

# PRESIDENT'S EMAG

# 2024

February

## ISAPS



## MESSAGE FROM THE ISAPS PRESIDENT



Lina Triana, MD  
ISAPS President

### Dear Friends and Colleagues,

Once again, thank you to all of you who are taking action towards something bigger than yourselves: the Aesthetic World.

This past weekend, we had an intense National Secretaries meeting with more than 50 National Secretaries from all over the world whom I really want to acknowledge for being there on a Sunday, taking time away from their families and loved ones, individuals with a high-level of commitment towards ISAPS.

Today, I want to seek from all our members the same that I requested from our National Secretaries group: take action towards being ambassadors in these three specific tasks:

#### 1. Cartagena World Congress June 11-15, 2024

Give your country's colleagues the possibility of discovering the ISAPS Cartagena World Congress and participating in an exchange of knowledge and networking opportunities while enjoying Colombia's culture of tropical vibes and fun. Encourage all your plastic surgery friends and your office staff as Associate members to [come to Cartagena](#).

# MONTHLY E-MAGAZINE

## 2. Global Statistics

It is in your hands to ensure your country is cited in the world's leading global statistics survey on aesthetic procedures. To make this happen, you need to achieve the highest number of responses possible from your country to get listed on the global statistics survey, which this year closes early since our goal is to present the statistics during our meeting in Cartagena. Encourage others to respond to the global statistics survey [here](#).

## 3. ISAPS Membership

Leaders unite those who share common purposes, and this is who we are as ISAPS. So, in this context, I invite you to work on expanding your country's [ISAPS membership](#), with the help of your country's National Secretaries who are here to support you in this task. I invite you, as ISAPS members, to take action on these three specific tasks. Your involvement is key to fulfilling them and leading in the Aesthetic World.

**And get ready for Cartagena!** What to expect...

Plan to arrive on **June 10, 2024, and stay through June 16, 2024**, so you do not miss the many activities we have prepared for you, which includes more than [350 confirmed speakers](#) with interactive sessions and master classes, rapid sessions, complications and revision sessions, patient safety, clinical pearls, cadaver dissection sessions, workshops, and lunch with the experts.

### June 11:

Pre-Congress **Live Surgeries Residents' Symposium**  
Opening Ceremony

### June 13-14:

Traditional ISAPS **Dinner Event**

### June 14:

Women's Symposium  
**Leadership Insights for Transformation - L.I.F.T.**  
Global Alliance Meeting

### June 15:

Exclusive **Business School**  
Informal Party

### June 14-15:

**Non-surgical** procedures, marketing and business, regenerative medicine  
Bring your staff for these two days as [Affiliate Members](#)

Every day, participate in continuous **English to Spanish simultaneous translations** in one of our meeting rooms; this year, we are also offering the possibility for speakers to present in Spanish.

[Reserve your room](#) at the **Resort and Convention Center Las Americas**, the same location as the meeting.

See you all in Cartagena!



Lina Triana, MD  
ISAPS President



Interview with  
**Rezarta Kapaj, MD**  
National Secretary, Albania

## Meet ISAPS' Very First National Secretary for Albania: Rezarta Kapaj!

The ISAPS National Secretaries assist the Executive Office and the Board of Directors, communicating on their behalf with ISAPS members and other aesthetic plastic surgeons in their country. Each member country with at least three members may elect a National Secretary to represent their interests in ISAPS and work on [strategic priorities](#).

We look forward to seeing her represent her country and ISAPS and are eager to share her views on how she will help support ISAPS.

### **ISAPS: What does it mean for you to represent ISAPS in the capacity of National Secretary?**

**KAPAJ:** It's a great honor to represent ISAPS as a National Secretary for my country. For me personally, the opportunity to put my very small country on the map of one of the biggest plastic surgery societies in the world has been a great privilege. Likewise, representing ISAPS for my fellow plastic surgeons and residents is such a pleasure. I have witnessed an increasing interest in ISAPS month after month since my enrollment.

