Make Sure Your Practice is Running Smoothly with these Essential Tools!

Customizable Word Documents You Can Download and Adapt for Your Practice (Page 14)

Some Products are Exclusively for Members of The Aesthetic Society. To Take Advantage of this Special Pricing, Please Call 562.799.2356.
For over 50 years, The Aesthetic Society has been a trusted 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.
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)
• An eye-catching consultation folder (Pg. 8)
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
- Before-and-after photos to help visualize optimal procedure results
- Annual ASAPS procedural statistics highlight the most popular procedures and growing trends
- Member profiles are linked with Vizium360/RealPatientRatings so that prospective patients can instantly see the surgeon’s ratings and reviews

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. 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:

- **NEW!** Subscribers to Vizium360/RealPatientRatings can now have your ratings appear on your Enhanced Practice Profile!
- 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, social media handles and your gallery of before and after photos
- Messaging features allow consumers to contact you directly, generating leads

### WANT TO MAXIMIZE YOUR EPP?

- Answer questions and contribute before and after photos to the Smart Beauty Guide photo gallery. The more you contribute, the better your online presence.

#### CODE DESCRIPTION PRICE

| WEB-DEV | One-time set-up fee | $399 |
| WEB-M18 | Annual Maintenance fee | $699 |

---

**Smart Beauty Guide - Members Only**

**Analytics At-A-Glance**

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

---
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.

Exclusively for members of The Aesthetic Society.

Sold in packs of 500.

<table>
<thead>
<tr>
<th>CODE</th>
<th>DESCRIPTION</th>
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<tbody>
<tr>
<td>SBG-1</td>
<td>Smart Beauty Guide</td>
<td>1 pack</td>
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<td></td>
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<td>2 packs</td>
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- 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.

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

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<tr>
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<td>Guide to Facial Rejuvenation</td>
<td>1 pack $1495</td>
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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 CATALOGUE
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)

**PRICING**

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<td>$54 per pack ($1.08 per piece)</td>
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<tr>
<td>6-15 Packs</td>
<td>$49 per pack ($0.98 per piece)</td>
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<tr>
<td>16+ Packs</td>
<td>$43 per pack ($0.86 per piece – a 20% savings!)</td>
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*See page 12 for more information*
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 of the Aesthetic Society.

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 not only to look but also feel terrific, and the time has come to do something about it. The Expert Guide is designed to complement your surgical experience and help you see your best results.

As a member of the American Society for Aesthetic Plastic Surgery, you will receive face and body surgery education, continuing education in current techniques, and solid professional reputation. You can rest easy knowing you are in good hands.

SMART BEAUTY GUIDE - MEMBERS ONLY

Insert Your Business Card

Place Your Practice Contact Sticker Here*

*See page 12 for more information
MEET ANN:
THE AESTHETIC NEURAL NETWORK

A COMPLIMENTARY ASAPS MEMBER PRACTICE
BENCHMARKING TOOL

With the Aesthetic Neural Network (ANN) - developed exclusively for ASAPS members - you can now truly harness the power of your own data to benchmark your practice against your peers in a safe, private, and secure environment.

HOW DOES ANN RUN?
ANN is powered by hardware called a bundleBOX, which is delivered to your office and connects directly to your existing system. Each night, the bundleBOX “queries” your software for basic procedural and billing information, minus patient identifiers, and transfers it to a highly secure Cloud environment. The ANN Cloud has the highest level of security possible today (HITRUST). As opposed to “public Clouds” – think Amazon or Google – ours is a private Cloud only for individual ASAPS members. It's a level of security you most likely don’t have in your office.

HOW DO I COMPARE?
Developers work to ensure that your individual practice terminology, which might be different than your colleagues’, is mapped appropriately. That way, when the data is delivered back, you are comparing apples to apples.

Your data is interpreted by the proprietary ANN software system and translated into specialized, user-friendly Dashboards for you. Each Dashboard shows your data against the aggregate (the compiled data of all other aesthetic surgeons on ANN).

