

Skin Care 2006

Beauty,
Health
and
Wellness



SOCIETY OF
PLASTIC SURGICAL
SKIN CARE
SPECIALISTS

12th
Annual
Meeting

April 17-20, 2006
Disney's
Coronado Springs Resort
Orlando, Florida

The Society of Plastic Surgical Skin Care Specialists is pleased to invite all nurses, aestheticians, office and skin care clinic administrators, and other medical professionals working within the field of plastic surgery to attend "Skin Care 2006—Beauty, Health and Wellness," our 12th Annual Meeting. This program encompasses all aspects of skin care management featuring presentations by your professional colleagues. Sessions will include ample discussion time for attendee participation. Exhibits displaying the latest advancements in skin care products and services will be available during breakfasts, coffee breaks, and luncheons.

12th Annual Meeting Faculty*

A. Jay Burns, MD

Plastic Surgeon, Dallas, TX

James H. Carraway, MD

Plastic Surgeon, Virginia Beach, VA

Jeanine L. Dabb

Aesthetician, York, PA

Michael J. Denk, MD

Plastic Surgeon, Virginia Beach, VA

Charlene DeHaven, MD

Medical Director, IS Clinical, Glendale, CA

Jeanne DeVita

Aesthetician, Durham, NC

John A. Garruto

Founder & President, Free Radical
Technology, Inc., Oceanside, CA

Janet L. Gomez, RN, BA, RNFA

Nurse, Pleasanton, CA

Mark L. Jewell, MD

President, American Society for Aesthetic
Plastic Surgery, Eugene, OR

Kathy Jones, RN, BSN, CPSN

Nurse, Covington, KY

Jennifer F. Krup, MD

Medical Director, RejuvinAge Optimal
Health & Wellness Center
Virginia Beach, VA

Yvette La-Garde

Director of Marketing and Education,
VitaMedica, Manhattan Beach, CA

John P. Landi, MD

Naples, FL

Lillian Lang

Owner & President, Lang Klinik
Philadelphia, PA

Jan Marini

President and CEO of Jan Marini Skin
Research, Inc., San Jose, CA

Karen N. Menard, RN

Consultant/Nurse, Houston, TX

Liz Newman, RN, BSN

Nurse, Dallas, TX

R. Barrett Noone, MD

Plastic Surgeon, Bryn Mawr, PA

Margarita Ochoa, MD

LPG One, Miami, FL

John O'Leary

Director of Marketing and Public
Education, American Society for Aesthetic
Plastic Surgery, Los Alamitos, CA

Carol Phillips

Founder, EncompassOne Group
Gainesville, VA

Ada Polla

President, Alchimie Forever, LLC
Arlington, VA

Frank Prince

Keynote Speaker, Unleash Your Mind
Chicago, IL

Barbara Kammerer Quayle

Creator, Phoenix Society's Behavioral
& Enhancement Skills Training (BEST)
Program, Seal Beach, CA

David H. Rahm, MD

CEO & President, VitaMedica
Manhattan Beach, CA

Lindy Snider

Founder & CEO, Lindi Skin
Ardmore, PA

Jill K. Sprengel, RN, BS

National Education Director,
La Roche-Posay, L'Oreal USA
Torrance, CA

Nia K. Terezakis, MD

Dermatologist, New Orleans, LA

Patricia Weeks, RN, BSN

Nurse, Virginia Beach, VA

Susan M. Wells, RN, MS

Nurse, Lexington, KY

Nancy Ogden West

Professional Educator, Aesthetics
Stow, OH

*This is a preliminary list of speakers and is subject to change without notice.



Society of Plastic Surgical Skin Care Specialists
11081 Winners Circle
Los Alamitos, CA 90720 U.S.A.



Skin Care 2006

Beauty, Health and Wellness

Learning Objectives

After attending this meeting, participants should be able to:

1. Apply scientific principles and rationale to formulate effective, results-oriented skin care treatment programs.
2. Describe practices and behaviors that will minimize the risks and liabilities of skin care practice in a medical environment.
3. Employ techniques, recommendations for treatment modalities, and the use of specialty products to assist in the treatment of problematic skin conditions.
4. Integrate proven business practices and strategies into your skin care practice to provide exemplary service and evaluate its success.
5. Recognize plastic surgical skin care as an integrative therapy to enhance plastic surgical patient care outcomes.

