Meeting Summary

The theme “The Fusion of Artistic Vision and Technical Precision” was much in evidence at the 2005 Annual Meeting of ASAPS and ASERF. More than 200 technical and scientific exhibits were presented on topics as diverse as Practice Management—The Critical Elements for Success and Evolution and Advances in Breast Augmentation.

This year’s attendance totaled more than 1,800 making it one of our best attended meetings ever. New leadership was elected, new and controversial issues were discussed in our “Hot Topics” session, and many new speakers joined our roster of aesthetic experts. Details can be found inside.

ASERF Announces Award Winners

The Aesthetic Society Education and Research Foundation (ASERF) announced its annual award winners at the business meeting of the 2005 Annual Meeting. Among the winners were:

The In Chul Song Award: bestowed upon a plastic surgeon whose philanthropic plastic surgery efforts to citizens in less fortunate countries best exemplifies humanitarian service. This year’s recipient was Thomas E. Geraghty, MD for his work as the founder of the Medical Aid for Children of Latin America.

The Walter Scott Brown Award for the best video presentation at an Annual Meeting was awarded to Dr. Dean Toriumi for his video presentation “Primary Open Rhinoplasty.”

More awards on Page 5
Active members elected new officers for 2005-2006 during the ASAPS Annual Business Meeting in New Orleans. Mark L. Jewell, MD assumed the office of President. Others elected to the Executive Committee are: James M. Stuzin, MD, President-Elect, Foad Nahai, MD, Vice-President, Alan H. Gold, MD, Treasurer, Secretary, Renato Saltz, MD. Also elected as Members-at-Large were Felmont F. Eaves, III, MD, Brian M. Kinney, MD, Leo R. McCafferty, MD, Jeffrey M. Kenkel, MD, Charles E. Hughes, MD, Daniel E. Morello, MD was elected Trustee. A complete list of Officers and Committees for 2005-2006 can be found at www.surgery.org.

The American Society for Aesthetic Plastic Surgery Welcomes These New Members

Govind Acharya, MD
Robert C. Bledsoe, Jr., MD
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Sanjay Grover, MD
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Haideh Hirmand, MD
Philip R. Humber, MD
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Sandeep Jejurikar, MD
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David M. Kahn, MD
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Adam Ross Kolker, MD
Mark D. Larson, MD
Linda Li, MD
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Scot Martin, MD
Jorge L. Menendez, MD
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J. Gerald Minniti, MD
M. Eugene Moor, III, MD
David T. Morwood, MD
Gerard C. Mosiello, MD
Donald R. Nunn, MD
Phillip H. Nunnery, MD
Kitti K. Outlaw, MD
Frederick K. Park, MD
Richard E. Peck, MD
John C. Pedersen, MD
Richard A. Peinert, MD
Wayne R. Perron, MD
Michael T. Phiblin, MD
Christopher D. Prevel, MD
Jeffrey M. Rawlings, MD
James A. Rieger, MD
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Andrew G. Roth, MD
Alexia P. Saboeiro, MD
Jhonny A. Salomon, MD
Robert J. Schutz, MD
Francis C. Sheng, MD
Michele A. Shermak, MD
Bernard A. Shuster, MD
Kent U. Sian, MD
David S. Slatton, MD
Kenrick A. Spence, MD
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Michael B. Tantillo, MD
Lee K. Thornton, MD
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Victoria L. Vastine, MD
Richard J. Wasserman, MD
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Robert C. Wilke, MD
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International Active Membership
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Gisela Hobson Pontes, MD
Susumu Takayanagi, MD
Ran Talisman, MD
Luis Jose Lopez Tallaj, MD
Frank Trepsat, MD
Rene del Castillo Valerio, MD
Robin Frans Van Look, MD
Rafael Vergara, MD
Hot Topics: One Surgeon’s Perspective

by Steven Teitelbaum, MD

Note: This is an abridged version of the presentation Dr. Teitelbaum gave at this year’s Hot Topics session.

This is the hot topics course—it is not the safe and effective topics course. That sounds trite, but it is important. My grandfather taught me to fish. But when I complained that I wasn’t catching anything, he said “it’s called fishing, not catching.”

The same is true here—all it takes to be presented is that a topic is Hot. What does HOT mean?

In this context, it can mean several things—it can be cutting edge and purely experimental basic research—hot can mean that it has a buzz and is being spoken about…some of the topics are already being used, but still undergoing scrutiny and improvement. But whatever they are, our job as listeners is to evaluate whether they will become, safe, effective, and proven topics.

What makes something hot?

There are four players here.
• It begins and ends with the patient wanting to look better.
• The doctor wants to find the best way to meet that need.
• The media wants to describe that to the patient.
• The manufacturer has invested in something for the patient’s benefit.

"We plastic surgeons like to think of ourselves as the engine of this train, but we shouldn’t fool ourselves any longer…the momentum from the combined effect of the manufacturer’s PR efforts relegate us much more to the caboose than any of us are probably willing to admit to ourselves."

But there is also a dark side to the cycle. It again begins with the patient, whom, often, in my opinion, has a largely uncritical demand for anything new, and gullibility for the wildest claims, whether proven or not…there is the desire for anything that is techno with the word “laser” or “ultrasound.” Newer is always better, and they demand only “the latest.” The individual doctor, in turn, is compelled to respond to that demand. Doctors may also want to seek a technique that will give them an “edge” over their peers. What choice do the media have but to satisfy their audience’s insatiable thirst for the latest gadget and the most improbable techniques? What that means, therefore, is that there is often disproportionate coverage of the fantastic and unproven. And the manufacturer, with a product to sell, shareholders to please, and now, with the ability to skip the doctor and advertise directly to the patient, and run a direct PR campaign, sends this into high gear. The products then cycle onto themselves.