### **ISAPS: As National Secretary, what are three things you hope to accomplish during your tenure?**

**KAPAJ:** **1.** Making ISAPS educational content more accessible to Residents and Fellows. I genuinely believe in the power of education, and I am positive there is no better library than the content of ISAPS webinars, journals, and meetings.

**2.** Having visiting members of ISAPS as guests in our country would be a great opportunity for the

members of our National Society and Residents to witness some of the giants of the field working in real-time.

**3.** Perhaps a farfetched dream, but organizing an ISAPS meeting in Tirana.

### **ISAPS: What is your most unforgettable memory from being a member of ISAPS?**

**KAPAJ:** The moment I got accepted into ISAPS is a moment I will cherish for a long time. I studied plastic surgery in Turkey, and it was my first year back in my country. I was so happy to be the first Albanian ISAPS member, followed by many.

Another moment I will always remember is the moment our National Society got endorsed by ISAPS. I got so emotional to see our National Society's name on the ISAPS list and I truly must thank our president for making this dream come true.

### **ISAPS: Will you attend the ISAPS World Congress 2024, in Cartagena, Colombia? If so, what speaker are you hoping to hear from and why?**

**KAPAJ:** I will attend and have already registered! I don't have an actual speaker in mind, but I look forward to another very rich program as in every meeting over the years.

**ISAPS National Secretaries**

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## INTERNATIONAL DAY OF WOMEN AND GIRLS IN SCIENCE



This **February 11, 2024**, join us in honoring our fellow ISAPS members for the **International Day of Women and Girls in Science**. The United Nations established it to honor women's significant achievements in science and place a much-needed focus on girls entering Science, Technology, Engineering, and Mathematics (STEM) careers.

ISAPS has channels for paying tribute to its female members with its **Women Surgeons Committee** which actively promotes worldwide leadership positions for women and aims to increase female representation in academia and in medical business. The Committee emphasizes equity and encourages male surgeons to join in and lend their valuable insight into achieving equal representation for all surgeons. Meet the current ISAPS Women Surgeons Committee members on our website [here](#).

We also want to take this time to honor our **ISAPS President, Lina Triana, MD**, who has her own personal experience to share in the, "**M1: Webinar - Building Your Personal Leadership Identity**", from last year's Leadership Insights For Transformation L.I.F.T. Program, offered free to all our community. Triana shares her leadership journey on how she built personal power, an executive presence, and impact throughout her career.

To learn more we invite you to review these additional L.I.F.T. resources, "Authenticity Paradox,"

["M1: Video - Jeffery Tobias Halter: Advancing Women - Engaging Men"](#), and ["M1: Video - Sheryl Sandberg: Why We Have Too Few Women Leaders"](#).

Additionally, we feature our **Women's Symposium** during our annual meetings, which will take place in Cartagena this year! This June, attend the **7th Panel Session of the Global Alliance for Women Leaders in Aesthetics**, hosted by Drs. Fatema Al Subhi and Argentina Vidrascu, ISAPS Women Surgeon's Committee Chairs, and Dr. Lina Triana, ISAPS President. After the success in Athens and London, we will also have another **L.I.F.T. Workshop**, details to follow.

[Learn more](#)



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**ISAPS**<sup>®</sup> WORLD CONGRESS  
Cartagena | Colombia | 2024

**SEE YOU IN** June 11 - 15, 2024  
**CARTAGENA | COLOMBIA**

[www.isapscartagena2024.com](http://www.isapscartagena2024.com)

## Important 2024 Reminders & Dates:

- Early Bird Registration Deadline: April 11, 2024  
Online Registration  
ISAPS members save even more!
- Pre-Congress: June 11, 2024  
Live Surgeries  
*Residents' Symposium*  
*Opening Ceremony, including Ohmori Lecture*  
*\*Please note a separate registration is required for all Pre-Congress activities*
- Main Congress: June 12-15, 2024
- Women's Symposium and L.I.F.T. Workshop: June 14
- ISAPS Business School: June 15

This year's Congress **venue** is located in **Cielo Mar Sector**, in the north zone of Cartagena, only five minutes from the international airport "Rafael Nuñez" and 15 minutes from the beautiful and vibrant historic center and the walled city.

