Scientific Program

OMICS Group Conferences
Accelerating Scientific Discovery

2nd International Conference and Exhibition on

Cosmetology & Trichology

November 12-14, 2013 DoubleTree by Hilton Hotel Chicago-North Shore, IL, USA



Exhibitor

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Proposals are invited for organizing Symposia/Workshops at OMICS Group Conferences or OMICS Group will sponsor small events at your universities in related areas under the title of your own. These proposals can be sent to respective conference mail ids or to *symposia@omicsonline.org*

OMICS Group Conferences
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Day 1 November 12, 2013

07:30-08:00 Registrations

Zurich

OMICS Group Conferences
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08:00-08:25 Opening Ceremony

Keynote Forum

08:25-08:30 Introduction

08:30-08:55 **E. Gaylon McCollough**
McCollough Plastic Surgery Clinic, USA

08:55-09:20 **Alexander A Krakovsky**
World Academy of Aesthetic Medicine and Surgery, USA

09:20-09:45 **Howard I. Maibach**
University of California, USA

09:45-10:10 **Regan Thomas**
University of Illinois at Chicago, USA

Coffee Break 10:10-10:25 @ Foyer

Track 1: Cosmetic Surgeries

Session Chair: **Alexander A Krakovsky**, World Academy of Aesthetic Medicine and Surgery, USA
Session Co-Chair: **Howard I. Maibach**, University of California, USA

Session Introduction

10:25-10:45 The beauty of the open upper eyelid-ptosis surgery in combination with blepharoplasty
Amjad Z. Ahmad, University of Illinois, USA

10:45-11:05 The efficacy and safety of midface threadlift: A view of the anatomist
Sergey Prokudin, Aptos Ltd, Russia

11:05-11:25 Lower eyelid fat repositioning
John J. Martin, John Martin M.D., USA

11:25-11:45 Considerations in natural breast augmentation: Aesthetic subunit approach for breast fat grafting
Otto J. Placik, Northwestern University, USA

11:45-12:05 Review of implant sizes in 164 consecutive asymmetrical augmentation mammoplasties
Umar Daraz Khan, ReShape Cosmetic Surgery, UK

12:05-12:25 The future of laser body contouring
Ayham Al-Ayoubi, London Medical and Aesthetic Clinic, UK

12:25-12:45 Rhinoplasty for Middle Eastern patients: Modified dome dovision
M.B Bizrah, New Jeddah Clinic Hospital and the Bizrah Clinic, KSA

Lunch Break 12:45-13:30 @ Athens

13:30-13:50 Lip augmentation with Calcium hydroxylapatite "Radiesse": Advantages and disadvantages
Ardeshir Vahidi, Clinical Emergency Hospital Bucharest, Romania

13:50-14:10 Comprehensive consideration and design for treatment of square face in Orientals
Jihua Li, Sichuan University, China

Track 2: Advanced Cosmetic Procedures

Session Chair: **E. Gaylon McCollough**, McCollough Plastic Surgery Clinic, USA
Session Co-Chair: **Landon Pryor**, Rockford Center for Aesthetic Plastic Surgery, USA

Session Introduction

14:10-14:30 The McCollough facial rejuvenation system
E. Gaylon McCollough, McCollough Plastic Surgery Clinic, USA

14:30-14:50 Contemporary applications of artefill for volume augmentation and aesthetic contouring of the face
Landon Pryor, Rockford Center for Aesthetic Plastic Surgery, USA

14:50-15:10 In-office comprehensive facial volume filling utilizing a microcannula
Kian Karimi, Kian Facial Plastic Surgery, USA

15:10-15:30 Serdev Suture® lifts and tissue volumizing in face and body areas
Nikolay Serdev, New Bulgarian University, Bulgaria

15:30-15:50 Illegal permanent fillers
John J. Martin, John Martin M.D., USA

15:50-16:10 Novel approach and 3D film presentation showing combined selective brow ablation using focused monopolar radiofrequency in conjunction with lateral brow-lifting using custom barbed sutures
Farhan Taghizadeh, Lifestyle Lift Innovation Center, USA

Coffee Break 16:10-16:25 @ Foyer

16:25-16:45 **Rejuvenation of the irradiated neck by autologous lipotransfer**
Niroshan Sivathasan, University College London Hospitals, UK

