WE ARE AESTHETICS.

Ensure Your Practice Thrives

• Essential Aesthetic Education
• Exclusive Member Benefits
• Exciting Products & Services
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.
ATTRACT NEW PATIENTS, BUILD YOUR PRACTICE

SMART BEAUTY GUIDE

BROUGHT TO YOU BY
THE AMERICAN SOCIETY FOR
AESTHETIC PLASTIC SURGERY

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)
• Guide to Facial Rejuvenation (Pg. 5)
• A beautiful line of procedural brochures (Pg. 6-7)
• The entire procedure brochure line available electronically on Canfield’s ViewMyConsult and TouchMD (Pg. 8)
• An eye-catching consultation folder (Pg. 9)
SMARTBEAUTYGUIDE.COM

Featuring an engaging, consumer-friendly website, SmartBeautyGuide.com is the consumer face for the Aesthetic Society.

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
- Annual ASAPS procedural statistics highlight the most popular procedures and growing trends

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!

Sample EPP

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.

ASAPS Members who hold an Enhanced Practice Profile (EPP) receive 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:
- View At-A-Glance traffic statistics for your EPP
- List up to three locations (clinical practices only)
- Load a video or video playlist 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.

Analytics At-A-Glance

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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 plus cover 8.5” x 11”, packed with content.

Exclusively for members of The Aesthetic Society.

Sold in packs of 500.

CODE DESCRIPTION PRICING
SBG-1 Smart Beauty Guide 1 pack $2499
2 packs $4499

- Customized to Your Practice
- Proprietary Illustrations
- Beautiful Photos You Won’t Find Anywhere Else!
THE GUIDE TO FACIAL REJUVENATION CONTAINS THE MOST RECENT AESTHETIC PROCEDURES YOUR PATIENTS ARE ASKING FOR!

CUSTOMIZABLE WITH PHOTO, BIO & PRACTICE INFO

Filled with vetted Smart Beauty Guide content and proprietary illustrations and photography, the 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.

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</table>

- Customize with Your Practice Info, Bio and Photo
- Latest Cosmetic Medicine Techniques, Including Non-Surgical Chin Fat Treatment
- Beautiful Illustrations and Photography

WE ARE AESTHETICS
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 5
ESSENTIAL PATIENT BROCHURES FROM OUR BESTSELLING LINE!

These sleek 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 Buttocks Enhancement (includes autologous fat transfer, buttock lift, and buttock implants)

PB-14 Arm & Thigh Lift

PB-15 Dramatic Weight Loss (Body contouring surgeries included are panniculectomy, extended abdominoplasty, lower body lift, brachioplasty, thigh lift, breast lift, and face and neck lift)
Imagine these 15 beautiful procedural brochures on your favorite interactive products

Partnering with the premier interactive service providers 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 and ALPHAEON Touch. Canfield offers the brochures through their ViewMyConsult™ integrated web portal, which also provides access to your patient’s personal aesthetic simulations and clinical photographs. ALPHAEON Touch offers the brochures through their Touch Consult App and Patient Experience Web portal and iOS apps, which also provides access to the patients clinical photographs, image markups, recommendations, homework, and practice educational library.

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 these interactive systems.*

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

To place an order for these products on Canfield Imaging Systems please contact them at info@canfieldsci.com, or by phone at 800.815.4330.

To place an order for these products on ALPHAEON Touch, please contact them at support@touchmd.com, by phone at 435-867-0077, or purchase directly through the ShoutMD store.

Make sure to let them know you are a member of The Aesthetic Society. 

Order online at surgery.org or via phone at 800.364.2147 or 562.799.2356
SMART BEAUTY GUIDE

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 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

KNOWLEDGE IS A BEAUTIFUL THING

You're smart, inquisitive, and always pushing yourself to be the best you can be. You want to look and feel terrific, and the time has come to do something about it. The single most important factor in your cosmetic outcome is the surgeon you select.

As a member of The American Society for Aesthetic Plastic Surgery, the aesthetic plastic surgeon you're seeing today is board certified, specializing in cosmetic surgery of the face and body. This broad experience in cosmetic procedures, combined with the highest level of training and education, means that you can rest easy, knowing you're in good hands.

KNOWLEDGE IS A BEAUTIFUL THING

Insert Your Business Card

Place Your Practice Contact Sticker Here

SOFTWARE.ORG/SHOP
Order online at surgery.org or via phone at 800.364.2147 or 562.799.2356
PERFECT FOR MEMBERS & GUEST SURGEONS ALIKE!

YOU | REALIZED

CUSTOMIZABLE WITH PHOTO AND PRACTICE INFORMATION

Your patients will love these practice marketing brochures, available for purchase by ASAPS Members, Candidates for Membership, and board certified plastic surgeons. 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>QUANTITY</th>
<th>ASAPS MEMBER/ CANDIDATE</th>
<th>NON-ASAPS</th>
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<td>1100-1500</td>
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<td></td>
<td>1600 or more</td>
<td>$44 per pack ($0.88 per piece)</td>
<td>$56 per pack ($1.12 per piece)</td>
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Sold in increments of 50 brochures per title. Minimum total order is 500 brochures.
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

CODE | DESCRIPTION | PRICE
--- | --- | ---
PPM-CD | Policy Manual; ASAPS Member | $299
PPM-CD | Policy Manual; ASAPS Candidate, Intl. Candidate, Plastic Surgery Resident | $499
PPM-CD | Policy Manual; Non-member Physician | $599
ESSENTIAL PATIENT FORMS – ALL ONLINE!

