NEW! GUIDE TO FACIAL REJUVENATION

ESSENTIAL ASAPS PRODUCTS & SERVICES TO HELP YOUR PRACTICE THRIVE

NEW PROCEDURE BROCHURES: BUTTOCKS ENHANCEMENT, ARM & THIGH LIFT, DRAMATIC WEIGHT LOSS
For almost 50 years, The Aesthetic Society has been your resource for cutting edge aesthetic education, bringing you the knowledge you need, from the experts you trust. In an effort to advance the science, art, and safe practice of aesthetic plastic surgery, the Society offers a variety of products and services intended to educate, promote patient care, and ensure the success of your practice.

Place your order online at surgery.org/shop or by phone at 800.364.2147 or 562.799.2356.

WE ARE AESTHETICS.

ATTEND NEW PATIENTS, BUILD YOUR PRACTICE
SMART BEAUTY GUIDE

ASAPS Members rave that their patients love the Smart Beauty Guide products and the consumer website’s visitors are hitting record numbers. Put these tools to work on your behalf today!

Created by branding experts, inspired by consumers, and designed to bring referrals to your door, Smart Beauty Guide is a robust campaign exclusively for Aesthetic Society members, with innovative elements utilizing all branches of marketing, including public relations, web, social media, video and print advertising. This dynamic brand is a multifaceted campaign designed to create awareness with prospective patients, and is just one more way The Aesthetic Society puts your dues to work for you!

The Smart Beauty Guide campaign includes:

- A robust and interactive website (Pg. 2)
- Enhanced Practice Profile Pages (Pg. 3)
- The Smart Beauty Guide for Aesthetic Plastic Surgery and Cosmetic Medicine brochure (Pg. 4)
- NEW: Guide to Facial Rejuvenation (Pg. 5)
- NEW: A beautiful line of procedural brochures, including three new ones (Pg. 6-7)
- NEW: The entire procedure brochure line available Electronically on Canfield’s ViewMyConsult (Pg. 8)
- An eye-catching consultation folder (Pg. 9)
HIGHLIGHTS FOR CONSUMERS:
- Daily aesthetic surgery and cosmetic medicine news stories
- Some of the industry’s most comprehensive and detailed procedural information and statistics, including laser and light-based therapies and injectables, as well as combined procedures such as mommy makeover and procedures for men – complete with eye-catching illustrations
- Safety and planning tools to help consumers research and prepare for their consultation
- Engaging video clips on patient safety, emerging trends and new technologies
- Patient testimonial videos that share real plastic surgery stories
- Questions from patients, answered directly by ASAPS members, featured on procedure pages
- Featured local surgeon recommendations and optimized search easily connects consumers to an aesthetic surgeon in their area
- Monthly contests and product giveaways
- Engaging blogs from professional mommy, fashion and lifestyle bloggers along with guest blogs from ASAPS Members
- Before-and-after photos to help visualize optimal procedure results
- Personalized newsletter and contest emails

HIGHLIGHTS FOR MEMBERS:
- Localization: The Find a Surgeon database uses the latest Google mapping technologies to show potential patients members who reside in a specific geographic area
- Your practice on the home page: Purchasers of an Enhanced Practice Profile Page will have the opportunity to appear on the home page of Smart Beauty Guide
- A comprehensive metrics dashboard is available at asaps.org. It tells you how many referrals you receive from Smart Beauty Guide along with providing several other insightful statistics:
  - How many potential patients clicked to view your phone number on standard listings
  - How many viewed your before and after photos
  - How many viewed Ask-A-Surgeon questions you have answered
  - How many page views your Enhanced Profile has attracted
- No penalties for linking:
  - Members linking to Smart Beauty Guide will have a completely customized experience for their patients and potential patients with the Find-A-Surgeon database hidden

ENHANCED PRACTICE PROFILE
EXCLUSIVELY FOR MEMBERS AND BETTER THAN EVER!
Smart Beauty Guide, the Society’s premier online consumer resource, has recently reached an all-time high in visitor traffic and is steadily increasing in viewership every month.
In December of 2014, ASAPS Members who held an Enhanced Practice Profile (EPP) received a combined 8,636 visits during a month-long period. This figure represents approximately 10% of the website’s monthly traffic - that’s a 10% conversion rate.
Now, you too can enjoy a completely redesigned EPP, which features a clean, clutter-free design and enhanced usability. Plus, by placing a direct link to your EPP on your website, visitors coming to Smart Beauty Guide will see you as the exclusive, featured surgeon, with all locator functionality hidden throughout the website.
Many websites offer physician profiles with annual fees ranging from $3,500 up to $5,000 - with an Aesthetic Society Enhanced Practice Profile you can get all of the benefits of a comprehensive online presence for only $699 per year (plus a one-time set-up fee of $399).

BENEFITS:
- EPPs consistently get top rankings in major search engines
- EPPs receive preferred placement in the Select-A-Surgeon physician listings, which are fully optimized for local search
- Members with EPPs receive up to 3 times as much exposure to consumers as members with a basic listing

GREAT FEATURES, INCLUDING:
- NEW! View At-A-Glance traffic statistics for your EPP
- List up to three locations (clinical practices only)
- Load up to three videos on your profile via YouTube
- Includes links to your practice website and your gallery of before and after photos
- Messaging features allow consumers to contact you directly, generating leads
- Ongoing development and enhancement

WANT TO MAXIMIZE YOUR EPP?
- Answer questions and contribute before and after photos to the all-new Smart Beauty Guide photo gallery. The more you contribute, the better your online presence.
- Members with EPPs receive up to 3 times as much exposure to consumers as members with a basic listing
- EPPs consistently get top rankings in major search engines
- EPPs receive preferred placement in the Select-A-Surgeon physician listings, which are fully optimized for local search
- Members with EPPs receive up to 3 times as much exposure to consumers as members with a basic listing
- No penalties for linking:
  - Members linking to Smart Beauty Guide will have a completely customized experience for their patients and potential patients with the Find-A-Surgeon database hidden

ENHANCED PRACTICE PROFILE
ENHANCED PRACTICE PROFILE
EXCLUSIVELY FOR MEMBERS AND BETTER THAN EVER!
Smart Beauty Guide, the Society’s premier online consumer resource, has recently reached an all-time high in visitor traffic and is steadily increasing in viewership every month.
In December of 2014, ASAPS Members who held an Enhanced Practice Profile (EPP) received a combined 8,636 visits during a month-long period. This figure represents approximately 10% of the website’s monthly traffic - that’s a 10% conversion rate.
Now, you too can enjoy a completely redesigned EPP, which features a clean, clutter-free design and enhanced usability. Plus, by placing a direct link to your EPP on your website, visitors coming to Smart Beauty Guide will see you as the exclusive, featured surgeon, with all locator functionality hidden throughout the website.
Many websites offer physician profiles with annual fees ranging from $3,500 up to $5,000 - with an Aesthetic Society Enhanced Practice Profile you can get all of the benefits of a comprehensive online presence for only $699 per year (plus a one-time set-up fee of $399).

