

# 2017 ANNUAL SCIENTIFIC MEETING

FEB 9-11 ►► MANCHESTER GRAND HYATT ►► SAN DIEGO, CALIFORNIA



AMERICAN ACADEMY  
OF COSMETIC SURGERY

## THE COMPETITIVE EDGE


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# THE 2017 ANNUAL SCIENTIFIC MEETING

Welcome to the 2017 Annual Scientific Meeting of the American Academy of Cosmetic Surgery! **WE'RE THRILLED** you're here with us in sunny San Diego for three days of compelling speakers, relevant and exciting educational sessions, live demonstrations and fun networking and social events.

Our educational programming is designed to help you gain **THE COMPETITIVE EDGE** that will attract more patients, increase your revenue and set you apart from the competition. When you're not attending sessions and earning CME, take advantage of the many non-CME opportunities planned for you, including our inaugural Digital Poster Program.

**LEARN FROM SEASONED EXPERTS** and young minds alike, enjoy the downtown San Diego locale and go back to your practice ready to unlock its full potential and stay ahead of the competition.

**DON'T FORGET** to download the **AACS MOBILE APP** to explore the meeting's offerings from the palm of your hand!

## PLANNING COMMITTEE

- ▶ Michael Kluska, DO – **CHAIR**
- ▶ Angelo Cuzalina, MD, DDS
- ▶ Chad Deal, MD
- ▶ Jennifer Deal, MPPM
- ▶ Dana Fox
- ▶ Mike Nayak, MD
- ▶ Carey Nease, MD
- ▶ Marco Pelosi II, MD
- ▶ Marco Pelosi III, MD
- ▶ Neil Sadick, MD
- ▶ Julie Woodward, MD

THE FULL PROGRAM INCLUDING SPEAKER BIOS & SESSION DESCRIPTIONS  
IS AVAILABLE ON THE **AACS MOBILE APP**.

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# GENERAL INFORMATION

## REGISTRATION ►► GRAND FOYER, LOBBY LEVEL

### WEDNESDAY, FEBRUARY 8

2:00 – 6:00pm

### THURSDAY, FEBRUARY 9

7:30am – 5:30pm

### FRIDAY, FEBRUARY 10

8:00am – 5:30pm

### SATURDAY, FEBRUARY 11

8:00am – 5:30pm

## EXHIBIT HALL ►► GRAND ABC, LOBBY LEVEL

### THURSDAY, FEBRUARY 9

8:00am – 7:00pm

### WELCOME RECEPTION

5:30 – 7:00pm

### FRIDAY, FEBRUARY 10

8:00am – 4:00pm

### SATURDAY, FEBRUARY 11

8:00am – 4:00pm

## EXHIBITOR LIST & FLOOR PLAN

Access the most recently updated list of Annual Scientific Meeting exhibitors and our exhibit hall floor plan through the **AACS** mobile app and on digital signage outside the exhibit hall.

## CONTINUING MEDICAL EDUCATION

The American Academy of Cosmetic Surgery is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education (CME) for physicians. The AACS designates this live activity for a maximum of 18 AMA PRA Category 1 Credit(s)™ for the general meeting and an additional 8 for the pre-conference cadaver workshops.

## CLAIMING YOUR CME CREDITS

The AMA requires that you confirm your participation to earn CME credits. Update or edit your session credits at the Resource Center in the Grand Foyer. CME transcripts will be emailed to all participants who verify their sessions by February 17.

## CONTENT PLANNERS DISCLOSURE INFORMATION

Disclosures of relevant financial relationships or conflicts of interest can be found within each speaker's profile in the mobile app and will be shown at the beginning of every presentation.



