5th Annual Gender Aesthetic Congress Asia Focus Series 2017
Cutting-Edge Novel Techniques in Modern Asian Aesthetic Medicine
25th - 27th August 2017 | Singapore

Congress Prospectus
ABOUT AAAM INTERNATIONAL & OUR GLOBAL FOOTPRINT

WHY WORK WITH AAAM INTERNATIONAL
The American Academy of Aesthetic Medicine (AAAM) International is dedicated to providing education and hands-on trainings to licensed physicians who have a scientific and clinical interest in medical aesthetics.

9000+ aesthetic doctors and still counting
Since its inception in 1999, the AAAM has conducted over 400 board certification courses and congresses worldwide, accounting to more than 9000 doctors trained in US, Europe, Middle East, South Africa and the whole of Asia Pacific including Singapore, Malaysia, Hong Kong, Australia, Thailand, Myanmar, Philippines, India, Indonesia and Taiwan.

AAAM is currently expanding at full speed achieving double-digit growth in the number of certification courses, variety and continent coverage. For more information on the AAAM Board Certification Courses, visit http://www.aaamed.org/courses_info.cfm

ABOUT EZYHEALTH HOLDINGS
Singapore-based Ezyhealth group is one of Singapore’s pioneer and most respected companies in the healthcare industry having had extensive business interests that include health events organising, aesthetic training for medical professionals and publishing of health magazines and books spanning over 10 years.

Its training and development arm, CBB Medical Training partners with the AAAM to promote regular honing of skills and knowledge in the dynamic field of Aesthetics Medicine by organizing and delivering consistently high quality training through its courses, workshops and congresses to doctors in the Asia Pacific region and beyond.
The American Academy of Aesthetic Medicine (AAAM) with CBB Medical Training Pte Ltd is pleased to announce that the next annual congress, the 5th Annual Gender Aesthetic Congress Asia Focus Series 2017, will be held on 25th – 27th of August 2017, in Singapore.

As one of the pioneering leaders in the global Aesthetic Medicine movement, AAAM International will present:

- **400+** Unique Physicians with Different Areas of Specialty
- **14+** Specialized Master Class and Workshops Covering different areas
- **25+** Renowned High Level International Speakers with niched expertise
- **3** Days Power Packed Congress

Join us in Singapore and equip yourself with the latest cutting-edge techniques in Aesthetic Medicine!

Call us at **+65 3157 5926** or Email **info@genderaesthetic.com**
Visit **www.genderaesthetic.com**
5TH ANNUAL GENDER AESTHETIC CONGRESS ASIA FOCUS SERIES 2017
Cutting-Edge Novel Techniques in Modern Asian Aesthetic Medicine
25th – 27th August 2017
Grand Copthorne Waterfront Hotel Singapore

We welcome your participation at the 5th Annual Gender Aesthetic Congress Asia Focus Series 2017, AAAM International’s largest workshop series in Asia featuring best practice techniques in non-invasive to minimally invasive to surgical aesthetic medicine in modern Asian men & women.

Event At A Glance

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Additional AAAM Aesthetic Medicine Certification Courses and Master Course

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Learning Objectives

- The art of Facial Sculpting using Non-Surgical Techniques for Males and Females
- Clinical management of aesthetic dermatological conditions
- Broad evidence-based treatment modalities using non-surgical methods for your patients
- Addressing facial and neck aging through non-invasive procedures.

9:00 – 10:30 | WORKSHOP A: Video Demonstration: Clinical Management and Latest Treatment Options for Acne Vulgaris, Melasma, Rosacea and other Common Skin Conditions in Adolescents and Adults
- Identification of common skin problems and concerns in Asian males and females.
- Understand 1st line treatment and combination therapies in treatment of mild, moderate and severe acne vulgaris, melasma and rosacea including topical therapies, systemic agents, lasers and photodynamic therapies.
- Know the best approach in removal of acne scars and pigmentation disorders in adolescents and adults.
- Explore effective options in addressing cellulite problems and treatment of stretch marks.
- Know the comprehensive treatment management of melasma and the use of energy-based devices in addressing hyperpigmentation.
- Grasp the latest treatment techniques for hypertrophic scars and keloids.
- Advanced tips on chemical peels to achieve optimum results and generate positive patient satisfaction.

10:30 – 11:00 Morning Refreshments and Networking Break

11:00 – 12:30 | WORKSHOP B: Video Demonstration: The Art of Non-Surgical Facial Sculpting: Males versus Females
- Identify the facial anatomy and understand the right patient assessment by facial zone.
- Recognize the typical facial imperfections in Asian beauty and know the most common concerns in Asian men and women.
- Explore non-invasive treatment options in facial sculpting in both males and females to restore balance and proportions in all facial types including round face and square jaw.
- Know the most common complications of Botulinum Toxin Type A and hyaluronic acid fillers in the Asian patients and how to manage them.
- Master the DO’s and DON’T’s in selecting treatment options in males and females to achieve desired aesthetic results.