These real-time Dashboards show you snapshots of your practice, helping you to answer questions like:

• Do I see the most patients during the same month every year? Is it the same month when many of my colleagues also experience a peak?
• Did my gross charges peak in the same month (or year) when I had the highest volume of patients?
• How many of my patients are coming back to me for a different procedure? Am I seeing the same common patterns between first and second procedures that my colleagues are seeing?
• How many of them are seeing me again for the same procedure? Is that a higher or lower percentage than my colleagues?
• Which of my practice areas is most profitable? Is it the same area where I have the most patient volume?
• What is the balance of gross charges from my surgical vs. non-surgical offerings?
• Is the new laser I purchased bringing me the same patient volume and profitability as my colleagues?
• Are my colleagues offering new procedures or technologies I should consider?
• Is my targeted marketing, advertising, or social media outreach bringing more new patients during a specific time of year?

HOW CAN I USE THIS DATA?
The aggregated data in ANN can be used for practice management decisions, marketing strategy, research, patient safety issues…the list is only restricted by your imagination.

For more information on ANN, please contact Melissa Schmidt, ANN Product Manager: melissa@surgery.org or 562.799.2356.
CAN YOU BENCHMARK YOUR PRACTICE AGAINST 1,433,502 PROCEDURES?

NOW YOU CAN WITH

The Aesthetic Neural Network is a software solution that gives meaning to your own practice information:

- Harvest your practice data
- Benchmark your practice with other ASAPS members
- Cull out inefficiencies and improve your bottom line

**ANN can revolutionize the way you manage your practice. . . Is it time for you to get on board?**

For more information, contact Melissa Schmidt at melissa@surgery.org
562-799-2356

An exclusive ASAPS Members Benefit

Like all cutting edge software, ANN is constantly evolving. At this time ANN is optimized for server based Nextech systems. (ANN is not available for Nexcloud users.)
NEVER BUY OR LEASE A USELESS PIECE OF EQUIPMENT AGAIN!

THE SURGEON AS CONSUMER SOLUTION—THE SITE WHERE YOU WRITE THE REVIEWS—AND USE THEM!

How many of us have been approached to buy or lease the latest 510K device, only to find it later serving as a very expensive coat rack? While the ones that live up to their promise are a big hit with patients and practice—what about the ones that don’t live up?

Society members have long asked for help, and here it is! The Surgeon as Consumer Solution (SAC) is a closed site, accessible only through ASAPS.org and only for active ASAPS members. It uses a simple star rating system to rank equipment on everything from clinical efficacy to ROI.

Visit asaps.org now, log-in, click on “Surgeon as Consumer,” and you have fellow surgeons’ device reviews at your fingertips—and the ability to share your views with others. All completely free— an ASAPS benefit of membership!
PERSONALIZED LABELS

ATTRACTIVE AND EYE-CATCHING
Show you’re a member of The Aesthetic Society by utilizing these beautiful personalized mailing labels.

Format A

| S-500  | Qty. 500 | $105  
<table>
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<tr>
<td>S-2000</td>
<td>Qty. 2000</td>
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</table>

Format B

To order this product, please complete the Product Customization Form on page 28

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>
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<tr>
<td>PLQ-2</td>
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<td>$400</td>
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</table>

To order this product, please complete the Product Customization Form on page 28
The American Society for Aesthetic Plastic Surgery is the world's preeminent medical society devoted exclusively to aesthetic plastic surgery and cosmetic medicine of the face and body. Membership is by invitation only. Members must be appropriately certified and meet all rigorous eligibility requirements of the Society, including the completion of an established number of aesthetic surgical procedures, participation in continuing medical education, an obligation to abide by the Society's stringent Code of Ethics, and share the Society's commitment to patient safety.

Having been found fully qualified, is hereby duly elected as an Active Member of the American Society for Aesthetic Plastic Surgery, with all the benefits and obligations provided thereby.

