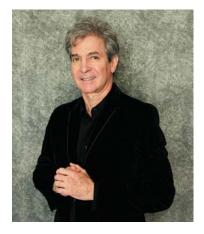
# PRESIDENT'S EMAG



### MONTHLY UPDATE FROM YOUR ISAPS PRESIDENT



Arturo Ramírez-Montañana, MD ISAPS President

#### Dear Friends and Colleagues,

THANKS, THANKS, THANKS TO ALL OF YOU FOR ALLOWING ME TO SERVE AND WORK FOR YOU AS PRESIDENT OF ISAPS FOR THE NEXT TWO YEARS ...

THE PHILOSOPHY OF WORK FOR THIS ADMINISTRATION WILL BE **"D.E.I." - DIVERSITY, EQUITY & INCLUSIVENESS.** 



I want to start my first message by saying thank you to all the ISAPS members from around the world for giving me this ONCE IN A LIFETIME OPPORTUNITY; at this moment in my life, I can assure you that I have no other priority but to serve you all.

Every single minute over the last ten years that I have spent on this project, working for the ISAPS Board of Directors out of my private practice, far away from home and business, missing my entire family, and going weekends without seeing Bertha, has been worth it. My heart and my mind have plenty of good feelings; I feel like I'm living someone else's life.

My inspiration to join ISAPS 35 years ago was influenced by two past Mexican ISAPS Presidents, MARIO GONZALEZ ULLOA (1973/1975) and JOSE GUERRERO SANTOS (1989/1992). It is because of them that many of us had the chance to meet the best plastic surgeons from around the world, learning from the best, making our practice safer, and offering our patients the best results with the ultimate surgical techniques.

Gratitude is not only the greatest of virtues but the parent of all others; that is why my eternal gratitude goes to those gentlemen, supporters, and friends, including:

### Tom Biggs • Carlos Uebel • Foad Nahai • Susumo Takayanagi Renato Saltz • Dirk Richter • Nazim Cerkes

It was TOM BIGGS (U.S.A.) and then CARLOS UEBEL (BRAZIL) who approached and encroached on me to participate and be involved in the ISAPS leadership project; up until then everything was status quo, then, suddenly on the scene appeared the perfect hybrid commander, (BORN IN BRAZIL AND TRAINED IN USA) a young, strong, perfectionist, natural leader, successful, charismatic, great surgeon, and incredible friend ... RENATO SALTZ, who continued and executed the original plan (by Biggs and Uebel) without mercy, supervising every single detail as a true mentor, until the goal was achieved, without them, Biggs, Uebel, and Saltz, this dream couldn't be possible. Now it's my turn to give something in return to ISAPS,

working as a faithful 24/7 servant because of all the priceless things this lovely organization did for me and my patients.





### About The Philosophy Of Work

With Diversity, Equity, & Inclusiveness, we will start with two great projects:

- The NEW GENERATION COMMITTEE (young plastic surgeons)
- All the regions worldwide must be represented on the ISAPS Board of Directors

### What Do I Have To Establish To Make This Successful?

- 1. A hand-selected (pristine) executive committee
- 2. Powerful and dedicated Board of Directors, all dedicated servants
- 3. A commanding National Secretaries army
- 4. An unconditional and efficient central office staff
- 5. Dozens of friends and colleagues in different parts of the world

\*It has not been to reach the goal and become ISAPS president; what is truly important and genuinely transcendental has been the way to get here, and the friends found on the road.

### 2024/2026 Objectives per the D.E.I. Project

Let's build a stronger and united ISAPS family society together.

Improve the regional representations of the B.O.D.

Make ISAPS more attractive for young generations of plastic surgeons.

Keep a solid financial base without increasing annual fees.

Continue to deliver the best aesthetic education worldwide.

All the members must be heard, and their needs must be solved.

"Now this is not the end. It is not even the beginning of the end. But it is, perhaps, the end of the beginning." W. Churchill

Arturo Ramírez-Montañana, MD ISAPS President

3 **ISAPSE-MAGAZINE** 



### Meet our 2024 Ohmori Lecture Winner: Lydia Masako Ferreira, MD

Former President of the Brazilian Society of Plastic Surgery (SBCP) 2022-2023

President-Elect Federation of Ibero Latin America Plastic Surgery Societies (FILACP) 2026-2028

The **ISAPS Ohmori Prize** was inaugurated in 1992, in recognition of the recipients' individual lifetime achievements and contributions to the field of aesthetic plastic surgery. This year, we are honored to give the prestigious award to Dr. Lydia Masako Ferreira. Hear more about her lecture and what inspired her.

