

TAS 2017



Andrew Ordon, M.D., F.A.C.S.
Scientific Chair
THE Aesthetic Show
Plastic Surgeon
Host
CBS talk show *The Doctors*
Beverly Hills and Rancho Mirage, CA



Michael Moretti
Chairman
THE Aesthetic Show
CEO
Medical Insight, Inc.
Irvine, CA



Red Alinsod, M.D.
Urogynecologist and Pelvic Reconstructive
Surgeon
Laguna Beach, CA



Mark Berman, M.D.
Plastic Surgeon
Los Angeles, CA



Anil Rajani, M.D.
Cosmetic Surgeon
Portland, OR



Jason Emer, M.D.
Board Certified Dermatologist
Beverly Hills, CA



Sheila Nazarian, M.D.
Plastic Surgeon
Beverly Hills, CA



Suneel Chilukuri, M.D.
Cosmetic and Dermatologic Surgeon
Houston, TX



Shino Bay Aguilera, D.O.
Dermatologist
Ft. Lauderdale, FL

The first day was packed with pre-show symposia covering key segments of aesthetic medicine including THE Art of Feminine Rejuvenation, THE Art of Male Aesthetics, Regenerative Aesthetics, Injectables Course 101 and Advanced Hands-On Injectable Training Courses. This generous imparting of experience and knowledge featured experts from around the globe such as Oscar Aguirre, M.D., Russell Bartels, M.D., William Phillip Werschler, M.D., Edward Zimmerman, M.D., Shino Bay Aguilera, D.O., Mark Berman, M.D., Jason Emer, M.D., Joseph Niamtu, III, D.M.D., Nasir Mohammedi, M.D., and Gregory Buford, M.D., among all of the renowned luminaries who have contributed significantly in terms of research as well as clinical practice.

Jay and Mara Shorr coordinated THE Certified Aesthetic Consultant (CAC) certification program, a premier and unique avenue of advancement within the industry, providing structured and interactive practice building guidance for all levels of aesthetic professionals. More than 200 students graduated from this comprehensive business course.

Always a highlight of TAS, the show's main program kicked off on Friday with the Welcome Address moderated by TAS chairman Michael Moretti, which focused on Current Mega Trends Driving Aesthetic Medicine. This session began with an enthusiastic introduction by plastic surgeon and television personality Andrew Ordon, M.D., F.A.C.S., who also serves as scientific chairman of TAS. "I'm a member of many societies in my field, and I always look forward to this show above all," he said. "Michael and his staff do such a tremendous job with TAS, and we have an unrivaled multidisciplinary collection of participants, coming together to share our passion for aesthetic medicine. This show captures that like no other."

In Mr. Moretti's Mega Trends presentation, feminine rejuvenation was once again a hot topic. "It's something of a misnomer now to call it 'feminine rejuvenation,' when what we're really talking about is women's health and wellness," he expressed. Regardless of what we call this segment, there were a plethora of energy-based offerings for this indication present at TAS 2017. The most popular technologies being used to treat women's health issues are CO₂, radiofrequency (RF) and Er:YAG.

Among CO₂-based systems, the Intima module for the CO₂RE platform from Syneron-Candela (Irvine, Calif.), features six modes for modulating ablation and coagulation, ensuring individualized therapy. Perigee Medical (Tracy, Calif.) offers NeuViVa, which uses the Jeisys Edge CO₂ system, combining short pulse duration with high peak power. The MonaLisa Touch fractional CO₂, manufactured by DEKA (Calenzano, Italy) and marketed by Cynosure (Westford, Mass.) is also available, as well as Femilift from Alma Lasers (Buffalo Grove, Ill.), which has a rotating 360° emitter for precise, controlled energy emission and thorough treatment. Conversely, Zarin Medical's (Knoxville, Tenn.) Juliet MCL31 harnesses the water-specific Er:YAG laser wavelength.

