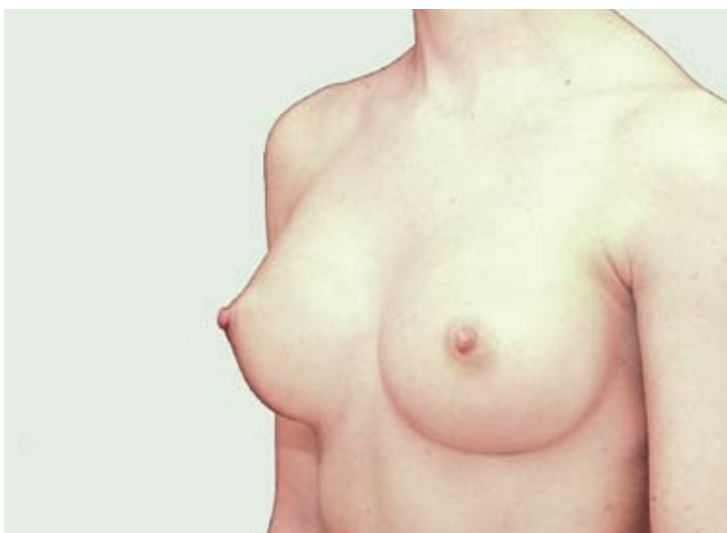




Welcome to  
**Beauty through Science**  
Akademikliniken's Fourth International  
Aesthetic Symposium

Grand Hôtel, Stockholm. June 5-7, 2008.



Welcome

## Beauty through Science 2008

Aesthetic plastic surgery has undergone dramatic changes throughout the last decades and we still see a constant evolution and growth of the procedures performed. Non-surgical procedures are requested more and more and this segment of aesthetic medicine is in fact growing even faster than the operative procedures. To offer a new “holistic” approach to the aesthetic patients plastic surgeons must embrace non surgical procedures in their offices. Akademikliniken has therefore initiated their “Beauty through Science” symposiums.

Surgical procedures, non-surgical facial rejuvenation including large sections on state of use of neurotoxins and fillers, and non-surgical body contouring will be covered. Added to all this will be a master class on the latest findings in skin care. The surgical sessions will focus on aesthetic facial surgery and aesthetic breast augmentation surgery. Breast augmentation surgery has also entered into a new era in the 21st century. Many surgeons are not fully aware of the paradigm shift related to the use of form stable devices and that these implants, both anatomical and round ones, necessitates fundamentally different implant selection techniques, preoperative markings and surgical methods. In this meeting we will not only have lectures and DVD to demonstrate this but we will also offer teaching courses.

The interest for this symposium has to date been large and we hope that we will be able to continue and further develop this meeting in the years to come.

We welcome you to Stockholm in June of 2008. Usually the Swedish capital shows its best side this time of the year. The days are warm and daylight extends long into the evening. We also hope to bring you a social program of similar quality to that of our previous, greatly appreciated international symposiums.

Welcome to Akademikliniken’s fourth international symposium.

Finally, do not forget to note your calendars for the 5th Beauty through Science meeting in Stockholm 11–13 June 2009.

Sincerely,



Per Hedén  
Associate Professor in Plastic Surgery,  
MD, PhD



**Meeting director**

Hedén Per

**Local Faculty**

Frohm-Nilsson, Margareta  
Grenfell, Holly  
Jernbeck, Jan  
Röjdmark, Jonas  
Samuelson, Ulf  
Veltheim, Riikka

**International Faculty**

Adams, Bill	USA
Aiach, Gilbert	France
Aston, Sherrell	USA
Azencot, Armand	France
Cassuto, Daniel	Italy
deMaio, Maurizio	Brazil
Duncan, Diane	USA
Feller, Axel	Germany
Fuente del Campo, Antonio	Mexico
Friedman, Nimrod	Israel
Guy, Roxanne	USA
Hoening, Johannes	Germany
Khoury, Roger	USA
Levy, Philip	Switzerland
Liew, Steven	Australia
Lund, Herluf	USA
Mallucci, Patrick	England
Maxwell, Patric	USA
Metaxotos, Nick	Greece
Mole, Bernard	France
Nava, Maurizio	Italy
Polla, Luigi	Switzerland
Pozner, Jason	USA
Schefflan, Michael	Israel
Stan, Constantin	Romania

