



COSMEDICA 2011
The Cosmetic Medicine Congress of South Africa
30 - 31 July Hilton Hotel, Sandton



South Africa's Premier International Aesthetic Congress

Join global leaders in cosmetic medicine, procedures and practice

Who should attend? General practitioners, dermatologists, plastic surgeons, ophthalmologists, dentists or any medical practitioner with an interest in aesthetic medicine.

Why Attend? * Meet and learn from international experts from 6 continents in the field of, Botulinum toxin treatments, dermal fillers, lasers, mesotherapy, chemical peels, spider vein sclerotherapy and anti-ageing medicine;

* Successfully market and manage your practice * Combine SAFE anti-ageing practice with non-invasive aesthetic techniques

* Hands on demonstrations * Engage with the industry at the Expo * Choose from parallel sessions for beginners, experts and the medi-spa sector

***** EARLY BIRD REGISTRATION CLOSES 15 JULY 2011 *****

International Faculty



Dr Robert Rey (USA/Brazil) - Plastic Surgeon

The key note speaker is world-renowned Hollywood cosmetic surgeon Dr Robert Rey, from the popular E! Entertainment reality television series Dr 90210. Dr Rey is being sponsored by the SHM Group to lead a live training surgical workshop demonstrating his "minimal scar" surgical techniques. In addition 5 plastic surgeons will have the opportunity to work alongside Dr Rey during the procedure. Dr Rey will also present a workshop discussing the benefits of his skin care line called "Sensual Solutions".



Prof. Massimo Signorini (Italy) - Plastic Surgeon

He is presently (since 2001) Chief of Plastic Surgery, Istituto Dermatologico Europeo of Milano, Italy. Clinical Professor of Plastic Surgery at Milan University. Member of the Italian Society of Plastic Reconstructive Surgery (SICPRE), of the European Association of Plastic Surgery (EURAPS), of the International Society of Aesthetic Plastic Surgery (ISAPS), of the American Alpine Workshop in Plastic Surgery (AAWPS). Author of over 100 scientific papers, book chapters and books.



Dr Marina Landau (Israel) - Dermatologist

Dr. Marina Landau is a medical and cosmetic dermatologist in Israel. She is a member of the board of directors of the International Society for Dermatologic Surgery. Her special field of interest is chemical peels.



Dr Des Fernandes (South Africa) - Plastic Surgeon

Dr. Desmond Fernandes obtained F.R.C.S. (Edin) in 1973 from the Fellowship of the College of Surgeons of Edinburgh. He has presented many papers on Cleft lip and palate at International Congresses.



Prof. Ganesh S. Pai (India) - Dermatologist

Prof. Pai is a pioneer in the use of various lasers for pigment, skin rejuvenation, moles, tattoos, freckles, wrinkles, acne, acne scars & hair removal in skin of colour.



Dr Bill Anseline (Australia) - Aesthetic Physician

He currently divides his time between clinical training of doctors in skin cancer surgery and education and also on research and development of new medical skin repair modalities.

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PLATINUM SPONSORS



Entertainment Highlights

SPEAKERS DINNER - FRIDAY 29 JULY 2011

For many years Vilamoura has been the name on everybody's lips - synonymous with the best gourmet seafood dishes, impeccable service and an impressive wine list.



Vilamoura credit themselves in serving delectable meals honouring the heredity of the Portuguese and Mediterranean traditions.

CHARITY GALA DINNER - SATURDAY 30 JULY 2011

Live African music and sophisticated African dining are the benchmarks of the evocative **moyo** establishment. Stylish **moyo** Melrose Arch rose from its granite bedrock to five enchanting levels offering diverse fine-dining experiences to privileged guests.

* Stand a chance to win a R10 000 Louis Vuitton voucher.