12:30 – 13:30 Lunch and Networking Break

13:30 – 15:30 | WORKSHOP C: Video Demonstration: Choosing the Best Non-Invasive Formula in Combination Therapy for Facial Rhytides and Volume Restoration for Asian patients
- Explore the anatomy of aging and understand the multiple factors that contribute to timing and degree of facial aging.
- Uncover the truth in reversing photoaging that result from long-term exposure to sunlight and ultraviolet rays.
- Master the techniques in utilizing combination therapy of anti-ageing formulas, thread lifting, Botulinum Toxin Type A, fillers, chemical peels and energy-based devices to address facial rhytides.
- Understand your options to restore facial volume loss through fat grafting and fillers.
- Know when to resort to aesthetic surgery to reposition facial tissues and alter the structure of the sagging tissues.

15:30 – 16:00 Afternoon Refreshments and Networking Break

16:00 – 17:30 | WORKSHOP D: Video Demonstration: Innovative Non-Surgical Treatments to Address Neck Rhytides and Skin Laxity
- Understand the concept of “turkey neck” and tap on the high potential treatment opportunity
- Explore options how to reverse aging on the neck and jaw line
- Determine right treatment options that include thread lifting, Botulinum Toxin Type A, fillers and energy-based devices to address neck rhytides
- Know the common adverse events in addressing neck rhytides and skin laxity and how to manage them

17:30 – 18:00: Panel Q&A
## Learning Objectives

- Asian Genital Aesthetic and Functional Definitions
- Identification of gender-based aesthetic genital treatments
- Legal aspects of aesthetic genital rejuvenation
- Understand the available treatment modalities for genital rejuvenation

### 9:00 – 10:30 | WORKSHOP A: Video Demonstration: Improving Male Genital Aesthetics and Sexual Function through Non-Surgical Treatments

- Understand the aesthetic andrological concerns of male patients, indications and desired outcomes of therapy.
- Non-surgical methods for the improvement of male genital aesthetics; implants, fillers, fat grafting.
- Choosing the appropriate treatment areas to improve penile girth and aesthetics.
- Recognize the differences in male genital aesthetics between various ethnic groups.
- The latest treatment techniques for male genital aesthetics and addressing male sexual dysfunction.
- Patient selection process and contraindication for male genital aesthetic treatments.
- Contrast of surgical and non-surgical interventions for male genital aesthetics.

### 10:30 – 11:00 Morning Refreshments and Networking Break

### 11:00 – 12:30 | WORKSHOP B: Video Demonstration: Providing Female Genital Rejuvenation through Application of Energy-Based Devices

- Patient indications and desired outcomes of vaginal rejuvenation techniques.
- Recognize the various treatment modalities and systems available for non-surgical vaginal rejuvenation.
- Differentiating between various energy-based devices for vaginal rejuvenation; i.e. Radiofrequency (RF), CO2 Lasers, Ultrasound (US) Systems.
- Contrasting between surgical and non-surgical vaginal rejuvenation treatments.
- Selecting appropriate treatments areas for optimal patient outcomes in treating female sexual dysfunction.

### 12:30 – 13:30 Lunch and Networking Break

### 13:30 – 15:30 | WORKSHOP C: Video Demonstration: Utilizing Fillers and PRP for Improvement for Female Genital Aesthetics and Sexual Function

- Identification of patient indications for female genital aesthetic augmentation.
- The scientific basis and reasoning for usage of soft fillers in gynaecology for aesthetics and sexual dysfunction.
- Choosing appropriate injection and treatment locations for fillers to pump thin labia minora, define labia majora contours, soften creases and wrinkles and improve the overall appearance of the genitalia.
- The different types of injectable fillers available on the market, and pros and cons of each type.
- Combination treatments of fillers, PRP, and Energy-based devices for peak patient satisfaction.

### 15:30 – 16:00 Afternoon Refreshments and Networking Break

### 16:00 – 17:30 | WORKSHOP D: Video Demonstration: Managing Patient Expectations and Consultations in Genital Augmentation Procedures and Identification and Treatment of Possible Complications

- Different types of complications that may arise during or proceeding from an aesthetic gynaecology procedure such as skin redness, skin sensitivity, and under or over correction resulting in asymmetry.
- Prevention and removal of granulation or “clumping” in fillers post-procedure.
- Long term effectiveness of non-invasive aesthetic gynaecology treatments and follow-up therapies.
- How to identify risk factors for various procedures in patients.
- Possible treatments, such as oral and subcutaneous injections, and resolutions for moderate to high risk complications of aesthetic gynaecology procedures.
- Informed consent of patients and standardized photographs.

