AMERICA'S LEADING AESTHETIC CONFERENCE

NOVEMBER 5-8, 2026
LOEWS MIAMI BEACH

RHINOPLASTY | BREAST & BODY | FACIAL PLASTIC SURGERY
AESTHETIC DERMATOLOGY | OCULOPLASTIC SURGERY
LESS INVASIVE STRATEGIES | FACIAL REJUVENATION
PRACTICE MANAGEMENT & MARKETING | TECHNOLOGY UPDATES

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MULTI-SPECIALTY FOUNDATION

THIS PROGRAM IS SUBJECT TO CHANGE

This activity is jointly provided by iiCME and the Global Aesthetics Conference

LESS INVASIVE STRATEGIES — AMERICANA 1/2

SESSION MODERATORS: Lisa Grunebaum, MD | Fred Fedok, MD

7:30 AM	Video: The Epidemic Of Under Eye Filler	Greg Lewen, MD
7:45 AM	Video: Under The Canvas : HA Vs Biostimulators	Kristin Witfill, MD
8:00 AM	The Filler Reset: Restoring Trust, Balance, And Natural Outcomes After The Overfill Era	Olga Gilman, MD
8:12 AM	Understanding Periorbital Anatomy: What Every Injector Misses	Sarah Avila, MD
8:24 AM	Understanding the Female Brow: Anatomy , Aesthetic Ideals, and Non Surgical Rejuvenation	Danica Fiaschetti, MD
8:36 AM	Under Eye Fillers: Pearls From 15+ Years Of Experience.	John Vartanian, MD
8:48 AM	Midface Volume Replishment (Its Significance And Tips)	Maryam Nazemzadeh, MD
9:00 AM	"Non Traditional Uses Of Botulinum Toxin"	Mark Rubin, MD
9:12 AM	A Practical Approach To Treatment Of The Platysma	Nathan Rosen, MD
9:24 AM	Complications Management of HA fillers	Kathleen Morno, MD
9:36 AM	Ultrasound Imaging of High-Risk Facial Areas for Injectables: Four Real-World Scenarios	George Kroumpuzos, MD
9:48 AM	Treatment of Malar Puffiness	Adam Scheiner, MD

10:00 AM · BREAK · EXHIBIT HALL

SESSION MODERATORS: Anna Petropoulos, MD | Corey Maas, MD

10:30 AM	Shift Assessment Frameworks From a Sole Focus on Wrinkle Reduction	Audrey Coleman, MD
10:42 AM	The Expanding Roles of Injectable and Topical Biological Scaffolds in Aesthetic Medicine	Greg Chernoff, MD
10:54 AM	Injectable Rhinoplasty: Tips and Pearls From 20 Years Experience	Brent Koch, MD
11:06 AM	Jawline Fillers: 12 Tips For Amazing Results	John Vartanian, MD
11:18 AM	Anatomic Danger Zones For Facial Injections	Shawn Allen, MD
11:30 AM	A New Conceptual Approach To Filler-Related Edema of the Lower Lid Area	Morris Hartstein, MD
11:42 AM	My Poly-L-Lactic Acid Algorithm: Why It Has Always Been & Continues To Be My Favorite Injectable Treatment	Jason Bloom, MD
11:54 AM	Targeting Max Dosing Of Daxify, And Botox ...Which Addresses The Narrative?	Corey Maas, MD
12:06 PM	I Still Have Wrinkles! Simple Tricks To Determine Who Will, And Will Not, Get Good Results With Botulinum	Jeff Spiegel, MD
12:18 PM	Top 10 Tips for Using Neurotoxins	Audrey Coleman, MD
12:30 PM	Evaluations And Solutions For Women's Hair Loss	Matt Leavitt, MD
12:45 PM	Incorporating Medical and Surgical Hair Restoration into Your Practice: Surgery, Robots, Platelet Rich Plasma & Stem Cells, and Oral Supplements	Matt Leavitt, MD

1:00 PM · LUNCH · EXHIBIT HALL

LESS INVASIVE STRATEGIES — AMERICANA 1/2

SESSION MODERATORS: Sarmela Sunder, MD | George Kroumpouzos, MD

2:00 PM	Using Combinations Of Treatments To Optimize Success With Fillers	Elizabeth Rostan, MD
2:12 PM	Approach To Addressing Volume Loss In Glp-1 Patients	Michael Somenek, MD
2:24 PM	A Safe And Beautiful Non-Surgical Rhinoplasty	Sarmela Sunder, MD
2:36 PM	Prevention & Treatment Of Under Eye Filler Complications	Robyn Siperstein, MD
2:48 PM	Filler In Lips Should Not Be Noticeable	Melanie Petro, MD
3:00 PM	Injectable Neck Treatments: Review Of Neck Anatomy & Treatment With HA Filler, Caha, And Neuromodulators	Robyn Siperstein, MD

3:12 PM

COMPLICATIONS OF INJECTIONS

Panel Moderator: George Kroumpouzos, MD

Panelists: Michael Somenek, MD | Elizabeth Rostan, MD | Jason Bloom, MD | Mark Rubin, MD | Lisa Grunebaum, MD

4:00 PM · BREAK · EXHIBIT HALL

AFTERNOON WORKSHOPS — AMERICANA 1/2

4:30 PM

MERZ LIVE DEMO WORKSHOP

The Biomimetic Evolution: Advancing Facial Harmonization with the Belotero® HA Portfolio

Join Roberta Del Campo MD for a science-driven exploration of the Belotero® portfolio, including Balance®, Intense®, and Volume®. The session concludes with a live injection demonstration highlighting product versatility, technique, and clinical outcomes.

Presented by: Roberta Del Campo, MD

5:30 PM

ROHRER LIVE DEMO WORKSHOP

Treating the Modern Patient Need: Advanced Combination Therapy with Rohrer's Spectrum IPL and Pix:E

Join us to learn how Dr. Shawn Allen of Dermatology Specialists combines Rohrer technologies with other tools in his practice to create customized protocols that meet the evolving needs of today's patients.

Presented by: Shawn Allen, MD

6:30 PM

ALLERGAN INJECTION WORKSHOP & DINNER SYMPOSIUM

Redefine Your Approach to a Multi-modal Facial Assessment with AA Signature™ Skin360

Expert Insights & Live Injection Demo

Presented by: Danielle White, NP and Kathleen Morno, MD

8:00 PM · ADJOURN

RHINOPLASTY — COWRIE

SESSION MODERATORS: Ivan Wayne, MD | Brad Bader, MD

7:30 AM	VIDEO: Preservation Rhinoplasty: Is It Worth Trying?	Andres Gantous, MD
7:45 AM	VIDEO: TBD	
8:00 AM	VIDEO: My Approach To Revision Rhinoplasty: Lessons Learned	Andres Gantous, MD
8:15 AM	VIDEO: TIPS UP! New And Proven Ways For Nasal Tip Support	David A. Sherris, MD
8:30 AM	I Got 99 Problems But The Middle Vault Ain't One	Ivan Wayne, MD
8:45 AM	Caudal Septal Deformities: An Algorithmic Approach to Reliable Alignment	Anthony Brissett, MD
9:00 AM	Less Invasive Aesthetic Nasal Surgery For Aesthetics And Anti-Aging	Tunc Tiryaki, MD
9:15 AM	Malposition Of Lower Lateral Cartilages: Can You Identify And Correct Them? Here's How!	Burke Robinson, MD
9:30 AM	Achieving The Three Cardinal Light Reflections Of Rhinoplasty	Brad Bader, MD
9:45 AM	Fixing The Past: Pearls In Tip Revision Rhinoplasty	Waleed Ezzat, MD

10:00 AM · BREAK · EXHIBIT HALL

SESSION MODERATORS: Steven Pearlman, MD | Miguel Goncalves Ferreira, MD

10:30 AM	Gender In Rhinoplasty	Angela Sturm, MD
10:45 AM	Preservation Rhinoplasty - Where Are We 8 Years After The Revolution?	Miguel Goncalves Ferreira, MD
11:05 AM	Preservation Rhinoplasty Results: What Do Patients Say And What Do Results Show.	Capi Wever, MD
11:25 AM	Top 5 Tips For Revision Tip Rhinoplasty	Angela Sturm, MD
11:40 AM	Treatment Of The Crooked Nose, Structure To Preservation. Is It Better?	Steven Pearlman, MD
11:55 AM	What Is "Closed Roof" Preservation: And Why Did I Abandon The Unpredictable Dorsal Preservation?	Nabil Fanous, MD
12:10 PM	150 Rhinoplasties With Fresh Frozen Homologous Rib Cartilage - The Best Alternative To Irradiated Rib	Burke Robinson, MD
12:25 PM	5 Techniques I Routinely Use For Success In Rhinoplasty...(That Others May Not So Often Employ)	Steven Mobley, MD
12:40 PM	Beyond Soft Tissue: A Surgeon–Dentist Perspective on Skeletal Influence in Facial Aging and Aesthetics	Jonathan Frankel, MD

1:00 PM · LUNCH · EXHIBIT HALL

Make sure to join us tomorrow night for our annual

CELEBRATION ON THE LAWN

Friday, 7:45 PM - Americana Lawn

Join us for dinner, drinks, and live music!

