

WHAT HAPPENS IN VEGAS, DOESN'T STAY IN VEGAS

WENDY LEWIS SHARES HER THOUGHTS ON SOME OF THE KEY LEARNINGS AND MOST MEMORABLE SESSIONS OF VCS2016

Vegas Cosmetic Surgery is a unique experience. In a sea of meetings, new ones popping up all the time plus well-established events, VCS offers something not seen very often in this market; a big crowd. It is invigorating to speak to an audience that is engaged, interested, and taking copious notes.

VCS2016 featured 150 different companies, over 1,500 registered plus an additional 500 industry representatives, 30 complimentary workshops, and 16 separate panels on five simultaneous meeting tracks. It is an astounding accomplishment, especially when you consider the small group of staffers who manage the project from soup to nuts.

According to Louis Scafuri, Co-Founder and CEO of Zalea.com, a global digital media platform, 'Drs. Waldman and Saltz

and their team have done an excellent job again this year in putting together a stellar program and inviting many of the leaders in their specialties to present on timely topics and business matters of importance to aesthetic practitioners today.'

HIGHLIGHTS OF SPECIAL SESSIONS

Vegas Cosmetic Surgery partnered with RealSelf to conduct research to better understand how aesthetic providers engage with digital consumers. 'Connecting people with aesthetic providers is core to RealSelf. The survey presented an exciting opportunity to partner with VCS to better understand how providers have evolved their

processes, tools and strategies to build trust with patients and consumers in the digital world,' says RealSelf CEO Tom Seery.

One of the milestones celebrated at VCS2016 was the Galderma dinner symposium, '20 Years of Restylane,' featuring Drs. Steven Dayan, Z Paul Lorenc, Leslie Baumann, and Brian Biesman. According to Dr. Lorenc, 'Q-Med originally got the CE mark for Restylane in 1996 and we started the pivotal trial in 2001 with the US FDA, ultimately voting on FDA clearance in November of 2003. This marks a momentous occasion of two decades of the global Restylane brand.'

Combination treatments are the buzzword of the year with non-invasive options. Jason Pozner described his experience in a workshop sponsored by Sciton, 'Increasing Patient Satisfaction with Halo™ and BBL™ Combination

Treatments.' The key takeaways were his pearls on how to utilize both technologies in the same treatment session to get the 'wow' factor that patients really want.

Sinclair Pharma US presented a CME workshop, Optimal Facial Rejuvenation: Expert Insights on the Use of New and Emerging Minimally Invasive Technique with Drs. Mark Nestor and Z. Paul Lorenc speaking on the new Silhouette InstaLift™ procedure. These novel absorbable lifting sutures are uniquely different and specifically address the shortcomings of the previous generation of barbed sutures and thread lifts. The fully resorbable sutures made from glycolide/L-lactide (PLGA) lift and

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HIGHLIGHTS OF THE DAY

Management of the Tear Trough: Blending the Lower Lid and Mid-Face

Time 9:15am

Moderator: Guy Massry, MD

Panel Brian Biesman, MD; Raymond Douglas, MD; Jill Foster, MD; Edward Farrior, MD; Pat Flaharty, MD

Online Reviews – Quality vs. Quantity and What Sites Matter the Most

Time 11:20am

Tom Seery

Non-Invasive Body Contouring and Skin Tightening – Hype or Hope? Time to Invest?

Time 12:15pm

Moderator: David Goldberg, MD, JD / Renato Saltz, MD

Panel Michael Gold, MD; Diane Duncan, MD; Sabrina Fabi, MD; Barry DiBernardo, MD; Rebecca Kazin, MD

State of the Art for Non-Surgical Submental Fat Reduction

Time 2:30pm

Ashish Bhatia, MD

Pearl Lift: Combining Minimally Invasive Modalities in Facial Rejuvenation from a Surgeon's Perspective

Time 3:45pm

Steven Pearlman, MD

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reposition subdermal tissue while the resorbable bi-directional cones hold the sutures and facial skin in an elevated position. Over time the implanted PLGA suture and cones also stimulate collagen production to help increase and restore volume to the mid-face. Absorbable lifting suture placement provides the ideal solution for the void created by fillers, neuromodulators, and resurfacing. The key to mastering this technique is the hands-on approach to training. This is a very technique dependent procedure,' says Dr. Lorenc.