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# PROGRAM SCHEDULE



**NON-INVASIVE TRACK:** Coronado A, 4th Floor  
**PRACTICE MANAGEMENT TRACK:** Coronado D, 4th Floor

**SURGICAL TRACK:** Coronado C, 4th Floor  
**GENERAL SESSION:** Grand D, Lobby Level

## THURSDAY, FEBRUARY 9

7:30am - 5:30pm	REGISTRATION OPEN		
BREAKFAST IN EXHIBIT HALL 8:00 - 8:45am			
8:45 - 9:00am	OPENING REMARKS: Welcome and General Announcements – Michael Kluska, DO		
9:00 - 10:00am	KEYNOTE SPEAKER: Motivating the Masses – Lisa Nichols		
NETWORKING BREAK IN EXHIBIT HALL 10:00 - 10:30am			
10:30am - 12:30pm	GENERAL SESSION: Keynote Speaker Presentations  Anatomic Considerations in Fillers and Neuromodulators Applications – Sebastian Cotofana, MD, PhD  Integrating Social Media into Your Practice – Michael Salzhauer, MD, “Dr. Miami”		
LUNCH IN EXHIBIT HALL 12:30 - 2:00pm			
INNOVATIONS THEATER: PRESENTATIONS AND LIVE DEMOS		DIGITAL POSTER PRESENTATIONS	
SURGICAL TRACK: ADVANCED BODY TECHNIQUES Session Moderators: Chad Deal, MD and Angelo Cuzalina, MD, DDS		NON-INVASIVE TRACK: REGENERATIVE TECHNIQUES Session Moderators: Julie Woodward, MD and Neil Sadick, MD	
		PRACTICE MANAGEMENT TRACK: LEGAL AND HUMAN RESOURCES Session Moderator: Dana Fox	
2:00 - 2:15pm	Profound Effect of Body Weight on Liposuction Outcomes Neil Goodman, MD	New Technologies for Whole-Body Rejuvenation Neil Sadick, MD	So, Who Wants to Sue Their Cosmetic Surgeon? Robert Shumway, MD and Ehab Akkary, MD
2:15 - 2:30pm	The TULUA Abdominoplasty: Experience with 300 Marco Pelosi II, MD and Marco Pelosi III, MD	Fractional CO <sub>2</sub> Laser Skin Resurfacing: Treatment Results Comparing Platelet Rich Plasma and Alastin to Standard Post-Treatment Robert Troell, MD	

# THURSDAY, FEBRUARY 9 *continued*

2:30 - 2:45pm	<b>Simultaneous Abdominoplasty and Large Volume TX to the Buttocks</b> <i>Paul Gorman, MD</i>	<b>CO<sub>2</sub> Skin Rejuvenation: Why it is the Gold Standard</b> <i>Kevin Duplechain, MD</i>	<b>Building Bench Strength Through Effective Recruitment and Hiring</b> <i>Linda Lewis</i>
2:45 - 3:00pm	<b>Abdominoplasty: Optimize Safety, Avoid Pitfalls</b> <i>Ehab Akkary, MD and Robert Shumway, MD</i>	<b>Structural Volumizing: A Novel Approach to Full Facial Rejuvenation</b> <i>Yan Trokel, MD, DDS</i>	
3:00 - 3:15pm	<b>A Combination of Body Liposculpting Techniques and Modalities</b> <i>Marie DiLauro, MD</i>	<b>Combining Facelifting, Facial Skeletal Augmentation and Fractionated CO<sub>2</sub> Lasering</b> <i>Albert Carlotti, MD</i>	<b>Staff Motivation and Conducting Performance Reviews</b> <i>Ron Hartley</i>
3:15 - 3:30pm	<b>Mini or Full Abdominoplasty Decisions</b> <i>Robert Shumway, MD</i>		<b>Don't Put Me in a BOX. Millennials are Human Too!</b> <i>Candace Crowe</i>

**NETWORKING BREAK IN EXHIBIT HALL 3:30 - 4:00pm**

## **SURGICAL TRACK: ADVANCED BODY TECHNIQUES**

**Session Moderators:**  
*Walter Tom, MD and James Koehler, MD*

## **NON-INVASIVE TRACK: NEW TECHNOLOGIES**

**Session Moderators:**  
*Julie Woodward, MD and Neil Sadick, MD*

## **PRACTICE MANAGEMENT TRACK: BRANDING AND PRACTICE GROWTH STRATEGY**

**Session Moderator:**  
*Jennifer Deal, MPPM*

4:00 - 4:10pm	<b>The Not So Brazilian Butt Lift</b> <i>Walter Tom, MD</i>	<b>Open-Label Evaluation of Safety, Tolerability and Efficacy of a Topical Multipotent Growth Factor Novel Anti-Aging Serum</b> <i>Neil Sadick, MD</i>	<b>Understanding the Sales Cycle</b> <i>Jennifer Deal, MPPM</i>
4:10 - 4:20pm	<b>Buttock Augmentation: A Novel Alternative to a Lengthy Procedure</b> <i>George Solomon, MD, DPD, MSc</i>		<b>The 5 Deadly Sins of Medical Marketing for 2017</b> <i>Dana Fox</i>
4:20 - 4:30pm	<b>The Jackson Lowry Belt Lipectomy: Technique and Use of PRP</b> <i>Charlie Hilton, DO</i>		<b>Building Your Brand to Last</b> <i>Tamara Vileta-Wells</i>
4:30 - 4:45pm	<b>Belt Lipectomy: Maximizing Results and Minimizing Risks</b> <i>James Koehler, MD</i>	<b>Bioidentical Hormone Replacement Therapy and the Cosmetic Surgery Practice</b> <i>Kevin Light, DO, MBA</i>	<b>How to (Successfully) Incorporate Hot New Treatment Trends into Your Practice</b> <i>Dana Fox</i>

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# THURSDAY, FEBRUARY 9 *continued*