SURGICAL CHECK-LISTS, PRE- AND POST-OP PATIENT INSTRUCTIONS, AND MORE

Created and fully vetted by the top opinion leaders in aesthetic plastic surgery, Cycle of Care Online Access provides documents essential for an aesthetic surgery practice. Cycle of Care is a web-based compendium of pre and post operative patient instructions, surgical worksheets, surgical tracking forms, patient letters, operating room forms, photo releases, HIPAA disclosures, and other essential documents, covering all major aesthetic and reconstructive procedures. Fully dynamic, these Microsoft Word documents can be downloaded and customized to your practice standards.

FEATURES INCLUDE:

- Simplified online access
- Bookmark frequently used files as favorites
- Batch Downloading -- Download multiple files as compressed archives, quick & easy!
- NEW: Laser and light procedural forms, coming soon!

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<td>CCOA-G16</td>
<td>Cycle of Care - Online Access Annual Subscription (Non-member)</td>
<td>$299†</td>
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† Annual subscription purchase includes access from January 1, 2016 to December 31, 2016, followed by an annual optional renewal.

To see the full list of documents available, go to cycleofcare.surgery.org and view the options from the pull-down menus in each category. While you are not able to view or download the actual documents, if there is a particular document of which you'd like a sample, please contact Kergan Edwards-Stout at kergan@surgery.org.
RADAR RESOURCE

YOUR OWN MEDICAL LIBRARY AND PROFESSIONAL NETWORK, ON YOUR TABLET, SMARTPHONE, AND THE WEB

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

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

The Aesthetic Society’s RADAR Resource brings you the very best in aesthetic education, allowing you to create your very own medical library and private social network of colleagues. Customize the subject matter by creating binders, highlighting text, and adding notes to publications and videos; engage in discussions with other RADAR users; and upload, annotate and share your personal PDF documents.

NOW ON RADAR

• Advanced search capabilities that support the use of filters and subfilters
• Integrated Google Search Appliance
• Interactive cases uploaded by plastic surgeons and industry
• Access RADAR from your smartphone, tablet, and on the web

RADAR is free to Members and Candidates for Membership (domestic and international), Residents and Fellows enrolled in The Aesthetic Society’s Resident Program, and AS1 Subscribers.

ENJOY ALL OF THE FREE CONTENT!

Easy to locate educational content organized by topic and anatomic areas*:

• All issues of Aesthetic Surgery Journal from 1995-present
• Extensive Video Content from annual Aesthetic Meetings, ASAPS Las Vegas Aesthetic Symposium, ASAPS Residents’ Symposium, Baker Gordon, ASAPS Shaped Implant Educational Program, ASAPS Members, and more
• Interactive Cases provided by plastic surgeons and industry
• Premier Global Hot Topics 365: Webinars and educational materials with an ongoing overview of new technologies and concepts
• Legal advice from ASAPS General Counsel, Bob Aicher, Esq.
• ASAPS Newsletter - Aesthetic Society News
• Skin Care Society Newsletter - Specialty Skin Care
• ASAPS Alphabetical and Geographic Rosters
• Practice Management
• Patient Safety resources
• All Aesthetic Society Annual Statistics from 1997-present
• Past President Interviews

*Some content only available to Active and International Active ASAPS Members
RADAR FOR RESIDENTS
Residents who log into RADAR will have an area created specifically for their educational needs as a plastic surgery resident.
- Interactive cases created by and for plastic surgery residents
- Private discussion forum available only to plastic surgery residents
- ASAPS provided educational content

EARN CME SEARCH CREDITS ON RADAR
- CME Search provides ASAPS Members, Candidates for Membership, Residents and Fellows enrolled in The Aesthetic Society’s Resident Program, and ASJ Subscribers the ability to earn up to 20 Category 1 CME credits annually just through searching specific bookshelves in the RADAR Resource library.
- All 20 credits earned are also offered as Patient Safety credits.
- $299.99 Members
- $499.99 non-Members

DON’T 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 Alicia A. Potochniak, alicia@surgery.org

Regardless of purchase date, CME Search subscriptions expires on December 31 of the purchasing year at 11:59PM Hawaii time.
AESTHETIC SURGERY JOURNAL

ENHANCE AND EXPAND YOUR PRACTICE WITH THE LATEST RESEARCH

Aesthetic Surgery Journal (ASJ) is an official publication of The Aesthetic Society and is very proud to be the official English-language journal of 20 major international cosmetic and reconstructive surgery societies.

The Gold Journal is the most widely read clinical journal in cosmetic surgery and is available in print, online, and through RADAR Resource, our mobile optimized web app. It is ranked #1 among all aesthetic plastic surgery journals.