16:45-17:05 **The role of non surgical facial rejuvenation in plastic surgery practices**
Ryan M Neinstein, University of Toronto, Canada

17:05-17:25 **PDO thread lift: An innovative new treatment in non-surgical cosmetic medicine**
Gabriela Mercik, HEBE Aesthetic & Anti-Aging Clinic, UK

17:25-17:45 **Abdominal fat: Your stem cells reservoir**
Farid Nassif, Newport Beach Skin Cancer and Anti Ageing Clinic, Australia

17:45-18:05 **The prophiloplasty in the XXI century**
Gianpaolo Tartaro, Second University of Naples, Italy

18:05-18:25 **Non ablative 1540 fractional laser: How far could it help injection lipolysis and dermal fillers in lower face rejuvenation? A randomized controlled trial**
Rania Abdel Hay, Cairo University, Egypt

18:30-19:30 Cocktails Sponsored by **Journal of Anaplastology @ Athens**

Day 2 November 13, 2013

Zurich

Track 3: Cosmetic Gynecology

Session Chair: Mark N. Scheinberg, The Center for Cosmetic Laser Gynecology, USA
Session Co-Chair: Christopher J Salgado, University of Miami Miller School of Medicine, USA

Session Introduction

08:30-08:50 **Deceptive versus non-deceptive cosmetic-plastic gynecologic surgical interventions**
Mark N. Scheinberg, The Center for Cosmetic Laser Gynecology, USA

08:50-09:10 **Cosmetic vaginoplasty and beyond**
Christopher J Salgado, University of Miami Miller School of Medicine, USA

09:10-09:30 **Plastic surgery of the female genitalia: Experience with over 500 procedures**
Otto J. Placik, Northwestern University, USA

09:30-09:50 **Vulvar dermatology**
Anne Marie McNeill, M.D. McNeill Dermatology, USA

09:50-10:10 **Testicular implant and patient satisfaction in a man of 25 years old, after a Orhidectomy for a Criptorhidy in childhood**
Ardeshir Vahidi, Clinical Emergency Hospital Bucharest, Romania

10:10-10:30 **Surgical management of Hidradenitis suppurativa**
Sofia I. Diaz, University of Miami Miller School of Medicine, USA

Coffee Break 10:30-10:45 @ Foyer

10:45-11:05 **Operating a profitable cosmetic practice**
Bryan Durocher, Essentials Spa Consulting LLC, USA

Track 4: Cosmetic Sciences

Session Chair: Frederick A. Coville, Cornerstone Plastic Surgery & Aesthetic Medicine, USA
Session Co-Chair: Sergey Prokudin, Aptos Ltd., USA

Session Introduction

11:05-11:25 **Skin: The fifth dimension and sixth sense of beauty**
Frederick A. Coville, Cornerstone Plastic Surgery & Aesthetic Medicine, USA

11:25-11:45 **Aesthetic appearance removal of face paralytic deformity by Aptos methods**
Sergey Prokudin, Aptos Ltd., USA

11:45-12:05 **Exoderm, the safest and fastest deep peel**
Maria Clara Santos, Brazilian Red Cross Hospital, Brazil

12:05-12:25 **Stem cell peel**
Geraldine Jain, Punarnawah Medical & Research Centre, India

12:25-12:45 **Cosmetic safety evaluation in industry: Behind the curtain**
Sarah Gilpin, Kao USA

Lunch Break 12:45-13:30 @ Athens

13:30-14:10 **Special Session: Skin rejuvenation procedures for the 21st century**
E. Gaylon McCollough, McCollough Plastic Surgery Clinic, USA

14:10-14:30 **The Manchester patch test: Assessing product efficacy *in vivo***
Rachel E B Watson, University of Manchester, UK

14:30-14:50 **Dead Sea topical effects scientifically approved data: Present status and new directions**
Meital Portugal-Cohen, AHAVA Dead Sea laboratories, Israel

14:50-15:10 **Advances in PRP and prp lysate (2x)**
Leroy Rebello, BIOTEX, India

15:10-15:30 **The many application possibilities for medical pigmentation**
Irma Hulscher, Academy for Permanent Makeup, Netherlands

15:30-15:50 **Examining the realities and expelling the myths of permanent makeup**
Gayle Sobocinski, Bodyworks by Gayle, USA