**Administrative secretariat**

Congrex Sweden AB  
Attn: Akademikliniken 2008  
Karlavägen 108  
PO Box 5619  
SE-114 86 Stockholm  
Sweden  
Telephone: +46 8 459 66 00  
Fax: +46 8 661 91 25  
E-mail: akademikliniken@congrex.com  
www.ak.se

**Official Conference Organiser**

Congrex Sweden AB has been appointed official Congress organiser for this event. The Congrex Group works internationally with offices in Sweden, The Netherlands, United Kingdom and Latin America, offering integrated solutions for the association services industry and corporate and governmental meetings. For more information, please visit [www.congrex.com](http://www.congrex.com).

**Language**

The official language of the symposium is English. No simultaneous translation will be provided.

**Web Site**

For the latest information about the symposium, please visit the symposium web site at: [www.ak.se/bts](http://www.ak.se/bts).

# Programme

Wednesday June 4th:

Get together welcome drink

**17.00-19.30 Akademikliniken, Storängsvägen 10.**

Thursday June 5th:

Beauty through Science:  
Aesthetic Breast Surgery

**07.30**

Registration

**08.00 - 8.10**

Opening and Welcome - Per Hedén

**08.10 - 8.30**

Aesthetic anthropology. Present status and future development - David Endicott (Allergan Co)

*Aesthetic Breast Surgery*

**08.30 - 09.00**

Special Lecture. The status of breast augmentation with autologous fat transplants. Technique, results and controversies - Roger Khouri

**Session 1: Form stable implant advantages selection and surgical technique - Chairman: Per Hedén**

**09.00 - 09.25**

Advantages, disadvantages and fundamental differences between form stable and non-form stable implants. Comparison between different implants on the market Patric Maxwell

**09.25 - 09.50**

Fundamental principle in selection of form stable implants and computerized aid in the preoperative planning Constantin Stan

**09.50 - 10.15**

The process of breast augmentation – Optimizing outcomes and minimizing recovery – Pocket plane, surgical technique. Post-operative management with form stable implants - Bill Adams

**10.15-10.30**

Discussion

**10.30 -11.00**

Coffee break

**Session 2: Ptosis, secondary cases, tuberous breasts and asymmetries - Chairman: Patric Maxwell**

**11.00 - 11.25**

The ptotic breast - Correction without implants, mastopexy augmentation, preoperative planning and surgical technique - Per Hedén

**11.25 -11.50**

Secondary breast augmentation - Implant selection, site change alternatives, surgical techniques - Michael Schefflan

**11.50 - 12.15**

The tuberous breast. Implant selection and alternative surgical techniques - Maurizio Nava

**12.15 - 12.30**

Breast asymmetries – classification and treatment alternatives. Benefits of form stable implants - Nimrod Friedman

**12.30 - 12.45**

Discussion

**12.45 -13.30**

Lunch

**Session 3: Miscellaneous - Chairman: Constantin Stan**

**13.30 -13.50**

The breast surgery market – A market research report. Key insights and growth potentials. - Derek Williams (Allergan Co.)

**13.50 - 14.10**

Individual prediction and optimization of breast augmentation using 3D scans and biomechanical simulation of soft tissue - Evgeny Gladilin

**14.10 - 14.30**

Round from stable implants. Comparison to anatomical and non-form stable devices. Implant selection and surgical technique - Patrick Mallucci

**14.30 - 15.00**

Incisional alternatives, pros and cons. The axillary, periareola and submammary approach – advantages, limitations and surgical techniques when using form stable breast implants. - Armand Azencot

**15.00 - 15.15**

Discussion

**15.15 - 15.45**

Coffee break

**Session 4: Live Surgery recordings DVD presentations - Chairman : Bill Adams**

**15.45 – 16.30**

Multiplan breast augmentation to correct ptosis (15 min) - Constantin Stan

Preoperative markings and surgical technique in submuscular dual plane positioning (15 min) - Bill Adams

Secondary breast augmentation (15 min) - Patric Maxwell

**Session 5: Panel discussion – problem cases. What to do ?**

**16.30 - 17.30**

- Chairman: Per Hedén

- Panelists: Bill Adams, Armand Azencot, Axel Feller, Patric Maxwell, Michael Schefflan

