

PRESIDENT'S EMAG

2022

ISAPS
November



MESSAGE FROM THE ISAPS PRESIDENT



Lina Triana, MD
ISAPS President

Dear friends and ISAPS members,

In these weeks following Istanbul, we have been diligently working towards building up the team. Additionally, the committee, sub-committee, and focus group chairs have been busy designating their own teams, which include ISAPS members that have shown the initiative to want to serve on a higher level within our Society. Even though some of you may not have been chosen to be actively involved in these groups, we are grateful to so many of you for volunteering your time, and the possibility of being in action mode is still there (remember there are three ways in which we live life: automatic, judging, and action mode). You can really serve ISAPS by bringing us new options, and new possibilities on how to make things better.

To emphasize this, I would like to quote what I always say to my office staff, "I am here to listen, but not to the situation per se (*we prefer to refer to it as situations and not problems*), but on how we can solve it. Who better than you, who are immersed in the day-after-day process, to identify the possibilities on how to make it better? AND even though I am here to listen, that does not mean I will always be able to take immediate action, but by identifying a situation and sharing it, I am now aware of something that I did not realize was an issue, and our conversation has created a possibility for change".

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To help ensure that our various committees and focus groups aim to achieve their active roles, we have distributed Terms of Reference (TORs). These are to serve as guidelines and help them really discover the **purpose** of what they have committed to in our organization. With this clarity, they have the tools to create the process on how to achieve this purpose, including the strategic plan each one of them will follow in the coming years.

Based on ISAPS' vision, our purpose for safe and effective aesthetic procedures, and improved quality of life for all patients worldwide, I want to ask each and every one of you, "What actions are you taking towards fulfilling it?" It is clear that the aesthetic world in which we all live faces critical threats against quality aesthetic plastic surgery procedures, which are paramount for the safety of our patients. Therefore today, I want to bring back our ISAPS Safety Diamond based on our four pillars.

1. The surgeon who performs the procedure: must be board certified in plastic surgery or the country's equivalent. That the doctor has the knowledge, training, and experience to do what he/she says they will do for the patient.
2. The facility where the procedure is performed: the environment where the procedure is being done complies with the regulatory requirements.
3. The patient to whom the procedure is being performed: that the patient's conditions are optimal for the procedure that is being done.
4. The procedure: this is decided after the surgeon first listens and then examines the patient, so afterward, a joint treatment plan is created, including what procedure will be done, and what supplies and medical devices are to be used to perform the surgery.



Remember, ISAPS is a Society of members and not of societies. This gives us power since every one of us is here because we chose to be part of it. We, as part of the aesthetic world, chose to belong to ISAPS. And with this same principle, we have ISAPS Ambassadors, our National Secretaries, who are elected by their own country's colleagues; ISAPS members from their own countries who determine whom they want to be their leader. Our National Secretaries are the connection between ISAPS and their ISAPS country members.



And since unity gives us force, in these threatening days for our plastic surgery specialty, we created our ISAPS Global Alliance. This is a network of 87 scientific plastic surgery societies worldwide working together because together we are stronger towards fulfilling our mission of delivering excellence in aesthetic education for the safety of our patients. This month we will host an ISAPS Global Alliance

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meeting where we have also invited our ISAPS National Secretaries, so together we can build strategies towards taking action for safe aesthetic plastic surgery procedures for the safety of our patients.

In line with ISAPS standing as Global Leaders in Aesthetics, we are very happy to share with you that under Dr. Lydia Masako's leadership as President of the Brazilian Society of Plastic Surgery (SBCP), they are now an ISAPS Global Alliance member. We are partnering towards safe and effective aesthetic procedures and improved quality of life for all patients worldwide. Other Memorandum of Understanding (MoU) agreements have also recently been signed with the Arab Association of Surgical Medical Aesthetics (AASMA), and the Albanian Society of Plastic Surgery. We invite all existing plastic surgery societies that are not yet part of the Global Alliance to join, as together we grow stronger.

Coming back to our strategic plan, and how to fulfil our ISAPS' mission of inspiring and nurturing excellence in aesthetic education worldwide for the safety of our patients, as stated in our strategy document, some of our core activities include:

- 1. Organize and Disseminate Aesthetic Education Worldwide.** We invite you all to create ISAPS educational opportunities in your respective countries. In future e-magazines we will go more in depth on what actions are needed from your side to create these educational opportunities.
- 2. Promote Patient Safety.** Since ISAPS is here for safe and effective aesthetic procedures and improved quality of life for all patients worldwide, our Patient Safety Committee has been very actively working towards this purpose, our ISAPS vision. I invite you, if you have not done so yet, to look for our [**ISAPS Aesthetic Society Member Alert regarding US FDA Statement on Breast Implant Associated Squamous Cell Carcinoma \(BIA-SCC\)**](#). Also, with the aim of supporting specific needs in our diverse ISAPS aesthetic world, we have [**endorsed the Patient Safety Statement during Gluteal Fat Grafting that the American Society of Plastic Surgeons \(ASPS\), The Plastic Surgery Foundation \(PSF\), The Aesthetic Society, and the Aesthetic Surgery Education and Research Foundation \(ASERF\)**](#) put together. Given the international nature of ISAPS and the different jurisdictions in which our members work, ISAPS will continue to review the international consensus and periodically update its position in this area as new information emerges.
- 3. Protect our High Ethical Standards.** To implement this, during our past Board meeting, we created an Ethics Committee, and are in the process of putting together its TORs.
- 4. Publishing High Quality Research** is one of our core activities and Aesthetic Plastic Surgery, our ISAPS official Journal (APS) is our forum for publishing original articles advancing the art of aesthetic plastic surgery, I would like to acknowledge Bahman Guyuron, the Editor-in-Chief of APS, for his dedicated hard work in enhancing the quality of our ISAPS Scientific Journal. Our Journal Operations Committee (JOC) is continuing to work closely with Dr Guyuron to explore new possibilities for our APS Journal.
- 5. Communicate our Work Broadly within and Beyond our Specialty.** To develop this area, we are currently working with our communications team on a strategy document with which we can enhance our current communications.

As practicing doctors we exercise leadership in our day-to-day life, in each of the microenvironments we live in: our office, the operating room, and the hospital. Let us also be aware of leadership opportunities that arise at home, with our partners, our children, family, and friends. Remember: the actions we take in every situation that we encounter in life, create our future. And if these actions are for a purpose bigger

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than ourselves where matters of fundamental interests are on the table, and where others can express naturally and significantly by contributing to the cause, these are powerful actions.

ISAPS consists of 5,100+ members, plastic surgeons, in 117 countries worldwide who decided to be together because of matters of fundamental interests that unite us, where we can significantly contribute and express ourselves for something bigger than ourselves, giving us the power to exercise leadership in the aesthetic world, making us Global Leaders in Aesthetics.

Kind regards,

A handwritten signature in black ink, appearing to read 'Lina Triana'.

Lina Triana, MD
ISAPS President

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Meet Our New Board Member



Interview with
Dr. Andre Cervantes,
ISAPS Membership Committee Chair and
National Secretary, Brazil

An ISAPS membership is an honor as well as a representation of commitment to aesthetic plastic surgery. Being a part of this distinguished society offers its members many benefits, from access to esteemed educational events and courses, gaining more online presence for your practice, and providing patients with the confidence that they are being cared for by a respected physician.

To provide more detailed information on the advantages of being a member, we had the chance to speak with the newly elected ISAPS Membership Committee Chair and National Secretary, Dr. Andre Cervantes. Dr. Cervantes has been a member for 10 years and brings a wealth of knowledge and experience to his new position.

ISAPS: As an ISAPS member yourself, what would you say are the leading benefits of being a part of this society? How has being an active member aided in your success?

Cervantes: I finished my training in plastic surgery in 2001 and since then, I have been pursuing the most innovative and evidenced-based techniques to offer to my aesthetic clientele. When I became an ISAPS member, I not only found a global society that fulfilled my wishes, but also the best arena to catch up with the best aesthetic surgeons in the world.

In my practice, all the benefits count and it's beyond the high-class aesthetic education: including access to the Blue Journal (Aesthetic Plastic Surgery Journal), MedOne system, webinars, and the outstanding World Congresses, which are the leading and well-known benefits, but it's important to state that ISAPS is a global leader in the defense of the specialty, patient safety guidelines, and also brings global visibility to your practice.

And on top of that, ISAPS is a very democratic society, giving the chance for everyone to participate, vote, and collaborate as local representatives (National Secretaries).

ISAPS: For those individuals who are not yet members, what would you tell them that they are missing out on by not being an active member, and why should they join ISAPS?

Cervantes: I am a proud ISAPS member and I'm sure that more than ever, our Society is fully prepared and ready to help with the current challenges that aesthetic plastic surgery faces worldwide. Breakthrough and real-global education, customized benefits, and the opportunity to be part of a family of global leaders in Aesthetic Plastic Surgery, it's only found in ISAPS!

ISAPS: As the new ISAPS Membership Committee Chair, what aspirations do you have for the society in terms of growth, and what can current members do to help promote these ambitions?