John Doe, MD

PRESENTED ON THE 14th PRESIDENT

SECRETARY

DAY OF NOVEMBER 2014

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>Certificate</td>
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<tr>
<td>M.CERT-DUP</td>
<td>Additional Certificate</td>
<td>13.15” x 18”</td>
<td>$65</td>
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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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<td>CME-CERT.DUP</td>
<td>Duplicate Certificate</td>
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<td>$65</td>
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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

COMPLIMENTARY: CERTIFICATE OF SPECIAL RECOGNITION FOR COMMUNITY SERVICE AND VOLUNTEERISM

EXCLUSIVELY FOR AESTHETIC SOCIETY MEMBERS

The Aesthetic Society recognizes its members’ outstanding contributions to their communities and the world by awarding the Certificate of Special Recognition for Community Service and Volunteerism.

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<tr>
<td>CSR</td>
<td>Certificate of Special Recognition</td>
<td>8.5” x 11”</td>
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ENSURE YOUR PRACTICE RUNS SMOOTHLY
ARM YOUR STAFF WITH THE KNOWLEDGE NEEDED FOR A SUCCESSFUL PRACTICE

POLICIES & PROCEDURES
EMPLOYEE HANDBOOK
JOB DESCRIPTIONS
The Essentials for Your Practice

A must for every office, these three essential documents have been created by your colleagues at The Aesthetic Society, with insight from leading practice management expert KarenZupko & Associates, specifically for the aesthetic plastic surgery practice. Comprehensive and fully-customizable, these USB drives contain the Policies & Procedures Manual, Employee Handbook, and Job Descriptions. Simply download these Microsoft Word documents onto your computer and personalize to your specific practice needs. These tools will help keep your practice running smoothly, allowing you to focus on what you do best.

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

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<td>Policy Manual; ASAPS Members; ASAPS Candidates for Membership, ASAPS Residents Program</td>
<td>$299</td>
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<td>PPMOA</td>
<td>Policy Manual; Non-member Physician</td>
<td>$599</td>
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</table>
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>
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<th>BODY</th>
<th>YR-1</th>
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<tbody>
<tr>
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<tr>
<th>QUANTITY</th>
<th>ASAPS MEMBER/ CANDIDATE</th>
<th>NON-ASAPS</th>
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<tr>
<td>Sold in increments of 50 brochures per title. Minimum total order is 500 brochures.</td>
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<tr>
<td>500-1000</td>
<td>$73 per pack ($1.46 per piece)</td>
<td>$86 per pack ($1.72 per piece)</td>
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<tr>
<td>1100-1500</td>
<td>$51 per pack ($1.02 per piece)</td>
<td>$60 per pack ($1.20 per piece)</td>
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<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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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

**CODE** | **DESCRIPTION** | **PRICE**
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CCOA-M18 | Cycle of Care - Online Access Annual Subscription (ASAPS/ASPS Member, Candidate, Resident) | $99†

CCOA-G18 | Cycle of Care - Online Access Annual Subscription (Non-member) | $299†

† Annual subscription purchase includes access from January 1, 2018 to December 31, 2018, followed by an annual optional renewal.

To see the full list of documents available, go to [cycleofcare.surgery.org](http://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

**ORDER FORM**

**PRACTICE MANAGEMENT**

THE AESTHETIC SOCIETY

**PRODUCT CATALOGUE**

THE AESTHETIC SOCIETY

WWW.SURGERY.ORG/SHOP

Order online at surgery.org or via phone at 800.364.2147 or 562.799.2356
AESTHETIC SURGERY JOURNAL

Aesthetic Surgery Journal (ASJ) is a monthly peer-reviewed international journal focusing on scientific developments and clinical techniques in aesthetic surgery. The official publication of the American Society for Aesthetic Plastic Surgery (ASAPS), ASJ is also the official English-language journal of two dozen major international societies of plastic, aesthetic and reconstructive surgery representing South America, Central America, Europe, Asia, and the Middle East. It is also the official journal of the British Association of Aesthetic Plastic Surgeons, the Canadian Society for Aesthetic Plastic Surgery, and The Rhinoplasty Society.

