

# PRESIDENT'S EMAG

# 2024

June ISAPS



## MESSAGE FROM THE ISAPS PRESIDENT



Lina Triana, MD  
ISAPS President

**Dear Friends and Colleagues,**

I want to thank you all for your willingness to belong to a global aesthetic world, the ISAPS aesthetic world. It has been an honor to preside over ISAPS. Thank you for **taking action** and accepting the challenge of being part of a **bigger aesthetic world, bigger than your own offices, hospitals, and national and regional societies.**

For high performing teams workability and communication are essential, so we started launching the new ISAPS webpage where we integrated our data base, CRM, payment system, education tools and educational programs and congresses, everything under one system increasing efficiency in our organization.

And since we deliver the best aesthetic education worldwide we went beyond aesthetic plastic surgery education and included how to improve our practice on a business view and how to better run our practices and ourselves with the **Leadership Insights for Transformation - L.I.F.T. Program** and worked on patient safety guidelines and education on our ISAPS communication channels.

We are leaders in our own practices, hospitals and national societies, and at ISAPS we work towards growing as aesthetic leaders, and this term we worked towards

# MONTHLY E-MAGAZINE

consensus with our ISAPS Global Alliance Partners creating the Global Forum with a united vision for safe aesthetic surgery and improved quality of life for our patients, through collaboration and cooperation in Aesthetic Education Worldwide®.

We have set the path with a clear **strategy**, as ISAPS President and with the help of today's ISAPS board and executive team, we have taken the society towards fulfilling this strategy, defining the objectives, working closely with the different **ISAPS Committees**, tracing direction, and reviewing and evaluating executive team and committees' recommendations for future action.

And I want to acknowledge Sarah Johnson, our executive director and all the executive team, for not only the work you do but for putting in that extra effort that is invaluable and that really makes a difference, thank you for being there for working for something bigger than yourselves, for the aesthetic world, for ISAPS.

Thank you also to all our **Global Sponsors** for their support, and thank you for really looking into how to better work together for the best for our patients.

Thank you to the board members who have been focused on how to give that extra piece of themselves to make us better, thank you to our committee chairs, committee members, and **National Secretaries**, and all of you who serve the organization every day. Without your hard work and commitment to ISAPS, we would not be who we are today.

I can't wait to see many of you next week at the **ISAPS World Congress** where we will gather for a mix of science, networking, and unforgettable experiences in my beautiful country, Colombia. If you are unable to join us in-person, **register for the on-demand** option so you don't miss out!

Warm regards,



Lina Triana, MD  
ISAPS President

# MONTHLY E-MAGAZINE

## Meet Some of Our 2024 ISAPS World Congress Speakers!

As we finalize preparations for our ISAPS World Congress 2024 in Cartagena, we are delighted to introduce you to a few of our speakers and learn what they are most excited about next week when the Congress kicks off.

As part of this year's esteemed faculty, we are looking forward to welcoming them to Cartagena and learning about the latest techniques and updates in our specialty. Meet them today!



Ahmed Affii, MD - United States

### **ISAPS: What makes ISAPS Congresses one of the leading international events in aesthetics?**

**AFIFII:** There is no other meeting where you can learn from aesthetic surgeons from all across the world in such a condensed efficient program. The lectures are amazing, the opportunity to meet the top surgeons in the world in person is priceless, and the gala dinner is always top-notch!

### **ISAPS: In your opinion, what are some of the “must-attend” sessions? Why?**

**AFIFII: What I No Longer Do In Body Contouring** by Drs. Al Aly, Fabio X. Nahas, Gustavo Abrile, Babis Rammos, and Selahattin Ozmen. These are very experienced surgeons, most of whom I know personally not only for their talent

and creativity but also for their incredible ability to critically analyze their results and raise the bar.

The other one is the **June 13, 2024**, master class on Face and Neck, **“The Controversies With Deep Plane Neck Lift,”** by **Dr. Gerald O’Daniel**, and **Strategies in Creating an Attractive Jaw Line**, by **Dr. Ozan Sozer**. They are both very talented surgeons discussing a hot and challenging topic.

I have to say I am excited and privileged to moderate and speak at the **Wednesday, June 12, 2024**, session **“Do Not Repeat My Mistakes: What I No Longer Do In Breast Surgery And What I Do Now.”** Just look at the topics and the speakers, and you will not want to miss them either!



Ahmad Saad, MD - Spain

In his video, Dr. Amhad Saad shares what he is looking forward to next week, including his **“Liposuction to Liposculpture: What Patients Want”** session on **June 12, 2024**. In his own words, Dr. Saad describes ISAPS as “... a really special society, and the meetings are really special because you have people from all over the world with different perspectives, different approaches, and expertise...”

# MONTHLY E-MAGAZINE



Babis Rammos, MD - United States

**ISAPS: What makes ISAPS Congresses stand out from other events in our specialty? How?**

**RAMMOS:** The International Society of Aesthetic Plastic Surgery (ISAPS) World Meeting is one of the most prominent meetings in the field of plastic surgery. I always look forward to this event as a chance to learn all the new advances and hear the thoughts and ideas of my fellow colleagues.

As medical professionals, learning is a lifelong experience, and this conference provides the opportunity for the best of the best to not only learn but teach in our own respective specialties which we will carry on into our practices. I leave this conference each time inspired to continue doing what I love at an even higher level.

**ISAPS: In your opinion, what are some of the “must-attend” sessions? Why?**

**RAMMOS:** I will be giving three talks and chairing five sessions on **breast and body contouring**, including, “**Comprehensive Approach to Body Contouring and the Massive Weight Loss Patient**,” on June 12, 2024, and I am excited to extend an invitation to all to attend!

“Must-attend” sessions are the **keynote lectures** by **Drs. Marten and Hoyos** on Wednesday morning, June 12, 2024, and all the morning master classes on **body contouring and facial aesthetics**.



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

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

## We Look Forward To Welcoming You To Cartagena Next Week!

The 2024 scientific program brings together many of the **#ISAPSFAMILY**, built of leaders and masters within our specialty. It is a truly quintessential Congress and should not be missed. With **more than 800 educational sessions**, there is something for everyone!

### THE 2024 PROGRAM WILL FEATURE:

- **Pre-Congress Events (June 11, 2024) including the**
  - **Live Surgery Day and Residents' Symposium**
  - **800+ Educational Presentations**

# MONTHLY E-MAGAZINE

- **Instructional Keynotes**
- **Informative Masterclasses**
  - Immersive Sessions
- **State-Of-The-Art Updates**
  - Special Themed Panels
  - Interactive Debates

- **Lunch with an Expert - reserve your place now**
- **Entertaining Social Agenda**

- **In-person Leadership Sessions including the Women's Symposium and L.I.F.T. Workshop ...**

**Register now in-person or for on-demand** access and make sure to register for all the **additional activities** you would like to attend.

**Don't miss the Ultrasound Session on Friday, June 14,  
from 2:00 pm to 3:30 pm in La Nina 2!**

**Register**

## **If you could have lunch with an Aesthetic Expert, who would that be? Choose one**

We are offering **Aesthetic Insights: Lunch with an Expert** as part of our program this year. This is a unique opportunity to gather with a small group of colleagues to **discuss a specific theme, review cases and techniques with an expert**, and **proactively network** with specialists and colleagues worldwide.

Lunch will be available on **Wednesday, June 12, and Thursday, June 13**. Reserve your place by **pre-registering** and paying a nominal fee of \$25. Topics vary by the day and include **fat grafting, rhinoplasty, patient safety, body contouring, and breast surgery**, to name a few. **Click below** to see the full list of topics and agenda, including the featured experts. Space is limited, so don't delay!

***Please note: a separate registration required.***

**Book Now**

## **Interested in Bringing Your Team Members? Take Advantage of the ISAPS Affiliate Program!**

We invite you to bring your staff as ISAPS Affiliates – ISAPS Affiliates can join our community completely free of charge, if signed up by an ISAPS surgeon, and enjoy **low cost fees for Congress**, find out more on our **ISAPS website**.

**Book Now**



# MONTHLY E-MAGAZINE



## MONTHLY EDUCATION CORNER

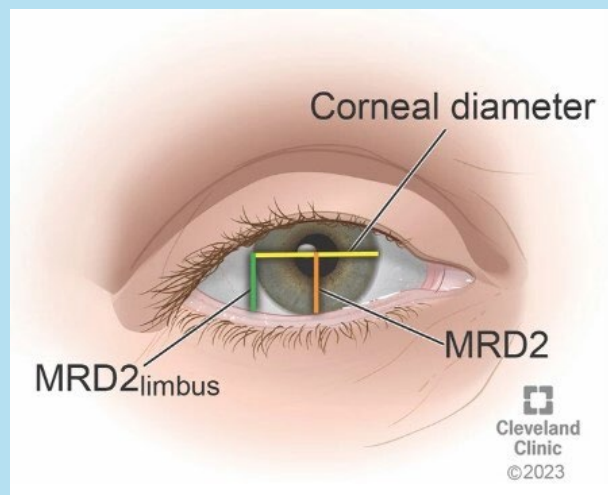


### Recently published in *Aesthetic Plastic Surgery...*

#### Cheeklift With and Without Posterior Lamellar Spacer Grafts for Treatment of Lower Eyelid Retraction

Christie K. Campla · Caroline Awh · Nicole P. Rebollo · Julian D. Perry

Compare outcomes of lower eyelid retraction repair using a subperiosteal midface lifting technique with and without posterior lamellar grafts.



Representative schematic demonstrating measurements taken from preoperative and postoperative patient photographs. Corneal diameter was measured as the distance between the borders of the corneal limbus. MRD2 (marginal reflex distance) was measured from the pupil center to the lower lid margin. MRD2limbus was measured from the lateral limbus at midpupillary line to the lower margin.

[Read Article](#)

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



## PRACTICE MANAGEMENT



### Developing a Strategic Approach to Your Career and Business as a Surgeon

As surgeons, we all strive to achieve excellence in our patient outcomes, our medical practice, and our professional development.

With this in mind, on **June 14, 2024, in Cartagena**, we will offer an interactive session during the **Women's Symposium** focusing on career development and building your personal brand. The panel will focus on topics such as gaining recognition, building your voice, executive presence, and dealing with challenges such as glass ceilings, particularly for women surgeons.

This topic will also be of interest to male surgeons as we explore the power of personal brands and key aspects of building one's professional career: Thinking more strategically as a surgeon building your personal and professional profile and your practice can power up your potential and your performance.

The Symposium will be followed by **an interactive Leadership Insights For Transformation (L.I.F.T) workshop** that aims to help you maximize your potential as a medical professional in a strategic masterclass run by Professor Randall Peterson of London Business School.

Specifically, we will explore:

- Strategic leadership for surgeons
- Building ones' career and reputation in a way that is unique to you
- Linking personal strengths and professional accomplishments to build "Brand Congruence".
- Building a long-term vision to create a unique identity and legacy in your chosen field

This workshop complements the recent **Strategic Leadership L.I.F.T. webinar** and will include frameworks and cases from the world of luxury goods alongside interactive exercises to help you develop a more strategic approach to leading yourself and your business.

### Interested in more practice management tips?

- Check our **L.I.F.T. program online**
- Join us at the **Leadership Session at the Congress**
- Register for the **Business School at the Congress**

# MONTHLY E-MAGAZINE

## ISAPS VIDEO LIBRARY



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](#).

## ISAPS MedOne AESTHETIC SURGERY EXCLUSIVELY FOR ISAPS MEMBERS!



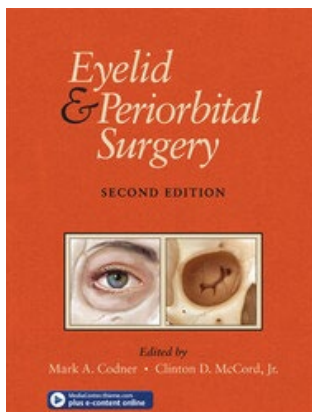
### June 2024 MedOne Feature

#### **Eyelid & Periorbital Surgery** *Mark A. Codner • Clinton D. Jr. McCord*

Extensive coverage of aesthetic and reconstructive procedures in oculoplastic surgery; includes comprehensive guidance for solving both common and rare eyelid and periorbital problems.