Cervantes: It's an honor to lead the Membership Committee and collaborate with the strategic plan designed by our President, Dr. Lina Triana. The initial task is to strengthen the connection with the whole membership and our committee leaders. To this end, we have already nominated regional representatives by continent, which will be announced soon. This action will help us to understand in-depth the member demands, one by one, and search for more benefits that will aid to improve our practice, and help gain future members wishing to join our Society.

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ASK US ABOUT ISAPS

- Free residents membership
- Discounted rates for ISAPS World Congress and other events
- Ability to participate in fellowship and mentorship programs
- Subscriptions to *Aesthetic Plastic Surgery* and *ISAPS News*

APPLY HERE:
isapsmembership.org



- Access a global network of 5,000+ top surgeons
- Access to a library of clinical resources: ISAPS MedOne
Contact memberservices@isaps.org for a free trial
- Free education and e-learning

JOIN NOW for 2023 and get free membership until the year end



SEE YOU IN ATHENS

August 31 - September 2, 2023



The program for Athens 2023 is yours to decide!

Your evaluations from Istanbul and other previous events are being used to choose selected keynote talks and watch out for news in the coming weeks to contribute **your** own material to our program!

Important Dates!

- Abstract Submission Opens: Coming Soon
- Abstract Submission Closes: January 31, 2023
- Registration Opens: Early 2023
- Early-Bird deadline: June 15, 2023

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I Am Proud to Be An ISAPS Member!

At our 2022 World Congress in Istanbul, we set up an ISAPS photo booth for members to come together and share some fun moments!



PRACTICE MANAGEMENT



Advantages of an ISAPS Membership: Integrity & Growth for Your Practice

Being a member of ISAPS is both a privilege and an honor. Your membership exemplifies that you are committed to staying informed about the latest technologies and advancements in the plastic surgery specialty. You are affirming that you value continued education and that you adhere to the latest safety and ethical standards.

Building Trust and Strong Relationships

Our success as plastic surgeons is built not only from our expertise but also from the patients that we serve. Patients who can trust that they are receiving the best care will be the ones who become repeat clients and are also the ones who will refer their friends and family to your practice. Your ISAPS affiliation confirms that your practice meets the highest international standards of professionalism, skill, and safety.

Continued Education

A large part of your patients trust also stems from them knowing that you are part of a society that places the importance of continued education as an integral part of what you and your practice represent. Your patients' will place more trust in you, knowing that you strive to learn the most recent developments in the specialty, and therefore they know they are receiving the best, most up-to-date care.

Safety & Ethics

As an ISAPS member, you are also communicating that you value the safety of your patients and that your practice follows the ethical standards set by the worlds leading society of aesthetic plastic surgeons. ISAPS places great importance on being board-certified and accredited, and through educating patients on this importance, you are protecting them from unlicensed medical professionals.

Differentiate your Practice & Profit

As an esteemed **ISAPS member**, you are not only certifying your pursuit of the latest updates in plastic surgery, but you are also letting your patients, and potential patients, know that they are in trustworthy company. They will recognize that you prioritize their well-being and that you are part of a society that leads and teaches the importance of practicing safe and ethical standards in aesthetic plastic surgery. If you are not yet a part of the ISAPS community, think about joining today, and connecting with your fellow colleagues in the pursuit of achievement and patient/surgeon reassurance.

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Interested in more practice management tips?

[Register now to view the entire ISAPS Business School On Demand!](#)

Free for ISAPS members, Non-members \$300, Office Staff and nurses \$100.



There is still time to take part in the ISAPS Global Survey!

This distinguished study represents a collection of worldwide data and scientific analysis related to procedures in aesthetic surgery and cosmetic medicine. Only countries with sufficient data will be published, so please do your part before the survey closes.

[Click here to participate!](#)

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In the latest issue of
Aesthetic Plastic Surgery...

Implants Versus Lipograft: Analysis of Long-Term Results Following Congenital Breast Asymmetry Correction

**Vanessa Brébant • Maximilian Weiherer • Vivien Noisser • Stephan Seitz •
Lukas Prantl • Andreas Eigenberger**

Aims Congenital breast asymmetry represents a particular challenge to the classic techniques of plastic surgery given the young age of patients at presentation. This study reviews and compares the long-term results of traditional breast augmentation using silicone implants and the more innovative technique of lipografting.

[Click here for a preview of this article!](#)

If you are a member, **[log in](#)** to your account to view the full article on **[Implants Versus Lipograft: Analysis of Long-Term Results Following Congenital Breast Asymmetry Correction.](#)**

[Become a member](#) to have full access of **[Aesthetic Plastic Surgery.](#)**

This is available to ISAPS Resident Junior +, Associate Eco, Active Business and Active First Class members via the ISAPS MedOne e-learning tool. If you are interested in upgrading your membership so that you can access our excellent MedOne product, please contact **memberservices@isaps.org**.