Supports



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COMPANY WORKSHOPS

| DATE | TIME | WORKSHOP | COMPANY | VENUE |
|------------------|----------|--|-------------------|---------------|
| Saturday 30 July | 08.00 am | Non surgical treatments for the man - incorporating BOTOX and Fillers - Dr N Begg Spiro | Allergan | BALLROOM 1 |
| Saturday 30 July | 17.15 pm | E matrix and E prime: latest radio-frequency facial solutions for aesthetic practices - Dr S Halachmi | Radiant Health | LI DUBA SUITE |
| Saturday 30 July | 17.15 pm | Managing a scar before it becomes a problem - Prof L Chait | Omnimed | DZIMBA ROOM |
| Saturday 30 July | 17.15 pm | Cosmeceuticals | Sensual Solutions | BALLROOM 1 |
| Saturday 30 July | 17.15 pm | Cosmelan: The gold standard depigmentation treatment - Dr J Botha | Leenyx | KWENA SUITE |
| Sunday 31 July | 08.00 am | Tear troughs - techniques and tips - Dr A Clark | Conquest | BALLROOM 1 |

SCIENTIFIC PROGRAMME

| Sat 30 July | BEGINNER SESSION | BALLROOM 1 |
|-------------|--|---|
| 09.00 am | Welcome address | Dr A Reddy, Dr M Clementoni, Dr G Munavalli |
| 09.15 am | The Business of Aesthetic Medicine - * Dr A Clark Creating your brand Developing a pricing strategy Hiring and maintaining a champion team | Mr C Campbell Mr C Campbell Mr C Campbell |
| 10.00 am | Science of Neuromodulators for upper face - * Dr A Clark Anatomical considerations Consensus recommendations for dosage | Dr A Clark Dr A Nikolic |
| 10.30 am | TEA | |
| 10.45 am | Science of dermal fillers - * Dr M Landau Dermal filler selection - The what, when and how Overview of European injectables | Dr J Pai Dr M Landau |
| 11.15 am | **LIVE DEMO** : Neuromodulators - Basic practice for upper face - * Prof M Signorini | Expert Panel: Dr A Clark, Prof M Signorini |
| 12.30 pm | Lasers and lights: Cosmetic laser treatments - * Dr M Roscher An overview Light treatments My most popular treatments | Dr M Clementoni Prof M Szeimies Dr M Roscher |
| 13.00 pm | LUNCH | |
| 14.00 pm | **LIVE DEMO** : Dermal fillers - * Dr A Clark | Expert Panel: Dr T Patel, Dr A Clark, Dr M Landau |
| 15.00 pm | Basic Acne Management - * Dr G Munavalli Laser and light based treatments for acne Acne treatment: The Indian approach | Dr G Munavalli Dr J Pai |
| 15.30 pm | TEA | |
| 15.45 pm | Chemical Peels - * Dr A Reddy The what, when and how of resurfacing | Dr M Landau |
| 16.15 pm | Ethics in Aesthetic Medicine - * Dr A Reddy Update of important legal issues for Aesthetic Medicine practitioners Insurance medicine issues | Ms U Behrtel |
| 17.15 pm | Company Workshops | |
| 19.30 pm | GALA DINNER | |

| Sun 31 July | BEGINNER SESSION | BALLROOM 1 |
|-------------|---|---|
| 09.00 am | General Dermatology - * Dr M Roscher When not to do an aesthetic procedure: The inflammatory diseases When not to do an aesthetic procedure: The neoplastic diseases When not to do an aesthetic procedure: All other diseases Dermatological procedures for General Practitioners | Dr G Munavalli Dr M Roscher Prof M Szeimies Dr M Roscher |
| 10.00 am | Aesthetic Complications - * Dr A Nikolic Prevention and treatment following injectables Prevention and treatment following lasers | Dr A Nikolic Dr M Roscher |
| 10.30 am | Non invasive body contouring devices - * Dr A Nikolic An overview | Dr G Munavalli |
| 11.00 am | TEA | |
| 11.15 am | Science of Neuromodulators for lower face - * Dr A Clark Anatomical considerations Consensus recommendations for dosage | Prof M Signorini Dr A Clark |
| 12.15 pm | Cosmeceuticals - * Dr A Clark The what, when and how | Dr D Fernandes |
| 12.45 pm | LUNCH | |
| 13.45 pm | **LIVE DEMO** : Neuromodulators lower face - * Dr A Nikolic | Expert Panel: Dr A Nikolic, Dr J Pai, Prof M Signorini |
| 15.00 pm | Spider veins - * Dr A Reddy Lasers vs Sclerotherapy | Dr G Munavalli |
| 15.30 pm | TEA | |
| 15.45 pm | Ethics - * Dr A Reddy The Consumer Protection Act | Ms U Behrtel |
| 16.45 pm | CONGRESS ENDS | |

