

Early Bird Registration

Physicians: \$895.00 (\$1095 after Dec. 31)
Allied Health: \$495.00 (\$695 after Dec. 31)
Residents: \$495.00 (\$595 after Dec. 31) A letter from your program director must accompany registration.



Four programs available. Move freely between them.

- Track 1: Facial Aesthetic Surgery (Thursday-Sunday)
- Track 2: Implant, Hair, Rhinoplasty (Wednesday-Saturday)
- Track 3: Advanced Business/Marketing & Aesthetic Medicine (Thursday-Saturday)
- Track 4: Staff Training Mini-Seminars (Thursday-Saturday)

PAYMENT

Have questions, please call (901) 756-5400. If paying by check, make payable to: The Foundation for Facial Aesthetic Surgery (FFAS), 7497 Poplar Pike, Germantown TN 38138. For program details and to register by credit card, go to:

www.FFASurg.org

PHYSICIAN ACCREDITATION

This activity has been planned and implemented in accordance with the Essential Areas and Policies of the Accreditation Council for Continuing Medical Education (ACCME) through the joint sponsorship of University of Tennessee College of Medicine and the Foundation for Facial Aesthetic Surgery. The UT College of Medicine is accredited by the ACCME to provide continuing medical education for physicians.

CREDIT DESIGNATION

The University of Tennessee College of Medicine designates this live activity for a maximum of 40 AMA PRA Category 1 credits™. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

Reserve Your Room Now!

A special rate of \$159 single/double is available for attendees at the InterContinental Buckhead, 3315 Peachtree Rd, NE, Atlanta, GA 30326. Deadline for reservations is Friday, March 1, 2013. To reserve your room, call the hotel at 1-404-946-9000 and mention the FFAS meeting or visit our website at www.FFASurg.org to reserve online.



The Intercontinental Buckhead is one of Atlanta's best. Renovated in 2011-2012, the hotel features Atlanta's premier contemporary Southern inspired restaurant Southern Art. The Bourbon Bar offers one of the nation's finest small batch American selections. The Intercontinental Wellness Spa & Fitness Club offers spa treatments, facial and body therapy.

Located just 3 blocks from Lenox Square Mall and 3.5 blocks from Phipps Plaza the hotel sits in the middle of Buckhead, home of the finest shopping in the Southeast U.S. Over 80 different dining options are near the hotel. The Intercontinental offers the hotel town car, available to guests for transit in a 2-mile radius. The MARTA (Metro Atlanta Transit) is 1.5 blocks from the hotel.

JOINTLY SPONSORED BY



The Foundation for Facial Aesthetic Surgery
 7497 Poplar Pike
 Germantown TN 38138

*Don't Miss this Symposium
 for Physicians, Nurses, PAs,
 Aestheticians, Managers
 and All Office Staff*



ONLINE NOW!



State-of-the-Art in Facial Aesthetics 2013

21ST ANNUAL
 MULTI-SPECIALTY SYMPOSIUM

March 20-24, 2013
 Intercontinental Hotel Buckhead
 Atlanta, GA

- ♦ 4 Educational Tracks
- ♦ Up to 40 Hours of CME Credit
- ♦ Surgical & Treatment Videos
- ♦ Staff Training Seminars
- ♦ Laser Demonstrations
- ♦ Atlanta Tours available for Spouse/Family
- ♦ Facial Filler & Neuromodulator Injection Training
- ♦ Certificate of Participation & Patient Safety Credits

2013 Highlights

Four Programs featuring Topics for the Entire Staff

See Complete Program at www.FFASurg.org



Track #1: The Latest in Facial Aesthetic Surgery (T1) (Thursday-Sunday)

Blepharoplasty, forehead/brow lift, mid-face restoration, face/neck lift, resurfacing, fat grafting, complications and patient safety for the facial aesthetic surgeon and staff.



Track #2: Master's Symposia (T2)

Focused education with experienced experts.

