In this issue

The Art of Facial Contouring
The Use of Facial Implants and Fillers in Aesthetic Surgery

A Two Day cadaver dissection course to be held at Touro University

Las Vegas, Nevada
October 23–24, 2008
15.5 CME's
SURVIVAL OF THE FITTEST

For more than 20 years TPI has been placing doctors in the media spotlight. You call it PR and Marketing. We call it survival of the fittest. Perhaps it’s time you let TPI get your practice in shape.

- Public Relations
- Marketing Collateral
- Strategic Marketing Consulting
- Custom Publishing
- Elite Coaching Programs

The Professional Image, Inc. • Newport Beach, CA • (949) 760-1522
Welcome to *The Aesthetic Report*. This issue is dedicated to an exciting upcoming medical meeting entitled *The Art of Facial Contouring: The Use of Facial Implants and Fillers in Aesthetic Surgery*, a 2-day cadaver dissection course to be held on October 23 & 24, 2008 at Touro University in Las Vegas.

As President of The Professional Image, Inc., I am excited to celebrate over 20 years of hosting, managing and creating world class medical education training seminars and meetings, as well as providing high-end public relations and marketing services to the aesthetic community. We have managed meetings all across the country and internationally and are always excited to be back in Las Vegas!

Last year we hosted three similar courses in Las Vegas wherein attendees enjoyed a one-day cadaver dissection experience. By request, we have added an extra day of dissection to our curriculum so that our panel of experts can spend even more time sharing wisdom and experience, and training each attendee as thoroughly as possible on these specialized techniques.

This year, as well as adding an extra day to the program, we are also training attendees on the combined efficacy of facial implants with facial fillers. We all know the benefits facial fillers have brought to patients. Now by combining them with facial implants, our panel of experts are not only enjoying combining surgery with injection in a new way, they are also seeing the difference it is making to the results they can offer the patient. After all, patient surgical success is what everybody is aiming to attain and this course will provide you with the instruction necessary to easily incorporate these skills into your practice.

I hope you will join us in Las Vegas this October.

Sincerely yours,

*Angela O’Mara, President*

**THE PROFESSIONAL IMAGE, INC.***

[www.theprofessionalimage.com](http://www.theprofessionalimage.com)

We would like to especially and sincerely thank Implantech, Inc. and Medicis for its generous support throughout the years to TPI programs.
William Binder, MD, FACS, is board certified by both the American Board of Otolaryngology and Head & Neck Surgery. He is a fellow of the AAFPRS, Asst. Clinical Professor at UCLA Medical Center and Attending Surgeon at Cedars Sinai Medical Center. Dr. Binder has edited 3 textbooks, published over 60 articles and chapters in national medical and surgical journals and is a pioneer in the use and developments in facial implants to create the modern field of facial contouring.

Alan Kaye, DDS, is a graduate of Howard University College of Dentistry and Long Island University. Dr. Kaye is a member of multiple organizations including the American Academy of implant Dentistry and the American Academy of Implant Prosthodontics. Dr. Kaye is a noted lecturer and author and has co-authored textbooks, articles and several senate bills. Dr. Kaye continues to consult with various legislators on issues impacting senior health care.

Val Lambros, MD, FACS, has been on the forefront of new thought and technique in plastic surgery on both a national and international level. A graduate of Rush Medical College, Dr. Lambros has taught at UCI, UCLA, and the University of Miami. Dr. Lambros is a member of the Diplomat of the American Board of Plastic Surgery and lectures regularly challenging traditional plastic surgery assumptions about many aspects of facial aging and facial surgery.

Seminar Agenda
Thursday October 23, 2008

8:00 – 8:30 a.m.  Registration and Continental Breakfast

8:30 - 9:00 a.m.  Welcome, Introduction and Overview of Facial Implants, Fillers & Biomaterials  W. Binder, MD

9:00 – 9:40 a.m.  Facial Aging, a Fresh Look: Deciding how to approach Facial Rejuvenation  Val Lambros, MD

9:40 – 10:20 a.m.  Basics of Chin Implants: Indications & Technique with Video  W. Binder, MD

10:20 – 10:40 a.m. BREAK

10:40 – 11:15 a.m.  Advanced Concepts in Chin Augmentation & Mandibular Angle Implants  E. Terino, MD

11:15 – Noon  Mandibular Angle and Mandibular Body Implants  J. Niamtu, MD

Noon – 1:00 p.m.  LUNCH

1:00 – 1:30 p.m.  Techniques in Chin & Mandibular Implants: VIDEO – (In Cadaver Lab)  Faculty

1:30 – 4:15 p.m.  CADAVER LAB
- Surgical Techniques in Mandibular Augmentation:
  - Chin, Pre-Jowl, Angle & Total Mandibular Augmentation.
  - Adjunctive Use of Facial Fillers for the lower 1/3 of the face  Demonstration by Faculty

4:15 – 5:00 p.m.  Round Table Discussion & Q & A: How to manage complications of Mandibular Contouring;
  Current concepts in Facial Rejuvenation of the lower 1/3 of the Face  Faculty

5:00 p.m.  Adjourn & Bus – Back to Hotel

6:30 – 7:30 p.m.  Cocktail Reception for Participants and Faculty

Physician Accreditation: Medical Education Resources is accredited by the Accreditation Council for Continuing Medical Education (ACCME). Medical Education Resources is a recognized Provider Member of the California Medical Association (CMA). Medical Education Resources is approved by the California Medical Association (CMA) to provide continuing medical education for physicians. Medical Education Resources designates this educational activity for a maximum of 15.5 AMA PRA Category 1 Credits. Each participant should claim credit commensurate with the extent of their participation in this activity.