Through ASJ, you will have access to the latest case series, technique, research, and review articles focused solely on cosmetic surgery—exactly what every practicing aesthetic surgeon needs to stay at the cutting edge of our rapidly advancing specialty. Regular subscriptions to ASJ include access to the print journal as well as the entire archive (1996-present) through our website and RADAR Resource. Subscriptions to ASJ are complimentary for ASAPS Active Members and ASAPS Candidates for Membership. Resident Program participants receive complimentary electronic access.

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 (2014) Impact Factor is 1.841. In the 2014 JCR, ASJ ranked 82nd out of 198 journals in the overall “Surgery” category.

ASJ is honored to be the official journal or the English-language journal of the following international societies:

- Argentine Society of Plastic, Aesthetic, and Reconstructive Surgery
- Brazilian Society of Plastic Surgery
- British Association of Aesthetic Plastic Surgeons/National Institute of Aesthetic Research
- Canadian Society for Aesthetic Plastic Surgery
- Colombian Society of Plastic, Aesthetic, Maxillofacial, and Hand Surgery
- Dutch Society for Aesthetic Plastic Surgery
- Hellenic Society of Plastic, Reconstructive, and Aesthetic Surgery
- Indian Association of Aesthetic Plastic Surgeons
- Israel Society of Plastic and Aesthetic Surgery
- Italian Association for Aesthetic Plastic Surgery
- Japan Society of Aesthetic Plastic Surgery
- Korean Society for Aesthetic Plastic Surgery
- Mexican Association of Plastic, Aesthetic, and Reconstructive Surgery
- Norwegian Society of Aesthetic Plastic Surgery
- Panamanian Association of Plastic, Aesthetic, and Reconstructive Surgery
- The Rhinoplasty Society
- Society of Aesthetic Plastic Surgeons of Thailand
- Society of Plastic and Reconstructive Surgeons of Thailand
- Turkish Society of Aesthetic Plastic Surgeons

For a sample copy of ASJ, please go to http://goo.gl/nTzaCl

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

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

Join the Conversation!
Twitter: @ASJrnl - Facebook: Aesthetic Surgery Journal

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 2016 Education on Demand

At The Aesthetic Meeting, attendees enjoy the most advanced aesthetic educational experience possible, returning home armed with enhanced knowledge and improved skills. Learn from the masters through The Aesthetic Meeting’s Education on Demand, where you can view exceptional video content when you want, wherever you want. Put yourself one step ahead of the rest by ensuring that you too are informed and prepared to take your practice to the next level.

www.surgery.org/educationondemand2016
At The Aesthetic Meeting, attendees enjoy the most advanced aesthetic educational experience possible, returning home armed with enhanced knowledge and improved skills. Learn from the masters through The Aesthetic Meeting’s Education on Demand, where you can view exceptional video content when you want, wherever you want. Put yourself one step ahead of the rest by ensuring that you too are informed and prepared to take your practice to the next level.
The Business of Launching Your Practice
The ASAPS Gift of Expert Advice

Residents’ Symposium
WE ARE AESTHETICS.

September 9–11, 2016
Grand Hyatt at DFW—Dallas, TX

www.surgery.org/residents2016
THE AESTHETIC CRUISE 2017
50 YEARS OF AESTHETICS

July 21–August 1
Don’t Miss the Boat! Book Your Cabin Now.

North Sea Cruise
England, Scotland, Norway

Chair: W. Grant Stevens, MD
Co-Chair: Melinda J. Haws, MD

www.surgery.org/cruise2017
LAS VEGAS 2017
FACIAL SYMPOSIUM
50 YEARS OF AESTHETICS

January 13–15, 2017

- Intimate Learning Environment
- Exceptional Education

Chair: Charles Thorne, MD
Co-Chair: Louis Bucky, MD

WE ARE AESTHETICS.
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.

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<td>$65</td>
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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.

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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.

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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
Expert Legal Advice.

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 MEMBER BENEFIT

YOUR LAB COAT IS YOUR SUIT.

FREE
ASAPS Logo Embroidery

FREE
Name & Title Embroidery on orders over $175

TO PLACE AN ORDER:
visit www.medelita.com
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.

**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.

**UPCOMING WEBINAR: EMV® - What the Liability Shift Means for your Practice**

Learn what you need to know about your liability, including rights and responsibilities as a practice and how to protect your business.

Learn more: www.merchantadvocate.com/ASAPS

**GET YOUR FREE ASSESSMENT NOW:**

phone: 1-732-727-2073  
email: info@merchantadvocate.com  
web: www.merchantadvocate.com
More authentic patient reviews = more leads = more conversions.

92% of adults depend on reviews to choose local businesses.

Real Patient Ratings is a state-of-the-art online review delivery system that achieves 10 times more patient reviews for plastic surgeons than any other method or program. These reviews are the single strongest tool to power your website and all of your marketing.

All you have to do is provide patient contact information and we do the rest.

- We contact your patient and ask them to fill out a simple satisfaction survey
- Patients then approve publishing their reviews on www.realpatientratings.com. You have the option to post any or all reviews on your website.

That’s it. You’ll have an authentic, steady flow of fresh, 100% verified reviews that present the exact information patients are looking for to confidently decide to schedule a consultation and confirm their decision to book treatment or surgery.