Non-invasive RF platforms are proliferating as well. Geneveve from Viveve (Sunnyvale, Calif.) is a clinically proven, single treatment, cryogen-cooled monopolar RF system dedicated to feminine rejuvenation indications. Votiva from InMode Aesthetic Solutions (Richmond Hill, Ontario, Canada) features both non-invasive and invasive resurfacing applications of RF energy for customizable internal and external vaginal treatment. Thermi, an Almirall company (Irving, Texas), was on hand with its ThermiRF platform, which was one of the first devices commercialized for remodeling internal and external vaginal tissue with its ThermiVa treatment. ThermiVa pioneer Red M. Alinsod, M.D. spoke several times on the subject at TAS. "The biggest challenge we face is acceptance from the gynecology community and societies that govern it. Despite clear evidence of the safety and efficacy of these technologies they still look upon this with reservation and skepticism," he said. "Aesthetic medicine is leading the charge, when it should be the gynecology community given the nature of the treatments and their profound impact on women's health."





Like feminine rejuvenation, regenerative medicine is being advanced dramatically, in part due to its acceptance and integration within the aesthetic industry. This astonishing field has rerouted the career of Dr. Berman, whose Stem Cell Network is catalyzing the thorough and ethical study of regenerative modalities for medical, as well as aesthetic applications on an international level. "We're in a new era of medicine and most people don't even know it," he said. "Up to now we were basically treating symptoms; however, with regenerative medicine, we harness the body's potential to heal itself. Sweeping advances in aesthetics, therapeutics and even longevity are being made. In aesthetic medicine, we've been doing things with stem cells without really knowing it for 30 years."

Fat transfer, growth factors, stem cells and platelet-rich plasma (PRP) are all prime examples of combining regenerative therapies and aesthetics. The Autologous Lipocyte Micronized Injection (ALMI) system from Healeon Medical (Newbury Park, Calif.) allows simple harvesting and processing of autologous fat, which can be infused with its proprietary PRP formulation.

PRP and platelet-rich fibrin matrix (PRFM), are among the most exciting breakthroughs in the field. The simple and rapid Eclipse PRP kit from Eclipse Aesthetics, LLC (The Colony, Texas) is a popular option as a patient friendly, hassle-free, high-yield system for consistent concentrations of autologous PRP. Selphyl PRFM from Factor Medical (New Hope, Pa.) takes PRP technology a step further, using injected components to create a natural scaffold in tissue for a more sustained release of growth factors. EZ PRF from CosmoFrance (Miami, Fla.), uses low centrifugation for a better, more concentrated end product rich in leukocytes and mesenchymal stem cells.

Anil Rajani, M.D., a cosmetic surgeon in Portland, Ore. and TAS faculty member, combines EZ PRF with CosmoFrance's minimally invasive facial lifting PDO absorbable sutures. "With PDO threads, platelet-rich fibrin, and other regenerative medicine therapies we get more remarkable outcomes with less downtime, and we can address many different factors at once," he said. "They work safely and harmoniously with most other modalities as well for a better overall result."

Stem cell based therapies such as TENSAGE from Biopelle (Ferndale, Mich.), featuring CellPro technology made from *C. aspersa* extract, has been scientifically demonstrated to promote activation, differentiation and migration of mesenchymal stem cells. Along with a proprietary mix of ingredients including moisturizers, antioxidants and growth factors, the Stem Cell Cream is used topically to reduce the appearance of fine line and wrinkles, and improve skin texture and tone.

Similar to these other mega trends, expansion of the male aesthetic patient population continues, and since the powerful and paradigm shifting vision established last year at TAS 2016, we've learned even more about successful treatment of men. "As our capabilities grow, men are becoming more interested in body shaping and skin tightening," said Jason Emer, M.D. "They also seek penile enhancement including augmentation of size and improved erections, as well as greater stamina and sensitivity. Men have always wanted to look and feel more masculine, please their partners, and enjoy that confidence. With the emerging techniques and technologies in our industry, we're more prepared than ever to serve this population. Once considered taboo, the rise in popularity through online and social media exposure is bringing the walls down."