RHINOPLASTY

COWRIE

SESSION MODERATORS: Miguel Goncalves Ferreira, MD | Nabil Fanous, MD

2:00 PM	The Sliding Septum Technique In Preservation Rhinoplasty	**Jose Juan Montes Bracchini, MD**
2:15 PM	True "Tip Preservation Rhinoplasty"	**Nabil Fanous, MD**
2:30 PM	New 3D Concepts In Tip Surgery	**Miguel Goncalves Ferreira, MD**
2:45 PM	Management Of The Soft Tissue Envelope In Rhinoplasty	**Brad Bader, MD**
3:00 PM	Comparison of Dorsal Preservation Rhinoplasty and Dorsal Hump Reduction Rhinoplasty: A Systematic Review and Meta-Analysis of Postoperative Outcomes	**Yoram Wolf, MD**
3:15 PM	Preservation Or Re-Preservation	**Steven Pearlman, MD**
3:30 PM	The Domal Apex Graft-The One Graft I Can't Live Without	**Ivan Wayne, MD**
3:45 PM	Algorithm for the Crooked Nose	**Brad Bader, MD**

4:00 PM · ADJOURN

Thursday, November 5

MASTERING THE BUSINESS OF AESTHETICS — POINCIANA 1/2

SESSION MODERATORS: Jason Sievert, MD | Sam Peek, MD

7:30 AM	VIDEO: From New Lead To Happy Patient - Optimize Your Conversions - 6 Steps To Filling Your Schedule	Donna Fay Graziano
7:45 AM	VIDEO: What We Learned Mystery Shopping Your Practice	Dan Grantham
8:00 AM	Learn From My Mistakes: What Not To Do In Your First Few Years Of Starting Your Own Practice	Jennifer Murdock, MD
8:15 AM	Crowded Market , Clear Choice: How To Influence Patients To Choose Your Practice	Jason Slevert
8:30 AM	Unreasonable Hospitality For Aethetic Practices	Amy Anderson Lisa Lickstein
8:45 AM	Building A Successful Team And Making Your Life Easier	Angela Sturm, MD
9:00 AM	Mastering Your Sales Funnel: How To Attract, Convert & Retain New Patients	Jay Shorr
9:15 AM	If They Left Tomorrow Would Your Practice Survive?	Robin Ntoh
9:30 AM	Why Hiring For Practice Sucks... And Why It's Not Just You	Mara Shorr

10:00 AM · BREAK · EXHIBIT HALL

SESSION MODERATORS: Amy Anderson | George Fox

10:30 AM	Rethinking The Patient Experience: Ideas To Elevate Your Practice To Another Level	Anil Shah, MD
10:45 AM	How An Injection Of Hospitality Can Take Your Aesthetic Practice To The Next Level	Andrew Paul
11:00 AM	From Initial Contact To Consultation: How Effective Are You At Converting Leads?	Amy Anderson
11:15 AM	What We Learned From Mystery Shopping Your Practice & Credentialing Your Provider(s)	Catherine Maley
11:30 AM	Stop Wasting Money On Marketing: The Real Reason Patients Aren't Choosing You	George Fox
11:45 AM	Refining The Consultation: Body Language, Communication, And Closing Strategies	Ramona Stewart
12:00 PM	The Business Of Beauty: Converting Consults To Cash Without Losing Your Soul (Or Your Staff)	Lisa Marie Wark, MBA, PhD
12:15 PM	Brutal Truths: Why Your Practice Isn't Booking More Procedures	Vahe Tirakyan
12:30 PM	The Art Of The Follow-Up: How To Keep Your Patients Coming Back For More	Jay Shorr
12:45 PM	TBD	

1:00 PM · LUNCH · EXHIBIT HALL

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CELEBRATION ON THE LAWN

Friday, 7:45 PM - Americana Lawn

Join us for dinner, drinks, and live music!

MASTERING THE BUSINESS OF AESTHETICS

POINCIANA 1/2

SESSION MODERATORS: Christin Trujillo | Robin Ntoh

2:00 PM	Key Differentiators Of The Most Profitable Practices	**Christin Trujillo**
2:20 PM	The Operator Advantage: What Will Separate Top Aesthetic Practices Next	**Kirstie Jackson**
2:40 PM	A Focus On Conversion Rates And The Lifetime Value Of A Customer	**Adam Fichman**
3:00 PM	Surgery Isn't The Only Thing On The Table: Creating Long-Term Treatment Plans That Bridge Surgical And Non-Surgical Aesthetics	**Robin Ntoh**
3:15 PM	Pricing Strategy In A Saturated Market: How To Stay Competitive	**Max Baybak**
3:30 PM	It's Too Expensive! Shortcuts To Overcoming Price Objections	**Vanessa Bird**
3:45 PM	High Standards, Healthy Teams: Mitigating Toxic Work Relationships	**Kirstie Jackson**

4:00 PM · BREAK · EXHIBIT HALL

4:30 PM

TIPS & PEARLS FOR SAVING THE PRACTICE MONEY AND REDUCING OVERHEAD

PANEL MODERATOR: Jay Shorr

PANELISTS: Amy Anderson | Christin Trujillo

5:30PM

TRAINING THE STAFF - THE MOST IMPORTANT THING YOU MUST DO

PANEL MODERATOR: Catherine Maley

PANELISTS: Mara Shorr | Cheryl Hoaglund | William Beeson, MD

6:30 PM · ADJOURN

SURGICAL STRATEGIES

POINCIANA 3/4

SESSION MODERATORS: William Mack, MD | Harry Mittelman, MD

7:30 AM	Preservation Blepharoplasty: Restoration Eyelid Surgery With Minimal Skin Removal	**Kian Eftekhari, MD**
7:45 AM	Back To The Future: Why I'm Becoming Increasingly Enamored With Transcutaneous Lower Eyelid Blepharoplasty	**Alan Brackup, MD**
8:00 AM	Assessing Facial Expression Pre And Post Periocular Rejuvenation	**Ana Carolina Victoria, MD**
8:12 AM	Recognizing The Importance Of Addressing Each Component Of The Triad: Dermatochalasis, Brow Ptosis And Ptosis	**William Mack, MD**
8:24 AM	The Algorithmic Approach To Blepharoplasty Surgery To Design The Right Procedure For The Right Patient At The Right Time Of Life	**E. Gaylon McCollough, MD**
8:36 AM	My Approach To Male Blepharoplasty & What I Have Learned Over 20 Years	**Steven Mobley, MD**
8:48 AM	Refining Your Upper Blepharoplasty Technique And Optimizing Results	**John Holds, MD**
9:00 AM	The Skin-Only Blepharoplasty: What Role Does It Have?	**John Burroughs, MD**
9:12 AM	Advanced Levator Eyelid Muscle Surgery: Levator Advancement And Resection For Acquired Aponeurotic Ptosis	**Emilio Justo, MD**
9:24 AM	The Challenge Of Festoons And Malar Puffiness	**Morris Hartstein, MD**
9:36 AM	Lifesavers for Post Op Sequelae and Treatments for Complications of Resurfacing	**Deirdre Leake, MD**
9:48 AM	Lower Lid Blepharoplasty: Why Less is Usually More, and More is Often Less	**Alan Brackup, MD**

10:00 AM · BREAK · EXHIBIT HALL

SESSION MODERATORS: Philip Miller, MD | John Holds, MD

10:30 AM	Unmasking Ptosis: Do You Need More Than A Bleph? Pearls And A Novel Evaluation Technique	**Lisa Bunin, MD**
10:42 AM	Advanced Upper & Lower Blepharoplasty Techniques & Adjuncts To Improve Your Eye Rejuvenation Results.	**John Burroughs, MD**
10:54 AM	Transconjunctival Lower Blepharoplasty, The Good, The Bad, The Ugly	**Ana Carolina Victoria, MD**
11:06 AM	Ectropion – A Treatment Ladder For The Facial Surgeon	**Jeff Spiegel, MD**
11:18 AM	Medical Mimicry: Successful Medical Management Of Acquired Ptosis In Aesthetic Eyelid Surgery	**Andres Sarraga, MD**
11:30 AM	Updates On Under Eye Dark Circles Treatments	**Sarah Avila, MD**
11:42 AM	The Wonder Of Sutureless Ptosis Repair	**Morris Hartstein, MD**
11:54 AM	Nuances Of Lower Blepharoplasty	**Aliza Epstein, MD**
12:06 PM	Respect But Don't Fear The Negative Vector Eyelid In Lower Blepharoplasty	**Morris Hartstein, MD**
12:18 PM	How To Avoid And Correct Blepharoplasty Complications	**Jennifer Murdock, MD**
12:30 PM	How And Why Filler Injection In The Periobital Area Is Problematic: Recognition And Management	**John Holds, MD**
12:42 PM	Neck Contouring for the Younger Patient	**S. Randolph Waldman, MD**