4:45 - 5:00pm	<b>Creating the Ethnically Ideal Buttock</b> <i>Angelo Cuzalina, MD, DDS</i>	<b>Bioidentical Hormone Replacement Therapy and the Cosmetic Surgery Practice</b> <i>Kevin Light, DO, MBA</i>	Refer to page 20 for additional programming information
5:00 - 5:15pm	<b>Use of CO<sub>2</sub> Pneumodissection to Enhance Brazilian Butt Lifts and Correct Liposuction Deformities</b> <i>Guillermo Blugerman, MD</i>	<b>3D Printing for Cosmetic Surgeons</b> <i>Brett Kotlus, MD, MS</i>	
5:15 - 5:30pm	<b>Update on Hi-Def Lipo</b> <i>Grant Hamlet, MB.ChB</i>		

**WELCOME RECEPTION IN EXHIBIT HALL 5:30 - 7:00pm**  
*Sponsored by Valeant*

# FRIDAY, FEBRUARY 10

8:00am - 5:30pm	REGISTRATION OPEN	
BREAKFAST IN EXHIBIT HALL 8:00 - 8:45am		
8:45 - 9:00am	OPENING REMARKS: General Announcements – Michael Kluska, DO	
9:00 - 10:00am	KEYNOTE SPEAKERS: Competition and Fighting the World of Academia – Annie Stephenson Hostetler and Peter Yesawich, PhD, Cancer Treatment Centers of America	
NETWORKING BREAK IN EXHIBIT HALL 10:00 - 10:30am		
10:30am - 12:30pm	GENERAL SESSION: LIVE PATIENT DEMONSTRATIONS Session Director: Julie Woodward, MD Moderator: Joseph Niamtu III, DMD	
	10:30 - 10:45AM ▶▶ Introduction, Julie Woodward, MD	
	10:45 - 11:10AM ▶▶ Peri-Oral Rejuvenation, Melanie Palm, MD, MBA	
	11:10 - 11:35AM ▶▶ Submental Fullness Treatment, Steven Yoelin, MD	
	11:35AM - 12:00PM ▶▶ Acne Scar Treatment, Sheila Barbarino, MD	
	12:00 - 12:30PM ▶▶ Facial Volume Rejuvenation & Aged Hand Filler, Monika Kiripolsky, MD	
	PANEL DISCUSSION: THE IMPACT OF THE ECONOMY ON A MEDICAL PRACTICE Session Directors: Dana Fox and Jennifer Deal, MPPM	

## CONNECT WITH US



# FRIDAY, FEBRUARY 10 *continued*

**LUNCH IN EXHIBIT HALL 12:30 - 2:00pm**

**INNOVATIONS THEATER:  
PRESENTATIONS AND LIVE DEMOS**

**DIGITAL POSTER  
PRESENTATIONS**

**SURGICAL TRACK:  
FUNDAMENTALS  
OF COSMETIC FACIAL  
SURGERY: EYES**  
Session Moderators:  
*Mike Nayak, MD and  
Carey Nease, MD*

**NON-INVASIVE  
TRACK:  
NEW LASER  
TECHNOLOGIES**  
Session Moderator:  
*Joseph Niamtu III, DMD*

**PRACTICE  
MANAGEMENT TRACK:  
IT'S ALL ABOUT THE  
PATIENTS, REALLY**  
Session Moderator:  
*Linda Lewis*

2:00 - 2:15pm	<b>Vertical Midface Lift Over ePTFE Orbital Rim Implant for Addressing Post-Aesthetic Lower Eyelid Contour Abnormalities</b> <i>Kenneth Steinsapir, MD</i>	<b>Safety, Comfort and Efficacy: A Review of Non-Surgical Fat Destruction Technologies</b> <i>Sheila Barbarino, MD</i>	<b>It's All About the Patients, Really</b> <i>Linda Lewis</i>
2:15 - 2:30pm	<b>The Endoscopic Assisted Lateral Canthopexy with Lower Lid Blepharoplasty</b> <i>Kevin Duplechain, MD</i>		<b>What Patients Want to Hear: The 5 Most Influential Components of Successful Telephone Conversion</b> <i>Launa Hankins</i>
2:30 - 2:45pm	<b>Demystifying The Lateral Canthus</b> <i>Marie Somogyi, MD</i>	<b>A New Novel Application of Low-Level Laser Therapy Use in Cosmetic Surgery</b> <i>Joseph Niamtu III, DMD</i>	<b>Excellence in the Patient Journey</b> <i>Linda Lewis</i>
2:45 - 3:00pm	<b>Endoscopic Brow Lift and the X-Y Temporal Flap</b> <i>Mark Foglietti, DO</i>	<b>Managing Laser Complications</b> <i>Suzan Obagi, MD</i>	<b>9 Secrets That Drive Conversions at Surgical Consults! Tips and Analysis from Thousands of Post-Consult Ratings and Reviews by Cosmetic Patients</b> <i>Marie Olesen</i>
3:00 - 3:15pm	<b>Why Brow Lifts Should Perhaps NOT be Done on Men</b> <i>Chasby Sacks, MD</i>	<b>Treating Atrophic Acne Scars with Micro Needling and CROSS (Chemical Reconstruction of Scarred Skin)</b> <i>Quita Lopez, MD</i>	<b>Patient Personality Type and the Patient Consultation: What You Know About Your Patient Will Improve Communication and Conversion</b> <i>Barbara Sifford</i>

