

# THE Aesthetic Show 2017 – Scientific Workshops

Saturday, July 8, 2017 - continued

Session Two: 2:15 pm – 3:15 pm - continued

## Conquering the World of Digital Marketing



*Tim Sawyer*

Discover the industry's most effective digital strategies to grow your aesthetic practice, enhance your patient base, minimize your marketing expenses and increase your profitability.

## Growth Factors: From Essential Skincare to Post-Procedure Protocols

*\*Free Gift Bag*



*Ted Lain, M.D.*

Biopelle presents the innovative features of SCA technology in what is still the fastest growing segment in cosmeceutical dispensing: growth factors. SCA technology is delivered through the exclusive skincare line, Tensage®. Selecting the proper adjunctive skincare products to supplement your in-office procedures is critical to enhancing and maintaining the results you promise to your patients. Tensage SCA Technology has been applied successfully in thousands of aesthetic practices around the world to supplement procedures such as microneedling, chemical peels, laser, RF and fractional treatments. In addition to post-procedure care, the Tensage line of products is an essential component to a daily skincare regimen to help maintain skin's health and beauty. In this workshop, you will learn about the science of topical growth factors and the various uses of the different types of growth factors – including Tensage. We will provide detailed information about each Tensage product and how to sell these products. We will also discuss various procedures and how Tensage is incorporated into them to enhance patient outcomes and increase office incomes. Attendees of this informative workshop will receive a gift bag of Tensage products and a special deal on their first purchase of Tensage products.



## How to Successfully Incorporate Hair Restoration into Your Practice: Combination Approaches Using PRP and Supplements

*\*Live Demonstration*

*\*\*1 CME Credit Available*



*Richard Goldfarb, M.D., Dhaval Patel, M.D., Aaron Shapiro, M.D.*



During this interactive CME workshop with industry professionals, you will learn how to successfully incorporate hair restoration into your practice using a variety of modalities including platelet-rich plasma and supplements to treat androgenetic alopecia. Androgenetic alopecia affects 50 million men and 30 million women in the U.S. and has adverse psychological effects such as low self-esteem and poor self-confidence in this population. Learn how to identify types of alopecia and the best treatment options for your patients through a live demonstration and panel discussion.

## Maximize Revenues and Results with ThreeForMe Laser Treatments



*Suneel Chilukuri, M.D., F.A.A.D., F.A.C.M.S.*

Skin revitalization continues to be among the most popular aesthetic procedures, but patients are now looking for an all-in-one treatment with minimal downtime. Icon's unique ThreeForMe™ Laser Treatment provides the dramatic results in tone and texture that patients are looking for; and treatments fit within their busy schedules. Join Dr. Chilukuri to learn how this treatment has increased his revenues and patient satisfaction.

## The Use of PDO Threads, Blunt Microcannulas and the PRF Technique for Optimal Facial Rejuvenation



*Anil Rajani, M.D.*

This live workshop will cover the use of PDO threads, blunt microcannulas and the platelet-rich fibrin (PRF) technique for optimal facial rejuvenation. Learn how to use the new PDO threads rejuvenation technique for skin tightening and repositioning, blunt microcannulas for dermal filler injections and the PRF rejuvenation technique.

*\*Workshops subject to change.*

*\*\*Additional workshops will be added soon.*