ISAPS: You are this year's distinguished winner of the 2024 Ohmori Lecture. What has been your inspiration for achieving such high success as a leader in our specialty and your own national society, the Brazilian Society of Plastic Surgery?

**FERREIRA:** My decision to define the professional area was a choice in my path: plastic surgery. However, many directions in my life were not choices! In fact, they were opportunities. My inspiration for achieving success has been the ability to seize every opportunity that comes my way and confront all challenges with determination, doing the best I can. I believe that the opportunity represents a tiny portion. Ninety-five percent is how we react to this difficulty or opportunity. Each obstacle we overcome presents an opportunity for growth and learning; shaping not only my career path but also my worldview. That is the essential spice to shape our character and destiny. By facing challenges head-on, I have developed skills and a resilient mindset that drive me to achieve my goals and surpass expectations.

### ISAPS: Tell us about your lecture, ,The path is made by walking,' and what inspired you.

**FERREIRA:** The phrase "Caminante, no hay camino, se hace camino al andar," was written by the Spanish poet Antonio Machado. His work reflects a profound sense of humanity and contemplates each individual's inner journey. The famous phrase underscores the importance of forging ahead, even in the face of uncertainty and creating one's path in life through action and perseverance.

My whole life has included a journey with complex paths of uncertainty with tests of courage, resilience, and

perseverance. After finishing my PhD thesis as an assistant professor, doing well in the office, and having a stable family life, I could have chosen to remain in this comfort zone. However, I realized it is not about remaining comfortable but about which direction we are moving. With this thought, the first opportunity arose, which I consider one of the most special moments. I left my comfort zone and participated in the Plastic Surgery Education Foundation Award (1989-1990) competition. This award represented a milestone that gave me the start to the research line and groups.

I completed a post PhD at UCSF, directed by Stephen Mathes, a project recognized by the Ralph Millard Investigative Award (USA 1993), the International Plastic, Reconstructive and Aesthetic Surgery Congress (Yokohama 1995), and three other Latin-American awards. As a Visiting Professor at Harvard Medical School, I continued studying keratinocyte and fibroblast culture, directed by Jeffrey Morgan, who codirected my three PhD students.

As I learned from an early age to deal with adversities, I realized that it was these difficulties that made us grow. And again, seeking new horizons, I applied for the position of Plastic Surgery Professor at Unifesp. Twenty-eight years ago, at 44 years old, it was a big challenge. As a Plastic Surgery Program Director, we quadrupled the number of residents and the number of PhD or MsC students. These activities were carried out with three professors in one hospital and, currently, 32 professors in 10 hospitals at the Burn Treatment Unit, and in two labs. Our service has expanded in many directions: education, assistance, research, and extension.

In this same period, not everything was rosy. The only Master's and PhD Plastic Surgery Program in Brazil was being considered for termination because of the "notgood" concept (1996). I had just taken over as a professor, and astonished, I had received this biggest challenge in my academic life. I asked for a two-year chance. We transformed the Graduate Program to an international level when I took over as Coordinator of Medicine at CAPES (Federal

Fundraising Agency of the Ministry of Education). I learned that the opportunity didn't knock, but we had to create a door that opened to a much greater horizon.

As Head of the Surgical Department (2008-2011), after the confidence and credibility I acquired after 12 years as a Plastic Surgery Professor, I managed to make my dream come true: creating a burn treatment unit (2009) with exclusive private money and a business model and the first Latin American Medical Residence in Burn (2014). Other initiatives and feats have been accomplished, demonstrating that the "path is made by walking" and facing the challenges.

#### ISAPS: You are well-versed in regenerative medicine; how has it evolved over the past few years, and where do you anticipate it to be within the next five years?

FERREIRA: Over the past five years, regenerative medicine has made significant strides across various fronts, driven by advancements in biotechnology, tissue engineering, and cellular therapies. Emerging technologies in stem cell culture have enabled more personalized and effective treatment research and development. Stem cell-based therapies for applications like cardiac regeneration and muscle tissue repair have shown promise in clinical trials. I have worked in translational surgery since I created the "Translational Surgery Lab" studying allotransplants (1992) and then skin cell cultures (keratinocyte-1996; fibroblast-2007; melanocyte-2013). With a more specific focus on regenerative medicine, I started with adipose stem cells, the project of my first MsC and PhD student-directed in 2002 and 2006 until now; dental stem cells in 2005 and bone marrow stem cells in 2012 and 2014. With 16 years of experience in the Translational Surgery Lab doing experimental in vitro and in vivo studies during the pandemic, I realized that we could translate from "bench to bed" and planned the randomized clinical trial with SVF for severe respiratory illness due to COVID-19. We had success in showing that the therapy was promising. Nowadays, we have worked for clinical aesthetic and reconstructive surgery with fat products approved by Anvisa.

