

ASDS and ASPS Offer Education

By Sarah Franz Wheeler, Contributing Editor

Two essential industry gatherings, and innovative exhibitors, share their respective industries with the tech-comes to the ever-growing aesthetic

A
S
P
S



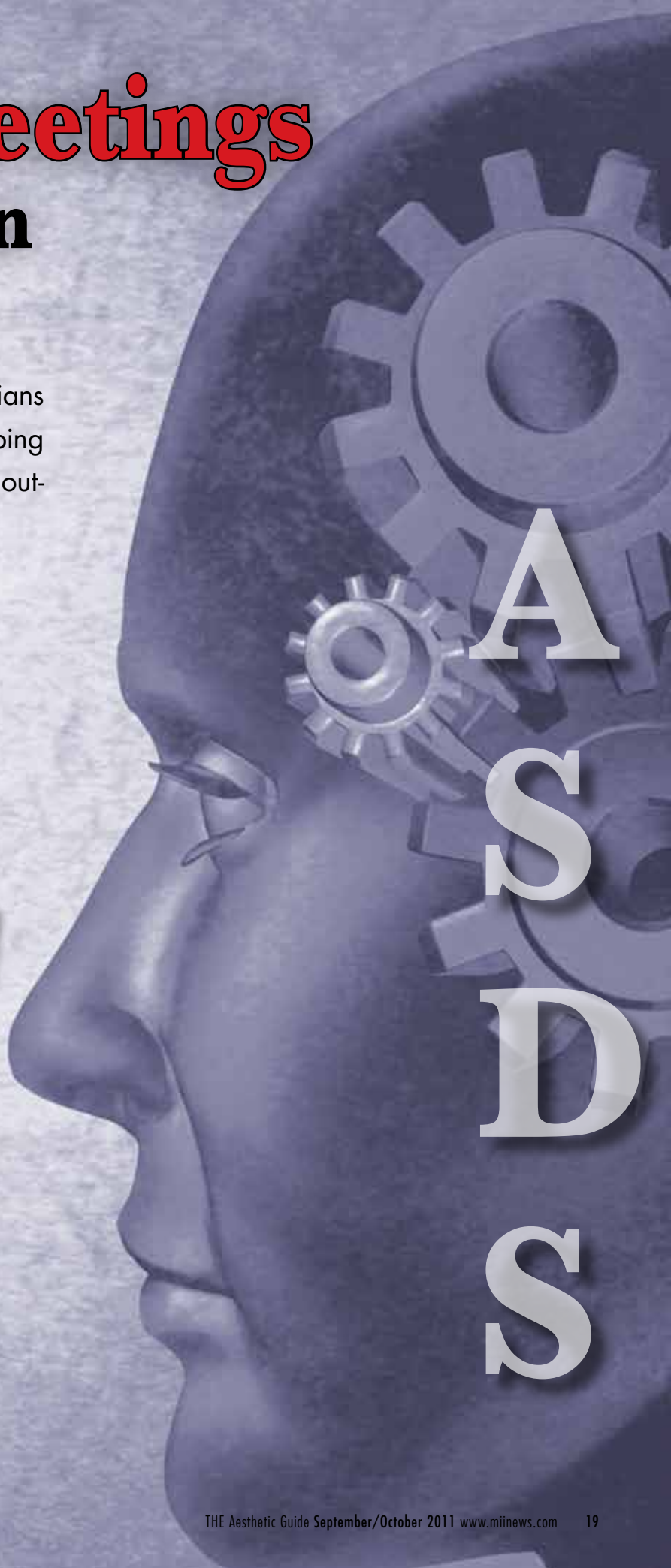
Phil Haeck, M.D.
American Society of
Plastic Surgeons

Annual Meetings and Innovation

each an assembly of leading physicians parallel goal of educating and equipping nology and skills to deliver optimal out-patient population.



Susan H. Weinkle, MD
American Society for
Dermatologic Surgery



Offering a balance of general and cosmetic dermatologic surgery, as well as practice management related issues, the *American Society for Dermatologic Surgery* (ASDS) annual meeting, taking place in Washington, D.C., from November 3 – 6, 2011, will feature many exciting new forums.

During both events, a combined total of nearly 300 exhibitors will present technological advancements and industry related services.

Sessions will be available on groundbreaking topics surrounding reconstructive surgery, social media and dermatopathology. ASDS annual meeting co-chairs, Ken K. Lee, M.D., and Dee Anna Glaser, M.D., note that the event was planned with the intent to include greater diversity in faculty presenters, reaching out to both younger and international speakers.