We plastic surgeons like to think of ourselves as the engine of this train, but we shouldn’t fool ourselves any longer…the momentum from the combined effect of the manufacturer’s PR efforts relegate us much more to the caboose than any of us are probably willing to admit to ourselves.

I am only excited by something that really does something very different or better…another tool that does roughly the same thing is not of great interest to me—and that is my bias…I disclose that, because I will put down things here because they fail in that regard.

Dr. Teitelbaum is an aesthetic surgeon practicing in Santa Monica, CA.
Vogue Magazine journalist, Ariel Levy, took home top honors in the newly created Patient Safety category of the (ASAPS) annual Journalistic Achievement Awards. Ms. Levy was among six first place winners, selected from nearly 125 entries, in the 2005 competition.

Awards for exceptional reporting on cosmetic plastic surgery included Television News, Television Feature, Newspaper, Magazine, Internet and Patient Safety.

Ariel Levy of Vogue Magazine was recognized for her article, Shopping for Surgery, which stressed the seriousness of undergoing any type of surgery and provided consumer guidelines for helping to ensure safety when undergoing cosmetic surgery.

Patricia Anstett, of the Detroit Free Press, was the winner in the Newspaper category for her article, Mommy Makeovers. Her article explored breast and body contouring options for women after childbirth and provided a checklist for finding a qualified surgeon as well as questions to ask when considering surgery.

First place in the Magazine category was awarded to Kimberley Sevcik for her article in Self: The Scary Truth About Plastic Surgery TV. The article, which included an interview with ASAPS President Peter Fodor, MD, explored the reality of “reality” television.

Erika Chao of KVWB-TV, Las Vegas, took top honors in the Television News category for her story on teen surgery. The story emphasized factors such as teens’ physical and emotional maturity that responsible surgeons considered carefully before agreeing to perform cosmetic surgery.

The winner in the Television Feature category was Steve Bronstein for his ABC Good Morning America segment examining how plastic surgery reality television programs may be influencing people to request multiple surgical procedures be performed at the same time and how this can have dangerous consequences.

First place in the Internet category went to Daniel DeNoon of WebMD for his article reporting on the Florida case in which four people were seriously harmed from injections with an unknown substance that they believed was Botox. The article stressed the importance of consumers knowing the qualifications of their doctor and also provided other safety guidelines.

A panel of plastic surgeons and communications professionals evaluated each entry for accuracy of information, balanced reporting, educational value, interest, originality, and journalistic style. In addition to a $500 cash prize and framed certificate, winners received airfare and accommodations for the ASAPS 2005 Annual Meeting and were honored at a Journalistic Achievement Awards Dinner. Runners-up and Finalists received personalized certificates.

The Aesthetic Society thanks the following companies for their on-going support:

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**ASERF Awards**

*Pictured left to right: Dr. Robert Harvey, Dr. Jennifer Walden and Dr. Jeffrey Lang*

Best Scientific Exhibit by a Resident judged to be the most educational was presented to Dr. Jennifer Walden for “Anatomic Comparison of Transpalpebral, Endoscopic and Coronal Approached to Demonstrate Exposure and Extent of Brow Depressor Muscle Resection”

*Pictured left to right: Dr. Peter Fodor, Immediate Past President, ASAPS, Dr. V. Leroy Young, and Jeffrey Lang, MD*

The Award for the Best Journal Article published in a scientific journal, March 2004 ASJ, was presented to Drs. V. Leroy Young, Marla E. Watson, C.B. Boswell and Robert Centeno for the article “Initial Results From an Online Breast Augmentation Survey”

*Pictured left to right: Dr. Jack Fisher and Dr. Peter Fodor, ASAPS Immediate Past President*

The Fodor Award for the Best Panel Moderator was presented at the 2004 Annual Meeting to Dr. Jack Fisher for his presentation “Silicone Implants in Breast Surgery Today.”

Continued on Page 6
Pictured left to right: Dr. Jeffery Lang, Dr. Mary McGrath and Immediate Past President Dr. Peter Fodor
The Simon Fredricks Award for the Best Panelist at the Society's Annual Meeting in Vancouver, April 2004 was presented to Dr. Mary McGrath, for her presentation “The Role of Silicone Implants in Breast Surgery Today.”

Pictured left to right: Dr. Jeffery Lang, Dr. Ronald Gruber, and Immediate Past President Dr. Peter Fodor
The Tiffany Award for the Best Scientific Presentation at the 2004 Annual Meeting was presented to Dr. Ronald Gruber, for his paper, “Changing the Curvature (Convexity and Concavity) of Nasal Cartilages and Cartilage Grafts: The Mattress Suture.”

Additional Awards included:

The Best Scientific Exhibit Award for the most educational display was awarded to Dr. Arturo Prado, for his presentation, “Areolar Nipple Threshold Perception to Faradic Electricity: A Measure of Sensibility Done Pre and Post-Op for Breast Reduction and Breast Augmentation.”

The Raymond Vilain Award is presented to an International Active Member or an international surgeon for an outstanding presentation at the Annual Meeting. Dr. Patrick Tonnard, Belgium was given the award for his presentation, “Minimally and Non-Invasive Facial Rejuvenation—Why Can’t Less be More?”

The Sherrel J. Aston Award was presented to Dr. Richard Siegel, for the best presentation by a resident or candidate. This presentation was given for Dr. Siegel’s participation on the panel, “Why Upper Lid Blepharoplasty Isn’t Simple Anymore.” This award is funded by a grant to ASERF by Dr. Shradakumar Dicksheet.
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