Welcome to
Beauty through Science
Akademikliniken’s Fourth International Aesthetic Symposium

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. Thus also plastic surgeons must embrace non-surgical procedures to be competitive in the growing aesthetic market. 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
Per Hedén

Local Faculty
Holly Grenfell
Margareta Fromm Nilsson
Jan Jernbeck
Jonas Röjdmark
Ulf Samuelson
Riikka Veltheim

Invited International Faculty
Bill Adams, USA
Armand Azencot, France
Sherrell Aston, USA
Diane Duncan, USA
Axel Feller, Germany
Antonio Fuente del Campo, Mexico
Martina Kerscher, Germany
Roger Khouri, USA
Philip Levy, Switzerland
Steven Liew, Australia
Patrick Malluci, England
Patric Maxwell, USA
Nick Metaxotos, Greece
Foad Nahai, USA
Maurizio Nava, Italy
Luigi Polla, Switzerland
Michael Scheflan, Israel
Scott Spears, USA
Constantin Stan, Romania

Venue and Dates
The Akademikliniken's international aesthetic symposium 2008 will be held at the Grand Hôtel, Stockholm, starting June 5th and finishes June 7th.

Important Addresses
All matters regarding registration, hotel booking, social events and general information are managed by Congrex Sweden AB. Please contact the Scientific Secretariat for questions regarding the scientific programme.

Administrative secretariat
Congrex Sweden AB
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Important Dates
Deadline for early registration fee – 1st April 2008.
Second announcement available on line from March 2008.

Commercial Exhibition
A commercial exhibition will be arranged in conjunction with the symposium. Please contact Congrex if you are interested in participating in the exhibition.

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.

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. (Click on the “Beauty through Science” headline in the right corner).

Registration
Register for Beauty Through Science 2008 at www.ak.se. For direct access to the registration, go to: www.congrex.com/ak2008/
Programme

Wednesday June 4th:
Get together
welcome drink

19.00 Spegelsalen
(“The Mirrorhall”) at Grand Hotel

Thursday June 5th:
Beauty through Science:
Aesthetic Breast Surgery

Form stable implants
Advantages, disadvantages and fundamental differences
Comparison of different implants
Implant selection
Computerized aid in preoperative planning
Surgical technique
Incisional alternatives, pros and cons
Dual plane I-IV
Subfacial / subglandular placement

The ptotic breast
Implant selection
Correction without implants
Mastopexy augmentation
Peroperative planning and surgical technique

Secondary breast augmentation
Implant selection
Site change alternatives
Surgical techniques

The breast surgery market
Market research reports –
Interest, demographics and important key patient groups
Growth potentials
How to improve conversion from interest to decision

Live Surgery recordings
Peroperative planning and markings
Mastopexy augmentation
Secondary breast augmentation

Panel discussion – problem cases, what to do?
Friday June 6th: Rejuvenating Aesthetic Facial Surgery

**Perioral rejuvenation**
- Fat transplantations: segmental and injected
- Lip lifting procedures
- Lip augmentation
- Rhytid treatment

**Periorbital rejuvenation**
- Foreheadlift, endoscopic VS hairline and coronal incisions
- Fixation techniques
- Midfacelifting
- Transoral
- Transpalpebral
- Temporal
- Lower lid
- Tear trough correction
- Blending of the lid cheek junction

**Facelifting**
- Short scar facelifting
- Extended SMAS lift with FAME procedure
- Neck rejuvenation – selection of platysma procedure
- Hairline preservation and restoration
- Thread lifting
- Combined procedures

**Live surgery DVD demonstrations**
- Combined face midfacelifting
- Extended SMAS with FAME dissection

**Panel discussion**
- Facial rejuvenation, complications and difficult cases
- What to do?

17.00 Closing

19.30: Gala dinner and dance party

Saturday June 7th: Non-surgical aesthetic procedures

08.30 Opening and Welcome

**Business management**
- The holistic approach to the aesthetic patient
- Trends for the patients seeking aesthetic improvements
- How to build and grow an aesthetic clinic
- Computerized office management system

**Ideal of beauty**
- The history and evolution of beauty
- The effect and importance of beauty
- Facial features and perception of beauty
- Attractiveness of the body

**Cosmeceutical products**
- Present status and future development
- Integration into medical offices
- Scientific documentation and status

**Non-surgical body shaping**
- The status of ultrasound in body shaping
- Body contouring with hyaluronic acid injections

**Facial rejuvenation with soft tissue fillers**
- Rhytid filling and volumetric restoration
- Nasal reshaping
- Periorbital rejuvenation
- Hyaluronic acid VS other fillers
- The place for semipermanent and permanent fillers