Looking ahead to the next five years, there is anticipation for expanded clinical application of stem cell therapies, with more personalized treatments being developed for a wide range of medical conditions, including neurodegenerative diseases, spinal cord injuries, autoimmune disorders, and plastic surgery reconstructive and aesthetic areas. The use of 3D bioprinting to create complex tissue structures and artificial organs is also poised to become more feasible, offering new avenues for regenerating damaged or failing organs (in plastic surgery, in various situations, especially for breast and craniomaxillofacial reconstruction). Additionally, advances in gene therapy and genome editing may open up new possibilities for treating hereditary genetic diseases through precise gene expression regulation and mutation correction.

#### ISAPS: As the presenter of the Ohmori Lecture, you have exhibited a high level of achievement and contribution to aesthetic plastic surgery. What advice do you have for the younger generation of plastic surgeons?

**FERREIRA:** Several pieces of advice would be valuable for young plastic surgeons aiming to build successful careers:

- Focus on Mastery: Dedicate yourself to mastering your craft. Continuously seek out opportunities to learn and refine plastic surgical techniques and patient care.
- 2. Build a Strong Base: Ensure a solid foundation in both general surgery and plastic surgery principles. A deep understanding of anatomy, physiology, and patient management is essential.
- 3. Seek Mentorship: Find experienced mentors who can provide guidance, share insights from their own careers, and help navigate challenges that arise.
- 4. Embrace Lifelong Learning: Stay current with advancements in plastic surgery through conferences, workshops, and ongoing education. This field evolves rapidly, and staying informed is crucial.
- 5. Develop Interpersonal Skills: Effective communication with patients, colleagues, and staff is key. Building trust and understanding patient expectations is critical for successful outcomes and patient satisfaction.
- 6. Cultivate Professionalism and Ethics: Uphold high ethical standards and professionalism in all aspects of your practice. Trust and reputation are built on integrity and patient-centered care.
- Build a Strong Network: Networking with peers, specialists, and healthcare professionals can open doors to collaborations, referrals, and knowledge sharing.
- 8. Embrace Technology: Stay abreast of technological advancements in surgical techniques, imaging, and patient care technologies. These can enhance outcomes and efficiency in your practice.
- Manage Your Career Strategically: Set clear short-term and long-term goals for your career. Develop a plan for professional growth and advancement, including potential subspecialties or research interests.
- 10. Prioritize Work-Life Balance: Plastic surgery can be demanding physically and emotionally. Prioritize selfcare and maintain a healthy work-life balance to sustain long-term success and well-being.

By focusing on these aspects, young plastic surgeons can lay a solid base for a successful and fulfilling career in this challenging and rewarding field, which is our wonderful specialty. However, without a pinch of focus, discipline, courage, and resilience, nothing will be possible.

ISAPS: As an ISAPS member, what would you say are the top three benefits of being involved with the Society? What was your favorite memory from this year's Congress on Cartagena?

**FERREIRA:** Being involved with ISAPS offers several significant benefits:

**Networking Opportunities:** ISAPS membership provides access to a network of peers, experts, and leaders in aesthetic plastic surgery. Networking opportunities at conferences, workshops, and events allow for collaboration, knowledge sharing, and professional connections that can lead to research collaborations, job opportunities, and mentorship.

**Continuing Education and Professional Development:** ISAPS offers a wealth of educational resources, including conferences, webinars, and publications (Aesthetic Plastic Surgery Journal) that keep members informed about the latest advancements, techniques, and research in aesthetic plastic surgery. These opportunities support ongoing learning and professional development, helping surgeons stay current with best practices and innovations.

**Influence:** By joining ISAPS, members contribute to advancing the aesthetic field and addressing key issues affecting plastic surgeons and their patients.

Overall, involvement with ISAPS enhances professional growth, facilitates collaboration and networking, and empowers members to contribute to the advancement of our specialty.