Coffee Break 15:50-16:05 @ Foyer

16:05-16:25 **The many uses of cosmetic and medical tattooing**
Mary Arnold-Ronish, Tattoo Vanish Inc., USA

16:25-16:45	**Permanent make up, the make up of the future** **Edine Swain,** Face It Advanced Permanent Make up Center, USA
16:45-17:05	**Acne keloidalis nuchae: Surgical management with electrosection and second-intention healing** **Jordan C. Carqueville,** The Skin Care Center, USA
17:05-17:25	**Investigation of the possible correlation between vitamin D deficiency and chronic plaque psoriasis** **Ali A Mustafa,** King Fahad Medical City, Saudi Arabia
17:25-17:45	**Evaluation of the effectiveness of physiotherapy and herbal resources used in clinical practice in aesthetics** **Dora Maria Grassi Kassisse,** University of Campinas, Brazil
17:45-18:05	**The effect of the cryotherapy on the human adipose tissue and pigs isolated adipocytes** **Maria Silvia Mariani Pires de Campos,** Methodist University of Piracicaba, Brazil
18:05-18:25	**How to hire a staff that grows cash based services** **Bryan Durocher,** Essentials Spa Consulting LLC, USA
18:30-19:30	Cocktails Sponsored by **Journal of Clinical & Experimental Dermatology Research @ Athens**

Day 3 November 14, 2013

Zurich

Track 6 & 7: Hair Transplantation and Advances in Trichology

Session Chair: Gary S. Hitzig, Consultant in Regenerative Hair Restoration, USA

Session Co-Chair: Gabriela Mercik, HEBE Aesthetic & Anti-Aging Clinic, UK

Session Introduction

09:00-09:20	**Use of urinary bladder matrix, a bioactive, acellular scaffold along with platelet rich plasma (prp) in transplant donor scars and androgenetic alopecia: 5 year experience in hair duplication and hair loss prevention/non-surgical restoration** **Gary S. Hitzig,** Consultant in Regenerative Hair Restoration, USA
09:20-09:40	**Follicular unit extraction method of hair transplantation: Technique, advantages and limitations** **Marija Balkovic,** Hair Transplantation Center, Serbia
09:40-10:00	**Nano capsulation delivery system used for hair loss and regrowth** **Gabriela Mercik,** HEBE Aesthetic & Anti-Aging Clinic, UK
10:00-10:20	**Non-surgical hair loss treatment** **Maria Clara Santos,** Brazilian Red Cross Hospital, Brazil
	Coffee Break 10:20-10:35 @ Foyer
10:35-10:55	**Focus on platelet growth factors, adipose-derived cells and mimicking growth factors in the treatment of hair loss** **Fabio Rinaldi,** International Hair Research Foundation, Italy
10:55-11:15	**Moderating solar ultraviolet radiation's destructive effects using herbal compounds in shampoo's compound** **Hamid Reza Ahmadi Ashtiani,** Islamic Azad University, Iran
11:15-12:05	**Video Demo: Using sculptra as a liquid face lift** **Amy Brodsky,** The Derm, USA

Special Session: Cosmetic Practice & Marketing

Session Chair: Landon Pryor, Rockford Center for Aesthetic Plastic Surgery, USA

Session Introduction

12:05-12:25	**Legal considerations in the practice of cosmetic medicine** **Alex Thiersch,** American Med Spa Association, USA
12:25-12:45	**Indian cosmeceutical market: A study of consumer preferences and consumption patterns** **Abdullah Bin Junaid,** Jamia Hamdard, India
	Lunch Break 12:45-13:25 @ Athens
13:25-13:45	**MDConnectMe: Improving communication and maximizing the patient experience and hospital reimbursement- A paradigm shift to the new model in health care delivery** **Landon Pryor,** Rockford Center for Aesthetic Plastic Surgery, USA
13:45-14:05	**Social media & relationship marketing: What's new in social media and what to do now to prepare for web 3.0** **Monique Ramsey,** Cosmetic Social Media, USA
14:05-14:25	**The cosmetic conversation** **Geraldine Jain,** Punarnawah Medical & Research Centre, India
14:25-14:45	**Lipid Nanoparticle technology for formulation of cosmetics** **Medha Joshi,** Midwestern University, USA

Bookmark your dates

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3rd International Conference and Exhibition on
Cosmetology & Trichology
July 21-23, 2014 Las Vegas, USA

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