ASJ is indexed with MEDLINE/PubMed, has a current Impact Factor of 2.697, and is ranked 54th out of 196 journals in the overall Surgery category. The Journal publishes articles in the following sections: Facial Surgery, Oculoplastic Surgery, Rhinoplasty, Breast Surgery, Body Contouring, Cosmetic Medicine, Research, Special Topics, My Way, Featured Operative Techniques, Genital Rejuvenation, Editorials, and Letters.

Recently, ASJ began publishing Accepted Manuscripts—the raw, unedited, non-typeset version. Most articles now publish in approximately one week from the time of acceptance. We have also begun designing Visual Abstracts to promote authors’ work via social media and offer readers and followers a quick snapshot of the key article takeaways. At bottom right is an example of a recent Visual Abstract.

ASJ has an active social media program including an impressive team of #SoMe ambassadors led by Dr. Grant Stevens. The Journal supports and encourages trainees through its Next Generation Editors program led by Dr. Jason Roostaeian and the Evidence-based Medicine Hub (EBM Hub) led by Drs. Felmont Eaves and Achilles Thoma. Cosmetic Corner, with moderator Chris Surek, DO, is now in its second year and offers an analytical look at ASJ articles with insights from leading expert discussants. Editorial leadership includes Drs. Foad Nahai (Editor in Chief) and Jeffrey Kenkel (Associate Editor) as well as knowledgeable and experienced section editors who peer review submissions. ASJ is presently ranked #1 among all aesthetic surgery journals and continues its history of excellence and focus on quality since 1996.

We are proud to stand beside these leading aesthetic surgeons, pictured here during the recent ASJ Annual Retreat in Huntington Beach, California. Their contributions coupled with those of the editorial team have led to many successes for the Journal in recent years.
RADAR RESOURCE

The Aesthetic Society’s medical education platform and professional network is now available on via your web browser on all smartphones, tablets, and computers. Or via the app on iPad 2 or newer devices. With the integrated RADAR search tool, you can experience the power of RADAR via customized filters that allow you to sort your search by procedure, author, content type, illustrations, charts, and more, taking you to the exact spot in a publication, time-point in a procedural video, or relevant discussion related to your search. RADAR Resource also offers you the ability to:

- Interact, share ideas, and ask questions within a private social network of your colleagues (now with both open and private discussion capabilities).
- Access fresh content that is added regularly to the RADAR library. Content includes: issues of the Aesthetic Surgery Journal, extensive video content, patient safety resources, practice management webinars, and much more!
- Highlight text, bookmark videos, and add notes to publications with your personal audio, a video, and/or reference links.
- Create your own personal digital library by uploading PDF content on RADAR.
- Use the various annotation features on the platform for your personal content and build detailed binders on your clinical research or personal topics of interest.
- View interactive cases provided by plastic surgeons and industry. These cases illustrate options, rationale for approaches, and best practices via branch logic, multimedia attachments, and reference links.

LOGGING INTO RADAR

Access to RADAR is complimentary to Members and Candidates for Membership of The Aesthetic Society (domestic and international), Residents and Fellows enrolled in The Aesthetic Society’s Resident Program, and Aesthetic Surgery Journal subscribers. Users can access RADAR by:

Responsive Web Version – Via your tablet, smartphone, or computer, go to www.radarresource.org and input your login credentials.

iPad App – Via your iPad 2 or newer, search ‘ASAPS’ in the App Store and download the free app

Login with your ASAPS credentials – email Hunter@surgery.org for credentials if needed or to ask questions.
Working together to advance the science, art, and safe practice of aesthetic plastic surgery and cosmetic medicine through education, research, and innovation while maintaining the highest standards of ethical conduct among qualified plastic surgeons.