Call 1-800-267-1228 ext.5 and find out how easily you can turn credible reviews into practice revenue.

www.therealratingsgroup.com
ZALEA

WELL-INFORMED PATIENTS DESERVE THE BEST COSMETIC SURGEONS

With the most comprehensive cosmetic procedure content and the fastest-growing patient viewership, ZALEA draws patients to content that is relevant to them—and then refers those patients directly to you.

Increase Patient Traffic on YOUR Website

You invest heavily in your brand and your online presence. ZALEA recognizes the value of increasing your website and social media sites’ time-on-page. ZALEA Feed delivers customized news directly to your website.

GOOGLE FRESHNESS FACTOR:

Impacts over 1/3 of all searches!

ZALEA offers a unique customized news feed that places fair, balanced content—fact-checked by experts—directly on your website. To reserve your spot for this exclusive ZALEA embedded news feed on your website visit www.ZALEA.com/Account/SignUp today.
The Aesthetic Society’s Industry Partnership Program

Working together to advance the science, art, and safe practice of aesthetic plastic surgery & cosmetic medicine through education, research, and innovation while maintaining the highest standards of ethical conduct among qualified plastic surgeons.
NOW, MORE THAN EVER... WE ARE AESTHETICS.

At The Aesthetic Society, we are aesthetics. We’re here for you, at any stage of your professional development, with an array of opportunities for you to learn and grow.

The Aesthetic Society is a selective and highly-qualified group of aesthetic plastic surgeons, representing the best in the aesthetic specialty. Our mission is a simple one: to advance the science, art, and safe practice of aesthetic plastic surgery & cosmetic medicine through education, research, and innovation while maintaining the highest standards of ethical conduct. At The Aesthetic Society, our sole focus is aesthetics—nothing else.

100% dedicated to the specialty of aesthetic plastic surgery and cosmetic medicine, The Aesthetic Society is at the forefront of education, collaboration, and research. Our educational program is unfettered by ancillary programs or conflicting interests, with Active Membership reserved as an exclusive privilege and distinct honor for those plastic surgeons who demonstrate achievement and continued education in the specialty.

With expanded opportunities and benefits for both members and non-members alike, The Aesthetic Society is completely dedicated to the exclusive needs, both educational and business, of the aesthetic plastic surgeon. We invite you to explore all the knowledge and tools that The Aesthetic Society offers to ensure that you stay one step ahead of the rest.

THE AMERICAN SOCIETY FOR AESTHETIC PLASTIC SURGERY... WE ARE AESTHETICS.

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, members receive registration discounts resulting in substantial cost-saving for this premier educational event. (Discounts for Active Members and Candidates for Membership, complimentary registration for Resident Program Enrollees.)

Aesthetic Surgery Journal. An international, indexed, peer-reviewed journal published 10 times per year with an Impact Factor of 1.841, ranked 82 of 198 surgical journals. ASJ is essential for keeping up-to-date on the latest clinical aesthetic techniques and research. ASJ is the #1 Journal in all of aesthetic surgery, and is celebrating its 20th Anniversary. While a personal journal subscription is $390 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. You can also access Aesthetic Society News, Practice Management resources, selected Aesthetic Meeting videos, Shaped Implant and Premier Global Hot Topics Education, and much, much more. 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 your personal PDF documents and even earn CME Search credits, simply by using RADAR for research (CME Search subscriptions sold separately.) All content is fully searchable for quick access to information you need now. (Complimentary to Active Members, Candidates for Membership, and for those enrolled in the Resident Program.)

NEW: My CME Record. One of the top requests from ASAPS Members has been that The Society create its own CME tracking system. We’re happy to report that we now have MyCME. This newly-developed online tool is ready to maintain all your CME requirements and records. (Complimentary and exclusive to ASAPS Active and International Active Members.)

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 Facial Symposium. Discounts for those associated with The Aesthetic Society apply.
MARKETING

Smart Beauty Guide. Developed exclusively for Active Members of The Aesthetic Society, this consumer education and marketing campaign was designed to ensure your practice thrives by attracting new patients to your practice. In addition to our 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 SmartBeautyGuide.com; cumulatively these produce approximately 43,000 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. Members who subscribe to Real Patient Ratings will also be able to have their star ratings added to their EPPs.

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 and feature the logo prominently within your office to position 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 (smartbeautyguide.com). Your practice information will be showcased prominently to visitors free from competition.

Social Media and Digital Content. For Active Members and International Active Members, engage consumers via Social Media with original news-worthy content. The Aesthetic Society provides social media posts via twice-monthly email with easy-to-share ASAPS contests, news stories, blogs and video. In addition, choose from an array of ready-to-use original content for your blogs and newsletters from our Digital Content Library complete with stock photography and usage guidelines.