The **ISAPS World Congress** will be the place to be this June and a perfect opportunity to **connect, network, and learn** from and with your peers. The Scientific Committee has been busy preparing the **extensive 2024 program**, which will feature the **latest advancements and techniques** in our specialty.

### Fun Fact:

Did you know that Colombia is among the 10 "Best Places to Retire in 2024" according to the Annual Global Retirement Index\*? If you want to know why, join us in Cartagena this June and plan sometime to **explore and find out why!**

[\\*internationalliving.com/the-best-places-to-retire](https://internationalliving.com/the-best-places-to-retire)

**Register**

## ISAPS GLOBAL SURVEY 2023



### The 2023 ISAPS Annual Global Survey Is Now Online!

We invite you to contribute to the only international scientific study on aesthetic surgical and non-surgical procedures performed by plastic surgeons. The information gathered helps us to secure media engagement and reliable coverage of the constantly developing practice of our specialty.

**Only countries with sufficient survey responses can be considered and included in the final report.** Get active and help your country be a part of the statistics! The information you submit is anonymous and is particularly important to our profession.

[Participate](#)



## MONTHLY EDUCATION CORNER



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

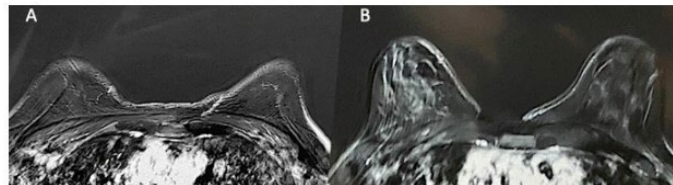
### **Tuberous Breast, Deformities, and Asymmetries: A Retrospective Analysis Comparing Fat Grafting Versus Mastopexy and Breast Implants**

**Pietro Gentile**

The tuberous breast is considered a breast deformity characterized by varying degrees of herniation of the parenchyma, widened nipple-areolar complex (NAC), absence of the lower quadrants, and may involve several degrees of hypoplasia and asymmetry causing significant psychosocial distress.

The paper aimed to compare the results obtained in patients suffering tuberous breast treated with fat grafting (FG), with those of patients treated with a mastopexy and silicone implants (M-SI) also analyzing the influence of breast and chest deformities (degrees of hypoplasia and tuberous breast, volume and NAC asymmetry, pectus excavatum, and carinatum) in the reconstructive outcomes.

Fig. 3



Bilateral Axial T2-weighted short tau inversion recovery MRI scans of the study group's breasts. **A** Preoperative situation of the patient showed in Fig. 1. **B** Postoperative obtained 12 months later the only one fat graft session of patient-reported in Fig. 1, in which it is showed contrast uptake of the glandular tissue, and a great improvement in the bilateral breast volume