* Chairperson

SCIENTIFIC PROGRAMME

| Sat 30 July | | EXPERT SESSION | KWENA SUITE |
|-----------------------------|----|--|---|
| 09.15 | am | Advanced business model for Aesthetic Medicine - * Dr A Reddy Engaging patients in the 140 character social media world Marketing in the digital age: A fresh perspective Marketing aesthetic procedures: Essentials of advertising and branding Advanced patient marketing techniques Information: Getting it to prospective patients | Ms S Beckbessinger Ms S Beckbessinger Mr F Kessel Mr F Kessel Mr F Kessel |
| 10.00 | am | Injectables: International approach for fillers and neuromodulators - * Prof M Signorini Mediterranean approach to non-surgical rejuvenation of the face North European approach to non-surgical rejuvenation of the face Hollywood approach to non-surgical rejuvenation of the face | Dr M Landau Prof M Signorini Dr R Rey |
| 10.30 am TEA | | | |
| 10.45 | am | Injectables: What's new with dermal fillers and neuromodulators - * Dr A Nikolic Hand rejuvenation: Focus on volumising Best practice in the male patient New frontiers for facial filling using the micro-cannula Analysis of the different toxins Facial volumising: hyaluronic acid and calcium hydroxapatite with micro-cannula | Dr G Munavalli Prof M Signorini Dr A Nikolic Dr G Muti Dr T Patel |
| 12.15 | pm | Body contouring devices - * Dr S Halachmi Non invasive body contouring Alternatives to traditional liposuction Cryolipolysis and focused ultrasound | Dr S Halachmi Dr M Murrison Dr G Munavalli |
| 13.00 pm LUNCH | | | |
| 14.00 | pm | Laser session 1 - Rejuvenation - * Dr M Clementoni The ablative fractional rejuvenation of the face: the multi-layer technique Ablative full face resurfacing The use of LEDs in plastic surgery Fractional radio-frequency for subablative rejuvenation of the face and micro-needle radio-frequency for dermal rejuvenation Laser off face rejuvenation: hands and chest | Dr M Clementoni, Dr G Munavalli Dr M Murrison Dr C Ladas Dr S Halachmi Dr G Munavalli |
| 15.00 | pm | What's **NEW** - * Dr M Clementoni Preparation, indications and results of PRP Carboxy therapy for face and body | Dr M Catenacci Dr M Catenacci |
| 15.30 pm TEA | | | |
| 15.45 | pm | **LIVE DEMO** : Advanced best practice for neuromodulators & fillers - * Dr R Rey | Expert Panel: Dr J Pai, Dr R Rey, Dr A Nikolic, Dr T Patel |
| 17.15 | pm | Company Workshops | |
| 20.00 pm GALA DINNER | | | |
| Sun 31 July | | EXPERT SESSION | KWENA SUITE |
| 9.00 | am | Aesthetic Surgery - * Prof M Signorini Latest on upper and lower blepharoplasties My most unusual cases | Prof M Signorini Dr M Murrison |
| 10.00 | am | Laser session 2 - Red and brown - * Prof G Pai The red face: The US experience The red face: The Indian experience The red face: The European experience Melasma treatment: The Indian approach Laser hair removal in dark skin types | Dr G Munavalli Prof G Pai Dr M Clementoni Prof G Pai Dr C Ladas |
| 11.00 am TEA | | | |
| 11.15 | am | Light sources and their applications - * Dr G Munavalli Basics and actinic keratoses treatment PDT indications: An overview | Dr B Anseline Prof M Szeimies |
| 12.45 pm LUNCH | | | |
| 13.45 | pm | Cosmeceuticals and Marketing - * Dr M Roscher Scientific development of cosmeceutical products for retail sale Cosmeceuticals: What works Prescribing and dispensing products in an aesthetic practice or medi-spa | Dr B Anseline Dr D Fernandes Dr M Roscher |
| 14.30 | pm | New: Vaginal rejuvenation - * Dr A Reddy Ageing changes in the female reproductive system The South African experience on vaginal rejuvenation The European experience on vaginal rejuvenation | Prof E McIntosh Dr J Bassin Dr M Catenacci |
| 15.30 pm TEA | | | |
| 15.45 | pm | Scars - * Dr M Clementoni Managing acne scars and keloids with lasers Managing acne scars and burn scars with ablative lasers Managing scars with needling Dermatological Surgery approach to scars revision | Prof G Pai Dr M Clementoni, Dr G Munavalli Dr D Fernandes Dr M Roscher |
| 16.45 | pm | CONGRESS ENDS | |