Hotel Information

All meetings and events will be held at:

Disney's Coronado Springs Resort

1000 West Buena Vista Drive, Lake Buena Vista, FL 32830

Phone: (407) 939-1000 • Fax: (407) 939-1001

Room Rates—Single/Double: \$159.00

Reservations may be made by calling **Group Reservations at (407) 939-1020**. Please be sure to request the group rate for the Skin Care Society when making your reservation. You may also book reservations through the hotel link on the SPSSCS web site: www.spsscs.org/meeting2006. All reservation requests must be made by **March 17, 2006**. Deposit and cancellation penalties apply, so please ask for these details when making your reservation.

Book your reservations early! The reservations deadline is March 17, 2006 or until the room block is filled.

Cancellation Policy

Refunds for meeting registration will not be considered unless a written request is mailed to the SPSSCS Central Office and postmarked by April 3, 2006. Refunds will be subject to a 10% administrative fee.

Continuing Education Credit for Nurses

This continuing nursing education activity has been submitted for approval to the Missouri Nurses Association, an accredited approver by the American Nurses Credentialing Center's Commission on Accreditation. A completed Attendance Verification Form and speaker Evaluation Form must be submitted for each session before contact hours will be issued. Additional hours can be earned by attending the ASAPS "Innovations in Pre-Surgical Facial Rejuvenation" on Friday, April 21.

Transportation Information

Once you arrive in Orlando, transportation via the hotel's shuttle is available or you may choose to take an airport shuttle or taxi to Disney's Coronado Springs Resort, our meeting headquarters.

Mears Airport Shuttle is available from Orlando International Airport to the hotel. Shuttle tickets may be purchased at the time of boarding. To return to the airport, the shuttles board at the entrance of the hotel. Reservations are suggested 24 hours in advance and allow a minimum of four hours before flight departure. Call (407) 423-5566 for more information.

Taxis are located outside the Baggage Claim area of the Orlando International Airport. Approximate taxi fare is \$50-\$70. For Taxi Service, call (407) 422-2222.

If you plan on renting a car, take advantage of special meeting rate savings by calling the **Avis Toll Free Number (800) 331-1600** and refer to the **Avis Worldwide Discount (AWD) Number: J907581**.

Getting to Know You in Orlando!

SPSSCS New Member Breakfast and "Mentors for New Members/First Time Attendees" Program

On **Tuesday, April 18** at 7:15am, we will have a New Member/First Time Attendee Welcoming Breakfast! This will be a wonderful opportunity for mentors and mentees to meet, as well as to interact with members of the Board of Directors. Our goal is to create a welcoming environment and facilitate long lasting professional relationships and friendships.

Please sign up on the Registration Form if you would like to serve as a "Mentor" or if you are a new member or first-time attendee and would like to be a "Mentee." Our administrative staff will pair everyone together and send notification to both the mentors and mentees explaining who their contact person is and how to meet her or him in Orlando.

Welcome Reception

Monday, April 17, 6pm – 8pm

Meet your old friends and make some new ones at this festive reception! The Welcome Reception will be held at 6-8pm on Monday in the Casitas Courtyard, overlooking the Lago Dorado at Disney's Coronado Springs Resort.

Atlantic Dance Social Event/Dinner

Tuesday, April 18, 6pm – 9pm

Co-sponsored by La Roche-Posay

Jump and jive into a "shore thing" by joining us at the 1940s Atlantic Dance Club/Dinner event for all meeting attendees, located at Disney's BoardWalk Inn. **A ticket is included with your meeting Registration Fee.** Please indicate on your form if you will be able to attend. Accompanying guests may also attend with the purchase of a ticket on your Registration Form for \$130 each. Make plans now and don't miss the main event! Transportation will be provided. Buses will leave Disney's Coronado Springs Resort starting at 5:45pm.

SPSSCS 12th Annual Meeting Bonus!

The American Society for Aesthetic Plastic Surgery (ASAPS) has graciously invited the SPSSCS 12th Annual Meeting registrants to participate in ASAPS' full-day course, "Innovations in Pre-Surgical Facial Rejuvenation", to be held Friday, April 21, 2006 at Disney's Coronado Springs Resort.