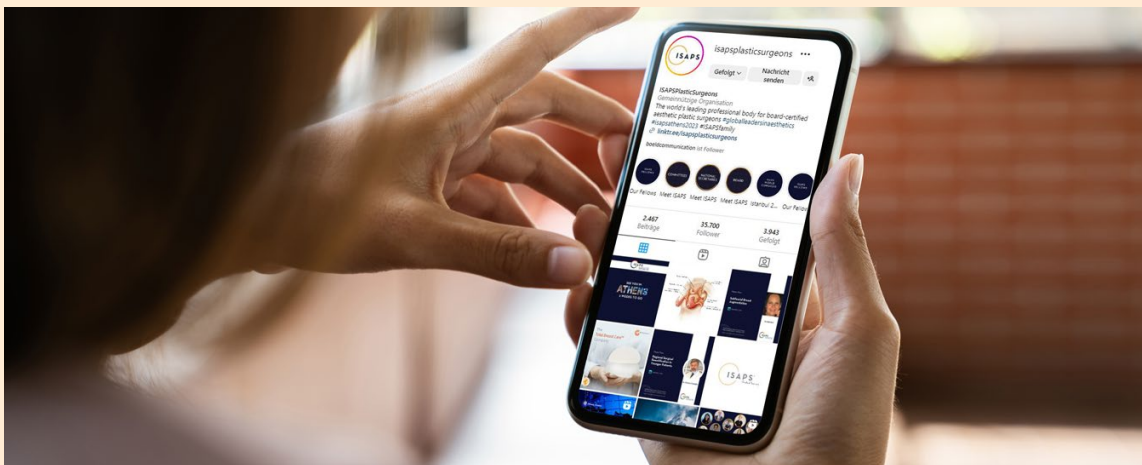
**Read now!**

**Become a member** to have full access of ***Aesthetic Plastic Surgery***.  
For questions, please contact [memberservices@isaps.org](mailto:memberservices@isaps.org).



## MONTHLY EDUCATION CORNER

### What About Pre- and Post-Op Pictures in Social Media?



During the past Congress in Athens, we presented several sessions on business development in cosmetic surgery; here, you will have the opportunity to approach the topic, „The Ethical Challenge in Social Media for Physicians: Balancing Promotion and Responsibility,“ presented by Dr. Sixtus Allert.

In the digital era, social media has become an indispensable tool for promoting and sharing our work, providing medical professionals with a unique platform to inform, educate, and advertise. However, this communication revolution has also transformed the traditional roles of us physicians, who must now take on entrepreneurial and business roles to stand out in the competitive world.

As physicians engage with social media, a significant challenge arises, which is the difficulty patients face in recognizing our roles. **Are we merely doctors or businessmen?** Confusion mounts when observing the growing trend among many physicians to blend entertainment with their posts, showcasing dance routines and humorous moments that could undermine professionalism.

The search for pre-and post-operative images by patients is increasingly common. However, the line

between **educational promotion and unnecessary exhibition** becomes blurry when some physicians become influencers. The need to differentiate from this trend is vital to preserve professional integrity.

In some countries, there are regulations to prevent damage to the specialty's reputation and the physicians' credibility. **Responsible publishing becomes imperative**, and understanding what and how to post becomes crucial to maintaining a reputation.

In the process of educating patients, it has become common to post before-and-after photos of surgeries, but concern lies in the negative influence this may have on young individuals. The seriousness of content and responsibility in publication becomes essential, as it is not merely about the number of followers but about safety and trust.

Ethics in publishing plastic surgery images is a **delicate matter**. Some countries have codes of conduct regulating the use of before-and-after images. Failure to comply with these rules in the United States can lead to restrictions, prohibitions, and sanctions. Discussions in national societies emphasize the importance of setting limits on plastic surgeons' commercial use of social media.



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The manipulation of images that do not reflect medical reality raises another ethical concern. Defining the postoperative time of photos and showcasing not only recent but also long-term results becomes a necessity. Additionally, using models in photographs and distinguishing between social media images and genuine medical photographs pose additional challenges.

The question arises about assessing the reliability of medical accounts and websites. Should there be an approval seal from medical societies to distinguish the most reliable professionals? However, the lack of global standards hinders the implementation of these

criteria, as each country has its own rules.

Ultimately, finding a balance between promoting medical work on social media and moral responsibility remains a continuous challenge for healthcare professionals. The key lies in awareness of our role as educators, understanding our ethical responsibilities, and adopting practices that preserve the integrity of the medical profession in an increasingly digital world.

**Juan Esteban Sierra**  
**National Secretary, Colombia**

## Additional Resources:

Delegates from the Athens Congress can access recordings of the Congress on-demand via [logging into their account on the website](#), and non-members who wish to view the recordings, can still [register for on-demand access](#).