The impact of memories from the 2024 ISAPS Congress in Cartagena was one of the most remarkable in our lives. Some impactful memories included:

1. Key Learnings and Insights: Breakthroughs in surgical techniques, innovative research presentations, or enlightening discussions on patient care that left a lasting

impression on attendees, influencing their practice and professional growth.

- 2. Networking and Connections: Meetings with colleagues, mentors, and experts in the field create valuable professional relationships and opportunities for collaboration that extend beyond the congress itself.
- **3. Inspiration and Motivation:** Engaging with peers who share a passion for plastic surgery, witnessing success stories, and hearing from renowned speakers inspire attendees to excellence in their practice and personal development.
- 4. Personal Growth and Reflection: Reflecting on personal achievements, challenges overcome, and new perspectives gained during the congress contribute to ongoing professional development and growth.
- 5. Impact on Patient Care: Learning about advancements in technology, patient safety protocols, and ethical considerations directly influences how attendees approach patient care and outcomes in their practice.

Overall, the impact of ISAPS' Congress memories was profound, and certainly, will shape both individual careers and the broader field of plastic surgery through knowledge exchange, collaboration, and personal growth.

Finally, I would like to express intense gratitude to all ISAPS colleagues, who have been the basis of all ISAPS constructions, which have leveraged the specialty, especially unity, scientific solidity, and solidarity.

Gratitude to the ISAPS Board, especially to Dr. Lina Triana, a tireless president, and a great and effective leader!

This honor will be an eternal landmark in my life!

On the path I've been walking!

Registered delegates can access the **Ohmori Lecture and the 2024 scientific program** (excluding poster discussions) on the **virtual platform** <u>on-demand</u> for one year until **June 16, 2025**. For those who have not registered, you can still do so - just choose the <u>virtual option on the registration page</u> to access the Congress on-demand.



### See you in Singapore! Your Meeting, Your Program. You Decide on the Invited Faculty. You Can Also Be a Speaker - Submit Your Work.

We are excited to get the next ISAPS Olympiad World Congress 2025 underway! Based on speaker ratings, our invited faculty will be chosen as your 'best rated' speakers across all ISAPS events over the last two years. Additionally, delegates (live and virtual) from our 2024 Congress in Cartagena who have completed the evaluation form can vote on 15 speakers! Help us shape the 2025 program and vote!

The rest of our program presentations will be selected from a competitive peer-reviewed abstract submission process. Our biennial ISAPS Olympiad World Congress Singapore follows our inaugural Olympiad World Congress in Athens in 2023, and takes the name from this innovative approach, adding a competitive element to our Congress activities, to acknowledge and award the best-rated speakers at the event.

### **CRITICAL CONGRESS DATES:**

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

CALL FOR PAPERS is now open! Abstract submission deadline: October 18, 2024 Abstract registration deadline: November 18, 2024

Registration will open soon! Stay tuned! Special registration deadline: January 18, 2025

Olympia World Congress 2025



### ISAPS World Congress 2024 Cartagena: On-Demand and CME Credits

There is still time to register for on-demand access to the World Congress 2024 Cartagena!

Visit the website for details and pricing.

The majority of the lectures are available on-demand! Registered delegates who attended in-person have access as part of their registration, and for those who were unable to attend, you can still register for ondemand, virtual registration so you don't miss out.

### ON-DEMAND 2024

Don't forget to apply for your World Congress 2024 Cartagena CME Credits!

To receive a certificate of attendance, you must complete the Congress overall evaluation form before **July 16, 2024.** 

To receive a **CME certificate** (valid for in-person and on-demand participants), you also need to complete the evaluation form for each session(s) you attended in-person or viewed on demand. <u>Learn how</u> to complete the form online. Please ensure you have done so by the very latest **December 11, 2024** as CME is not available to claim after this date.





### ISAPS 2023 Global Survey Results on Aesthetic/Cosmetic Procedures Now Available

The **ISAPS 2023 Global Survey** results were presented to delegates and announced during a press conference at the World Congress 2024 in Cartagena. A <u>press release</u> has also been issued internationally to achieve media engagement and visibility for our specialty and Society. The previous ISAPS survey reached a potential audience of 2.3 billion people.

Thank you to all the participants; none of this would have been possible without your support! ISAPS is the only organization to track this data on a global scale, and your continued participation is an essential component of ISAPS' continuing success as Global Leaders in Aesthetics<sup>®</sup>.