SERVICES

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

ASAPS Advantage Program. Active Members receive a variety of discounted services and products from our Aesthetic Society Advantage Program Service Providers: Medelita, Merchant Advocate, Zalea, and Real Patient Ratings.
ACTIVE MEMBERSHIP – U.S. AND CANADIAN SURGEONS
EXCLUSIVE BENEFITS

SUPERIOR AESTHETIC EDUCATION

- Meeting Discounts. Take advantage of significant savings on registration fees for The Aesthetic Meeting and ASAPS’ educational symposia.
- Subscriptions. Receive complimentary subscriptions to Aesthetic Surgery Journal (ASJ) and Aesthetic Society News (ASN), both in print and online access.
- RADAR Resource. Access to a complete aesthetic medical library and private professional network, featuring all issues of ASJ, educational videos, discussion forums, and more.

ESSENTIAL TOOLS & SERVICES

- NEW - My CME Record. A complimentary tool to track and manage your CME online.
- Legal Counsel. Receive complimentary one-on-one legal advice from ASAPS legal counsel.
- Expand Your Reach. ASAPS offers essential advice on Search Engine Optimization (SEO), public relations, and social media, including assistance with blogging and media interviews. Plus, use ASAPS’ annual procedural statistics to promote your practice locally.

PROMOTION TO PROSPECTIVE PATIENTS

- ASAPS Logo and Certificate. Distinguish yourself from your competition by using the ASAPS member logo on your website and marketing materials, and receive a membership certificate to display in your office.
- Smart Beauty Guide. Patient referral opportunities are available through a complimentary “Select-A-Surgeon” listing, by answering patient questions via “Ask-A-Surgeon,” and through links to Smart Beauty Guide (SBG) using our SBG logo on your personal website. Further increase your visibility by purchasing an Enhanced Practice Profile (EPP). EPPs receive high Google rankings allowing prospective patients to more easily find you.
- Products. Receive discounts on essential products for your practice, as well as Smart Beauty Guide marketing materials, exclusively for ASAPS members.
- Social Media. Receive complimentary twice-monthly digital content for use on your social media accounts and website.

MAXIMIZE YOUR PRESENCE IN THE SPECIALTY

- Networking Opportunities. Members enjoy the opportunity to vote, serve on committees, serve in elected office and influence change within the aesthetic specialty. Make an impact today!

Requirements for Active Membership – U.S. and Canadian

- 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 during a recent 18 month period OR completion of a 12 month ASAPS Endorsed Aesthetic Fellowship.
- Ability to document 60 category 1 CME credits in aesthetic surgery during the 36-month period prior to the application date.
- Two (2) sponsors that are Active/Life Members 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 for accreditation for any surgical facilities that are used.
- Agree to abide by the Society’s Bylaws, Conflict of Interest Policy, and Code of Ethics.

ACTIVE MEMBERSHIP – U.S. AND CANADIAN FEES*

- Application fee of $250
- Active Member annual dues $1,198
*Fees subject to change

THE ACTIVE MEMBER – U.S. AND CANADIAN SURGEON APPLICATION PROCESS

STEP 1: To begin the membership process, please complete the Active Member checklist at www.surgery.org/checklist

STEP 2: Once verified that you qualify, 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 5 deadline are eligible for election just prior to the annual Aesthetic Meeting in the spring. Individuals who 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 please contact Marissa Simpson at 562.799.2356 or marissa@surgery.org

Order online at surgery.org or via phone at 800.364.2147 or 562.799.2356
INTERNATIONAL ACTIVE MEMBERSHIP

EXCLUSIVE BENEFITS

SUPERIOR AESTHETIC EDUCATION

• Meeting Discounts. Take advantage of significant savings on registration for The Aesthetic Meeting and ASAPS' educational symposia.
• Subscriptions. Receive complimentary print and online subscriptions to Aesthetic Surgery Journal (ASJ) and an online subscription to Aesthetic Society News (ASN).
• RADAR Resource. Access to a complete aesthetic medical library and private professional network, featuring all issues of ASJ, educational videos, discussion forums and more.

ESSENTIAL TOOLS & SERVICES

• NEW - My CME Record. A complimentary tool to track and manage your CME online.
• Legal Counsel. Receive complimentary one-on-one legal advice from ASAPS legal counsel.
• Expand Your Reach. ASAPS offers essential advice on Search Engine Optimization (SEO), public relations, and social media, including assistance with blogging and media interviews.

PROMOTION TO PROSPECTIVE PATIENTS

• ASAPS Logo and Certificate. Distinguish yourself from your competition by using the ASAPS member logo on your website and marketing materials, and receive a membership certificate to display in your office.
• Smart Beauty Guide. Patient referral opportunities are available through a complimentary "Select-A-Surgeon" listing, by answering patient questions via “Ask-A-Surgeon,” and through links to Smart Beauty Guide (SBG) using our SBG logo on your personal website. Further increase your visibility by purchasing an Enhanced Practice Profile (EPP). EPPs receive high Google rankings allowing prospective patients to more easily find you.
• Products. Receive discounts on essential products for your practice, as well as Smart Beauty Guide marketing materials, exclusively for ASAPS members.
• Social Media. Receive complimentary twice-monthly digital content for use on your social media accounts and website.

MAXIMIZE YOUR PRESENCE IN THE SPECIALTY

• Networking Opportunities. ASAPS International Members enjoy the opportunity serve on committees, and influence change within the aesthetic specialty. Make an impact today!