A panel moderated by Dr. Steve Dayan on 'How Globalization and the Internet Have Affected Our Definition of Beauty' included a roster of industry experts and media to reflect on the power of digital and how this trend has changed the way we think about aesthetics. **Dr. Sam Rizk presented a very original and thought-provoking video describing 'A Modern Approach to the Art of Facial Beauty Restoration' that woke people up and stimulated discussion.**

Sunday's outstanding Stem Cell Bonus Section will conclude the conference with a robust global line up of leading fat grafting experts and stem cell researchers, including Drs. Guy Magalon, Gordon Sasaki, Erik Woods, Kai-Uwe Schlaudraff, Carlo Tremolada, Neil Riordan, PhD, Joel Aronowitz and Jill Waibel.

MARKETING MAESTROS

The dedicated marketing track and special workshops attracted a lot of attention at this year's conference, covering everything from customer relationships, digital marketing, treatment bundling strategies, and online reviews.

Cosmeceuticals took center stage at this year's VCS, and there were a flurry of leading brands represented on the exhibit floor, including



SkinMedica, Alastin, ZO Skin Health, Defenage, Sente, PCASkin, Revision Skincare, Envy Medical, Topix, Pierre Fabre, and many more. Dr. Leslie Baumann also presented a dedicated workshop on her proprietary Skin Type Solutions Franchise System, 'Skincare Retail the Easy and Scientific Way' that helps practitioners to step up their skin care dispensing with a turnkey solution.

According to Jay A. Shorr, Managing Partner of The Best Medical Business Solutions, Inc., 'At the conclusion of the conference, attendees had the opportunity to interact with industry professionals through scientific sessions, symposiums, sponsored lectures, and a 4-day practice management track. This is one of the leading conferences in our industry where the business side of medicine is placed in such a high regard for presentations to physicians, mid-level providers, aestheticians and management staff. The practice management tracks allowed the attendees to hear multiple opinions (often opposing) and documented facts, presented by marketing professionals, industry leading practice management consultants, and other industry professionals.'

Wendy Oseas, Vice President Global Marketing

at Thermi, sees VCS2016 as an ideal venue to gain information on the myriad devices on the market today, and for practitioners to make educated decisions for what is best suited to their practices. 'Some of the key elements that the attendees took away from the 4-day VCS program are a better understanding of new technology and how to implement it in their practice. 2016 has been an innovative year with new technologies that are complimentary to existing devices that have been a staple in a practice.'

She continues, 'VCS also gives up-to-date guidance on how to best utilize the growing need for social media to market a practice and become a more sophisticated practice in an industry that can be confusing to patients. There were courses that also help physicians decide which technology or new service will be a good fit for their practice based on informative discussions with different thought leaders. Practice managers and physicians learn how to "filter" through what technology works within different practices and how to work within a price range that will generate a strong ROI.'

Scott Kera, Chief Operating Officer of Zwivel Online Cosmetic Consultations, an online platform that connects cosmetic patients with cosmetic doctors, was impressed with the quality and scope of many of the marketing presentations. 'VCS is an important conference for practice managers to attend every year. If they can pick up just one pearl to put into action in their practices, it is well worth the price of admission.'

Wendy Lewis is President of Wendy Lewis & Co Ltd.

TEN LEGAL ISSUES TO AVOID IN DOCTOR ADVERTISING

In the highly competitive field of aesthetic medicine, physicians are finding the need to advertise in order to promote their practice. Done correctly, advertising can lead to significant increases in patient generation. But, done incorrectly, advertising can find you knee deep in hot water.