Support ASAPS Industry Partners and consider using their products in your practice.
THE ARTFUL APPROACH TO COSMETIC MEDICINE

August 24–26, 2018

Directly Provided By

In Collaboration With

THE AMERICAN SOCIETY FOR AESTHETIC PLASTIC SURGERY, INC.

W. Grant Stevens, MD
ASAPS Co-Chair

AMERICAN SOCIETY OF PLASTIC SURGEONS®

Alan Matarasso, MD
ASPS Co-Chair

Estancia Hotel
La Jolla, California

This activity has been approved for
AMA PRA Category 1 credit™

surgery.org/cosmeticmed2018
The Business of Launching Your Practice
The ASAPS Gift of Expert Advice

Residents’ Symposium

Chair: Gary Tuma, MD
Co-Chair: Nolan Karp, MD

December 7–9, 2018
SHIELD Center, New York City

www.surgery.org/residents2018
EXPERIENCED INSIGHTS

Breast and Body Contouring

Thursday, October 18 – Saturday, October 20, 2018

INTERACTION. INVOLVEMENT. INSPIRATION.

InterContinental Mark Hopkins
San Francisco, CA

This activity has been approved for AMA PRA Category one credit™

www.surgery.org/breastandbody2018
ASAPS LAS VEGAS 2019
FACIAL & RHINOPLASTY SYMPOSIUM

January 31–February 2, 2019
The Cosmopolitan of Las Vegas
Las Vegas, NV

Chair: Louis Bucky, MD
Vice Chair: Charles Thorne, MD

WE ARE AESTHETICS.

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CME Available

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www.surgery.org/face2019
THE AESTHETIC CRUISE 2019
Italy • Malta • Greece • Montenegro • Croatia • Slovenia

June 23–July 4, 2019
Chair: Melinda Haws, MD
Co-Chair: Joseph Hunstad, MD

Oceania Cruises—Riviera

www.surgery.org/cruise2019

This activity has been approved for
AMA PRA Category one credit™
# Aesthetic Society Products at-a-Glance

<table>
<thead>
<tr>
<th>Product</th>
<th>Description</th>
<th>Price</th>
<th>Notes</th>
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<tr>
<td><strong>Aesthetic Neural Network</strong></td>
<td>See page 9 for more information</td>
<td></td>
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<tr>
<td><strong>Aesthetic Surgery Journal (ASJ)</strong></td>
<td>See page 17 for more information</td>
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<tr>
<td><strong>ASAPS Advantage Program</strong></td>
<td>See page 26 for more information</td>
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<tr>
<td><strong>ASAPS Educational Symposia</strong></td>
<td>See page 20-24 for more information</td>
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<tr>
<td><strong>ASAPS Certificate of Advanced Education in Cosmetic Surgery</strong></td>
<td>See page 13 for more information</td>
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<tr>
<td>CME-CERT</td>
<td>One certificate</td>
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<tr>
<td>CME.CERT.DUP</td>
<td>Duplicate certificate-each</td>
<td>$65</td>
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<td><strong>ASAPS Membership Certificate</strong></td>
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<td>CSR</td>
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<td>See page 16 for more information</td>
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<td><strong>Annual Subscription</strong></td>
<td>See page 16 for more information</td>
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<td>Patient Instructions, OR Forms, Letters and Disclosures for Plastic Surgeons</td>
<td>CCOA-M18 ASAPS Member, Candidate &amp; Resident $99†</td>
<td>CCOA-G18 Non-member $299†</td>
<td>Annual subscription purchase includes access from January 1, 2018 to December 31, 2018, followed by an annual optional renewal.</td>
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<td>Annual maintenance fee</td>
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<td><strong>Policies and Procedures, Employee Handbook, and Job Descriptions</strong></td>
<td>See page 14 for more information</td>
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<td>PPMOA</td>
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<td>PPMOA Non-member Physician $599</td>
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<td>See pages 18 for more information</td>
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<td><strong>Smart Beauty Guide for Aesthetic Plastic Surgery and Cosmetic Medicine</strong></td>
<td>See page 2 for more information</td>
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<td><strong>Smart Beauty Guide Brochure</strong></td>
<td>See page 4 for more information</td>
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<td>SBG-1</td>
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<td>SBG-CF</td>
<td>(Sold in packs of 100)</td>
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<td><strong>Smart Beauty Guide Procedural Brochures</strong></td>
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<td>PB-1 Abdominoplasty</td>
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<td>PB-4 Breast Reduction</td>
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<td>PB-6 Eyelid Surgery</td>
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<td>PB-10 Surgery of the Nose</td>
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<td>PB-11 Enhancements for Men</td>
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<td>PB-12 Aesthetic Vaginal Surgery</td>
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<td>PB-13 Buttocks Enhancement</td>
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<td>PB-14 Arm &amp; Thigh Lift</td>
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<td>PB-15 Dramatic Weight Loss</td>
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<tr>
<td><strong>SOLD IN PACKS OF 50</strong></td>
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<tr>
<td>Qty. 1-5 packs</td>
<td>$54 per pack</td>
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<td>Qty. 6-15 packs</td>
<td>$49 per pack</td>
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<tr>
<td>Qty. 16+ packs</td>
<td>$43 per pack – a 20% savings!</td>
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</table>