* Chairperson

SCIENTIFIC PROGRAMME

| Sat 30 July | | MEDI-SPA SESSION | LI-DUBA SUITE |
|--------------|-----------|--|-----------------------|
| 09.15 | am | Skin Cancer - What to look for and knowing when to refer - * Dr D Fernandes | Dr M Roscher |
| 09.30 | am | Hyper- and Hypo- Pigmentation | Dr T Patel |
| 09.45 | am | **LIVE DEMO** ; Skin needling | Dr D Fernandes |
| 10.30 | am | TEA | |
| 10.45 | am | Understanding Rosacea - * Ms M Mare | Dr T Patel |
| 11.15 | am | Effectively treating acne | Ms J Faucitt |
| 11.45 | am | Scar management | Dr M Roscher |
| 12.15 | pm | Photodynamic therapy | Dr M Catenacci |
| 12.30 | pm | Cosmeceuticals and product absorption | Dr D Fernandes |
| 13.00 | pm | LUNCH | |
| 14.00 | pm | Treating vascular skin conditions - * Ms M Mare | Dr M Catenacci |
| 14.30 | pm | Ageless skin | Dr R Rey |
| 15.30 | pm | TEA | |
| 15.45 | pm | Body sculpting technologies - * Ms M Mare | Dr M Catenacci |
| 16.15 | pm | Tissue tightening | Ms M Mare |
| 16.45 | pm | The Medi-spa concept | Ms D Merdjen |
| 17.15 | pm | Company workshops | |
| 20.00 | pm | GALA DINNER | |

| Sun 31 July | | MEDI-SPA SESSION | LI-DUBA SUITE |
|--------------|-----------|---|--|
| 09.00 | am | Basic laser science - * Ms M Mare | Mr J Uys |
| 10.00 | am | Laser safety | Mr J Uys |
| 11.00 | am | TEA | |
| 11.30 | am | Laser hair removal - * Dr M Roscher | Ms M Mare |
| 12.00 | pm | Laser skin rejuvenation | Dr M Roscher |
| 12.45 | pm | LUNCH | |
| 13.45 | pm | New devices and technologies - * Ms M Mare ELOS Technology: Radio frequency and light - results driven technology from Syneron Build your business with advanced technology equipment: financial consideration Intamed: An unmatched aesthetic medicine portfolio | Dr J Irvine Mr W Olivier Mr G Wachsberger |
| 15.30 | pm | TEA | |
| 15.45 | pm | New devices and technologies - * Ms M Mare Sensual Solutions How to increase product turnover and prescribing the correct products for facial treatments - Janus Facial Analysis | Speaker TBA Ms E van der Walt |
| 16.45 | pm | CONGRESS ENDS | |

* Chairperson