In addition, there will be special programs for dermatology residents including hands-on workshops for resident / post-residency trainees and YDS registrants, all led by highly qualified specialists in the field. Furthermore, keynote addresses will be given by Boris D. Lushniak, M.D., M.P.H., R.A.D.M., and Mohit Bhandari, M.D., M.Sc., F.R.C.S.C.

Taking place September 23 – 27, 2011 in Denver, Colo., the annual meeting for the *American Society of Plastic Surgeons* (ASPS) remains an important scientific focus of the industry. Comprehensive programs covering six clinical tracks, practice

management issues, interactive electronic medical records, healthcare reform and reimbursement, and significant networking opportunities are just a few highlights.

Not only does the ASPS meeting serve its members, but it also provides a forum for international colleagues to share plastic surgery research around the world. With the exhibit hall aptly called the Industry Expert Theater, in addition to progressive educational sessions, attendees will hear directly from corporate leaders about new products and procedures. During both events, a combined total of nearly 300 exhibitors will present technological advancements and industry related services.

Investment in energy-based treatment technologies are a critical concern for aesthetic professionals and attendees can be sure that much consideration will be given to cutting edge innovation in these types of devices – both within clinical presentations and on the exhibit floors.



David J. Goldberg, M.D.

Director of Goldberg Skin Laser & Surgery Specialists
Chief of Dermatology
Hackensack University Medical Center
New York, NY

David J. Goldberg, M.D., director of Goldberg Skin Laser & Surgery Specialists and chief of dermatology at Hackensack University Medical Center (New York, N.Y.) is looking forward to one ASDS poster session entitled *New Device Combines Multi-Frequency RF with Vacuum Therapy*. This session, to be led by Jeremy Man, M.D., will present results of an IRB study on cellulite and skin tightening, performed by Dr. Goldberg's team using the Reaction radiofrequency (RF) device from Viora Ltd. (Jersey City, N.J.).



Striae and lax skin before Tx



Striae and lax skin after five Reaction treatments

Photos courtesy of Viora



Before Tx



Ten months after breast reconstruction via autologous fat transfer with body-jet

Photos courtesy of Klaus Uberreiter, M.D., Ph.D.



40 year old female before Tx



40 year old female one month after twice daily application of TNS Essential Serum

Photos courtesy of SkinMedica, Inc.

"We recently completed a study using the Reaction device for cellulite skin tightening," said Dr. Goldberg. "The three different modes of RF energy incorporated in the CORE™ technology allowed us to target various depths of tissue leading to customized patient treatments. I'm eager for the industry to hear the exciting results of this study."



Tess Mauricio, M.D., F.A.A.D.

Founder
Dr. Tess Dermatology and Cosmetic Center
La Jolla, CA

human med (Dallas, Texas) will feature its innovative body-jet system at ASDS. Jet-assisted fat transfer offers a gentler alternative to traditional or laser-assisted liposuction. "The body-jet fat transfer technique is the gentlest method available for fat grafting," stated Tess Mauricio, M.D., F.A.A.D., founder of Dr. Tess Dermatology and Cosmetic Center (La Jolla, Calif.).

"My patients are very comfortable during the procedure under local anesthesia and have very little post-operative bruising, pain or downtime," Dr. Mauricio continued. "I have used the body-jet for fat transfer to the face, hands and breasts and my patients are very happy with the results. I finally have a technology I can use with confidence that delivers the predictable fat transfer results I want for my patients."

One of many presentations at ASPS: *Core Essentials of a Successful Non-Surgical Practice*, will share insightful direction on how to enhance a new or existing non-surgical aesthetic practice. Relevant to that discussion is implementing physician-dispensed

cosmeceutical products and non-invasive energy-based devices.



Wendy Roberts, M.D.

Dermatologist
Rancho Mirage, CA

Skin Medica (Carlsbad, Calif.) will feature their line of cosmeceutical products, including the revolutionary Tissue Nutrient Solution (TNS). Wendy Roberts, M.D., offers the full line of TNS products at her private practice in Rancho Mirage, Calif., which specializes in generational dermatology. "If you can only pick one product for your sun damaged, aging patients, then TNS Essential Serum should be the choice," said Dr. Roberts. "TNS has also exhibited safety and efficacy when mixed with other skincare products. These features make it valuable to all of my patients."