# Friday June 6th: Rejuvenating Aesthetic Facial Surgery

## 08.00-08.20

Introduction. Aesthetic Anthropology : What does it mean for you?. - David Pyott (CEO Allergan Co)

## 08.20-08.45

Reducing and managing legal claims in the aesthetic clinic  
Anthony Sauerman (Lawyer)

### *Rejuvenating Aesthetic Facial Surgery*

#### **Session 1: Facial features and the consultation**

- **Chairman: Jonas Røjdmark**

## 08.50 - 09.10

Contemporary concepts of facial beauty and achieving it surgically and non surgically - Steven Liew

## 09.10 - 09.25

Periorbital consultation, indications for and limitations of surgical and nonsurgical procedures - Diane Duncan

## 09.25 - 09.40

The consultation process in facial rejuvenation  
- Nick Metaxotos

## 09.40 - 10.00

The importance of bone support in facial aesthetics and it's implications in facial ageing - Franz Hoening

## 10.00 - 10.15

Discussion

## 10.15 - 10.45

Coffee break

#### **Session 2: The periorbital area - Chairman: Axel Feller**

## 10.45 - 11.00

Endoscopically assisted periorbital rejuvenation  
- Axel Feller

## 11.00 - 11.15

The lower lid - blending the lid cheek junction with fat transposition and transplantation - Per Hedén

## 11.15 - 11.30

The upper eyelid – important considerations in rejuvenation - Antonio Fuento del Campo

## 11.00 - 11.15

Discussion

#### **Session 3: Facelift - Chairman: Sherrell Aston**

## 11.15 - 11.30

The hairline in facelift surgery - Riikka Veltheim

## 11.30 - 11.45

Short scar facelifting and the MACS procedure  
- Jan Jernbeck

## 11.45 - 12.00

Double anchoring in facelift. A simple technique for beginners - Bernard Mole

## 12.00 - 12.15

Facelifting with SMAS and FAME (finger assisted malar elevation) - Sherrell Aston

## 12.15 - 12.30

Trans auricular approach in facelifting  
- Antonio Fuento del Campo

## 12.30 - 12.45

Discussion

## 12.45 - 13.30

Lunch

#### **Session 4: The neck**

- **Chairman: Antonio Fuento del Campo**

## 13.30 - 13.50

Selecting platysma procedures based on anatomy  
- Sherrell Aston

## 13.50 - 14.10

The difficult neck different treatment options  
- Antonio Fuento del Campo

## 14.10 - 15.00

Live Surgery - DVD presentations  
The Hammock Platysma Plasty - Antonio Fuento del Campo  
The FAME facelift - Sherrell Aston

## 15.00 - 15.30

Coffee break

#### **Session 5: Miscellaneous - Chairman: Gilbert Aiach**

## 15.30 - 15.45

Segmental facial fat grafting – a new technique  
- Per Hedén

## 15.45 - 16.00

Fat grating in facial rejuvenation the future of adipose derive stem cells - Michael Schefflan

## 16.00 - 16.15

Surgical rejuvenation of the aging nose - Gilbert Aiach

## 16.15 - 16.30

Perioral rejuvenation. Diagnosis and treatment alternatives  
- Michael Schefflan

## 16.30 - 16.45

Discussion

#### **Session 6: Panel discussion – problem cases: What to do?**

## 16.45 - 17.30

Chairman: Jonas Røjdmark  
Panelists: Sherrell Aston, Antonio Fuento del Campo, Jan Jernbeck, Bernard Mole and Michel Schefflan

## 19.30

**Conference Dinner and Dance Party sponsored by Q-Med**

# Saturday June 7th: Non-surgical aesthetic procedures

## 08.15-8.30

Introduction. The challenging new holistic era in aesthetic medicine - KG Edung (Q-Med Co)

*Non-surgical aesthetic procedures.*

### Session 1: Business management panel – in cooperation with ASPS - Chairman: Roxanne Guy

## 08.30 - 09.30

Different business models for incorporation of skin care, cosmeceuticals and minimally invasive modalities into an aesthetic plastic surgery practice. Panel participants: Roxanne Guy Per Hedén, Herluf Lund, Patric Maxwell, Nick Metaxotos, Jason Pozner.

