



**Earn CPD
points as
you learn:**

awarded by
the South African
Medical
Association

MEDICAL AESTHETICS CONVENTION 2013

16th – 18th March 2013

CAPE TOWN CTICC

**Increase your knowledge
Increase your profit**

- Gain insight into growing your practice
- Live demonstrations
- Earn CPD Points
- View latest products and equipment
- New techniques and treatments
- Absorb the latest news, views and business trends
- Key networking event of the year

Book now to avoid disappointment
Book online www.medicalaesthetics.co.za

*Scan here
to book
your seat*





Delivering New Business Inspiring Existing Practitioners

The Medical Aesthetics convention offers a dedicated workshop and conference for both surgical and non-surgical professionals.

Bringing together national and international experts that will share their clinical and market knowledge.

- This two day conference will give you the opportunity to learn and discuss the latest technologies and developments that will further enhance your knowledge and practical skill set.
- You will hear from leading doctors, surgeons and dermatologists that will set the trends for 2014.
- All attendees will be awarded a CPD Certificate.

This Convention promises to **inspire** and **motivate** all:

- Doctors
- Dentists
- Dermatologists
- Existing practitioners
- New comers to the industry

Own a smartphone?

Download your free QR code reader application and scan the code below. You will be directed to the Medical Aesthetics Registration Page

Scan here
to book
your seat



Workshop Programme

Looking for a rewarding and exciting turn in your professional career?

Facial Aesthetic procedures continues its amazing world-wide growth pattern.

On the 'reality' side of this phenomenon, Medical and Dental professionals increasingly struggle to maintain their income. Services remain a "grudge sale" and it is a fact that in a stressed-out world, patients would rather spend money on procedures that make them look and feel good rather than visit the Dr - unless they really have to, due to some, now urgent, medical or dental, issue.

This one day informational workshop will present to you an overview of, and insight into the Medical Aesthetics field. No more anxious patients, no more medical aids, only clients voluntarily coming to you for professional Medical Aesthetic procedures.

* Attendees will receive an Attendance Certificate

SATURDAY, 16 March 2013

CPD points: 6

08:30 – 09:00 Registration & Morning Coffee

09:00 – 09:45

Introduction into Facial Aesthetics and Beauty

Dr Paul Brandt

An overview of the aesthetic industry and how it has evolved over the recent years, what types of treatments are available and what results can be expected by incorporating aesthetics into your practice.

09:45 – 10:30

Botulinum Toxin (Including demo)

Dr Paul Brandt & Dr Chris Giezing

A lecture covering the history and safety of Botulinum toxin and also what areas are best indicated for this treatment.

10:30 – 11:00 Tea/Coffee

11:00 – 12:30

Dermal Fillers (Including demo)

Dr Paul Brandt and Dr Chris Giezing

Modern fillers, what they are indicated for treating and what complications could possibly arise.

12:30 – 13:30 LUNCH

13:30 – 14:20

Chemical Peeling (Including demo)

An overview on peeling ingredients, what skin condition is best treated with peeling and what type of results can be achieved.

14:20 – 15:10

Laser treatments (Including demo)

An overview on lasers - how the technology works, what they are indicated to treat, and how to successfully incorporate them into an aesthetic practice.

15:10 – 15:40 Tea/Coffee

15:40 – 17h00

Indemnity Insurance (AON) & Consumer protection act

A short lecture on what type of insurance cover you should consider before adding aesthetic treatments to your service menu, followed by a short overview of the consumer protection act and how you should protect yourself and your practice.

CLOSE

View the Speakers biographies
www.medicalaesthetics.co.za

*Topics and speakers are subject to change
Please visit the website for updates.

Convention Programme

SUNDAY, 17 March 2013

CPD Points: 6

8:30 – 09:00 Registration & Morning Coffee

9:00 – 9:30

Cooltec: The latest non-invasive body sculpting technique

Dr Delia van Vuuren

An in depth look at the latest technology in body shaping called Cooltec from Radiant Healthcare. The treatment consists of applying cold vacuum applicator heads to a selected fatty tissue and freezing the localised tissue for a controlled period of time resulting in body shaping and contouring and a reduction of 20% of fat in the treated area after one treatment.

9:30 – 10:30

Facial Anatomy: "The Importance and Applications"

Dr Lionel Jedeikin (MBChB, LRCP&S (edin), FCS (SA) (plast)

An intensive lecture on facial anatomy, an essential tool for aesthetic practitioners to incorporate into their everyday practice in order to facilitate safer and effective treatments.

10:30 – 11:00

Treating Facial Telangiectasia

Gary Wachsberger

About 30 % of people with type 1 and 2 skin types suffer from telangiectasia. Gary Wachsberger will be taking a look at the latest technology available for treating this skin condition.

11:00 – 11:30 Tea/Coffee

11:30 – 12:15

Acupuncture and face rejuvenation treatment

Dr Robert Gobac

In its original format acupuncture is known for its general healing, rebalancing and rejuvenating properties. This on its own will have remarkable effects on healing and anti-aging efforts.

12:15 – 14:00 LUNCH AND EXPO

14:00 – 14:30

Anti ageing, the sun friend or foe

Dr Jonathan Smith

Without the sun, our primary source of energy, life would not exist, but, the sun can also harm. This talk will investigate the many constructive as well as destructive effects of the light spectrum.

14:30 – 15:15

Medical Aesthetics and Healthy Ageing...Quo Vadis?"