Another well-known cosmeceutical company, iS CLINICAL by INNOVATIVE SKINCARE will feature their Super Serum Advance, anti-aging, antioxidant treatment and White Lightening Complex for safe treatment of hyperpigmentation.

"iS CLINICAL's Super Serum is an essential part of my daily skincare routine," commented Charlie Sheridan, director of Marina Plastic Surgery (Marina Del Rey, Calif.). "The immediate illumination and photo-protection it provides allows me to be a living example of my work. I am a true believer in this product."

Roberta Palestine, M.D., of the Dermatology Center & Rockledge Medspa (Washington, D.C.) appreciates the multi-tasking capabilities of White



Before Tx



14 days after Cortex Tx
Photos courtesy of Sandstone Medical Technologies

Lightening Complex. "White Lightening Complex helps brighten and even out the complexion, lightens hyperpigmentation and even helps improve fine wrinkles and acne. Especially important is that it does all this gently, without irritation."



Roberta Palestine, M.D.
Dermatology Center & Rockledge Medspa
Washington, D.C.

Invasix, Ltd. (Yokneam, Israel) is eager to introduce their new line of Fractora handpieces at ASPS. Fractora is a unique fractional ablative system that combines radiofrequency (RF) treatment with deep, needle-based heat delivery and is an add-on handpiece for the Invasix platform.



R. Stephen Mulholland, M.D.
Owner and Director
SpaMedica Infinite Vitality Clinics
Toronto, Ontario, Canada

"With its smart RF technology, Fractora Firm yields the balanced thermal profiles necessary to accommodate an optimal unity of heat and erythema, providing superior efficiency for skin tightening," observed R. Stephen Mulholland, M.D., F.R.C.S.(C), owner and director of SpaMedica Infinite Vitality Clinics (Toronto, Ontario, Canada). "The combination of Fractora Firm with Fractora Skin Resurfacing provides a complete treatment to address the majority of non-invasive facial concerns."

Exhibiting at both ASDS and ASPS, Sandstone Medical Technologies

(Homewood, Ala.) will feature three new lasers including the Cortex. Randolph Waldman, M.D., of The Waldman Schantz Plastic Surgery Center (Lexington, Ky.) has been using Sandstone's fractional CO₂ laser since 2008. "The CO₂ laser provides excellent results and is priced so that a return on investment is realized in a very short period of time," stated Dr. Waldman. "I have used the new Cortex and Sandstone has hit another homerun. Currently, this is the only aesthetic laser system that incorporates fractional CO₂ and Er:YAG in the same console. By using both modalities, my results are even more impressive."

"White Lightening Complex helps brighten and even out the complexion, lightens hyperpigmentation and even helps improve fine wrinkles and acne. Especially important is that it does all this gently, without irritation."

Palomar Medical Technologies (Burlington, Mass.), will feature the Palomar 1540 fractional laser at both shows. According to Joel L. Cohen, M.D., director of AboutSkin Dermatology and DermSurgery (Englewood, Colo.), "The Palomar 1540 fractional laser has been a workhorse in our practice for acne scars and striae."

"With the addition of the XD micros-



Before Tx



After Fractora Tx
Photos courtesy of Invasix



Before Tx



After one Palomar 1540 Tx
Photos courtesy of D. Scarborough, M.D.

better acne scar results with fewer treatments by focusing on the deeper tissue," Dr. Cohen continued. "In addition, from our initial procedures combining Palomar 1540 fractional non-ablative and 2940 fractional ablative treatments during the same session, we are observing an impressive synergistic effect for overall resurfacing results."



Joel L. Cohen, M.D.
Director of AboutSkin Dermatology and
DermSurgery
Englewood, CO

Attendees at both shows can learn more about Lutronic's (San Jose, Calif.) award-winning Spectra, Q-switched Nd:YAG system designed for multiple dermatological and aesthetic treatments, including tattoo removal, pigmented lesions, wrinkles and dermal lesions. "I have owned a Spectra laser for two years. It is the most versatile and most used laser in my practice," shared Matthew Werner, M.D., of the La Quinta MedSpa, Skin Rejuvenation and Laser Center (Rancho Mirage, Calif.).