BENEFITS:
- EPPs consistently get top rankings in major search engines
- EPPs receive preferred placement in the Select-A-Surgeon physician listings, which are fully optimized for local search
- Members with EPPs receive up to 3 times as much exposure to consumers as members with a basic listing

GREAT FEATURES, INCLUDING:
- NEW! View At-A-Glance traffic statistics for your EPP
- List up to three locations (clinical practices only)
- Load up to three videos on your profile via YouTube
- Includes links to your practice website and your gallery of before and after photos
- Messaging features allow consumers to contact you directly, generating leads
- Ongoing development and enhancement

WANT TO MAXIMIZE YOUR EPP?
- Answer questions and contribute before and after photos to the all-new Smart Beauty Guide photo gallery. The more you contribute, the better your online presence.
A GORGEOUS COMPREHENSIVE GUIDE TO AESTHETIC MEDICINE

SMART BEAUTY GUIDE FOR AESTHETIC PLASTIC SURGERY AND COSMETIC MEDICINE

Exclusively for members of The Aesthetic Society and customized to their practice, the dazzling Smart Beauty Guide highlights the benefits and techniques of today’s most popular cosmetic procedures, and includes explanations of terms commonly used with laser and light-based therapies. Beautiful illustrations and eye-catching photography make this brochure a must-have for any aesthetic practice, and our proprietary imagery you won’t find anywhere else...

40 pages packed with content, plus 8.5” x 11” cover. The cover font features a beautiful metallic blue ink. **Exclusive for members of The Aesthetic Society.**

Sold in packs of 500.

---

GUIDE TO FACIAL REJUVENATION

CUSTOMIZABLE WITH PHOTO, BIO & PRACTICE INFO

Filled with vetted Smart Beauty Guide content and proprietary illustrations and photography, the new Guide to Facial Rejuvenation is customizable with your photo, bio, and practice information. Covering essential skin care, cosmetic medicine, and aesthetic surgical procedures for the face, this brochure is sure to appeal to the patient seeking detailed education on the latest facial techniques.

24 pages plus customizable cover. 8.5” x 11”.

**Exclusively for members of The Aesthetic Society.**

Sold in packs of 500.

---

SMART BEAUTY GUIDE FOR AESTHETIC PLASTIC SURGERY AND COSMETIC MEDICINE

**CODE**

**DESCRIPTION**

**PRICING**

1 pack  $2499

2 packs  $4499

**GUIDE TO FACIAL REJUVENATION**

**CODE**

**DESCRIPTION**

**PRICING**

1 pack  $1495

2 packs  $2490

---

1. A glycolic acid peel is a light treatment that gently penetrates the uppermost layers of the skin.

2. Facelift incisions may be placed within the hairline and within natural contours in front of the front and sides of your neck.

3. Skin is then pulled back and the incision closed.

4. Modified incisions include variations of the ‘short scar,’ with shorter incisions around the ear.

5. After surgery, the skin on your face and neck will look smoother, firmer and fresher.

---

1. Microdermabrasion is superficially abrasive skin exfoliation that gently removes dead cells from the outermost layer of skin.

2. Some procedures can be performed with a local anesthetic to numb the treated area.

3. Individual needs.

---

4. NeurOMODulATOrS are a reasonable alternative. Although less invasive than surgery, their longer-lasting more comprehensive corrections possible with surgery, but injectables are neuromodulators and soft tissue fillers.

5. Botulinum toxin A molecule and include Botox,® stop you from different facial expressions. By relaxing the specific small muscles you use in

---

1. Customized to Your Practice

2. Proprietary Illustrations

3. Beautiful Photos You Won’t Find Anywhere Else!
NEW ADDITIONS TO OUR BESTSELLING BROCHURE LINE!

BUTTOCKS ENHANCEMENT, ARM & THIGH LIFT, DRAMATIC WEIGHT LOSS

These sleek new brochures cover an array of the most popular cosmetic surgical procedures, educating your patients on the procedure’s benefits, surgical process, recovery, safety, risks, results, and other important information. Exclusively for members of the Aesthetic Society, these 12 and 16 page brochures are perfect for mailing in a standard envelope and feature a beautiful metallic blue band around the cover. 4” x 9”.

Sold in packs of 50.

PB-13 PB-14 PB-15

Back Cover

Place Your Practice Contact Sticker Here

NEW!

PB-1
PB-2
PB-3
PB-4
PB-5
PB-6

PB-7
PB-8
PB-9
PB-10
PB-11
PB-12

PB-13
PB-14
PB-15

CODE DESCRIPTION
PB-1 Abdominoplasty
PB-2 Breast Augmentation
PB-3 Breast Lift
PB-4 Breast Reduction
PB-5 Brow Lift
PB-6 Eyelid Surgery
PB-7 Facelift
PB-8 Liposuction
PB-9 Mommy Makeover (includes Tummy Tuck, Breast Augmentation, Breast Lift, and Liposuction)
PB-10 Surgery of the Nose
PB-11 Enhancements for Men (includes Gynecomastia, Liposuction, Facial Contouring, and Eyelid Surgery)
PB-12 Aesthetic Vaginal Surgery
PB-13 NEW: Buttocks Enhancement (includes autologous fat transfer, buttock lift, and buttock implants)
PB-14 NEW: Arm & Thigh Lift
PB-15 NEW: Dramatic Weight Loss (Body contouring surgeries included are panniculectomy, extended abdominoplasty, lower body lift, brachioplasty, thigh lift, breast lift, and face and neck lift)

PRICING

1-5 Packs $54 per pack ($1.08 per piece)
6-15 Packs $49 per pack ($0.98 per piece)
16+ Packs $43 per pack ($0.86 per piece – a 20% savings)
IMAGINE THESE 15 BEAUTIFUL PROCEDURAL BROCHURES ON YOUR FAVORITE INTERACTIVE PRODUCTS

Partnering with a premier interactive service provider in the aesthetic plastic surgery specialty, The Aesthetic Society is pleased to offer our elegant procedural brochure line exclusively on products produced by Canfield Imaging Systems. Canfield offers the brochures through their ViewMyConsult™ integrated web portal, which also provides access to your patient’s personal aesthetic simulations and clinical photographs. Utilizing this system, you’ll be able to share these sleek and informative brochures with your patients with just the touch of a finger.

Exclusively for members of The Aesthetic Society, purchase either the entire suite of fifteen brochures or only those that align with your specialty. A one year subscription entitles your practice to unlimited usage of the brochures you select on this interactive system.*

*Subscriptions to these procedural brochures are available through Canfield Imaging Systems and include unlimited usage, practice-wide, for one year.