• Facial Implant Workshop (Wednesday, 12:30-6:30)

6 hours focused on periorbital, mid face, mandibular and lip implants. Lectures with experienced surgeons, including videos and specific technique discussion.

• State-of-the-Art Hair Restoration (Thursday, All Day)

A full day session from basic to advanced with hands-on activities.

• Mastering Rhinoplasty: Unraveling the Mystery (Friday and Saturday)

A unique 1.5 day program with some of the most experienced rhinoplasty surgeons in the US. For the beginner or expert — strategy and tips for everyone.

Track #3: Advanced Business/Marketing & Aesthetic Medicine (T3) (Thursday-Saturday) Designed for all Clinical and Spa Personnel

Morning track will cover:

- ♦ Attracting patients (brand, image, staff, advertising, internet)
- ♦ Patient conversion (selling, qualifying, sales funnels, follow up)
- ♦ Retention and referrals (events, email, direct mail, loyalty, rewards)

Afternoon track will cover the latest in injections, lasers and technology.

Track #4: Staff Training Sessions (T4) (Thursday-Saturday)

Focused 1-hour training sessions by recognized experts covering everything from answering the phone, converting consults, growing the business, motivating your team, blogging, shifts in SEO rules, on-line marketing, photography...to addressing your specific issues and obtaining advice from leading experts.



Go to www.FFASurg.org to view schedule and developing program

Atlanta Tours Available

World of Coca Cola, Inside CNN, Georgia Aquarium, High Museum of Art, Swan House/Atlanta History Center and Atlanta Botanical Gardens are just a few of the things to do while in Atlanta. See online brochure at:

www.FFASurg.org



Get full program details and registration information at www.FFASurg.org

IMPLANTS (T2)
- Chin Augmentation - 3D Facial Analysis - Facial Asymmetries - Periorbital Implants - Mandibular Augmentation: Prejowl/Chin - Mandibular Matrix Implant System - Cheek Implants - Lip Augmentation with Implant - Point-Counterpoint: Implant vs. Filler

Staff Training (T4)

Pre-register your staff online. Limited seating available.

THURSDAY AFTERNOON

- Convert callers to appointments
- Blogging – A to Z
- Achieving Exponential Growth by Building and Motivating Your A-Team

FRIDAY AFTERNOON

- Convert Appointments to YES
- How to Build a Wildly Successful Practice You Can Sell Later
- It's NOT About Your Keyword Rankings: Major Shift in SEO Rules and What To Do About It

SATURDAY AFTERNOON

- Unraveling the Mystery of a Great Online Marketing System:
 - *Find an effective web manager
 - *What structure and processes work best to stay ahead of the curve
- Ask the Experts Panel: Here is my problem, what's the solution?
- How to Set Up a Photo Room, Data Management, How to Handle & Preserve all Those Photos!

COMPLICATIONS & PATIENT SAFETY (T1)

- Communication and Safety in Surgery
 - Post Resurfacing Care-Minimizing Complications
 - Panel: "Avoiding and Managing Laser Complications"
 - Everything that can go wrong eventually will ... how to treat and prevent complications in lower blepharoplasty
 - Facelift Complications Panel "How I deal with or Prevent":
 1. Hematoma, Infection
 2. Skin necrosis
 3. Nerve damage - motor and sensory
 4. Recurrent platysmal banding
 5. Great result but unhappy patient
 6. Hair loss
 7. Excessive tension on wound closure
 8. Pixie ear
 9. Post operative depression
 10. Hypertrophic/keloid scar
 11. Operating safely on smoker
 12. Differences in expectations and management of male vs. female patients.
 13. The danger of suggesting ancillary procedures that are indicated, but not of interest to the patient
 - Rhinoplasty Challenges (case presentations)
- End of Program