Credit Designation: Medical Education Resources designates this educational activity for a maximum of 15.5 AMA PRA Category 1 Credits. Each participant should claim credit commensurate with the extent of their participation in this activity.
### Seminar Agenda
**Friday October 24, 2008**

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00 – 8:30 a.m.</td>
<td>Registration and Continental Breakfast</td>
</tr>
<tr>
<td>8:30 – 9:00 a.m.</td>
<td>Introduction &amp; Overview of Mid-Face Rejuvenation: W. Binder, MD</td>
</tr>
<tr>
<td></td>
<td>Malar, Submalar, and Midface Implants Facial Aging; Volumizing the Midface with implants</td>
</tr>
<tr>
<td>9:00 – 9:20 a.m.</td>
<td>My experience with Fat Augmentation; Val Lambros, MD</td>
</tr>
<tr>
<td>9:50 – 10:10 a.m.</td>
<td>BREAK</td>
</tr>
<tr>
<td>10:10 – 10:40 a.m.</td>
<td>Advanced Concepts in Malar Augmentation; E. Terino, MD</td>
</tr>
<tr>
<td>10:40 – 11:00 a.m.</td>
<td>Volumetric Treatment of the Periorbital Region; Val Lambros, MD</td>
</tr>
<tr>
<td>11:00 – 11:30</td>
<td>Custom Implants in Reconstructive and Aesthetic Surgery; Alan Kaye, DDS</td>
</tr>
<tr>
<td>11:30 – Noon</td>
<td>Use of ePTFE and Composite Implants in Rhinoplasty; W. Binder, MD</td>
</tr>
<tr>
<td>Noon – 1:00 p.m.</td>
<td>LUNCH</td>
</tr>
<tr>
<td>1:00 – 1:30 p.m.</td>
<td>Techniques in Midface Implants: VIDEO – (In Cadaver Lab); Faculty</td>
</tr>
<tr>
<td>1:30 – 4:15 p.m.</td>
<td>CADAVER LAB: Demonstration by Faculty</td>
</tr>
<tr>
<td></td>
<td>• Surgical Techniques in Midface (Malar &amp; Submalar) Implants:</td>
</tr>
<tr>
<td></td>
<td>• Volumizing the Midface with Implants</td>
</tr>
<tr>
<td></td>
<td>• How to design a Custom Implant</td>
</tr>
<tr>
<td></td>
<td>• Nasal Implants and Pre-Maxillary Implants.</td>
</tr>
<tr>
<td></td>
<td>• Use of fillers with Midface Implants &amp; Periorbital</td>
</tr>
<tr>
<td></td>
<td>• Lip Augmentation - Injection technique</td>
</tr>
<tr>
<td>4:15 – 5:00 p.m.</td>
<td>Round Table Discussion; Q &amp; A: Pearls in Midface Contouring; Faculty</td>
</tr>
<tr>
<td></td>
<td>Complicated cases &amp; managing complications</td>
</tr>
<tr>
<td>5:00 – 6:00 p.m.</td>
<td>Adjourn</td>
</tr>
</tbody>
</table>

**Facility**
- Surgical Techniques in Midface (Malar & Submalar) Implants:
- Volumizing the Midface with Implants
- How to design a Custom Implant
- Nasal Implants and Pre-Maxillary Implants.
- Use of fillers with Midface Implants & Periorbital
- Lip Augmentation - Injection technique

**Adjourn**

---

**Social Contouring**

Joe Niamtu, III, MD, is a fellow of the American Academy of Cosmetic Surgery and the American Society for Lasers in Medicine and Surgery. Dr. Niamtu is board certified by the American Board of Oral and Maxillofacial Surgery. Dr. Niamtu lectures internationally on cosmetic facial surgery and has written over 200 publications on various cosmetic facial topics. Dr. Niamtu served as editor of 3 textbooks on cosmetic facial surgery and has written chapters in 17 other textbooks.

Edward O. Terino, MD, is a graduate of Amherst College and Yale University. Dr. Terino is a certified Diplomat of the American Board of Plastic Surgery, a member of the American Society of Aesthetic Plastic Surgery. He has served on the teaching staffs of several universities including UCLA, USC, and Stanford and is a world-renowned pioneer and developer in the field of facial implants and solutions for flat cheeks, small jaw lines and weak facial contours.
ATTENDEE REGISTRATION FORM

Name: ________________________________________________________________________________ Specialty: ________________________________________________________________________________
Address: ___________________________________________________________________________ City: __________________________________________ State/ZIP: _________________________________________
Telephone: ___________________________ Mobile: ___________________________ Fax: ___________________________ E-mail: _________________________________

Please return completed registration with payment by mail or fax to:
The Professional Image, Inc., 359 San Miguel Drive, Suite 303, Newport Beach, CA 92660
Phone: (949) 760-1141  Fax: (949) 760-1259

Cost: $2,700 (before September 15th) $2,900 after

Payment Options: Check: Make payable to: The Professional Image, Inc.
Credit Card: (please circle)  Visa  MasterCard

Account Number: ___________________________ Exp. Date: __________________________ Cardholder Name: ___________________________
Signature: ________________________________

I, the undersigned, agree that this event contract binds me to attend the Art of Facial Contouring Course to be held on October 23 & 24, 2008 at Touro University in Las Vegas, NV. I understand that in the event the meeting is cancelled due to Acts of God, Acts of Terrorism, or any kind of state or national emergency, the sponsor fee will not be returned. I understand that there are no cancellations, and no other exceptions will be made, due to the rental, exclusivity and location of this event.

Name: ________________________________________________________________________________ Date: ________________________________________________________________________________

Event Managed by – TPI Events (949) 760-1141
Cadaver Instructional Lab at Touro University in Las Vegas

Register Now! Space is Limited!

Call 949-760-1141 or go to www.facialimplantcourses.org.