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## THE Aesthetic Show 2012 Review

*Jeffrey Frentzen*

### Aesthetic TV Merges with Major Show in Vegas

Spotlighting the latest advancements in aesthetic medicine, THE Aesthetic Show™ (TAS) 2012 was a high energy, dynamic event offering attendees a strong scientific program focused on the newest techniques and technologies, as well as live treatment workshops, in a true multidisciplinary setting. As in previous years, the show was also very entertaining, exuding a sense of fun and excitement that is rarely seen in aesthetic medicine related meetings.

Held at the ARIA Resort & Casino in Las Vegas from April 12 – 15, 2012, TAS also broke new ground with an expanded THE Aesthetic Awards™ event, unique to the industry, and the debut of Aesthetic TV™ (ATV).

As a new multimedia platform focused on aesthetic medicine around the world, ATV transformed three ballrooms at the ARIA into a television studio featuring sets for shooting news reports, interviews with top physicians and industry executives, live procedures and roundtable discussions about emerging technologies. In addition, an ATV camera crew canvassed the exhibit hall throughout the show, interviewing newsmakers. ATV also covered THE Aesthetic Awards ceremony, arguably the highpoint of the entire show, held the evening of Saturday, April 14th, on the center stage in the exhibit hall, and broadcast live on Aesthetic TV.

Daniel Man, M.D.  
Plastic Surgeon  
Boca Raton, FL

Recognizing the exceptional work of some of the best physicians in the industry, THE Aesthetic Awards ceremony rivaled the style and pageantry of the Oscars and featured Andrew Ordon, M.D., F.A.C.S., of the daytime television talk show *The Doctors*, as the host, as well as a variety of top aesthetic professionals and celebrity physicians. For Daniel Man, M.D., a plastic surgeon in private practice in Boca Raton, Fla., who won the award for Best Overall Facial Make-Over, the event was memorable, “because the honors were handed out by my colleagues; my peers, not a panel of judges. That makes it mean so much more.”

Moving into TAS’s educational sessions, workshops and hands-on training, attendees experienced real world applications of cutting-edge technologies. CME sessions covered leading procedures and techniques for invasive and non-invasive fat removal and skin tightening; energybased treatments for skin resurfacing and rejuvenation; topical skincare ingredients, as well as advanced facial injectable applications.

As an indication of where the industry’s scientific future is headed, TAS 2012 offered presentations on regenerative medicine and stem cells. “I was glad to see more attention given to stem cell work, with a focus on aesthetics,” said Kristin Comella, chief scientific officer at Ageless Regenerative Institute (Weston, Fla.) And session presenter. “I think there is much more acceptance now for stem cells, and it’s great to see them being talked about at TAS. Five years ago, who would have guessed it? I think they are moving in the right direction.”

On a practice development level, this year TAS offered Level II of the industry’s only Certified Aesthetic Consultant (CAC) educational program in a special accelerated course during a pre-show session on Thursday, April 12th. The Level II Fast Track Course offered more advanced training in four key areas: Basic Science, Consultation Skills, Marketing Principles and Business Practices.

Jay A. Shorr, B.A., C.M.B.M., C.A.C.  
Vice President of Operations and Practice  
Administrator  
Advanced Cosmetic Laser Center  
Ft. Lauderdale and Boca Raton, FL

In addition, a practice management and marketing session was provided on Sunday, April 15th. Presentations focused on branding in an increasingly complex marketplace, including taking control of your online reputation and using local media effectively. “Most conferences do not offer practice management sessions in their agenda, which is paramount for physicians and their staff,” said Jay A. Shorr, B.A., C.M.B.M., C.A.C., vice president of operations and practice administrator for Advanced Cosmetic Laser Center in Florida, and a presenter during the CAC Level II course and the

practice management session. "TAS practice management sessions were highly attended, which solidifies the notion that the attendees are looking for additional resources and ideas to bring back to their practices."

Tracey Lambert, M.B.Ch.B.  
Cosmedicine Specialist  
Auckland, New Zealand

Another concept was clear to Tracey Lambert, M.B.Ch.B., a cosmedicine specialist in Auckland, New Zealand, who gained, "a lot of good information from the practice management portion of the show." In her opinion, "it was also very important to see a kind of global attitude in the medical and scientific program, which brings together the best minds. For me, TAS has been all about making important connections with colleagues I'd otherwise never know."

In addition to the scientific and business related programs, TAS attracted the latest technological developments, dominated by energy-based skin rejuvenation and body shaping solutions.

Their effectiveness was a prominent focal point among attendees.