### Session 2: Non-surgical body contouring - Chairman: Diane Duncan

## 09.30 - 09.45

Body contouring with hyaluronic acid - Per Hedén

## 09.45 - 10.00

Body contouring with mesotherapy - Diane Duncan

## 10.00 - 10.10

External ultrasound, effect and limitations - Maurizio Nava

## 10.10 - 10.20

Combining radiofrequency and external US for non invasive body contouring - Michael Schefflan

## 10.20 -10.30

Discussion

## 10.30 -11.00

Coffee break

### Session 3: Fillers and neurotoxins - Chairman: Mauricio deMaio

## 11.00 - 11.20

Optimised neurotoxine office management and upper face treatment. Lifting and sculpting with neurotoxins. Combinations with other treatments and advanced treatment - Mauricio deMaio

## 11.40 - 12.00

Lower face treatment and other indications for the use of neurotoxin to widen treatment indications and improve result. The management of side effects & complications. - Philip Levy

## 12.00 - 12.15

Lip augmentation with neurotoxin alone, limitations and possibilities. Combination with other treatments - Bernard Mole

## 12.15 - 12.30

Total non-surgical facial reshaping : The concept, the science, the tools and the art. - Steven Liew

## 12.30 – 12.40

What is the place for long lasting and permanent fillers? Experiences from injection of PAAG - Bernard Mole

## 12.40 -12.50

Granuloma after injection of permanent fillers - treatment options. The place of laser therapy - Daniel Cassuto

## 12.50 - 13.00

Discussion

## 13.00 -13.45

Lunch

### Session 4: Cosmeceuticals and laser rejuvenation - Chairman: Luigi Polla

## 13.45 -14.00

Cosmeceuticals – scientific documentation and how to integrate into medical offices - Holly Grenfell

## 14.00 -14.10

The skin care unit – which technologies for which purpose and how to invest - Margareta From Nilsson

## 14.10 -14.20

Laser treatments in the plastic surgery practice - Jason Pozner

## 14.20 -14.30

Laser treatments – the practice building perspective - Herluf Lund

## 14.30 -14.40

Fractional CO2 laser peeling. Facial, body and hand treatments - Luigi Polla

## 14.40 -14.50

Comparison between different laser resurfacing techniques - Daniel Cassuto

## 14.50 -15.00

Laser ablation of hand veins - Roxanne Guy

## 15.00 -15.30

Panel discussion

## 15.30 -16.00

Coffee break

### Session 5: Using Market Research to Position Your Practice - Chairman: Roxanne Guy. Participants: Roxanne Guy and Lynn Kahn (Vice President of Programs, ASPS)

## 16.00 -16.15

The ASPS/ASAPS Beauty for Life Campaign

## 16.15 -16.30

Other market research, including corporate information

## 16.30 -16.54

The Internet and Web site demos

## 16.45-17.00

Demonstrative video of Laser ablation of Hand veins

## 17.00

Summary and adjournment - Per Hedén

# Teaching courses

## (1-2 hours)

Advance registration and limited number of participants for in depth interactive education

### *Breast*

**Thursday June 5th 17.00 -18.00 hrs (Grand Hotel, room: Oscarssalongen)**

**Course B1: The right consultation (“The Biodynamic computerized system”)**

Lecturer: Constantin Stan, Romania

Software to aid in the consultation process

Per-operative markings with software support

Computerized records and follow up

Live patient demonstration

**Thursday June 5th 17.00 -18.00 hrs (Grand Hotel, room: Royalrummet)**

**Course B2: Round form stable breast implants (INPIRA)**

Lecturer: Patrick Mallucci, England

Advantages selection, preoperative markings and specific surgical technique

**Friday June 6th 07.30 - 08.30 hrs (Grand Hotel, room: Rum Uppsala)**

**Course B3: Secondary breast augmentation surgery**

Lecturer: Patric Maxwell, USA

Preoperative evaluation and implant selection

Site change

New submuscular pocket creation

DVD operative demonstration

**Friday June 6th 07.30 - 08.30 hrs (Grand Hotel, room: Royalrummet)**

**Course B4: Pearls of dual plane breast augmentation – management of the tuberous breast and asymmetry and voiding pitfalls.**