To place an order, or for more information on these and other products available from Canfield Imaging Systems please contact them at info@canfieldsci.com, or by phone at 800.815.4330. Make sure to let them know you are a member of The Aesthetic Society.

www.canfieldsci.com

THE AESTHETIC SOCIETY
PRODUCT HIGHLIGHTS

THE AESTHETIC SOCIETY
WWW.SURGERY.ORG/SHOP
Order online at surgery.org or via phone at 800.364.2147 or 562.799.2356

THE AESTHETIC SOCIETY
PRODUCT HIGHLIGHTS

THE AESTHETIC SOCIETY
WWW.SURGERY.ORG/SHOP
Order online at surgery.org or via phone at 800.364.2147 or 562.799.2356

THE AESTHETIC SOCIETY
PRODUCT HIGHLIGHTS

THIS SLEEK AND DISTINCTIVE FOLDER HOLDS IT ALL

EYE-CATCHING CONSULTATION FOLDERS

Featuring The Aesthetic Society’s exclusive Smart Beauty Guide images, these beautiful portfolios are a terrific way to convey all of the elements of the Smart Beauty Guide brand to your patients.

Just the right size to hold the new Smart Beauty Guide and Procedural Brochures, you can also include your own marketing brochures, as well as a business card. 9” x 12”.

Exclusively for members. Sold in packs of 100.

CODE PRICING
SBG-CF $125

WEB SITES
www.surgery.org
www.surgery.org/SHOP
www.canfieldsci.com
PERFECT FOR MEMBERS & GUEST SURGEONS ALIKE!

YOU | REALIZED

CUSTOMIZABLE WITH PHOTO AND PRACTICE INFORMATION

Your patients will love these new practice marketing brochures, available for purchase by ASAPS Members, Candidates for Membership, and plastic surgeon non-members. These attractive 8 panel brochures are an ideal way to inform prospective patients about the most popular cosmetic procedures, in an easy-to-read format. Personalized with your photo, name and practice identity, the You | Realized brochures are an essential education tool, highlighting important procedural information, what to consider when choosing surgery, and the importance of selecting a board certified aesthetic plastic surgeon. The brochure opens as a gatefold, fitting into a standard mailing envelope or brochure rack, 4”x9”.

For board certified plastic surgeons.

SOLD IN SETS OF 50 BROCHURES PER TITLE, WITH A MINIMUM TOTAL ORDER OF 500.

<table>
<thead>
<tr>
<th>BROCHURE</th>
<th>CODE</th>
</tr>
</thead>
<tbody>
<tr>
<td>BODY</td>
<td>YR-1</td>
</tr>
<tr>
<td>BREAST</td>
<td>YR-2</td>
</tr>
<tr>
<td>EYES</td>
<td>YR-3</td>
</tr>
<tr>
<td>FACE</td>
<td>YR-4</td>
</tr>
<tr>
<td>SKIN</td>
<td>YR-5</td>
</tr>
</tbody>
</table>

BROCHURE

- BRANDING
- CUSTOMIZABLE WITH PHOTO AND PRACTICE INFORMATION
- For board certified plastic surgeons
- SOLD IN SETS OF 50 BROCHURES PER TITLE, WITH A MINIMUM TOTAL ORDER OF 500.

CODE | DESCRIPTION
--- | ---
PMM-CD | Policy Manual; ASAPS Member
PMM-CD | Policy Manual; ASAPS Candidate, Intl. Candidate, Plastic Surgery Resident
PMM-CD | Policy Manual; Non-member Physician

PRICE

- PMM-CD: $299
- PMM-CD: $499
- PMM-CD: $599

PRACTICE MANAGEMENT

POLICIES AND PROCEDURES FOR THE AESTHETIC PLASTIC SURGERY PRACTICE

A “MUST HAVE” FOR ANY OFFICE!

A must for every office, this manual has been created by your colleagues at The Aesthetic Society, specifically for the aesthetic plastic surgery practice. Comprehensive and fully-customizable, this essential CD features Microsoft Word documents which can be personalized to your specific practice needs. This manual will help keep your practice running smoothly, allowing you to focus on what you do best.

- Personnel
- Risk Management
- New Hire Issues
- Infection Control
- Office Policies
- Governance
- Collection Issues
- Medical Records
- Job Descriptions

THE AESTHETIC SOCIETY

PRODUCT HIGHLIGHTS

WE ARE AESTHETICS

ORDER ONLINE AT SURGERY.ORG/SHOP

Order online at surgery.org or via phone at 800.364.2147 or 562.799.2356

THE AESTHETIC SOCIETY

PRODUCT HIGHLIGHTS

ORDER ONLINE AT SURGERY.ORG/SHOP

Order online at surgery.org or via phone at 800.364.2147 or 562.799.2356

THE AESTHETIC SOCIETY

PRODUCT HIGHLIGHTS

ORDER ONLINE AT SURGERY.ORG/SHOP

Order online at surgery.org or via phone at 800.364.2147 or 562.799.2356
PRE-SURGERY INSTRUCTIONS: LIPOSUCTION

- Use this as a checklist as you approach your surgery date. If you are unable to make this decision to be one made with confidence.
- While some anxiety is common, any serious stress, or distress over the thought of surgery is something you can’t control.
- Stress and anxiety over life’s daily events, and even your planned surgery can affect you.
- A successful surgery requires a partnership between you and the surgical team.
- Plan for time off of work, and any support you will need at home in the days following surgery.

POST-OP PATIENT INSTRUCTIONS,

- You must be nicotine an
- Smoking can greatly impair your ability to heal. You must be nicotine an
- In the weeks prior to surgery maintain the best of health an
- Completed
- Filed
- Reviewed
- Through 2016!
PRODUCT HIGHLIGHTS

DON’T YET HAVE RADAR RESOURCE?

iPad App: Search “ASAPS” in the App Store and install the free app

Responsive Web Version: Go to http://radarresource.org from the web browser on your smartphone, tablet, or computer.

MORE QUESTIONS?
Go to www.surgery.org/radar or contact Courtney Muehlebach, Courtney@surgery.org

ASJ was indexed with MEDLINE/PubMed in 2008 and has been covered by the Thomson Reuters’ Journal Citation Report (JCR) since 2011. ASJ’s current (2013) Impact Factor is 2.034. In the 2014 JCR, ASJ ranked 67th out of 204 journals in the overall “Surgery” category.

ASJ is honored to be the official Journal/English Journal of the following international societies:
- Argentine Society of Plastic, Aesthetic, and Reconstructive Surgery
- The Brazilian Society for Plastic Surgery (SBPCP)
- The British Association of Aesthetic Plastic Surgeons
- Canadian Society for Aesthetic Plastic Surgery
- Columbian Society of Plastic, Aesthetic, Maxillofacial, and Hand Surgery
- Dutch Society for Aesthetic Plastic Surgery (NVEPC)
- Hellenic (Greek) Society of Plastic Reconstructive & Aesthetic Surgery
- Indian Association of Aesthetic Surgeons
- The Israeli Society of Plastic & Aesthetic Surgery
- Italian Association of Aesthetic Plastic Surgery (AICPE)
- The Korean Society for Aesthetic Plastic Surgery (KSAPS)
- Mexican Association of Plastic, Aesthetic, and Reconstructive Surgery
- Panamanian Association of Plastic, Aesthetic, and Reconstructive Surgery (PAPARS)
- The Rhinoplasty Society
- Society of Plastic and Reconstructive Surgeons of Thailand
- The Society of Aesthetic Plastic Surgeons of Thailand (SAPST)
- Turkish Society of Aesthetic Plastic Surgery

For a sample copy of ASJ, please go to http://bit.ly/R5ygy!