† Annual subscription purchase includes access from January 1, 2018 to December 31, 2018, followed by an annual optional renewal.
**THE AESTHETIC SOCIETY**

**SURGEON AS CONSUMER**
See page 11 for more information

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Minimum total order is 500 brochures.
For board certified surgeons only.

**ASAPS Member / Candidate**

<table>
<thead>
<tr>
<th>Qty.</th>
<th>Price per pack</th>
<th>Price per piece</th>
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<td>1100-1500</td>
<td>$51</td>
<td>$1.02</td>
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<td>1600 or more</td>
<td>$44</td>
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**Non-ASAPS Member**

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<th>Price per piece</th>
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<tr>
<td>500-1000</td>
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<tr>
<td>1600 or more</td>
<td>$56</td>
<td>$1.12</td>
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</tbody>
</table>

See page 15 for more information

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The American Society for Aesthetic Plastic Surgery
Shaping the Future of Smart Beauty®

www.surgery.org/ems
**ORDER INFORMATION**

<table>
<thead>
<tr>
<th>Physician’s name</th>
<th>ASAPS ID#</th>
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<tbody>
<tr>
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</table>

- [ ] 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**

<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
<th>City/State/Zip</th>
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**METHOD OF PAYMENT**

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

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<tr>
<th>Name of cardholder</th>
<th>Account number</th>
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<th>Billing zip code</th>
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**ITEMS ORDERED**

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<tr>
<th>Page #</th>
<th>Product #</th>
<th>Description</th>
<th>Quantity</th>
<th>Unit Price</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 reviewed 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.
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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

<table>
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<th>Format</th>
<th>Label Color &amp; Size</th>
<th>Quantity</th>
<th>Price</th>
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<tr>
<td>A</td>
<td>Clear (transparent) – 1 1/2” x 3” (S - Clear)</td>
<td>500</td>
<td>$105   (.21 each)</td>
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<td>White (gloss) – 1 1/2” x 3” (S - White)</td>
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<td>Silver Foil – 1 1/2” x 2 3/4” (S - Silver)</td>
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<td>$220   (.11 each)</td>
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<td></td>
<td>Gold Foil – 1 1/2” x 2 3/4” (S - Gold)</td>
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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.

<table>
<thead>
<tr>
<th>Size</th>
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<tr>
<td>PLO-1: Large Wall Plaque. 12” x 14”</td>
<td>$475</td>
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<tr>
<td>PLO-2: Small Wall Plaque. 5” x 7”</td>
<td>$400</td>
</tr>
</tbody>
</table>

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

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asaps@surgery.org

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

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April 23–28, 2020
Las Vegas, NV

Boston Convention and Exhibition Center
April 29–May 3, 2021
Boston, MA

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May 16–21, 2019  New Orleans Convention Center

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