### 17:30 – 18:00: Panel Q&A
Learning Objectives

- Techniques to create a strong regenerative medicine clinic
- Different indications and procedures for Platelet-Rich Plasma Therapy
- Combination therapies for regenerative medicine for optimal patient outcomes
- Large volume fat grafting techniques and its effectiveness
- Regenerative medicine in scar and aesthetic restoration

9:00 – 10:30 | WORKSHOP A: Video Demonstration: Platelet-Rich Plasma Therapies for Improvement of Facial, Follicular, and Genital Aesthetics in Males and Females
- Identification of common skin problems and concerns in Asian males and females.
- Understand 1st line treatment and combination therapies in treatment of mild, moderate and severe acne vulgaris, melasma and rosacea including topical therapies, systemic agents, lasers and photodynamic therapies.
- Know the best approach in removal of acne scars and pigmentation disorders in adolescents and adults.
- Explore effective options in addressing cellulite problems and treatment of stretch marks.
- Know the comprehensive treatment management of melasma and the use of energy-based devices in addressing hyperpigmentation.
- Grasp the latest treatment techniques for hypertrophic scars and keloids.
- Advanced tips on chemical peels to achieve optimum results and generate positive patient satisfaction.

10:30 – 11:00 Morning Refreshments and Networking Break

11:00 – 12:30 | WORKSHOP B: Video Demonstration: Regenerative Medicine Techniques in Breast and Buttock Augmentation and Choosing the Best Treatment for Your Patient
- Differences between adipose-derived stem cells, fat grafts, stromal vascular fractions, and mesenchymal stem cells.
- Special considerations for large volume autologous fat grafting for prevention of liquefaction and cyst formations.
- Techniques and methodology for large volume autologous fat preparation for breast and gluteal enhancement.
- Identification and demarcation of donor and recipient sites in large volume autologous lipoaspiration.
- Appreciation of the differences and considerations for autologous fat grafts versus implants for breast and gluteal augmentation.
- Combination therapies for breast and gluteal augmentation for optimal patient outcomes.
- Recognition of risk factors and complications for large volume fat grafting and interventions to treat them.
- Utilization of fat grafts for correction of chest irregularities in female and male patients.

12:30 – 13:30 Lunch and Networking Break

- Understand patient indications and difference aesthetic goals for patients among males and females for fat grafting in hands and legs.
- Selecting and preparing appropriate insertion locations for global hand rejuvenation via lipotransfer.
- The methods and techniques for autologous lipotransfers in lower limb augmentation.
- Utilization of combination therapies of fat grafting, PRP, fillers, and implants for optimal patient outcomes in rejuvenation and augmentation of extremities.
- Recognizing risk factors in patients against fat grafting and augmentation of limbs.

16:00 – 17:30 | WORKSHOP D: Video Demonstration: Fat Grafting for Facial Volume Restoration and Rejuvenation, Lip Augmentation and Treatment of Facial Scar Tissue
- Understand the scientific basis and reasoning for utilization of autologous fat grafting, Platelet-rich plasma (PRP), and stromal vascular fractions in facial rejuvenation and lifts.
- Identification of indications, contraindications, and target areas for treatment of fat grafting procedures in facial rejuvenation.
- Autologous fat preparation procedures and expert advice on the optimal administration techniques for facial rejuvenation.
- Defining the benefits and limitations of autologous fat grafts and comparing fat grafts with dermal fillers.
- Maximising patient facial rejuvenation outcomes through combination treatments of fat grafting, PRP, and surgical intervention.

17:30 – 18:00: Panel Q&A
ADVANCED KOREAN FACIAL AND BODY TECHNIQUES WORKSHOP
LEARNING OBJECTIVES  
26 August 2017, Singapore

Learning Objectives

- Specialized Korean techniques to address Asian aesthetic concerns
- Thread based techniques to address facial and body ptosis
- Applications of Korean cosmeceutical and injectable in facial rejuvenation
- Korean techniques for non-surgical facial augmentation for improved facial aesthetics

9:00 – 10:30 | WORKSHOP A: Video Demonstration: Facial and Body Contouring Utilizing Threads to Address Ptosis
- Effective Thread Based techniques for the improvement of facial ptosis.
- Possible thread combination treatments to address ptosis in the abdomen, thighs and buttocks.
- Recognizing the key target areas for treatment and limitations of thread based therapies for facial and body rejuvenation.
- Choosing the ideal treatment modality for facial and body rejuvenation to achieve optimal patient results.

10:30 – 11:00 Morning Refreshments and Networking Break

11:00 – 12:30 | WORKSHOP B: Video Demonstration: Application of Cosmeceuticals and Injectables for Facial Skin Rejuvenation and Anti-Aging
- Techniques using Botox, Fillers, and Cosmeceuticals for full-face contouring to achieve the V-Line silhouette.
- Latest Korean Cosmeceuticals for skin rejuvenation and anti-aging.
- Understanding the role cosmeceuticals and fillers play in facial rejuvenation and anti-aging therapies.
- Comparison of various fillers available on the market for different patient indications for ideal patient results.
- Identification of appropriate filler combination treatment modality with cosmeceuticals and Botox for facial contouring and anti-aging treatments.