To subscribe, please go to http://asj.oxfordjournals.org/subscribe

To submit a paper, go to http://mc.manuscriptcentral.com/asjournal

Visit ASJ online (www.aestheticsurgeryjournal.com) or contact the Editorial Office (journal@surgery.org) with any ASJ-related questions or concerns.
Watch. Learn. Advance.
The Aesthetic Meeting 2015 Education on Demand*

Purchase Scientific Sessions AND Optional Courses and SAVE!

The education you need is only a mouse click away! With the purchase of Aesthetic Meeting 2015 Education on Demand, you can watch selections from both Scientific Sessions Orange and Blue, as well as 15 optional courses when you want and wherever you want.

Unlimited online access is available June 15, 2015 to June 30, 2016. The perfect way to learn from some of the finest in the specialty, all from your practice or home.

*No CME credit
Program Subject to Change

Education On Demand can be purchased online at:
www.surgery.org/educationondemand2015

Experience the Global Gathering of Aesthetic Innovators and Experts

Las Vegas
April 2–7, 2016
Mandalay Bay Resort and Casino

WE ARE AESTHETICS.

www.surgery.org/meeting2016
ASAPS Las Vegas 2016
Aesthetic Symposium
STATE OF THE ART IN FACIAL REJUVENATION
January 14–16, 2016
The Cosmopolitan Hotel of Las Vegas
Las Vegas, Nevada

Residents’ Symposium
December 11–13, 2015
Grand Hyatt at DFW—Dallas, TX

The Business of Launching Your Practice
The ASAPS Gift of Expert Advice

Hands-on Cadaver Lab
Sold Out Every Year!

Intimate Learning Environment
International Faculty

CME Credit Available
See Website for Details

American Society for Aesthetic Plastic Surgery
11262 Monarch Street, Garden Grove, CA 92841-1441 • 800.364.2147 • 562.799.2356

www.surgery.org/residents2015

www.surgery.org/lasvegas2016

AMA PRA Category 1 Credit™ available
Expert Legal Advice.
Exclusively for Members and Candidates for Membership of The Aesthetic Society. With rich legal experience in the medical field, Bob Aicher, Esq., is uniquely qualified to provide free Member consultations in the areas of practice management, insurance, malpractice, scope of practice, ethics, and defamation.

To contact Bob Aicher, Esq., please email aicher@sbcglobal.net or call via phone at (707) 321-6945.

This service is not intended to replace legal counsel.

Absolutely Free.
Who Else Can Offer That?

Exclusively for Members and Candidates for Membership of The Aesthetic Society. With rich legal experience in the medical field, Bob Aicher, Esq., is uniquely qualified to provide free Member consultations in the areas of practice management, insurance, malpractice, scope of practice, ethics, and defamation.

To contact Bob Aicher, Esq., please email aicher@sbcglobal.net or call via phone at (707) 321-6945.

This service is not intended to replace legal counsel.

ASAPS MEMBERSHIP CERTIFICATE

SHARE YOUR EXPERTISE WITH YOUR PATIENTS

Exclusively for Active and International Active members of The Aesthetic Society. Our updated membership certificate now features a beautifully embossed Society logo, is personalized with your name and credentials and is finished with an impressive gold border. Accentuate your credentials and position your practice as a center of excellence by adding these certificates to patient rooms or your waiting area.

<table>
<thead>
<tr>
<th>CODE</th>
<th>DESCRIPTION</th>
<th>SIZE</th>
<th>PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>M.CERT</td>
<td>Certificate</td>
<td>13.15&quot; x 18&quot;</td>
<td>$80</td>
</tr>
<tr>
<td>M.CERT-DUP</td>
<td>Additional Certificate</td>
<td>13.15&quot; x 18&quot;</td>
<td>$65</td>
</tr>
</tbody>
</table>

ASAPS MEMBERSHIP PLAQUE

LET YOUR PATIENTS KNOW YOU’RE AN EXPERT IN AESTHETIC SURGERY!

This exclusive Aesthetic Society membership plaque, personalized with your name, is an impressive credential for any waiting room, exam room, or private office. Silver-toned metal with satin finish. ASAPS logo photo-engraved in signature burgundy, with your name in black.

<table>
<thead>
<tr>
<th>CODE</th>
<th>DESCRIPTION</th>
<th>SIZE</th>
<th>PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>PLQ-1</td>
<td>Large Wall Plaque</td>
<td>12&quot;x14&quot;</td>
<td>$475</td>
</tr>
<tr>
<td>PLQ-2</td>
<td>Small Wall Plaque</td>
<td>5&quot;x7&quot;</td>
<td>$400</td>
</tr>
</tbody>
</table>

CERTIFICATE OF ADVANCED EDUCATION IN COSMETIC SURGERY

EDUCATIONAL ACCOMPLISHMENTS ARE IMPORTANT TO PATIENTS

These exclusive certificates document CME credits related to your primary area of practice management, and communicates to your patients your achievements in continuing education.

<table>
<thead>
<tr>
<th>CODE</th>
<th>DESCRIPTION</th>
<th>SIZE</th>
<th>PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>CME-CERT</td>
<td>One Certificate</td>
<td>11&quot; x 14&quot;</td>
<td>$80</td>
</tr>
<tr>
<td>CME-CERT-DUP</td>
<td>Duplicate Certificate</td>
<td>11&quot; x 14&quot;</td>
<td>$65</td>
</tr>
</tbody>
</table>

To obtain a list of requirements and an application for the Certificate of Advanced Education in Cosmetic Surgery, please go to: www.surgery.org/cae
MEMBER EXCLUSIVES

ASAPS MEMBER BENEFIT

FREE
ASAPS Logo Embroidery

FREE
Name & Title Embroidery on orders over $175

TO PLACE AN ORDER:
visit www.medelita.com

MEMBER EXCLUSIVES

INDEPENDENT ADVOCATES
DELIVERING RISK-FREE,
PROVEN RESULTS

WE SAVE YOU MONEY
WITHOUT SWITCHING PROCESSORS

ANALYZE
We will review your statement at NO charge to uncover inflated rates, hidden fees and any coding errors.

ADJUST
We negotiate with the processors on your behalf to reduce your rates and eliminate hidden fees.

AUDIT
We regularly monitor your statements every month to watch for rising rates and additional fees, to ensure you keep your savings.

LET US HELP PROTECT YOUR BOTTOM LINE.
We understand the credit card processing industry and can help you get the best rates and fees. We help merchants save money from the extremely un-regulated credit card industry without having to switch processors. There are NO UPFRONT COSTS for our services and we are paid out of the savings we achieve for you, recovering revenue that was otherwise lost.