Attendance at this outstanding course is included in your 12th Annual Meeting registration fee, so plan to attend our annual meeting in Orlando and receive this exceptional educational bonus from the Aesthetic Society!

Once Again for SPSSCS Members!

Register for the meeting at the "early bird" price and additional SPSSCS members from the **same office** will each receive a **20% discount** off the "early bird" meeting registration fee. Discount applies to early registration only, so register your office staff prior to **February 16, 2006**. Registration forms must be submitted at the same time.

DISCLAIMER The content of this program is presented solely for educational purposes and is intended for use by medical practitioners in the plastic surgery specialty. This material is intended to express the opinions, techniques or approaches of the authors and presenters, which may be beneficial, and/or of interest to other practitioners. Sponsorship of this program is not to be construed, in any fashion, as an endorsement of the materials presented.

Skin Care 2006 Beauty, Health and Wellness

Preliminary Program

Monday, April 17

3:00 – 8:00 pm
Registration Opens
6:00 – 8:00 pm
Welcome Reception

Tuesday, April 18

7:15 – 8:00 am
Mentor/Mentee Breakfast
8:00 – 8:20 am
Presidential Welcome
Donna Chang, RN, BSN
8:20 – 10:00 am
Keynote: Unleashing Your Creative Potential
Frank Prince
Made possible by an educational grant from Obagi Medical Products
10:00 – 10:30 am
Break in the Exhibits
Sponsored by CosMedix
10:30 – 11:00 am
Three Fatal Sales Mistakes Most Spas Make
Carol Phillips
11:00 – 11:30 am
"Transformation"—The Art of Camouflage Make-Up
Nancy Ogden West
11:30 – 12:00 pm
Getting the Glow Back Post Chemotherapy
Lindy Snider
12:00 – 1:30 pm
Lunch in the Exhibits
1:30 – 3:00 pm **Breakouts**
1. Nurses Roundtable Discussion
Kathy Jones, RN, BSN, CPSN
Karen N. Menard, RN
Susan M. Wells, RN, MS

Plastic surgery nursing has changed dramatically over the past 20 years. From working in the OR and hospital setting to transitioning into an office patient coordinator and skin care specialist. We became collagen injection specialists almost 20 years ago, which led to performing light chemical peels and the implementation of skin care products five years later. With the recent increase in the use of facial fillers, we will discuss the various products available, many just recently FDA approved.

This discussion will help those who are new to the skin care industry as well as provide an exchange of ideas among those with years of experience in plastic surgery nursing. Our goal should be to keep the patient's expectations and safety in high regard as well as protect the physician and ourselves from any adversities

2. Beyond Blush and Powder

Lillian Lang

The art of cosmetic tattooing has grown in popularity over the past several years. This presentation will cover the process starting with the patient consultation, appropriate patient determination, and factors that effect outcomes. The process of cosmetic tattooing will be described encompassing machines, needed configuration, and color choice. Complications will be presented along with preventative measures to prevent unsatisfactory outcomes.

3. Media Savvy—How to Present Yourself if Caught in the Spotlight

John O'Leary

This course will teach you the basics of how to position your practice as the local "go to" authority on skin care-related issues, how to introduce yourself to the local press both broadcast and print, and how to answer questions that may arise due to a medical error or reported "media crisis".

This is an interactive session. Participants will take part in role play situations, learn how to develop a basic press release template and learn the top ten issues of importance to reporters.

4. Ten Ways to Get Your Staff to Sell

Carol Phillips

Everyone in each department of the salon and spa needs to be comfortable making the sale. Some need direct action from staff and management. Find out what everybody on your team needs to do. During this session you will learn to build retail into the service, focus on skincare sales, improve your makeup business, boost body care sales, staff training tips, and management strategies.

3:00 – 3:30 pm

Break in the Exhibits

Sponsored by Jan Marini Skin Research

3:30 – 5:00 pm **Breakouts**

5. Aesthetician Roundtable

Jeannine Dabb & Jeanne DeVita

The goals, format and theme of this year's roundtable are the sharing of issues and solutions of subjects that pertain to the "Plastic Surgical Skin Care Practice." The format will be a positive, productive, professional, organized, open, and monitored discussion. The attendees are encouraged to bring a list of questions, issues, solutions, and challenges involved in their medical skin care practices. The goal is to share information involving the business of being a plastic surgical skin care specialist. Topics to be discussed include products, treatments, protocols, peels, vendors, devices, pricing and competitive strategies. All attending are encouraged to participate in this networking opportunity.