Copyright: Thieme Medical Publishers

**MedOne is available to select ISAPS members.**



**MedOne**





**GUEST ENTRY FROM ISAPS  
PLATINUM GLOBAL SPONSOR:**

## Bio | SCIENCE

### **Synthetic Fillers: A Growing Trend and the Importance of Safe Practices**

Today's lifestyle reflects immediacy in almost all aspects. Young generations are growing up in the shadow of immediate answers due to technological advancements and the demands of modern life. Aesthetics is no exception to this rule, therefore, a visible increase in non-surgical procedures, according to the statistics in our Global Survey<sup>1</sup>, is a consequence.

Among non-surgical procedures, fillers are the second most demanded treatment, only after botulinum toxin injections. The minimal downtime and immediate visible effects after the injection are some of the reasons for the consistent, continuous, and progressive growth of synthetic filler injections. It is an evolving market full of new products and trends.

At the same time, the widespread availability of fillers to a broad spectrum of practitioners has led to an increase in complications. It is important to shed light on the three factors that contribute to these complications: the products, the treatment, and the patient selection and follow-up. Therefore, a review of our current practices is advisable.

Back to the basics:

#### **Product Selection**

Synthetic fillers have intrinsic physicochemical properties that make each one suitable for specific situations; knowing the pharmacological and rheological properties of the products is mandatory for modern and safe implantation. The appropriate product will provide the desired effect with the least amount possible while not triggering an immune response. Among the many synthetic fillers available, Hyaluronic Acid (HA) stands out for its high safety standards, making it the gold standard. Among all the HA products on the market, it is up to the doctor to select the most reliable and those with the highest safety records.

#### **Location "Injection Site"**

After studying the patient and detailing the advantages and disadvantages of the proposed treatment, the future location of the injectable must be determined. The right location will offer the best possible result with fewer side effects and less volume. Precise knowledge of anatomy, as

well as local landmarks, will guide our needle or cannula to the desired position.

## **Injection Technique**

Implanting any device, even injectables requires time and caution. Avoid rushing, and carefully examine the patient's skin at the injection site and in the neighboring areas, as vascular complications can often occur in distant areas.

An important requirement is to avoid contamination and/or biofilm formation through proper technical management. During the injection process, the skin barrier will be breached with the needle, and since we are delivering an implant that requires tissue integration, adequate cleaning and sterile technique are mandatory. The presence of active inflammatory skin lesions must serve as a warning, and treatment should be postponed until the situation is fully resolved and the skin is healthy.

## **Patient**

Provide your patients with full access to you and your staff, and do not minimize the importance of phone calls or text messages, as timely communication is crucial for preventing harm. Educate your patients about what to expect and encourage them to follow our recommendations for better results, and to call if they have any doubts. Great outcomes are in the details.

## **References**

International Society of Aesthetic Plastic Surgery (ISAPS) . 2022 Global Survey. Available at: <https://www.isaps.org/media/a0qfm4h3/isaps-global-survey-2022.pdf>



**Dr. Fabian Cortiñas**  
**Plastic Surgeon - Argentina**



## GUEST ENTRY FROM ISAPS GOLD GLOBAL SPONSOR:

# POLYTECH

### **Insights on Plastic Surgery and Breast Aesthetics Market: Interview with Prof. Dr. med. Karsten Hemmrich, New CEO of POLYTECH Health & Aesthetics**

**You were recently appointed as CEO of POLYTECH, what made you choose POLYTECH and what is your vision for the company?**

"I have always been passionate about plastic surgery, which drew me to medicine and to my original profession as a plastic surgeon. My diverse roles in later stages of my career, across R&D, marketing, and commercial functions in various healthcare contexts, including private equity and publicly listed companies, perfectly aligned with the opportunity at POLYTECH. That is why I said yes right away.

As a leader in the implant market, POLYTECH is trusted by surgeons and patients in over 80 countries, delivering high quality and innovative products. My goal is to globally expand our market presence, enhance our product portfolio to better meet surgeons' needs and patient care, and push the boundaries of implant technology, especially in surface innovations and material properties. We aim to enrich our offerings not only in breast implants but also in body contouring solutions, staying at the forefront of aesthetic advancements."