There are rules and regulations that every physician must be aware of prior to putting out an advertisement. The Federal Trade Commission (FTC) governs commercial advertising and requires all forms of physician advertising (print, radio, television, internet) to be explicitly and implicitly truthful and not misleading. The physician must have a reasonable basis to make claims that are either: i) facts known to the advertiser, and ii) those which a reasonable, prudent advertiser should have discovered.

The FTC has and will continue to prosecute claims of false advertising in the field of cosmetic surgery. In one such case, the FTC prosecuted a case against a physician who advertised that 'liposuction is a low-risk procedure' and used before and after images that did not depict typical results. The FTC also found that the 'ads implied liposuction is a

minor medical procedure with no risk of serious adverse complications, significant discomfort, or lengthy healing period, all contrary to fact.'

There are also medical board and state regulations that direct how and in what format a physician may advertise. It is imperative that every physician know the confines of how they may advertise. Failure to follow the regulations can result in sanctions for unprofessional conduct by the medical board, fines, and penalties.

So what tips do you need to know so that your advertisement is not deemed to be deceptive or misleading?

1. All information must be accurate—you cannot omit information that may be harmful
2. Do not create false or unjustified expectations
3. Avoid terms such as 'top', 'world-famous', 'world-class', or even 'pioneer', which are usually misleading and designed to attract vulnerable patients
4. Avoid statements that rank your competence or the quality of medical services because they are usually not factually supportable
5. If you plan on using paid advertisements—it must be clearly stated that the advertisement is paid.

6. Avoid calling yourself a specialist if you aren't a specialist. It is impermissible to indicate that you have a subspecialty where no subspecialty exists
7. Take precaution when advertising experimental procedures or procedures that have never been proved to result in the desired outcome
8. Do not make a guarantee of results
9. Detail fee structures or costs for procedures to avoid inaccurate assumptions
10. Make sure that there are disclaimers with any before and after images.

Before creating a marketing campaign, the essential first step is to know what you can say and what you cannot say to the public. Following the basic guidelines for physician advertising and having legal counsel approve the content of any advertisement or marketing material will help you avoid costly mistakes.

Allyson Avila is Assistant Managing Partner, Gordon & Rees, Scully & Mansukhani, LLP

STEM CELLS IN AESTHETIC MEDICINE AND SURGERY

AS PART OF THE ASCS ANNUAL SCIENTIFIC SESSSION, WILLIAM H. BEESON REVIEWS THE 'STATE OF THE SCIENCE' SURROUNDING THE USE OF STEM CELLS

Stem cells and their role in regenerative medicine and tissue engineering is a rapidly evolving sector in the realm of cosmetic surgery. On Sunday, June 12th The Aesthetic Stem Cell Society (ASCS) will host its second annual scientific session on 'State of the Science of Stem Cell and Molecular Therapies' as part of Vegas Cosmetic Surgery 2016.

The Aesthetic Stem Cell Society is an international organization made up of plastic surgeons, facial plastic surgeons, oculoplastic surgeons, dermatologists, and researchers. The purpose of the Society is to advance and support the medical community's understanding and use of stem cells for the purpose of aesthetic medicine and be an advocate for patient safety and quality of medical care regarding such use.

This meeting will review clinical therapies and current research being conducted throughout the World, featuring both noted physicians and leading stem cell research scientists from Europe, South America, and the United States.

CLINICAL STUDIES

This is an area of escalating interest with over 270 active clinical studies currently being conducted throughout the World. The symposium will review important clinical trials regarding adipose derived and bone marrow derived stem cells as well as umbilical cord derived stem cells. It will also assess the progress of clinical studies dealing with hair growth and photo aging therapies and discuss the current 'state of the art' regarding the use of stem cell derived growth factors and cytokines as well as platelet rich plasma (PRP) for skin rejuvenation as well as for hair restoration.

Discussions will include review of new adipose stromal cell devices; update on development of new mechanical devices utilizing infiltration and gravitational methods to achieve cell separation

without the use of enzymes; and exciting discussions regarding the use of stem cells derived from amniotic tissue and umbilical cord tissue.