6. How to Start Up Your Own Laser Clinic

Patricia Weeks, RN, BSN

Starting your own laser clinic can be a daunting task complete with many obstacles to hinder your success. Major issues to be addressed include developing a fundamental business plan, equipment acquisition, staffing, procedure pricing, marketing and promotional campaigns, and integration of laser services with your current array of services.

7. Reading Faces—An Advanced Communication Skill

Frank Prince

Made possible through an educational grant from Obagi Medical Products

Great communication is a key skill to being successful. Communication happens in many forms. We rely heavily on communicating through our words. But our emotions, temperament, and attitudes all show through our face. We instinctively read other peoples faces to evaluate their feelings and their intentions. This session will introduce you to a "secret" technology developed by the FBI over the last 20 years. It is designed to gain quick insights into others by reading their faces. We will review the techniques and how to utilize the information for the development of quick rapport with others. You will also have the opportunity to practice the skill. This powerful technology will change the way you look at others forever.

8. "Transformation"—The Art of Camouflage Make-Up Technique Demonstration

Nancy Ogden West

In the last few years we have seen many new formulations of camouflage enter the market. These products are derived from new ingredients that the FDA has approved, including the latest formulations and the high-tech technology available to manufacture today. Product selection requires consideration of various aspects: discoloration, texture of the area, size, and the patient's ability to duplicate what you have taught them. Various types of camouflage formulas for professionals will be demonstrated along with an analysis of the factors that effect product selection.

6:00 – 9:00 pm

Atlantic Dance Social Event/Dinner

Co-sponsored by La Roche-Posay

Wednesday, April 19

7:15 – 8:00 am
Breakfast in the Exhibits
8:00 – 8:10 am
Welcome and Announcements
8:10 – 10:00 am

Panel: Cellulite Prevention

Moderator: Kathy Jones, RN, BSN, CPSN

Novel New FDA Cleared Technology

Margarita Ochoa, MD

Laser Technology for Cellulite

John P. Landi, MD

Made possible by an educational grant from Syneron

Nutritional Approaches to Cellulite Control

Yvette La-Garde

Mesotherapy as a Versatile & Innovative Therapeutic Approach

Ada Polla

10:00 – 10:30 am
Break in the Exhibits
Sponsored by VitaMedica

10:30 – 11:00 am
Live Demonstration—Masks that Kick Butt/Advanced Masks
Janet L. Gomez, RN, BA, RNFA

11:00 – 11:30 am
OSHA
Jill K. Sprengel, RN, BS

11:30 – 12:00 pm
Business Meeting (Members Only)

11:30 – 1:00 pm
**Lunch in the Exhibits/
 Leadership Orientation Luncheon**

1:00 – 1:30 pm
Yoga/Stretching to Improve Mental Activity & Body Mechanics
TBD

1:30 – 3:30 pm
Panel: Menopause—A Thing of the Past?
Moderator: Liz Newman, RN, BSN
Bio Identical Hormone Replacement
Jennifer F. Krup, MD
Natural Menopause Management
David H. Rahm, MD
Skin Rejuvenation Products & Procedures in Menopause
Nia K. Terezakis, MD

3:30 – 4:00 pm
Break in the Exhibits

4:00 – 4:30 pm
Oxidative Stress, Aging & Free Radical Biology
Charlene DeHaven, MD

4:30 – 5:00 pm
The Effects of Iron on Photo Aging
Ada Polla

Thursday, April 20

7:15 – 8:00 am
Breakfast in the Exhibits

8:00 – 8:10 am
ASAPS Presidential Welcome
Mark L. Jewell, MD

8:10 – 8:20 am
SPSSCS Presidential Award for Distinguished Service

8:20 – 8:45 am
How to Build an Anti-Aging Clinic
James H. Carraway, MD

8:45 – 9:30 am
Rosacea—A Growing Concern for the Aging Population
Jan Marini

9:30 – 10:00 am
Break in the Exhibits

10:00 – 10:30 am
Aesthetic Approaches to the Face and Neck
R. Barrett Noone, MD

10:30 – 11:00 am
Laser Update—To Ablate, Non-Ablate, or Fractionate
A. Jay Burns, MD