Lecturer: Bill Adams, USA

Key Pearls for selecting the right implant

Application of dual plane techniques for the constricted lower pole breast

Detailed surgical description for the constricted lower pole breast

Pre-operative planning and Operative demonstration using DVD presentation

**Friday June 6th 13.00 -17.00 hrs (Akademikliniken)**

**Course B5: Allergan Academy - Live surgery breast augmentation workshop**

Lecturers: Axel Feller, Jan Jernbeck and Ulf Samuelsson

Implant selection, preoperative markings and surgical technique for form stable implants

**Friday June 6th 17.00-18.00 hrs (Grand Hotel, room: Royalrummet)**

**Course B6: Mastopexy augmentation**

Lecturer: Per Hedén, Sweden

Implant selection, preoperative markings and safe surgical techniques to achieve predictable outcomes with minimized frequency of complications

Live patient preoperative markings lectures and DVD session

**Friday June 6th 17.00 -18.30 hrs (Grand Hotel, room: Oscarssalongen)**

**Course B7: Implant based breast reconstructive surgery**

Lecturer: Maurizio Nava, Italy and Michael Schefflan Israel

Selection of implants

Pre-operative planning

One vs. two stage reconstruction

Direct reconstruction

DVD presentations and lectures

# Teaching courses cont'd.

**Friday June 6th 17.00 -18.30 hrs (Grand Hotel, room: Kinarummet)**

**Course B8: Breast augmentation with autologous fat transplants**

Lecturer: Roger Khouri  
DVD surgery demonstration and lecture  
Pre-conditioning of the breast with expansion (BRAVA® system) and technique for harvesting preparation and augmentation with autologous fat transplantation

## *Facial Aesthetic Surgery*

**Friday June 6th 07.30 - 08.30 hrs  
(Grand Hotel, room: Kinarummet)**

**Course F1: Sub periosteal mini invasive facelifting**

Lecturer: Antonio Fuento del Campo, Mexico  
Patient selection and Surgical Technique  
DVD presentation

**Friday June 6th 07.30 - 08.30 hrs  
(Grand Hotel, room: Oscarssalongen)**

**Course F2: Top Ten Points for successful facelifting**

Lecturer: Sherrell Aston, USA  
Lectures and DVD session

**Friday June 6th 07.30 - 08.30 hrs  
(Grand Hotel, room: Carl Larsson-rummet)**

**Course F3: Facial rejuvenation with fat transplants**

Lecturer: Michael Schefflan, Israel  
Review of scientific literature and results  
Handling of fat  
Technique of harvesting and handling  
Injection technique  
Stem cell purification. Technical description and DVD presentation

**Friday June 6th 17.00-18.00 hrs  
(Grand Hotel, room: Rum Uppsala)**

**Course F4: Rhinoplasty, patient evaluation and surgical technique**

Lecturer: Gilbert Aiach  
DVD surgical technique demonstration

## *Non-Surgical Procedures*

**Thursday June 5th 17.00 -18.00 hrs  
(Grand Hotel, room: Kinarummet)**

**Course N1: Computerized office management system**

**Lecturers: Ulf Samuelson and Gustaf Horwitz (CEO and founder Metodika), Sweden**

Importance of computerized office management programs  
Market overview Available alternatives  
Experience software implementation, common risks, errors and mistakes made  
Features you might not know you need  
Best practice – Mr Horwitz shares 30 year experience of Implementing best of breed solutions”

**Friday June 6th and Saturday June 7th 08.30-18.00  
Course N2: Master Class in Medical Skin Care (Two day course – including course N3, N4, N5 and N7)**

**Friday June 6th 09.00-10.00 hrs.  
(Akademikliniken)**

**Course N3: Laser treatment of facial granulomas**

Lecturer: Daniel Cassuto  
A live patient demonstration workshop. Treatment of facial granulomas after injection of permanent fillers (Dermalive and Artecoll). Laser light delivery through transcutaneous fiberoptics.