Dr Gys Du Plessis

Medical Aesthetics is everywhere today but are we as Medical Practitioners everywhere in Aesthetics? This talk opens up the paradigm of 'Healthy Ageing' as a more holistic and pro-active vehicle towards sustained beauty span. It embraces the science of ageing in the cells, lifestyle intervention and the ever-increasing important role of nutraceuticals and hormones in our medical aesthetic endeavours

15:15 – 15:45 Tea/Coffee

15:45 – 16:30

The Liquid Face Lift

Dr Nardus le Grange

The Liquid Facelift can create a younger, plumper look and address concerns like lines, wrinkles, volume loss and sagging. Dr Nardus Le Grange will be doing a demo and short lecture on the procedure.

16:30 – 17:00

Laser Resurfacing

Wikus Olivier

A lecture covering the latest technology in resurfacing of conspicuous, complex and deep scars using new SCAAR FX technology to improve the well-being and quality of life for patients.

CLOSE

MONDAY, 18 March 2013

CPD Points: 4

8:30 – 09:30 Registration & Morning Coffee

9:00 – 9:30

Aesthetics, more than skin deep – how hormones affect the skin

Dr Colin La Grange

This presentation will take practitioners on a journey through the hormone rollercoaster of a woman's menstrual years to help understand how her lifestyle and balance of her hormones affects the speed at which she will age.

10:30 – 11:00 Tea

11:00 – 11:30

Use of polypeptides in skin care products

Dr Robert Gobac

In the skin care industry, Peptides have revolutionized the way that tissues are stimulated to repair damaged collagen and therefore rejuvenation of the skin, which in return can prevent, slow down and reverse many signs of skin aging.

11:30 – 12:00

Business Topic

Helen Merchant- International speaker

With the experience and vast knowledge gained from 16 years in the Spa industry, which has spanned every aspect of 5 Star Hotels, Stand alone and Health Club Spa facilities. Helen Merchant/ International Spa Consultants offers their clients the unique abilities of professional knowledge and expertise spanning all aspects of their Spa business, including Business Evaluation, Project Management, Spa Operations, Spa Development, Training and Market Strategies.

12:00 – 14:00 LUNCH AND EXPO

14:00 – 14:30

The role of Growth Factors in Skin Rejuvenation

Helene Schoonees

The role of topical growth factors in skin rejuvenation has become one of the hottest trends in the quest for eternal youth. What are growth factors and how do they work? What are the key concepts crucial for understanding how topical growth factors may mediate skin rejuvenation? These questions and more will be discussed.

14:30 – 15:00

Gold Standard of Laser Hair Removal

Penny Jenkinson

A background on the physics of lasers, suitable laser beams for hair removal, how laser hair removal works, suitable candidates/ less suitable candidates - medical history, lifestyle etc.

15:00 – 15:30 Tea/Coffee

15:30 – 16:30

Social Media Training

Natasha Clark

If you aren't using social media yet, you're missing out on a vast, untapped group of potential customers. Sites like Facebook, Google +, Twitter, YouTube, LinkedIn, MySpace, Digg (to name just a few), as well as millions of blogs and forums, are all constantly buzzing with user generated content and interaction – and it's time your business became the topic of choice. (Please bring along your computer or tablet)

CLOSE

Earn CPD points as you learn:

(Attendees will be awarded with a CPD certificate. One CEU per hour, therefore half points will not be valid.)



MEDICAL AESTHETICS

16 March - 18 March 2013 *Topics and speakers are subject to change.*

SAVE MONEY with the EARLY BIRD SPECIALS

***Valid till 8th March.** Seating is limited so book early and avoid disappointment.

The easiest way to book is on the website: www.medicalaesthetics.co.za

BOOK NOW: Please complete and return this booking form with proof of payment to:
Vanessa de Almeida at efax: 086 260 6083 OR email: tickets@probeauty.co.za

Once we have received your booking and payment, we will send you a confirmation letter and receipted invoice.

NO QUEUEING: On arrival at CTICC, follow the signage to the convention room, and collect your badge from the organiser's registration table. Delegates gain full entry to conference sessions, delegate networking courtyard, VIP access to the Professional Beauty exhibition, conference lunches and refreshments throughout the day.

Tick the sessions you would like to attend:

Saturday Workshop – One day delegate pass:
R1600 / *Early Bird R1300 per person

One day pass: Sunday or Monday Convention –
For catering purposes, tick relevant box
R900 per person / *Early Bird R650 per person

Two day pass: Sunday and Monday Convention –
R1500 per person/ *Early Bird R1050 per person

Three day pass: Saturday / Sunday / Monday –
R2250 per person / *Early Bird R1600 per person

DELEGATE NAME

Practice no.:

Are you a Medical Doctor Dentist Nurse Therapist

Other: Please Specify

Student Student No.

University:

Job Title:

Company Name:

HPCSA No.

Address:

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Postcode:

Telephone:

Cell:

Email:

Payment options

(ref: **MEDI** plus your name)

Amount Payable: R.....

1. Bank transfer to TE Trade Events (Pty) Ltd,
FNB Wierda Valley, Acc. No 62055606671,
Branch: 260950

2. Please Debit my Credit Card

Name on card:

Billing Address:

.....

Type of card: Visa Mastercard Expiry Date:

Card No.

Last 3 digits on back of card

.....
Cardholder's signature Date

Visit www.medicalaesthetics.co.za and follow us on:

