

MONTHLY E-MAGAZINE

2022

July ISAPS



MESSAGE FROM THE ISAPS PRESIDENT



Nazim Cerkes

Nazim Cerkes MD, PhD
ISAPS President

Dear friends and ISAPS members,

Since I last wrote to you I have enjoyed participating in two extremely successful and well organized Educational Courses in June: the *Eurasian Aesthetic Surgery Course* in Istanbul, and the ISAPS Official Course in Marbella: the International Aesthetic Surgery Summer School, and was delighted to meet many friends and colleagues, and to participate with my own live rhinoplasty surgery there.

With less than three months to go until our [ISAPS World Congress in Istanbul](#), the executive team also joined me in Istanbul last month to focus on the organization and finalization of the most important event of the year! Our Education Council has prepared one of the most [comprehensive scientific programs](#) in Aesthetic Plastic surgery history: featuring 400 of our best speakers, 47 master classes, 23 keynote lectures, 12 meet-the-expert sessions, diverse trending topic panels, a focus on regenerative surgery and, for the first time, two full days of non-invasive surgery sessions, including ISAPS Business School. I am especially excited, on Tuesday September 20, to bring you our most comprehensive pre-congress [live surgeries program](#) yet: 13 fantastic surgeons, live from 6 OR's, running in three parallel sessions on site, so there is guaranteed to be something for everyone!

If you haven't already, please take advantage of the early bird fees, [available until August 20](#), and register to join almost 1,000 of your colleagues who are already

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registered to be with us in Istanbul. As always ISAPS members pay much less to attend, so if you have yet to renew for 2022, or join, [apply today before you register to enjoy our best rates your membership today.](#)

We know networking is important to you, so have also planned a very enjoyable social program. In addition to our gala dinner on the banks of the Bosphorus, and our accompanying persons tours, there are a range of [pre- and post-congress](#) tours to Cappadocia, Ephesus, and a boat tour along the beautiful coast of the Mediterranean Sea. I strongly recommend you take one of these adventures with your family or group of friends for an unforgettable experience.

We also have positive news for our [Journal this month with the recently released new Impact Factor for Aesthetic Plastic Surgery, now up to 2.708, from 2.326 last year.](#) It is due to the constant improvement under the editorship of Dr. Bahman Guyuron and his team, thank you for all your hard work!

Towards the end of this month or the beginning of next month, we will hold our elections for the next Board of Directors. ISAPS' active and life members who are eligible to vote will receive an invitation for the ballot. The election of the Board of Directors is critical for the future of our beloved society, and I kindly ask all our members to participate.

In closing, I want to kindly remind you all to please participate in the [ISAPS Global Survey](#). This unique study represents a collection of worldwide data and scientific analysis related to procedures in aesthetic surgery and cosmetic medicine, which continues to be one of the most cited references to the status of our field worldwide. We encourage you to participate to ensure that your country will be represented. Only countries with sufficient data will be published, so please do your part in adding credibility to your country and the influence plastic surgery has in your region.

I look forward to seeing you in Istanbul in September. In the meantime, I wish you all a wonderful and safe summer.

With warm regards,



Nazim Cerkes MD, PhD
ISAPS President



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Announcing the ISAPS Global Survey Olympics! Will your country make it to the finish line?

We all enjoy a little competition, so we are launching an ISAPS Global Survey Olympics. The country with the most data submitted wins!

This annual survey provides a plethora of information, but only countries with sufficient data will be included in the results. The data collected is essential for our industry and serves all plastic surgeons worldwide with invaluable information.

The information provided is an opportunity to address any misconceptions people have about plastic surgery while also providing credibility to the industry.

Your participation is incredibly important, and we appreciate you taking the time to complete the survey. It takes approximately 15 minutes, so get a coffee, relax and know you are doing your part in helping us gather data for the only international scientific study on aesthetic surgical and non-surgical procedures.

As our 'thank you' for completing the **Global Survey** non-members pay no application fee when **joining** ISAPS. All current ISAPS member participants will be entered into a prize draw each month to receive one of our exciting prizes, including free attendance at one of our ISAPS Educational events/activities, or a free MedOne subscription.

**TAKE THE SURVEY TODAY TO ENSURE YOUR COUNTRY'S INVOLVEMENT
IN THE ISAPS GLOBAL SURVEY OLYMPICS**

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To commemorate Plastic Surgery Day on July 15, we have chosen two of the ‘greats’ in the industry and asked them about their philosophies and what has influenced their careers as plastic surgeons. Here is what they had to share....



Interview with
Dr. Tom Biggs,
ISAPS member, and his Insights on Plastic
Surgery Over the Years

ISAPS: Having practiced plastic surgery for 64 years, you are considered a ‘legend in the industry’. What made you who you are today, and what experiences molded you into an industry trailblazer?

Biggs: Plastic surgery is both a science and an art, and I am intrigued by both. The fact that we have the ability to exercise science as we know it, and to be able to convert it into an art form is magnificent. The three main items that make up plastic surgery, in my opinion, are science, art, and combining these to make lives better.

ISAPS: How have you seen the industry grow and change over the years? Do you believe the advancements in aesthetic technology support your “Minimal Intervention & Maximum Results” philosophy?

Biggs: The industry has evolved itself to be more expertly practiced. Techniques are more refined, and results are more effectively acquired and improved based on the skills of the surgeons practicing them. Minimal intervention is always in mind, and if we can do more, by doing less, it’s always a good thing. Minimal intervention with maximum results is always the preference.

ISAPS: How do you compare the industry, “Then and Now”?

Biggs: We are constantly comparing our current situation to the past. This is important as it ensures us that we are making progress. I believe it is imperative to be aware of the past so that we can make sure we are making the right moves now.

ISAPS: What advice do you have for aspiring surgeons in terms of encouragement and inspiration?

Biggs: To exercise the knowledge of science and the love of art. These two concepts need to be married, and neither one should take precedence over the other. Aspiring surgeons need to be readily aware that these two items need to be carried out together, and one without the other does not work.

ISAPS: How your ISAPS membership has benefitted you over the years?

Biggs: It’s been wonderful! It has allowed me to exchange ideas and add to my body of knowledge. I compare it to being in a jungle alone, as opposed to being there with others who have been there many times before and know what to do and what to expect; without my colleagues, I would be lost. It’s a marvelous opportunity.

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Interview with **Dr. Andre Auersvald,** ISAPS member, and his Insights on Plastic Surgery and New Inventions

ISAPS: Your work has been published in national and international magazines, your experience and techniques are well-known by your peers and colleagues, and you invented the Hemostatic Net for facial surgery. What has been your inspiration for wanting to achieve such a high level of achievement in your career?

Auersvald: The technique was developed as a result of the adversities that the plastic surgeon may encounter in facial rejuvenation surgery.

One of the main complications of facial and cervical plastic surgery is the formation of postoperative hematoma. With the application of the Hemostatic Net, these problems are no longer part of our professional life.

The technique is a paradigm shift.

I have traveled to several countries for congresses, where I see many surgeons successfully using the tactic, and they are happy to incorporate this technique into their routine. The Net has also become a platform for applications in other areas of plastic surgery, not only for hematoma prevention, but other applications, as Dr. Ozan Sozer has shown with the technique of a closed facelift with skin distribution, and Drs. Fausto Viterbo and James Grotting for forehead suspension.

The Net has also been used as an increment in the applications in reconstructive surgeries and body contouring. The use of the Net also allowed us to advance further in the cervical region, with better results in the distribution of sagging cervical skin.

ISAPS: How do you perceive the industry to look in the next five years in terms of growth, improvement, and technology?

Auersvald: The technology applied to plastic

surgery has grown exponentially, and there is a revolution in concepts.

I have practiced plastic surgery for 30 years, and I was “born a surgeon” with only a scalpel in my hand, and surgery was the only treatment option. Nowadays, a “surgeon is born” with an arsenal of technologies, and with many treatment visions, in which surgery is just one of the many alternatives.

There are new concepts that are postponing rejuvenation surgeries: injectables, collagen stimulators, skin contraction therapies, skin rejuvenation, etc.

All of this should be seen as a new generation of treatments, but at the same time caution must be taken with the use of new technologies, as time and science have not yet established their use and safety.

ISAPS: In your opinion, what is the most important thing to consider as a surgeon in today’s plastic surgery industry when it comes to medical advancements and their impact on patients?

Auersvald: We are overwhelmed by new treatment options, and there is a lot of pressure on the surgeon from companies and from patients who want quick recovery treatments.

This makes it important for surgeons to have good judgment in deciding the best treatment alternatives for their patients. Scientific exchange is fundamental to safely absorb the great evolution that has taken place in recent years.

The surgeon must also be truly knowledgeable in using the new treatment modalities and must intelligently use the integration of plastic surgery with these new technologies, and also use them in favor of the patient.

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ISAPS: What advantages do you see in your ISAPS membership, and what influence has it had on you?