Requirements for International Active Membership

• Provide documentation of membership in your national society acceptable to the Board of Directors, or in the 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.
• Documentation of a minimum of 75 aesthetic surgical cases during a recent 18-month period OR completion of a 12 month ASAPS Endorsed Aesthetic Fellowship.
• Ability to document 60 hours of participation in meetings that pertain to aesthetic surgery during the 36-month period prior to application date.
• Two (2) sponsors, one must be an Active/International Active or Life Member of ASAPS, and the other a member of your national society or from an ISAPS member in your country.
• 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.

International Active Membership Fees*

• Application fee of $250
• International Active Member annual dues $940
  *Fees subject to change

The International Active Member Application Process

STEP 1: To begin the membership process, please complete the Active Member checklist at www.surgery.org/checklist

STEP 2: Once verified that you qualify, 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 5 deadline are eligible for election just prior to the annual Aesthetic Meeting in the spring. Individuals who 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 International Active Membership, please contact Marissa Simpson at 562.799.2356 or marissa@surgery.org

THE AESTHETIC SOCIETY

PRODUCT HIGHLIGHTS 31
CANDIDATE FOR MEMBERSHIP – U.S. AND CANADIAN SURGEONS

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 to full Active Member status.

CANDIDATE FOR MEMBERSHIP BENEFITS – U.S. AND CANADIAN SURGEONS

- Print and online subscription to the Aesthetic Surgery Journal (ASJ)
- Access to RADAR Resource
- Print subscription to the Aesthetic Society News
- Complimentary legal advice from ASAPS legal counsel
- Promote yourself as an ASAPS “Candidate for Membership” on your website and marketing materials
- Discounts offering significant savings on Aesthetic Society products for which Candidates for Membership are eligible
- Complimentary webinars
- 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

CANDIDATE FOR MEMBERSHIP REQUIREMENTS – U.S. AND CANADIAN SURGEONS

- Complete the Candidate for Membership Application at: www.surgery.org/candidateform
- Provide documentation from The American Board of Plastic Surgery (ABPS) or The Royal College of Physicians and Surgeons of Canada (RCPSC) 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 letter of recommendation from your plastic surgery residency program director (does not need to be ASAPS Member) OR an Active/Life Member of ASAPS.
- 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: $549
Year 4: $825
Year 5: $1,198

*Fees subject to change

Participation in The Aesthetic Society’s Candidate for Membership Program is limited to five years. Candidates who meet Active Membership requirements are encouraged to apply for Active Membership. Being enrolled in the Candidate Program does not guarantee acceptance to Active Membership.

THE CANDIDATE FOR MEMBERSHIP APPLICATION PROCESS:

STEP 1: To begin the Candidate for Membership application process, please complete the application form at: www.surgery.org/candidateform

STEP 2: Submit all necessary verification, as noted above.

STEP 3: Complete process by paying applicable fee.

If you have any questions about the Candidate for Membership Program, please contact Marissa Simpson at 562.799.2356 or marissa@surgery.org
CANDIDATE FOR MEMBERSHIP – INTERNATIONAL SURGEONS

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 to full International Active Member status.

INTERNATIONAL CANDIDATE FOR MEMBERSHIP BENEFITS

- Print and online subscription to the Aesthetic Surgery Journal (ASJ)
- Access to ASJ via RADAR Resource
- Online subscription to the Aesthetic Society News
- Complimentary legal advice from ASAPS legal counsel
- Promote yourself as an ASAPS “International Candidate for Membership” on your website and marketing materials
- 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
- Complimentary webinars

INTERNATIONAL CANDIDATE FOR MEMBERSHIP REQUIREMENTS

- Complete the International Candidate for Membership Application at: www.surgery.org/candidateform
- Provide verification of membership in a national member society acceptable to the ASAPS Board of Directors, or in the 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 letter of recommendation from your plastic surgery residency program director (does not need to be ASAPS Member) OR an ASAPS Active Member/International Active Member/Life Member.
- 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. Being enrolled in the International Candidate Program does not guarantee acceptance to International Active Membership.

THE INTERNATIONAL CANDIDATE FOR MEMBERSHIP APPLICATION PROCESS

**STEP 1:** To begin the International Candidate for Membership application process, please complete the application form at: www.surgery.org/candidateform  

**STEP 2:** Submit all necessary verification, as noted above. 

**STEP 3:** Complete process by paying applicable fee.

If you have any questions about 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 complimentary 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:

- **Complimentary** – Online subscription to *Aesthetic Surgery Journal* (ASJ)
- **Complimentary** – Access to RADAR Resource
- **Complimentary** – Registration for the annual Aesthetic Meeting
- **Complimentary** – Registration for the annual Aesthetic Meeting’s Residents & Fellows Forum
- **Complimentary** – Registration for teaching courses if space is available 30 minutes prior to the start of the course during the annual Aesthetic Meeting
- **Complimentary** – Access to Education on Demand Post-Aesthetic Meeting online session viewing
- **Complimentary** – Online subscription to *Aesthetic Society News*
- **Complimentary** – Participation in Aesthetic Society Educational Webinars
- **Complimentary** – Registration for the Resident’s Business Symposium

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, visit www.aserf.org, or email aserf@surgery.org.