**Can you share your view on POLYTECH's Role with ISAPS?**

"POLYTECH has long supported ISAPS, which is crucial for the education and certification of plastic surgeons globally. Looking ahead, we are certain ISAPS will continue to play a vital role in fostering exchanges, standardizing practices, showcasing best practices, and enhancing safety, which aligns with our commitment to high-quality, safe implant solutions. POLYTECH has long standing cooperations with multiple plastic surgery associations in the different global regions."

**What is your view on recent trends and upcoming advancements, such as the potential impact of AI on the field of Plastic Surgery?**

"In the coming years, plastic surgery is set to transform significantly, focusing even more on minimally invasive procedures that promise quick recovery and subtle enhancements. The field is also embracing regenerative medicine, leveraging autologous progenitor/stem cell therapy and platelet-rich plasma (PRP) treatments to improve healing and aesthetic outcomes. Customization will play a crucial role, with technologies like 3D imaging and AI, enhancing the personalization of treatments.

AI is poised to transform many aspects of healthcare, including plastic surgery. At POLYTECH, we expect AI to improve literally all functions, whether market facing or back-office or manufacturing. Embracing these technologies is essential for staying competitive."

# MONTHLY E-MAGAZINE

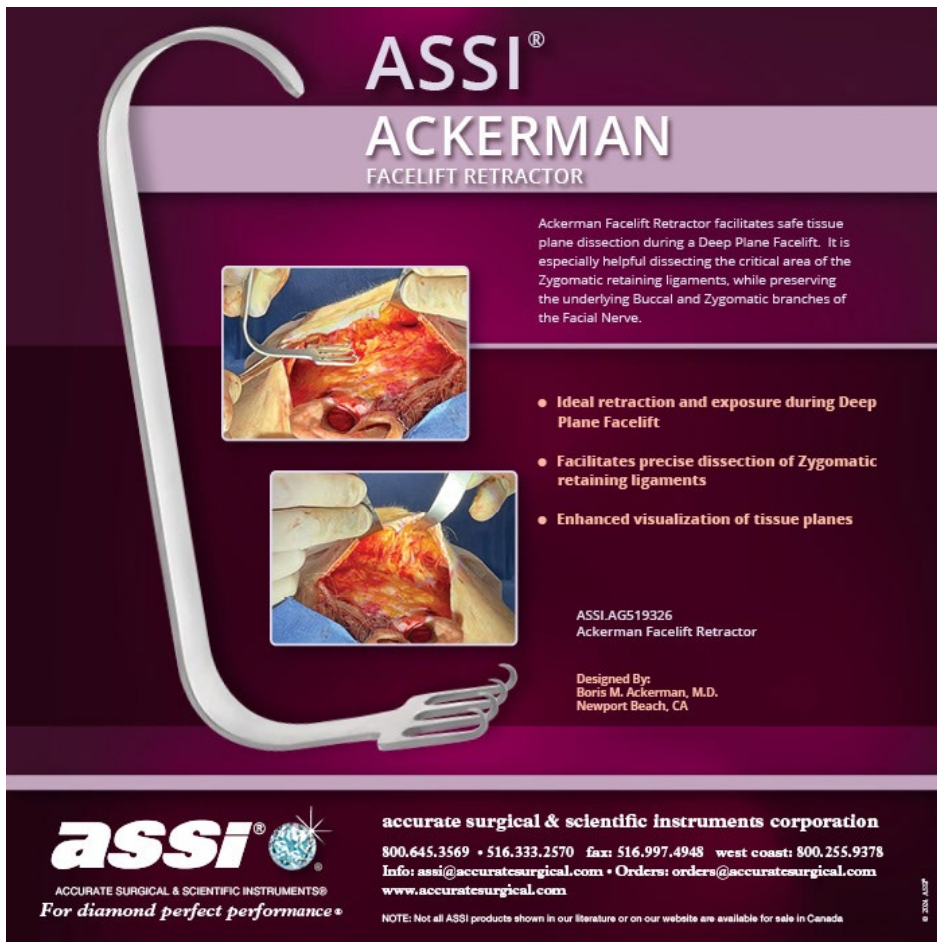
## Going back to your personal background, can you elaborate on your journey, transitioning from Medical Career to Business, and a bit on your personal life?