1:00 PM · LUNCH · EXHIBIT HALL

SURGICAL STRATEGIES

POINCIANA 3/4

SESSION MODERATORS: Michael Persky, MD | Harry Mittelman, MD

2:00 PM	Browlifting Techniques-CURRENT PREFERENCES	**Diane Ponsky, MD**
2:12 PM	Use Of Neuromodulator To Optimize Browlift And Blepharoplasty Outcomes	**Manoj Abraham, MD**
2:24 PM	Patient Selection And How To Choose Which Browlifting Technique Is Best	**Aliza Epstein, MD**
2:36 PM	Lateral Canthoplasty For Eyelid Support And Aesthetic Enhancement: A Step-By-Step Surgical Approach	**Emilio Justo, MD**
2:48 PM	Laser Coring And Brow Lifting: A Winner By Itself Or In Combination	**Andres Sarraga, MD**
3:00 PM	Elevating And Reshaping The Brow With Minimal Incisions	**Jose Juan Montes Bracchini, MD**
3:12 PM	Upper Face Rejuvenation In Males	**Ana Carolina Victoria, MD**
3:24 PM	Combining Browlifting And Upper Blepharoplasty-Caveats And Concerns	**John Burroughs, MD**
3:36 PM	Preservation Brow Lift "003": Fast, Very Durable, Very Safe, No Endoscope, No Muscle Resect	**Nabil Fanous, MD**
3:48 PM	How I Totally Revamped My Endoscopic Brow Lift Technique After 28 Years, And Am Now Getting The Results I Hope For	**John Holds, MD**

4:00 PM · BREAK · EXHIBIT HALL

SESSION MODERATORS: Nabil Fanous, MD | Manoj Abraham, MD

4:30 PM	The Forward Lift; Combining Genioplasty with Deep Plane Neck Restructuring	**Regina Rodman, MD**
4:42 PM	Alternative Approaches to Selective Elevation of the Temporal Brow	**Alan Brackup, MD**
4:54 PM	**PANEL: BROWLIFTING - MY FAVORITE TECHNIQUE AND WHY**	

PANEL MODERATOR: Nabil Fanous, MD

PANELISTS: Corey Maas, MD | John Holds, MD | Andres Sarraga, MD | Sidney Starkman, MD | Manoj Abraham, MD

6:06 PM · ADJOURN

LESS INVASIVE STRATEGIES — AMERICANA 1/2

SESSION MODERATORS: Anna Petropoulos, MD | Corey Maas, MD

7:30 AM	VIDEO: Summing It All Up: From Stem Cells To Exosomes - Strategies In Clinical Practice	**Steven Cohen, MD**
7:45 AM	VIDEO: Advances In Non-Invasive Skin Tightening For The Face And Neck	**Anne Chapas, MD**
8:00 AM	**TWO DEVICES IN MY PRACTICE THAT I CAN'T LIVE WITHOUT (5 MIN TALKS)**	

Panel Moderator: Anna Petropoulos, MD | Corey Maas, MD

Panelists: Michael Abrouk, MD | Elizabeth Rostan, MD | Azza Halim, MD | Lycia Thornburg, MD | Bertha Baum, MD
Amy Lewis, MD | Anna Petropoulos, MD | Jack Kolenda, MD | Manoj Abraham, MD | Anil Shah, MD
Jacob Beer, MD

9:00 AM	Targeted Topical Interventions To Interrupt The Inflammaging Cycle	**Jennifer Linder, MD**
9:15 AM	Personalized Skin Care With Topical Concentrated, Optimized, Autologous Growth Factors"	**Mark Rubin, MD**
9:30 AM	Early Experience With Facial Tissue Micro-Coring Early Market Experience, Safety, And Outcomes	**Michael Abrouk, MD**
9:45 AM	Use Of Multiple Modalities For Treatment Of Acne Scars	**Elizabeth Rostan, MD**

10:00 AM · BREAK · EXHIBIT HALL

SESSION MODERATORS: Jenna HIlton, PA-C | Diane Duncan, MD

10:30 AM	Hair Loss and GLP-1 Inhibitors	**Elizabeth Houshmand, MD**
10:42 AM	Advantages And Limitations Of Laser Coring	**Diane Duncan, MD**
10:54 AM	Collagen, Peptides And Protein: Do They Prime Patients For Better Aesthetic Results?	**Jenna Hilton, PA-C**
11:06 AM	The Latest And Greatest In Face And Body Contouring-What Really Works?	**Bruce Katz, MD**
11:18 AM	Combination Minimally Invasive Body Contouring Clinical Updates	**Michael Abrouk, MD**
11:30 AM	A Novel Combination Of Two Visible Light Wavelengths With Superior Stimulation Of Hair Regeneration	**Anna Petropoulos, MD**
11:42 AM	Next-Day Skin: Where No-Downtime Lasers Meet Regenerative Medicine	**Anil Shah, MD**
11:54 AM	*HIFES & RF to Increase the Effect of Botox & Treat Cosmetic Complications	**Robyn Siperstein, MD**
12:06 PM	Redefining Hormone Optimization: The Next Frontier In Personalized Medicine	**Rachel Fidino, ARNP**
12:18 PM	Regenerative Biologicals Vs Energy Based Devices: Which Is More PoweRFul?	**Diane Duncan, MD**
12:30 PM	Ultrasound Technologies For Body Sculpting And Fat Destruction.	**Amy Lewis, MD**
12:42 PM	**FEATURED PRESENTATION**	

Epidermal Skin Peels-Past, Present, And Future
Jennifer Linder, MD

1:00 PM · LUNCH · EXHIBIT HALL

LESS INVASIVE STRATEGIES — AMERICANA 1/2

SESSION MODERATORS: Jeff Spiegel, MD | Shawn Allen, MD

2:00 PM	Optimizing Neurotoxin Outcomes Through Placement, Technique, and Facial Massaging	**Audrey Coleman, MD**
2:12 PM	The Metabolically Optimized Face: Regenerative Aesthetic Strategies For The GLP-1 And Longevity Patient	**Olga Gilman, MD**
2:24 PM	Targeted Biostimulation: Synergistic Approaches with PLLA and Platelet-Rich Fibrin Matrix	**Shawn Allen, MD**
2:36 PM	Elevate Your Injection Technique With Real Time Artificial Intelligence And High Resolution Ultrasound	**Pat Pazmino, MD**
2:48 PM	Throwing The Kitchen Sink At Them - Combine Your Devices Intro One Treatment	**Jeff Spiegel, MD**
3:00 PM	Peptides, Exosomes And Biostimulatory Treatments	**Jenna Hilton, PA-C**
3:12 PM	Prevention And Treatment Strategies For Cosmetic Complications Of GLP-1 Receptor Agonists	**Serena Mraz, MD**
3:24 PM	Neuroaesthetics: The Future Of Cosmetic Procedures	**Roxane Scemla, MD**
3:36 PM	Combating Cellular Senescence: Unlocking The Key To Radiant Skin	**Jenna Hilton, PA-C**
3:48 PM	The Next Frontier in Regenerative Skincare: Delivery, Bioavailabilty & Outcomes	**Amy Lewis, MD**

4:00 PM · BREAK · EXHIBIT HALL

AFTERNOON WORKSHOPS — AMERICANA 1/2

4:30 PM

OURSELF WORKSHOP

Delivery is the Difference: Rethinking What Skincare Can Do

Join Dr. Carolyn Jacob to explore the science and results behind the first major breakthrough in topical skincare delivery in over 40 years. Discover how patented Tiered-Release Vesicle delivery technology from Ourself is changing what's possible in skincare, with fewer steps and faster, stronger, better visible results. Learn why, when it comes to skincare performance, delivery is the difference.