GET YOUR FREE ASSESSMENT NOW:
phone: 1-732-727-2073
e-mail: info@merchantadvocate.com
web: www.merchantadvocate.com

Endorsed Member Services
Provider for ASAPS
+ CONNECT YOUR PRACTICE TO AN ENTIRELY NEW CLIENT BASE
+ KEEP YOUR CONNECTION TO THE CLIENTS YOU ALREADY HAVE
+ PROMOTE YOUR PRODUCTS AND SERVICES TO EACH OF THESE GROUPS
+ BRAND YOUR PRACTICE FOR A LUXURY DEMOGRAPHIC

THE LIVE BOX

THE COMPLETE BRANDING + MARKETING TECHNOLOGY SYSTEM

www.thelivebox.com/signup

877.572.3313

The Help You Need Is Finally Here.

SMART BEAUTY GUIDE

Prospects for Your Practice
Products Patients Want
Content You Trust
www.smartbeautyguide.com

American Society for Aesthetic Plastic Surgery
11362 Monarch St., Garden Grove, CA 92841-1441
800.364.2147 • 949.759.2356
At The Aesthetic Society, we are aesthetics. We’re here for you, at every stage of your professional development, with an array of opportunities for you to learn and grow. Discover more about our various engagement opportunities on the following pages.
AESTHETIC SOCIETY BENEFITS

While benefits vary according to your level of engagement, The Aesthetic Society offers an array of educational opportunities, products and services focused on ensuring those with aesthetic practices have the tools they need to thrive. Please see following categories for specific descriptions of benefits

EDUCATION

The Aesthetic Meeting. Long considered the “gold standard” in aesthetic education, early bird registration discounts for The Aesthetic Meeting result in substantial cost-saving for this premier educational event. (Discounts for Active Members and Candidates for Membership, complimentary registration for Resident Program.)

Aesthetic Surgery Journal. Indexed, peer-reviewed, and with an Impact Factor of 2.034, ASJ is essential for keeping up-to-date on the latest aesthetic techniques and research. While a Journal subscription costs approximately $300 a year, access to ASJ is complimentary for those engaged with The Aesthetic Society (Active Members and Candidates for Membership receive both print and online access; those enrolled in the Resident Program receive online access.)

RADAR Resource. With the RADAR Resource medical library and private professional network, access is available to all issues of Aesthetic Surgery Journal from 1995-present. Annotate articles with text or voice notes, add links and videos, and create your own customizable aesthetic resource library. Engage in discussions and share content with fellow surgeons, upload and annotate high-resolution PDF documents, and even earn CME Search credits, simply by using RADAR for research (CME Search subscriptions sold separately.) Through RADAR you can also access Aesthetic Society News, practice management resources, selected Aesthetic Meeting videos, Shaped Implant and Premiere Global Hot Topics education, and much, much more. (Complimentary to Active Members, Candidates for Membership, and for those enrolled in the Resident Program.)

Webinars. Informative webinars are offered regularly, free of charge to Active Members, Candidates for Membership, and for those enrolled in the Resident Program, on a variety of timely subjects.

Aesthetic Society News. Our quarterly print and digital publication, is a benefit of membership. (See engagement categories for specific delivery details.)

Symposia. The Aesthetic Society is continually creating new and differentiated learning modules, including The Aesthetic Cruise and the ASAPS Las Vegas Aesthetic Symposium. Early bird discounts for those associated with The Aesthetic Society apply.

MARKETING

Smart Beauty Guide. Developed exclusively for Active Members of The Aesthetic Society, this new consumer education and marketing campaign was designed to ensure your practice thrives by attracting new patients to your practice. In addition to the new, interactive website, SmartBeautyGuide.com, there are also complimentary ad templates for print and web advertising, complimentary procedural videos, which the surgeon can use as his or her own, and beautiful new brochures and marketing materials, available for purchase.

Referral Sources. Exclusively for Aesthetic Society Active Members, membership includes access to three potential Referral Sources: Select-a-Surgeon, Enhanced Practice Profile (EPP) Web Pages, and Ask-a-Surgeon, located on www.SmartBeautyGuide.com; cumulatively these produce approximately 40,000 referrals per month.

ASAPS Enhanced Practice Profile (EPP) with Video. Exclusively for Active Members for an additional fee, EPPs are a fully optimized service for impactful search engine results. EPPs consistently get first page rankings on Google, and in many cases, are listed above and/or along with your practice website. With an Enhanced Practice Profile, simply by linking to their EPPs, Active Members can become a Featured Local Surgeon on the website, with the Select-a-Surgeon feature removed.

Aesthetic Society Product Discounts. From our Smart Beauty Guide and accompanying procedure brochures, exclusively for members, to our other marketing and educational materials, those engaged with The Aesthetic Society receive substantial discounts on products.

Ask-a-Surgeon. A free and ‘live’ Q & A Community, exclusively for Active Members to answer plastic surgery questions from the public, your answers are then linked free of charge to your EPP to increase your online visibility.

Aesthetic Society Logos. For Active Members (U.S./Canada and International) only, use the Aesthetic Society logo on your practice materials, feature prominently within your office, positioning your practice as a center of excellence.

Smart Beauty Guide Logos. For EPP subscribers, add the Smart Beauty Guide Logo to your website to create a personalized experience for consumers on The Aesthetic Society’s consumer-facing website (www.smartbeautyguide.com). Your practice information will be showcased prominently to visitors free from competition.

SERVICES

Legal Counsel. For Active Members and Candidates for Membership, take advantage of complimentary legal advice from the Society’s attorney, Bob Aicher, Esq.

Endorsed Member Service Providers. Active Members receive a variety of discounted services and products from The Aesthetic Society Endorsed Member Service Providers.
ACTIVE MEMBER – U.S. AND CANADIAN

The Aesthetic Society’s unparalleled membership requirements provide an opportunity to form friendships and network with colleagues who share similar interests and excellence standards. For those surgeons practicing in the U.S. and Canada, the Society offers many exclusive benefits.

ACTIVE MEMBER BENEFITS (U.S. AND CANADIAN):

• Use of ASAPS logo
• Membership Certificate
• Voting rights/Member Business meeting
• May serve in elected office
• Opportunity to serve on ASAPS Committees
• Aesthetic Meeting and ASAPS symposia discounts
• Receive a hard copy of the Aesthetic Surgery Journal (ASJ) as well as online access
• Access to ASJ via RADAR Resource
• Ask-A-Surgeon
• Variety of educational tools
• Product discounts, including the ability to purchase Smart Beauty Guide marketing materials available exclusively for members
• Use of ASAPS logo
• Social Media and Digital Content
• Print subscription to the Aesthetic Society News

APPLICATION PROCESS:

STEP 1: To begin the membership process, please complete the Active Member Checklist at www.surgery.org/checklist and submit to the Membership Manager at alicia@surgery.org or by fax to 562-799-1098 attention Alicia.

STEP 2: Once verified, the full application will be provided.

STEP 3: Submit your completed application no later than January 5 or July 1.

Applicants who submit a complete application by the January 5th deadline are eligible for election at the ASAPS Annual Meeting in the spring. Individuals that submit their application for the July 1 deadline are eligible for election to membership at the end of the year. A nominal fee to cover administrative expense associated with your application is required at the time you apply.