Auersvald: The exchange of experience with the best surgeons around the world in real-time. It is an enviable scientific knowledge platform, with constant production of courses, symposia, and congresses, and it also has a very intense agenda.

ISAPS: Can we expect to see you at the World Congress in Istanbul? If so, what are you most looking forward to in the program?

Auersvald: Yes, I will be in Istanbul, as I have participated in other editions of the World Congress.

ISAPS did not even stop at the pandemic when Dr. Dirk Richter held the Congress in Vienna in 2021.

In Istanbul, I will perform a live surgery of deep cervicoplasty using the Hemostatic Net, together with Drs. Ozan Sozer and Gerald O'Daniel, who will perform other procedures on the same patient.

Brazil will also be represented through a large group of surgeons who will participate in person, including a partnership with the Brazilian Society of Plastic Surgery, which will have a special panel in the scientific program.

This Congress will be a great post-pandemic meeting of plastic surgeons from all over the world, eager for gathering together and expanding knowledge.

Interested in more practice management tips? Register now to view the entire ISAPS Business School [On Demand!](#)

PRACTICE MANAGEMENT



Is your Front Office Staff Projecting the Right Image?

As we prepare to commemorate International Plastic Surgery Day, we must take a moment to reflect on the practice overall, and part of this comprehensive image includes, in large part, the front office staff and the tone they set for your practice.

The first impression

What do you want your clients to feel when they walk into your office? Many would agree, that being secure, comfortable, and relaxed are a few of the emotions we want our patients to feel when they first step foot into the waiting room. It sounds so basic, but it is these initial emotions that lay the foundation for your client's overall experience.

Accomplish what you seek

The first interaction your client has is with the front office staff, and we all know that first impressions are the ones that count. We want the staff to enable the client to feel positive and confident with their choice in selecting your practice. While these expectations may seem obvious, it is important that roles and responsibilities are clearly defined for the greeting staff. They need to understand the environment you strive for in your practice, and what sets you apart from your colleagues.

Eyes and ears

Once you have set the ground rules for what is expected and how to go about achieving them, you can utilize your staff to enhance the success of your practice. Since the employees in the front office serve as the host, greeter, and assistant to everyone who enters your practice, they can be a valuable asset in understanding your patients' and their individual needs. They can share with you the knowledge they acquire from their first impression of the client so that you too can make the patient experience seem very individualized and specific for each person based on the information you receive from the first point of contact.

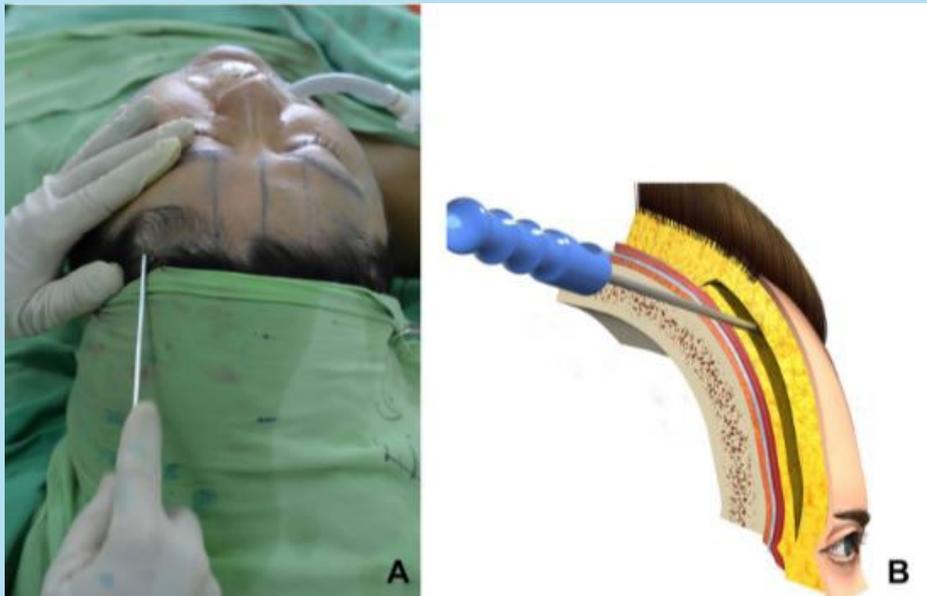
Establish your conditions

Whatever image you decide you want to project for your practice, you must set clear and concise directives for your front office staff for it to be achieved. You should have a set standard of what is expected of them and how you envision them interacting with patients. By building the framework in advance, you are setting the tone of your business and ensuring that everyone knows what is needed to accomplish the vision you seek.