Presented by: Dr. Carolyn Jacob

5:00 PM

GALDERMA LIVE INJECTION WORKSHOP

Optimizing Your Aesthetic Practice with the Galderma Portfolio featuring Live Injection Demonstration

Presented by: Dr. Jennifer Murdock and Dr. Lisa Grunebaum

6:30 PM · ADJOURN

Make sure to join us tonight for our annual

CELEBRATION ON THE LAWN

Friday, 7:45 PM - Americana Lawn

Dinner, Drinks, and Live Music!
Featuring a Foreigner/STYX Cover Band!

Friday, November 6

MASTERING THE BUSINESS OF AESTHETICS — POINCIANA 1/2

SESSION MODERATORS: Cheryl Hoaglund | Brian Hayes

7:30 AM	VIDEO: The Role And Importance Of A Patient Care Coordinator	**Lou Haggerty**
7:45 AM	VIDEO: Solving Practice Challenges Through Numbers: A Practice Manager's Approach to Enhancing Efficiency & Profitability	**Stephanie Pentoliros**
8:00 AM	AI Growth Tools for Plastic Surgery Practices: How Smart Practices Are Winning in an AI-Driven Market	**Catherine Maley**
8:15 AM	It Depends... — And Other Advice I Give All Day As A Practice Consultant	**Mara Shorr**
8:30 AM	From Google To ChatGPT: Rethinking SEO, Ads, And Brand Building In Aesthetic Surgery	**Rohan Joshi, MD**
8:45 AM	Copy And Paste Marketing Will Not Cut It Any Longer	**George Fox**
9:00 AM	A Contrarian Pricing Strategy For Profitable Growth	**Brian Hayes**
9:15 AM	Peptides in 2027: Marketing the New $610B Opportunity - and the Biggest Risks in Aesthetics	**Sam Peek**
9:30 AM	The Patient Will See You Now: The Scientific Formula For Maximizing Your Online Visibility	**Mona Sharif**
9:45 AM	5 Ways To Effectively Grow Your Practice	**Cheryl Hoaglund**

10:00 AM · BREAK · EXHIBIT HALL

SESSION MODERATORS: Sam Peek | Christin Trujillo

10:30 AM	Features Tell, Benefits Sell	**Vanessa Bird**
10:45 AM	The Fundamentals Of Scaling A Profitable Business Through De-Emotionalizing Marketing Decisions	**Adam Fichman**
11:00 AM	When Search Stops Sending Patients: The Strategic Case For Email & SMS List-Building	**Ryan Miller**

11:15 AM — HAVE PATIENTS CHANGED OVER THE PAST 5 YEARS AND HOW CAN WE CHANGE WITH THEM?

PANEL MODERATOR: Sam Peek

PANELISTS: Adam Fichman | George Fox | Dan Grantham | Mary Robb | Amy Lewis, MD

12:00 PM — KEY DIFFERENTIATORS OF THE MOST SUCCESSFUL PRACTICES

PANEL MODERATOR: Christin Trujillo

PANELISTS: Lisa Marie Wark, MBA, PhD | Jason Bloom, MD | Bruce Katz, MD | Catherine Maley | Jared Latham

1:00 PM · LUNCH · EXHIBIT HALL

MASTERING THE BUSINESS OF AESTHETICS

POINCIANA 1/2

SESSION MODERATOR: Jasmine Hill | Ryan Miller

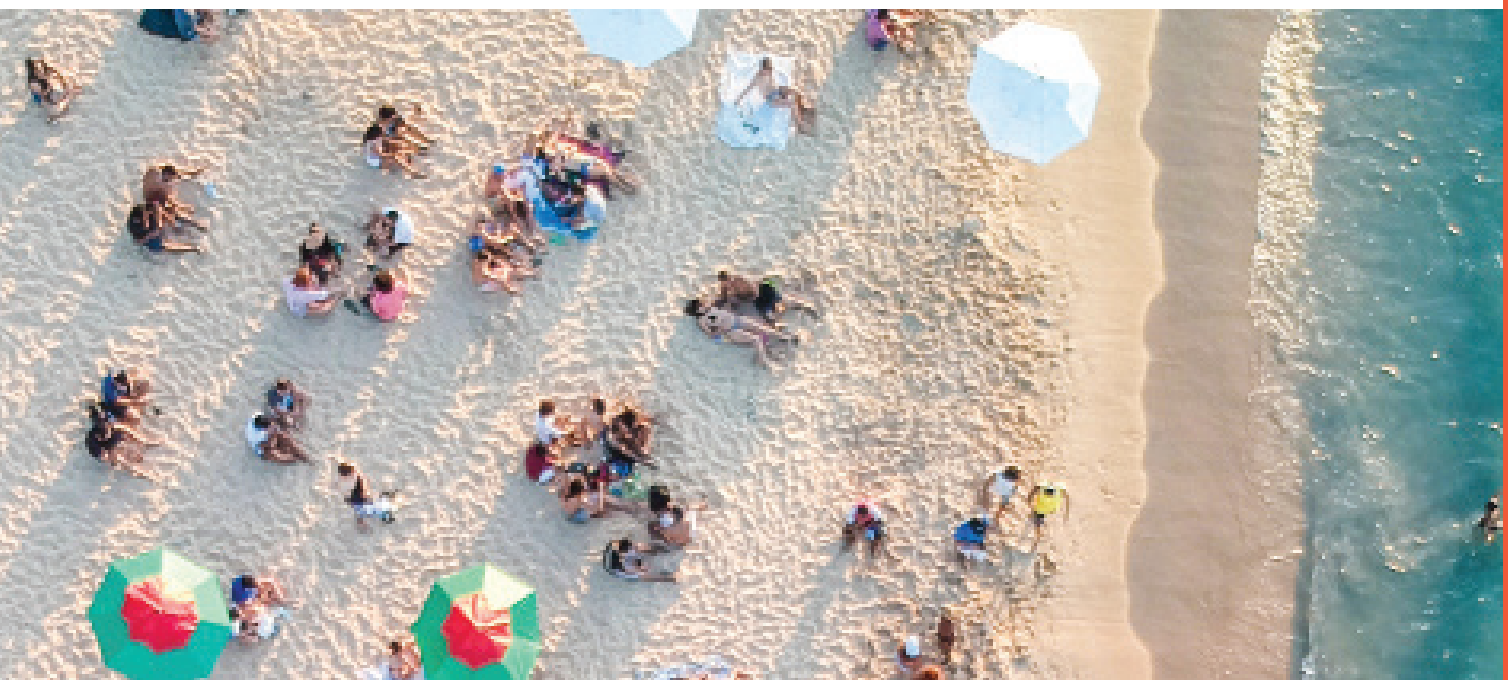
2:00 PM	Likes Don't Pay The Bills: Building A Social Media Brand That Books	**Pamela Brownlee**
2:15 PM	Mastering The Social Media Algorithm In 2026	**Mary Robb**
2:30 PM	Ageless Engagement: Navigating Social Media Marketing Across Generations	**Melanie Petro, MD**
2:45 PM	Effective Use Of Videos In The Aesthetic Practice-The How, When, And Why	**Jasmine Hill**
3:00 PM	Search Is Changing: How To Keep Your Practice Visible In The Age Of AI	**Max Baybak**
3:15 PM	Thriving In Any Market: Multi-Revenue Stream Strategies For Sustainable Success	**Rachel Fidino, ARNP**
3:30 PM	The Perfect First Call: How to Convert More Inquiries Into Consultations	**Dan Grantham**
3:45 PM	Flip The CRM Switch: A Simple Framework To Turn Missed Opportunities Into Measurable Growth	**Ryan Miller**

4:00 PM · BREAK · EXHIBIT HALL

SESSION MODERATOR: Brian Hayes | Jasmine Hill

4:30 PM	The Role Of AI And Technology In Building A High Performance Team	**Brian Hayes**
4:45 PM	Inventory Velocity - Buy Smart Sell Quick	**Jared Latham**
5:00 PM	Scalpel & Syringe: Building Collaborative Referral Pathways Between Injectors And Surgeons	**Olga Gilman**
5:15 PM	Collaboration Or Complication? What To Know Before Partnering With Influencers	**Jasmine Hill**
5:30 PM	Inventory As A Strategic Lever—Not A Back-Office Function	**Niklas Hess**
5:45 PM	Improve Team Performance With More Effective Communication, Including Use Of Technology And In-Person Staff Meetings	**Brian Hayes**

6:00 PM · ADJOURN



SURGICAL STRATEGIES — POINCIANA 3/4

SESSION MODERATORS: Adam Scheiner, MD | William Mack, MD

7:00 AM	VIDEO: Temple Endo-Style Brow Re-Contouring: My Preferred Approach To Brow Lifitng	**Guy Massry, MD**
7:15 AM	VIDEO: Combining Fat Transfer With Deep Plane Lifts - Tips And Tricks For Success	**Elizabeth Chance, MD**
8:00 AM	Pearls For Cosmetic Blepharoplasty - What I'Ve Learned Over The Past 30 Years	**William Mack, MD**
8:15 AM	Don't Forget the Midface	**Fred Fedok, MD**
8:27 AM	My Facial Rejuvenation Ladder	**Waleed Ezzat, MD**
8:39 AM	Top 15 McCollough Surgical Pearls Learned And Perfected Over A 50 Year Career!	**E. Gaylon McCollough, MD**