12:30 – 13:30 Lunch and Networking Break

13:30 – 15:30 | WORKSHOP C: Video Demonstration: Forehead Augmentation in Asian Males and Females applying surgical and non-surgical methods
- Utilizing fat grafting, fillers, or implants for forehead augmentation.
- Understanding patient indication and desired goals of males and females with forehead augmentation procedures.
- Comparison and choosing the most appropriate treatment modality for your patient for forehead augmentation to achieve best patient results.
- Identify and understand the risks, limitations, and contraindications for forehead augmentation procedures.
- Addressing poor patient outcomes and corrective procedures for forehead augmentation.

15:30 – 16:00 Afternoon Refreshments and Networking Break

16:00 – 17:30 | WORKSHOP D: Coming soon...

17:30 – 18:00: Panel Q&A
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25th - 27th August 2017 | Singapore

ADVANCED FACIAL AESTHETIC AND RECONSTRUCTIVE SURGERY MASTER CLASS
26 August 2017, Singapore

Learning Objectives
• Contemporary techniques in facial aesthetic surgery
• Addressing the differences in facial aesthetic goals between males and females
• Facial structure augmentation and achieving ideal facial proportionality
• Tackling facial and neck skin laxity through surgical intervention
• Combination treatments for optimal patient facial rejuvenation

9:00 – 10:30 | WORKSHOP A: Video Demonstration: Contemporary Techniques of Combination Lower Eyelid and Mid Face Lift Surgery
• Latest incisional and lifting techniques for lower eyelid and mid-face rejuvenation surgery.
• Appreciate the differences in patient desired outcomes and expectations between females and males for mid-face rejuvenation surgery.
• Maximise combination treatment modalities to optimally address patient lower eyelid and mid-facial sagging in Asian patients.
• Identify key target structures for lower eyelid and mid-face rhytidectomy surgery and understand the variations in landmarks between male and female treatment.
• Feminization and masculinization of facial features during lower eyelid and mid-face rejuvenation surgery.

10:30 – 11:00 Morning Refreshments and Networking Break

11:00 – 12:30 | WORKSHOP B: Video Demonstration: Management of Jowls, Lower Facial Region and Neck Skin Laxity through surgical intervention
• Recognize the key anatomical structures involved in neck and lower face skin laxity as well as jowl formation.
• Latest techniques to address neck and lower facial skin laxity minimizing platysma plication.
• Combination treatments of surgical and non-surgical methods to improve patient neck and lower facial skin laxity.
• Identify the risks and possible complications of neck augmentation procedures and solutions to the complications.

12:30 – 13:30 Lunch and Networking Break

13:30 – 15:30 | WORKSHOP C: Video Demonstration: Achieving Ideal Facial Proportionality with Chin Implants and Surgical Augmentation
• Understand the differences in desired patient outcomes between male and female patients.
• Appreciate the various techniques and tools available for mentoplasty and genioplasty; i.e. implants, surgical augmentation.
• Choosing the appropriate incision method and technique for ideal patient outcomes.
• Creating and adjusting proportional results of facial symmetry with chin augmentation.
• Identify possible risks and complications of chin augmentation surgery and solutions.

15:30 – 16:00 Afternoon Refreshments and Networking Break

16:00 – 17:30 | WORKSHOP D: Video Demonstration: Rejuvenation of the Upper Facial Area and Addressing Patient Concerns with Facial Rejuvenation Surgery
• Upper facial rejuvenation techniques – surgical and non-surgical techniques for upper face rejuvenation.
• Choosing the appropriate treatment modality to address patient needs – surgical brow lifts, fillers, and botox.
• Understanding the differences in expected patient results between Asian Male and Female patients.
• Appreciate the primary concerns of patients facing facial rejuvenation surgery and techniques to allay patient anxiety.
• Identification of possible complications from facial rejuvenation treatments and appropriate solutions.

17:30 – 18:00: Panel Q&A

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Visit www.genderaesthetic.com
ADVANCED BODY CONTOURING WORKSHOP

26 August 2017, Singapore

Learning Objectives

• Modern patient goals for body contouring procedures
• Choosing the best system, procedures, and devices for body contouring procedures
• Techniques and procedures to address cellulite safely and effectively
• Comparison of surgical and non-surgical body contouring procedures
• Techniques for establishing a strong body contouring clinic

9:00 – 10:30 | WORKSHOP A: Video Demonstration: Choosing the Best Energy-Based Fat Reducing Device for Different Target Areas

• Explore the key target areas for patients in body contouring.
• Understand the scientific and biological basis for Energy-Based Devices (EBD) and Cryolipolysis in non-invasive body contouring.
• Discover the differences between Low Level Laser Treatment (LLLT), Radio Frequency (RF), & High-Intensity Focused Ultrasound (HIFU) and Cryolipolysis.
• Appreciate the advantages and limitations of non-surgical body contouring devices.
• Determine the appropriate treatment modality for abdominal, flanks, thighs, arms, and other locations based on patient presentation and indications.
• Maximise ROI in choosing an appropriate treatment system for you clinic.

