

AGENDA

09:00 – 09:30

Arrival Refreshments and Registration

09:45 – 10:45

Understanding Multiple Approaches to Skin Rejuvenation using Combination Therapies: Incorporating a little bit of her journey and investing in clinically proven results



– Dr Serena Mraz

10:45 – 11:15

The Latest Scientific and Technological Advancements in Aesthetics:



A US Perspective

– Roger Vernon

11:15 – 11:45

Break

+ Exhibition with Envy Medical Demonstration

11:45 – 12:45

Activating, Converting and Retaining Customers

– Marcus Haycock



12:45 – 13:30

The Secrets of Skin Science:

Treating Melasma and Pigmentation



– Dr Serena Mraz

13:30 – 14:30

Lunch

+ Exhibition with ULTRAcel, LIPOcel and Envy Medical Demonstration

14:30 – 15:40

Obagi Blue Peel Masterclass:

Patient Selection, Protocols & Preparation + LIVE Demonstration

– Dr Serena Mraz



15:40 – 16:00

Break

+ Exhibition

16:00 – 17:30

Sculpt IT:

Juvéderm Volux + LIVE Demonstration

– Dr Raj Acquilla



17:30 – 18:00

Q&A with all Speakers and
Presider Dr Sam van Eeden



18:00–19:00

Drinks and Canapés



ACHIEVING
AESTHETIC
EXCELLENCE

AGENDA

09:45 – 10:45 DR SERENA MRAZ

Understanding Multiple Approaches to Skin Rejuvenation using Combination Therapies: Incorporating a little bit of her journey and investing in clinically proven results

Learning Objectives

- Understanding how general health and skin health are related
- Deep dive into mechanics of different aesthetic modalities – what they accomplish and how to set appropriate patient expectations
- How to address skin health through multiple modalities along with lifestyle/nutrition/microbiome factors and habits – all must be in sync in order to minimise inflammation and maximise outcomes
- Exploring different facial aesthetic technology & medical platforms – how they work in synergy to produce the best possible result
- Selecting equipment, devices, medicine and topical products that help to build a successful aesthetic practice

10:45 – 11:15 ROGER VERNON

**The Latest Scientific and Technological Advancements in Aesthetics:
A US Perspective**

Learning Objectives

- Insider perspective on emerging technologies, companies, techniques and products in the US aesthetic market
- Discover the latest aesthetic trends from the most relevant data sources
- Gain information on selecting the best US congresses and societies

11:45 – 12:45 MARCUS HAYCOCK

Activating, Converting and Retaining Customers

Learning Objectives

The talk will focus on some simple steps aesthetic practices can focus on to:

- activate new aesthetic patient enquiries
- convert these enquiries into paid treatments
- ensure patients return to the clinic for subsequent procedures

The audience will be walked through a theoretical clinic example where we will showcase the importance of making sure these core areas are optimised. The audience will be able to assess the financial impact of making sure all steps are optimised. We shall also discuss other available learning resources that are available along with key tools and best practices to highlight excellence in terms of key performance indicators (critical measurements your clinic should know and assess).

12:45 – 13:30 DR SERENA MRAZ

**The Secrets of Skin Science:
Treating Melasma and Pigmentation**

Learning Objectives

- Recognising the chronic nature, pigmentation cascade and “memory” of cells and in certain pigmentation disorders
- Treating with multiple modalities – energy, chemical peels, topical regimens and mechanical means
- How to avoid long and short term side effects (granulomas, etc.) – what has worked and what has not
- Selecting best modalities and regimens for different patient types

14:30 – 15:40 DR SERENA MRAZ

**Obagi Blue Peel Masterclass:
Patient Selection, Protocols and Preparation +
LIVE Demonstration**

Learning Objectives

- Understand TCA chemical peel properties, capabilities and skin conditions addressed
- Understand physiology of the skin when treated with medium-depth TCA peel and expected outcomes
- Learn optimal step-by-step techniques of performing a TCA-based chemical peel to ensure safety, efficacy and minimising patient discomfort and downtime
- Discover best treatment room setup and necessary equipment for performing in-office peels

16:00 – 17:30 DR RAJ ACQUILLA

**Sculpt IT:
Introducing Juvéderm Volux + LIVE
Demonstration**

Learning Objectives

Part of the world’s number one brand of hyaluronic acid (HA) facial fillers, VOLUX® is the latest injectable gel in the Juvéderm VYCROSS® collection. Specifically developed to create and restore volume when you want to define the lower face, VOLUX allows you to improve the G-Sn-Pog angle and chin projection for visible, lasting and satisfactory results that may be seen for 18-24 months. Join Dr Raj Acquilla, UK Ambassador and Global Key Opinion Leader for Allergan Facial Aesthetics, in the largest UK VOLUX® demonstration to date.



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