# FRIDAY, FEBRUARY 10 *continued*

3:15 - 3:30pm	<b>Blepharoplasty: Review of Other Surgeons' Standard Practices When Performing a Blepharoplasty</b> <i>Sheila Barbarino, MD</i>	<b>Question and Answer Discussion</b>	<b>What Patients Really Want: Findings from 100,000 Ratings and 2.9 Million Survey Questions</b> <i>Marie Olesen</i>
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## NETWORKING BREAK IN EXHIBIT HALL 3:30 - 4:00pm

### **SURGICAL TRACK: FUNDAMENTALS OF COSMETIC FACIAL SURGERY: FACE/NECK**

Session Moderators:  
*Mike Nayak, MD and  
Carey Nease, MD*

### **NON-INVASIVE TRACK: SAFETY AND COMPLICATION MANAGEMENT**

Session Moderator:  
*Sheila Barbarino, MD*

### **PRACTICE MANAGEMENT TRACK: A MEDSPA THAT ADDS TO THE BOTTOM LINE. SERIOUSLY!**

Session Moderator:  
*Paula Manly*

4:00 - 4:15pm	<b>Contemporary Sculptural Rhytidectomy: Integration of Artistic Principle into Practice</b> <i>Peter Schmid, DO</i>	<b>Comprehensive Facial Rejuvenation Using Dermal Fillers of Hyaluronic Acid and Bovine Collagen Gel Suspended Polymethylmethacrylate Microspheres</b> <i>Robert Troell, MD</i>	<b>MedSpa Incentives, ‘Sharing for Success’</b> <i>Paula Manly</i>
4:15 - 4:30pm	<b>The High SMAS Bi-Lamellar Facelift: Why I Choose This Over Other Facelift Procedures</b> <i>Kevin Duplechain, MD</i>	<b>Chlorhexidine Keratitis: Safety of Chlorhexidine as a Facial Antiseptic</b> <i>Kenneth Steinsapir, MD</i>	<b>Accelerating MedSpa Revenue: Applying Surgical Practice Sales and Management Strategies to Your Non-Surgical Procedures and Providers</b> <i>Marie Olesen</i>
4:30 - 4:45pm	<b>Maximizing Your Facial Rejuvenation Results: 10 Years of Experience and Evolution</b> <i>Carey Nease, MD</i>	<b>Complications and Management of Polydioxanone (PDO) Threading</b> <i>Scott Gingold, MD</i>	
4:45 - 5:00pm	<b>Platysma: To Tighten or Not to Tighten – That is the Question!</b> <i>John Fezza, MD</i>	<b>Novel Treatment for Opioid Induced Constipation after Abdominoplasty</b> <i>Talon Maningas, DO</i>	<b>Refer to page 20 for additional programming information</b>
5:00 - 5:15pm	<b>What I have Learned over the Last 700 Facelifts</b> <i>Alberico Sessa, MD, DMD</i>	<b>Pyoderma Gangrenosum in a Facelift Patient: Case Presentation and Discussion</b> <i>Joseph Niamtu III, DMD</i>	
5:15 - 5:30pm	<b>Grecian Urn Cervicoplasty</b> <i>John Ferguson, MD</i>		

# SATURDAY, FEBRUARY 11

8:00am - 5:30pm	REGISTRATION OPEN		
BREAKFAST IN EXHIBIT HALL 8:00 - 8:45am			
8:45 - 9:40am	<b>OPENING REMARKS:</b> General Announcements – <i>Michael Kluska, DO</i>  <b>GENERAL SESSION:</b> AACs Annual Business Meeting		
9:40 - 10:00am	<b>COSMETIC SURGERY FOUNDATION WEBSTER RECIPIENT LECTURE</b> The Webster Legacy: Bulletproofing Your Cosmetic Practice and Why Our Time is Now <i>Mark Mandell-Brown, MD</i>		
NETWORKING BREAK IN EXHIBIT HALL 10:00 - 10:30am			
	<b>SURGICAL TRACK: COSMETIC GENITAL SURGERY</b> Session Moderators: <i>Marco Pelosi III, MD and Marco Pelosi II, MD</i>	<b>NON-INVASIVE TRACK: FILLERS</b> Session Moderator: <i>Steven Hopping, MD</i>	<b>PRACTICE MANAGEMENT TRACK: ONLINE MARKETING</b> Session Moderator: <i>Dana Fox</i>
10:30 - 10:45am	<b>A Review of Labia Minora Labiaplasty</b> <i>Troy Robbin Hailparn, MD</i>	<b>Injection Rhinoplasty: Pearls and Pitfalls</b> <i>Steven Hopping, MD</i>	<b>Navigating Facebook and Instagram Ads: An In-depth How-To Course on Using Facebook's Power Editor to Maximize ROI</b> <i>Monique Ramsey, CRMS</i>
10:45 - 11:00am	<b>Transcutaneous Temperature Controlled Radiofrequency (TTCRF) for the Treatment of Menopausal Vaginal/ Genitourinary Symptoms</b> <i>Gustavo Leibaschoff, MD</i>	<b>The Microdroplet Botulinum Toxin Forehead Lift</b> <i>Kenneth Steinsapir, MD</i>	<b>YOU Make the Call! How You Can Optimize 4 Online Marketing Strategies to Make the Phone Ring</b> <i>Ryan Miller</i>
11:00 - 11:15am	<b>Cosmetic GYN Fractional CO<sub>2</sub> Laser Vaginal Resurfacing: Experience with 300</b> <i>Marco Pelosi II, MD and Marco Pelosi III, MD</i>	<b>Permanent Fillers</b> <i>Robert Shumway, MD</i>	
11:15 - 11:30am	<b>Laser-Assisted Aesthetic Liposculpturing of the Mons Pubis and Labia Majora</b> <i>Marco Pelosi II, MD and Marco Pelosi III, MD</i>	<b>Labiomental Crease Correction with Filler: How Much of a Difference Can It Make?</b> <i>Sheila Barbarino, MD</i>	<b>Advanced Internet Marketing Techniques: Actions You Can Take That Your SEO Provider Doesn't Want You to Know</b> <i>David Phillips</i>