There are many aspects to the new male patient market, including hair restoration. Eclipse's Theradome LH80 PRO uses 80 advanced diodes to provide low-level laser therapy for the scalp to stimulate hair growth and maintenance, while ARTAS from Restoration Robotics (San Jose, Calif.) takes the guesswork out of harvesting viable hair follicles as the only robotic hair transplantation device.

As Dr. Emer mentioned, body shaping – specifically non-invasive therapies – is still sweeping the industry, in part due to the emerging male patient base. The acquisition of ZELTIQ Aesthetics and the popular CoolSculpting technology by Allergan, Inc. remains a prime story, with



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the cryolipolysis pioneer maintaining a palpable presence at TAS with its evolving CoolAdvantage applicators. BTL Aesthetics (Boston, Mass.) focused on its second-to-none suite of technologies including BTL Vanquish ME, BTL Cellutone and the versatile BTL Exilis Ultra, which can be used separately or together in a new full body contouring protocol called Body By BTL. Cutera (Brisbane, Calif.) presented the upgraded truSculpt 3D RF body contouring system, which is clinically proven to provide deep, uniform tissue heating and reduce the appearance of cellulite.

Millennials were another heavily discussed topic. According to Sheila Nazarian, M.D., a plastic surgeon in Beverly Hills, Calif. this unique population influences the decisions of their elders with their passion for enquiry. "What sets Millennials apart is that they know what they want and they research things heavily," she began. "And you don't have to work hard to connect with them, they've already connected with you through social media and spent time learning about you."

So how might millennials impact aesthetic medicine 10 or 15 years down the line? "We're seeing patient loyalty from this population, and I think it will drive our success as an industry, not only as a strong and dependable patient base grown through word-of-mouth and social media sharing, but by pushing us to be better caregivers so that we're worthy of this loyalty," stated cosmetic and dermatologic surgeon Suneel Chilukuri, M.D. (Houston, Texas).

Even with these trends pushing our industry forward, mainstay technologies and products are still the foundation of aesthetic medicine. Galderma Laboratories, L.P. (Ft. Worth, Texas) showcased their newest innovation in fillers – XpresHAn technology – featured in Restylane Refyne and Restylane Defyne. These two flexible gel fillers are intended to maintain natural expression in motion with outcomes persisting for up to 12 months. Suneva Medical, Inc. (San Diego, Calif.) educated physicians on Bellafill, a PMMA-based filler that stimulates the body's own collagen to create results that are proven to persist out to five years. Uniquely, Bellafill has also gained FDA clearance for the treatment of moderate to severe, atrophic, distensible facial acne scars on the cheek.

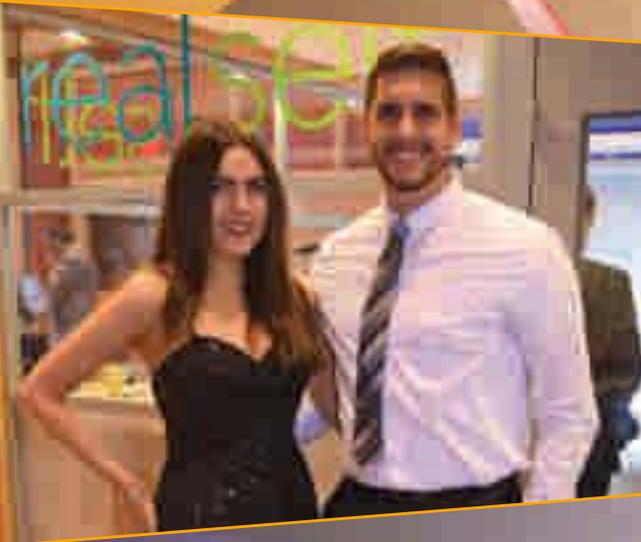
Yan Trokel, M.D. and the Y LIFT Network presented the Y LIFT procedure, an emerging 30 minute three-step lifting, filling and sculpting technique. Members of the budding Y LIFT Network benefit from its unique training program plus exclusive deals on related products within the industry.