**Download** the latest Global Survey report from the ISAPS website.

### 2023 REPORT

### MONTHLY EDUCATION CORNER

### Recently published in Aesthetic Plastic Surgery...

### A Different Approach for Protruding Earlobe Correction — Modified Fish-tail Technique

#### Batuhan Sert · Meltem Ayhan Oral · Ozgur Turan · Ilker Uyar

Protruding ears are the most common auricular abnormalities seen in children1. Protruding ears are a condition that has social and psychological consequences due to its physical appearance and one of the main causes of peer bullying at young ages2. While various surgical methods exist to address prominent ears, the options for correcting the lobule are relatively scarce. In this study, we are aimed to present the modified fishtail technique that we have developed and to compare it with other techniques in the literature.





**B:** The skin at the most inferolateral side of the excision border was pulled with forceps toward the skin on the superomedial side of the excision border, and the most accurate suturing point for lobule correction was determined.

**C:** Following this, the points to be sutured together were determined with methylene blue, point 1 was sutured to point 1' and point 2 was sutured to point 2'.

D: Asymmetric oblique suturation was applied to suture gaps.

**Read Article** 

**REFERENCES:** 

1. Siegert R, Magritz R (2019) Otoplasty and Auricular Reconstruction. Facial Plast Surg 35(4):377-386 2. Jones ES, Gibson JAG, Dobbs TD, Whitaker IS (2020) The psychological, social and educational impact of prominent ears: A systematic review. J Plast Reconstr Aesthet Surg 73(12):2111-2120

> <u>Become a member</u> to have full access of <u>Aesthetic Plastic Surgery</u>. For questions, please contact <u>memberservices@isaps.org</u>.

#### 10 ISAPSE-MAGAZINE



### **Quality Healthcare Services: A Comprehensive**

The quality of healthcare services is essential to ensure that patients receive the best possible care. Efficient and patient-centered health systems must consider the importance of everything from creating more smiles to implementing recovery systems and developing patient journey maps.

#### The Importance of Empathy and Personalized Care

The first step to improving the quality of healthcare services is fostering an environment where patients feel welcomed and valued. Creating more smiles involves a positive attitude from healthcare professionals and creating an environment where empathy and personalized care are priorities. A kind and understanding staff can make a significant difference in the patient's perception of the quality of service received.

#### Listening to Patients for Improvement

Patient surveys are crucial tools for assessing and improving the quality of healthcare services. Through these surveys, valuable information is gathered about the patient's experience, identifying areas for improvement and recognizing the system's strengths. Actively listening to patients allows us to adjust our practices and policies to better meet the needs of our community.

#### **Establishing Quality Standards**

Establishing clear and achievable service standards is fundamental to ensuring high-quality care. These standards should encompass all aspects of patient care, from waiting times and facility cleanliness to the professionalism and competence of the staff. Meeting and exceeding these standards improves service quality and increases patient trust and satisfaction.

#### The Value of a Skilled and Cohesive Team

Hiring and training staff are critical to ensure employees have the necessary skills to provide excellent care. However, team building is also essential. A cohesive team, where collaboration and mutual support

are encouraged, can significantly improve the work environment and, consequently, the quality of service provided. Investing in team-building programs can strengthen employee relationships and enhance the team's overall efficiency and effectiveness.

#### Technology and Efficiency in Care

The implementation of advanced technological systems can transform the quality of healthcare services. From digitizing medical records to using appointment and resource management systems, technology can improve operational efficiency and reduce errors. Enhanced systems allow smoother communication between different departments and faster, more accurate patient care.

#### Addressing Issues to Improve the Patient Experience

Service feedback is an essential component of quality management. When problems or errors arise, addressing them quickly and effectively is crucial to minimize their impact on the patient. A robust service evaluation system solves problems and turns negative experiences into opportunities to improve and strengthen the patient relationship.

#### Visualizing the Patient Experience

The patient journey map is a visual tool that helps healthcare institutions understand and improve the patient experience from the first contact to post-care. This map identifies all interaction points and potential areas of friction, allowing healthcare providers to optimize each stage of the patient journey. A smoother and more satisfying experience can be ensured by focusing efforts on each touchpoint.

#### Conclusion

Providing quality healthcare services is a complex task that requires a comprehensive approach. From fostering a positive and welcoming environment to implementing advanced technological systems, every aspect plays a crucial role in improving patient care. By actively listening to patients and continually adapting practices and policies, we can ensure that we deliver the best possible service with a positive and lasting impact on our community.