# SATURDAY, FEBRUARY 11 *continued*

11:30 - 11:45am	<b>Cosmetic GYN Labia Minoraplasty: A 20-Year Experience</b> <i>Marco Pelosi II, MD and Marco Pelosi III, MD</i>	<b>Prospective Study Adding Lidocaine with Epinephrine and Bicarbonate to Bacteriostatic Saline Dilution for Neuromodulator Cosmetic Facial Injections</b> <i>Robert Troell, MD</i>	<b>Social Media Update 2017: What's Hot and What's Hype</b> <i>Monique Ramsey, CRMS</i>
11:45am - 12:00pm	<b>Cosmetic GYN Vaginoplasty with Repair of Pelvic Floor Defects: How to Assess and Address a Common Surgical Challenge</b> <i>Marco Pelosi II, MD and Marco Pelosi III, MD</i>	<b>Update on Dermal Filler Injection Techniques</b> <i>W. Philip Werschler, MD</i>	<b>Website Warfare: Your Constant Battle with Google</b> <i>David Phillips</i>
12:00 - 12:30pm	<b>Understanding Labia Majora Surgical Anatomy to Prevent Complications with Volume Enhancement and Reduction Procedures</b> <i>Marco Pelosi II, MD and Marco Pelosi III, MD</i>	<b>Question and Answer Discussion</b>	<b>Bad Reviews are a Practice Killer</b> <i>Marie Olesen</i>

**LUNCH IN EXHIBIT HALL 12:30 - 2:00pm**

## INNOVATIONS THEATER: PRESENTATIONS AND LIVE DEMOS

### SURGICAL TRACK: BODY COSMETIC SURGERY

Session Moderators:  
*Angelo Cuzalina, MD, DDS  
and Chad Deal, MD*

### NON-INVASIVE TRACK:

#### FAT GRAFTING

Session Moderator:  
*Alexander Rivkin, MD*

### PRACTICE MANAGEMENT TRACK: CREATIVELY COMPETING

Session Moderator:  
*Dana Fox*

2:00 - 2:20pm	<b>Reverse Mastopexy: A Novel Contouring Technique in Previously Reconstructed Breasts</b> <i>Melissa Marks, DO</i>	<b>The Safety and Efficacy of a Novel Allograft Adipose Injectable Filler</b> <i>Alexander Rivkin, MD</i>	<b>Loyal Patients = A Thriving Practice / Building Buzz-Worthy Patient Loyalty Programs</b> <i>Tamara Vileta-Wells</i>
2:20 - 2:30pm	<b>Sutureless Capsulorrhaphy for Reconstruction or Rejuvenating the Lateralized Breast</b> <i>Chad Deal, MD</i>	<b>Local Anesthetic Minimally-Invasive Liposuction (LAMS) Using a Hypo-tonic Tumescent Technique for Body Contouring</b> <i>Minyoung Cho, PhD, MD</i>	<b>How to Host Events with 'Standing Room Only' and 'Off-the-Chart-Sales'</b> <i>Tamara Vileta-Wells</i>
2:30 - 2:45pm	<b>Highly Cohesive Stable Form Implants: Pearls and Pitfalls in the First 100 Cases</b> <i>Jeffrey Marvel, MD</i>		

