

DR. LARA DEVGAN'S
BEAUTY METRICS



MASTER CLASS &
TRAINING COURSE

Saturday, October 20, 2018
9 am- 5 pm

GRIFFIS FACULTY CLUB
NEW YORK PRESBYTERIAN HOSPITAL, CORNELL CAMPUS
521 EAST 68th STREET
NEW YORK, NEW YORK 10065

COURSE AGENDA

8:00 am	Registration & Breakfast	Griffis Faculty Club New York Presbyterian Hospital Cornell Campus 521 East 68 th Street New York, NY 10065	*please bring photo identification *after security check at the main entrance, participants will report to the Griffis Faculty Club *please allow ample time for check in as course will start promptly at 9am
PART 1: INTRODUCTION			
9:00 am	Introduction	-Welcome -Practice principles -Holistic approach to facial beauty/ facial analysis	Lara Devgan, MD Board-Certified Plastic Surgeon New York, NY
PART 2: ANATOMY, COMPLICATIONS & EMERGENCIES			
9:10 am	Facial Anatomy and Facial Danger Zones	-Muscular, vascular, and nervous anatomy of the face -Facial danger zones	David Funt, MD Board-Certified Plastic Surgeon Long Island, NY
9:40 am	Complications and Management	-Emergencies & complications from neurotoxins, fillers, kybella -How to manage adverse events -Injectables crash cart -salvaging the patient experience after an undesirable outcome	David Funt, MD Board-Certified Plastic Surgeon Long Island, NY
10:10 am	QUESTION/ ANSWER and clinical pearls		Mod: Lara Devgan, MD David Funt, MD

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			Kay Durairaj, MD Richard Swift, MD
PART 3: TECHNIQUES WITH GREATEST RISK OF COMPLICATIONS			
10:30 am	PERIORBITAL FILLER: TEAR TROUGH AUGMENTATION UPPER EYELID AND BROWBONE FILLER	-evaluation of the undereye area, orbital rim, and orbital roof -when never to do a tear trough augmentation -A-frame deformities -TECHNIQUE OVERVIEW: cannula versus needle, sandwich technique, filler choice, technical considerations, complications	Lara Devgan, MD Board-Certified Plastic Surgeon New York, NY
11:00 am	NON-SURGICAL RHINOPLASTY: DORSAL HUMPS ETHNIC NOSES POST-SURGICAL NOSES DROOPY TIP NOTCHED ALA THIN VS THICK SKIN	-Nonsurgical rhinoplasty: analysis, measurement, nasal subunits, injection technique, complications -The favorable versus the unfavorable patient -TECHNIQUE OVERVIEW: aspiration, microdroplet injection, finding the avascular tissue plane, treatment of filler as a cartilage graft	Lara Devgan, MD Board-Certified Plastic Surgeon New York, NY
11:30 am	Q & A		Mod: Lara Devgan, MD David Funt, MD Kay Durairaj, MD Richard Swift, MD
PART 5: LUNCH & LEARN YOUR MEDICAL AESTHETICS “MBA” PANEL DISCUSSION & LUNCH	The 5 top pieces of advice for business development, press, branding, and PR from 4 industry leaders	-Marketing in medical aesthetics -Developing a brand -Speaking in an authentic voice -Monetizing social media -Staying relevant in traditional media -What works & what doesn't	PANEL DISCUSSION Mod: Lara Devgan, MD Alexandra Wilkis Wilson Kate Ward Divya Gugnani Karla Barbosa Kay Durairaj, MD Michael Apa, DDS Richard Swift, MD David Funt, MD
12:00 pm	Alexandra Wilkis Wilson BUSINESS DEVELOPMENT	How I helped build billion dollar brands, and what that has taught me about medical aesthetics How grass-roots marketing can change your practice	Alexandra Wilkis Wilson Co-founder of GILT Co-founder of GLAMSQUAD VP of Allergan
12:10 pm	Kate Ward PRESS	How I built the most popular female focused website in the world, and how you can use those lessons to engage the main demographic of medical aesthetics How traditional media and social media can build your practice	Kate Ward Editor in Chief of Bustle
12:20 pm	Divya Gugnani BRANDING	How I built a global cosmetics brand in a few years with a modest budget and strong word of mouth	Divya Gugnani Co-founder of Wander Beauty Worldwide Cosmetics Brand