9:00 AM

DECISION MAKING AND ALTERNATIVES FOR LOWER EYELID BLEPHAROPLASTY

PANEL MODERATOR: William Mack, MD

PANELISTS: John Holds, MD | Steven Mobley, MD | John Burroughs, MD | Kian Eftekari, MD | Alan Brackup, MD

10:00 AM · BREAK · EXHIBIT HALL

SESSION MODERATORS: Donn Chatham, MD | Fred Fedok, MD

10:30 AM	Reviewing Consultation Patients: Quantitative Prediction Of Post-Op Success	**Donn Chatham, MD**
10:45 AM	Persona Non Grata: Identifying Patients Unsuitable for Aesthetic Procedures (being published in Clinics in Dermatology)	**George Kroumpouzos, MD**
11:00 AM	How My Facelift Technique Has Evolved Over The Last 6 Years And Why	**Fred Fedok, MD**
11:15 AM	Minimal Incision Neck Lifting Using Technology for Big Incision Results	**Drew Schnitt, MD**
11:30 AM	Refining THE Neck Lift - Is The Platysma Muscle Realty Needed	**Amir Inbal, MD**
11:45 AM	The Deep Plane Facelift Under Local Anesthesia - Patient Safety And Satisfaction	**Sarah Novis, MD**
12:00 PM	Combining The Best Of Multiple Facelift Strategies To Provide The Optimal Result	**Russell Palmer, MD**
12:15 PM	The Microlift -Why I Love This Procedure	**Phillip Miller, MD**
12:30 PM	Treatment Of The Neck From Minimally Invasive To Surgical Deep Neck Lift	**Steven Pearlman, MD**
12:45 PM	Anatomic Guide To Safe Deep Plane Exploration	**John Vartanian, MD**

1:00 PM · LUNCH · EXHIBIT HALL

Make sure to join us tonight for our annual

CELEBRATION ON THE LAWN

Friday, 7:45 PM - Americana Lawn

Dinner, Drinks, and Live Music!
Featuring a Foreigner/STYX Cover Band!

SURGICAL STRATEGIES

POINCIANA 3/4

SESSION MODERATORS: Russel Palmer, MD | J. Roberto Ramirez Gavidia, MD

2:00 PM	Facelift In The Era Of Fillers And Energy Devices: What Every Surgeon Should Know	**Sidney Starkman, MD**
2:12 PM	Nuances In Hairline Lowering Surgery	**Demetri Arnaoutakis, MD**
2:24 PM	Controversial Topics In Lip Lifting	**Tania Hassanzadeh, MD**
2:36 PM	Chin Ptosis; Solving A Difficult And Dynamic Problem	**Regina Rodman, MD**
2:48 PM	Cheek To Cheek - My Approach To Midface Rejuvenation	**Waleed Ezzat, MD**
3:00 PM	Assessing And Managing The Midface For Optimal Facelift Results	**Russell Palmer, MD**

3:12 PM

THE MALE AESTHETIC PATIENT

PANEL MODERATOR: Steven Mobley, MD

PANELISTS: Yoram Wolf, MD | Drew Schnitt, MD | Corey Maas, MD | Russell Palmer, MD

4:00 PM · BREAK · EXHIBIT HALL

SESSION MODERATORS: William Beeson, MD | Anil Shah, MD

4:30 PM	Full Deep Plane vs Focal Deep Plane Asistance in Facial Rejuvenation	**Christian Drehsen, MD**
4:42 PM	What is Old is New Again: Enhancing Neck Contour Using Cervical Suspension Sutures in Facelift Surgery	**Alan Brackup, MD**
4:54 PM	"Optimum Mobility" G2 Facelift: Fast, Powerful, Durable, Safe, Mini-Invasive Alternative To 'Deep Plane'	**Nabil Fanous, MD**
5:06 PM	Relapse After Facelift Surgery: Understanding The Variables And Management	**Capi Wever, MD**

5:18 PM

THE CHALLENGING PATIENT : WE ALL HAVE THEM

PANEL MODERATOR: Kathleen Stillwell

PANELISTS: William Beeson, MD | Donn Chatham, MD | Sam Pondrom | Nabil Fanous, MD | Jared Latham

6:00 PM · ADJOURN

Friday, November 6

8:00 AM

STRATEGIES FOR YOUR AESTHETIC PRACTICE -- MAXIMIZING VALUE

Why Many Aesthetic Practices Are Considering Sales and "Partnerships"	Gary Herschman
Exploring Potential Strategic Partnerships -- How the Process Works	Jordan Nelson
How to Protect Your Interests and Avoid Bad Outcomes	Nivedita Patel, Esq
How to Maximize the Value of Your Practice's Real Estate	Collin Hart, MBA
Q&A	

9:00 AM

THE ULTIMATE PATIENT COORDINATOR : SELECTION & TRAINING

Mara Shorr | Catherine Maley | Dan Grantham

10:00 AM · BREAK · EXHIBIT HALL

11:00 AM

TIPS FOR MORE EFFECTIVE HIRES AND TRAINING

Kara McClanahan | Brian Hayes | Mara Shorr | Catherine Maley

12:00 PM

COMP WITHOUT CHOAS: SHIFT THE DYNAMIC

Judy Kozlicki | Amy Anderson | Brad Adatto, JD | Brian Hayes

1:00 PM · LUNCH · EXHIBIT HALL

2:00 PM

FRONT DESK ESSENTIALS INCLUDING ACTUAL MYSTERY SHOPPING SURPRISES

Catherine Maley | Mara Shorr

3:00 PM

SUCCESSFUL CONSULTATIONS AND CONVERSIONS

Kara McClanahan | Kirstie Jackson | Jason Bloom, MD

4:00 PM · BREAK · EXHIBIT HALL

4:30 PM

FINANCIALS 101: BENCHMARKS, ASSESSMENT, & PROFITABILITY STRATEGIES FOR YOUR PRACTICE

Christin Trujillo | Judy Kozlicki | Lisa Marie Wark | Cheryl Hoaglund | Carrie Scheiner

6:30 PM · ADJOURN

WORKSHOPS - AMERICANA FOYER

10:15 AM

SMARTGRAFT/REVIAN/JUVASONIC/SMART SOLUTIONS RX · WORKSHOP · AM FOYER

The Modern Hair Restoration Continuum: Diagnose. Restore. Regenerate.

Explore the evolving landscape of hair restoration through a comprehensive look at FUE, personalized diagnostics, regenerative approaches and needle-free serum delivery. This multi-industry educational program brings together SmartGraft, Smart Solutions RX, REVIAN and Juvasonic to examine how today's technologies and treatment options can come together across the hair restoration continuum.

Presented by: Adam Rubeinstein, MD, FACS | Anna Petropouos, MD, FRCS | Cynthia Rager | Sanjay Batra, PhD, FACC

Adam J. Rubinstein, MD, FACS - Vision Medical / SmartGraft
FUE Hair Restoration in Practice: Optimizing Graft Harvesting, Efficiency & Patient Outcomes
This physician-led presentation explores patient selection, graft harvesting, procedural efficiency and treatment planning. Drawing on real-world experience with the SmartGraft FUE system, Dr. Rubinstein will share practical considerations for incorporating hair restoration into an aesthetic or surgical practice.

Anna Petropoulos, MD, FRCS - REVIAN
Beyond the Procedure: Supporting Hair Restoration Results At-Home
Following the surgical perspective on FUE hair restoration, Dr. Petropoulos will explore the role of ongoing at-home care in supporting patients throughout their hair restoration journey. She will discuss the impact of hormonal changes, including perimenopause and menopause, on hair thinning and examine how photobiomodulation with the Revian Red Hair Growth System may be incorporated into a long-term approach following hair restoration procedures or as part of a non-surgical care plan.

Cynthia Rager - Smart Solutions RX
Beyond the Graft: Personalized & Regenerative Approaches to Hair Restoration
Explore how DNA-based diagnostics and emerging technologies, including exosomes, PDRN and growth factors, may contribute to individualized hair restoration strategies. This presentation examines how diagnostic tools and biologically derived products may complement traditional procedures and expand non-surgical treatment options.