# SATURDAY, FEBRUARY 11 *continued*

2:45 - 3:00pm	<b>Augmentation Mastopexy: Enhancing Safety &amp; Predictability with a Large Central Pedicle</b> <i>Wilbur Hah, MD</i>	<b>Comparison of Techniques for Removal of Submental Fat</b> <i>Michael Morrisette, DDS</i>	<b>Are You Chasing The Wrong Patients?</b> <i>Catherine Maley</i>
3:00 - 3:15pm	<b>Internal Breast Reduction Surgery</b> <i>Aristides Arellano-Huacuja, MD</i>		<b>The Best Conversations Come From Referrals</b> <i>April Linden</i>
3:15 - 3:30pm	<b>Large Volume Breast Reduction Utilizing Liposuction Prior to Glandular Resection</b> <i>Quita Lopez, MD</i>	<b>Question and Answer Discussion</b>	

**NETWORKING BREAK IN EXHIBIT HALL 3:30 - 4:00pm**

## **SURGICAL TRACK: BODY COSMETIC SURGERY**

**Session Moderators:**  
*Clayton Frenzel, DO and  
Jacob Haiavy, MD*

## **NON-INVASIVE TRACK: FUNDAMENTALS OF COSMETIC FACIAL SURGERY: NOSE**

**Session Moderators:**  
*Mike Nayak, MD and  
Carey Nease, MD*

## **PRACTICE MANAGEMENT TRACK: WHY SHE BUYS**

**Session Moderator:**  
*Candace Crowe*

4:00 - 4:15pm	<b>Cosmetic Surgery Patient Selection: Identification of Personalities to Avoid and Introduction of a Comprehensive Questionnaire</b> <i>Amber Allen, MD and Mark Mandell-Brown, MD</i>	<b>Comprehensive Management of the Alar Base in Rhinoplasty</b> <i>Erik Nuveen, MD, DMD</i>	<b>Why She Buys: Women Competing in the Marketplace</b> <i>Candace Crowe</i>
4:15 - 4:30pm	<b>Management of Breast Revisions and Complications</b> <i>Jacob Haiavy, MD</i>		

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# SATURDAY, FEBRUARY 11 *continued*

4:30 - 4:45pm	<b>Management of Breast Revisions and Complications</b> <i>Jacob Haiavy, MD</i>	<b>Personal Journey with Open Rhinoplasty Tips and Techniques after 25 Years</b> <i>Harold Bafitis, DO</i>	<b>How to Compete: Two Practices' Stories</b> <i>Victoria Karlinsky-Bellini, MD, Gabriele Bellini, Jennifer Deal, MPPM and Chad Deal, MD</i>
4:45 - 5:00pm	<b>Suction Assisted Extended Medial Thighplasty: A Novel Approach for the Novice Cosmetic Surgeon</b> <i>Clayton Frenzel, DO</i>		
5:00 - 5:30pm	<b>Debate on Simultaneous Breast Augmentation Lift Techniques &amp; Safety</b> <i>Chad Deal, MD and Angelo Cuzalina, MD, DDS</i>	<b>Redefining Nasal Contour with Endoscopic Brow Lift</b> <i>Marie Somogyi, MD</i>	

**MEETING ADJOURNS 5:30pm**

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- ▶ Expand your professional network and have fun!

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# SOCIAL EVENTS

## **ABCS DIPLOMATE LUNCHEON ►► REGATTA, 4TH FLOOR THURSDAY, FEBRUARY 9 ►► 12:30 - 2:00PM ►► \$75/TICKET**

The Diplomates of the American Board of Cosmetic Surgery will convene for their annual luncheon. Visit the registration desk to check ticket availability if you did not pre-register.

## **WELCOME RECEPTION ►► EXHIBIT HALL, GRAND ABC, LOBBY LEVEL THURSDAY, FEBRUARY 9 ►► 5:30 - 7:30PM ►► INCLUDED WITH REGISTRATION**

Celebrate the start of the Annual Scientific Meeting with your fellow attendees. This lively reception will take place in the exhibit hall on Thursday, immediately following the day's sessions. We will welcome our exhibitors to the show and introduce everyone to San Diego. Sip on cocktails and grab some appetizers before you head out for the evening. Two drink tickets are provided per registered attendee.

## **FELLOWSHIP LUNCHEON ►► REGATTA, 4TH FLOOR FRIDAY, FEBRUARY 10 ►► RSVP REQUIRED**

The Fellowship Luncheon is open to all current Fellowship Directors, Fellowship Trainees and those interested in becoming a director or trainee. Visit the registration desk to check availability and RSVP.

## **SPOUSE AND GUEST EVENTS THURSDAY, FEBRUARY 9 - SATURDAY, FEBRUARY 11 ►► \$349/EACH**

Registered spouses/guests are invited to the Welcome Reception in the exhibit hall, lunch each day in the hall and are also invited to visit the exhibit hall during show hours to meet with vendors.