Now featuring a tremendous variety of aesthetic product offerings, Merz Aesthetics (Raleigh, N.C.) was on hand with their increasingly diverse portfolio of energy-based devices, including Ulthera and Cellfina; facial injectables; and skincare products.

Similarly Valeant Pharmaceuticals North America, LLC (Bridgewater, N.J.) still leads with the Obagi brand of topicals and their line of tried-and-true, branded energy-based systems, including Clear + Brilliant, Fraxel, VASER, Thermage and Liposonix.

In many ways the laser is still king in aesthetics, and researchers continue to find ways to advance this reliable modality. Having been introduced via Cynosure's PicoSure, picosecond technology continues to expand with many companies introducing pico-based systems. Notable devices include PicoWay from Syneron-Candela, which features holographic fractional technology for both 1064 and 532 nm wavelengths; PiQo4 from Lumenis, Inc. (San Jose, Calif.) incorporating both pico- and nanosecond pulse durations, multiple wavelengths (1064, 532, 650 and 585 nm) and a large 15.5 mm spot size; the enlighten pico- and nanosecond-based platform from Cutera, recently improved by the addition of the 670 nm wavelength; and Discovery PICO Series, Quanta Aesthetic Lasers' (Boulder, Colo.) pico- and nanosecond-based device, which uses QuattroPulse technology for four separate emission modes.





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Aerolase Corp. (Tarrytown, N.Y.) wowed attendees with its LightPod Neo 650 nm Nd:YAG laser platform and its prowess for acne, as shared in a presentation during TAS, and new indications abound for the SP Dynamis from Fotona (based in the U.S. and Europe), including the NightLase protocol to non-invasively improve snoring and sleep apnea.

Enhancing the overall TAS experience was the active presence of RealSelf, Inc., the rapidly growing online organization dedicated to improving transparency in the marketplace. According to Maureen Ezekwugo, RealSelf's executive vice president of doctor community, “We strive to give patients a 360° view of treatments for the body, face and smile, between what peers are saying through reviews, and what they learn when experts weigh in. Physicians enjoy leveraging RealSelf to position themselves as an expert in the field, and to help them manage their online reputation. Patients look to us more and more as a trusted source of information about treatments and the practitioners who perform them.”

Featuring all of these new product innovations, the exhibit hall was a hub of activity, hosting 150 companies showcasing both well-known and nascent technologies. Many exhibitors provided live demonstrations in their exhibit area, while others focused on technical education regarding these devices and advanced skincare formulations.

Aesthetic TV (ATV) filming and broadcasting took place on the main stage within the exhibit hall. Hands down the most talked about TV event was THE Big Deal, where contestants presented their innovative products to a panel of judges and a live audience for the chance to win a marketing campaign valued at \$35,000. Audience members participated by casting their votes for their favorite product and presenter via their mobile devices. When the smoke cleared, Johnny Giakouminakis was named the winner with UVO – a sun protection supplement you can drink.

As “The Oscars of aesthetic medicine,” THE Aesthetic Awards, brought Hollywood style glitz and glamour on Saturday night, including a pre-ceremony pinup photo shoot. Host Dr. Ordon brought his usual entertaining stage presence into play as the crowd was repeatedly wowed by the amazing clinical outcomes featured at this year's event.

Dermatologist Shino Bay Aguilera, M.D., shared his passion for TAS. “Not only do we get exposure to the current and emergent technologies, but there are so many key opinion leaders here and they are really accessible. In my experience, other meetings do not have this culture of generous sharing. You can speak with colleagues you admire or whose techniques you wish to emulate, and enjoy interaction without being intimidated. That's why I keep coming back to TAS.”

Excitement is already building for the next iteration, Mr. Moretti conveyed. On that note, save the date for TAS 2018, which is set to take place July 5 – 8 at the prestigious Wynn Resort. “We hope to see you all there as we collectively lift our \$10 billion industry to an even higher level each year.” ■