Sanjay Batra, PhD, FACC - Juvasonic
Rethinking Delivery: The Science of Serum Absorption
This presentation introduces needle-free serum delivery technology and its potential applications in hair restoration. Attendees will explore delivery mechanisms, considerations for patient comfort and opportunities to incorporate alternative serum application methods into aesthetic practice workflows.

11:15 AM

SMART SOLUTIONS RX + JUVASONIC · LIVE DEMO WORKSHOP · AMERICANA FOYER

Live Hair & Scalp Treatment Experience: See it. Experience it. Bring it back to your practice.

Following the educational program, attendees are invited to experience hair and scalp technologies in action through live, interactive demonstrations. See Juvasonic treatments featuring Growth Factor Serum and HALO PDRN Serum, explore the HALO Smart Scope and discover how these technologies and protocols can be incorporated into the modern hair restoration practice.

PLANNED LIVE EXPERIENCES

- *Live Juvasonic treatments using Growth Factor Serum*
- *Live Juvasonic treatments using HALO PDRN Serum*
- *HALO Smart Scope live demonstrations*
- *Live treatment stations*
- *Opportunities for attendees to interact directly with the technologies and team*

2:00 PM

PATIENT NOW · WORKSHOP · AMERICANA FOYER

Make sure to join us tonight for our annual

CELEBRATION ON THE LAWN

Friday, 7:45 PM - Americana Lawn

Dinner, Drinks, and Live Music!
Featuring a Foreigner/STYX Cover Band!

LESS INVASIVE STRATEGIES — AMERICANA 1/2

SESSION MODERATORS: Elizabeth Rostan, MD | Lycia Thornburg, MD

7:30 AM	VIDEO: Acne Treatment With Lasers And Energy Based Devices: Past, Present And Future	Anne Chapas, MD
7:45 AM	VIDEO: Non-Surgical Periocular Rejuvenation	John Martin, MD
8:00 AM	Cosmeceuticals with Science	Amy Lewis, MD
8:12 AM	From Chair To Vanity: Integrating Evidence-Based Skincare With Injectables	Lycia Thornburg, MD
8:24 AM	Safely Achieve Great Cosmetic Outcomes In Darker Skin	Elizabeth Rostan, MD
8:36 AM	Peptides, Exosomes, And Stem Cells For Longevity And Skin Rejuvenation With Ebd	Azza Halim, MD
8:48 AM	What Are The Latest And Most Used Cosmetic Procedures Being Done By Dermatologist In 2026 And What Does The Future Hold?	Bertha Baum, MD
9:00 AM	Fat Grafting to the Face and Body: State of the Art	Randy Miller, MD
9:12 AM	Anatomical Considerations For Injectable Fillers In The Face: How To Reduce Complications And Optimize Aesthetic Results	William Beeson, MD
9:24 AM	My Approach To Hyperpigmentation	Elizabeth Houshmand, MD
9:36 AM	Surgical And Non-Surgical Uses Of Radiofrequency Devices: Promises And Pitfalls	John Cook, MD
9:48 AM	Rejuvenation of the Skin of the Face and Neck with Nanofat and CO2 Laser	Fred Fedok, MD

10:00 AM · BREAK · EXHIBIT HALL

SESSION MODERATORS: Robyn Siperstein, MD | Jose Juan Montes Bracchini, MD

10:30 AM	Integrating Wellness Into The Aesthetic Practice: The Whole-Patient Model That Drives Growth	Rachel Fidino, ARNP
10:42 AM	Use Of Multiple Modalities For Treatment Of Acne Scars	Elizabeth Rostan, MD
10:54 AM	GLP-1 Induced Facial Aging: A Regenerative Multimodal Algorithm Using Adipose Allograft, Biostimulators, And Energy-Based Devices	Gilberto Saenz III, MD
11:06 AM	Optimizing Non-Ablative Fractional Laser Treatment: Clinical Evaluation of a Novel 3D Controlled Chaos Technology	Yoram Wolf, RN
11:18 AM	Next Generation Chemical Peels: New Considerations For A Trusted Treatment Option	Jennifer Linder, MD
11:30 AM	Vascular Occlusion Diagnosis, Prevention & Treatment	Robyn Siperstein, MD
11:42 AM	Rationale for The Use Of Fillers In The Middle Third Of The Face. Anatomic Considerations	Jose Juan Montes Bracchini, MD
11:54 AM	A Novel Approach to Treating Post GLP-1 Faces, Bodies, and Bums; Integrating Systemic Optimization, Nitric Oxide Priming, Placental Exosomes, Dermoelectrocorporation, and Injectable Biologic Scaffolds	Greg Chernoff, MD
12:06 PM	Uncovering Epigenetic Factors That Influence Skin Aging	Serena Mraz, MD
12:18 PM	How To Choose Between NCTF, Exosomes, Polyneucleotides: What Does The Histology Tell Us About Their Effectiveness	Jack Kolenda, MD
12:30 PM	Recovery Reimagined: The Ultimate Surgical Recovery Protocol to Get Your Patients Event-Ready in 30 Days	Anil Shah, MD
12:45 PM	Cellular Therapeutics In Aesthetic Medicine: Science, Safety & The Future Of Regenerative Care	William Beeson, MD

1:00 PM · LUNCH · EXHIBIT HALL

LESS INVASIVE STRATEGIES — AMERICANA 1/2

SESSION MODERATORS: Bruce Katz, MD | William Beeson, MD

2:00 PM	PRP is not PRP is not PRP – Demystification & Clarification	**Randy Miller, MD**
2:20 PM	Hair Growth Trends in 2026	**Carolyn Jacob, MD**
2:32 PM	Non-Surgical Hair Restoration In Women: A Holistic, Multi-Modality Approach For Superior Results	**Anita Mandal, MD**
2:44 PM	Are Biostimulators the Next Filler? What Does the Next Generation of Injectables Look Like?	**Jacob Beer, MD**
2:56 PM	Anti-Aging Solutions: Supplements	**Carolyn Jacob, MD**

3:08 PM

REGENERATIVE AESTHETICS IS EVOLVING: WHAT'S THE LATEST?

Panel Moderator: Bruce Katz, MD

Panelists: Randy Miller, MD | Tunc Tiryaki, MD | Diane Duncan, MD | William Beeson, MD | Jason Bloom, MD

4:00 PM · BREAK · EXHIBIT HALL

AFTERNOON WORKSHOP — AMERICANA 1/2

4:30 PM

SOFWAVE TECHNOLOGY SHOWCASE

The Total Body Solution: Optimzing GLP-1 Transformations with Sofwave and Pure Impact VIP

Presented by: Dr. Amy Lewis and Dr. Carolyn Jacob

6:00 PM · ADJOURN

MASTERING THE BUSINESS OF AESTHETICS — POINCIANA 1/2

SESSION MODERATORS: Kathleen Stillwell | Audrey Neff

7:30 AM	VIDEO: Video Content Strategies That Drive Patient Engagement And Loyalty	**Shanice Linton**
7:45 AM	VIDEO: Legal Tips On How To Handle Angry Patients	**Jeff Segal**
8:00 AM	Avoiding A Dissatisfied Patient. Psychological Aspects Of The Aesthetic Consultation	**Jose Juan Montes Bracchini, MD**
8:15 AM	Dealing With Difficult Patients	**Cheryl Hoaglund**
8:30 AM	Patient Selection: Your Most Important Decision	**Kathleen Stillwell**
8:45 AM	The Human Advantage: Creating Patient Experiences Technology Can't Replicate	**Audrey Neff**
9:00 AM	How to Show Up: Energizing Your Mindset and Presence—No Matter What the Day Brings	**Gianna Fusco**
9:15 AM	Addressing Good And Bad Reviews	**Cheryl Hoaglund**
9:30 AM	Damage Control 101:What To Do When A Patient Wants A Refund, A Revision For Free, Or To Rip You Online	**Amy Anderson**
9:45 AM	The "Other AI" And How It Has Powered Our Practice Since Day 1	**Andrew Paul**

10:00 AM · BREAK · EXHIBIT HALL

SESSION MODERATORS: Vahe Tirakyan | Kara McClanahan

10:30 AM	Managing Your Brand Through The Upheaval Of AI	**Jamie Butterworth**
10:45 AM	AI, PMAX, and the Future of Aesthetics	**Tara Leifer**
11:00 AM	GEO is the New SEO: How has the Patient Journey Changed With the Increasing Awareness and Reliance on AI	**Roshan Parikh**
11:15 AM	How to Be the Clinic of Choice on Chat GPT	**Rick O'Neil**
11:30 AM	Artificial Intelligence in Facial Plastic Surgery: Current Applications and Future Implications	**Anthony Brissett**
11:45 AM	Patient Education Isn't Rocket Science—So Why Is Everyone Failing At It?	**Robin Ntoh**
12:00 PM	10 Tips For Maximizing The Opportunity With Loyal Patients	**Catherine Maley**
12:15 PM	Developing High-Value Membership Programs That Enhance Patient Loyalty & Practice Revenue	**Audrey Neff**
12:30 PM	The Designer Approach. What Aesthetic Practitioners Can Learn From Luxury Designer Brands To Elevate Patient Loyalty.	**Vanessa Bird**
12:45 PM	Retention, Reviews, Referrals: Strategies For Increasing The 3 R's Of Profitable Growth	**Brian Hayes**