Please Note: Program Subject to Change

FACIAL AESTHETIC SX (T1)	HAIR RESTORATION (T2)	AESTHETIC BUSINESS/MARKETING (T3)
Forehead Lift - Subgaleal Endoscopic Forehead Lift - Pre-Trichial Forehead Lift - Temporal Brow Lift - Subperiosteal Endoscopic Forehead Lift - Reducing the Tall Forehead - Non-Surgical Forehead Lift - Minimal Incision Brow Lift - Coronal Forehead Lift - Discussion and Q/A	- How I Do It Step-By-Step - Hairline Design (Hands On) - Anesthesia - Donor Strip Harvesting - FUE Basics - Recipient Site Creation (Hands On) - Female Hair Loss & Transplant - Graft Calculation & Planning - Assistant Role: Graft Preparation - Discussion and Q/A	LASER TECHNIQUE DEMONSTRATION (Eliman-Sandstone) Brand, Image, Staff, Advertising, Internet - Branding Your Business - Retail Medicine - Groupon - Practice Videos - Hiring Staff - Blogging - Compensation - Medical Marketing - Experience Owning a Spa - Mobile Marketing - SEO: Latest Updates - Online Reputation Management - Lunch Panel: Website Evaluations
FACIAL AESTHETIC SX (T1)	HAIR RESTORATION (T2)	AESTHETIC MEDICINE (T3)
Blepharoplasty - Eyelid and Orbital Anatomy - Eyelid Exam & History - Eyelid Malposition - Ptosis Repair - Transcutaneous Blepharoplasty - Management of Fat - Transconjunctival Blepharoplasty - Tear Trough Implant - Orbicularis Lift - Lower Eyelid and Festoon - Discussion and Q/A	- FUE Technique - Assistant Role: Graft Preparation and Placement (with Hands On) - Female Hairline Lowering - Medical Management - Managing the Young Male Patient - Incorporating HT into a Cosmetic Practice - Long-Term Issues in Hair Restoration - Scarring Alopecias - Platelet Rich Plasma & Acell Adjuncts - Hairpieces, Camouflaging Products - Marketing Hair Transplant Business - Fixing Facelift Scars & Difficult Situations	Technology - What is Beauty? - Importance of Monthly Aesthetician Visits - Skin Care - IPL - Photodynamic Therapy - Energy Based Skin Rejuvenation - Non-invasive Body Contouring - Micro-Focused Ultrasound - Non-ablative Resurfacing: The New "Light" - 1410/1440nm Fractional Devices - Laser Lipolysis - New Non-Invasive Technologies - Cryolipolysis - Treatment of Stretch Marks
FACIAL AESTHETIC SX (T1)	MASTERING RHINOPLASTY (T2)	AESTHETIC BUSINESS/MARKETING (T3)
Blepharoplasty - The Oculoplastic Perspective - Upper Bleph & Brow - Biomechanics of Eyelid Movement - Asian Eyelid - Nonsurgical Rejuvenation - Stem Cells - Ocular Complications - Common Pitfalls - Ocular Disease after Blepharoplasty - Discussion and Q/A	- Fundamental Principles - Open Approach - Closed Approach - Middle Vault Spreaders - Rib Harvesting - Nasal Grafts - Top Ten Lessons - Tip Challenges with Thin Skin - Nasal Tip Rotation in Closed Rhinoplasty - Secrets of a Past "Nose Master" - Discussion and Q/A	Selling, Qualifying, Sales Funnels, Follow Up - Educate the Patient and Analyze Results - Personality Testing and Building a Team - Cross Promote Services - Promoting Retail - Prospect to Patient: Steps to a YES - Patient Consultation Pearls - Promotion on YouTube - Reducing No Shows - Patient-Attraction Blueprint - Google + What is it & Why do I Care? - Lunchtime Talk: Wealth Strategies
FACIAL AESTHETIC SX (T1)	MASTERING RHINOPLASTY (T2)	AESTHETIC MEDICINE (T3)