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In the latest issue of
Aesthetic Plastic Surgery...



Gliding Brow Lift (GBL): A New Concept

Fausto Viterbo • André Auersvald • T. Gerald O'Daniel

This article by Viterbo, Auersvald (who we talk to in this edition of the e-magazine) and O'Daniel discussed gliding brow lifting (GBL) a technique that provides minimal incisions, an effective and stable eyebrow lift, and offers the advantage of precise reshaping of the eyebrow.

[Click here for a preview of this article!](#)

If you are a member, log in to your account to view the full article on **[Gliding Brow Lift \(GBL\): A New Concept. Become a member](#)** to have full access of **[Aesthetic Plastic Surgery](#)**.

This is available to ISAPS Resident Junior +, Associate Eco, Active Business and Active First Class members via the ISAPS MedOne e-learning tool. If you are interested in upgrading your membership so that you can access our excellent MedOne product, please contact **memberservices@isaps.org**



Guest Article from an ISAPS Global Sponsor FixNip™ NRI- a one-of-a-kind NAC implant for Total Breast Reconstruction™

Enhancing the standard of care for a Total Breast Reconstruction™ is one of the goals of GC Aesthetics®. As part of their commitment GC Aesthetics® expanded its offering with a one-of-a-kind Nipple Areola Complex (NAC) implant, FixNip™ NRI.

What is missing in the NAC reconstruction arena?

- A definite solution
- A solution that could offer long-term projection
- Easy and fast solution
- Ideally a solution that do not necessarily mean going into the OR by being minimally invasive
- A solution with minimum downtime, so patients can go back to normal activities after intervention
- Immediate patient satisfaction & palpation of a firm nipple
- A solution compatible with whatever the localization of the new NAC / to mastectomy scar
- A solution compatible with different patient profiles and reconstruction approaches

NAC reconstruction has been often overlooked by health care providers but not for patients: various studies^{1,2} have demonstrated a correlation between patient satisfaction with breast reconstruction and the presence of a nipple and areola, helping combat the psychological consequences of a breast cancer diagnosis. For these reasons, NAC reconstruction should be considered as an integral part of the breast reconstructive surgery.

FixNip™ NRI is the innovative biocompatible smooth silicone implant³ especially designed for a long-lasting projection of the NAC that could meet what patients are demanding. This unique implant could help women and men feel they are “whole” again⁴ and contribute somehow to achieve a greater well-being for those patients.

Who is behind this innovative solution?

GC Aesthetics® Ltd. (GCA), is a global medical device company based in Europe. With over 40 years of expertise in aesthetics & reconstruction and more than 3 million implants fitted⁵ over the last 10 years we are proud of our 10-year clinical data⁶ proving the safety and performance of our breast implants.

Developed by FixNip Ltd., FixNip™ NRI is currently commercialized by GC Aesthetics® in Italy, France, Spain and UK. For other markets please reach us for further information. Please contact us: info@gcaesthetics.com.

1. Egan KG, Cullom M, Nazir N, Butterworth JA. Patient Satisfaction Increases with Nipple Reconstruction following Autologous Breast Reconstruction. *Plast Reconstr Surg*. 2021 Aug 1;148(2):177e-184e.
2. Wilkins EG, et al. Prospective analysis of psychosocial outcomes in breast reconstruction: one-year postoperative results from the Michigan Breast Reconstruction Outcome Study. *Plast Reconstr Surg*. 2000 Oct;106(5):1014-25; discussion 1026-7
3. FixNip LTD. Internal data, 2022
4. Breast Reconstruction | KeepingABreast.com Accessed April 11th 2022. <https://keepingabreast.org.uk/what-is-reconstruction/>
5. GC Aesthetics®, Internal Data. Product Trial, 2022.
6. Duteille F, et al. Ten-Year Safety Data for Eurosilicone's Round and Anatomical Silicone Gel Breast Implants. *Aesthet Surg J Open Forum*. 2019;1(2):ojz012. Published 2019 Apr 27.

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Membership

ISAPS members receive free or discounted access to most of our events, including ISAPS World Congress, and access to our Journal. Plastic surgeons at any stage of their career can also upgrade their membership to include access to our MedOne e-learning resource, which includes hundreds of books, videos and discussions.

ISAPS offers membership to accredited aesthetic plastic surgeons and residents worldwide. We have members in more than 116 countries and provide them with access to training, e-learning, and networking opportunities within our community of more than 5100 fellow surgeons.

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!

For any questions, please feel free to contact us at
memberservices@isaps.org.



www.isaps.org