If you need help locating an Active Member to use as a sponsor, go to www.smartbeautyguide.com and use the “Select a Surgeon” feature.

INTERNATIONAL ACTIVE MEMBERSHIP

For those surgeons practicing in countries other than the U.S. or Canada, The Aesthetic Society offers unparalleled opportunities for member engagement.

INTERNATIONAL ACTIVE MEMBER BENEFITS:

• Use of ASAPS logo
• Membership Certificate
• Opportunity to serve on ASAPS Committees
• Aesthetic Meeting and ASAPS symposia discounts
• Receive a hard copy of the Aesthetic Surgery Journal (ASJ) as well as online access
• Access to ASJ via RADAR Resource
• Smart Beauty Guide website listing
• Smart Beauty Guide Logos
• Social Media and Digital Content
• Product discounts, including the ability to purchase Smart Beauty Guide marketing materials available exclusively for members
• Variety of educational tools
• Select-A-Surgeon
• Ask-A-Surgeon
• Free legal advice from ASAPS legal counsel
• Enhanced Practice Profile (EPP) available for purchase
• Complimentary webinars
• Online subscription to the Aesthetic Society News

APPLICATION PROCESS:

STEP 1: To begin the membership process, please complete the Active Member Checklist at www.surgery.org/checklist and submit to the Membership Manager at alicia@surgery.org or by fax to 562-799-1098 attention Alicia.

STEP 2: Once verified, the full application will be provided.

STEP 3: Submit your completed application no later than January 5 or July 1.

Applicants who submit a complete application by the January 5th deadline are eligible for election at the ASAPS Annual Meeting in the spring. Individuals that submit their application for the July 1 deadline are eligible for election to membership at the end of the year. A nominal fee to cover administrative expense associated with your application is required at the time you apply.

If you have any questions about Active Membership or International Active Membership, please contact Alicia Potochnik at 562-799-2356 or alicia@surgery.org

THE INTERNATIONAL ACTIVE MEMBER APPLICATION PROCESS:

INTERNATIONAL ACTIVE MEMBERSHIP FEES*:

• Application fee of $250
• International Active Member annual dues $840
  “Fees subject to change

INTERNATIONAL APPLICATION PROCESS:

• Board-certification in plastic surgery by The American Board of Plastic Surgery (ABPS) or The Royal College of Physicians and Surgeons of Canada (RCPSC).
• Attendance at The Aesthetic Meeting or a meeting exclusively organized and managed by The Aesthetic Society within 4 years prior to application date.
• Documentation of a minimum of 75 aesthetic surgical cases if any.
• Two (2) sponsors, one must be an Active/Life Member of The Aesthetic Society, One must be within 100 miles of your practice, while the other can be located anywhere within the U.S. or Canada.
• Submission of a report on all malpractice cases, if any.
• Provide verification of accreditation for any surgical facilities that are used.
• Agree to abide by the Society’s Bylaws, Conflict of Interest Policy and Code of Ethics.
NEW: CANDIDATE FOR MEMBERSHIP – U.S. AND CANADIAN

For those surgeons practicing in the U.S. and Canada not yet eligible or still deciding upon full Active Membership in The Aesthetic Society, the Candidate for Membership Program offers amazing discounts and benefits as you chart your course for full Active Member status.

CANDIDATE FOR MEMBERSHIP BENEFITS (U.S. AND CANADIAN):

- **NEW**: Print and online subscription to the Aesthetic Surgery Journal (ASJ)
- Access to ASJ via RADAR Resource www.surgery.org/radar
- Print subscription to the Aesthetic Society News
- **NEW**: Free legal advice from ASAPS legal counsel
- **NEW**: Promote yourself as an ASAPS “Candidate for Membership” on your website and marketing materials
- Access to the Society’s Online Clinical Education Library, CME and Shopping Cart
- Discounts offering significant savings on Aesthetic Society products, for which Candidates for Membership are eligible
- INCREASED SAVINGS: Significant discount on Guest Surgeon registration for The Aesthetic Society’s annual Aesthetic Meeting and symposia
- Opportunity to serve on The Aesthetic Society’s committees and influence change within the specialty
- Complimentary Webinars

CANDIDATE FOR MEMBERSHIP REQUIREMENTS (U.S. AND CANADIAN):

- Complete the Candidate for Membership Application www.surgery.org/candidateform
- Provide documentation from The American Board of Plastic Surgery (ABPS) or The Royal College of Physicians and Surgeons of Canada stating Board admissibility.
- Attendance at The Aesthetic Meeting or a meeting exclusively organized and managed by The Aesthetic Society within 4 years prior to application date.
- Provide verification of accreditation for any surgical facilities that are used.
- Provide a sponsorship letter from an Active Member/Life Member of ASAPS OR your plastic surgery residency program director (does not need to be ASAPS Member). (Form is included in the application).
- Agree to abide by the Society’s Bylaws, Conflict of Interest Policy and Code of Ethics.
- At any time during your Candidacy period, we encourage you to apply for Active Membership, should you become eligible. It is not a requirement to remain a Candidate for Membership for the five-year maximum term.

You must remain current on your Candidate annual fee in order to state you are a “Candidate for Membership” on your website and marketing materials. While you are able to use this verbiage “Candidate for Membership”, you may not use the ASAPS logo. Use of the ASAPS logo is reserved for Active Members only.

CANDIDATE FOR MEMBERSHIP FEES (U.S. AND CANADIAN)*

| Year 1 | $450 |
| Year 2 | $450 |
| Year 3 | $540 |
| Year 4 | $825 |
| Year 5 | $1,098 |

*Fees Subject to Change

To begin the Candidate for Membership PROCESS:

Submit all necessary verification, as noted above.

Add a sponsorship letter from an Active Member/Life Member of ASAPS OR your plastic surgery residency program director (does not need to be ASAPS Member). (Form is included in the application).

NEW: INTERNATIONAL CANDIDATE FOR MEMBERSHIP

For those surgeons practicing outside the U.S. and Canada not yet eligible or still deciding upon full Active Membership in The Aesthetic Society, the International Candidate for Membership Program offers amazing discounts and benefits as you chart your course for full International Active Member status.

INTERNATIONAL CANDIDATE FOR MEMBERSHIP BENEFITS:

- **NEW**: Print and online subscription to the Aesthetic Surgery Journal (ASJ)
- Access to ASJ via RADAR Resource www.surgery.org/radar
- Online subscription to the Aesthetic Society News
- **NEW**: Free legal advice from ASAPS legal counsel
- **NEW**: Promote yourself as an ASAPS “International Candidate for Membership” on your website and marketing materials
- Access to the Society’s Online Clinical Education Library, CME and Shopping Cart
- Discounts offering significant savings on Aesthetic Society products, for which Candidates for Membership are eligible
- INCREASED SAVINGS: Significant discount on Guest Surgeon registration for The Aesthetic Society’s annual Aesthetic Meeting and symposia
- Opportunity to serve on The Aesthetic Society’s committees and influence change within the specialty
- Complimentary Webinars

INTERNATIONAL CANDIDATE FOR MEMBERSHIP REQUIREMENTS:

- Complete the International Candidate for Membership Application www.surgery.org/candidateform
- Provide verification of membership in a national plastic surgery society acceptable to ASAPS, or International Society of Aesthetic Plastic Surgery (ISAPS).
- Attendance at The Aesthetic Meeting or a meeting exclusively organized and managed by The Aesthetic Society within 4 years prior to application date.
- Provide verification of accreditation for any surgical facilities that are used.
- Provide a sponsorship letter from an Active Member/Life Member of ASAPS OR your plastic surgery residency program director (does not need to be ASAPS Member). (Form is included in the application).
- Agree to abide by the Society’s Bylaws, Conflict of Interest Policy and Code of Ethics.

