to patients. Clinics in China, for example, have seen high conversion rates by featuring patient testimonials in consultations.

Pre-Consultation Information Needs

Most prospective patients conduct extensive online research before even setting up a consultation. Many turn to social media and search engines for insights, seeking authentic patient experiences and before-and-after visuals. However, there remains a disconnect: many patients report that online information doesn't fully answer their questions or alleviate their concerns. Surgeons may consider strengthening their digital presence to help guide patients toward making informed decisions and reducing the chance of losing interest before meeting with a surgeon.

Engaging the Passive Group: Normalizing Breast Augmentation

Stigma around breast augmentation is decreasing, according to passive consumers, and broader marketing and normalization efforts could stimulate interest from this group. Content that reflects the diversity of patients and their motivations could normalize the procedure further, potentially increasing the category's global appeal.

Unified Industry Approach

The insights underscore the potential benefits of a unified approach. Joining industry-wide initiatives focused on consumer education and best practices can contribute to higher standards in consumer education, digital engagement, and patient support. This collaboration builds patient confidence in the procedure and strengthens the field's credibility.

Manufacturers Can Support Surgeons

Manufacturers can provide resources to support surgeon efforts:

- Educational brochures, explainer videos, and infographics that answer common patient questions.
- Testimonials that show diverse patient motivations and help establish an emotional connection during a consultation.
- Digital templates, content, and best practices to strengthen surgeons' online presence.

By addressing emotional considerations and pre-consultation information needs, and strengthening their digital presence, surgeons can increase patient confidence in the decision-making process. And by manufacturers supporting surgeons with educational and emotive content tailored to each consumer segment, the global breast augmentation market can reach new levels of growth and patient satisfaction.



Olympiad World Congress 2025



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 5,700 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 nearly 2,000 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



www.isaps.org