10:30 – 11:00 Morning Refreshments and Networking Break

11:00 – 12:30 | WORKSHOP B: Video Demonstration: Reduction of Cellulite in Thighs and Buttocks with Non-Invasive Treatments

• Understand the biological and scientific underpinning of Cellulite and its treatments.
• Recognize the key anatomical differences between cellulite, subcutaneous adipose deposits, and poor skin laxity
• Understand the limitations of cellulite treatments.
• Comparison between topical products, injectable products, energy-based devices, & surgical intervention in effective cellulite management.
• Choosing the appropriate treatment modality for optimal patient results.

12:30 – 13:30 Lunch and Networking Break

13:30 – 15:30 | WORKSHOP C: Video Demonstration: Providing Patients the Body They Desire through Liposculpting

• Recognize the intent and purpose of liposculpture treatments.
• Identify key areas of focus in liposculpture for optimal patient outcomes.
• Acquire the skills and techniques for male abdominal liposculpture and creation of the "surgical 6-pack".
• Distinguish between male and female patient expectations with liposculpting procedures.
• Key considerations in liposculpture treatments for arms, thighs, and abdominal regions for best patient results.

15:30 – 16:00 Afternoon Refreshments and Networking Break

16:00 – 17:30 | WORKSHOP D: Video Demonstration: Therapeutic and Clinical Management of Body Contouring Procedures and Handling Possible Complications

• Classifying patients and key considerations for practitioners during consultation – obesity, visceral fat, poor health habits.
• Handling patient expectations for Body contouring procedures.
• Identification of risk factors and contraindications in body contouring procedures for patients.
• Detecting and treating possible complications from body contouring procedures.
• Explore therapeutic indications for body contouring procedures.

17:30 – 18:00: Panel Q&A
ADVANCED ENE (EYES, EARS, NOSE) MASTER CLASS

27 August 2017, Singapore

Learning Objectives
• Intricacies of Asian eyelid surgery and differences in patient expectation between Asian and Western eyelids
• Techniques to achieve the ideal Asian eye aesthetic
• Procedures and techniques for aural augmentation and aesthetic improvement
• Methods to meet Asian expectations for rhinoplasty procedures and various treatment modalities

9:00 – 10:30 | WORKSHOP A: Video Demonstration: Differentiating Asian and Western Blepharoplasty Techniques and the Ideal “Asian Double Eyelid”
• Understand the peculiarities of Asian blepharoplasty surgery.
• Identify the key anatomical differences between Western and Asian ocular anatomy.
• Recognize the different patient goals and ideal outcomes between Asian blepharoplasty and Western eyelid surgery.
• Appreciate the 4 available vectors of possible change in blepharoplasty and the key vectors in Asian blepharoplasty for ideal patient satisfaction.
• Distinguish the available techniques and methods available for Asian blepharoplasty procedures for optimal patient outcomes.

10:30 – 11:00 Morning Refreshments and Networking Break

11:00 – 12:30 | WORKSHOP B: Video Demonstration: Widening the Eye through Epicanthoplasty and “Aegyo-Sal” Procedures for the Ideal Asian Eye
• Understand the anatomical structures involved in Asian epicanthoplasty and “aegyo-sal” surgery.
• Appreciate desired Asian patient outcomes and expectations with epicanthoplasty procedures.
• Identify the different techniques available for epicanthoplasty and “aegyo-sal” procedures.
• Combining epicanthoplasty, “aegyo-sal”, and blepharoplasty procedures together to provide patients their desired outcomes.
• Possible complications from ocular surgery and corrective procedures.

12:30 – 13:30 Lunch and Networking Break

13:30 – 15:30 | WORKSHOP C: Video Demonstration: Addressing Aural Malformation or Dissatisfaction in Asian Patients through Corrective Otoplasty Procedures
• Appreciate the causative indications, desired patient outcomes and managing expectation for otoplasty procedures in Asian populations.
• Realize the different available techniques for effective ear pinning in patients.
• Distinguish the ideal technique for otoplasty in Asian patients for optimal surgical outcomes.
• Identify possible risks and contraindications for otoplasty procedures and addressing complications.

15:30 – 16:00 Afternoon Refreshments and Networking Break

16:00 – 17:30 | WORKSHOP D: Video Demonstration: Handling the Peculiarities of Asian Rhinoplasty Procedures and Dealing with Complications of Asian Rhinoplasty
• Anatomical differences between Asian and Western nasal structures.
• Desired Asian patient outcomes and managing patient expectations for rhinoplasty procedures.
• Understand the various differences and considerations for various nasal augmentation techniques; i.e. implants, fillers, and grafts.
• Choosing between the surgical and non-surgical rhinoplasty techniques for ideal procedural results.
• Identify possible complications and risk factors of rhinoplasty and corrective rhinoplasty procedures.