11:00 – 11:30 am
Cosmeceuticals: Separating Facts from Voodoo Science
Michael J. Denk, MD

11:30 – 12:00 pm
Trends and Technology in Personal Care... The Good, The Bad and The Ugly
John A. Garruto
Made possible by an educational grant from SkinMedica

Optional Courses—Fee Required

1:30 – 5:30pm
Image Enhancement for Burn Survivors
Barbara Quayle
 Fee: \$45 Limited to 40 participants
 This interactive workshop is designed for certified aestheticians and plastic surgical nurses. You will learn the skills to effectively and comfortably work with individuals with a facial difference caused by disease, birth anomaly, or trauma, particularly burn injuries. The course focuses on listening, image assessment, and the specific creative cosmetic techniques necessary to create a harmonious and positive image. Assisting people with a facial difference to look and feel confident in public can change a life forever.
 Each participant will receive a copy of THE BOOK of Image Enhancement for Burn Survivors and accompanying CD and video along with other valuable training materials. Completion of this hands-on workshop qualifies attendees to volunteer at the Individual Image Enhancement sessions at the Phoenix Society for Burn Survivors' World Burn Congress 2006 to be held September 6-9 in Sacramento, California. After workshop completion and receiving hands-on experience at the World Burn Congress, SPSSCS members will receive a certificate of completion and listing on the Phoenix Society's website as a skincare resource for burn survivors.

1:30 – 3:00 pm
How to Create a Flyer/Small Newsletter with Microsoft Word
Janet L. Gomez, RN, BA, RNFA
 Fee: \$45 Limited to 34 participants
Basic knowledge of Microsoft Word and Windows required

This hands-on course will provide a concise overview of how to use Microsoft Word to create a small newsletter or flyer. Participants are required to have a basic knowledge of Microsoft Word and Windows so the class can focus on the tools available for the actual creation of the piece. Seventeen workstations are available and two participants will be assigned to each station.

3:30 – 5:00 pm
How to Create a Basic PowerPoint® Presentation
Janet L. Gomez, RN, BA, RNFA
 Fee: \$45 Limited to 34 participants
Basic knowledge of Microsoft Word and Windows required

This hands-on course will provide a concise overview of how to use Microsoft PowerPoint® to create an educational informative presentation using text and graphics. Participants are required to have a basic knowledge of Microsoft Word and Windows so the class can focus on the tools available for the actual creation of the presentation. Seventeen workstations are available and two participants will be assigned to each station.

Corporate Events: The following companies tentatively plan to hold events Thursday afternoon: CosMedix, Dermastart/ClearChoice, & La Roche-Posay

Friday, April 21—*asaps* Course

Included in your SPSSCS 12th Annual Meeting
 Registration Fee (a \$500 value)
 8:00am – 4:30pm

Innovations in Pre-Surgical Facial Rejuvenation (Includes Live Demonstrations)
 Morning Session Co-Chairs: *Jeffrey M. Kenkel, MD & Clifford P. Clark, III, MD*
Morning Session—Points Covered:

- Updates on topical skin rejuvenation
 - Radiofrequency therapies—skin tightening and cellulite treatment
 - Updates in Photodynamic therapy
 - Updated algorithm for skin tightening
- Afternoon Session Chairs: *Rod J. Rohrich, MD, Steven Fagien, MD & James M. Stuzin, MD*
Afternoon Session—Points Covered:
- Facial anatomy as it pertains to the use of botulinum toxin and facial fillers.
 - Aesthetic analysis of patients and how to achieve their expectations.
 - Understanding the different soft-tissue fillers—what's new since last year and what's on the immediate horizon.
 - Selecting the appropriate filler for specific clinical problems.
 - Injection techniques—what we have learned and how to improve results.
 - Coordinated and adjunctive use of botulinum toxin, soft tissue fillers and skin resurfacing techniques for optimal outcomes.
 - Avoidance of complications and patient safety.
 - Developing a strong patient education— informed consent process.

Faculty Subject to Change

Thank you to the following companies for their generous support of the SPSSCS:

CosMedix
Dermacia (LycoScience)
Inamed Aesthetics
Iredale Mineral Cosmetics
Jan Marini Skin Research
La Roche-Posay
Obagi Medical Products
SkinMedica
Syneron
VitaMedica



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