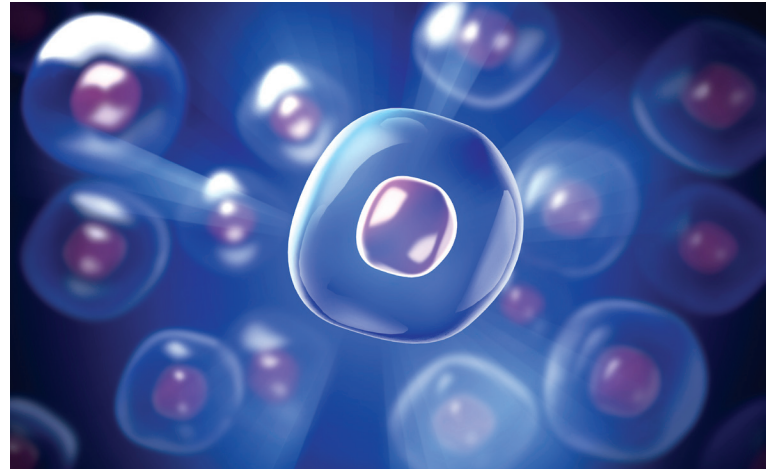
UMBILICAL CORD DERIVED STEM CELLS

Recent research has revealed that the use of umbilical cord derived mesenchymal stromal cells is associated with fewer ethical constraints than cells derived from other sources. Umbilical cord derived mesenchymal stromal cells can be cryopreserved for future use when needed as 'off-the-shelf' therapy. Umbilical cord derived mesenchymal stem cells can be used as 'universal donors', as they are not vulnerable to the HLA barrier. Regarding their proliferation capacity, proteic and transcriptomatic profiles, their secretome involved in regenerative functionality, their homing and their immunomodulatory capacities – umbilical cord derived mesenchymal stromal cells may be the new 'Gold Standard'. The key factors are their increased proliferation rates, great expansion capacity, the fact that they do not induce teratomas, and that they harbor strong immunomodulatory capacity.

FDA REGULATION

In the United States stem cells are considered source material and fall under FDA 'Human Cells, Tissues, and Cellular and Tissue-Based Products (HCT/Ps)' regulation for transplantable tissues and are regulated by the FDA Center for Biologics and Evaluation Research, and the Office of Cellular, Tissue and Gene Therapy. Currently, the FDA is in the process of promulgating new rules and regulations in this area. The FDA recently released a draft guidance document regarding the use of human cell and tissue products used during the same surgical procedure from adipose tissue:

- Human Cells, Tissues, and Cellular and Tissue-Based Products (HCT/Ps) from Adipose



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Tissue: Regulatory Considerations

- Minimal Manipulation of Human Cells, Tissues, and Cellular and Tissue-Based Products
- Same Surgical Procedure Exception under 21 CFR 1271.15(b): Questions and Answers Regarding the Scope of the Exception.

There is concern over the potential impact that the above noted 'guidance documents' may have on patient care, on the advancement of responsible medical research, and on extending additional regulatory authority into private medical practice. Mike Sacopulos, JD, noted medical risk management expert and nationally recognized legal authority regarding stem cell regulatory issues, will be providing an overview of current and pending FDA regulations and his perspective regarding their impact on how cellular therapies will be conducted in the United States.

A key feature of the meeting will be a discussion and the 'Future of Regenerative Cell Research and Therapies in Aesthetic surgery and Medicine' from a panel of international experts. A highlight of the meeting will be the presentation of the ASCS President's Award to five internationally renowned stem cell research scientists from the United States and South America, in recognition of their significant contributions to the field:

- Neil Riordan, PhD
- Erik Woods, PhD
- Shelly Zacharias, DVM
- Patricia Zuk, PhD
- Jeffery Gimbel, MD, PhD.

The session will run from 7:30 am to noon and is sure to be the 'capstone' of week's educational sessions.

William H. Beeson, MD is President of the Aesthetic Stem Cell Society (ASCS)

Read all articles from the VCS Daily online at www.prime-journal.com