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		How a unique take on branding can improve your public image	
12:30 pm	Karla Barbosa PR	How I helped one of the biggest fashion houses in the world develop their PR strategy How to be your own best publicist and maximize PR for your medical aesthetics brand	Karla Barbosa Former VP of Marchesa PR Public Relations expert
12:40 pm	Q&A and input from the medical professionals	Input from medical professionals on building a practice	
PART 6: DEOXYCHOLIC ACID			
1:00 pm	DEOXYCHOLIC ACID KYBELLA FOR JOWLS KYBELLA FOR BODY	-Kybella mechanism, preparation, technique -number of treatments & vials -when Kybella is not sufficient -Patient experience: immediate & delayed side effects, time period to final result, when to re-treat -Submental region injection -Advanced off-label techniques: bra rolls, banana rolls, upper arms, abdominal fat -Anticipating the difficult Kybella patient (ie skin laxity, thin skin, jowl fullness)	Kay Durairaj, MD Board-Certified Facial Plastic Surgeon/ ENT Los Angeles, CA
PART 7: NEUROTOXINS			
1:30 pm	NEUROTOXINS FINESSE TECHNIQUES	-Botox, Dysport, and Xeomin similarities and differences -Preparation, Storage, Technique -Timing & duration -Dosing & product choice -Basic injection sites: forehead, glabella, crow's feet -Advanced techniques: eyebrow arch, gummy smile, chin dimpling, masseters, DAOs, platysma, trapezius, hyperhidrosis -Anticipating the difficult neurotoxin patient	Richard Swift, MD Board-Certified Plastic Surgeon New York, NY
PART 8: FILLERS			
2:00 pm	FILLERS 101 HA Fillers versus Non-HA Fillers An in-depth look at Sculptra & Radiesse CONTOURING WITHOUT MAKEUP: Cheekbone & Jawline Sculpting	-Similarities and differences between HAs, Radiesse, Sculptra -Harnessing the properties of fillers to help achieve your goals. How to decide how much product to use and which product -Basics of preparation: use of sterile technique, reconstituting/ mixing with lidocaine/ tips for drawing up and injecting product -Basics of time to onset, duration of action, factors that affect how long fillers will last -SCULPTRA: face, decollete, buttock	Kay Durairaj, MD Board-Certified Facial Plastic Surgeon/ ENT Los Angeles, CA

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		augmentation, cellulite dimples -RADIESSE: cheekbones, jawline, hands -Anticipating the difficult filler patient	
2:30 pm	QUESTION/ ANSWER and clinical pearls		Mod: Lara Devgan, MD David Funt, MD Kay Durairaj, MD Richard Swift, MD
3:00 pm	COFFEE & NETWORKING BREAK		
3:15 pm	The Aesthetics of the Lower Third of the Face From an Aesthetic Dentistry Standpoint	The Aesthetics of the Lower Third of the Face as a basis for better understanding lip augmentation, chin augmentation, jawline augmentation, masseter slimming, and Kybella	Michael Apa, DDS Aesthetic Dentist New York, NY
3:45 pm	LIP AUGMENTATION	-the 5 main qualities of beautiful lips -similarities and differences among HAs, how to choose a filler -TECHNIQUE OVERVIEW: microdroplet injection, threading, tenting, bifurcation, cannula	Lara Devgan, MD Board-Certified Plastic Surgeon New York, NY
4:15 pm	LIVE INJECTION DEMONSTRATIONS	-nonsurgical rhinoplasty -tear trough augmentation -lip augmentation	Lara Devgan, MD Board-Certified Plastic Surgeon New York, NY
4:50 pm	Beauty Metrics Concluding Remarks	-Structural volume changes versus wrinkle chasing -The Uncanny Valley -Expectation Management & keeping patients happy	Lara Devgan, MD Board-Certified Plastic Surgeon New York, NY
5:00 pm- 6:00 pm	CHAMPAGNE RECEPTION	-meet & greet -photographs -tag @laradevganmd and #beautymetrics in your posts	*please complete your course evaluation form *upon completion of your evaluation, you will receive a formal certificate of completion/ certification document

Special thanks to our esteemed faculty and staff

Thank you for traveling from all over the world to be here!

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Quebec, Canada
Chile
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