**Friday June 6th 12.00 – 13.00 hrs.  
(Akademikliniken)**

**Course N4: Facial rejuvenation with fractional laser peeling**

Lecturer: Daniel Cassuto, Italy and Luigi Polla, Switzerland.  
Live patient demonstration of 2 different techniques for fractional laser peeling  
Review of available non-surgical alternatives

**Friday June 6th 11.00 – 12.00 hrs.  
(Akademikliniken)**

**Course N5: Body and facial contouring with mesotherapy injection**

Lecturer: Diane Duncan  
Live patient demonstration with the use of PC/DC and collagenase mixture

**Saturday 15.00 -17.00 hrs. (Grand Hotel, room: Stockholm)**

**Course. N6: Using the whole face approach to meet patient expectations in Facial Aesthetic practice  
Combination treatments using new generation of Filler and Neuro-modulator therapies**

Lecturer: Mauricio de Maio, Brazil and Philip Levy, Switzerland  
Live patient demonstration course  
Lower and upper face analysis and treatment

**Friday 16.30-18.00 hrs (Grand Hotel, room: Stockholm)**

**Course. N7: Total non-surgical Facial Reshaping: The concept, the science, the tools and the art.**

Lecturer: Steven Liew  
DVD demonstration as well as perhaps and live patient analysis and injection (hyaluronic acids and neurotoxins in combination)  
Rhytid treatment and volumetric restoration  
Live patient demonstration

**Saturday 10.30 - 11.30 hrs (Grand Hotel, room: Royalrummet. Coffee will be served)**

**Course N8: Building your clinic into a successful business. Marketing strategies**

Lecturers: Nick Metaxotos, Greece, and Michael Linhoff, Business Development Consultant, Switzerland.  
Strategies for establishing an office:  
-investment  
-joint venture  
-partnership  
Review of marketing research and recommended marketing strategies

## Friday June 6th + Saturday June 7th: Masterclass in Medical Skin Care

**Friday June 6th and Saturday June 7th.**  
**Course N2: Master Class in Medical Skin Care**  
(2 day course – including course N3, N4, N5 and N7)

*Friday June 6th*  
**(08.30-13.00 at Akademikliniken Skin Science Center, Storängsvägen 10.**  
**13.00-18.00 at Grand Hotel, room Stockholm.)**

**08.30 - 8.40 hrs.**  
**Opening and welcome**  
Co-Founder of Akademikliniken Dr Jan Jernbeck

**08.40 – 9.00 hrs.**  
**Different peel treatments**  
Lecturer: Dr Margareta Frohm-Nilsson,  
Akademikliniken

**09.00 - 10.00 hrs.**  
**Course N3: Laser treatment of facial granulomas**  
Lecturer: Daniel Cassuto  
A live patient demonstration workshop. Treatment of facial granulomas after injection of permanent fillers (Dermalive and Artecoll). Laser light delivery through transcutaneous fiberoptics.

**10.00-10.30 hrs.**  
**Aging skin and Customized treatments**  
Lecturer: Dr Margareta Frohm Nilsson,  
Akademikliniken

**10.30 – 11.00 hrs.**  
**Coffee break**

**11.00 – 12.00 hrs.**  
**Course N5: Body and facial contouring with mesotherapy injection**  
Lecturer: Diane Duncan  
Live patient demonstration with the use of PC/DC and collagenase mixture.

**12.00 – 13.00 hrs.**  
**Course N4: Facial rejuvenation with fractional laser peeling**  
Lecturer: Daniel Cassuto, Italy and Luigi Polla, Switzerland.  
Live patient demonstration of 2 different techniques for fractional laser peeling  
Review of available non-surgical alternatives

**13.00 – 14.00 hrs.**

**Lunch at Grand Hotel.**

**14.00 - 15.00**  
**Vela Shape**  
(Grand Hotel, room: Stockholm)  
Lecturer: Daniel Cassuto, Italy  
Live patient demonstration by Eva Westrin,  
Akademikliniken

**15.00 - 15.30**  
**Coffee break**

**15.30 – 16.30**  
**Restylane Vital**  
(Grand Hotel, room: Stockholm)  
Lecturer: Carlos Vaca Falconi, Q- Med  
Live patient demonstration by Cecilia Wiking,  
Akademikliniken

**16.30-18.00 hrs.**  
**Course. N7: Total non-surgical Facial Reshaping: The concept, the science, the tools and the art.**  
(Grand Hotel, room: Stockholm)  
Lecturer: Steven Liew  
DVD demonstration as well as perhaps and live patient analysis and injection (hyaluronic acids and neurotoxins in combination)  
Rhytid treatment and volumetric restoration  
Live patient demonstration

*Saturday June 7th*

For Saturday's full programme, please turn to page 6.