17:30 – 18:00: Panel Q&A
Learning Objectives

- Choosing the best and safest breast and gluteal augmentation techniques for your patients.
- Addressing the wants and needs of male and female patients regarding their body silhouette.
- Objective options open to patients for breast augmentation to achieve their desired body.

**9:00 – 10:30 | WORKSHOP A: Video Demonstration: Lifting and Filling Patients’ Gluteal Regions through Surgical and Non-Surgical Treatments**

- The notable anatomical structures in gluteal augmentation.
- Appreciated the various forms of gluteal augmentation available; i.e. butt lifts, butt volume enhancement or augmentation.
- Understanding the various techniques available for gluteal augmentation i.e. implants, fillers, EBD.
- Recognize the indications and contraindications for gluteal augmentation.
- Distinguish expectations between Asian and Western gluteal augmentation.
- Identify and addressing complications from gluteal augmentation procedures.

**10:30 – 11:00 Morning Refreshments and Networking Break**

**11:00 – 12:30 | WORKSHOP B: Video Demonstration: Helping Patients’ Achieve the Breasts They Desire through Surgical Augmentation**

- Distinguishing between various incisional locations, the pros and cons.
- Differences in various implant types and choosing the best implant for your patient.
- Combining breast augmentation and implant surgery.
- Breasts implant replacement – considerations, indications, and contraindications.
- Identification of risks and side-effects from breast augmentation surgery.

**12:30 – 13:30 Lunch and Networking Break**

**13:30 – 15:00 | WORKSHOP C: Video Demonstration: Addressing “Moobs” and Distinguishing Between Male and Female Breast Augmentation Procedures**

- Patient selection criteria for gynecomastia surgery.
- Understand the anatomical differences between male and female breasts.
- Recognize the causes, indications, and contraindications for gynecomastia surgery.
- Differences in desired outcome between gynecomastia and mastectomy surgery.
- Limitations and risks of gynecomastia surgery.

**15:00 – 15:30 Afternoon Refreshments and Networking Break**


- Patient selections criteria for prophylactic mastectomy surgery.
- Identify risk factors for mastectomy surgery.
- Patient identification and communication for contralateral prophylactic mastectomy procedures.
- Breast reconstruction after prophylactic mastectomy – choosing between immediate or delayed reconstruction.
- Limitations and risks of prophylactic mastectomy.

**16:30 – 17:30 | WORKSHOP E: Video Demonstration: Tackling Patient Breast and Gluteal Concerns Pre- and Post- Operatively and Attending to Possible Complications**

- Patient preclusions and contraindications from body augmentation procedures.
- Comparison of pros and cons between implants and autologous fat grafting is breast and buttock augmentation procedures.
- Recognizing and addressing complications from breast and gluteal augmentation procedures.
- Pre- and Post-operative care for patients, and acquiring appropriate patient consent.

**17:30 – 18:00: Panel Q&A**
AESTHETIC MARKETING, CLINIC BRANDING AND SOCIAL MEDIA STRATEGIES MASTER CLASS

27 August 2017, Singapore

Learning Objectives
• Understand the growth factors powering the aesthetic market.
• Identification of targeted tools and strategies to improve patient growth and retention.
• Methods to build a strong and thriving aesthetic medical practice.
• Choosing the most cost-effective system and strategy to improve brand awareness and outreach.
• The roles and usage of digital communication in growing your practice.

WHO SHOULD ATTEND
• Aesthetic practitioners
• Medical doctors
• Clinic managers
• Newly graduate doctors (Under housemanship)

MARKET ANALYSIS: THE FUTURE OF AESTHETIC MEDICINE
• Where is medical aesthetics headed to in the next 5 years
• What are the revolutionary developments and latest innovations in medical skincare and body contouring
• Determine the growth-market options in aesthetic medicine
• What are the novel and new technologies to look out for in the next years
• How to be a game changer in the medical aesthetic business and stand out from the rest
• The importance of getting certified and getting the appropriate training and certification
• How to avoid medical malpractice and what to do if you become a subject of medical negligence complaint

TRANSLATING CLINICAL EXPERTISE TO MEDICAL CLINIC BUSINESS
• Key points and main checklist in setting up your own aesthetic business
• Develop an effective business framework for medical aesthetic practice
• Know the basics of developing a sales plan and how to achieve desired ROI
• What is marketing and what role does it play in medical aesthetics
• Know the right marketing mix and apply the 4 P’s of marketing in a clinic business
• Essentials of effective advertising and setting your marketing budget
• How to maximise your advertising spend
• Understand what drives the consumer’s buying decisions and how to understand consumer mind set
• How to build patient loyalty and customer trust

PR VERSUS MARKETING: WHICH WAY TO GO
• What is strategic marketing and how it differs from PR
• Can medical business survive with PR alone
• Essentials of good public relations
• The secrets of generating a successful PR
• The basic concepts of B2C marketing
• Evaluate your strategic marketing options and how to rise above the competition

DIGITAL COMMUNICATIONS: HOW IMPORTANT IS WEB, MOBILE AND SOCIAL MEDIA IN BUILDING YOUR CLINICAL BRAND
• Online vs Traditional marketing: which to choose?
• Understand your online and digital marketing options
• The application of social media in building your aesthetic brand
• How to create and develop an effective online presence
• The role of engaging and useful content in increasing web traffic
• Is going “viral” the way to go?