Your donation can help keep aesthetics at the forefront of patient safety and enhanced results.
SOCIETY OF PLASTIC SURGICAL SKIN CARE SPECIALISTS (SPSSCS)

Surgeons, if your skin care specialists are not members of the Society of Plastic Surgical Skin Care Specialists (SPSSCS), they are missing out on the essential educational opportunities available to them. In today’s world, it is critical that those on your staff devoted to skin care stay abreast of the latest products, services, and cutting-edge treatments in skin care. The Society of Plastic Surgical Skin Care Specialists is a voluntary, non-profit organization dedicated to the promotion of education, enhancement of clinical skills, and the delivery of safe, quality skin care provided to patients from the offices of plastic surgeons.

SPSSCS MEMBERSHIP BENEFITS

- Annual meeting to enhance professional skills
- Opportunity to apply for annual meeting member scholarship
- Midwest MultiState Division Nurses Association is approved by the American Nurses Credentialing Center to provide continuing nursing education applicable towards CPSN recertification requirements
- "Mentors for New Members" Program
- Newsletters (three each year)
- Professional networking opportunities
- Website 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 registered nurses, licensed practical nurses, physician assistants, or other licensed skin care professionals (aesthetician or cosmetologist) practicing within their scope of practice and employed by or practicing under the direct supervision of one of the following: a plastic surgeon certified or eligible for examination by the American Board of Plastic Surgery or the Royal College of Physicians and Surgeons of Canada; a facial plastic surgeon who is a member of the American Academy of Facial Plastic and Reconstructive Surgery; an oculoplastic surgeon who is a member of the American Society of Ophthalmic Plastic and Reconstructive Surgery; or a dermatologic surgeon who is a member of the American Society for Dermatologic Surgery; for the purpose of providing plastic surgical skin care to their patients. Surgeons, who meet the qualifications above, with an interest in skin care are also qualified for Active Membership.

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

Submit completed application, copy of current license, and annual fee to:

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

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<thead>
<tr>
<th>Product</th>
<th>Description</th>
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<td>Aesthetic Meeting 2016 Education On Demand</td>
<td>See page 16 for more information.</td>
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<td>Aesthetic Society Member &amp; Candidate for Membership Information</td>
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<td>Aesthetic Surgery Journal (ASJ)</td>
<td>See page 15 for more information.</td>
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<tr>
<td>ASAPS Certificate of Advanced Education In Cosmetic Surgery</td>
<td>CME-CERT One certificate $80. CME.CERT.DUP Duplicate certificate-each $65. See page 21 for more information.</td>
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<td>Aserf (Aesthetic Surgery Education and Research Foundation)</td>
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<td>Canfield Scientific, Inc.: Smart Beauty Guide Electronic Procedure Brochures</td>
<td>See page 8 for more information.</td>
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<tr>
<td>Certificate of Special Recognition for Community Service and Volunteerism</td>
<td>CSR Certificate of Special Recognition FREE.</td>
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<tr>
<td>Cycle of Care Online Access Annual Subscription</td>
<td>Patient Instructions, OR Forms, Letters and Disclosures for Plastic Surgeons. CCOA-M16 ASAPS/ASPS Member, Candidate &amp; Resident $99†. CCOA-G16 Non-member $299†. See page 12 for more information.</td>
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<tr>
<td><strong>Enhanced Practice Profile</strong></td>
<td>WEB-DEV One-time set-up fee $399. WEB-M16 Annual maintenance fee $699. See page 3 for more information.</td>
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<td>Guide to Facial Rejuvenation</td>
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<td>Lab Coats by Medelita</td>
<td>An ASAPS Advantage Program Member.</td>
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<td>Legal Advice</td>
<td>Complimentary for Aesthetic Society Members and Candidates. See page 23 for more information.</td>
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<tr>
<td>Membership Plaque</td>
<td>PLQ-1 Large wall plaque $475. PLQ-2 Small wall plaque $400. See page 21 for more information.</td>
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<tr>
<td>Merchant Advocate</td>
<td>AN ASAPS Advantage Program Member.</td>
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<tr>
<td>Patient Safety Poster</td>
<td><a href="http://www.surgery.org/poster">www.surgery.org/poster</a></td>
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<tr>
<td>Policies and Procedures for the Aesthetic Plastic Surgery Practice</td>
<td>PPM-CD ASAPS Member $299. PPM-CD ASAPS Candidate and Plastic Surgery Resident $449. PPM-CD Non-member Physician $599. See page 11 for more information.</td>
<td></td>
</tr>
<tr>
<td>Radar Resource</td>
<td>CME Search: Contact <a href="mailto:Alicia@surgery.org">Alicia@surgery.org</a> to Purchase. See pages 13-14 for more information.</td>
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*Exclusively for Aesthetic Society Members.