At any time during your International Candidacy period, we encourage you to apply for International Active Membership should you become eligible. It is not a requirement to remain an International Candidate for Membership for the five-year maximum term.

You must remain current on your International Candidate annual fee in order to state you are an “International Candidate for Membership” on your website and marketing materials. While you are able to use this verbiage “International Candidate for Membership”, you may not use the ASAPS logo. Use of the ASAPS logo is reserved for Active Members only.

INTERNATIONAL CANDIDATE FOR MEMBERSHIP FEES:*

| Year 1 | $321 |
| Year 2 | $321 |
| Year 3 | $420 |
| Year 4 | $696 |
| Year 5 | $940 |

*Fees Subject to Change

Participation in The Aesthetic Society’s International Candidate for Membership Program is limited to five years. International Candidates who meet the International Active Membership requirements are encouraged to apply for International Active Membership. The International Candidate for Membership Program does not automatically make you an application for International Active Membership.

THE INTERNATIONAL CANDIDATE FOR MEMBERSHIP APPLICATION PROCESS:

1. **STEP 1**: To begin the International Candidate for Membership application process, please complete the application form at: www.surgery.org/candidateform
2. **STEP 2**: Submit all necessary verification, as noted above.
3. **STEP 3**: Complete process by paying applicable fees.

If you have any questions about the Candidate for Membership Program or the International Candidate for Membership Program, please contact Marissa Simpson at 562.799.2356 or marissa@surgery.org
RESIDENT PROGRAM

For plastic surgery residents in training, The Aesthetic Society has created the unique Resident Program, designed to provide qualified residents and fellows with many complimentary aesthetic surgery educational and support services. Enrollment in this program is free and open to residents and fellows currently enrolled in an accredited plastic surgery residency programs or accredited/private plastic surgery fellowships in the United States and Canada*.

RESIDENT PROGRAM BENEFITS:

• **FREE**: Online subscription to Aesthetic Surgery Journal (ASJ)
• **FREE**: Access to ASJ via RADAR Resource
• **FREE**: Registration for the annual Aesthetic Meeting
• **FREE**: Registration for the annual Aesthetic Meeting’s Residents & Fellows Forum
• **FREE**: Registration for teaching courses as course monitors or if space is available 30 minutes prior to the start of the course during the annual Aesthetic Meeting
• **NEW**: Free access to Education on Demand Post-Aesthetic Meeting online viewing
• **FREE**: Access to the Online Clinical Education Library featuring surgical videos on www.surgery.org/members
• **FREE**: Online subscription to Aesthetic Society News
• **FREE**: Participation in Aesthetic Society Educational Webinars

To complete the enrollment form, visit: www.surgery.org/professionals/residents

If you have any questions about the Resident Program please contact Marissa Simpson at 800.364.2147 or 562.799.2356 or marissa@surgery.org

*There is currently no Aesthetic Society International Resident Program. International Residents may attend The Aesthetic Meeting free of charge (with verification)

AESTHETIC SURGERY EDUCATION AND RESEARCH FOUNDATION (ASERF)

YOUR MEMBERSHIP ENHANCES THE AESTHETIC SPECIALTY

Established in 1993 as the philanthropic arm of The Aesthetic Society, the Aesthetic Surgery Education and Research Foundation continues to fund research that impacts your aesthetic practice. Through directed research studies, as well as providing grants to physicians, ASERF is helping to ensure that aesthetic plastic surgery products and techniques are safe, effective and relevant.

You can help keep plastic surgery research moving forward by:

• Donating your honoraria or royalties
• Becoming an annual donor
• Making a year-end donation
• Funding a specific area of research
• Donating gifts of stock
• Creating a named fund

Consider ASERF in your estate plans by:

• Leaving a bequest in your will or trust
• Naming ASERF as a beneficiary on a life-insurance policy

To learn more about donating to ASERF and other research projects, please call 562-799-2356 or visit www.aserf.org.

Your donation can help keep aesthetics at the forefront of patient safety and enhanced results.

*There is currently no Aesthetic Society International Resident Program. International Residents may attend The Aesthetic Meeting free of charge (with verification)
SPSSCS MEMBERSHIP BENEFITS

- Annual meeting to enhance professional skills
- Opportunity to apply for annual meeting member scholarship
- Midwest Multistate Division is approved by the American Nurses Credentialing Center to provide continuing nursing education applicable towards CPNS recertification requirements
- "Mentors for New Members" Program
- Triannual Newsletters
- Professional networking opportunities
- Web site access
- Membership Directory
- Opportunities for leadership and experience in a volunteer organization
- Opportunities to attend specified ASAPS scientific sessions and teaching courses
- Nationally recognized plastic surgical skin care society

SPSSCS MEMBERSHIP QUALIFICATIONS

The SPSSCS offers membership opportunities for licensed plastic surgical skin care specialists practicing in the offices of Board Certified Plastic Surgeons, Oculoplastic Surgeons, Otolaryngologists, Dermatologic Surgeons, and Facial Plastic surgeons who are a member of the American Academy of Facial Plastic and Reconstructive Surgery or ocuoplastic surgeons who are a member of the American Society of Ophthalmic Plastic and Reconstructive Surgery or dermatologic surgeons who are a member of the American Society for Dermatologic Surgery.

SPSSCS MEMBERSHIP DUES

Annual Fee: $225

Additional Member from Same Practice: $175

Your annual membership dues entitle you to Society benefits for one year. Applications can be found here: www.spsscs.org/wp-content/uploads/membership, renewal2.pdf

SPSSCS Central Office
11262 Monarch Street.
Garden Grove, CA 92841 USA
Phone: 800.486.0611 or 562.799.0466
Fax: 562.799.1098

*AESTHETIC SOCIETY PRODUCTS AT-A-GLANCE

- Aesthetic Meeting 2015 Education on Demand
  See page 16 for more information.
- Aesthetic Society Educational Symposium
  See page 17
- Residents’ Symposium - See page 18
- Aesthetic Society Member & Candidate for Membership Information
  See page 27 for more information.
- Aesthetic Surgery Journal (ASJ)
  See page 15 for more information.
- ASAPS Certificate of Advanced Education in Cosmetic Surgery*
  CME-CERT 1 Certificate $80
  CME-CERT Dup  Duplicate certificate each $65
  See page 20 for more information
- ASERF (Aesthetic Surgery Education and Research Foundation)
  See page 35 for more information.
- Canfield Scientific, Inc.: Smart Beauty Guide
  See page 8 for more information.
- Certificate of Special Recognition for Community Service and Volunteerism*
  CSR Certificate of Special Recognition FREE