Questions & Answers
Learning Objectives

• Review the detailed anatomy of women’s intima area and influence gynaecological defects may have on quality of life.
• Understand the differences in concerns faced by Asian and Western females regarding gynaecological issues.
• Learn about the varying procedures relating to women's intima area for vaginal rejuvenation and improved quality of life for patients.
• Latest Korean techniques and devices for vaginal rejuvenation.
• Live Demonstrations of Aesthetic Gynaecology procedures for vaginal rejuvenation and non-invasive augmentation.
• Supervised Hands-On Training of Non-invasive aesthetic gynaecology procedure and application techniques such as fillers, Energy-Based Devices, Fat Transfer, and skin revitalization techniques.

Course Format

DAY 1 | MORNING: Lecture + Special feature of combination therapy with Thread Lifting
• PRP with thread lifting
• HA with thread lifting for skin rejuvenation
• HIFU with thread lifting for skin tightening
• Nose augmentation with filler and thread
• Periorbital wrinkle treatment with thread and RF

AFTERNOON: Live Demonstration on patients

DAY 2 | Review of Day 1 Live Demo Patients + Guided Hands-on Training
FIGURES THAT MATTER

The Gender Aesthetic Asia Focus Series 2016 successfully gathered 400 plus delegates with strong buying power and interest revolving around state-of-the-art practices surrounding autologous fat grafting, devices, aesthetic gynaecology, stem cell therapy, hair transplantation and facial aesthetics - in addition to a course in marketing & retail strategies in aesthetic medicine practice.

Here is a summary of event figures that matter to you:

- 400+ Aesthetic Doctors, Cosmetic Surgeons, GPs, Dermatologists, and Physicians with serious interest in medical aesthetics attendees across the 3-day Focus Series event
- 25+ High level Speakers with specialized, niched-expertise
- 50+ Delegates for Stem Cell Therapy Workshop
- 40+ Delegates for Korean Advanced Facial and Body Techniques Master Class
- 30+ Delegates for Aesthetic Gynaecology workshop
- 20+ Delegates for Hair Transplantation Workshop
- 70+ Delegates for Aesthetic & Devices workshop
- 50+ Delegates for Facial Aesthetic Surgery Master Class
- 40+ Delegates for Fat Grafting Asia Master Class
- 30+ Delegates for Marketing, Social Media and Retail Strategies for Medical Aesthetic Practices course
- 16+ Delegates for a Hands-On Korean Thread Lift Workshop
## PAST KEY SPEAKERS