1:00 PM · LUNCH · EXHIBIT HALL

MASTERING THE BUSINESS OF AESTHETICS — POINCIANA 1/2

SESSION MODERATORS: Judy Kozlicki | Lisa Marie Wark, MBA

2:00 PM	The Male Patient: Aesthetics Missing Person(A)	**Jason Sievert**
2:15 PM	Top Ten Revenue-Boosting Treatments Every Practice Should Offer	**Kara McClanahan**
2:30 PM	AI Applications for Aesthetic Practices-Practical Tips and Pearls That Have Worked for Our Practice	**Jeff Spiegel**
2:45 PM	The Art & Science Of Identifying & Engaging In New & Varied Demographics To Unlock Clinic Growth	**Vanessa Bird**
3:00 PM	From Botox To Biohacking: The New Patient Demand You Can't Ignore	**Judy Kozlicki**
3:15 PM	Generative Search And The Future Of Clinic Selection: Data-Driven Insights From 200+ U.S. Aesthetic Practices	**Ryan Miller**
3:30 PM	The Power of Branding: How to Stand Out in the Highly-Competitive Aesthetic Market	**Sam Peek**

3:45 PM

WHAT ATTRACTS A PATIENT TO A PRACTICE

PANEL MODERATOR: Jason Sievert

PANELISTS: Vanessa Bird | Judy Kozlicki | Lisa Marie Wark, MBA, PhD | Mara Shorr

SESSION MODERATORS: Cheryl Hoaglund | Robin Ntoh

4:30 PM	How Can The Staff Help To Minimize Legal Risks For The Aesthetic Practice	**Sam Pondrom**
4:45 PM	Top Malpractice Risks: Plastic Surgery, Derm, Aesthetic Practice	**Kathleen Stillwell**
5:00 PM	Legal Landmines: How Plastic Surgeons Accidentally Create Their Own Lawsuits	**Vahe Tirakyan**

5:15 PM

TOP 10 WAYS TO FUTURE-PROOF YOUR AESTHETIC BUSINESS

PANEL MODERATOR: Kara McClanahan

PANELISTS: Cheryl Hoaglund | Adam Fichman | Michael Somenek | George Fox

6:00 PM · ADJOURN

SURGICAL STRATEGIES — POINCIANA 3/4

SESSION MODERATORS: Michael Persky, MD | Mark Beaty, MD

7:30 AM	VIDEO: Lessons Learned With Facelift Complications Over The Past 30 Years	**Edwin Williams, MD**
7:45 AM	VIDEO: Nuances Of Upper And Lower Blepharoplasty	**Guy Massry, MD**
8:00 AM	Frosting On The Cake: How We Incorporate Ongoing Post Op Skin Treatment To Maximize Results In Our Facial Rejuvenation Patients	**Mark Beaty, MD**
8:15 AM	My Preferred Method Of Facelifting Using A Progressive Advancement Suturing Technique	**Jason Pozner, MD**
8:30 AM	The Fusion Lift-Combining The Mid Facelift And Deep Plane Facelift	**Ivan Wayne, MD**
8:45 AM	Completing The Double Sail: How To Expand And Unify Full Facial Glide Planes	**Mark Beaty, MD**

9:00 AM

SURGICAL PEARLS THAT CHANGED MY PRACTICE (5 MIN TALKS)

PANEL MODERATOR: Michael Persky, MD

PANELISTS: Bradford Bader, MD | Pat Pazmino, MD | Harry Mittelman, MD | Melanie Petro, MD | S. Randolph Waldman, MD | Rohan Joshi, MD | J. Roberto Ramirez Gavidia, MD | Jason Pozner, MD | Drew Schnitt, MD | Adam Scheiner, MD

10:00 AM · BREAK · EXHIBIT HALL

SESSION MODERATORS: J. Roberto Ramirez Gavidia, MD | Adam Scheiner, MD

10:30 AM	Frosting On The Cake: How We Incorporate Ongoing Post Op Skin Treatment To Maximize Results In Our Facial Rejuvenation Patients	**Donn Chatham, MD**
10:45 AM	Get Good And Then Get Fast: Increasing Efficiency During Deep Plane Facelifts	**Katherine Hicks, MD**
11:00 AM	Success In A Deep-Plane Rhytidectomy Practice: Producing Predictable Outcomes And A Predictable Process	**Neil Gordon, MD**
11:30 AM	Why The Neck Keeps Failing In Deep Plane Face Lift	**Amir Inbal, MD**
11:45 AM	The Ultimate Guide To Preservation Face And Necklift	**Michael Roskies, MD**
12:00 PM	Adjunctive And Postoperative Protocols After Deep Plane Facelifting	**Michael Somenek, MD**

12:15 PM

FACE LIFT COMPLICATIONS

PANEL MODERATOR: Manoj Abraham, MD

PANELISTS: Neil Gordon, MD | Sidney Starkman, MD | Katherine Hicks, MD | Mark Beaty, MD | Capi Wever, MD

1:00 PM · LUNCH · EXHIBIT HALL

SURGICAL STRATEGIES

POINCIANA 3/4

SESSION MODERATORS: Donn Chatham, MD | John Cook, MD

2:00 PM — **FEATURED PRESENTATION**

Preservation Rhinoplasty - Why Isn't Everyone Doing It?
Miguel Goncalves Ferreira, MD

2:20 PM — **FEATURED PRESENTATION**

Facial Rejuvenation - My Journey From Fellowship To Today
Neil Gordon, MD

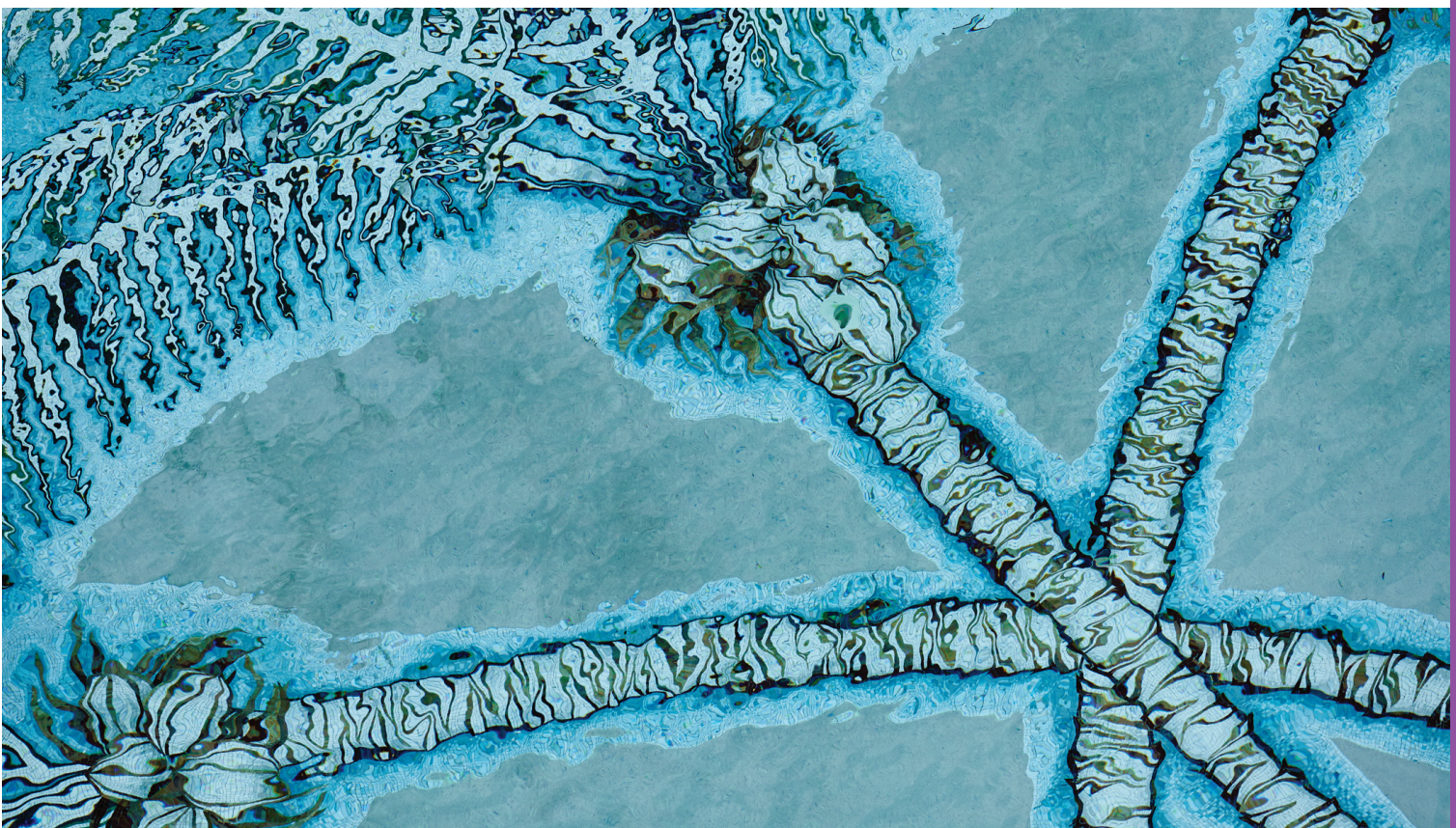
2:50 PM	Extended Release In The Deep-Plane: Challenges And Limits	**Capi Wever, MD**
3:10 PM	Micro-Facelift: A Novel Biplanar, Composite, Less Invasive Procedure	**Yoram Wolf, MD**
3:30 PM	Optimal Adipose Harvesting:AND Processing : Indication and Specific Pearls	**Randy Miller, MD**
3:45 PM	The Art Of Looking Natural; Moving From Facelift To Facial Rejuvenation	**Sidney Starkman, MD**