**Neurotoxin facial rejuvenation**
- Eyebrow remodelling
- Lifting and sculpting with neurotoxins
- Combinations with other treatments and advanced treatment
- Lower face treatment and other indications
- The management of side effects & complications
  “Tips and tricks”

**Facial rejuvenation with lasers**
- Fractional laser peeling
- Non surgical collagen stimulation with lasers
- Laser hair removal
- Vascular lesion treatment

**Panel discussion: What to do in these cases?**
Teaching courses

(1-2 hours)

(Detailed program will be finalised March 2008)
Advance registration and limited number of participants for in depth interactive education

BREAST

No 7: Surgery of breast asymmetries and tuberous breast
Lecturer: Bill Adams, USA
DVD presentations and lectures

No 8: Allergan Academy Phase 2 workshop
Lecturer: Per Hedén, Sweden
Form stable Matix implants Selection and preoperative markings for
Patient demonstration

No 9: Secondary breast augmentation surgery
Lecturer: Pat Maxwell, USA
Peroperative evaluation and implant selection
Site change
New submuscular pocket creation
DVD operative demonstration

No. 10: Breast augmentation with fat transplantation
Lecturers Roger Khouri, USA and Michael Scheflan, Israel
With and without breast expansion
Handling of fat
Technique of harvestig and handling
Injection technique
Review of scientific literature and results

No. 11: Implant based breast reconstructive surgery
Lecturer: Maurizio Nava and Michael Scheflan
Selection of implants
Pre-operative planning
OneVS Two stage reconstruction
Direct reconstruction
DVD presentations and lectures

No. 12: Round form stable breast implants (INPIRA)
Lecturer: Patric Malluci, England
Advantages selection, preoperative markings and specific surgical technique

No 13: 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

No 14: Mastopexy augmentation.
Lecturer: Per Hedén, Sweden
Live patient preoperative markings lectures and DVD session
FACIAL SURGERY

No. 15: Top Ten Points for successful facelifting
Lecturer: Sherrell Aston, USA
Live patient evaluation
Lectures and DVD session

No. 16: Fat transposition and transplantation in blepharoplasty surgery
Lecturer: TBA
Different treatment options for the tear trough deformity
Preoperative patient evaluation: live patient demonstration
Operative DVD demonstration

NON-SURGICAL PROCEDURES

No. 1: Rejuvenation with neurotoxin
Lecturer: Philip Levy, Switzerland and Mauricio deMaio, Brazil
Live patient demonstration course
Lower and upper face analysis and treatment

No. 2: Hyaluronic acid facial rejuvenation
Lecturer: TBA
Rhytid treatment and volumetric restoration
Live patient demonstration

No. 3: Computerized office management system
Lecturers: Ulf Samuelson and Gustav Horwitz (Metodica Co), Sweden
Importance of computerized office management programs
Available alternatives
Demonstration of software

No. 4: Building you clinic into a successful business. Marketing strategies
Lecturers: Nick Metaxotos, Greece and Derrill Palidvar (Allergan Co), England
Strategies for establishing an office
-investments
-joint venture
-partnership
Review of marketing research and recommended marketing strategies

No. 5: Facial rejuvenation with fractional laser peeling
Lecturer: Luigi Polla, Schweitz
Live patient demonstration – factional laser peeling
Review of available non-surgical alternatives

No. 6: Master Class in Medical Skin Care (2 day course)
See separate program
Cosmeceuticals and skin care
Review of available ingredients and their effect
Live patient demonstration of analysis consultation and peeling
Masterclass in Medical Skin Care
Friday June 6th

Start: 9.30 a.m. Finish: 4.30 p.m.

Dr. Jan Jernbeck:
The holistic approach of Akademikliniken, Integrating Skin Science Center with AK.

Dr. Margareta Frohm-Nilsson:
The Aging skin. Customized treatments

Holly Grenfell:
Cosmeceuticals – latest research in active ingredients

Botox/Allergan (lecturer TBA):
Botox – lecture and workshop with live demonstration from a teaching expert
Q&A

Akademikliniken Peel and Chemical peel:
Workshop
Q&A

Reliant/ Fraxel (lecturer TBA):
Gold Standard in Lasers: Fraxel Workshop. Lecture and hands-on workshop

Fraxel laser technology (lecturer TBA):
Treatments and results report
Targeting specific treatment areas: (Example: Back of hands & décolletage)
Increasing patient interest in Fraxel
Q&A

Restylane/ Q-Med (lecturer TBA):
Fillers: Restylane Vital – Before & After Clinical report
Targeting specific treatment areas: (Example: Back of hands & décolletage)
Increasing patient interest in fillers
Q&A
Restylane Vital workshop

Maria Holmgren:
Business Development - How to integrate Cosmeceuticals into your practice
Q&A

Dr. Margareta Frohm-Nilsson:
Conclusions in Anti-aging Medical Skin Treatments