## **COSMETIC SURGERY FOUNDATION'S WEBSTER SOCIETY DINNER, COCKTAILS & DANCING FRIDAY, FEBRUARY 10 ►► 7:00 - 10:30PM ►► SALLY'S FISH HOUSE AND BAR ►► MANCHESTER GRAND HYATT**

Join 100+ of your colleagues to celebrate AACS founder and cosmetic surgery pioneer Richard C. Webster, MD. This tax-deductible donation membership level of \$1200 and above serves as a catalyst in the promotion of cosmetic surgery. RSVP required. See the CSF table in the foyer for information. *This event is black-tie optional.*

# KEYNOTE SPEAKERS

▶▶ All Keynote Speaker presentations take place in the General Session room, Grand D, Lobby Level.



**LISA NICHOLS** *"Motivating the Masses"*

**THURSDAY, FEBRUARY 9 ▶▶ 9:00 - 10:00AM**

Lisa Nichols is Founder and CEO of Motivating the Masses, Inc., and is one of the world's most-requested motivational speakers. Her presentation will give you the tools to become an abundant thinker and teach you how to, in turn, inspire yourself and the people around you to achieve more than you thought was possible.



**SEBASTIAN COTOFANA, MD**

*"Anatomic Considerations for Fillers and Neuromodulators Applications"*

**THURSDAY, FEBRUARY 9 ▶▶ 10:30 - 11:30AM**

Dr. Cotofana began his career at the Ludwig-Maximilians University Medical School in Munich, Germany, and is currently an Associate Professor of Anatomy at Ross University School of Medicine. His presentation will explain recent findings and new insights about the understanding of facial anatomy, specifically in regards to fillers and neuromodulators.



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**MICHAEL SALZHAUSER, MD, "DR. MIAMI"**

*"Integrating Social Media into Your Surgical Practice"*

**THURSDAY, FEBRUARY 9 ▶▶ 11:30AM - 12:30PM**

Dr. Miami is a world-renowned board-certified plastic surgeon who is known best for performing cosmetic surgery procedures to an audience of over 800,000 Snapchat viewers daily. Dr. Miami's presentation will show you how to use social media to expand the novelty and awareness of cosmetic surgery and your practice.



**ANNIE STEPHENSON HOSTETLER**

*"Competition and Fighting the World of Academia"*

**FRIDAY, FEBRUARY 10 ▶▶ 9:00 - 10:00AM**

Annie Stephenson Hostetler is Chair-Elect of Cancer Treatment Centers of America® (CTCA) and daughter of CTCA® founder and Chairman Richard J. Stephenson. Ms. Hostetler will share how the CTCA has faced and embraced risks of challenging the status quo with the founding idea of "changing the face of cancer care."



**PETER C. YESAWICH, PHD**

*"Competition and Fighting the World of Academia"*

**FRIDAY, FEBRUARY 10 ▶▶ 9:00 - 10:00AM**

Dr. Peter C. Yesawich joined Cancer Treatment Centers of America (CTCA) as its Chief Growth Officer in 2011. In his presentation, Dr. Yesawich will provide an overview of how CTCA has evolved and refined its effective "direct-to-the-patient" marketing communications program, covering market profiling, competitive intelligence, message strategy and more.

# ADDITIONAL NON-CME PROGRAMMING

## INNOVATIONS THEATER ►► EXHIBIT HALL

More details are available within the mobile app.

Get a front-row seat to demonstrations of exciting new products in the industry.

THURSDAY, FEBRUARY 9	FRIDAY, FEBRUARY 10	SATURDAY, FEBRUARY 11
<b>The Many Uses of the New Lasers in Cosmetic Gynecology &amp; Aesthetics</b> <i>Presented by: Alma Lasers</i> <b>12:40 - 1:10PM</b>	<b>The Bellafill Difference</b> <i>Presented by: Suneva</i> <b>12:40 - 1:10PM</b>	<b>Ultherapy®: Clinical Tools for Optimizing Patient Outcomes</b> <i>Presented by: Merz</i> <b>8:00 - 8:45AM</b>
<b>No Downtime Skin Revitalization with PicoSure®</b> <i>Presented by: Cynosure</i> <b>1:25 - 1:55PM</b>	<b>Treating Hand Volume Loss for An Aesthetic Practice</b> <i>Presented by: Merz</i> <b>1:25 - 1:55PM</b>	<b>PRP for Hair and Beyond</b> <b>12:40 - 1:10PM</b>
<i>Presented by: Valeant</i> <b>5:45 - 6:15PM</b>		<b>A Winning Combination: SculpSure® and Smartlipo®: Total Body Contouring to Grow Your Practice</b> <i>Presented by: Cynosure</i> <b>1:25 - 1:55PM</b>

## INDUSTRY TALKS ►► CORONADO D, 4TH FLOOR

THURSDAY, FEBRUARY 9	FRIDAY, FEBRUARY 10
<b>Every Patient is a Marketer: A Dermatologist's View to Matching the Right Patient to the Right Technology</b> <i>Chris W. Robb, MD, PhD</i> <i>Presented by: Sciton</i> <b>4:45 - 5:30PM</b>	<b>Understanding Legal Tools: The Key to Lawsuit Prevention and Tax Reduction</b> <i>Daniel J. McNeef, CEO, Legally Mine, Inc.</i> <i>Presented by: Legally Mine, Inc.</i> <b>4:45 - 5:30PM</b>