Midface - Midface Anatomy - Elevation of Malar Fat Pad - The Midface: Fillers, Midface Lift or Bleph - Extended Lower Lid Skin Muscle Bleph - The "Cheeklift Lite" - The Subperiosteal Midface Lift - Endoscopic Midface Rejuvenation Facelift - A 26-Year Experience in Face Lifting - Local Anesthesia - Re-contouring the Difficult Neck - Personal Techniques	- Alar Base Modification - Crooked Nose - Alar Defects - Overprojected Nose - Handling the Short Nose - Preserving the Airway - Revisional Rhinoplasty Challenges - Complications in Rhinoplasty - Vertical Dome Divergences - Progressive Approach to the Tip - Discussion and Q/A	Lasers - Ocular Laser Safety - Concepts in Fractionated Laser - Fractionated Resurfacing for Skin Tightening - Economics of Buying a Laser - 4-Year Experience with Fractionated Laser - Deep CO2 Laser Resurfacing for Wrinkles & More - Laserabrasion (CO2 and Dermabrasion) - Vascular Lesions - Laser Hair Removal - Tattoo Removal: New Solutions to Old Mistakes - Chemical Peels vs. Lasers - Incorporating Laser, Light and Energy Devices in Aesthetics FACIAL FILLER INJECTION TRAINING AND TEACHING THE OFFICE THE ART OF PROMOTING INJECTABLES
FACIAL AESTHETIC SX (T1)	MASTERING RHINOPLASTY (T2)	AESTHETIC BUSINESS/MARKETING (T3)
Facelift - The Neck: Obtain Lasting Predictable Results - Combine Facelift/Fat Transfer/Resurfacing - Long Skin Flap Face Lift - Minilifting - Non-Invasive Lifting in a Surgical Practice? - Deep Plane Lift - Grecian Urn Cervicoplasty - Early Career Facelift - Current Status of Cosmetic Med & Surgery - Things to Avoid - Personal Techniques - Discussion and Q/A	- ePTEF for Dorsal Camouflage - Crushed Cartilage Grafts - Osteotomies for the Crooked Nose - Radiofrequency Turbinate Reduction - African American Rhinoplasty - The Mestizo Nose - The Middle Eastern Nose - Asian Rhinoplasty - Tongue in Groove Maneuver - Alar/Columellar Disproportions - Porous Polyethylene Implants	Events, Emails, Direct Mail, Loyalty, Rewards - E-blasts, Text Messages: Staying in Touch - Patient Education and Marketing Opps - Running a Profitable Event - New Approach to Patient Retention & Reactivation - Loyalty Program - What I Did to Build My Patient Database - Patient Reviews: Get Them Professionally - Educating a Patient to a YES - Local Search vs. National Exposure SEO - How to Track All Marketing Efforts - Lunchtime Talk: Where the Industry is Heading
FACIAL AESTHETIC SX (T1)	FAT GRAFTING (T2)	AESTHETIC MEDICINE (T3)
Facelift - Hybrid Neck Rejuvenation Under Local Anesthesia (MicroNeedle RF Surgery) - SMAS Lip Augmentation - Perioral Rejuvenative Adjuncts Resurfacing Section - Modified Hetter Peel - Lift or Laser: Technology Replacing Surgery? - Multi-level Phenol-Croton Oil Peels - Combining CO2 Laser Skin Resurfacing with Aging Face Surgery (Non Fractionated) - Combining Peeling, Dermabrasion & Lasers - Simultaneous Facelift & Full Face CO2 Laser - Traditional CO2 vs. Fractional CO2 Resurfacing: Which One, When and Why? - Discussion and Q/A	- Fat vs. Fillers - Fat Grafting: Personal Views - Technique for Fat Harvesting - Large Volume Restoration with Fat - Harvesting, Preparation, Injection - Video - Personal Techniques - 20 Years of Experience in Fat Grafting - How I Do It - Discussion and Q/A	Injections - Rejuvenation from a Dermatology Perspective (Combining Injectables, Lasers & Skin Care) - Facial Volume Analysis and Restoration - Dangers of Facial Injection - Restoring Volume with PLLA - Restoration with Ca Hydroxylapatite - Platelet Rich Plasma - Liquid Face Lift - Pain/Bruise Reduction with Micro-Cannulas - Update on FDA Approved Neuromodulators - Neuromodulators to Brow Lift - Panfacial Filling 3 Dimensional Volumization - Filling the Tear Trough - Natural Enhancement of the Lips & Periorbital Region INJECTION TECHNIQUE TRAINING