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.



This month's **Online Video Library** features an **ISAPS Live Surgery on Midface Lift** with Dr. Dirk Richter.

For full access to the online video library of more than 1,500+ videos, become a member today.



### Patient Safety in Plastic Surgery



### June 2024 MedOne Feature

Patient Safety in Plastic Surgery. V. Leroy Young • Richard Botney

The origins of plastic surgery are unknown, although humans have used surgery to enhance their appearance for thousands of years. For example, there are accounts of rhinoplasties and scar treatments that date back to ancient Egypt, and in the fifteenth century, because of the emergence of syphilis in Europe, the need for reconstructive surgery was established.

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MedOne is available to select ISAPS members.

MedOne



### GUEST ENTRY FROM ISAPS GOLD GLOBAL SPONSOR:



### Skin retraction with Vaser® Liposuction

This article discusses skin retraction with Vaser ultrasound-assisted liposuction (UAL), as a body contouring procedure, specifically for older patients. In a study with 40 patients (age ranging from 50 to 67 years old) we evaluated the extent of skin retraction achieved in adults using subdermal Vaser Liposuction as the sole technology.

Skin retraction, or contraction, induced by Ultrasonic-Assisted Liposuction (UAL) relies on a specific biological principle. Watts, Grillo, and Gross (1958) demonstrated that the primary contractile elements are located at the dermal-subdermal interface2. A prerequisite to achieving skin retraction is the ability to homogeneously defat the subdermal fat layer without interfering with connective structures and vascular supply. The subdermal fat layer is delicate and challenging to manipulate.

Vaser ultrasound-assisted liposuction (UAL) applies acoustic energy via an ultrasonic probe which induces rapid bubble formation and collapse within tumescent fluid, dislodging intact fat cells. Vaser UAL emulsifies only the adipose tissue, creating a suspension of fat cells, whilst preserving connective structures, elastic fibers, and the vascular network, thereby enhancing tissue selection.

By reducing the subdermal thickness through controlled ultrasound defatting, myofibroblasts are exposed, thereby enhancing skin contraction2. It allows the skin to naturally retract and re-drape to the underlying frame during the healing process3. The preservation of connective tissue is also a key factor plasma gas sources utilize for skin tightening after Vaser UAL.

In our study, we presented results of 40 patients (35 females and 5 males, age ranging from 50 to 67 yo) treated with only VASER UAL. We selected older candidates for the study due to the increased difficulty of achieving skin retraction in this population. Skin retraction was evaluated objectively by measuring the shrinkage of the treated areas using microdot tattooing with India Ink. Results at six months post-operation show the enhancement of skin retraction achieved with the sole use of UAL, despite the presence of skin laxity.

Skin retraction did vary from 12% to more than 30%, depending on areas. On average, skin retraction in upper arms was 27%, in the abdomen was 25%, in the flanks was 15%, in the back was 21% and in the inner thighs was 10%.

The conclusion from the study1 conducted was that enhancement in skin retraction was obtained with Vaser ultrasound-assisted liposuction (UAL), as a body contouring procedure, despite laxity of skin.

#### References

 Full publication of the study in: A. Di Giuseppe, F. Giovagnoli. Enhanced Skin Retraction in Body Contouring in Adults with Sole VASER Ultrasound Assisted Liposuction. JOURNAL OF ADVANCED PLASTIC SURGERY; 2024, Vol. 9
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**Alberto Di Giuseppe** University of Padua, Padua, Italy



### July 15, 2024 - 16:00 UTC – World Plastic Surgery Day "Concepts of Beauty"

#### Join Us for a Special Instagram Live on World Plastic Surgery Day!

On July 15, 2024, at 16:00 UTC, we invite you to a unique Instagram Live event celebrating World Plastic Surgery Day. Our focus will be on the intriguing "Concepts of Beauty."

ISAPS News Editor-in-Chief **Dr. Fabian Cortinas (Argentina), Co-Editor Dr. Dirk Richter (Germany),** and esteemed plastic surgeon **Dr. Hussein Abulhassan (Egypt)** will host this insightful discussion.

Don't miss this opportunity to engage with leading experts as they delve into global perspectives on beauty standards and the evolving trends in plastic surgery.

Mark your calendars and join us live on Instagram for an enlightening session!

### @isapsplasticsurgeons





### **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 World Congress 2024, Cartagena, Colombia, being held June 11-15.

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 <u>memberservices@isaps.org</u>



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