## AFTER-HOURS INDUSTRY SYMPOSIUM ►► REGATTA, 4TH FLOOR FRIDAY, FEBRUARY 10 ►► 5:30 - 7:00PM

**The Role of Absorbable Suspension Sutures in Facial Repositioning and Tightening**

*Rania Agha, MD and Kimberly Butterwick, MD*

*Presented by xMedica, LLC*

## DIGITAL POSTER PROGRAM ►► EXHIBIT HALL FEBRUARY 9 & 10 ►► 12:30 - 2:00PM

Designed to showcase new research and innovative ideas from up-and-coming cosmetic surgeons, the 2017 Digital Poster Program will take place on Thursday and Friday during lunch in the exhibit hall.



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IS AVAILABLE ON THE **AACS MOBILE APP**

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# EXHIBITORS as of 1.23.17

Find exhibitors by category in the **AACS MOBILE APP**.

- A to Z Surgical - **308**  
AAAHC - **614**  
Accellas - **607**  
AccuVein Inc - **314**  
AccuView Imaging - **112**  
Achieving Accreditation, LLC - **212**  
Aesthetics BioMedical Inc - **718**  
Air-Tite Products Co., Inc. - **318**  
Allergan - **200-202**  
Alma Lasers - **207**  
Biodermis - **515**  
Biologica Technologies - **201**  
Bovie Medical Corp. - **306**  
BTL Industries - **104**  
Candace Crowe Design - **615**  
Canfield Scientific, Inc. - **209**  
Care Credit - **605**  
CAREstream America - **213**  
Cell Surgical Network - **608**  
Collagen P.I.N. & Induction Therapies - **215**  
Comfa-Therm Enterprises - **219**  
Cosmetic Surgery Times / Dermatology Times - **715**  
Crystal Clear  
Digital Marketing - **113**  
Cynosure - **501-503**  
DermapenWorld - **316**  
Design Veronique - **401**  
Dexta Corporation - **707**  
Doctor.com - **312**  
DoctorLogic - **206**  
Doctor Multimedia - **114 & 116**  
Dr. Miami - **414**  
Eclipse Aesthetics - **103**  
Eclipse Loupes and Products - **317**  
Electro Lube - **102**  
Endymed Medical Inc - **203**  
Enova Illumination - **313**  
EUFOTON Medical Lasers/  
Saratoga Aesthetics, LLC - **217**  
Galderma Laboratories - **319**  
Hawaiian Moon - **517**  
Healeon Medical, Inc. - **619**  
HK Surgical - **100**  
HydraFacial MD -  
Edge Systems - **613**  
Implantech Associates, Inc - **601**  
Incredible Marketing - **700**  
Innogyn - **119**  
Institute for Medical Quality - **416**  
Keller Medical, Inc - **612**  
KERACELL & NEUROTRIS by  
Bella Sciences - **618**  
King Lion - **709**  
KMI IMI Group - **218**  
Lasering USA - **606**  
Lasso Live Chat - **706**  
LendingUSA - **307**  
Lumenis - **412**  
Marina Medical Instruments - **513**  
MD Resource - **703**  
Medical Z - **419**  
Medico International, Inc. - **701**  
MedPro Group - **418**  
Merz Aesthetics - **500**  
Microsurgery Instruments, Inc. - **407**  
Millennium Medical  
Technologies, Inc. - **518**  
Miracu USA - **716**  
NeoGraft - **609**  
NewMedical Technology - **101**  
NKP Medical Marketing - **708**  
OBP Medical - **713**  
OxyHealth, LLC - **719**  
Perigee Medical - **712**  
Quantificare Inc. - **214**  
ReachLocal - **603**  
RealPatientRatings - **704**  
Red Spot Interactive - **506**  
Rejuvn8Med - **115**  
Remedy, Inc. - **107**  
Rohrer Aesthetics, LLC - **216**  
Sciton, Inc. - **300**  
Shippert Medical - **509**  
Sientra - **702**  
SmartGraft by  
Vision Medical - **403**  
Solutionreach - **617**  
Suneva Medical - **205**  
Syneron Candela - **502**  
THE Aesthetic Guide - **304**  
Thermi - **406**  
Ticklelipo.com - **405**  
Topix Pharmaceuticals - **110**  
TouchMD - **717**  
Tulip Medical Products - **714**  
United Medical Credit - **508**  
Valeant - **600**  
Viscot Medical, LLC. - **616**  
Vistapen/Secretly  
Ageless - **705**  
Web.com - **409**  
Wells Johnson Company - **301**  
Wolters Kluwer - **504**  
Zeltiq - **315**



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## 2018 ANNUAL SCIENTIFIC MEETING

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