*EXCLUSIVELY FOR AESTHETIC SOCIETY MEMBERS.
1 Purchase includes online access until 2016.
WEB-DEV
One-time set-up fee               $399
SBG-CF (Sold in packs of 100)                   $125
SMART BEAUTY GUIDE CONSULTATION FOLDER
See page 4 for more information
SBG-1  Qty. 1000                  $4499
SMART BEAUTY GUIDE BROCHURE
See page 2 for more information
AND COSMETIC MEDICINE*
PB-1  Abdominoplasty
PB-2  Breast Augmentation
PB-3  Breast Lift
PB-4  Breast Reduction
PB-5  Brow Lift
PB-6  Eyelid Surgery
PB-7  Face lift
PB-8  Liposuction
PB-9  Mommy Makeover
PB-10  Surgery of the Nose
PB-11  Enhancements for Men
PB-12  Aesthetic Vaginal Surgery
PB-13  NEW: Buttocks Enhancement
PB-14  NEW: Arm & Thigh Lift
PB-15  NEW: Dramatic Weight Loss

PROFESSIONAL BROCHURE PRICING (SOLD IN PACKS OF 50)
Qty. 1-5 packs $54 per pack
Qty. 6-15 packs $49 per pack
Qty. 16+ packs $43 per pack – a 20% savings!
See pages 6 -7 for more information
SMART BEAUTY GUIDE PROCEDURAL BROCHURES –
INTERNATIONAL
See page 8 for more information

SMART BEAUTY GUIDE: CAMPAIGN AND WEBSITE
See page 2 for more information
SMART BEAUTY GUIDE BROCHURE
SBG-CF (Sold in packs of 100) $125
See page 9 for more information
SMART BEAUTY GUIDE CONSULTATION FOLDER
WEB-DEV One-time set-up fee $399
WEB-M14 Annual maintenance fee $699
See page 3 for more information
SMART BEAUTY GUIDE PROFESSIONAL BROCHURES
PB-1  Abdominoplasty
PB-2  Breast Augmentation
PB-3  Breast Lift
PB-4  Breast Reduction
PB-5  Brow Lift
PB-6  Eyelid Surgery
PB-7  Face lift
PB-8  Liposuction
PB-9  Mommy Makeover
PB-10  Surgery of the Nose
PB-11  Enhancements for Men
PB-12  Aesthetic Vaginal Surgery
PB-13  NEW: Buttocks Enhancement
PB-14  NEW: Arm & Thigh Lift
PB-15  NEW: Dramatic Weight Loss

EDUCATIONAL DVDS
Did you know that The Aesthetic Society offers a
wide array of educational DVDs from past Aesthetic Meetings, as well as Baker Gordon Symposia?
Explore the educational opportunities at
http://www.surgery.org/members/asaps-online-catalog/1000483

*EXCLUSIVELY FOR AESTHETIC SOCIETY MEMBERS.
PRODUCT CUSTOMIZATION FORM

Certain Aesthetic Society products offer customization options. Please complete and submit this page with the General Order Form, for Personalized Labels and Membership Plaques. An Aesthetic Society staff member will contact the customer for customization for other items, including the Smart Beauty Guide brochure, Slide Presentations, and Practice Marketing brochures.

PERSONALIZED LABELS

Format A

John A. Doe, M.D.
Aesthetic Surgery Center
600 West Main Street, Suite 000
Aptos, California 00000
(000) 000-0000
Member of the American Society for Aesthetic Plastic Surgery, Inc.

Format B

John A. Doe, M.D.
Aesthetic Surgery Center
600 West Main Street, Suite 000
Aptos, California 00000
(000) 000-0000
Member of the American Society for Aesthetic Plastic Surgery, Inc.

FORMAT

Format A: Small ASAPS Logo, centered text. Maximum 44 characters per line.

Format B: Large ASAPS Logo, left-justified text. Maximum 31 characters per line.

LABEL COLOR & SIZE QUANTITY PRICE

❑ Clear (transparent) – 1 1/2” x 3”
❑ White (gloss) – 1 1/2” x 3”
❑ Silver Foil – 1 1/2” x 2 3/4”
❑ Gold Foil – 1 1/2” x 2 3/4”

❑ 500 $105 (.21 each)
❑ 1000 $160 (.16 each)
❑ 2000 $220 (.11 each)

Indicate Imprint Information:
Maximum of 6 lines per label. If multiple plastic surgeons are listed on your imprint, those who are Society members will be noted with an asterisk. Please include that notation on the imprint information.

1. __________________________________________________
2. __________________________________________________
3. __________________________________________________
4. __________________________________________________
5. __________________________________________________
6. __________________________________________________

ASAPS MEMBERSHIP PLAQUE

Name(s) will be engraved in capital letters, unless you indicate otherwise. A maximum of two names can be engraved on the large plaque, and only one name on the small plaque.

SIZE

❑ PLQ-1: Large Wall Plaque. 12” x 14” $475
❑ PLQ-2: Small Wall Plaque. 5” x 7” $490

Name(s) to appear on plaque:

_______________________________, M.D.
_______________________________, M.D.

SOCIETY WEBSITES

MEMBER SITE: www.surgery.org
CONSUMER SITE: www.smartbeautyguide.com
ASERF SITE: www.aserf.org
SKIN CARE SITE: www.spsscs.org

STAY CONNECTED.
STAY INFORMED.

FACEBOOK:
www.facebook.com/AestheticSociety
www.facebook.com/SmartBeautyGuide

TWITTER:
www.twitter.com/asaps
www.twitter.com/SmartBeautyNews

YOUTUBE:
www.youtube.com/aestheticsociety
www.youtube.com/SmartBeautyGuide

LINKEDIN:
www.linkedin.com/company/201056

STAY CONNECTED.
STAY INFORMED.

FACEBOOK:
www.facebook.com/AestheticSociety
www.facebook.com/SmartBeautyGuide

TWITTER:
www.twitter.com/asaps
www.twitter.com/SmartBeautyNews

YOUTUBE:
www.youtube.com/aestheticsociety
www.youtube.com/SmartBeautyGuide

LINKEDIN:
www.linkedin.com/company/201056

THE AESTHETIC SOCIETY
PRODUCT HIGHLIGHTS

THE AESTHETIC SOCIETY
PRODUCT HIGHLIGHTS

THE AESTHETIC SOCIETY
PRODUCT HIGHLIGHTS

THE AESTHETIC SOCIETY
PRODUCT HIGHLIGHTS
“The Aesthetic Meeting offers a unique environment where you can experience hands-on training labs with leaders from the aesthetic field. It’s different from other educational opportunities and directly applies to what I do in my aesthetic practice.”

Matthew Blanton, MD
ASAPS member since 2014

WE ARE AESTHETICS.

Shaping the Future of Smart Beauty.

www.surgery.org