“While clinical medicine was rewarding, I was drawn to the broader challenges of healthcare. I sought to understand how to accelerate innovation and research, manage costs in treatment, and improve patient care efficiency without compromising standards. This curiosity led me to consultancy and subsequently to strategic and operational roles within the industry, where I could see how all the sectors in healthcare contribute to solving the everyday challenges.

Outside of my CEO responsibilities, I focus on sports and family time, particularly with my wife and my 3.5-year-old son. Same as all of us at POLYTECH, from production to senior management, balancing professional and family life is challenging but fulfilling.”



**Prof. Dr. Karsten Hemmrich**  
CEO



**ASSI<sup>®</sup>**  
**ACKERMAN**  
FACELIFT RETRACTOR

Ackerman Facelift Retractor facilitates safe tissue plane dissection during a Deep Plane Facelift. It is especially helpful dissecting the critical area of the Zygomatic retaining ligaments, while preserving the underlying Buccal and Zygomatic branches of the Facial Nerve.

- Ideal retraction and exposure during Deep Plane Facelift
- Facilitates precise dissection of Zygomatic retaining ligaments
- Enhanced visualization of tissue planes

ASSI.AG519326  
Ackerman Facelift Retractor

Designed By:  
Boris M. Ackerman, M.D.  
Newport Beach, CA

**asssi<sup>®</sup>** ACCURATE SURGICAL & SCIENTIFIC INSTRUMENTS<sup>®</sup>  
For diamond perfect performance<sup>®</sup>

accurate surgical & scientific instruments corporation  
800.645.3569 • 516.333.2570 Fax: 516.997.4948 west coast: 800.255.9378  
Info: [asssi@accuratesurgical.com](mailto:asssi@accuratesurgical.com) • Orders: [orders@accuratesurgical.com](mailto:orders@accuratesurgical.com)  
[www.accuratesurgical.com](http://www.accuratesurgical.com)

NOTE: Not all ASSI products shown in our literature or on our website are available for sale in Canada

© 2016 ASSI



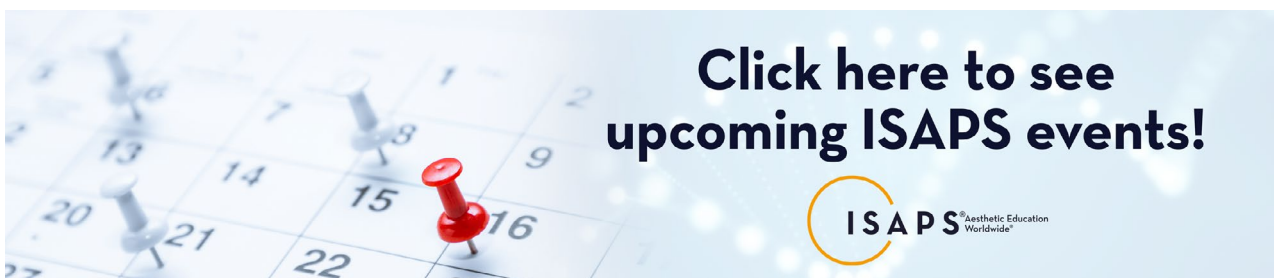
# MONTHLY E-MAGAZINE



Our regularly scheduled **Instagram Live Events** focus on trending topics in our specialty, and are hosted by experts within the selected discussion subject.

**Follow us** on Instagram and don't miss out.

**@isapsplasticsurgeons**



# MONTHLY E-MAGAZINE

## 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. On the right, sponsors are categorized by tier:

- PLATINUM Sponsor:** Bio|SCIENCE, Johnson & Johnson MedTech
- GOLD Sponsor:** GC Aesthetics\*, POLYTECH, VASER
- BRONZE Sponsor:** GalaFLEX<sup>+</sup> P4® Scaffold<sup>+</sup> by BD

[www.isaps.org](http://www.isaps.org)