Among newly released body shaping products, i-Lipo from Chromogenex Technologies, Ltd. (Howell, Mich.), originally from the U.K., offers a noninvasive, non-surgical system for circumferential reduction. It uses low level laser light energy (658 nm) that stimulates the body to access stored fat deposits from specific areas of the body, making those calories available for consumption through exercise, resulting in lost inches and improved body contour. Unlike other body shaping approaches, i-Lipo does not damage or destroy fat cells, and does not increase blood lipid levels that can potentially create additional stress on kidney and liver functions.

With much of the talk concentrated on high-intensity focused ultrasound (HIFU), some new devices in this genre included Liposonix from Solta Medical, Inc. (Hayward, Calif.) For fat reduction, and Ulthera from Ulthera, Inc. (Mesa, Ariz.) For facial rejuvenation with subablative fluences.

Richard A. Baxter, M.D.  
Board Certified Plastic Surgeon  
Seattle, WA

Though used for different purposes, both of these systems deliver HIFU energy to disrupt targeted subcutaneous adipose tissue for aesthetic effect. According to Richard A. Baxter, M.D., a board certified plastic surgeon practicing in the Seattle, Wash. Area, "Ultrasound is the next big thing, but there is a vast difference between focused ultrasound devices such as Ulthera and Liposonix and non-focused body contouring devices, which generally require multiple treatments and have a temporary effect."

Another use of ultrasound energy for aesthetic treatments at home was demonstrated in the JeNu Home System from JeNu Biosciences, Inc. (Seattle). This system uses low energy ultrasound at optimal frequency to enable more effective absorption of specially formulated skin creams. "The actives have to be encapsulated in microspheres so that they move in response to the ultrasound," explained Dr. Baxter. The process is similar to sonophoresis, a technology that uses ultrasound for transdermal delivery of drugs. "JeNu uses lower energies than sonophoresis, coupled with specially formulated products to enable them to permeate more deeply into the stratum corneum. The products have to be formulated into microspheres, which oscillate in response to the ultrasound and drive them through the skin barrier, where they are absorbed into the skin," he added.

In the sphere of radiofrequency (RF) devices, TAS 2012 saw the U.S. debut of the Apollo system from Lumiere Medical, Inc. (Rockwall, Texas). Apollo uses TriPollar RF energy for painless treatment of sagging skin and wrinkles, with reported success in treating cellulite and circumferential reduction. The Apollo is manufactured by Pollogen (Tel Aviv, Israel) and is available in over 60 countries, which is remarkable.

TruSculpt, a new RF-based body sculpting device from Cutera (Brisbane, Calif.) Provides large volume, deep tissue treatment with minimal discomfort and no downtime. This system features real-time temperature monitoring, enabling predictable therapeutic temperatures in subcutaneous fat while maintaining comfortable levels in the skin.

Advancements were also abundant in the more traditional, laser device market. For instance, the SideLaze fiber featured on Cellulaze – the highly anticipated cellulite-reduction system from Cynosure (Westford, Mass.) – allows bidirectional laser flow delivery.

Deborah S. Sarnoff, M.D., F.A.A.D., F.A.C.P.  
Cosmetic Dermatologist  
Greenvale, NY

According to Deborah S. Sarnoff, M.D., F.A.A.D., F.A.C.P., a cosmetic dermatologist in Greenvale, N.Y., “The SideLaze is a tiny laser tip – just 800 microns. The delivery of this laser is bidirectional. It not only heats up straight, but it can also heat areas above or below depending on how the physician uses it.”

Cynosure also featured RevLite® SI, the latest solution in laser-based tattoo removal and treatment of pigmentation issues. R. Stephen Mulholland, M.D., F.R.C.S.(C), a plastic and reconstructive surgeon based in Toronto, Ontario, Canada, considers the device, “the culmination of all of the science behind tattoo removal, including the ability to target colors like certain yellows and reds that are usually difficult to remove. The RevLite is also very versatile for treating melasma and age spots, all with no scarring.”

Palomar Medical Technologies, Inc. (Burlington, Mass.) Presented the Emerge™, a new, non-ablative fractional laser featuring the latest in microbeam based technology. The company also highlighted the Icon Aesthetic System, a new intense pulsed light (IPL) device offering various handpieces for different procedures, from facial rejuvenation to the treatment of surgical and acne scars, stretch marks and melasma.

Dianne Quibell, M.D.  
Assistant Clinical Professor of Medicine  
Harvard Medical School  
Boston, MA

Working in conjunction with the Icon, the Skintel™ Melanin Reader enables practitioners to quantitatively determine the average melanin density of skin prior to treatment. For Dianne Quibell, M.D., assistant clinical professor of medicine at Harvard Medical School, “The Icon is an important device in the market, but the Melanin Reader is a total game changer in the field of dermatology. In the past, other measuring devices were not always consistent in their readings. This one is.”