The **Business School** from the Congress in Istanbul is also still available on the [ISAPS Video Library](#) for registered delegates. Take a look at these lectures on [Digital Marketing Strategies - Reach and Engage Customers](#), and Marketing & Social Media, [ISAPS Business School: Session 6 - Marketing & Social Media](#), from Vienna.

## ISAPS Fellowship Program 2025



### Apply Today for 2025! Online Registration is Open Until May 1, 2024 - Don't Delay!

The [ISAPS Fellowship Program](#) is designed for a stay of **three months for ISAPS Resident and Associate members**. This international program offers 52 fellowships across 19 locations and provides intensive training in a broader field of aesthetic surgery.

All participants **benefit from advanced education, intensive training, hands-on experience, and exposure** to different aspects of plastic surgery. Placement fills up quickly, so don't delay and apply today!

[Apply Here](#)

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## ISAPS EXPERT PROGRAM

Specialized Intensive One-On-One  
Training Program



### Specialized Intensive One-On-One Training Program

The **ISAPS Expert Program** offers ISAPS **Resident members** the opportunity to attend a specialized intensive one-on-one training program with a long-serving ISAPS member who is recognized as being a leader in their field. It is a shorter time commitment than the three-month Fellowship Program with similar educational and learning aspects.

[Learn More](#)

## ISAPS VIDEO LIBRARY



This month's **Online Video** features a masterclass on **“Correction of Breast Deformities,”** with speakers Apostolos Mandrekas, Jean-Pierre Chavoin, and Kai Kaye, moderated by Vakis Kontoes.

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

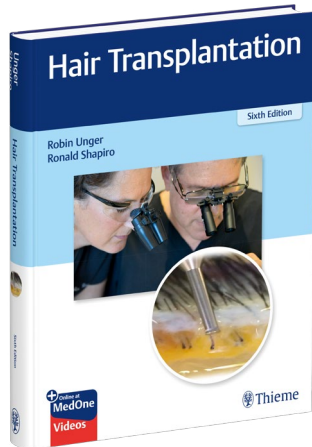
More Online Videos!

Be sure to check out the recordings from **ISAPS World Congress in Vienna**, available now on-demand to all members, to see what you can anticipate in Cartagena this June! Just type in „Vienna“ for your keyword search.

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## February MedOne Feature

This sixth edition of Hair Transplantation, edited by renowned surgeons Robin Unger and Ronald Shapiro, with contributions from innovators worldwide, builds on its longstanding reputation as the one trusted, unbiased, and acclaimed educational resource for state-of-the-art hair restoration techniques.



Comprehensively updated with all the latest advances, the sixth edition includes full discussion of the pros and cons of various surgical and nonsurgical approaches, controversies, and evidence-based clinical pearls gleaned through hands-on expertise. It also covers important practice management topics such as proper training, instrumentation, and medico-legal issues.

Copyright: Thieme Medical Publishers

### Interested in more information on hair transplants?

Be sure to attend our upcoming **Resident Webinar: Basics in Hair Transplants, on February 17, 2024 at 13:00 UTC.**

[Click here to register!](#)

MedOne is available to select ISAPS members. **Apply** today or **renew** your membership to receive that ISAPS membership benefit!

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**Click here to see  
upcoming ISAPS events!**

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## 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 [memberservices@isaps.org](mailto:memberservices@isaps.org)



The graphic features the ISAPS logo on the left, with the text "THANK YOU TO OUR ISAPS GLOBAL SPONSORS" and a world map. To the right, three circular icons represent Platinum, Gold, and Bronze sponsor levels. The Platinum section lists Polytech, Mentor (part of the Johnson & Johnson family of companies), and Bio|Science. The Gold section lists GC Aesthetics and VASER. The Bronze section lists GalaFLEX (PDS Scissors by COBD).

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