<table>
<thead>
<tr>
<th>Speaker Name</th>
<th>Company/Title</th>
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<tbody>
<tr>
<td>Dr Gun Young Ahn</td>
<td>CEO of Gowoonsesang Cosmetics Co., Ltd, South Korea</td>
</tr>
<tr>
<td>Dr Giovanni Botti</td>
<td>President, Italian Society of Aesthetic Plastic Surgery; Associate Professor, Verona University, Italy</td>
</tr>
<tr>
<td>Dr James Chan</td>
<td>Clinical Director, DR JAMES CLINIC, Hong Kong</td>
</tr>
<tr>
<td>Dr Kidakorn Kiranantawat</td>
<td>Consultant plastic surgeon and director of plastic surgery, Faculty of Medicine, Ramathibodi Hospital, Mahidol University, Thailand</td>
</tr>
<tr>
<td>Dr Han-Jin Kwon</td>
<td>Founder, Dermaster, South Korea</td>
</tr>
<tr>
<td>Dr Michael Lim</td>
<td>Medical Director, Prime Genesis, Malaysia</td>
</tr>
<tr>
<td>Dr Tsai-Ming Lin</td>
<td>Director, Charming Plastic Institute; Inventor, MAFT Gun, Taiwan</td>
</tr>
<tr>
<td>Dr Mo Hyung-Jin</td>
<td>Rebello’s Female Vaginal Rejuvenation Clinic, South Korea</td>
</tr>
<tr>
<td>Mrs Manon Pilon</td>
<td>SPA / MED SPA consultant, recognized educator, medical spa owner and operator, medical aesthetician, international director of education</td>
</tr>
<tr>
<td>Professor Mucio Porto</td>
<td>International Lecturer and Professor at College of Medicine of the Catholic University of Brasilia / Owner of Mucio Porto Clinic of Plastic</td>
</tr>
<tr>
<td>Dr Sang June Rhee</td>
<td>Director, CME Centre of Yonsei University; CEO, Asian Pacific Medical Networks, South Korea</td>
</tr>
<tr>
<td>Dr Jeroen Stevens</td>
<td>Plastic Surgeon at Bergman Clinics Co-Owner of SurgyTec, Netherlands</td>
</tr>
<tr>
<td>Dr Anupama Soni</td>
<td>Consultant, Medispa Laser &amp; Cosmetic Surgery Center, India</td>
</tr>
<tr>
<td>Dr Sunee Soni</td>
<td>Director, Medispa Laser &amp; Cosmetic Surgery Center, India</td>
</tr>
<tr>
<td>Steve Sutcliffe</td>
<td>International Distribution Manager, Energist Medical Group, United Kingdom</td>
</tr>
<tr>
<td>Dr Tan Tyng Yuan</td>
<td>Clinical Director, Dr Tyng Tan Aesthetics and Hair Clinic, Singapore</td>
</tr>
<tr>
<td>Dr Marcus Wong</td>
<td>Senior Consultant Plastic, Reconstructive and Aesthetic Surgeon, Tan Tock Seng Hospital, Singapore</td>
</tr>
<tr>
<td>Dr Matthew Yeo</td>
<td>Consultant Plastic, Reconstructive and Aesthetic Surgeon, Tan Tock Seng Hospital, Singapore</td>
</tr>
<tr>
<td>Professor Kotaro Yoshimura</td>
<td>Professor &amp; Chair, Jichi Medical University, Japan</td>
</tr>
<tr>
<td>Mrs Manon Pilon</td>
<td>SPA / MED SPA consultant, recognized educator, medical spa owner and operator, medical aesthetician, international director of education</td>
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</table>
ATTENDEE EXPERIENCE

Interesting Topics and cool speakers
Dr Aleksandra Rymsza, Poland

Very good speakers from around the globe, well organized with experienced speakers
Dr Marjorie Lalaine Salazar, Philippines
Excellent workshop for everyone, especially for starters

Dr Shahana Pearl Uy
Philippines
on the Marketing, Social Media, and Retail Strategies for Medical Aesthetic Practices Course
GENERAL INFORMATION

Venue
Gender Aesthetic Congress 2017
AAAM Certificate, Diploma and Board Examination in Aesthetic Medicine
Grand Copthorne Waterfront Hotel
Level 2 392 Havelock Road
Singapore 169663
T: +65 6733 0880 • F: +65 6737 8880

GENDER AESTHETIC CONGRESS SCHEDULE
25 to 27 August 2017: Friday to Sunday | 0900 – 1730 hrs

LEVEL 1 CERTIFICATE IN AESTHETIC MEDICINE
25 to 27 August 2017: Friday to Sunday | 0900 – 1700 hrs

LEVEL 2 DIPLOMA IN AESTHETIC MEDICINE
23 to 27 August 2017: Wednesday to Sunday | 0900 – 1700 hrs

LEVEL 3 BOARD CERTIFICATION IN AESTHETIC MEDICINE
27 August 2017: Sunday | 0900 – 1700 hrs

HANDS ON KOREAN THREAD LIFTING MASTER COURSE
26 to 27 August 2017: Saturday to Sunday | 0900 – 1700 hrs

HANDS ON NON-INVASIVE AESTHETIC GYNAECOLOGY MASTER COURSE
26 to 27 August 2017: Saturday to Sunday | 0900 – 1700 hrs

Languages
Official Language: English

Visa
If you are required to apply for Singapore entry visa and would need an invitation letter to attach to your visa application, please contact us at info@genderaesthetic.com.

<table>
<thead>
<tr>
<th>Registration on or before 28 February 2017</th>
<th>Registration from 01 March 2017 onwards</th>
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<tbody>
<tr>
<td>1 Day Workshop</td>
<td>USD 399</td>
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<tr>
<td>2 Day Workshop</td>
<td>USD 499</td>
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<tr>
<td>3 Day Workshop</td>
<td>USD 599</td>
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</tbody>
</table>

Terms and conditions:
- All tickets include morning & afternoon tea breaks, luncheons and full workshop documentation. The registration cost does not include travel & hotel accommodations.
- Additional 4% surcharge for credit card payment.
- Cancellations are not allowed. Should you be unable to attend, a substitute delegate of the same stature is welcome at no extra charge.
- No refund if will be given if you are not eligible to attend the workshop, master class and/or master course.
- The organizer reserves the right to alter the programme without notice including the substitution, alternation or cancellation of speakers and/or topics and/or the alteration of dates of the event.
- The organizer is not responsible for any loss or damage as a result of a substitution, alternation, postponement or cancellation of an event.
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