Speakers

(Partial list, subject to change)

COURSE DIRECTOR

Phillip R. Langsdon, MD

CO-DIRECTORS

Salvatore C. Lettieri, MD
 E. Gaylon McCollough, MD
 Stephen E. Metzinger, MD

PLASTIC SURGEONS

Fred Aguilar, MD, Houston, TX
 Richard M. Bensimon, MD, Portland, OR
 Paul J. Carniol, MD, Summit, NJ*
 Jorge De LaTorre, MD, Birmingham, AL*
 John S. Eng, MD, Rockville, MD
 Jaime Garza, MD, San Antonio, TX
 Scott Harris, MD, Plano, TX
 Steven R. Jacobson, MD, Rochester, MN
 Kamran Khoobehi, MD, New Orleans, LA
 Salvatore C. Lettieri, MD, Scottsdale, AZ
 Stephen E. Metzinger, MD, New Orleans, LA
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Kenneth W. Anderson, MD, Marietta, GA
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 J. Kevin Duplechain, MD, Lafayette, LA
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 John L. Frodel, MD, Danville, PA
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 Ryan N. Heffelfinger, MD, Philadelphia, PA
 Jill L. Hessler, MD, Palo Alto, CA
 J. Randall Jordan, MD, Jackson, MS*
 Sheldon S. Kabaker, MD, Oakland, CA
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 Devinder S. Mangat, MD, Cincinnati, OH
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 James Newman, MD, Palo Alto, CA
 Michael Persky, MD, Encino, CA*
 Wm. Russell Ries, MD, Nashville, TN
 Daniel E. Rouso, MD, Birmingham, AL
 James R. Shire, MD, Chattanooga, TN
 Robert L. Simons, MD, Miami, FL
 William E. Silver, MD, Atlanta, GA
 William H. Truswell, MD, Northampton, MA
 Edwin F. Williams III, MD, Latham, NY
 Seth Yellin, MD, Atlanta, GA
 Richard D. Zeph, MD, Indianapolis, IN*

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Robert G. Fante, MD, Denver, CO
 John Fezza, MD, Sarasota, FL*
 Jan W. Kronish, MD, Delray Beach, FL
 Wendy W. Lee, MD, Miami, FL*
 Kyle Lewis, MD, Jackson, MS
 John Martin, MD, Coral Gables, FL
 Sonny McCord, MD, Atlanta, GA
 Rebecca Metzinger, MD, New Orleans, LA*
 Deborah D. Sherman, MD, Nashville, TN
 Sara Wester, MD, Miami, FL*
 Ted Wojno, MD, Atlanta, GA

DERMATOLOGISTS

Joely Kaufman, MD, Coral Gables, FL
 Mary P. Lupo, MD, New Orleans, LA
 Bernard P. Nusbaum, MD, Coral Gables, FL

BUSINESS, MARKETING & SPA SPECIALISTS

Matt Arndt, San Francisco, CA
 Debra Atkins, MD, MBA, Atlanta, GA
 Robert Baxter, Miami, FL
 Candace Crowe, Orlando, FL
 Jason Dyken, MD, MBA, Rockville, MD
 Dana Fox, BA, Edmonds, WA
 Timour Haider, Solana Beach, CA
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 Jeanette McDaniel, BS, MSC
 Jonathan Montoya, MBA, Atlanta, GA
 Linda Persall, BS, Atlanta, GA
 Darik Volpa, Reno, NV

HAIR TRANSPLANT SPECIALISTS

Emina Karamanovski, MD, Dallas, TX
 Kenneth L. Williams, MD, Irvine, CA

*Denotes Program Committee Members