Angelo Cuzalina, M.D., D.D.S.  
Cosmetic Surgeon  
Tulsa, OK

Angelo Cuzalina, M.D., D.D.S., a cosmetic surgeon in Tulsa, Okla., was impressed with some of the technological advancements in energy-based devices that he observed at TAS. “Being a surgeon who is used to achieving major changes in patients, I have been unimpressed with energy-based devices for many years. So many of them come and go promoting significant non-surgical improvement, but I’ve always remained on the sidelines. After TAS I was pleased to see major progress in these devices. If one really stands out, we surgeons will all buy it. It would be great to offer something we believe in to our patients that refuse surgery.”

In other industry news, Primcogent Solutions (Dallas, Texas), which is owned by a group of physicians, announced that it has acquired all of Santa Barbara Medical Innovations’ assets and now plans to expand the Zerona brand of non-invasive body shaping into the global market. The Zerona device is placed in physician offices using a profit sharing type of lease arrangement that is quite novel in this industry.

Moving into new anti-aging skincare products for the consumer home market, the palm-sized Opal Sonic Infusion System with Anti-Aging Sea Serum from Clarisonic, Inc. (Redmond, Wash.) Is designed to reduce fine lines and wrinkles in the eye region and can also be used around the lips and brow areas.

Lorrie A. Klein, M.D.  
Dermatologist  
Laguna Niguel, CA

Other innovative topical skincare rollouts included Dermal Repair Cream from Senté Labs (La Jolla, Calif.), which incorporates Heparan Sulfate, a biologically active glycoprotein. Lorrie A. Klein, M.D., a dermatologist based in Laguna Niguel, Calif. Explained, “There might be other products with glycoproteins, but this is the first one with Heparan Sulfate. That puts it in a unique class. There are plenty of products out there that have collagen in them and other formulations, but they don’t really penetrate into the skin; Senté does. It should play a role in rejuvenation and hydration of the skin.”

Martin Braun, M.D.  
Medical Director of Cosmetic Rejuvenation  
The Vancouver Laser and Skin Care  
Centre, Inc.  
Vancouver, BC, Canada

PrecisionMD (New York, N.Y.) also presented a new product called DermaChromatic™, a skin treatment formulation with a special nanosomal delivery system for copper-chlorophyllin complex, in which, “a copper molecule is introduced into chlorophyll,”

said Martin Braun, M.D., director of The Vancouver Skin and Laser Centre (Vancouver, B.C., Canada). “It is a unique formulation that can speed up wound healing, slowing the growth of some types of anaerobic bacteria on the skin.” The company also introduced Celfix DNA Youth Recovery Facial Serum™, which uses three DNA repair enzymes to treat photodamaged skin.

SkinMedica, Inc. (Carlsbad, Calif.) introduced CalmPlex, which, according to Dr. Braun, may be a good option for redness. Its key ingredient, 4-Ethoxybenzaldehyde, prevents redness from appearing under the surface of the skin and works to control the dilation and constriction of blood vessels, blood pressure and inflammation. Another new product, Daily Physical Defense™ SPF 30+ is a sunscreen for use on all skin types, patients with sensitive skin, and in post-procedure applications. It uses a unique dispersant technology combined with antioxidants such as green tea leaf extract.

In an anti-aging category of its own, Selphyl® from Aesthetic Factors, Inc. (Wayne, N.J.) employs a variation on platelet-rich plasma (PRP) called platelet-rich fibrin matrix (PRFM), in which PRP can be mixed with autograft and allograft bone prior to application. “I use Selphyl in my practice in two ways,” said Dr. Klein, “as it was originally intended as an injectable filler, and I’m also going to combine it with the Dermapen, using a microneedling technique to rejuvenate the skin. It should result in less bruising and a more comfortable experience for the patient.”

Adil Ceydeli, M.D.  
Board Certified Plastic Surgeon  
Panama City, FL

For Adil Ceydeli, M.D., a board certified plastic surgeon from Panama City, Fla., THE Aesthetic Show was an excellent venue to learn about new products and treatment approaches, and share information with a very diverse group of people from different parts of the world. From the hands-on facial injectables training courses, live patient treatment workshops and educational scientific program, to the high entertainment value of THE Aesthetic Awards and Aesthetic TV, Dr. Ceydeli left Las Vegas reflecting on, “the global nature of the show, which was more apparent this year. There were a lot of different specialties under one roof. In that way, the show truly was a multidisciplinary event.”

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