Matthew Werner, M.D.
La Quinta MedSpa, Skin Rejuvenation
and Laser Center
Rancho Mirage, CA

Dr. Werner uses the Spectra to treat brown spots, acne, tattoo removal and pore reduction. "Since I use the Spectra laser four to six times per day, I just bought a second system for my new office," he shared. "The Spectra has evolved and become the workhorse of my practice. I was already very busy prior to bringing in the Spectra, but it has definitely increased our daily bookings. Moreover,

the marketing for this device was incredibly easy."

The newest product from Solta Medical (Hayward, Calif.), Clear + Brilliant, will be highlighted at both shows. Recently approved by the FDA, Clear + Brilliant fills an important niche and is the latest offering in the company's line of fractional resurfacing and non-invasive skin tightening treatments.



Scott Gerrish, M.D.
Director
Gerrish and Associates MedSpa
Vienna, VA

For Scott Gerrish, M.D., director of Gerrish and Associates MedSpa (Vienna, Va.), "The Clear + Brilliant is a great treatment option for those patients looking for something that is more aggressive than microdermabrasion, but are not quite ready for Fraxel re:store treatment. It has also been instrumental in providing an effective maintenance regimen for those patients that have completed a Fraxel repair or re:store series. The ease of treatment, little-to-no discomfort, and minimal downtime has made this a go-to treatment for a large number of our patients."

Light Age, Inc. (Somerset, N.J.), will educate ASDS and ASPS attendees on their premier laser devices, specifically the versatility and efficacy of the EpiCare-DUO system. Robert Logue, owner of Clearstone Laser Hair Removal (Houston, Texas), has experienced remarkable results for laser hair removal on all skin types – including even the darkest of skin with the EpiCare-DUO. "With the system's high-powered Nd:YAG, coupled with a nice selection of spot sizes, treatment of cherry angiomas,



Tattoo before Tx



Tattoo after Spectra Tx

Photos courtesy of Matthew Werner, M.D.



Before Tx



One week after six Clear + Brilliant treatments

Photos courtesy of Solta Medical Aesthetic Center

telangiectasia and varicose lesions are safe and effective," he noted.

"Also, the DUO's lesion treatment mode allows us to effectively treat many solar lentigines, provide remarkable clearance of onychomycosis and verruca vulgaris, as well as provide skin rejuvenation and collagen remodeling that rivals today's Er:YAG fractional treatments," Mr. Logue shared. "The success of our practice is tied heavily to the DUO's reliability and low cost of ownership – allowing us to provide exceptionally high value to our clients."

With plans to highlight their iPixel modules at both society meetings, Alma Lasers (Buffalo Grove, Ill.) will show attendees how they can continue offering solutions that meet current market demands.

"Ulthera was the first non-invasive modality that I felt comfortable offering my patient population in that I was convinced it would deliver consistent results for a reasonable cost."

"As a cosmetic physician practicing laser surgery for over eight years, I consider the iPixel to be an innovative revolution of both the fractional Erbium and CO₂ lasers," said John Hamel, M.D., owner of Complete Laser Clinic (Hickory, N.C.). "Its continuous energy emission rolling wheel makes fractional resurfacing a safer procedure with more complete coverage. Also, the ease and speed is amazing. Instead of stamping the face multiple times, you are rolling it gently, as if painting a wall with a roller. It only emits energy

when rolling, making it very easy to control the delivery of energy and coverage. I can treat a full face, neck and chest in just ten minutes."

Ulthera (Mesa, Ariz.) will feature the energy-based Ulthera System at both ASDS and ASPS. FDA approved for non-invasive lifting, this system combines patented DeepSEE™ ultrasound imaging with energy delivery so physicians can visualize the precise tissue layers being targeted for treatment.



Andrew Kornstein, M.D., F.A.C.S.
Plastic Surgeon
New York, NY

"Ulthera was the first non-invasive modality that I felt comfortable offering my patient population in that I was convinced it would deliver consistent results for a reasonable cost," recalled Andrew Kornstein, M.D., F.A.C.S., a plastic surgeon in New York, N.Y. and Fairfield, Conn. "In fact, after using Ulthera on dozens of patients, I can say the results are not only consistent, but remarkable. Ulthera is more than a skin tightening device. It is a facial and body contouring device. Knowing what I know now, not having Ulthera in my practice is like playing golf without a driver."

Gaining an edge in the increasingly competitive industry has never been more important. Dermatologists and plastic surgeons know that staying on top of the latest technologies and building lasting relationships – with both peers and patients – is vital to staying one step ahead of the pack. Each association's annual meetings offer multiple opportunities to achieve these vital goals. ■