Bio | SCIENCE

Guest Article from an ISAPS Global Sponsor

Gluteal Volume Correction with Macromolecular Hyaluronic Acid: An Experience-Based Evidence

Since the first reported gluteal augmentation procedure in 1973, many surgical approaches have been developed to meet the fast-growing requests from patients¹.

During the last 10 years, due to the increasing demand for minimally invasive procedures, Macromolecular HA has become a valuable alternative to autologous fat grafting and implants, which are the most commonly used surgical techniques in this area.

Indeed, Macromolecular HA results in the best option for those patients with no fat to transfer or who need small volumes, little contouring, or defect correction. Moreover, this technique is first indicated in patients that don't want to undergo a surgical procedure.

Clinically, Macromolecular HA filler has been shown to be integrated into the gluteal fat tissue and is better suited for gluteal anatomical and biological features. In addition, this biomaterial offers an optimal lifting effect on the skin. In this way, it is possible to achieve a good result even in an office-based treatment with minimal trauma, low AE risk, short recovery time, and reversible and tailor-made results.

Nevertheless, we should consider its two main cons: Macromolecular HA is a non-permanent filler, and the costs might be expensive for some patients.

Furthermore, in my nine year's of experience, I have performed more than 3,700 treatments between Dubai, Milan, and Rome. From my point of view, this procedure is not as simple as it looks because it implies the knowledge of a few key concepts to obtain safe and effective results.

First, patient selection has to be observed in terms of surgical parameters avoiding those with significant skin laxity, stretch marks, and/or cellulite distribution.

Then, advanced anatomical knowledge of the area is mandatory so as to avoid injection/damage/compression of gluteal vessels and nerve plexuses. From an aesthetic point of view, the evaluation of the buttocks' shape and skin quality is essential.

Finally, the technique is the cornerstone to getting perfect, safe, and durable results. Injecting into the deep subcutaneous fat layer, always above the muscle, and avoiding the lower third of the buttock is mandatory to minimize the risk of AEs and fast product reabsorption.

Moreover, I recommend a total maximum injection volume of 150cc. per session. For larger volumes, I prefer to



Representative Before & After pictures of Buttocks volume correction and Hip Dips contouring.

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split the total amount into two or more sessions, one month apart, allowing us to reduce the risks of inflammation and obtain the best results.

Before starting, we should detect any of the patient's previous treatments with other fillers, or present and past diseases that in certain instances could represent exclusion criteria.

Patient assessment should be performed in a stand-up position to evaluate the shape and skin quality under the gravitational effect and mark the areas to be treated, including the maximum projection zone, the path of the cannula, and entry points.

A safe treatment requires preparation by ensuring aseptic environment conditions and providing a prophylactic antibiotic, and anti-inflammatory treatment.

The choice of products is also crucial to obtain durable and safe results. I've been using HYAcrop MLF1/2 from BioSCIENCE for nine years because of their low toxicity level, specific rheological features, and two different ranges of particle size that allow you to match the needs of different skin types and buttock areas.



Piero Crabai, MD
United Arab Emirates / Italy

References:

1. Coker WM Ricketson G . Gluteal augmentation. Plast Reconstr Surg. 1973;52(1):93.

ISAPS Membership Renewals for 2023

You can now renew your ISAPS membership for 2023. We are already planning a busy program of activities and events for our members in the upcoming year, including the ISAPS Olympiad, to be held in Athens from August 31 to September 2. After the success of this year's Congress in Istanbul, we expect this conference to push new boundaries in aesthetic education worldwide®.

We are also going to be launching our new website, with an extended video library and invite you to join the community of members who benefit from access ISAPS MedOne e-learning platform.

If you signed up for "auto-renewal" in 2022, you don't have to do anything at this stage; we shall be in touch about this soon.

If you did not sign up for auto-renewal and want to get ahead of the game, please log in to your member profile. When you have logged in, click the 'View Membership' button on the left, click the 'ISAPS Membership' button under 'Membership Store', and select the ISAPS membership you want for 2023.

If you let your ISAPS membership lapse in 2022, or haven't yet joined us, you can get up to three months of free membership by joining or re-joining now. October to December 2022 membership will be included in your membership for 2023. Contact memberservices@isaps.org if you have any questions.

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ISAPS Membership

ISAPS members receive free or discounted access to most of our events, including ISAPS World Congress, and access to our Journal. Plastic surgeons at any stage of their career can also upgrade their membership to include access to our MedOne e-learning resource, which includes hundreds of books, videos and discussions.

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 5,100 fellow surgeons.

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