†Annual subscription purchase includes access from January 1, 2016 to December 31, 2016, followed by an annual optional renewal.
REALPATIENT RATINGS
AN ASAPS ADVANTAGE PROGRAM MEMBER
See page 25 for more information

RESIDENT PROGRAM
See page 34 for more information

RESIDENTS’ SYMPOSIUM
See page 18 for more information

SCRUB SETS BY MEDELITA
AN ASAPS ADVANTAGE PROGRAM MEMBER
See page 23 for more information

SMART BEAUTY GUIDE FOR AESTHETIC PLASTIC SURGERY AND COSMETIC MEDICINE*

SMART BEAUTY GUIDE: CAMPAIGN AND WEBSITE
See page 2 for more information

SMART BEAUTY GUIDE BROCHURE
SBG-1 Qty. 500 $2499
SBG-1 Qty. 1000 $4499
See page 4 for more information

SMART BEAUTY GUIDE CONSULTATION FOLDER
SBG-CF (Sold in packs of 100) $125
See page 9 for more information

SMART BEAUTY GUIDE ENHANCED PRACTICE PROFILE
WEB-DEV One-time set-up fee $399
WEB-M16 Annual maintenance fee $699
See page 3 for more information

SMART BEAUTY GUIDE PROCEDURAL 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 Facelift
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 Buttocks Enhancement
PB-14 Arm & Thigh Lift
PB-15 Dramatic Weight Loss

PROCEDURAL 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 – ELECTRONIC
See page 8 for more information

SOCIETY OF PLASTIC SURGICAL SKIN CARE SPECIALISTS
See page 36 for more information

YOU | REALIZED PRACTICE MARKETING BROCHURES
YR-1 Body
YR-2 Breast
YR-3 Eyes
YR-4 Face
YR-5 Skin
Sold in increments of 50 brochures per title.
Minimum total order is 500 brochures.
For board certified surgeons only.
ASAPS Member / Candidate
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Qty. 1100-1500 $51 per pack / $1.02 per piece
Qty. 1600 or more $44 per pack / $0.88 per piece
Non-ASAPS Member
Qty. 500-1000 $86 per pack / $1.72 per piece
Qty. 1100-1500 $60 per pack / $1.20 per piece
Qty. 1600 or more $56 per pack / $1.12 per piece
See page 10 for more information

ZALEA
AN ASAPS ADVANTAGE PROGRAM MEMBER
See page 26 for more information

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.
### ORDER INFORMATION

<table>
<thead>
<tr>
<th>Physician’s name</th>
<th>ASAPS ID#</th>
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- [ ] ASAPS member  - [ ] ASAPS candidate  - [ ] ASAPS international candidate  - [ ] Other

- Are you board-certified?  - [ ] Yes  - [ ] No

- Daytime phone: ________________________________  Fax: ________________________________

- E-mail: ____________________________________________________________________

Name and title of person placing order (office manager, etc.)

### SHIPPING INFORMATION

- Name: ____________________________________________________________________

- Address: ____________________________________________________________________

- City/State/Zip: ____________________________________________________________________

### METHOD OF PAYMENT

- [ ] Check (payable to ASAPS)  - [ ] Money Order (US Funds)  - [ ] Visa  - [ ] MasterCard  - [ ] American Express

- Name of cardholder: ____________________________________________________________________

- Account number: ____________________________  Expiration date: ____________________________

- Authorized signature: ______________________________________  Billing zip code: ____________________________

### ITEMS ORDERED

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<tr>
<th>Page #</th>
<th>Product #</th>
<th>Description</th>
<th>Quantity</th>
<th>Unit Price</th>
<th>Total</th>
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Coupon Code: ____________________________

Subtotal: ____________________________

Shipping: ____________________________

California Residents Add Local Sales Tax (8%): ____________________________

Total: ____________________________

By signing below you agree to the conditions stated on this order form. You have received your order and it is correct and can be fulfilled as noted above.

Purchaser’s Signature: ____________________________________________________________________

Allow 3-4 weeks for delivery. Most customized products require 6-8 weeks, following your approval. The Aesthetic Society staff will contact you should additional information, including personalization, be needed to fulfill your order. Prices subject to change.
GENERAL ORDER FORM

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

- **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

- **Clear (transparent)** – 1 1/2” x 3”  – 500 – $105 (.21 each)
- **White (gloss)** – 1 1/2” x 3”  – 1000 – $160 (.16 each)
- **Silver Foil** – 1 1/2” x 2 3/4”  – 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” – $400

Name(s) to appear on plaque:

____________________________________, M.D.
____________________________________, M.D.
CENTRAL OFFICE
11262 Monarch Street
Garden Grove, CA 92841
P 562.799.2356
800.364.2147
F 562.799.1098
asaps@surgery.org

COMMUNICATIONS OFFICE
36 West 44th Street
Suite 1205
New York, NY 10036
P 562.799.2356
800.364.2147
F 212.921.0011
asapscom@surgery.org

FUTURE ANNUAL MEETINGS
April 2-7, 2016
Las Vegas, NV

April 27-May 2, 2017
San Diego, CA

April 26-May 1, 2018
New York, NY

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

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50 YEARS OF AESTHETICS

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April 27–May 2, 2017
Exhibits Open April 29–May 1, 2017
San Diego Convention Center
San Diego, CA

THE ANNUAL MEETING OF The American Society for Aesthetic Plastic Surgery, Inc. and Aesthetic Surgery Education and Research Foundation

www.surgery.org/meeting2017