4:00 PM · BREAK · EXHIBIT HALL

SESSION MODERATOR: Stephen Perkins, MD

4:30 PM	How Did My Facelifts Over the Past Five Years Compare with My Earlier Results	**Stephen Perkins, MD**
4:50 PM	How Does the Preservation Deep Plane Facelift Improve the Lower Neck?	**Sarah Novis, MD**
5:10 PM	The Neglected Subzygomatic Space: An Important Key To Natural Facial Rejuvenation	**John Cook, MD**

5:30 PM · ADJOURN



MASTERING THE BUSINESS OF AESTHETICS: FOCUS SESSIONS

COWRIE

Saturday, November 7

8:30 AM

ARTIFICIAL INTELLIGENCE AND THE AESTHETIC PRACTICE

Kara McClanahan | Anthony Brissett | Vahe Tirakyan | Tara Leifer

10:00 AM · BREAK · EXHIBIT HALL

10:30 AM

2026 LEGAL FORUM

Brad Adatto, JD | Kathleen Stillwell | Jennifer Wiggins | Leiza Dolghih | Sam Pondrom
Jonathon Eskow, JD | Greg Rutstein, JD | Benjamin Hernandez, JD | Jeff Segal, MD, JD

12:00 PM

TECHNOLOGY NEEDED TO OPTIMIZE YOUR PRACTICE

Robin Ntoh | Christin Trujillo | Jay Shorr | Niklas Hess | Kuanghi Chen

1:00 PM · LUNCH · EXHIBIT HALL

2:00 PM

ADDING WEIGHT LOSS & WELLNESS TO YOUR AESTHETIC PRACTICE: PROS & CONS

Rachel Fidino, ARNP | Audrey Neff

3:00 PM

CREATING A COMPREHENSIVE MARKETING STRATEGY INCLUDING SOCIAL MEDIA

George Fox | Max Baybak | Vahe Tirakyan | Pamela Brownlee

4:00 PM · BREAK · EXHIBIT HALL

4:30 PM

THE PROS AND CONS OF SELLING YOUR AESTHETIC PRACTICE

Christin Trujillo | Brad Adatto, JD | Jeff Spiegel, MD | Jay Shorr | Tim McHale | Jason Pozner, MD

6:30 PM · ADJOURN

TOP 10 SUNDAY : AESTHETIC PRACTICE

POINCIANA 1/2

SESSION MODERATORS: Brian Hayes | Mara Shorr

7:30 AM	VIDEO: Common Characteristics Of The Most Successful Practices	**Jared Latham**
7:45 AM	Top 10 Marketing Tips And Tricks From The Top Aesthetic Practices Around The Country	**George Fox**
8:00 AM	Top 5 Must-Haves When Interviewing Candidates And Top 5 Mistakes To Avoid	**Brian Hayes**
8:15 AM	Top Ten Must-Have Technologies For Modern Aesthetic Practices	**Kara McClanahan**
8:30 AM	Top 10 Things You Must Know About AI ---The Good, Bad, And Great!	**Robin Ntoh**
8:45 AM	Designing A Better Visit: The Top 10 Patient Experience Essentials	**Amy Anderson**
9:00 AM	Top Ten Strategies For Retaining Your Best Patients	**Kara McClanahan**
9:15 AM	Top 10 Ways To Save Money In Your Aesthetic Practice	**Jay Shorr**
9:30 AM	Promoted, Trusted — And Untrained: Top 10 Leadership Shifts For Growing Practices	**Judy Kozlicki**
9:45 AM	Top 10 Ways To Get More Reviews	**Audrey Neff**
10:00 AM	Top 10 Challenges Facing Aesthetic Marketing in 2026	**Tara Leifer**
10:15 AM	Top Ten Metrics Every Aesthetic Practice Owner Should Track	**Kara McClanahan**
10:30 AM	Top 10 Protocols And Processes You'Re Missing In Your Aesthetic Practice	**Jay Shorr**
10:45 AM	Top Five Risks For Your Practice	**Kathleen Stillwell**
11:00 AM	Top 10 Ethical Sales Techniques to Maximise Uptake of Skincare	**Vanessa Bird**
11:15 AM	Top 10 Tips for Working with Gen Z Employees	**Mara Shorr**
11:30 AM	VIDEO: Ten Key Steps To A More Effective Social Media Strategy	**Mary Robb**
11:45 AM	VIDEO: AI in Aesthetics: Practical Tools That Transform Your Day-to-Day	**Johnny Franco, MD**

MEETING ADJOURNED

TOP 10 SUNDAY : CLINICAL

POINCIANA 3/4

SESSION MODERATORS: Russel Palmer, MD | Lisa Grunebaum, MD

7:00 AM	VIDEO: The Lateral Platysma - The Key To Unlocking The Gonial Angle	**Sean Alemi, MD**
7:15 AM	VIDEO: Facelifting Made Ridiculously Simple	**Philip Miller, MD**
7:30 AM	VIDEO: Hormones & Peptides - The Missing Link In Your Aesthetics Practice	**Jessie Cheung, MD**
7:45 AM	*10 Botox Myths Based on Research (For Top 10 Section)	**Robyn Siperstein, MD**
8:00 AM	Tips for Doing Facelifts under Local Anesthesia	**Brent Koch, MD**
8:15 AM	Top 10 Tips For Better Facelift Incisions	**Manoj Abraham, MD**
8:30 AM	Top 10 Complications To Avoid When Treating Facial Asymmetry	**Roxane Scemla, MD**
8:45 AM	The New Acne Landscape-Ten Q&A's	**Lycia Thornburg, MD**
9:00 AM	10 Tips For Making Your Facelifts More Enjoyable	**Russel Palmer, MD**
9:15 AM	Top 10 Tips For Safer And More Effective Filler Injections	**Lisa Grunebaum, MD**
9:30 AM	Nanofat – Top 10 Pearls!	**Randy Miller, MD**
9:45 AM	Top 10 Tips For Endoscopic Browlifting	**Anna Carolina Victoria, MD**
10:00 AM	Top 10 Tips For Pertorming Aesthetic Treatments Around The Eyes	**Jennifer Murdock, MD**
10:15 AM	10 Filler Myths From Longevity, Rheology To Cannula Gauge	**Robyn SIperstein, MD**
10:30 AM	Top 20 Tips On Avoiding Post-Procedural Dissatisfaction	**Donn Chatham, MD**
10:45 AM	Cosmetic Treatments People Still Have Wrong -Ten Q&A's	**Lycia Thornburg, MD**
11:00 AM	VIDEO: Ten Key Pearls In Endoscopic Browlifting	**David A. Sherris, MD**
11:15 AM	VIDEO: Biostimulators In Our Practice	**Jennifer Hollander, MD**
11:30 AM	VIDEO: Thread Lifting Procedures - The Good, The Bad, And The Ugly	**Sheila Barbarino, MD**
11:45 AM	VIDEO: Dealing With A Dissatisfied Patient	**Jeff Segal**

MEETING ADJOURNED